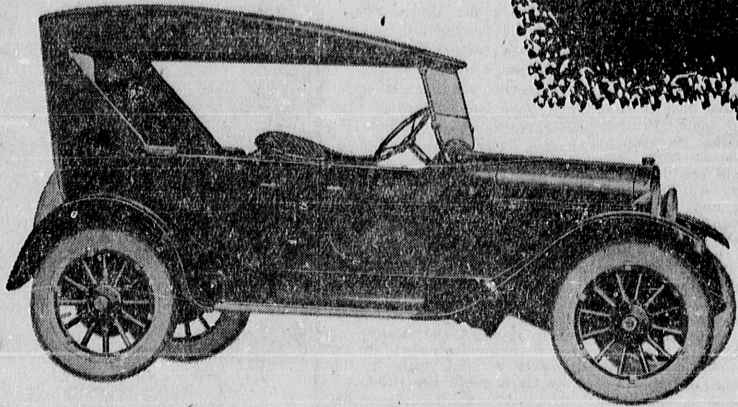


Can You Remember the DODGE of

25 years ago?

It Was the First DODGE Sold By WALTER G. LINCH!

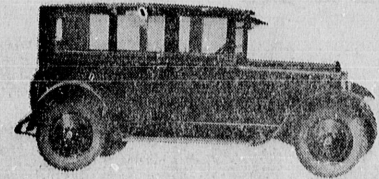


The 1922 Dodge Touring Car

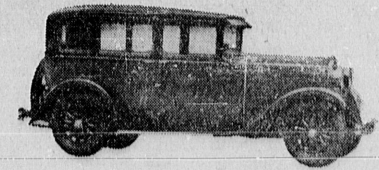
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1922 Can YOU remember 25 years ago? It's not such a long time. Yet many mothers and fathers of today were not even born then! That's the year Walter G. Linch started selling DODGE cars in Redondo Beach, taking orders from his home. That's the year the DODGE looked exactly like the car above, demountable rims, wood wheels, four cylinders and all. That's the year Warren G. Harding was president and two Portuguese flyers made the first airplane crossing of the South Atlantic. That's the year the first oil well in the Torrance-Redondo area was spudded in . . . Delano No. 1 and several be-whiskered Bolsheviks from 14 Russian republics gathered in Moscow and formed the Union of Soviet Socialist Republics. That's the year Douglas Fairbanks Sr. appeared in "Robin Hood" at the old Capitol Theatre on the El Paseo and Walter Linch began giving the kind of service that was to make him foremost among automobile dealers for the next 25 years. Remember?

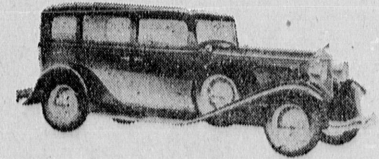
1925 Remember 1925? The DODGE BROTHERS swung from the drafty touring model to the closed sedan, as pictured, and the company made the word "dependable" synonymous with DODGE . . . even as it is today. In 1925 Calvin Coolidge was president, having succeeded Harding on the latter's death in 1923. I. H. Hawkins owned and operated a fine department store in Redondo. Choice sirloin steaks sold for 30c a pound and the Redondo Beach Rotary Club was chartered. Haircuts were a quarter at Elmer Rohr's barber shop and Walter Linch sold new DODGE sedans for \$195 down and 24 months to pay the balance. Women's styles were atrocious, with no waist lines, long skirts and hats resembling German helmets. Walter Linch had a big year selling DODGE cars to oil well workers around Torrance and once got a shiny new model plastered with oil and mud when a gusher came in. Remember?



1929 Everyone remembers 1929! Especially if he owned any stocks and bonds! America was wild with prosperity . . . up to October! . . . and Walter P. Chrysler, in 109 days after paying Dodge Brothers 25 million rocks for their good will alone, introduced the highly successful D. A. DODGE. Walter Linch's selling territory of the three beach cities plus Torrance and Palos Verdes was the same as it is today and he was also taking orders for the Chrysler PLYMOUTH, a new car in the low priced field. Herbert Hoover was president and on August 26 the German Graf Zeppelin landed at Mines Field, Inglewood, on its trip around the world. The Fall-Doherty oil scandal blew out of Teapot Dome and Redondo merchants began tightening their belts for the depression ahead. Remember?



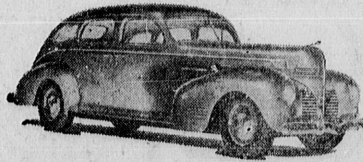
1932 By 1932 the depression almost had reached bottom, but Walter Linch was weathering the storm selling the sensational, new PLYMOUTH with "flating power." The first Chinese-Japanese incident occurred on January 15 and Hoover did nothing about the sad economic plight of the country. In June the 19-month-old son of Col. Charles Lindbergh was kidnaped and Bruno Hauptman was convicted of the crime. U. S. C. beat Tulane in the Rose Bowl, 21-12, and women's skirts were longer than they are now . . . and nobody cared. It was Hoover and Curtis vs. Roosevelt and Garner, the latter winning in a walk. Steaks were 17c lb. then and pure lard only 5½c lb. Dr. John Clark was mayor of Redondo and the Olympic Games took place in Los Angeles. Walter Linch continued to gain customers by honest, faithful dealing. Remember?



1936 By 1936 Walter Linch was enjoying one of his best years, with business conditions greatly improved. But the WPA, PWA, etc. flourished and the Bonus Bill for vets passed Congress over the President's veto. John Rowan took the Chamber of Commerce presidency from retiring I. H. Hawkins and Walter Linch had hired a sales manager and eleven salesmen. Stanford beat Southern Methodist in the Rose Bowl 7-0, gambling was running rampant on El Paseo and Roosevelt beat Landon, but bad. Calif Bell succeeded Redondo Mayor John McClair, who died in office. Social Security went into effect and in January King George V died and Edward, Prince of Wales became King of England, only to abdicate eleven months later in favor of his brother, the Duke of York. General Franco kicked up a revolution in Spain and German troops moved into the Rhineland. Labor strikes spread through Pacific Coast ports and through the automobile industry and member?



1939 1939 was a fateful year. War clouds were gathering in Europe and Franco won his revolution in Spain. Thomas J. Mooney was pardoned at San Quentin and the King and Queen of England visited the United States. A new Pope took over in Rome and International Expositions opened in New York and San Francisco that year. Business bounced back sharply from the "recession" of 1938 and sales and service of DODGE and PLYMOUTH continued to soar. Several new pieces of equipment were added to the service department at Linch's, making it the leading Service Headquarters in the South Bay. Then, on Sept. 1, Hitler sent his troops into Poland and on Sept. 3 England declared war, to be hurriedly followed by the British Commonwealth. On Nov. 30 Russia invaded Finland. War was on its way and though the U. S. declared its neutrality, it was soon to become embroiled. Remember?



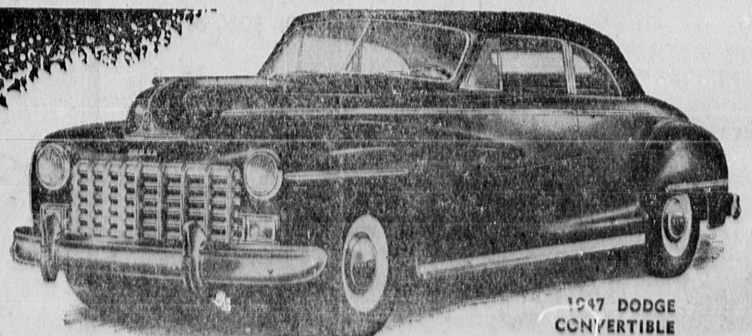
1941 Who can forget 1941? Hitler had overrun nearly all of Europe and was fighting it out with Russia. In January President Roosevelt was inaugurated for the third time and the Atlantic Charter came into being. Walter Linch advised all his customers to take good care of their cars for the duration and promised them the finest, most modern service facilities. Anticipating the long pull without new car production, automobiles sold like hot cakes, DODGE and PLYMOUTH leading the field. As the year drew to an end, nearly every country in the world was at war with another country and then, Dec. 7, came the Japanese sneak attack on Pearl Harbor. The next day the United States declared war on Japan. Our country actively was in the war then and the entire nation girded its loins for the fight ahead. Production of new DODGE and PLYMOUTH cars was to cease completely as both factories converted to war production. Remember?



1942 The great automobile industry ground to a stop early in this year, car sales were frozen and priorities came in. In January the Japs made many new landings in the South Pacific. Manila fell on January 2 and Corregidor on May 6. June 4-5-6 the great Battle of Midway marked the high point of Japanese aggression to the east. On August 7, U. S. Marines established beachheads on Guadalcanal and the long island-hopping to Tokyo had begun. At home the newly created OPA was giving everybody fits and Walter Linch's Service Department was working day and night to keep its customers' cars in good repair for the long pull ahead. The vast military training program shifted into high and soldiers and sailors were everywhere. An aircraft warning post was established on Knob Hill and at other locations and South Bayans entered fully into the spirit of winning the war. And the car shown here was the model that lasted through the war. Remember?



1947 So now we're down to this year, even to the last day of this year. Surely everyone remembers the events of this year . . . how the Russians have stymied every effort for peace . . . how food prices have skyrocketed and butter zoomed to a cool dollar a pound . . . how the entire South Bay has flourished in an unprecedented prosperity . . . how the Walter G. Linch organization, is the best and most fully equipped . . . how its service department, is the best and most fully equipped . . . how its used cars are known far and wide for their value and dependability . . . how new DODGE, PLYMOUTH and DODGE "Job-Rated" trucks are again rolling off the assembly lines and are being delivered to happy owners in this area . . . how the entire Linch staff looks with enthusiasm into 1948 and wishes everyone a HAPPY, PROSPEROUS NEW YEAR! Try to remember, will you?



1947 DODGE CONVERTIBLE

WALTER G. LINCH

DODGE ★ DODGE "Job-Rated" TRUCKS ★ PLYMOUTH

312 South Catalina, Redondo Beach

Telephone 2122

Opposite Elks Club