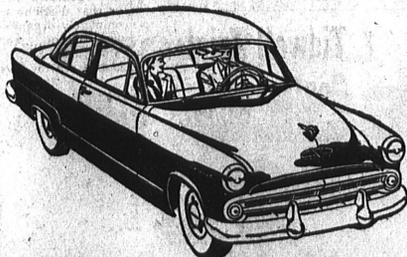


# WANT A TREAT Instead Of "THE TREATMENT?"



**Are You Confused  
About Buying A  
New or Used Car?**

**HERE ARE THE  
FACTS**

Unlike most dealers, we are NOT overstocked on used cars! We price them low, move them quickly, depend on BIG volume.

Because of this, we can offer you more on your trade-in when you buy your new 1953 Dodge or Plymouth, still keep our used car prices DOWN.

We are determined that August will be our biggest month in our 31 years of selling Dodge and Plymouth Automobiles and Trucks in the South Bay.

We will offer even larger allowances on trade-ins during August.

Walter G. Linch has a reputation of 31 years of dependable sales and service in the South Bay to maintain.

We GUARANTEE that you will have no embarrassment, no high pressure, no regrets when you make the deal of your life for a new, used car or truck at Walter G. Linch.

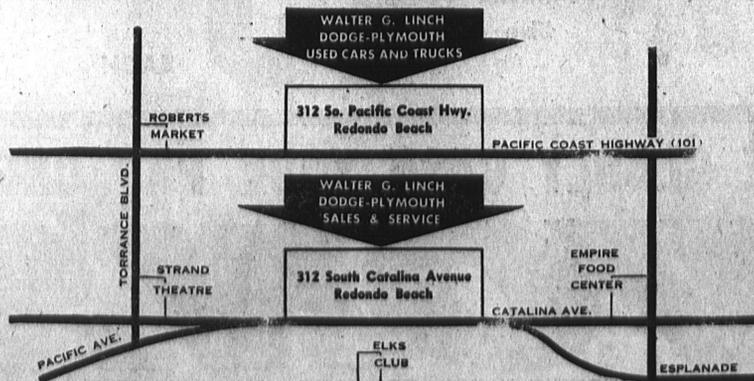
We are your neighbors who work here year after year. We want your business next year and the year after, too. We value your friendship and take a personal interest in solving your automobile problems.

We make it easy for you to buy. Just a short, confidential conference and an easy-to-understand Bank purchase agreement to fit your budget.

**THOSE ARE THE FACTS! For a TREAT (driving a new Dodge or Plymouth) Instead of "THE TREATMENT" COME IN TODAY. Open Evenings and Sunday.**

**FRANKLY . . .**  
We don't believe in "The Treatment"—high pressure . . . trick advertising . . . wild claims.  
We treat our customers as we want to be treated when we buy—a good deal, a fair deal, a sincere effort to satisfy.  
This policy has built our reputation for the past 31 years.

Walter G. Linch



**WALTER G. LINCH**  
DODGE-PLYMOUTH SERVICE-SALES  
312 South Pacific Coast Highway  
312 South Catalina Avenue  
Redondo Beach  
Frontier 2-2122