



WE'RE NUMBER "1" IN SALES

IT'S OFFICIAL! VEL'S FORD OUTSOLD ALL COMPETITION IN NEW CAR AND TRUCK SALES FOR THE FIRST QUARTER OF 1965 . . . WE NOT ONLY OUTSOLD ALL OTHER FORD DEALERS IN OUR MARKET AREA . . . BUT WE ALSO OUTSOLD ALL COMPETITIVE MAKE DEALERS, TOO . . . YES, IT'S A FACT . . .

YOU MAKE THE VERY BEST DEAL AT VEL'S FORD

WE'RE #1 IN SAVINGS

- **1965 GALAXIE 500**
2-DOOR HARDTOP
V-8, Cruisomatic, Radio,
Power Steering, Whitewalls

\$2799 FULL PRICE
STK. # R3141

- **1965 FALCON SEDAN**

Full Factory Equipment

\$1947 FULL PRICE
STK. # 65-1425

- **1965 FAIRLANE SEDAN**

Radio, Heater, Etc.

\$2197 FULL PRICE
STK. # 65-1344

WE'RE #1 IN EASY TERMS

CONSOLIDATE

BEFORE CONSOLIDATION

IF YOUR PRESENT PAYMENTS ARE HIGH —

CAR PAYMENT _____ \$83.00
FURNITURE PAYMENT _____ 36.00
APPLIANCE PAYMENTS _____ 27.00
MISCELLANEOUS _____ 22.00

TOTAL PRESENT OUTLAY _____ **\$168.00**

AFTER CONSOLIDATION

CAR PAYMENT _____ \$78.00
COMBINED OTHERS _____ 45.00

TOTAL NEW PAYMENTS _____ **\$123.00**

— SAMPLE —
SAVINGS
\$45.00 PER MO.
Including Your
New Car!

★ EXCISE TAX REFUND ★

UPON PASSAGE OF THE CURRENT FEDERAL TAX MEASURE ALL NEW CAR PURCHASERS WILL BE REFUNDED THE EXCISE TAX REDUCTION DIRECT FROM THE FACTORY . . . BUY NOW — SAVE!

In Recognition

This is to certify that

VEL'S FORD SALES CO.

has been awarded this top performance award for achievement of sales leadership for the first three months of the 1965 model-year. This total leadership was attained by this dealership's entire organization providing "Total Leadership Performance" to the public.

G. B. MacKenzie
G. B. MacKenzie, General Sales Manager, Ford Division



WE'RE #1 IN HIGH TRADE ALLOWANCES

We Have Allowed Up to

- ★ \$2750.00 for '64 Models
- ★ \$2375.00 for '63 Models
- ★ \$2050.00 for '62 Models
- ★ \$1750.00 for '61 Models
- ★ \$1600.00 for '60 Models
- ★ \$1350.00 for '59 Models

IF YOUR CAR IS IN ABOVE AVERAGE CONDITION — IT MAY BE WORTH MORE

TRADE NOW!

WE'RE #1 IN SELECTION

NEARLY 300 NEW '65 FORDS TO CHOOSE FROM

- ★ 78 MUSTANGS
- ★ 32 FALCONS
- ★ 29 FAIRLANES
- ★ 90 GALAXIES
- ★ 23 T-BIRDS
- ★ 41 FORD TRUCKS

The South Bay's Largest Stock of New Ford Cars and Trucks!

Yes-We're No. 1 in Used Car Sales, Too!

VEL'S FORD — MOST EXCLUSIVE

★ RENEWED USED CARS ★ VEL'S VALUE SEALED ★

NEW POINTS ★ PLUGS AND CONDENSER

NEW OILS ★ & FLUIDS

NEW BRAKES ★ SHOES & LININGS

SAFETY CHECKED ★ THROUGH

NEW WEATHER ★ STRIPPING

NEW UPHOLSTERY

NEW PAINT ★

WAX & POLISH

NEW SPARE ★ TIRE

RUST ★ PROOFED

UNDERSEAL ★

NEW TIRES ★ 15 MO. GUARANTEE

NO FINER QUALITY USED CAR VALUES AT ANY PRICE!

★ HERE'S WHY YOU SHOULD BUY AT VEL'S ★

OVER 300 USED CARS TO CHOOSE FROM

SEE THESE LOW PRICED BARGAINS IN PERSON AND YOU'LL READILY UNDERSTAND WHY VEL'S FORD OUTSELLS ALL SOUTH BAY COMPETITORS IN USED CAR SALES, TOO! YOU ALWAYS GET MORE QUALITY MERCHANDISE FOR LESS MONEY . . .

<p>1960 CORVAIR Deluxe Sedan, Powerglide transmission, radio, heater, Vel's Full Sale Price Only</p> <p>\$599</p>	<p>1962 DODGE V-8 4-Door Sedan, Automatic, heater, tone finish, Excellent condition</p> <p>\$699</p>	<p>1963 CHEVROLET Nova II 2-Door Hardtop, Powerglide, radio, heater, bucket seats, whitewalls. Like new. Payments Low As — Per Month</p> <p>\$54.25</p>	<p>1961 FALCON 4-Door Station Wagon, Standard transmission, radio, heater, full vinyl interior. Priced to sell at only —</p> <p>\$799</p>
<p>1959 CHEVROLET V-8 Parkwood Station Wagon, Power steering, Powerglide, radio, heater, whitewalls. See this bargain, Vel's Low Sale Price Only —</p> <p>\$599</p>	<p>1958 FORD F100 1/2 Ton Pickup Truck, Long bed, tone finish. Ready to work. Today's Best Used Truck Buy, Now only —</p> <p>\$699</p>	<p>1960 CHEVROLET V-8 Station Wagon, Powerglide, radio, heater, whitewalls. Ready for your family's vacation. Full Price —</p> <p>\$1199</p>	<p>1961 MERCURY Monterey Town Sedan, Power steering, Mercromatic, radio, heater, whitewalls. Payments Low as — Per Month</p> <p>\$36.75</p>
<p>1964 PLYMOUTH Fury V-8 Hardtop, Automatic, radio, heater, whitewalls. Looks and runs like new. Payments Low as — Per Month</p> <p>\$68.93</p>	<p>1961 THUNDERBIRD Hardtop, Full power, factory air conditioning, Cruisomatic, radio, heater, whitewalls. Payments Low As — Per Month</p> <p>\$63.25</p>	<p>1963 PONTIAC 2-Door Hardtop Coupe, Factory air conditioning, radio, heater, sparkling tone, Specially nice. Payments Low As — Per Month</p> <p>\$55.41</p>	<p>1962 FORD V-8 Fairlane Town Sedan, Standard transmission, radio, heater, whitewalls. Payments Low As — Per Month</p> <p>\$31.00</p>
<p>1961 FORD V-8 Sunliner Convertible, Automatic, power steering, power brakes, radio, heater, black top with tuxedo red leather interior, whitewalls. Vel's Sale Price Only</p> <p>\$899</p>	<p>1960 PONTIAC Safari Station Wagon 4-Door, Power steering, Hydramatic, radio, heater, whitewalls. One owner local car. Payments Low As — Per Month</p> <p>\$45.60</p>	<p>1960 RAMBLER V-8 Custom Ambassador 4-Door Station Wagon, Automatic transmission, radio, heater, power steering, power brakes, factory air conditioning. Full Sale Price</p> <p>\$799</p>	<p>1961 COMET Sedan, Standard transmission, radio, heater. Vel's Sale Price</p> <p>\$599</p>
<p>1963 THUNDERBIRD Hardtop, Factory air conditioning, full power, Cruisomatic, radio, heater, whitewalls. A real beauty. Low bank terms. Los As</p> <p>\$99 DOWN DELIVERS</p>	<p>1965 FORD Galaxie 500 Ltd. Hardtop, Power steering, Cruisomatic, radio, heater. Only driven a few miles. Sold new by Vel's Ford. Low As</p> <p>\$99 DOWN DELIVERS</p>	<p>1964 FORD V-8 Galaxie 500 2-Door Hardtop, Power steering, Cruisomatic, radio, heater, whitewalls. Low As</p> <p>\$99 DOWN DELIVERS</p>	<p>1962 THUNDERBIRD Hardtop, Full power, Cruisomatic, radio, heater, whitewalls. Exceptionally nice. Low As —</p> <p>\$99 DOWN DELIVERS</p>

NO MONEY DOWN NECESSARY ★ LOW LOCAL BANK RATES ★ TRADITIONAL HIGH TRADE ALLOWANCES

VEL'S FORD ★ 20900

HAWTHORNE BLVD. TORRANCE

OPEN 'TIL 10 P.M. NIGHTLY 370-3636