

RONALD E. MORAN, INC.

MID-WINTER SALE

SAVE ON THESE QUALITY CARS!

SEE US LAST!

LATE MODEL CARS ARE GUARANTEED UNCONDITIONALLY FOR ONE YEAR

'55 FORD 2-DOOR
All-white finish. Radio and heater. A clean, solid, transportation car!
FULL PRICE \$799

'55 OLDSMOBILE SUPER '88' 4-DOOR
Original 2-tone grey finish. Radio, heater, hydramatic, power steering, power brakes. Reconditioned and ready to roll!
FULL PRICE \$1299

'56 OLDSMOBILE '98' HOLIDAY SEDAN
Grey and white finish, beautiful inside and out. Full power, 6-way seat!
FULL PRICE \$1699

'56 CADILLAC SEDAN DE VILLE
Green and white finish. Beautiful 1-owner car with all power assists. We are overstocked on this model and will sacrifice!
FULL PRICE \$2999

'56 FORD THUNDERBIRD HARDTOP
Continental kit, power steering and brakes. Sharp as a tack!
FULL PRICE \$2899

'55 CADILLAC '62' 4-DOOR
A very, very clean, local Rolling Hills car, for that quality buyer!
FULL PRICE \$2499

'56 LINCOLN PREMIERE HARDTOP 2-DOOR
New '58 Cadillac trade. A 1-owner, fully equipped car with every extra including all power. Ready to roll!
FULL PRICE \$2999

'54 OLDSMOBILE '88' 4-DOOR
A real honey of a local car which was sold new and serviced by us. Has radio, heater, hydramatic and new paint. Ideal family sedan!
FULL PRICE \$1199

'55 OLDSMOBILE '98' 4-DOOR
Brown and white finish, power steering and brakes, 4-way seat. Clean family car. Excellent tires!
FULL PRICE \$1499

'56 CADILLAC '62' CONVERTIBLE
Light green finish, original orlon top. Spotless interior. New tires. Sold new and serviced by us!
FULL PRICE \$3399

'56 OLDSMOBILE '88' HOLIDAY
Jet black with every extra. New car trade. Whitewall tires, radio, heater, hydramatic. See today!
FULL PRICE \$1899

'57 CADILLAC '60' SPECIAL FLEETWOOD
'GM' Air Conditioner. Arctic white finish, spotless in every detail. Save hundreds off new car price!
FULL PRICE \$4899

MANY, MANY MORE TO CHOOSE FROM

RONALD E. MORAN, INC.

CADILLAC - OLDSMOBILE DEALER

25 Pacific Coast Hwy. - Hermosa Beach - FR 4-3436

OPEN SUNDAYS FOR YOUR CONVENIENCE

B-U-Y N-O-W!
SAVE! SAVE! SAVE!
ON '58
Chryslers & Plymouths
WE NEED USED CARS!
SO COME TO US FOR A
Big Trade Allowance
BRING US YOUR BEST DEAL!
WE'LL BEAT IT!

DEAL DIRECT WITH THE DEALER!
No Salesmen No Commissions to Pay
See Mr. Atchison or Mr. Dolan

Atchison - Dolan, Inc.
Direct Factory Chrysler - Plymouth Dealer
128 S. PACIFIC
San Pedro TE 3-3585

+ 44
MILES PER GALLON
Now! Immediate Delivery
New 1958 models. All Colors.
RENAULT
Dauphines
Parleian-style, rear-engine, 5 passenger, 4 door sedan
World's Greatest Economy Car Buy!
\$1695

36,000 MILE GUARANTEE
CREIGHTON IMPORTED CARS
REDONDO 516 N. PAC. COST. HWY. FR 6-4011

AUTO REPAIRING 107
WANTED
Junk Cars
TOP PRICES
VERMONT AUTO WRECKING
2245 So Vermont
FA 8-6973

NEW 1958
TRIUMPH
TR-3 ROADSTERS
See and thrill drive the internationally famous TR-3 ROADSTERS. World's greatest Sports Car Buy! 110 miles per hour, 35 miles per gallon, and exclusive disc brakes.
Only \$2699
Estate Wagons
Also the all brand new TRIMPH 4-DOOR STATE WAGONS
Only \$1995
Sedans
AND THE ALL BRAND NEW TRIMPH 4-DOOR SEDAN
Only \$1749

IMPORTED CAR NEWS DIGEST

Sports Cars Illustrated Report on SIMCA Performance

TOP SPEED:
Two-way average.....81.8 mph
Fastest one-way run.....82.6 mph

ACCELERATION:
From zero to Seconds From zero to Seconds
30 mph.....6.0 70 mph.....33.3
40 mph.....8.8 80 mph.....104.1
50 mph.....13.7 Standing 1/4 mile.....22.3
60 mph.....20.0 Standing mile.....59.8

SPEED RANGES IN GEARS:
.....(Reasonable)
.....zero to 21 mph
II......5 to 40 mph
III......10 to 65 mph
IV......15 to top

SPEEDOMETER CORRECTION:
Indicated Actual Indicated Actual
30......26 60......55
40......35 70......65
50......45 80......75

FUEL CONSUMPTION:
Hard driving during test.....25.4 mpg
Average driving (under 60 mph).....40 mpg
1900 mile average.....35.3 mpg

BRAKING EFFICIENCY:
(10 successive emergency stops from 60 mph, just short of locking wheels: with Perfo-meter)
1st stop.....70% 6th......63%
2nd......68% 7th......60%
3rd......68% 8th......58%
4th......65% 9th......57%
5th......64% 10th......55%
Loss of braking efficiency in tenstop test: 1 inch.

AN OPEN LETTER To Local Businesses

Are you paying mileage to your employees who drive their own cars on company business?

If so — We can save you MONEY!

If your employees drive their car.....12,000 miles per year and you pay MILEAGE at the rate of.....8¢ per mile you pay out.....\$960.00 per year or a total of.....\$1920.00 in 2 years
A new 1958 VOLVO costs.....\$2360.00 delivered
After 2 years normal use it is worth.....\$1500.00 wholesale value
Depreciation in 2 years has been only.....\$860.00

Here's what this means to YOU!

You CANNOT AFFORD NOT to put your employees in company owned VOLVOS! You nearly pay for the VOLVO with what you save in mileage payments in 2 years. Further, you now own a car with a wholesale value of \$1500.00. Even if you continue to furnish gas for your employees driving a VOLVO on company business, you would save SEVEN-EIGHTHS of what you are now spending!

Think it over — then come see US!

We will be glad to help you work out a practical, happy solution to your mileage overhead problems.

WHITTLESEY MOTORS, INC.
GEORGE WHITTLESEY, President

VOLVO, SIMCA and HILLMAN DEALERSHIP

Any American Car Taken In Trade!

To All Imported Car Owners!

FREE We want you to get acquainted with our Complete Service Facilities... Bring copy of this Ad for Free Lube Job! At our New Imported Car Center Only!

USED CARS

We're Selling Them Cheap

And Keeping Them Moving!

BUY THE FINEST USED CARS AT Near Wholesale Book Prices!

- 3 VOLVOS—USED.....PRICED FROM \$1595
'56 and '57. Fully equipped, including radio and heater. Low mileage. 1-owner cars. We sold them new.
- 2 HILLMANS—USED.....PRICED FROM \$1295
'55 and '56. Fully equipped, including radio and heater. Like new all the way through.
- '55 CHEVROLET V-8 BEL AIR.....FULL PRICE \$1095
Radio and heater.
- '53 & '54 MERCURYS—HARDTOP & 4-DOOR SEDAN.....FULL PRICE \$895
One-owner. Like new cars. Don't buy until you see and drive them.
- '54 CHEVROLET BEL AIR HARDTOP.....FULL PRICE \$995
Radio and heater, whitewall tires, automatic transmission. Sharp!
- '55 DE SOTO V-8 HARDTOP.....MAKE OFFER
Full power, low mileage. What a beauty!
- '54 DODGE V-8 STATION WAGON.....FULL PRICE \$895
Radio, heater, automatic, transmission, whitewall tires. SPECIALLY PRICED FOR THIS SALE!
- '53 FORD V-8 CLUB COUPE.....FULL PRICE \$595
Radio, heater and Overdrive. Low down, easy terms.
- '53 CHRYSLER NEW YORKER 4-DOOR.....FULL PRICE \$695
All equipment, including radio, heater and automatic transmission. Priced low? I guess so!
- '52 STUDEBAKER V-8 COMMANDER 4-DOOR.....FULL PRICE \$295
Radio, heater, automatic transmission. Goes like a bomb, and what transportation!

PLENTY OF '49 TO '51 MODELS
\$25 DOWN
ALL IN TOP CONDITION
PRICED WAY BELOW THE GOING MARKET
SHOP, THEN STOP
AT
1500 CABRILLO
TORRANCE — FA 8-2585

HIGHEST PRICES PAID

For '50 to '57 IMPORTED CARS

Paid For or Not!

Whittlesey Motors

Pacific Coast Hwy. & Ave. E
Redondo Beach
1500 Cabrillo, Torrance

WHITTLESEY'S Imported Car Center

SALES—SERVICE—PARTS

1212 So. Pacific Coast Hwy. at Ave. E

FR 5-3810

REDONDO BEACH

FR 5-3811

TRAILERS For Sale or Trade

SMOKER
CASTLE ON WHEELS
NO. 1 TRAILER
IN UNITED STATES
EXCLUSIVE
EARL KELLY
TRAILER SALES
1649 W. MANCHESTER, AT WESTERN L.A.

111
1954 FORD 1/2 ton pick-up \$200 cash. Take over 12 payments of \$39.44. TE 8-8084.
1951 PLYMOUTH Good tires. Runs good. \$295 cash. 1951 Illinois Court, Torrance, after 5:30 p.m.
1956 AUSTIN-HEALEY Excellent Condition. DA 4-4609 after 5 p.m.
1958 CHEVROLET Impala, power brakes, steering, 250 H.P. Turbodiesel, radio, heater. Full price \$2900. FA 8-2888.
111
For Sale or Trade
1954 KIT, 2 bedroom trailer. Take equity or trade. 1920 Torrance Boulevard, Torrance. FA 8-9546
1952-2 BEDROOM 35 FOOT ROADMASTER \$1675 FA 8-3256

'57 Plymouth 4-Door Only \$2298
Radio and heater, 5-button transmission. Looks and drives like new. New car trade-in.
AFTON STUDEBAKER
240 N. Market Inglewood
1951 MERCURY 4-Door Sedan, 5:30 p.m. or all day Saturday and Sunday. FR 5-9072.
1951 CHEVROLET Bel Air, Radio, heater, whitewalls, new clutch, brakes and paint. \$450. DA 6-1727
For Low ADVERTISING RATES FA 8-4000 and "YOUR HERALD"

1958 IMPERIAL BUYERS! We want your late model Packards, Chryslers, Cadillacs, Buicks, Lincolns and all big late model used cars for our Used Car Department. WE NEED USED CARS NOW so we'll give Southern California's Highest Trade-In Allowances on '58 Imperials. Deal Direct with The Dealer! No salesmen... no commissions to pay! See Mr. Atchison or Mr. Dolan, at ATCHISON-DOLAN, Inc., 128 S. Pacific, San Pedro. TE 3-5585.
'51 Oldsmobile '88' 4-Door
Radio, heater, hydramatic. Solid transportation. \$198
AFTON STUDEBAKER
240 N. Market Inglewood

1957 BUICK Super Riviera. All power. Showroom condition. 6000 miles. Must sell. \$3000. FR 5-9391

If You Fail To Receive Your **HERALD** Sunday or Thursday Morning CALL FA 8-4000 Before 10 a.m. Subscriptions: By Carrier—45¢ Monthly