

Are You Buying
A NEW MERCURY?
If Not You Should Be!

WHY?

Never In History Will Your \$\$\$
Buy MORE For So LITTLE!
Right Here In Torrance

NOW

A Beautiful NEW 1953 MERCURY
\$2344.47 plus tax & license
30% Down \$63.72 Month

Mercury Production is WAY UP
And Prices are WAY DOWN

PHONE FOR A DEMONSTRATION NO OBLIGATION

South Shore Motor Co.

Your LINCOLN-MERCURY Dealer

NEW CAR SHOWROOM

1336 POST AVE. FA 8-3142
(Across From Roth's Mkt.)

SAFETY TESTED

Used Cars

GMAC or BANK TERMS!

- 1951 CHEVROLET BEL-AIR \$1495
Radio, heater, powerglide, whitewalls, beautiful black and cream finish.
- 1951 MERCURY 4-DOOR SEDAN \$1495
Radio, heater, overdrive, whitewalls, fog and spot lights.
- 1950 OLDSMOBILE '88' CLUB COUPE \$1395
Radio, heater, and hydramatic. A sharp car.
- 1946 BUICK SUPER 4-DOOR SEDAN \$445
Radio, heater and new paint.
- 1946 OLDSMOBILE '61' 4-DOOR SEDAN \$445
Radio and heater. A real clean car.
- 1947 HUDSON 4-DOOR SEDAN \$395
Radio, heater, overdrive. A clean car.

MANY MORE TO CHOOSE FROM
No Down Payment—Terms Available

Also See Our Fine Selection of
NEW OLDSMOBILES — 98's & 88's

HARBOR

MOTOR COMPANY
YOUR OLDSMOBILE DEALER

230 & 300 West Anaheim

(3 BLOCKS WEST OF AVAION BLVD.)

Wilmington Terminal 4-1166
OPEN DAILY 8:30 A.M. TO 8:30 P.M.
CLOSED SUNDAYS

WE ARE MOVING OUT

A stock of 50 late model used cars at prices that are ridiculous. We just closed on Sept. 30 a very successful new car sales contest & sold more new cars than any dealer in the So. Cal. district has ever sold in a like period. To accomplish this we had to take in trade, more used cars than we have room for, so now we must reduce this stock substantially at once. We would naturally rather let the buying public have the benefit of the tremendous savings on these cars, than to sell them to the Used Car Dealer at a profit. You must be prompt on you, but they must be disposed of rather than in immediately while the selection is complete. Almost every make of car is in this stock including 1952 Mercury convertible, 1951 Ford Country Squire, 1951 Dodge sedan and cars of all makes. We want to be considerate of local dealers handling these various makes so we will not price them publicly, but come in. We'll tell you—but hurry.

Les Bacon

STUDEBAKER DEALER

1200 Pacific Coast Hwy

(Frontier 4-8791)

HERMOSA BEACH

1336 POST AVE. FA 8-3142

(Across From Roth's Mkt.)

1336 POST AVE. FA 8-3142

WHY?

Should YOU Buy A Used Car From
PAUL'S CHEVROLET?
Here Are 5 Good Reasons
WHY YOU SHOULD

1. Chevrolet's Famous "OK GUARANTEE"
2. LARGEST SELECTION In Torrance
Every make and model to choose from
3. HIGHEST TRADE-IN ALLOWANCE on your present car
4. GMAC or BANK FINANCING
5. HONEST and FAIR DEALING

A Make and Model To Suit Any Desire
SEE THESE BEFORE YOU BUY ANY CAR

- 1952 CHEVROLET STYLELINE 2-DOOR SEDAN
Equipped with radio and heater. This executive car carries a new car guarantee. A low mileage, dark green beauty in excellent condition. (1U136661)..... \$1495
- 1951 HENRY J 2-DOOR SEDAN.
This little economy car is very clean inside and out. The mileage you'll get from this will amaze you. (1S63605)..... \$895
- 1950 MERCURY 4-DOOR SEDAN.
Has everything including radio, heater, overdrive, brand new whitewall tires and seat covers. (1D80704)..... \$1295
- 1950 PONTIAC CHIEFTAIN 8 4-DOOR SEDAN.
Motor overhauled in our shop and unconditionally guaranteed. Also has radio and heater. (5S115)..... \$1295
- 1950 BUICK SPECIAL 4-DOOR SEDAN
This 1-owner Deluxe Model is equipped with radio & heater, low mileage, exceptionally clean throughout. (5N49009).... \$1295
- 1950 CHEVROLET STYLELINE CLUB COUPE.
Motor overhauled in our shop and unconditionally guaranteed. You can't beat this one. (7N62975)..... \$1095
- 1949 FORD V-8 CUSTOM TUDOR SEDAN.
Has radio and heater. Very clean inside and out. Priced to sell this week-end. Hurry. (7N64906)..... \$995
- 1949 PLYMOUTH DELUXE 2-DOOR SEDAN.
Equipped with radio. Nice mist green finish. A real value. See it now. (1P65816)..... \$895

MANY, MANY OTHERS TO CHOOSE FROM

PAUL'S CHEVROLET

YOUR LOCAL CHEVROLET DEALER

1640 Cabrillo Ave. Torrance FA 8-1640
1961 Torrance Blvd. Torrance FA 8-1640
Open Evenings and Sundays

TOP
Quality At No Extra Cost

COMPARE THESE CARS AND KNOW
"The Car Makes Good... Or We Will"

- | | | |
|--|---|--|
| At Harbor Pontiac
6th and Gaffey, San Pedro | At Avalon Motors
Cor. Anaheim & Wilmington
Bldg. | At San Pedro Mtrs.
1601 S. Pacific, San Pedro |
| 1949 DODGE Coronet 4-Door. Finest car Dodge produces. Fluid Drive, radio, heater, whitewall tires. One you'll be proud to own. Price only..... \$995 | 1949 PONTIAC 4-Door Sedan Streamliner De Luxe. Hydramatic. Gorgeous blue finish. Drive it then know why dollar for dollar you can't beat Pontiac. Price..... \$1095 | 1953 BUICK Deluxe Special 2-Door Sedan. Driven only 7100 miles. You'll save over \$800 on this LIKE BRAND NEW ONE. Step up to Buick comfort, performance and safety pay only..... \$1995 |
| 1948 FORD 2-Door Sedan will keep the kids from falling out... Original black finish proof of careful care this one has been given. Price only..... \$595 | 1949 BUICK Roadmaster 4-Doors. Fully equipped. Two to choose from. Gives that extra power and pickup when you want it. Easy to drive and rides so smoothly. Your choice, ea. \$1095 | 1951 BUICK Deluxe Special 2-Door. You'll go a long way to match this nice one. A BETTER BUICK Value and priced at only..... \$1595 |
| 1947 KAISER 4-Door Sedan. Original black finish speaks the meticulous care this one has been given. Dependable performer. This is a good car, please look at it..... \$345 | 1949 MERCURY 4-Door Overdrive. New 2-tone finish. Spend more if you must, but you'll get more satisfaction from this one than many cars selling for a lot more money..... \$1095 | 1950 CHEVROLET De Luxe 2-Dr. Sedan. You'll be proud of this buy. New metallic paint, colorful matching seat covers, custom radio and heater Only.... \$1095 |
| 1941 BUICK Special 4-Door Sedan. Looks good... It's mechanically good, too. Special at..... \$235 | 1948 BUICK Super Sedan. All extras. We can recommend this one highly — it was sold new by us. We have the record of careful servicing. Only..... \$795 | 1949 FORD V8 Custom Tudor Sedan. Exceptionally nice. Motor completely reconditioned in our shop. New attractive dove grey finish. Fully equipped. Only..... \$995 |
| 1946 HUDSON 4-Door "6". Made by a manufacturer who has been in business a half century. Yet going for about half the price of other famous makes. Priced. Price..... \$285 | 1949 CHEVROLET Fleetline De Luxe. Finest in a proud line of famous cars. Excellent motor. Sharp, post-war body styling. A genuine \$900 car available at no down to qualified buyer. Price..... \$695 | 1948 CHEVROLET Club Coupe. Beautiful maroon finish, whitewalls, perfect mechanically and immaculate thruout. Nosed and decked. \$795 |
| 1940 FORD V8 Fordor Sedan. Very clean inside and out. Sharp green finish. Priced at only..... \$225 | 1948 PONTIAC 4-Door Radio, heater and hydramatic. Original 2-tone finish. Whitewalls. A better car than many 50's. No money down to qualified buyer.. \$795 | 1948 PLYMOUTH Club Coupe. One owner was kind to this nice one. Far better than average in every respect and priced below market..... \$695 |

Harbor Pontiac 6th and Gaffey TE 3-3668 San Pedro
Avalon Motors Cor. Anaheim & Wilmington Blvd. Wilmington TE. 4-6448
San Pedro Motors 1601 S. Pacific TE 3-1303 San Pedro

Open Tonight. Sunday 10 to 4.
See These and 150 More At Your
Greater Los Angeles Harbor Buick-Pontiac

Used Car Centers

The Car Must Make Good or We Will

WANTED!!

1948 - 1951
FORDS - CHEVROLETS
TOP DOLLAR
FOR GOOD CLEAN CARS

BE MONEY AHEAD—SEE
OCEAN-MOTORS
DESOTO - PLYMOUTH DEALER
730 S. Pacific Coast Hwy

REDONDO FR 4-3431

WE MUST MOVE OUT

Our \$100,000 stock of NEW IMPORTED BRITISH CARS during October. The bank insists on a substantial reduction in inventory at once! This stock includes the popular M.G. The 40 mile an hour MINI, the MINI, the BEAT, the ALPINE, the ROADSTER. Also the smoothest silent ROVER.

We have 50 cars that are all serviced & ready to deliver. All color combinations and body styles. The finest and most complete array of imported cars at one location in California. These must be sold NOW! So we guarantee to beat any bona fide deal in California by \$35 to \$50 on ANY NEW CAR over this week end. It will pay you to drive to SMOG-FREE Hermosa Beach. THIS week end. We'll be here to serve you until 10 p.m. daily all day Sunday. Bring your pink slip or your payment book and drive in 15 minutes with a NEW CAR. (California's longest driving in report car dealer.) BACON'S BRITISH CARS. 700 PACIFIC COAST HWY. HERMOSA BEACH, Calif. FR 4-6412

HERALD CLASSIFIED ADS
PHONE FA-8-4000

FOUR OF OUR 100 GOOD BUYS

- 1947 CHRYSLER New Yorker 4-Door Sedan. Immaculate throughout. Radio and heater. To the person who likes real comfort that only an expensive car can give, this is it at only..... \$699
- 1949 DE SOTO 4-Door Sedan. Gleaming finish with interior of blue broadcloth. Automatic transmission, and loads of extras. A real family car at a bargain. Only... \$999
- 1950 HUDSON 4-Door Sedan. The economy super 6 model. Beautiful new 2-tone finish to match the immaculate interior. Mechanically this car is A-1. Now only..... \$999
- 1951 CHEVROLET Carry-All. This is the Station Wagon that seats 9 comfortably. The very best mechanically and showroom clean. Our special... \$1395

WALTER G. LINCH
Dodge-Plymouth Our 31st Year
312 S. Pacific Coast Hwy. (Next to Stober's Mkt.)
Redondo FR. 2-2122

ATTENTION NEW CAR BUYERS!!

THE TIME TO BUY YOUR 1953 CHRYSLER or PLYMOUTH is NOW

I Save 6 Plymouths and 3 Chryslers That Have Never Been Driven.
I WILL ALLOW A BIG TRADE-IN ALLOWANCE OR GIVE YOU A SATISFACTORY DISCOUNT

Also I Have 2 Demonstrators. A CHRYSLER NEW YORKER NEWPORT and A CHRYSLER WINDSOR NEWPORT. Your First Year Depreciation Will Be Allowed On These Fine Cars.

COMPLETE SERVICE IS GUARANTEED
DON'T WAIT COME IN TODAY

Let's Get Acquainted. Come In and Meet GEORGE SULLIVAN JIM SIMPSON
Also meet our Service Manager—HERMAN MELTON

FRED BRIGGS
Chrysler-Plymouth Dealer
1885 Torrance Blvd. at Cabrillo FAirfax 8-2040

MORAN'S OCTOBER SALES

- 1952 PLYMOUTH 4-DOOR SEDAN \$1445
Granbrook model with radio, heater, low mileage. Excellent condition throughout. Very sharp.
- 1951 MERCURY 4-DOOR SEDAN \$1695
Mercomatic, radio, heater, and 2-tone finish. Top A-1 condition.
- 1947 OLDSMOBILE CLUB COUPE \$695
Like new. Come and see it.

Many Late Model Oldsmobiles To Choose From
Come In And Drive Them

RONALD E. MORAN
OLDSMOBILE — CADILLAC
25 — Pacific Coast Highway — 26 Hermosa Beach Frontier 4-3436

STUDEBAKER

- TRADE INS
- 1941 PACKARD 4-DOOR SEDAN Clipper model with radio. \$95
 - 1939 FORD FORDOR SEDAN Good tires and motor. \$95
 - 1947 COMMANDER 4-DOOR SEDAN Overdrive, radio and heater. \$695
 - 1948 CHAMPION CONVERTIBLE... Overdrive, radio and heater. \$795
 - 1949 CHAMPION 4-DOOR SEDAN Overdrive and heater. Very clean. \$795
 - 1950 CHAMPION STARLITE Overdrive and heater. \$895
 - 1950 CHAMPION 4-DOOR SEDAN Overdrive, radio and heater. \$895
 - 1948 LAND CRUISER Overdrive, radio and heater. \$795
 - 1950 LAND CRUISER Overdrive, radio and heater. \$995
 - 1950 FORD TUDOR SEDAN Radio, heater, and overdrive. \$995
 - 1951 COMMANDER 4-DOOR SEDAN Automatic, radio and heater. \$1295
 - 1951 COMMANDER STARLITE Overdrive, heater. Clean. \$1295
 - 1951 CHEVROLET CLUB COUPE Radio and heater. \$1295
 - 1952 COMMANDER STARLITE Automatic. Very clean. \$1595

TRUCKS

- 1948 FORD 6 1/2 TON STAKE 4-speed transmission. Good & solid. \$595
- 1945 STUDEBAKER 1-TON STAKE Sportsman body, bed, stove, etc. \$395

Carl P. PURSCHE
NEW CAR DEALER
STUDEBAKER Service
Sales 16317 S. VERMONT PL. 6-2060 Gardena MElo 4-6603

STUDEBAKER
VISIT CARL P. PURSCHE'S SHOWROOM
During a SPECIAL Studebaker SALES MARATHON
STARTING 8:00 A.M. FRIDAY, October 9
Continuing DAY and NIGHT Until
12 MIDNIGHT SUNDAY, October 11
COME IN AND SEE US ANYTIME
For The BEST DEAL of Your Life On
Our NEW AMERICAN CAR With The
CONTINENTAL STYLING
STUDEBAKER—The MOST BEAUTIFUL CAR On the Highway
CARL P. PURSCHE
STUDEBAKER DEALER IN GARDENA
16317 S. Vermont ME 4-6603 — PL 6-2060