



GRAND OPENING—De Von Plymouth-Triumph dealer will hold grand opening tomorrow, Saturday and Sunday at its 1600 Cabrillo Ave. lo-

De Von Plymouth-Triumph to Hold Grand Opening Here

With improvements and remodeling completed, De Von Motors will hold its grand opening as a Plymouth-Triumph volume dealership tomorrow, Saturday and Sunday.

Announcement of the intention to make this the largest Plymouth dealership in Southern California, was made by Dick Dimmette, president, and Von A. Moffett, secretary-treasurer of the firm at 1600 Cabrillo Ave.

"With cars on hand and commitments with Chrysler we will be the largest volume Plymouth dealer in Southern California," they pointed out.

The owners of the agency, formerly Herman Miller Plymouth-Triumph, have a combined 55 years experience in automobile merchandising.

Exclusive Line
They pointed out that De Von is the only Chrysler product dealer in Torrance and that they will handle Plymouths and Triumphs exclusively.

In addition to a huge outdoor used car salon, the firm has a service department comprising 20,000 square feet of floor space. A staff of 11 in the service department, which has the most modern equipment, is headed by John Masters. All mechanics are factory trained.

James Bailey, who has undergone intensive factory training, is in charge of Triumph service, equally trained to supervise work on sedans, stationwagons and sports cars.

James W. Panos serves as general sales manager of both new and used cars.

The dealership has a spacious 60,000 square feet of floor space. Dimmette formerly served as manager of a volume "Big Three" agency in Los Angeles and has a background of 25 years in the auto business in Los Angeles. A native of North Carolina, he has been in the Los Angeles area since 1930 and will take up residence in the Torrance area.

"Our entire merchandising policy will be based on volume of sales with low profit per unit, by which we will guarantee that we can meet and beat any legitimate deal on both Plymouth and Triumph," Dimmette said.

Noted Golfer
Moffett has had 30 years in the auto business and formerly owned a large dealership in Bakersfield. A top notch golfer, he has twice won the Dealers Open Tournament in Palms Springs and hopes to clinch his third victory next year to keep permanent possession of the trophy. He and his family are residents of the Torrance area.

They pointed out that De Von is presently the largest Triumph dealer according to the importer's report.

A total staff of 35 is employed by the agency which will be open every day from 8:30 a.m. to 10 p. m.

James Brittain to Direct Music Drama

A well-known young director will bring professional polish to the ninth annual concert of Los Cancioneros, set for tomorrow and Saturday at the Redondo Union High School.

James Brittain, Manhattan Beach, currently employed by MGM TV, has an extensive background in musical comedy.

His direction includes two St. Cross Episcopal Church musicals, work with the South Bay Civic Light Opera, the productions of "Kiss Me, Kate" and "Carousel," performed by the Long Beach Civic Light Opera Association, and "Separate Tables" for the Linkletter Playhouse.

The music drama will follow the simple staging of the formal choral concert under the baton of Barbara Mabin.



Mrs. Murawski Heads PTA at Perry School

Mrs. Edward Murawski will be installed as the new president of Perry Elementary school PTA at the May 21 meeting in the school cafeteria.

Other newly elected officers are Mmes. Frank Stein, first vice president; John Strom, second vice president; Glenn Thomas, third vice president; Richard Greenwald, secretary; B. V. Van Meter, corresponding secretary; Willard Waddell, treasurer; Robert Skillings, auditor; William Lunden, historian and Kenneth

IN EXERCISE

Pvt. Kenneth A. Ballinger, 19, son of Mrs. Dorothy LaFountain, Lomita, is participating with the 4th Infantry Division, a major Strategic Army Corps (STRAC) unit, in Exercise Dry Hills at the Yakima Firing Center in Washington. The exercise will end Sunday.

Judd, parliamentarian. All parents and PTA sponsors have been invited to attend.

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VON A. MOFFETT

Gem Club to Meet

George Pond was the guest speaker at Tuesday's meeting of the Palos Verdes Gem and Mineral Society at the California Hall, 1932 Pacific Coast Hwy., Lomita.

Pond's 3-D color films on glaciers and rock formations found in the Pacific Northwest and Canada were shown.

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