

# OSCAR MAPLES FORD

Announces the Continuation of Their  
**NO DOWN PLAN**

Which Has Been So Successful  
DURING THE MONTH OF JUNE

To You, the People of Torrance and Vicinity, We Will Deliver a

**NEW OR A-1 USED CAR**  
With Absolutely No Money Down!

IF YOU HAVE A GOOD CREDIT STANDING  
COME IN AND LET US PROVE IT

You and You Alone Know If Your Credit Is Good

If your credit is good, we can borrow sufficient money to complete the deal!

TEST DRIVE ONE OF THESE TODAY!

1949 FORD V8 FORDOR

Custom Sedan. Radio, heater, overdrive, whitewalls. Real clean. NO DOWN PLAN!

**\$31<sup>00</sup>** PER MONTH

1951 PLYMOUTH CLUB

Original dove grey finish, factory equipped. A beautiful car. NO DOWN PLAN!

**\$43<sup>40</sup>** PER MONTH

1951 DODGE 1/2-TON

Pickup Truck. Deluxe cab, fluid drive, new paint. Excellent thruout. NO DOWN PLAN!

**\$46<sup>50</sup>** PER MONTH

1953 DODGE 4-DOOR

Coronet model with famous Red Ram V8. Radio, heater, Gyromatic, whitewalls. NO DOWN PLAN!

**\$14<sup>22</sup>** PER WEEK

Dependable Transportation Cars

**\$25 to \$149**

1948 OLDSMOBILE 2-DOOR SEDAN

Has radio, heater and hydramatic.

1948 OLDS 2-DOOR SEDAN

Has radio, heater and hydramatic

1947 STUDEBAKER 4-DOOR

Champion. Radio, heater and overdrive.

1949 BUICK SEDANETTE

Radio, heater and Dynaflow. Excellent.

See Our Tremendous Selection of the  
FINEST NEW CAR TRADE INS — TODAY!

# OSCAR MAPLES

YOUR FRIENDLY TORRANCE FORD DEALER

1420 CABRILLO AVE. TORRANCE FA 8-5014

## STUDEBAKER

TRADE-INS

16317 S. VERMONT AVE.

1954 COMMANDER V-8 Coup Coupe. Radio, heater, automatic drive, fog lights, white walls, wheel discs, directionals, etc. Low mileage beauty. **\$1995**

1954 CHAMPION 2-Door Sedan. Overdrive, jet black finish. Real clean. **\$1345**

1952 DODGE 4-Door Sedan. Coronet with radio, heater, Gyro-Matic, Dodge's finest car. **\$845**

1951 COMMANDER V-8 Land Cruiser. 4-Door Sedan. Automatic transmission, radio, heater. Real clean. **\$495**

1951 COMMANDER V-8 Club Coupe. Automatic drive. Popular Starlite model. **\$495**

1950 HUDSON 4-Door Sedan. Commodore with radio, heater and overdrive. Top condition. **\$495**

1950 COMMANDER Land Cruiser. 4-Door Sedan. Radio, heater and automatic drive. A real bargain. **\$495**

1950 CHAMPION 4-Door Sedan. Radio, heater and overdrive. Clean, economical transportation. Choice of 4. **\$425**

1952 HILLMAN Convertible. Radio. Real nice. Drive to work all week and take the family for a ride on Sunday for only \$1.00 worth of gas. **\$595**

1950 CHAMPION 2-Door Sedan. Radio and overdrive. Nice for a family with children. **\$395**

Come In and See the New '55 HILLMAN STATION WAGON  
Ideal for that summer vacation. This wagon is EXTRA ROOMY and EXTRA ECONOMICAL

Carl P. PURSCHE

SALES STUDEBAKER SERVICE  
16317 S. VERMONT AVE.  
Plymouth 6-2060 Gardena DAVIS 4-6603

Want Ad Readers  
Call FA 8-4000

ADVERTISE IN THE  
HERALD WANT ADS  
FA 8-4000

## TOM ROADY'S

"ROAD READY" USED CAR

REDUCTION SALE

1953 DODGE V8 Club Coupe. A real buy. Beautiful 2-tone finish, big radio and heater, new seat covers, whitewall tires. License 282878  
REDUCED TO \$1398

1952 PLYMOUTH Station Wagon. A hot buy. Has radio, heater, all good tires, clean interior. License 1X50878  
REDUCED TO \$998

1950 CHEVROLET Deluxe 4-Door. Radio, heater. Powerlift, new seat covers. License 2N3332  
REDUCED TO \$548

1948 WILLYS JEEPSTER Economical and sporty. Has radio, nice upholstery, and runs good. License 282482.  
REDUCED TO \$398

TRANSPORTATION SPECIALS

'46 Ford V8 Sedan.....\$198 '39 Plymouth Sedan.....\$98  
'46 Pontiac Sedan.....\$198 '46 Crosley .....\$98  
'46 Plymouth Sedan.....\$98 '39 Lincoln .....\$48

FOR A BETTER DEAL ON A NEW DODGE — PLYMOUTH OR USED CAR:

TOM ROADY . . . . .  
SAYS

COMPARE BEFORE YOU BUY  
✓ TRADE-IN ALLOWANCE

✓ PRICES ✓ AMOUNT OF EACH PAYMENT  
✓ CASH DIFFERENCE ✓ NO. OF MONTHLY PAYMENTS

By Comparison We Will Give You a Better Deal Than You Can Find

ANYWHERE . . . ! !

TOM ROADY

AT THE

BIG

DODGE and PLYMOUTH  
CORNER IN GARDENA

165TH PLACE & S. VERMONT AVE.  
DAVIS 4-1108 DAVIS 4-7906

# GROUCHO SAYS:

When You Think About Buying a New Car

**DON'T BE MISLED**

By all the ballyhoo that you can save money by buying through the so-called "Volume Dealers." Thousands of dollars are spent to convince the public the "Volume Dealer" can sell a car for less money.

**THAT'S BUNK**

HERE'S WHY:

1. Regardless of size, each dealer pays the factory the same price for the automobile. Therefore, their margin of profit is identical.
2. The Volume Dealer has a greater "overhead expense" than your local dealer. Therefore, his "cost" per car is greater.
3. The Volume Dealer spends thousands of dollars per month on television, radio and newspaper advertising. Who pays this cost, if it is not "you," the purchaser?
4. Records show that the larger dealers make a greater profit than the smaller dealers. Therefore, he makes more per car. Or to put it another way, you pay him MORE for the same car.
5. "The Volume Dealer" still sells only about 10% of his make of car in a given area. The smaller dealers are writing 90% of the business.

So, when you want a car, do business with your own local dealer. His money is invested in YOUR community to SERVE YOU.

**BUY LOCALLY FOR LESS**

DE SOTO

"SMARTEST OF THE SMART CARS"

PLYMOUTH

"FOR THE YOUNG IN HEART"

## HOLIDAY USED CAR SPECIALS

A FEW OF OUR MANY TOP VALUE BUYS

1954 DE SOTO FIREDOME 4-Door Sedan. Fully equipped, including electric windows, Goodyear Nylon Double Eagle tires. Original cost \$4030. See to appreciate.

SAVE MANY \$\$\$

1952 CHEVROLET BEL-AIR Hardtop Convertible. Fully equipped. An outstanding car.

ONLY \$1145

1950 DE SOTO STA. WAGON Completely reconditioned throughout. Here's utility plus comfort.

ONLY \$795

1950 NASH 4-DOOR

Statesman with radio, heater, overdrive and bed. Real sharp!

ONLY \$295

1953 PLYMOUTH CLUB CPE.

Cranbrook with radio, heater and automatic transmission. A low mileage, beautiful car.

ONLY \$1195

1948 PACKARD 4-DOOR

Has radio and heater. An exceptionally clean 1-owner car.

ONLY \$295

# WHITTLESEY MOTORS

Oldest DE SOTO - PLYMOUTH DEALER in So. Bay Area

1600 Cabrillo Ave

Torrance

FA 8-6161

FACTORY AUTHORIZED SERVICE ON ALL CHRYSLER PRODUCTS  
COMPLETE BODY & PAINT DEPARTMENT

# B-U-T-L-E-R B-U-I-C-K

In

## TORRANCE

CAN AND WILL DELIVER TO YOU

A BRAND NEW

# 1955 BUICK RIVIERA HARDTOP

FOR ONLY

**\$299 Down**

Includes The Sensational New Dynaflow radio, heater, etc.

AT

# B-U-T-L-E-R B-U-I-C-K

2084 TORRANCE BLVD.

Corner of Cravens

FA 8-6272