

PAUL'S CHEVROLET AUTOMOTIVE SERVICE CENTER OPENS

Paul's Chevrolet will hold a grand opening at its new sales and service headquarters, 1640 Cabrillo ave., Saturday, according to Paul Loranger, dealer.

Doors will be open to the public beginning at 8 a. m. and Torrance area residents will be welcomed by the staff to tour the new building throughout the day. Free favors, including bubble gum for children, "while it lasts," will be distributed among the visitors.

Eight shiny new 1947 Chevrolet passenger cars and six advance design trucks will be on display, Loranger said, all in different body styles. However, the main attraction will be features of the building designed to provide motorists with complete automotive service for all makes of cars: motor tune-up and engine repairs, body and fender repairs, painting, front end alignment, authorized lubri-

cation and washing and polishing.

Paul's Chevrolet has been located since June 14 of this year at 1635 Border ave. in the former Central Garage building. The old lot borders on the new one and will be utilized after the opening for body, fender work and painting. A new Spraying dust-proof booth for painting automobiles, a large gray-colored metal structure, has been installed in the old building.

Since opening as Chevrolet agency for this area, Paul's

Chevrolet has built up a sales record of 55 passenger cars, 18 trucks and 45 used cars, despite automobile shortages still being felt. Torrance, Lomita and Welteria are included in the area which the agency serves.

The low, light-green colored building is constructed in the shape of a U, with the open side facing Cabrillo avenue to provide an easy entrance for customers, who will drive in at the right side, leave their car for repairs, and drive out later on the other side of the U.

"This open-type building," Loranger said, "makes the space available 50 percent more workable and leads to greater efficiency in job production. It can be utilized only in California climate, where it's a boon to both customers and repair workers."

The lot itself, valued at \$20,000, is 138 feet deep on a 120 foot frontage, of which 10,200 square feet are in concrete surface area, where actual servicing will be done. About 6,300 square feet at the front of the lot will be used for display of new and used cars.

"There is a \$40,000 investment in this new building," Loranger said, "\$20,000 in tools and modern equipment and \$30,000 in parts and accessories." The walls, light-green both inside and out, are of reinforced concrete block construction, which is durable and "earthquake proof." Trimmings are in light yellow, with dark red floors in the sections protected by roofing.

To provide natural lighting for the best working conditions, large windows line the walls and skylights have been installed in the roof. Indirect electric lights are placed inside, while six 1,500 watt and four 1,000 watt floodlights will illuminate the outside display lot and repair space.

A sliding cyclone fence of metal stretches across the front of the U between the two wings of the building and will be closed at night.

In the left wing, which is 125 feet long, a new Graeco overhead lubricating unit has been put in, and a Weaver twin post lift installed for undercar work such as brakes and muffler repairs, Loranger explained.

Modern front end alignment equipment manufactured by Bean, will be available in this side of the building. General repairs, motor tuneup and headlight testing equipment are placed in the center section.

A special room with a wash-rack for washing cars is at the back of the right wing, next to a 1000 square foot room which will house the parts department. In this room will be large display windows and counters, according to Loranger.

A small office overlooking the plant will be taken by the service manager, beside the general office and waiting room which is in the right wing. The cashier and office manager will work here, while a davenport, chairs and magazines will be provided for the comfort of customers. Wash-rooms for customers also are in this side of the building.

At the front will be the sales office, separated from Loranger's office by an accordion sliding door, which can be opened to change the two rooms into a large organization meeting room.

Two Richfield gasoline pumps are located in the center yard for the convenience of customers, Loranger stated.

"I'd like to give a lot of credit to the architect, contractor and subcontractors for an excellent job in constructing this building in a minimum of time," Loranger said. "It was built in less than 90 days after construction was started late in September, when the estimated time was 120 days, at the very least."

Architect was A. Godfrey Bailey, 1318 4th ave., Los Angeles, and the contractor was Hahn-St. John, 259 N. Hawthorne blvd., Hawthorne. The subcontractors were as follows:

Sheet metal, G. E. Sterling Sheet Metal Works, 10412 Hawthorne blvd., Hawthorne; plastering, Petty and Mattile, 12713 Cranbrook ave., Hawthorne; electrical, Quality Electric Co., 1235 E. Olympic blvd., Los Angeles; painting, L. Tranchard and Son, 3636 W. 106th st., Inglewood; structural steel, Frederick A. Duncan, 815 W. 17th st., Long Beach; plumbing, Torrance Plumbing Co., 1418 Marcelina ave., Torrance; roofing, A.B.C. Roofing Co., 13531 Inglewood ave., Hawthorne and concrete block, M. J. Graves, 138 N. Eucalyptus avenue, Hawthorne.

Further expansion? It's in the air over at Paul's Chevrolet, where Loranger says that an addition to the building will be constructed sometime in the future to house a showroom for the latest Chevrolet models, a larger parts department and roomier offices.

"National surveys show that Chevrolets may lead the sales field in the future, with 24.4 percent of prospective buyers planning to buy Chevrolets, and the nearest competitor at 11.5 percent," the dealer quoted as showing a bright future for the agency.

"We anticipate increased production not too long from now," he said, "though it is difficult to predict just when the show-

rooms will be full and customers can walk in and buy a new car on sight.

"However, we are anxious to take care of everyone in the sales line in the future, as well as offering the 'super Chevrolet service' now in operation," Loranger added.

With a quarter century of experience in the automobile business behind him, Loranger came to Torrance to open the Chevrolet agency this summer after resigning his position as manager of parts and accessories, market research and development, and government sales with Chevrolet Motor Co. in Detroit, Mich.

He originally worked in service departments with Buick Motors for three years, then transferred to Chevrolet, where he was with the parts and service division for 23 years.

Shortly after his first visit to Torrance in December, 1945, Loranger bought the four lots with 125 footage on Cabrillo that form the site of the new sales and service building. He and Mrs. Loranger, with their 13-year-old daughter Alicia, now live at 1448 Post ave.

"After looking around the country for 10 years for a suitable location to go into business for myself, I selected Torrance," Loranger said, "even though larger dealerships were available."

"I studied them all quite thoroughly and chose Torrance because of its potential expansion, over other locations that had at the time a greater actual size. I believe in the future of this city and because of that belief I wanted to come here

and grow with the community," Loranger stated.

"Our reception here has been both pleasing and gratifying," he said, "and we now are trying to justify the confidence that the people of Torrance have shown in us by this new investment which will enable us to take more complete care of the automotive needs of the community."

In charge of sales for Paul's Chevrolet is Phil B. Clayton, an experienced salesman with 13 years of similar work in this city, who has lived here for the past 14 years.

Office manager is Mike Nackerman, a resident of Torrance for five years, who during the war worked for the government. Mrs. Margery King, who has lived here more

than 10 years, is also in the sales department.

Highly experienced Torrance resident Leonard Ray, who has 15 years of experience in the parts and service department, also is on the staff.

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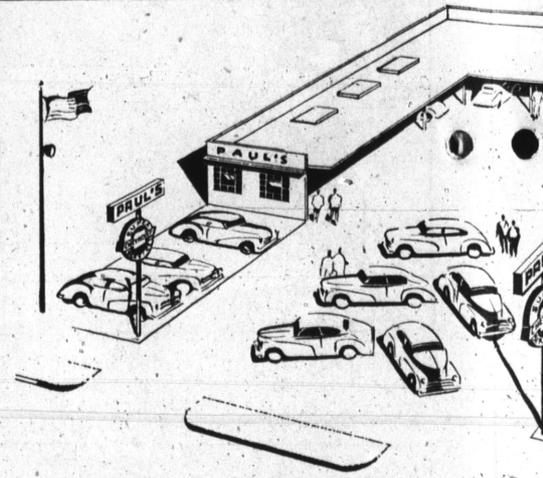
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ARCHITECTS DRAWING OF THE FINE AUTOMOBILE SERVICE CENTER

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—it was done by ...

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CONGRATULATIONS

---to Paul's!

A. GODFREY BAILEY

ARCHITECT A.I.A.

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—Industrial

ARCHITECTURAL SERVICE

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LOS ANGELES
ROCHESTER 6737

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GOOD WORK

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Congratulations Paul!

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1235 E. Olympic Blvd.
Los Angeles, California

Congratulations!

We are proud of the Sheet Metal Work we did on Paul's Chevrolet new home!

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SHEET METAL WORKS

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