



Ted Green; a Veteran at 37

Experience is the key to Ted Green's career in the automobile industry — and particularly with Chevrolet. Green, now 37, is the son of a Chevrolet dealer and began his own career as a Chevrolet salesman following graduation from USC. Since 1958, Green has been president of Paul's Chevrolet in Torrance.

He joined Paul's in 1956 as general manager after serving as general manager of George Murphy Chevrolet and, following the death of Paul Loranger, became president of the corporation and the principal dealer.

Opening of the new agency at 23505 Hawthorne Blvd., marks a new change. At that time, the agency became Ted Green Chevrolet, Inc.

Green has watched sales volume increase four times since he joined the local dealership in 1956. Increased sales volume is expected now that new quarters, more than twice the size of the old facilities, are open.

The new dealership incorporates the finest service facilities to be found anywhere in Southern California, Green reported.

Active in civic affairs, Green is a past president of the LOSAR, dealer association, a member of the board at Little Company of Mary Hospital, and a former member of the board of the Torrance Chamber of Commerce. He is a veteran of the Korean War and was discharged from the Marine Corps as a captain.

Married, he is the father of four children. Green has extended an invitation to all area residents to visit the new sales and service facility.

Agency Founder Left Heritage of Service

A tiny building near Carillo and Carson Street served as the headquarters, showroom, and shop in 1947 when Paul Loranger and seven employees opened the city's new Chevrolet agency.

Loranger, who had come to Torrance that year with an impressive background with Chevrolet and General Motors was launching Paul's Chevrolet, which now is Ted Green Chevrolet and one of Southern California's major Chevrolet agencies.

The late Mr. Loranger was a native of Michigan and was born almost within the shadow of the General Motors plant at Flint, home of Chevrolet.

He joined General Motors in 1923 as a mechanic in the experimental engineering department and three years later moved to the service promotion field for Chevrolet in the New England states.

Mr. Loranger worked with Chevrolet in Pittsburgh, Detroit, New York, and Kansas City until World War II when he was put in charge of all replacement parts supply for the federal government with General Motors.

After coming to Torrance, Mr. Loranger one of the city's most ardent boosters, and was active in many groups and organizations.

He was president of the Kiwanis Club in 1952 and was president of the Chamber of Commerce for two years, beginning in 1953. He was selected as the city's most distinguished citizen in 1954, and was awarded the perpetual Laughon-Whyte trophy, commemorating Dr. William I. Laughon, early Torrance physician, and Grover C. Whyte, for many years publisher of the Torrance Herald.

On the death of Mr. Loranger, Ted Green was named president of the firm and has continued the active leadership in professional and civic affairs.

THE FAMOUS '490'

Introduction of newspaper advertising accompanied the showing of the 1916 model of the Chevrolet. Most popular car was the "490," so named because it sold for \$490. The first newspaper ad carried the new Chevrolet signature and said "Chevrolet 'Four-Ninety' Touring Car meets completely the national need for dependable and economic transportation."



TED GREEN
President
Ted Green Chevrolet

Margey King With Agency Since Its Earliest Days

Mrs. Margey King, business manager and secretary-treasurer of Ted Green Chevrolet, will soon celebrate 20 years with the local Chevrolet dealer.

Mrs. King, a graduate of Chicago high schools, joined the local agency, then Paul's Chevrolet, in 1947, barely two years after coming to California. She was assistant office manager at that time and became office manager in 1949.

A graduate of the Metropolitan Business College of Chicago, Mrs. King recently assumed additional duties as secretary-treasurer of Ted Green Chevrolet.

She is married, the mother of one child, and a resident of Torrance.

Modern Showrooms Boast New Models 'Under Glass'

The latest word in showroom facilities, shops, service equipment, and display areas are incorporated in the new Ted Green Chevrolet, now open at 23505 Hawthorne Blvd.

Located on a five-acre site just north of Pacific Coast Hwy., the \$700,000 new and used car center succeeds Paul's Chevrolet which has been located in the downtown area of Torrance since 1947.

The move to new facilities brought on the name change, President Ted Green announced.

Among the modern features of the new facility is wide use of glass which will let the agency display 25 new vehicles "under glass."

Also included in the new Chevrolet headquarters are all new mechanical facilities, including new service and body shops, and an all-new painting department with the latest spray and bake oven equipment.

Chevrolet's latest models will be displayed in the 7,500 square foot showroom area and a wide variety of models plus the large selection of used cars can be displayed on the paved lots adjacent to the showrooms.

President Green and his associates will be greeting visitors to the new showrooms this week.

Martin (Marty) Jacobs, vice president and general manager, will join Green as hosts for the celebration now in progress.

Others long identified with the firm will include Margey King, business manager; Richard Hottenroth, new car manager; Jim Turner, sales manager; Dick Magee, used car manager; and Harry Bostager.

Other department managers include Norm Robinson, service manager; Sylvan Penn, body shop manager; and Bob Ulrich, parts manager.



MARGEY KING
Business Manager

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