

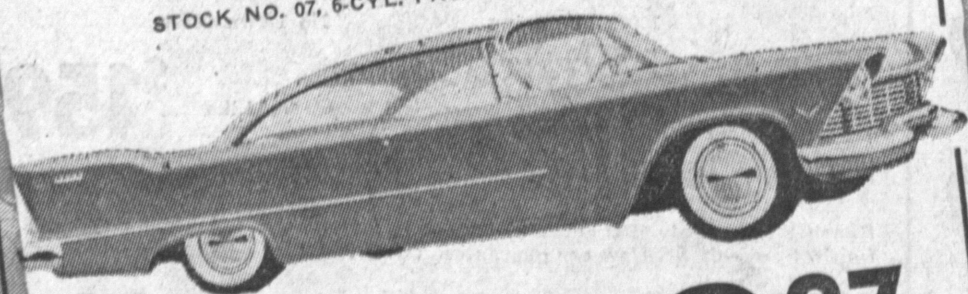
WE GUARANTEE DELIVERY AS ADVERTISED

DEALER COST SALE

PLYMOUTH HARDTOP COUPE

\$2346

STOCK NO. 07, 6-CYL. FACTORY REG. EQUIPMENT



NO CASH
JUST

\$53⁸⁷
PER MONTH

If your car
is worth just
\$800
IN TRADE

INCLUDING TAX, LICENSE
AND CARRYING CHARGES

'57 PLYMOUTH SAVOY COUPE, 6 CYL. OVERDRIVE, SPORT TONE
PAINT, ACC. GROUP No. 1.

3 DAYS

ONLY

Fri., Sat., Sun.

51

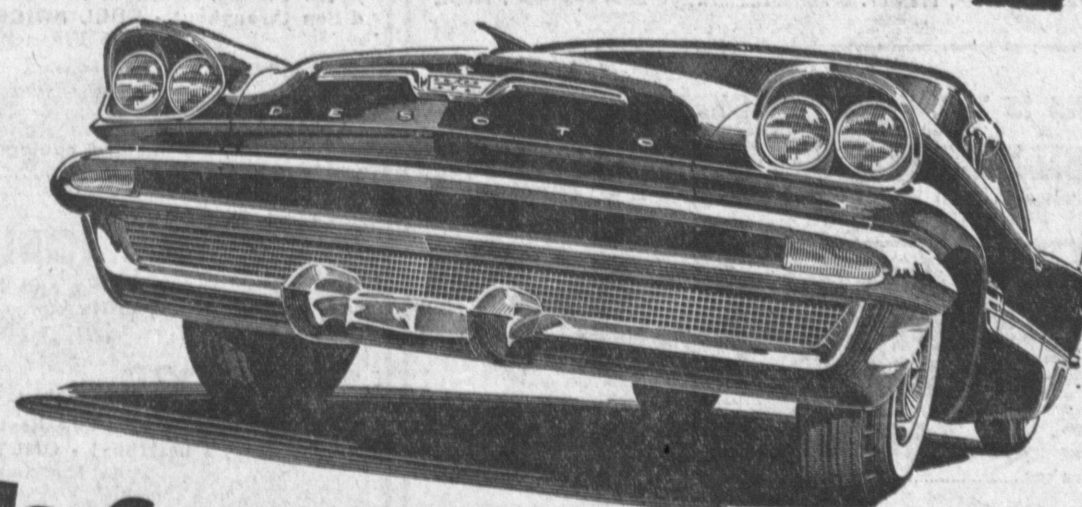
NEW

DESOTO
and
PLYMOUTH

DESOTO "FIRESWEEP"

ONLY
STOCK
NO. 55

\$2887



No Cash, Just
INCLUDING

\$69⁶³
PER MONTH

If your car
is worth just
\$850
IN TRADE

TAX, LICENSE and CARRYING CHARGES

• Automatic Transmission
• Radio and Heater
• Airfoam Cushions

• Power Steering
• Power Brakes
• Whitewall Tires

Firesweep Sed. Delivered in L. A.

USED CAR DEALER COST SALE!!

WE GUARANTEE DELIVERY AS ADVERTISED

'53 Plymouth Belv. Hardtop

\$695

Radio, heater, whitewalls, two tone
paint, 90-Day Guarantee.
LIC. 6BZ-045

\$50 Cash, Bal. 36.45 monthly

'52 Oldsmobile 4-DOOR

\$495

Hydramatic, radio, heater, whitewalls,
two-tone paint, 90-day guarantee.
LIC. GIG-853

\$40 Cash, Bal. 26.04 monthly

'55 Nash (Auto. Trans.)

\$1090

Radio, heater, whitewalls, two tone
paint, continental kit, tinted glass.
Like new, 6-mos. guarantee.

LIC. JHK-880

\$100 cash, bal. 49.87 monthly

'55 Plymouth STATION WAGON

\$1397

Radio, heater, whitewalls, two tone,
underside, 6 months guarantee.

\$125 Cash, Bal. on
Monthly Notes

'57 Thunderbird

FULL PRICE **\$3395**

Baby blue, Fordomatic, radio, heater,
power steering and brakes, white-
walls, hardtop. Approx. 3,000 miles.

'54 Mercury HARDTOP

FULL PRICE **\$985**

Like new, Mercromatic, radio, heater,
white sidewalls, tinted glass, two-tone
paint. LIC. No. KAZ-169.

\$125 cash, bal. 46.87 monthly

'53 Ford V8

FULL PRICE **\$697**

Fordomatic, power steering & brakes,
radio, heater, tinted glass. Local car.
LIC. LWU-722

\$75 cash, 33.85 per month

'55 Chevrolet STATION WAGON

FULL PRICE **\$1375**

Radio, heater, two tone, white side-
walls.

\$125 Cash, Bal. on
Monthly Payments

'54 Chevrolet BEL-AIR HARDTOP

FULL PRICE **\$895**

Radio, heater, whitewalls, continental
kit.

\$75 cash, bal. 44.27 monthly

SHORT OF CASH?

BUT STILL WANT A NEW CAR?

AT HOLLYWOOD PARK YOU CAN GET

100% FINANCING

Don't worry about digging up a big cash down-payment. If you
want a new DeSoto or Plymouth or a fine, late model used car
... if you have a job and reasonably good credit ... you can
drive your dream car home tonight without a penny down! And
comfortable payments that fit easily into your budget. This is one
of the big reasons why HOLLYWOOD PARK DE SOTO-PLYMOUTH
is now the RECOGNIZED SALES LEADER.

IMPORTANT

NEW OWNER IS SELLING OUT ALL
OF THE FORMER DEALER'S STOCK OF
NEW 1957 DeSOTOS AT DEALER COST TO
YOU—THE BUYING PUBLIC.

-The Management

HOLLYWOOD PARK DE SOTO-PLYMOUTH



OPEN SUNDAY and EVES.

OPEN TILL 10:00 P.M.

PHONE: ORchard 4-5270 ORegon 8-5183

830 So. LA BREA

HOLLYWOOD PARK

PLYMOUTH

and **DESOTO**

INGLEWOOD