

SELL-A-BRATION

as the Sun sinks slowly in the west



invites you

to attend

our ...



WE'RE SAYING GOODBYE

to our remaining stock of

1959 CHEVROLETS!

"Trader Paul" Says trade now... get the BIGGEST DISCOUNTS YET!

HERE'S THE REASON WHY ...

WESTERN UNION TELEGRAM

1640 CABRILLO AVE., TORRANCE, CALIF. (TO) PAUL'S CHEVROLET, INC. OUR SINCEREST THANKS FOR YOUR SALES ACCOMPLISHMENTS IN MAY AND JUNE. TO CONTINUE THIS HIGH SELLING MOMENTUM, WE ARE GLAD TO ANNOUNCE THAT WE WILL PAY A BONUS FOR EACH NEW CHEVROLET PASSENGER CAR SALE OVER THE NORMAL SALES QUOTA FOR YOUR DEALERSHIP IN JULY AND AUGUST. WE URGE YOU AND YOUR RETAIL SALESMEN TO GO "FULL STEAM AHEAD" IN JULY AND AUGUST IN ORDER TO TAKE FULL ADVANTAGE OF THIS UNUSUAL BONUS OPPORTUNITY.

CHEVROLET MOTOR DIVISION, L.A., CALIF. \$199 down delivers any new Chevrolet at Trader Pauls!







2 giant locations to serve you...

TORRANCE: 1640 Cabrillo Avenue

Phone FAirfax 8-1640

LOMITA: 101 Hwy. at Narbonne Avenue

Phone DAvenport 6-1185