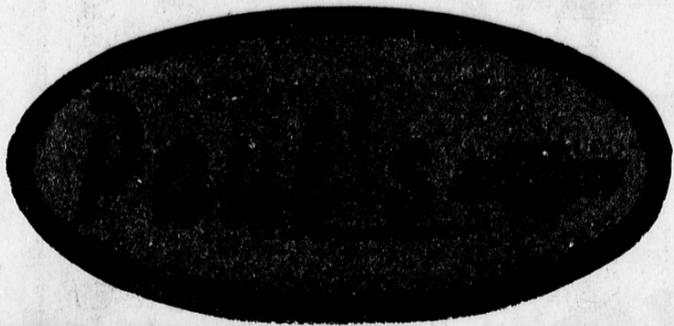


# PAUL'S CHEVROLET 11<sup>TH</sup>. ANNIVERSARY SALE

**BIG SELL-A-BRATION  
THIS MONTH AT . . .**



**MONTH OF  
JUNE MARKS  
11TH YEAR  
OF STEADY  
GROWTH!**

From a little shack to over a city block of space in 11 years . . . and Torrance's oldest automobile dealership. That's the success story of Paul's Chevrolet.

But there's a lot more to be said, we don't want to leave out our big location in Lomita or our steady gains in sales volume over the past years. All this can be attributed to one big important thing . . . public confidence.

Paul 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. 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.

**MAKE YOUR SELECTION  
NOW AND SAVE \$\$\$**

Whether you wish to purchase a station wagon, convertible, hardtop, sedan, coupe or the fabulous Corvette, you'll find what you want and most likely the color you want right here at Paul's Chevrolet at terms to suit you best! Let us show you how easy it is to drive home in the car of your choice with low down pay-

ments and monthly payments suited to your individual requirements. We are in our last month of a big sales promotion and we simply must make our quota . . . our anniversary gives us an extra advantage because we can give you DOUBLE SAVINGS during the month of June! See us now, it is the best time to buy!

**PAUL LORANGER, founder  
of PAUL'S CHEVROLET**

Loranger has taken a leading part in civic affairs in Torrance despite his busy schedual of activity in his own business.

Paul Loranger came to Torrance in 1947 after years of experience in various departments of the General Motors Corporation. He saw the tremendous possibilities of the future of the city and at once became a part of the community, establishing his home on Post Avenue in Torrance.

★ ★ ★

**Believes in Torrance**

"When I came here in 1945 I was impressed with the friendliness of the community, but must admit that I never expected to see Torrance attain a population of nearly 100,000 in only eleven years."

"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."

★ ★ ★

"I urge all of our old friends in the Torrance-Lomita area to take advantage of the genuinely solid savings offered during this anniversary event. 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. We have said it before but I will repeat it again . . . we are now in the middle of a big national sales campaign and we must beat our quota. This campaign in conjunction with our Anniversary Sale event is your chance to get "DOUBLE BARREL" SAVINGS on the car of your choice. You will save twice as much by trading now! The Sale will continue through the month of June.

**OPEN MONDAY  
THROUGH FRIDAY  
8:30 A.M.  
to  
9:30 P.M.  
Saturday until 6 p.m.  
OPEN SUNDAY  
Noon 'til 6 p.m.**

**YOUR SATISFACTION IS  
OUR FUTURE BUSINESS!**

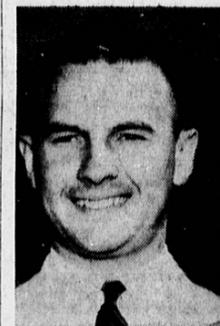
Read this customer's statement . . .

Dear Sir:

I read in my Friend Magazine on page 13 where your 1958 Chevrolet Station Wagon made a 1,900 mile run in the Andies. I made a 4,633 mile trip with my 1957 Chevrolet wagon, 210 series with V-8 and power glide and pulled a 41 foot trailer. The last 2,300 miles was through the snow storm they had around Alpine,

Texas last September. I consider that I got a real automobile, and when I trade, it will be for another of the same kind. I have given it every test—high speed, take off, and all the others. I am fully satisfied and I feel I was treated right by Paul's Chevrolet and your salesman, Stan.

Yours truly, Robert H. Paul  
Lomita, California



Ted Green, General Mgr.



Martin Jacobs, Sales Mgr.



Ronnie Stamm, Service Mgr.

**GREEN, JACOBS HEAD  
OUR EXPERT SALES STAFF**

Last year when we ran our anniversary advertisement, you probably saw these two men in our ad. Mr. Green and Mr. Jacobs are still in charge of our experienced sales force and have made many friends in this area during the past year. We are especially proud of the small "turn over" percentage of sales personell here at Paul's. This means that the

salesmen are not only doing right by the customers but the company is doing right by the sales personel and the men who are placed in management positions. When you sit down to talk business you can be sure you are talking to a man you can depend upon—both before and after the sale.

**MOST EFFICIENT  
SERVICE DEPT. IN  
OUR HISTORY**

We have at your disposal today the most highly trained, efficient service department personell that can be found anywhere. We point with pride to our "modern, up-to-the-minute service facilities. No matter what your service need may be—a new paint job, motor overhaul, 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

**2 BIG  
LOCATIONS**  
TORRANCE  
1640 Cabrillo Ave.  
★  
LOMITA  
2172 Pacific Coast Hwy.



Red Morse, Body Dept.

**OUR BODY  
REPAIR DEPT.  
IS TOPS  
IN TORRANCE!**

We have at your disposal the largest paint and metal facilities in the entire South Bay area.

Have you any scratches, dents or any serious automobile body troubles? If so, we invite you to see Red Morse, our Body Department Manager. Red has the experience and the know-how to do an excellent job at a most moderate price. No matter what make or model automobile you are driving, we have the facilities to give you quality workmanship in a short period of time. Insurance jobs are one of our specialties, come in and get our bid. Your insurance company no doubt knows of our dependability and of our prompt service.



**THE FINEST SERVICE AND SALES DEPARTMENTS READY TO SERVE YOU BEST!**

Turn  
The Page  
For Big  
Values In  
All Depts.