



IT'S HARBOR AND SOUTH BAY ... AUTOMOBILE WEEK

A Message to the Citizens of Torrance

THE BIG SELL FOR "AUTO"

Behind the widely trumpeted slogan "You Auto Buy Now" which heralds the tremendous sales campaign of South Bay's AUTO dealers this week is one solid idea selling more cars and pulling that area of business out of its current doldrums.

It's a sales drive that is geared to speed an upturn in other lines of business with the objective of "keeping ALL South Bay's business healthy. If more cars are sold, the dealers reckon more people will be kept in jobs and more people will be producing

goods in the right where of the economic wheel.

It makes sense. And it's the best example we've seen in a long time of an industry rallying to its own cause and developing a supercharged enthusiasm for a task that can make its rewards as large as it wants them.

This is the Big Week to make that prize deal that everyone's been looking for.

Quick bargains there'll be for the men and women tired of beat-up jalopies and price inducements on new and used vehicles that are designed to shoot adrenalin into sagging market.

YOU 'AUTO' BUY NOW



"Keep South Bay's Business Healthy"

BUY NOW!
RUSH CHEVROLET
15600 S. Western Ave.

Gardena DA 3-0303

YOU "AUTO" BUY NOW
HARBOR MOTOR CO.

(Wilmington Oldsmobile)
Factory Direct Dealers
230 and 300 W. Anaheim TE 4-1166
Open Weekdays 'til 9 p.m. CLOSED SUNDAYS

RENAULT
Dauphine—44 Miles
per Gallon
TRIUMPH
TR3 Roadster, 110 MPH
Creighton
Imported Cars
2600 Pacific Coast Hwy.
Hermosa Beach
FR 6-5969

Your South Bay
BMW - ISETTA
Large Selection of Used American and
Imported Cars

MARSH & CARLSON
400 South Sepulveda
MANHATTAN BEACH—FR 6-5907—FR 6-5967

"BUSINESS

IS
"GOOD"
BROKAW CHEVROLET
"THE OK LOT"
2901 Pacific Coast Hwy.
HERMOSA BEACH—FR 2-1151

Buick

AND OPEL

AVALON MOTOR CO.
900 West Anaheim
Wilmington TE 4-6448

BUY NOW AT THE
BIG DODGE AND PLYMOUTH CORNER
IN GARDENA

Tom Rody Inc.
Dodge and Plymouth Dealer
165th Place and Vermont Ave.
Gardena FA 1-0800—DA 4-1108

**YOU
AUTO
BUY
NOW**

"REPUTATION TESTED"

**MORRIS BECK
PONTIAC**

946 N. Avalon Blvd.
IN
WILMINGTON

TE 5-3141 Open Sunday

NOTHING OVER \$599
We Carry Our Own Contracts
JOHNSON & HILL

Select Cars
300 North Sepulveda Blvd.
Manhattan Beach FR 6-8834

IT MAKES SENSE
TO BUY NOW AND
KEEP EMPLOYMENT UP

"WHEN BETTER AUTOMOBILES
ARE BUILT
BUICK WILL BUILD THEM"

BUICK
San Pedro Motors
1600 South Pacific
San Pedro TE 3-1303

CECIL L. THOMAS & SONS
Cadillac, Olds, G.M.C. Trucks
Isetta and Fiat

Pacific at Fourth San Pedro
Terminal 3-5291

CHECK THE NEW LOW '58
FORD PRICES

KOTT & SMOLAR LTD.
336 W. Anaheim
Wilmington
TE 5-6621 Open Sundays
Established in 1930

ALWAYS
BETTER
BUYS
at
BUTLER BUICK
400 South Sepulveda Blvd.
Manhattan Beach

KEEP BUSINESS IN TORRANCE
HEALTHY
BUY NOW!

BUY NOW

FROM
Your Nearest Lincoln-Mercury Dealer

PASCAL DILDAY
Lincoln-Mercury

1850 South Pacific
San Pedro TE 3-3577

YOU WON'T FIND A BETTER
TIME TO BUY THAN

NOW
WILMINGTON MOTORS
Dodge-Plymouth New Car Dealer
508 W. Anaheim—Wilmington
TE 4-1180

SOUTH BAY MOTOR SALES

South Bay's Newest
Mercury Dealer

500 S. Sepulveda
FRontier 4-0911 Manhattan Beach FACulty 1-1872
"Mercury - Edsel - English Ford"
Sales and Service

COME ON IN AND LET US SHOW YOU
HOW YOU CAN AFFORD A
1958 PLYMOUTH

Hollywood Park
PLYMOUTH
830 South LaBrea Ave. Inglewood
OR 4-5270

"YOU AUTO

BUY NOW"
**CHAS.
SODERSTROM**

"YOUR FRIENDLY FORD DEALER"
15TH AND 16TH AND PACIFIC AVE.
SAN PEDRO
TE 3-3315

FIAT MORRIS ISETTA M. G. AUSTIN A-55 MORGAN ALFA ROMEO
BERKELEY
TWO LOCATIONS
**Newcastle Sports Car Centre,
Ltd.**

*505 Pacific Coast Hwy. (101)
700 Pacific Coast Hwy. (101)

COMPLETE FACTORY SALES AND SERVICE

HERMOSA BEACH FRONTIER 4-0921

MG-A — Austin Healy — MG Midgette — Morris
1000 — Austin A-55 — Renault Dauphine — Isetta.

SUBURBAN MOTORS

WHERE SERVICE COMES FIRST

445 E. Anaheim — Wilmington

TE 4-8595*

**BOB BEAVER
PONTIAC**

931 Pacific Coast Highway
Hermosa Beach
FR 4-3443

"SEE US TODAY . . . WE'LL DEAL
YOUR WAY"

FRED GLEDHILL

Chevrolet

305 E. Anaheim Wilmington
NE 6-2465 HE 5-0956

TE 4-2491 — Now Open Sundays

YOU 'AUTO' BUY NOW!