Herman Miller Week End SPECIALS

No Down Payment Required

with your Good Credit of course

Up to 36 Months to Pay

'55 CHEVROLET BEL AIR HARDTOP COUPE $1295
Automatic, radio, heater, white wall tires, two tone grey over coral, like new. Original two tone interior like new. Runs and looks like a dream.

'56 CHEVROLET BEL AIR 2-DOOR $1395
Automatic, radio, heater, white wall tires. Original white over turquoise paint. Original interior still like new. A real buy at

'55 CHEVROLET BEL AIR CONVERTIBLE $1295
Automatic, radio, heater, white wall tires. A beautiful cocoa and white paint. Interior still like new. New white top. Today's best buy at—

'55 BUICK CENTURY RIVIERA HARDTOP $1195
Coupe. Dynaflow, radio, heater, white wall tires. A beautiful yellow color. A real good buy. Only—

'55 DODGE ROYAL LANCER HARDTOP $1295
Coupe. Automatic, radio, heater, white wall tires, power steering. A beautiful 3 tone paint. Original interior and exterior. Like new. A real hot buy—

55 CHEVROLET 4-DOOR SEDAN ..... $ 995
Powerglide, radio, heater, white wall tires. Beautiful blue finish. In perfect condition.

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The Big Lot at Torrance Blvd. and Cabrillo Ave., at 213th St.

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LARK STUDEBAKER HAWK

Authorized Parts and Service

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ROYAL LANCER
2-door hardtop. Exceptionally clean inside and out and nicely equipped. Special this week—
Only $1185

1955 Mercury
Montclair 4-Door Hardtop. Real nice and mechanicaly top notch. Has Mercomatic, radio, heater, whitewall tires, etc. A real value.
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1956 Plymouth
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Only $1275

1957 Dodge V-8
Coronet 4-Door. Clean and original as they come. Has radio, heater, pushbutton automatic drive, whitewall tires. Drive it, you'll buy it.
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40 Others to Choose from

Chet Rodgers
Dodge-Plymouth Since 1933
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'55 PONTIAC
Custom Star Chief 4-door family sedan. Radio, heater, hydramatic, white wall tires. Here is one of the real clean new car trades.
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OR 8-4689 OR 4-7769

1957 TR-3
Roadster, immaculate and loaded with everything but miles. It has radio, heater, white wall tires, wire wheels, tonneau cover etc.
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Urgently needs money—will sacrifice.
'57 Chev. 6-Cyl.
2-Door Sedan
Powerglide, radio, heater, new brake lining, new muffler, 4 nearly new U. S. Royal tires. Rec. major tune up, excellent condition. Cash or terms. Will consider good transportation car in trade.
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1. That a Dodge Hardtop can be purchased for little more than the cost of the "low priced 3?"
2. That is costs less to operate? Dodge V-8 used just 2.84 gallons more gasoline in Mobil Gas Economy Run for the full 1890 miles than Car RA; only 1.6 gals. more than Car R de luxe 6; just .2 gals. more than Car S-6. These are the so-called "economy cars." This big Dodge 8 used 12.4 gals LESS than Car F-8, and 14.4 gals. LESS than Car C-8 in this 1890-mile test run.
3. That Dodge has set the trend in styling for the past 3 years?
4. That Dodge has more contact brake area, assuring safer, surer stopping? Check on this.
5. That Dodge was chosen by the California State Highway Patrol as its official patrol car—after competitive tests were run?

NO WONDER

that the swing is to Dodge—and —to Verne Holmes—where . . .

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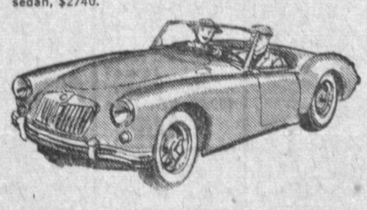
We understand that Detroit is contemplating a "different" sort of motorcar for you. A car that even resembles a car instead of a vehicle for interstellar travel. A car that is fun to drive, darts nimbly through traffic, and slips neatly into half a parking space. A car that stays young longer, depreciates more slowly, burns less petrol, and reduces those frightful maintenance costs. Well, good luck to them, we say. But we'll wager our last shilling that it will be some years before Detroit meets these specifications with quality of cars produced at British Motor Corporation. And at such prices! After all, BMC has been building small cars since 1895—and sports cars since 1923. That's why your BMC dealer is able to offer today such a wide range of family cars, starting only $1495, and sports cars for as little as $1795.

AUSTIN Austin-Healey MG MORRIS

MORRIS—At $1495, the only family sedan with sports car performance and handling ease. Up to 42 miles per gallon with the hill-conquering engine of the Austin-Healey Sprite sports car. Available in 2 and 4 door sedans, convertibles, station wagons.

AUSTIN A-40—A family sedan with the rakish lines of a station wagon! Fine British craftsmanship throughout, with styling by the fine hand of the famous Italian designer, Pinin Farina. Miles per gallon: about 38. Priced from $1795.

AUSTIN A-55—This is the roomy, elegantly appointed "Cambrian" 4-door family sedan. With BMC's proven overhead valve engine, you can expect gasoline economy of up to 30 miles per gallon! Here is a brilliant combination of everything you could want in a family car, from $2298.



MG—The name that has become synonymous with "sports car." The practical fun-car for everyone, backed by the world's most honored pedigree. MGA 2-seater roadsters and coupes, from $2462. Powerful Twin-Cam models, from $3345. Magnette luxury sedan, $2740.

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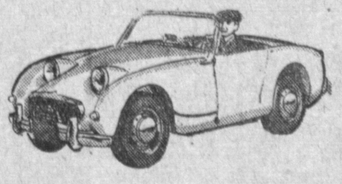

AUSTIN-HEALEY SPRITE—A spirited British sports car, at a sporting $1795! Top speed of over 80 m.p.h. and up to 38 miles per gallon of gas. Real sports car fun and thrills, at the world's lowest price. Now everyone can be a sport . . . in a Sprite!

Small Cars and Sports Cars

"OUR CUP OF TEA"

The very tightness of that little British Isle has spawned the kind of BMC cars that so well fit the needs and pleasures of Southern California today. Economically, the smaller cars designed for Britons, by the necessity of high petrol costs, work to our advantage because of the greater distances we drive. Physically, the smaller cars that are more easily driven in the cramped environment of England now help us in our own jammed traffic and parking situations. And Southern Californians have given more than sufficient evidence that they are cousins in the British ideas of motoring fun by the continuing climb of BMC motorcar sales. Finally, even BMC would have to admit, sadly, that the Southern California climate offers an incentive to sports car driving that England isn't equally noted for. So, really, a BMC car makes even more sense here in Southern Califonria. Just look around you: the men and women whose judgment and taste you most respect are driving cars with a British accent. SO WHY WAIT FOR DETROIT TO EXPERIMENT WITH THE KIND OF CAR THEY THINK YOU WANT? Whatever your needs, preference or budget, you'll find just the car for your at your exclusive BMC dealers listed below. NOT NEXT YEAR OR THE YEAR AFTER, MIND YOU, BUT RIGHT NOW!

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