

HERE'S WHY WE CAN GIVE YOUR POCKETBOOK A REAL TREAT!*



These shiny used cars are moving off our big lot every day to make room for trade-ins on new Dodges and Plymouths. Because we price them low, move them quickly, we offer you more for your present car. That way you share in our success.

In addition, we are offering even higher allowances than usual during August to celebrate the start of our 32nd year selling Dodges

in the South Bay. Your present car will never be worth as much on a trade as it is today. Our appraisers are instructed to allow up to \$300.00 above Bluebook for your present car.

So now's the time to give your budget a TREAT instead of the old "Treatment" . . .

312 S. PACIFIC COAST HIWAY REDONDO

EXTRA ALLOWANCE FOR YOUR CAR
DURING AUGUST!

FOR A TREAT INSTEAD OF "THE TREATMENT"

SEE

WALTER G. LINCH

DODGE-PLYMOUTH SERVICE-SALES

312 S. CATALINA AVE. • 312 S. PACIFIC COAST HIWAY
Redondo Beach

FRONTIER 2-2122

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The Dictionary says . . .

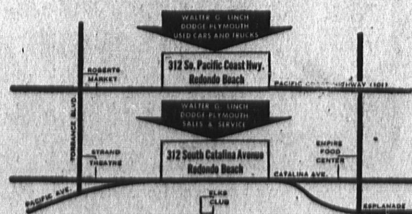
TREAT . . . that which affords gratification or pleasure.

Certainly you will be gratified when your car is appraised for as much as \$300.00 over Bluebook . . . when you are not subjected to high pressure or embarrassment . . . not lured in by misleading advertising only to be disappointed later.

Pleasure comes from a minimum of red tape . . . courteous salesmen . . . lowest possible payments . . . the luxury and economy of driving a new 1953 Dodge or Plymouth.

Come in today and let us demonstrate exactly what we mean by a "TREAT" instead of the "TREATMENT."

WALTER G. LINCH



Los Angeles County's Oldest Dodge Dealership