

Timely Information for Car and Truck Owners

by **WALTER G. LINCH**

We took a tough job during the war of helping to keep up vital transportation of cars and trucks and now we are doing our part in maintaining vital transportation to help reconversion.

23 Years of Service in the South Bay Area

LARGEST STOCK OF NEW PARTS FOR DODGE, PLYMOUTH CARS AND TRUCKS IN THE SOUTH BAY AREA.

There's No Need to Gamble When You Can Get New Parts.

Large Stock of Genuine Dodge, Plymouth Car and Dodge Truck Parts Now Available.

The Walter G. Linch Dodge and Plymouth dealer has on hand at this time a large stock of parts for all cars and trucks manufactured by the Chrysler Corporation.

The engineers of the Chrysler Corporation have designed replacement parts for all Dodge and Plymouth cars and Dodge trucks, and that is your insurance against fast and expensive wear on replaced parts.

The genuine factory part for your car is the most economical you can buy, and the safest, too.

Not only does the Walter G. Linch organization have a large stock of parts for all Dodge and Plymouth cars and Dodge trucks, but they also have access to a complete stock of GENUINE REPLACEMENT PARTS for practically any make of car on the highway today.

Regardless of the make of car you are driving, when you take your car to the Walter G. Linch Dodge and Plymouth Dealer, your car will be repaired with genuine factory made parts, which means more for your money in service, less operating cost and your protection against breakdowns.

COURTESY DISCOUNT TO GARAGE OWNERS AND DEALERS

If you are a garage owner or dealer and you need parts for repairing any Chrysler Corporation car, we can most likely supply you from our shelves and



WALTER G. LINCH

A progressive automotive dealer of the South Bay area for over 23 years who has consistently striven to give the motorist and truck owner the best in repairing accessories and all motor needs in these many years of experience. A financial set-up has been installed which makes it possible to maintain your car or truck in perfect working condition by the time payment plan on new cars, accessories and repairs. Our garage building has been enlarged so that we now have ample room for a large repair crew, which enables us to give the car and truck owner top service in minimum time.

PROPER CAR AND TRUCK MAINTENANCE IS JUST AS IMPORTANT NOW AS WHEN WE WERE AT WAR.

It Will Be Some Time Before We Can All Have a New Car.

Factory Trained Mechanics Service All Cars at the Walter G. Linch Dodge-Plymouth Agency.

Our Employees Have a Total of 135 Years' Experience—59½ Years With Walter G. Linch;

Little Things That Become Big Things; Lubrication, Tune-Up, Adjustments, Dependable Brakes.

One thing of great importance to you is to know that the man who works on your car knows his work—knows his automobiles—and knows how to repair them. If your car should fail to start when you are badly in need of transportation to work or an important engagement—would the delay prove to be costly? You can't learn the intricate parts of an automobile—how to repair one and deal in thousandths of an inch in a few weeks or months' time.

It takes years—and most of our mechanics, service men, lubrication men, etc., have either been with us for years or have years of experience before coming to our organization. These highly skilled, long experienced men are your assurance of the best workmanship—and when that is coupled with the best in parts you have absolutely the best repair work your money can buy.

With over 8000 parts filling shelves and bins, the person in charge of the parts department must have a remarkable memory, a good knowledge of automobiles, and be able to select these parts with speed.

Too much stress can not be placed on the importance of good mechanics. Some of our pre-war factory-trained mechanics have been with the Walter G. Linch organization for nine years. Their years of experience and training have made them experts at motor rebuilding.

Jack Miller is a tune-up man deluxe working with the very latest equipment manufactured. Watch Jack at work, step into our show room and see him using this equipment and how it shows what is the trouble with your car.

The working parts on your car should be just right, a clean carburetor—with the proper jets giving off just the right amount of gasoline into the cylinders—good spark plugs with the gaps properly spaced—correct timing—good dry wires without leaks so that all of the hot spark goes to fire the gasoline, giving you better gas mileage.

Not only do we have the best of condition, but we have a garage full of the very best equipment to assist these highly trained men to not only find out what is wrong with your car, but to make all of the proper adjustments to give you everything that is necessary to make your car start quickly, run smoothly, and produce the most miles from every gallon of gasoline.

Andy Anderson (Parts Mgr.)

One of the most capable men in the business.

Married . . . one eight-year-old girl named Joyce. Lives in Hermosa Beach. Originally from Nebraska. Lived in California for 2½ years. Has had factory training for this particular job. Has been with Walter G. Linch for over a year.

He will be glad to serve all of you and help in any way he can to help keep your car rolling until you can again come in and select your NEW Dodge, Plymouth or Dodge Truck.

DEPARTMENT SUPERVISORS



BILL FRALEY
Used Car Manager

The good old state of Iowa is famous for many things, not the least of which is the birthplace of John Ronald Fraley. You may never have heard of John Ronald Fraley, but down at Drake University in Des Moines, they know him as "Bill," which name he brought with him to Redondo Beach some 23 years ago.

If you ever want to know the value of anything that runs on rubber, see Bill Fraley, who has managed the Walter G. Linch used car department since Hector first saw the light of day.



GEORGE PIERSON
Service Superintendent

When George sends a bowling ball down the alley, it's always "in the groove," a trick he learned through many years in an automobile shop. When George lends that magic touch to the working parts of an automobile, it's a "strike" every time. And well he should, for in the past 16 years he has kept countless Redondo Beach folks in dependable transportation.

After hours, you'll find George, with his good wife, Hazel, and those two husky youngsters, Don and George, Jr., caring for their flock of fine game birds.



EARL SEVERSION
Service Manager

One of the real old-timers, Earl is one of the top diagnosticians in the automobile business, and when he looks 'em over, he knows instantly whether it's a tummy ache, cirrhosis of the liver, or just plain cussedness that needs his expert treatment. The automobile graveyard may be full of clunkers, but Doctor Earl has never yet lost a patient.

With his good wife, Frances, and two charming daughters, Joy and Beverly, Earl lives at 617 South Broadway. On his night out, you'll find Earl in the tall story department of the Elks Club.



EARL TALLMAN
Sales Manager

When we selected a sales manager for our Dodge-Plymouth organization, we picked one that had everything—years of experience gained back in the birthplace of automobiles—Detroit—and in addition to being good looking, he's honest. When "Al" Tallman tells you anything you can bet your last dime on it.

The Tallman family lives in a beautiful Palos Verdes home where Al spends his spare time in the culture of fine roses and color photography. The Tallmans' son, Don, enlisted soon after graduating from R.U.H.S. and is now with the U. S. Army Air Force in France.

GREAT NEED FOR USED CARS

BILL FRALEY, our Used Car Manager, reports many returning war veterans calling at our Used Car Lot daily, looking for vital transportation to drive to and from their new post-war jobs.

If you have a good used car, regardless of year, model or make, that you could sell, contact our Used Car Lot.

We will pay you Top Value for it, and you may be helping a veteran get to his work.

WALTER G. LINCH

277 SO. PACIFIC AVE.
REDONDO

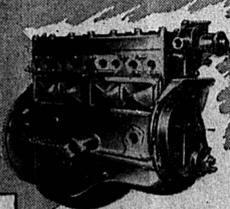
PHONE
REDONDO 2123

Ask for "Bill"

Where Torrance Blvd. Meets the Sea in Redondo Beach

NEW ENGINES

ASSEMBLED AND BLOCK TESTED AT FACTORY



ENGINEERED AND BUILT BY CHRYSLER CORPORATION FOR:

DODGE
Plymouth
DODGE Job Rated TRUCKS



We Have Available
BRAND NEW ENGINES READY

ALL NEW PRECISION-MADE PARTS FACTORY ENGINEERED AND INSPECTED

Now You Can Enjoy
POWERFUL, SMOOTH, QUIET ENGINE PERFORMANCE IN YOUR PRESENT VEHICLE

Avoid expensive engine repairs and lost time—have one of these new engines installed now.

NOTE TO ALL REPAIR SHOPS
Also Available . . . ENGINE REBUILDING PARTS PACKAGES FOR YOUR ASSEMBLY
All brand new parts, pistons, pins, and rings fitted . . . valve seats, guides, and combustion passages installed in cylinder block.

NOTICE, TRUCK OWNERS!

We Specialize in Used Trucks of All Kinds. If You Are in Need of a Used Truck or Have One to Sell, See Us.

WALTER G. LINCH

Ask for Tallman
312 SOUTH PACIFIC AVE.
Phone Redondo 2122

DODGE JOB-RATED TRUCKS

We Are Now Ready to Help You Plan Your Future Needs With Dodge Job-Rated Trucks

WHAT IS MEANT BY A JOB-RATED TRUCK? A TRUCK THAT FITS THE JOB

A Truck Is Made Up of Many Different Units — Each Unit Should Fit the Job!



DEPENDABLE SERVICE
PLYMOUTH

A truck is made of many different units, each with a definite job to do. Each unit must be designed and built to fit its individual job with relation to all other components, in order for the truck to perform dependably and economically. The engine must be sized to furnish the amount of power needed; the clutch must be able to transmit that power; transmission and rear axle must have the necessary gear reductions to provide the ability required; the frame must be strong enough to carry its load; the body must be the right type and size; brakes must be able to stop the load safely; tires must be adequate to carry the load. These factors have all been considered in the designing and building of Dodge Job-Rated trucks. Only when every unit of the truck fits the job can a truck be considered Job-Rated. Only when a complete truck properly fits the job will it give dependable, economical performance made possible by Job-Rating.



WALTER G. LINCH

Authorized, Bonded and Licensed Dealer

DODGE - PLYMOUTH CARS and DODGE TRUCK SERVICE

312 SOUTH CATALINA AVENUE—PHONE 2122

REDONDO BEACH

277 SOUTH PACIFIC AVENUE—PHONE 2123