

1640 Cabrillo
Torrance

2172 Pacific
Coast Highway
Lomita

PAUL'S CHEVROLET CELEBRATES 10th ANNIVERSARY

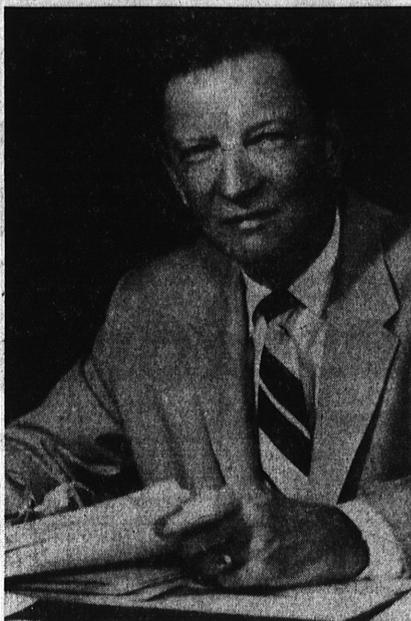


Pictured above is Paul's modern show room in Torrance, at 1640 Cabrillo Ave.

"Public Confidence" Accounts for Our Tremendous Sales Volume!

DOUBLE THE PAST YEAR'S SALES VOLUME—that's the aim of Paul's Chevrolet. And the kickoff toward this goal is the gigantic 10th Anniversary Sale now underway. Confidence is the one word that sums up the reason for Paul's exceeding the "Million Dollar Mark" last year—confidence on the part of new and used car purchasers that they were getting a fair and square deal all the way.

From the start Paul's Chevrolet has done the best job of selling the local, primary market. No hidden charges, no "half truths," no high pressure, no misleading advertising—just straight forward dealing. Paul's policy of treating everyone like a neighbor has resulted in the new car being not only brought "back home" for servicing, but also in repeat new car business—the only real gauge to any dealership. You, too, can buy with confidence at Paul's Chevrolet for your complete satisfaction is our future business.



PAUL LORANGER, founder Paul's Chevrolet. Despite a busy schedule of activity in his own business and the several dealer organizations he has served in official capacities, he has taken a leading part in civic affairs in Torrance. He has been president of the Kiwanis Club, president of the Torrance Chamber of Commerce and has served on numerous committees in various drives for civic betterment. He received the coveted Whyte-Laughan trophy as the outstanding Torrance citizen in 1955.

MONTH OF JUNE MARKS 10th YEAR OF STEADY GROWTH!

Paul's Chevrolet—1640 Cabrillo and 2172 Pacific Coast Highway in Lomita—this month marks the tenth anniversary of its founding.

Oldest new and used car dealership in Torrance, Paul's proudly announces a decade of growth that has made it one of the outstanding Chevrolet factory dealerships in the Los Angeles area. Square dealing and an earnest desire to give customers outstanding services contributed to the company's steady and prosperous growth, according to Paul Loranger, president and pioneer automobile man.

Paul Loranger came to Torrance in 1947 after years of experience in various departments of the General Motors Corporation. He envisioned a fast growing community offering all of the advantages of the best California climate. At once he became part of the community, establishing his home on Post avenue in Torrance.

Originally the operations of the dealership were carried on in a metal building now only a small part of the spacious salesrooms, service departments and warehouse facilities covering more than two acres along Torrance's "automobile row." Only recently Loranger purchased the large depot and parking area formerly owned by M. & M. Trucking company in anticipation of the company's ever expanding needs.

Foremost in Loranger's goal has been the establishment of a new and used car dealership that would earn the respect and confidence of the motoring public. Steady, solid expansion of the business has been the reward.

BELIEVES IN TORRANCE

"I had great confidence in Torrance's potential growth when I visited here in 1945," Loranger says in recalling his earlier years in this community. "When I came here I was impressed with the friendliness of the community, but, must admit that I never expected it to attain a population of nearly 90,000 in only ten years."

"Coming from the Detroit area I, of course, had great appreciation for this wonderful Torrance climate. There is no doubt in my mind that this climate has had a lot to do with our phenomenal growth, matched only, perhaps, by the fact that we have some of the finest manufacturing plants in the entire Los Angeles area."

"Nowhere in the world are there as many automobiles per capita as in Southern California and, if our own business is any indicator, we can look for hundreds of thousands more. We consider it a privilege to have played a small part in the development of Torrance and in helping Chevrolet to maintain its leadership among buyers who want standardized quality."

The Tenth Anniversary Sale will continue in full force during this entire month.

"I urge all of our old friends in the Torrance area to take advantage of the genuinely solid savings, offered during this anniversary event," says Torrance's Chevrolet dealer. "I urgently invite all prospective buyers of any price car to see us first before they make up their minds on any new or used car. The 1957 Chevrolet line offers models of every type from utility to the most deluxe."

A COMPLETE STOCK OF '57 CHEVROLETS READY NOW AT NEW-LOW PRICES!

There is no time like the present to treat yourself to the driving thrill of the year—the 1957 Chevrolet. AND PRICES HAVE BEEN REDUCED 15% to further emphasize this sale of sales—Paul's Chevrolet's 10th Anniversary Sale. Whether you wish a station wagon, convertible, hard top, sedan, coupe or the fabulous Corvette, you'll find them in scores of color combinations with features galore at this new low price.

Let us show you how easy it is to drive the car of your choice. Low down payments with long low monthly terms suited to your individual requirements. Your present car may be more than enough when you "trade up" to the new! Don't waste time deciding whether you should place your self behind the wheel of a 1957 Chevrolet today. Every minute counts during this sensational value-packed 10th Anniversary Sale Event. It's truly your chance to get the "deal of all deals!"

Attention, Truck Buyers
Need a truck? If so, Paul's has the one you need to get the job done quickly and economically. Paul's is rapidly becoming known as the Truck Sales Center of the South Bay Region simply because scores of satisfied, price-conscious, quality-minded users have told others that you can't get a better truck deal than the ones offered by Paul's Chevrolet. Trade in now at tremendous savings!

MOST EFFICIENT SERVICE DEPT. IN OUR 10 YEAR HISTORY!

Today at your disposal we have the most highly-trained, efficient service department personnel that can be found anywhere. We are very proud of our modern, up-to-the-minute service facilities. No matter what your service needs may be—a new paint job, motor overhaul, body work, tune up or just an oil change—you can be certain Paul's will do the job right the FIRST time!

Special prices? Yes, during our 10th Anniversary Sale we are giving extra special service values. Much of the acceptance of Paul's Chevrolet during the past decade can be directly attributed to our service department—now at its peak efficiency. It is our ambi-

tion to provide the finest service in the automobile industry. Drive in today and say hello to Ronnie Stamm, the youngest and friendliest service manager in the business. He wants your car to run better!



RONNIE STAMM
Service Manager

2 BIG LOCATIONS

1640 CABRILLO AVE.,
IN TORRANCE

—AND—

2172 PACIFIC COAST
HIGHWAY
IN LOMITA



TED GREEN
General Manager



MARTIN JACOBS
New Car Sales Mgr.



DARRELL FIGGINS
Used Car Sales Mgr.

GREEN, JACOBS, FIGGINS HEAD PAUL'S EXPERT SALES FORCE

Experience pays off not only for the seller but it will save you, the buyer, untold worry as well as your hard-earned money. We hand-picked sales personnel and the men who are placed in management

positions. When you sit down to talk business relative to a new or used car purchase, you can be assured you are talking to a man who knows his business and a man you can depend upon both before and

after you have made the purchase! We have 14 salesmen, most of whom are Torrance residents. They want to know you better—so why not stop in today and do business with a neighbor!

PAUL'S 3-POINT SALES POLICY...

- No. 1—The lowest, most competitive prices possible.
- No. 2—Fair treatment by folks who want and are appreciative of your business.
- No. 3—Special Attention to "Hometown Buyers"



THE FINEST SERVICE AND SALES DEPTS. READY TO SERVE YOU BEST!

(Advertisement)

NOW
OPEN SUNDAYS
12 to 6
For Your
Convenience!