

Chevrolet Is Built For the 1935 Pocketbook, Says Thompson

"The 1935 Chevrolet Standard is built for the 1935 pocketbook!" This sales slogan, created in early January, is proved by the latest production figures of the Chevrolet Standard at the Oakland plant of the automobile company, according to Ed Thompson of the Chevrolet Agency in Torrance.

"For the first three months in 1935, more than 10,000 Standards have been shipped on orders from Pacific coast dealers," declared Mr. Thompson. "In all of 1934, 8,176 Standards were shipped and sold in Pacific coast states. If the tremendous demand for Standards continues, Chevrolet officials believe that the coast states will absorb approximately 30,000 Standard units this year. The shipments on the Master De Luxe, the companion car to the Standard, have been very heavy also, but the demand for the Master has been so great that the factory can't build them fast enough."

Asked why the Chevrolet Standard has had such a remarkable public acceptance, Mr. Thompson said, "First, it is the lowest priced full size car in the world; second, it gives 23 miles to the gallon at boulevard speeds and America has promptly called it the most economical car in the world; third, it has remarkable top speed and ball of fire getaway; fourth, it is a sturdy, rugged car that will be booming along at 40,000 miles just as effectively as during the first 10,000 miles. The people who are buying the Standard want a car that will not tax their pocketbooks. The Chevrolet Standard was introduced in 1932. That year only 10,000 units were sold nationally. In 1933, more than 33,000 units were sold nationally and in 1934 more than 100,000 units were sold nationally. In other words, the family having an income of around \$160-\$200 a month was taking a progressively greater interest in the price tag of cars as the years went on. The Standard is built for a definite market, that of people who want the best in quality transportation at a very low price.

"America's pocketbook for 1935 does not justify a tremendous outlay for an automobile. People realize this and are flocking in increasing numbers to the Chevrolet showroom to buy the new Standard."

CLOTHING FIRM forced to vacate PUTS ON SALE

Roland Sanderhoff and James E. Scott—Sandy and Scotty to you—are putting on the greatest sale of their seven years in the men's clothing business, starting tomorrow morning at 9 o'clock. The occasion is the expiration of their lease, and the rental of the store to another party who will begin remodeling May 1. In consequence Sandy and Scotty are forced to vacate, and are offering their large stock of merchandise at greatly reduced prices in order to clear at once.

Their lines include some of the most famous nationally advertised goods, Arrow shirts and ties, Hart Schaffner & Marx suits and overcoats, and many other well known brands in men's wear. All are selling in this sale and this is the right time to stock up say the proprietors. So far they have not decided on their plans for the future.

The sale begins Friday morning at 9 o'clock.

GUESTS

Los Angeles county postmasters will be the guests of Michael J. O'Rourke, postmaster at Beverly Hills, tomorrow.

Professional Directory

Dr. A. P. Stevenson
Physician and Surgeon
Office, Levy Building
1311 Sartori Avenue
Residence, 1504 Post
Phones: House, 674; Office, 96

ALBERT ISEN
Attorney-at-Law
Notary Public
Room 18, Brighton Hotel Bldg.
1639 Cabellie Ave. Phone 43-M
Residence: 2467 Sonoma Ave.
Phone 659-R

HOWARD G. LOCKE
Dependable Insurance
Fire-Automobile
1405 Marcelina Avenue
Phone, Torrance 135-M

DR. R. F. BISHOP
Dentist
X-Ray Service
1425 Cabrillo, Room A
Phone 341

DRS. LANCASTER and SHIDLER
PHYSICIANS AND SURGEONS
Torrance National Bank Bldg.
Torrance, Calif.

Around the Council Table

City Clerk A. H. Bartlett read a communication from the Pan-American Petroleum Corporation, regarding the enclosure of a check for \$109.36 in payment of pipeline earnings under their franchise from the City of Torrance. Clerk Bartlett reported that all checks received from all companies in payment of earnings had shown a slight increase over the remittances of last year.

The Department of Water and Power, Los Angeles, wrote that it had no objections to the termination by the City of Torrance of its contract to serve water to the sheeting strip, notice of which proposal had been sent to the department, but asked that the service be continued until the completion of the 30-inch pipeline which is being built to serve the harbor district.

The Torrance Loyal Order of Moose extended the mayor and council an invitation to attend their installation of officers which will be held April 26.

Several communications regarding pending legislation which will affect municipalities were introduced, most of them being turned over to the city attorney for study. One of the most important measures, on which the city council will probably take action by resolution to be sent to this district's representatives in the assembly related to limiting liability of municipalities, counties and school districts for injuries received by individuals on sidewalks, curbs or similar public property. The limit fixed in the bill is \$5,000.

BABY DIES

Nakabu Watanabe, 14-month-old child of Mr. and Mrs. Gunn Watanabe, 3620 Wiseburn street, Torrance, died Friday, April 5, at the home. Funeral services were held Tuesday, April 9, from the Buddhist Temple, Moneta, with cremation at Pacific Crest.

Sale of Easter Bunnies Under Three Pounds In Weight Illegal

Sale of "Easter bunnies" weighing three pounds or less became illegal in the unincorporated territory of Los Angeles county today with the adoption by the supervisors, as an emergency measure, of an ordinance prohibiting such sales.

FORMER CHIEF of police killed IN ARKANSAS

Burr Robertson, former chief of police at Hawthorne, was shot and killed at Harrison, Arkansas, March 27, when he attempted to arrest Roy O. Stewart, wanted for murder. Robertson was chief of police in Harrison, and had been employed on the job for only three months. An officer accompanying Robertson shot Stewart four times, inflicting dangerous wounds.

BIRTHDAYS OF FAMOUS MEN
Charles E. Hughes, judge of the supreme court, was born, April 11, 1862.

In passing upon the validity of such an ordinance, the county counsel had stated that while there was no support for it in any of the authorities, assuming the facts set out in the board's resolution, he was not prepared to state that such regulation would be an abuse of the county's police power.

The board acted on the theory that young rabbits less than six weeks old were too young to be taken from the litter and sold as pets. The children to whom they are given do not know how to care for them and have no facilities for feeding or caring for them properly.

As a result it is alleged that 90 percent of the rabbits sold for this purpose die within a very short period after being sold.



Stretching a Rubber Band

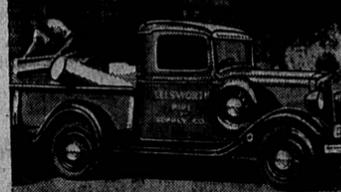
A taut rubber band will wear twice as long if the tension is relieved though only at brief intervals. The same is true of a human being who requires periods of relaxation during the strenuous day. Your physician knows that a moment of rest may mean an added year of health!

A Prescriptionist Fills Rx Carefully at
Torrance Pharmacy
George L. Probert
Cabrillo & Chavens Ph. 3

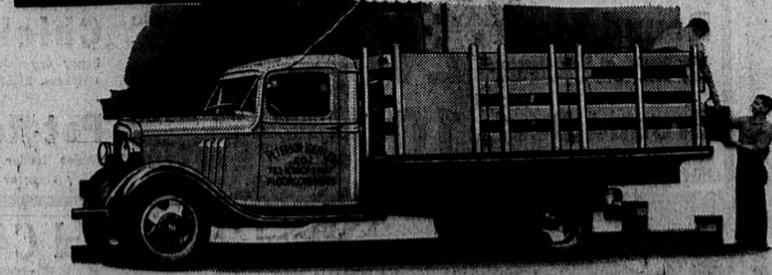
Buy them at the WORLD'S LOWEST PRICES Save on operating costs, too!



Sedan Delivery, \$515
107 Wheelbase



Half-Ton Pick-Up, \$465
112 Wheelbase



1 1/2-Ton Stake, \$720
(157" Wheelbase)

Chevrolet Trucks give maximum dependability, as well as maximum economy, because they're powered by VALVE-IN-HEAD SIX-CYLINDER ENGINES.

The most important consideration of all, in buying and operating trucks, is economy. Economy of first cost and operating cost. And the most economical trucks on the market today are—Chevrolet Trucks. They sell at the world's lowest prices. They give maximum operating economy, too, because they're powered by valve-in-head six-cylinder engines. And they will keep on saving you money, day after day and year after year, because Chevrolet builds so much extra quality and rugged reliability into them that their service is as carefree as their prices and operating costs are low. You get top economy when you buy Chevrolet Trucks, and that's exactly what you want in a truck—particularly today. Phone or visit your nearest Chevrolet dealer and get the right truck for your job at the world's lowest prices.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
Compare Chevrolet's low delivered prices and easy G.M.A.C. terms. A General Motors Value

CHEVROLET TRUCKS

Ed. Thompson

1600 Cabrillo Avenue TORRANCE Telephone 592

You're Invited— To Attend the Torrance Herald-Union Ice Company FREE COOKING SCHOOL



Tuesday, Wednesday, Thursday April 30, May 1 and 2 1 P.M. to 3 P.M. at the Torrance Theatre

Nina G. Abbey Celebrated Home Economist In Charge

This noted home economist brings to the women of Torrance, Lomita and vicinity a wealth of experience and technical training. You can't afford to miss a single session of the Cooking School! Many new and unusual dishes will be prepared—countless suggestions for the health and happiness of your home will be offered by this well-known authority on ice refrigeration and home economics. Every woman is invited to attend! Everything is Free! Dozens of food samples will be distributed.

Watch Next Week's Issue For List of Grand Prizes!