

NEW MANAGEMENT

SELL-A-BRATION

HUGE NEW CAR INVENTORY
MUST BE GREATLY REDUCED
NOW!

58 MERCURYS

MUST BE SOLD NOW

To reduce our huge new car inventory to make room for the

1958 Mercurys

We'll Take Any Deal

on a new Mercury if you have a good used car to trade.

NO REASONABLE OFFER REFUSED

ANY PROFIT IS ALL PROFIT!

DEAL TODAY during the Torrance Lincoln-Mercury

GREAT PRE-1958 SALE

NOW!

IS THE TIME TO MAKE THE MOST SENSATIONAL BUY OF YOUR LIFE

What Kind of a Buyer Are You?
JUST LOOK AT THESE EXAMPLES!

PRICE?

1957 MERCURY
Completely loaded with all accessories. Beautiful 2-tone finish.
\$2795

TERMS?

1956 LINCOLN
Premiere. 2 to choose from. Both beautiful low mileage cars in like new condition.
SAVE \$ \$ \$

QUALITY?

1957 LINCOLN
Premiere. Extra low mileage. Owner's personal car. Completely equipped.
\$4495

SELECTION?

We have the finest selection of **QUALITY USED CARS** to be seen anywhere. All makes and models to choose from.

Best Selection of Used Cars in So. California

100% FINANCING ON APPROVED CREDIT
3 Day Free Trial Exchange. You must be satisfied in every way.
THAT IS OUR GOAL!

ALL MODELS
ALL COLORS

We're Dealing Your Way

TORRANCE LINCOLN - MERCURY

1885 TORRANCE BLVD.

1 Block West of Western

"WE'RE HARD TO FIND BUT WORTH IT"

FA 8-3065

PRICES SLASHED

Below Blue Book

Plus EXCLUSIVE RTC

1-Year Guarantee on Both Parts and Labor! National-wide Protection—No Mileage Restrictions!

Plus Reconditioned New Car Trades PLUS BANK OF AMERICA TERMS

- '55 PLYMOUTH V8 Hardtop.....\$1695
Belvedere Sport Coupe equipped with radio, automatic drive, Sportone trim, whitewalls, etc. Extremely nice car!
- '55 PLYMOUTH V8 4-Door.....\$1295
Excellent condition throughout. Extras include automatic drive and heater.
- '55 FORD V8 Victoria.....\$1695
Fordomatic, radio and heater.
- '53 FORD Tudor.....\$745
Fordomatic, radio and heater.
- '53 PLYMOUTH 2-Door.....\$545
Ideal second car. Good condition.
- '53 RAMBLER Station Wagon.....\$795
Equipped with radio and heater.
- '53 MERCURY 4-Door.....\$745
Has radio and heater.
- '53 PONTIAC 2-Door.....\$745
Hydra-Matic, radio and heater.
- '52 DODGE 4-Door.....\$445
- '52 MERCURY 2-Door.....\$595
Radio and heater.
- '51 OLDSMOBILE 4-Door.....\$445
"88". Hydra-Matic, radio and heater.
- '47 NASH 4-Door.....\$95

OPEN SUNDAYS

Beach Cities Motor Co.

De Soto - Plymouth
234 S. Pacific Coast Hwy.
Redondo Beach FR 4-3411

1951 FORD 1/2 ton pick-up, 4 speed transmission, new 6 ply tires and seat covers. \$450 or best offer. DA 8-2227.

WILL Trade 1956 Chevrolet Bel Air Sport Coupe for equity in 2-bedroom home in Torrance or Lomita. David Jones. FR 8-7445

1948 FORD 8 2-door Customline. Overdrive, radio, heater. Light green. DA 8-3339.

1949 GMC 1/2 ton. Flat bed truck or will trade for what have you? FA 8-5840.

1956 VOLKSWAGEN Radio, heater. Good condition. Private party. Bank terms possible. Priced below market. 2505 Via La Brea. Pats Verdes Estates. FR 8-2628.

YOU CAN'T

Afford

Not To

ADVERTISE

ADVERTISE IN THE HERALD WANT ADS

FA 8-4000

WILMINGTON MTRS.

Is the only dealer in the Los Angeles Bay Area that issues a **GUARANTEE IN WRITING** that protects you against **MECHANICAL FAILURE FOR 1 YEAR** from date of purchase—good anywhere in the United States—without mileage restrictions.

NO GIMMICKS — NO FINE PRINT

Nominal Down Payment
Bank Terms — Topnotch Service

- '55 Plymouth V8 Hardtop.....\$1595
Belvedere Sport Coupe equipped with Powerflite, radio and heater.
- '56 Dodge V8 4-Door Hardtop.....\$2045
Coronet Lancer with radio, heater, Powerflite and power steering.
- '55 Chevrolet Del Ray.....\$1545
Club Coupe. Has radio, heater and overdrive.

MANY MORE — ALL GOOD CARS

A Good selection of
TRANSPORTATION CARS—\$75 UP

Wilmington Motors

Dodge - Plymouth Dealer
413 W. ANAHEIM
Wilmington TE 4-1188
Open weekdays to 8:30 p.m.
Sundays 10:30 a.m. to 4:30 p.m.

ARE YOU LOOKING FOR
TRUE VALUE?
LOW PRICES? TOP QUALITY?
Check These Before You Buy

- '55 OLDSMOBILE Super "88" 4-Door.....\$1895
Hydraulic, radio, heater, whitewalls, 2-tone finish and tinted glass. Very clean.
- '53 OLDSMOBILE Super "88" 2-Door.....\$995
Radio, heater, hydraulic, whitewalls, 2-tone finish and tinted glass. Real nice.
- '52 OLDSMOBILE Super "88" 4-Door.....\$695
Hydraulic, radio, heater, whitewalls and new finish. Excellent second car.
- '51 OLDSMOBILE "88" 4-Door.....\$595
Radio, heater, hydraulic, 2-tone finish and whitewalls. A real fine buy.

See Us This Week for Sure!

HARBOR MOTOR CO.

(Wilmington Oldsmobile)
230 and 300 W. Anaheim TE 4-1166

OPEN WEEKDAYS 'TIL 9 P.M. CLOSED SUNDAYS

CHECK THE DIFFERENCE

In The CAR --- The PRICE --- The TERMS

You'll Find That PAUL'S CHEVROLET Is The Place To Go For The BEST USED CAR DEAL IN TOWN

- '56 CHEVROLET V8 Hardtop.....\$2299
Bel-Air 4-Door model. Power steering & brakes, Powerglide, radio, heater, whitewalls. Fully equipped. Like new thruout.
- '54 CADILLAC Coupe DeVille.....\$2999
Full power assists plus every extra. All original. Very clean
- '54 FORD V8 Tudor.....\$899
Has overdrive, radio and heater.
- '54 FORD Sedan Delivery.....\$799
Whitewalls, very clean inside and out. Exceptional buy!
- '53 PLYMOUTH 4-Door.....\$699
Cambridge Sedan with radio and heater. Exceptionally clean.
- '52 PONTIAC Catalina Hardtop.....\$599
Custom model with hydramatic, radio, heater, whitewalls, 2-tone finish and tinted glass. Very nice car!
- '51 CHEVROLET Pickup.....\$599
Clean and ready for hard work. See this one!
- '52 DODGE 1/2-Ton Pickup.....\$499
See this one before you buy any pickup. Ready to go.
- '52 FORD V8 Fordor Sedan.....\$499
Has overdrive, radio, heater, beautiful black finish and whitewalls.
- '51 PACKARD 4-Door.....\$399
Ultramatic transmission, radio, heater, jet black finish and whitewalls.
- '49 CADILLAC "62" 4-Door.....\$299
Hydraulic, radio and heater. See this one.
- '54 WILLYS 4-Door.....\$399
Has economical overdrive. See this one.
- '49 BUICK 4-Door.....\$199
Extras include radio, heater and dynaflow.

SCORES MORE TO CHOOSE FROM

PAUL'S CHEVROLET, INC.

"YOUR SATISFACTION IS OUR FUTURE BUSINESS"

2 Convenient Locations

1640 Cabrillo — Torrance — FA 8-1647
2172 Pac. Coast Hwy. — Lomita — DA 6-1185
Open Monday thru Friday, 8:30 a.m. 'til 9 p.m. — Saturday—8:30 to 6 p.m.
OPEN SUNDAYS 12 TO 6 P.M.