

HELLO 1956!

As we start the New Year we pause to look back with pride on our accomplishments in 1955

SALES UP 300% OVER 1954!

And a host of new friends and owners for De Soto and Plymouth

FOR THIS WE ARE DEEPLY GRATEFUL

And wish to thank our many friends who helped make this record possible!

WE PLEDGE FOR 1956

1. The best possible service for our present customers and those who will become customers in 1956.
2. To increase our sales volume by 100% — To insure new owners:

The Highest Possible Trade in Allowances

The Lowest New Car Costs

The Lowest Possible Financing Charges

AND

That Every Deal Will Be A Straight-Forward, Above-board Business Proposition

W-H-I-T-T-L-E-S-E-Y M-O-T-O-R-S

OLDEST DESOTO-PLYMOUTH DEALER IN THE SOUTH BAY AREA

1600 CABRILLO AVE. — TORRANCE — FAirfax 8-6161

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

San Pedro

HARBOR PONTIAC

THE FABULOUS 1956 PONTIAC

*The Biggest Car *The Lowest Price
*The Best Deal

\$9900 Down OR EQUITY IN YOUR CAR

860 2-DOOR SEDAN
COMPLETE

Hydra-Matic Directionals
Underseat Heater — Defroster — Oil Bath Air Cleaner
Full Flow Oil Filter
Weekly Payment \$22.50

'49 PONTIAC \$345

Chieftain Deluxe 2-Door Sedan. Radio, heater and hydramatic. A real nice car!

'54 PONTIAC \$1495

Chieftain Deluxe 4-Door. Radio, heater, Hydra-Matic. Carries our unconditional warranty.

'52 PONTIAC \$895

Custom Catalina equipped with radio, hydramatic, whitewalls, all leather interior. A very sharp clean car you'll be proud to own. See it now.

'49 STUDEBAKER \$245

Champion Deluxe 4-Door Sedan. Radio, heater, and gas-saving overdrive. A good buy!

For a GOOD DEAL
.... and a GOOD DEAL MORE

See

HARBOR PONTIAC

III S. Pacific Ave., --San Pedro--TE 3-2484

Sandy Neill

Studebaker-Packard
SALES - SERVICE
530 W. 6th St. TE 2-1165
USED CAR LOT
505 S. Pacific Ave.
SAN PEDRO

1955 PLYMOUTH 4-Door Belva
Sera "V". Sport look with
powerbrake, power brakes, over-
size whitewall tires, radio,
heater, and loads of other ex-
tras. Same as new, only 3000
miles. Private party. Best
offer. DAverage 8-7442.

1949-1950 TWO-DOOR Dodge
Very clean one owner car.
Private party. Call FAirfax
8-7376.

1950 PLYMOUTH Suburban.
Needs some body work. \$450.
FRontier 9-8196

Call the Classified Depart-
ment when you have a want
problem. We are here to
serve you as the Herald
has served you for over 40
years.
CALL FA 8-4000

Tom King

Studebaker-Packard
SALES-SERVICE
350 W. Pacific Coast Hwy.
Redondo FR 9-8466

LEAP YEAR SPECIALS

'54 Chevrolet 2-Door . . . \$1595

Bel-Air model equipped with Powerglide, radio and heater.
Very low mileage. Exceptional car!

'54 Chevrolet 2-Door . . . \$1395

Beautiful Car Fully equipped including Powerglide, radio
and heater. Ideal family car!

'53 Dodge Convertible . . \$1195

Beautiful car with automatic drive, radio,
heater, etc. See this one today!

'53 Chevrolet STATION WAGON \$1495

4-Door model with radio and heater.
This popular car is priced to sell now!

'54 Studebaker Hardtop \$1495

This sleek model is equipped with radio, heater,
automatic drive and wire wheels. Exceptionally nice!

'54 Ford V8 Fordor . . . \$1395

Fully equipped including radio, heater and
economical overdrive. Very sharp!

'53 Chevrolet 2-Door . . . \$1195

Fine family car equipped with radio and heater.
Outstanding value!

'52 Pontiac 4-Door . . . \$545

Has radio, heater and hydramatic!

'51 Mercury 2-Door . . . \$695

Fully equipped including Mercomatic, radio and heater!

'51 Chevrolet 2-Door . . . \$495

Extras include Powerglide, radio and heater!

'51 Kaiser 4-Door . . . \$195

Has radio, heater and overdrive!

TRANSPORTATION CARS — 1942 to 1948 MODELS — FROM \$95 to \$195

Many More Makes and Models To Choose From

PAUL'S CHEVROLET

YOUR SATISFACTION IS OUR FUTURE BUSINESS

2 LOCATIONS TO SERVE YOU

1640 Cabrillo Ave.

FA 8-1640—Eves and Sunday FA 8-1647

2172 Pac. Coast Hwy.

(Corner of Narbonne—Lomita) DA 6-1185