



OFFICIAL OPENING

Inglewood's *NEWEST* Authorized FORD Dealer

TO ALL OUR NEW FRIENDS AND LOCAL MOTORISTS . . .

All of us at Jim Fisk Ford, Inc. consider it a real honor to be your new Ford dealer in this area. We intend to live up to the trust thus placed in us, by meeting the highest standards of business practice in every department of our dealership. To fulfill this pledge, I will personally be on hand to assure your satisfaction and in hopes of making your early acquaintance.

Looking forward to long service of the community.

Jim Fisk
OWNER

OUR SALES POLICY

Mr. Fisk has set forth the following rules of sales procedure:

1. Every advertisement is to be backed up 100%.
2. Every salesman is responsible for the continuing satisfaction of his customer.
3. We will meet or beat every bona-fide offer by a competitive dealer.

The above is evidence of our determination to earn your business for years to come. The entire sales and service staff looks forward to meeting you at your earliest convenience.



BILL McFARLIN
General Sales Manager

SELL-A-BRATION SAVINGS!

\$ **2187**⁵⁶

Delivered in Inglewood



BRAND NEW 1963 GALAXIE 2-Dr. - EQUIPPED with radio and other factory extras. (Stock # 66)

\$ **46**⁵⁶ PER MONTH

after just your normal down payment owns this beautiful new Galaxie! (36 equal payments, including tax, license, and carrying charges.)

THE TRADE-WINDS ARE BLOWING UP A REAL STORM AT FISK FORDLAND! We're going all-out during this Official Opening Sale to gain your patronage with a "Hurricane of Values!"

NEW 1963 FAIRLANE 2-DOOR



\$ **1998**⁵⁰

Official Opening Price on this car (Stock #57) - equipped with radio, etc.

\$ **198** DOWN

CASH OR TRADE delivers any new 1963 Ford Falcon, Fairlane or Galaxie - with your good credit, of course.

NEW 1963 FALCON

FULL FACTORY EQUIPPED Plus the big 170 Engine. (Stock #76)



\$ **1867**²³ FULL PRICE

WE NEED

More good used cars! . . . And to build up our stock right now, we're offering special OFFICIAL OPENING ALLOWANCES such as those shown at right for late-model cars in reasonable resale condition in trade on any new Ford Galaxie '500' or Thunderbird in stock—and comparable allowances on the rest of our large Opening Inventory.

For a '57 FORD FAIRLANE 500 H.T. Vic., Auto, Trans., Radio, Htr., P. Steering, WSWs. WE WILL ALLOW

\$1200 IN TRADE

For a '61 OLDSMOBILE F-85 Cutlass Cpe., Auto., Radio, Heater, Power Steering, WSWs. WE WILL ALLOW

\$2575 IN TRADE

For a '54 CHEVROLET BEL AIR 4-Dr. Sedan, Automatic, Radio, Heater, WSWs. WE WILL ALLOW

\$800 IN TRADE

For a '60 FORD STARLINER Hardtop Coupe, Standard Transmission, Radio, Heater, WSWs. WE WILL ALLOW

\$1700 IN TRADE

For a '62 Pontiac Grand Prix Auto. Trans., P. Strg. & Brakes, Radio, Heater, WSWs. WE WILL ALLOW

\$3400 IN TRADE

For a '57 CHEVROLET BEL AIR Spt. Cpe., Auto Trans., V-8, Radio, Heater, P. Strg., WSWs. WE WILL ALLOW

\$1350 IN TRADE

For a '62 VOLKSWAGEN Radio, Heater, WSWs, Vinyl Interior. WE WILL ALLOW

\$2300 IN TRADE

For a '56 FORD FAIRLANE 2-Dr. Standard Transmission, V-8, Radio, Heater WSWs. WE WILL ALLOW

\$800 IN TRADE

For a '62 FORD GALAXIE 500 XL H.T. Cpe., Auto., P. Strg. & Brks., Radio, Htr., WSWs. WE WILL ALLOW

\$2900 IN TRADE

Above sample allowances based partly on recent transactions.

227 N. MARKET
(Florence at La Brea)

INGLEWOOD
OR 8-1266
OR 1-6176

