

ED THOMPSON PEPS STAFF FOR BIG YEAR

In football it's a "fight talk."

In contract bridge it's a good responsive partner.

In baseball it's a rally. And in the game of selling automobiles it's a chicken dinner followed by pep talks that send a sales organization into high gear for a campaign to acquaint John Q. Motorist with "the best car on the market."

As result of such a feed last Saturday night at Charlie Likens' new restaurant, known as "Sally's" at Narbonne and Highway 101, "Coach" Ed Thompson will lead his team of 23 experienced Chevrolet sales and service men into the biggest selling campaign the Thompson agency here and in Hermosa Beach has ever planned on Saturday, Oct. 22.

Zone Manager Attends

That is the day when the new 1939 Chevrolets are to be revealed to the public thruout the Southland for the first time.

No one except a few high Chevrolet officials in this area has seen the new models but the automotive "grapevine" has been humming for weeks with snatches of reports about their many new features.

Ed Thompson was host at the dinner-meeting and his special guest was "Mac" MacIntosh, zone manager for Chevrolet.

The affair was a combined appreciation gesture for the Thompson staff's loyalty during the past year and a pep rally for the 1939 season's business.

Plans Gals Showing MacIntosh declared that the Chevrolet organization is predicting the biggest year in automotive history with a 38 percent increase in business.

The fact is that Thompson already has 23 orders for new Chevrolets — orders from local, Hermosa and Redondo residents who have thus displayed exceptional trust in the new models, based on past performance of the Chevrolet division of General Motors.

Until the new cars are unveiled — and Thompson is making special preparations for this event Saturday morning at his local agency on Cabrillo, at Hermosa Beach and at Redondo Beach headquarters — details concerning their improvements will not be publicly announced.

However Chevrolet has the distinction of bringing out a splendid machine each season and undoubtedly the 1939 variety will top all previous issues in streamlining, motor improvements and chassis and body refinements.

Complete Auto Service Provided at Thompson's

A complete motor service from headlights to tops such as Ed Thompson's Chevrolet sales and service agencies here and in Redondo and Hermosa Beach offer is a boon which many motorists are familiar with now.

Thompson's service covers all details of motoring comfort. Recently he installed a new Kentmore headlight adjusting apparatus at his Torrance agency on Cabrillo to provide more scientific manipulation of lights to conform to state regulations.

Lubrication Experts Other services available at the Chevrolet headquarters in the three cities — all of the same high class work that has won for Thompson an enviable reputation of square dealing — are:

Complete washing and polishing, mechanical and ignition adjustments and repairs. Mobilization by expert, factory-trained operators, body and fender works, auto painting and Chevrolet parts.

New Pinhead Size Chick Pellet

The Fedco company, Rosemead, originators and distributors of "one feed for all ages" poultry feed has successfully developed a pinhead size chick pellet. This is something the poultryman, turkey and duck raiser has wanted for a long time.

This pellet insures a complete balance and eliminates the picking over that occurs when mash is fed. Federer says: "I personally encourage every raiser of chicks, turkeys or ducks to feed this chick size pellet and see the wonderful difference."

Soda Pop Flows in Street SAPULPA, Okla. (U.P.)—Oak street ran red—with soda pop. About half a truck load of 9,995 bottles slithered to the pavement when the side of a truck gave way.

YOU'RE INVITED

First Showing
Saturday Morning
October 22 In Our
Three Salesrooms
(See Addresses Below)

o SEE And
DRIVE The Most
BEAUTIFUL
CAR in AMERICA
The NEW, BIG—

1939 CHEVROLET

The Pride of General Motors

"The GREATEST CHEVROLET EVER BUILT"
— Says Ed Thompson, "The Man Who Treats You Right"

"In all my years of selling Chevrolet Motor Cars I can truthfully say that this year's Chevrolet is by all odds the GREATEST car Chevrolet ever built! It has EVERYTHING! I already have 23 orders for new cars and more coming in every day. And you can be sure that a Chevrolet bought from me will give you complete satisfaction as long as you drive it. Ed Thompson is known thruout this entire area for square dealing and giving customer satisfaction. Service and adjustments are cheerfully made and everything possible is done to please the customer. "When you start looking for a new 1939 model . . . DON'T FORGET ED THOMPSON!"



ED THOMPSON

TORRANCE

1600 Cabrillo

Phone 592

REDONDO BEACH

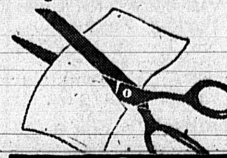
129 S. Catalina

Phone 8122

HERMOSA BEACH

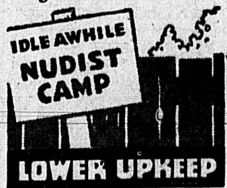
901 Hermosa Ave. Phone 3067

Chevrolet
for 1939



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