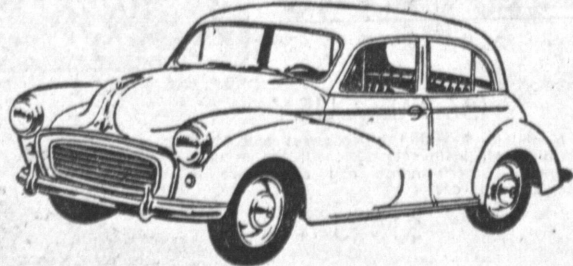




MORRIS 1000



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This British Sedan is only **\$1495...**
And Handles Like a Sports Car!

Expect up to 42 miles per gallon of gasoline, but your Morris 1000 is much more than just economical transportation. It's a family sedan with the nimble response of rack-and-pinion steering—the fun and positive action of a 4-speed gearbox. The smooth, comfortable ride of torsion-bar suspension, and the same hill-conquering O.H.V. engine of the Austin-Healey Sprite sports car! When you see your Morris dealer, rap your knuckles on the body—you'll hear the solid "thunk" of steel heavier than many expensive American cars. Solid "unit" construction, precision engineering throughout—these are the reasons the average Britisher drives his Morris 10 years. Warranty period: one full year!



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SIMCA Imported from Paris by Chrysler

'55 Buick
 Century hardtop, Dynaflow, radio, heater, whitewall tires, 2-tone finish.
\$1095

'56 Pontiac
 Catalina 2-door Star Chief Custom. Radio and heater, hydraulic.
\$1395

'57 Chevrolet
 4-DOOR sedan. Powerslide, radio and heater, low mileage. Like new.
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 Radio and heater. As sharp as they come.
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'59 SIMCA
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'57 Fiat
 Multipla 400 4-door sedan. Heater Real sharp.
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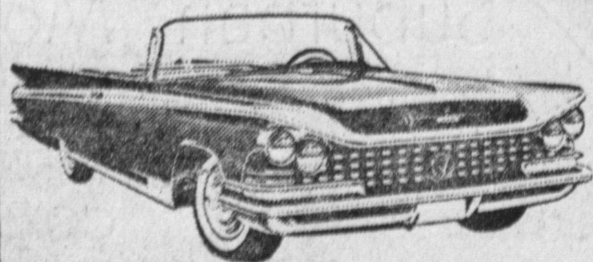
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'55 OLDS \$1199 '58 2 door Hydra, radio, heater, Original throughout. One owner.	'55 Volkswgn. \$1099 2-door solid top sedan in first class condition. Save \$200 here.	'53 Pontiac \$599 Super Catalina coupe. Genuine leather interior. Hydraulic drive, radio, heater, white walls. Be first on this one.
'55 PONTIAC \$1199 Star Chief Custom Catalina. Hydraulic, radio, heater, Full leather interior. Terrific value!	'57 Plymouth \$1499 Savoy 4-door with push button drive, radio, heater, two tone and white walls.	'57 PONTIAC \$1799 Power steering and brakes, hydraulic, radio, heater, white walls. This Catalina is absolutely immaculate.
'57 Chev. "6" \$1499 4-door sedan. Standard shift, radio, heater, immaculate.	'54 Buick \$799 Special 2-door. Original one owner car. Dynaflow, radio and heater. Exceptionally clean.	'52 FORD 8 \$299 2-door, standard shift, radio, heater. Looks and runs good.
'55 CENTURY \$1399 Hardtop Riviera. Buick's hottest car. Full power and only 30,000 actual miles. All white with blue interior. See it now!	'55 FORD \$1299 Wagon. Deluxe Country Sedan. Sharpest '55 you'll find. Has Fordomatic, radio, heater, EZI glass, white walls. Original inside and out.	'51 CADILLAC \$599 Coupe. DeVille type. New hydraulic transmission, wonderful condition thru out. See this and you'll buy it.

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FIAT of ITALY

An Open Letter from One of Our Customers

April 22, 1959

Hermosa Imports
 505 Pacific Coast Hwy.
 Hermosa Beach, Calif.

Dear Sirs:

I would like to thank you, and your salesman, Dave Tarzwell, for introducing me to the Fiat Bianchina

I have had mine for 3 weeks now and just love it. It is so economical that what I save in gas makes approximately half of my car payment each month. As an example, on a trip from Los Angeles to Fresno, California, I averaged 73 miles to a gallon of gas!

I thought that you might like to know this little bit of information to pass on to prospective buyers of this wonderful little car on the road.

Thanks again for your introduction to this amazing way of saving money while enjoying oneself and thanks also to Mr. Tarzwell for letting me know that such a car exists.

Very truly yours,
 JANET R. WOITALLA

P. S.: In city driving I average approximately 50 to 55 miles to the gallon. Thanks again for the wonderful service.

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1957 CHEVROLET
 2-door sedan, 4 passenger. Standard transmission, heater, white wall tires, two tone original interior. Light blue color.

FULL PRICE \$1395

1958 FORD

'58 2-door sedan, 4 passenger. Standard transmission, heater, white wall tires. Light blue original paint. Original interior.

FULL PRICE \$1595

1956 PLYMOUTH

Savoy hardtop coupe. Automatic transmission, radio, heater, two tone white and bronze paint and interior to match. A real hot buy.

FULL PRICE \$995

1955 CHEVROLET

'55 4-door sedan. Powerslide, radio, heater, light blue color, original interior. Runs like new.

FULL PRICE \$995

1955 BUICK

Super hardtop coupe. Power steering, radio, heater, power brakes, white wall tires, two tone paint. This car hard to tell from new.

FULL PRICE \$1295

1958 CHEVROLET

Bel-Air 4-door hardtop sedan. Power steering, torque-flite transmission, radio, heater, white wall tires, tinted glass, two tone aqua and white. Interior original. Still new.

FULL PRICE \$2195

Pick-Up Trucks

1957 FORD RANCHERO V-8
 Power steering and brakes, automatic transmission, radio, heater, air conditioning, white wall tires. A beautiful two tone paint, original interior.

FULL PRICE \$1795

1955 FORD V-8 PICK-UP

1 1/2-ton. Automatic transmission. A beautiful red color. Bed like new.

FULL PRICE \$995

1955 CHEVROLET V-8

Pick-up 1 1/2-ton. Standard transmission, radio, heater. All red color. Dual exhausts. You must see this one.

FULL PRICE \$995

1956 FORD V-8 PICK-UP

1 1/2-ton. Standard transmission. Baby blue paint. Interior to match. This one like new.

FULL PRICE \$1195

1955 FORD 1/2 TON V-8

Standard transmission. A beautiful all white. This one is a beauty.

FULL PRICE \$995

WE ARE LOADED WITH USED CARS—COME IN TODAY

- 1957 PONTIAC 4-door hardtop sedan
- 1957 BUICK Special Riviera Coupe. Power
- 1957 FORD Ranch Wagon
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- 1953 MERCURY Mont. Coupe
- 1952 MERCURY Hardtop coupe
- 1955 OLDS H.T. 4-dr. sdn. pwr.
- 1956 PLYMOUTH Bel. H.T. cpe
- 1955 CHEV. Del Ray 2-dr. sdn.

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 60 Special, full power, fully equipped.
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Full Power, \$2195
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'55 CHEVROLET BEL-AIR, radio, heater, white walls, automatic. \$10 down. \$10 a week.
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'54 AUSTIN, radio, heater, England's finest. \$10 down and \$5.25 a week.
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1954 WILLYS 4-wheel drive 1/2 ton pick-up. Excellent condition. \$10 down. \$10 a week.
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