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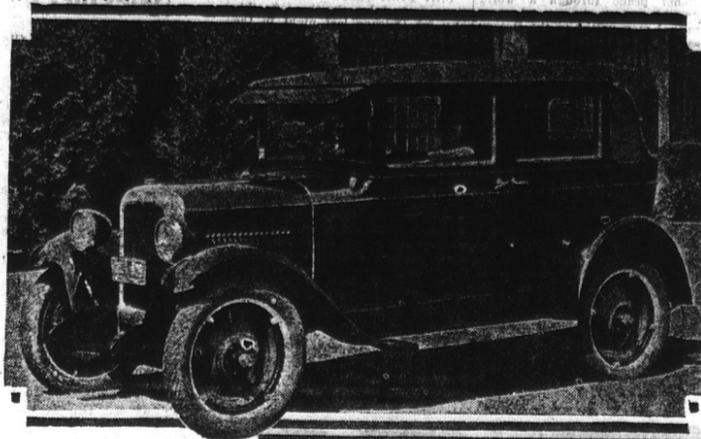
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Style and Luxury Feature New Chevrolet



Bringing added style and luxury of custom-built bodies to the most popular Chevrolet line in the busy history of this make, the new Imperial Landau is announced by John Hanson of the Torrance Motor Company, Chevrolet dealer here. The Imperial Landau, which is a five-passenger closed car of latest design, makes the eighth model in the present Chevrolet line.

Embodied in the new Chevrolet Imperial Landau are lines and features which make it a faithful replica of custom cars of a far higher cost, it is pointed out by Mr. Hanson. Already the new model is heralded as the aristocrat of low-priced cars. It is equipped with a specially designed Fisher body, marking a new creation by Fisher that provides the low-priced field with a smart, rakish Landau. The Imperial Landau is especially low swung and shows many advanced features in design, from vaulted roof and oblong glass windows to the smoking set. Hardware is of special design throughout, with brass rails in polychrome and door seals of beaded maroon leather—pleasing contrast with the deep-tufted taupe mohair upholstery. Emphasizing the exterior beauty of the car is the lustrous sath black Duco finish with double stripes of chasseur red. Window frames have a crimson trim on the outside and maroon within the car. The top rear quarter and the sun visor are of mouse gray textile leather. The Imperial Landau is fitted with a swing-out type windshield of one-piece design on



Here is the new Chevrolet Imperial Landau announced by the Chevrolet Motor Company. The lower picture shows the one-piece "swing out" windshield that features the new model.

nicked brackets, while narrow front pillars provide for increased driving vision.

Like other Chevrolet models this year, the Imperial Landau is equipped with standard one-piece full-crown fenders, balloon tires, bullet-type head lamps, oil filter, air cleaner, coincidental steering wheel and ignition lock, remote control door handle, new gasoline instrument panel, new radiator and running board.

A factory statement points out that only the economies resulting from great quantity production have enabled the company to produce the new model at the price

introduction of the Imperial provides the company with eight models, six closed and two open cars, comprising the most complete line of automobiles ever offered by a manufacturer of low-priced cars. In addition to the passenger models the company is also building commercial vehicles in both ton and half-ton sizes.

Although the factories have been in production on the Imperial for several weeks, the formal showing of the new model throughout the country was withheld until today to permit dealers to obtain sufficient cars to cope with the expected initial demand.

Neil J. Campbell Sepulveda Blvd. Field Secretary

First Engineer of L. A. Planning Body Heads Highway Association

The appointment of Neil J. Campbell, first engineer with the Los Angeles Planning Commission, as field secretary of the South Sepulveda Boulevard Association has been announced. It being added by J. Carl Shindler, president of the association, that field headquarters will be located in the Redondo Chamber of Commerce building. Redondo was chosen by Mr. Campbell because centrally located between Sawtelle and Seal Beach, originating and terminating points of the South Sepulveda boulevard half of this major highway, the northern half traversing San Fernando Valley and passing through the mountains to Sawtelle. As a result of the formation of the South Sepulveda Boulevard Association great activity is reported in all five units from Ohio street, Sawtelle, in the Westwood, Palms, Barnes City, Culver City, and general bay region, and in the more southerly sectors reaching to and traversing the harbor cities. The association's officers are: Maj. J. Carl Shindler, Los Angeles president; E. D. Goode, Barnes City, first vice-president; J. A. Smith, Lomita, second vice-president; Maj. D. O. T. Rochford, Culver City, third vice-president; Carl L. Hyde, Torrance, secretary-treasurer; and D. Chase Rich, Culver City, counsel. The directorate is composed of civic and development leaders of 14 communities along the line of the highway. Meetings rotate among interested cities, also—the most recent gathering having been in Harbor City, a previous assembly in Hermosa, and the next, scheduled early in June, to be held in the Chamber of Commerce offices in Venice. Everything in building materials. Consolidated Lumber Co.—Adv.

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Highway News

Notes on California Roads Furnished by National Auto Club

The formal opening of Yellowstone Park this year is scheduled to take place on June 19 at the Cody or eastern entrance to the park, according to a recent report received from the touring department of the National Automobile Club. Cody is a picturesque western town containing many reminders of frontier days, and from this point a road of 52 miles leads to the eastern entrance of the park through the stupendous Shoshone Gorge, through which the Shoshone River winds its course. The Shoshone Dam in the upper end of the canyon is of particular interest inasmuch as it is the second largest in the world, rising 328 feet from the lowest foundation to the top of the parapet. Visitors using this eastern entrance will have the opportunity to visit the Cody Pioneer Museum, established along the Cody road in memory of Col. William F. Cody, the famous frontiersman who founded the town of Cody. This museum will undoubtedly be dedicated on the opening day of the park. A log cabin, replica of Buffalo Bill's ranch home, will contain material associated with the various phases of his life—pony express rider, Indian fighter, scout, horse breeder, and showman. Although the camps and hotels in Yellowstone will not begin operating until June 19, the park will be open to motorists with their own camping equipment as soon as the park roads are free from snow, which will be about June 1. Food supplies will be available at the general stores in the park.

The Rim of the World drive, connecting Lake Arrowhead and Big Bear Lake, is to be conditioned for heavy summer travel. It is to be widened, grades eliminated, and surface work done. The City Creek road is to receive a considerable amount of work as well; the surface is to be put in such a condition as to eliminate the deep ruts and dust trouble which practically spoiled the road at times late in the season last year. A new highway is planned from Barton Flats to Bear Valley, which will be slightly longer than the present highway, but without steep grades. With the mountain roads in the San Bernardino Mountains receiving the attention of federal, state and county road crews, it is safe to say that the highways will be in better condition this year for travel than ever before. Warm weather during the day prevails at Big Bear Lake at the present time, but the nights and mornings are cool. Fishing is fairly good, artificial bait being mostly used.

One and one-half miles of one-way road is now in effect along

the causeway between Ventura and Carpinteria, where paving operations are in progress. One half of the road is being paved at a time. Detour via Foothill boulevard at Carpinteria to a point on the highway two miles south of Summerland. A detour of one-eighth mile is in effect on the north edge of Santa Barbara, due to reconstruction work.

California, in its broad sweep from the Oregon boundary to its southern extremity, abounds in places of historical interest. Hundreds of ancient landmarks, still standing the valiant march of time, call to the attention of colorful events—the picturesque period of the Spanish occupation, the thrilling days of the Bear Flag revolution, and the hectic days of the gold rush and the Vigilantes.

To know and appreciate California one must know its missions and their history. To the uninitiated, missions are simply old and crumbling buildings; but to those who know, these grand old structures are associated with the padres' unending labor of love—the raids of the early Spanish life—which are inseparably associated with them. None is more venerable and impressive than the Santa Barbara Mission, before whose altar the "sacred flame" has never ceased to glow since 1786, the date of its founding. The flame is symbolic of the Real Presence, and the ceremonial ministrations have been carried on daily since the same date. Even the most thoughtful and carefree representatives of modern times pause before this monument of pioneer civilization and endeavor to picture the fire of hearts and urge of souls which impelled the zealous priests and hearty pioneers to build upon a primeval landscape a structure of such lasting quality and beauty. Santa Barbara Mission today consists of the church, monastery, cemetery, and two gardens. The present mission was built entirely of native sandstone, and was begun in 1815 and dedicated in 1820. A feature of this mission are the double towers which rise to a height of 40 feet. They are masses of stone and cement 20 feet square. A narrow, winding stone stairway leads through the western tower to the belfry, from which the old bells still sound the call of divine service. Joining the church on the southwest is a large stone structure 56x250 feet, two stories high. The facade is supported by 18 Roman arches above a paved corridor upon which the cloisters open. At the rear is a beautiful patio known as the "Sacred Garden." All women are excluded therefrom with the exception of the wife of the President of the United States and her attendants. The east garden, which represents a part of the bodies of 4000 Indians, and in it are also the concrete vaults where are entombed the Franciscans who have died within the walls of the mission. This cemetery is a mass of roses, geraniums, rare plants, and trees, surrounding a large crucifix in a carefully trimmed niche of

native cypress trees. While Santa Barbara Mission was considerably damaged in the earthquake of 1925, all new work has conformed strictly to the architecture of the past, and this unique monument, made venerable by old traditions, will always be kept intact for future generations.

The following report of fishing conditions at The Pines, Bass Lake, Madera County, Calif., is supplied by the touring department of the National Automobile Club: With the present warm weather, fishing, particularly for bass, has been very good. Large bass are mostly on the spawning beds and comparatively few are being taken. A good



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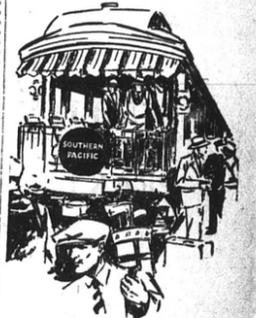


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