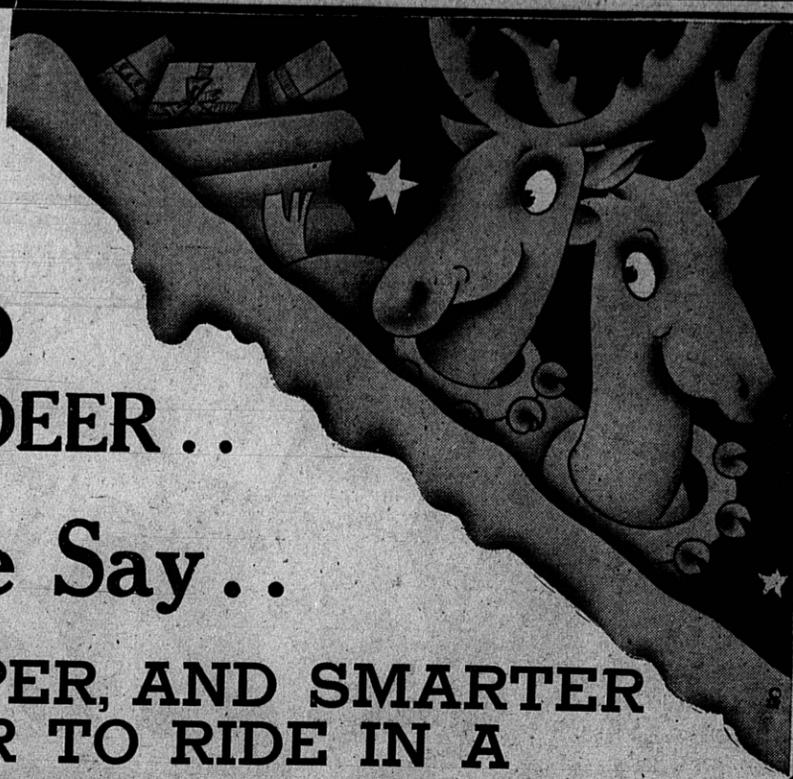


LET
SANTA
CLAUS
STICK TO
HIS REINDEER..



We Say..

IT'S CHEAPER, AND SMARTER
AND WISER TO RIDE IN A

WALTER G. LINCH

BETTER USED CAR



Congratulations to Mill Workers

Congratulations, Columbia Steel employees!

Your pay has been INCREASED!

Our used car prices have been DECREASED!!

LET'S GET TOGETHER!

Pay INCREASES are great, and when they come in the face of price DECREASES, then that's something to shout about! Our prices are the lowest in years, but, as always, our used cars are in as good condition as expert mechanics and workmen are able to put them... and THAT'S MILES AHEAD OF "ORDINARY" USED CARS!!!

Walter G. Linch Used Cars are BETTER used cars... MORE DEPENDABLE, BETTER RECONDITIONED and 100% MORE SATISFACTORY! YOU RISK NOTHING BY BUYING A WALTER G. LINCH USED CAR!! Let us demonstrate a Walter G. Linch used car to you!

Let us show you that by buying a Walter G. Linch used car of 1933 to 1936 model you SAVE the down payment, you get a car driven only FEW miles, you benefit by IMPROVED engineering methods, you get a SAFER car with BETTER brakes, and you get a car on which there will be NO UP-KEEP, NO EXPENSE for a long, long time.

Let Santa keep his reindeer. We say it pays to buy from...

Our Christmas Gift to Buyers!

\$\$\$
5
\$\$\$

New, Crisp One Dollar Bills

If You Bring This Ad With You!



Broadcasting Service!

"One Stop" Service

- Buy the CAR here!
- Make PAYMENTS here!
- Get SERVICE here!
- Get INSURANCE ADJUSTMENTS here!
- Make All CONTACTS here!

Every consideration is given the buyer... every effort is made to satisfy him. Become a Linch customer and find out.

Walter G. Linch Redondo Beach

ONLY 5 MINUTES FROM TORRANCE

90-Day Written Guarantee No Co-Signers Your Old Car In Trade!

Santa Likes These!

15 Model "A" FORDS

Specially Low Priced for the First 15 Days of This Month!

COUPES - SEDANS TUDORS - CABRIOLETS



Dodge

WALTER G. LINCH

Plymouth

The South Bay's Oldest and Largest Dealer—Open Evenings and Sundays
Cor. Torrance Blvd. & Catalina Phones 5782-5873 Redondo Beach

TWO STAGES IN TRANSPORTATION



Historic Rincon Hill, San Francisco, offers a panorama that would have startled pioneers to whom the Wells Fargo Overland Stage was the latest word in transportation. Today's traveler over the historic Santa Fe Trail accepts the new air-conditioned modern stage and the miracle bridge casually.

Seeks Peace



Mayor Angelo J. Rossi of San Francisco who flew to Washington to seek aid from high administration officials in settling the maritime dispute.

Executive Predicts Great Advance for Diesel Motors

Toys Reflect Machine Age

Young America's Christmas stocking this year will reflect a machine age rather than a military age. Transportation toys, with many new and improved features, are likely to head the list and jam Santa's pack.

A peek into toyland reveals: Pint size motor cars that hum like authentic engines turning over, streamlined sleds with "airplane decks," headlights that can be dimmed or brightened, a new wheel toy model with free wheeling, doll carriages and velocipedes with pneumatic tires and parking brakes, and dump trucks and fire engines with aerodynamic streamlining.

Building Sets Popular

For air-minded youngsters hundreds of model building sets which reproduce different types of commercial airliners were shown at the Toy Association preview here.

The toy parade of streamlined trains include every new model in railroading. Illuminated passenger cars, observation cars and true-to-life whistles are some of the new features. A six-wheel electric locomotive, formerly a model maker's luxury, has been manufactured for the first time.

With a new version of the electric eye, boys can control electric train sets by a wave of a hand. With an optical lens set children can build their own microscopes and kaleidoscopes.

More Handicraft Toys

A new development in handicraft toys is an electric pencil which can be utilized to do woodburning from stencil outlines. The woodburning is done on plywood plaques. A tapestry weaving set is another development in handicraft play. Mirror drawing devices with electric lights have been perfected so

Diesel power is only in its infancy, yet those who have watched its advance predict that we are on the brink of one of the major shifts in the world's sources of power. One of the interested observers of the Diesel motor is J. D. Spaulding, assistant vice president of the National Supply Company.

This firm is identified with what is believed to be the oldest four-cycle auto engine works in the U. S.—the Otto Engine Company of Philadelphia, manufacturers of Superior Diesel engines. Spaulding takes a keen interest in the development of the Diesel and he joins other authorities on this subject in predicting a major trend away from gasoline engines and into Diesel engines for a large number of automotive tasks.

Boon for Oil Industry

However, he believes that the gasoline engine has a definite place in the field of transportation and is content with prophesying that in the field of passenger cars, Diesels will take over only those where the per-mile cost is of major importance.

The most startling effect of Diesels that engineers foresee will come in the oil industry, from the producers to the retail outlets. These changes, they point out, should be all for good. At the present time the demand is for gasoline, which is among the higher fractions in crude petroleum. Refiners have a surplus of other fractions. When Diesels are used in large quantity, they are bound to improve this situation, it is said.

that a masterpiece can be copied in full color.

"Build your own home" is a slogan, to judge by the increase in varieties of building equipment. Modernistic and period furniture for playroom use and for doll houses is featured, and there's a boom in the sale of children's desks and playroom furniture.

Modernize Your Home NOW!

See an INSURED Association for Funds

Being your home up-to-date... make it more comfortable. We'll lend you the funds, on fair terms, repayable from current income. Don't delay making your home more livable, when you can use our long-term loan plan without burdening your budget. Our ample funds for modernization assure prompt action and absence of red tape.

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