

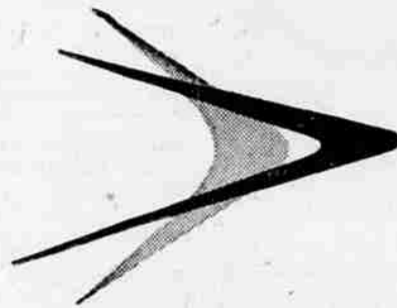
IN THE MARKET FOR A NEW CAR NOW?

JOIN THE THROG TAKING ADVANTAGE  
OF SAVINGS OFFERED DURING

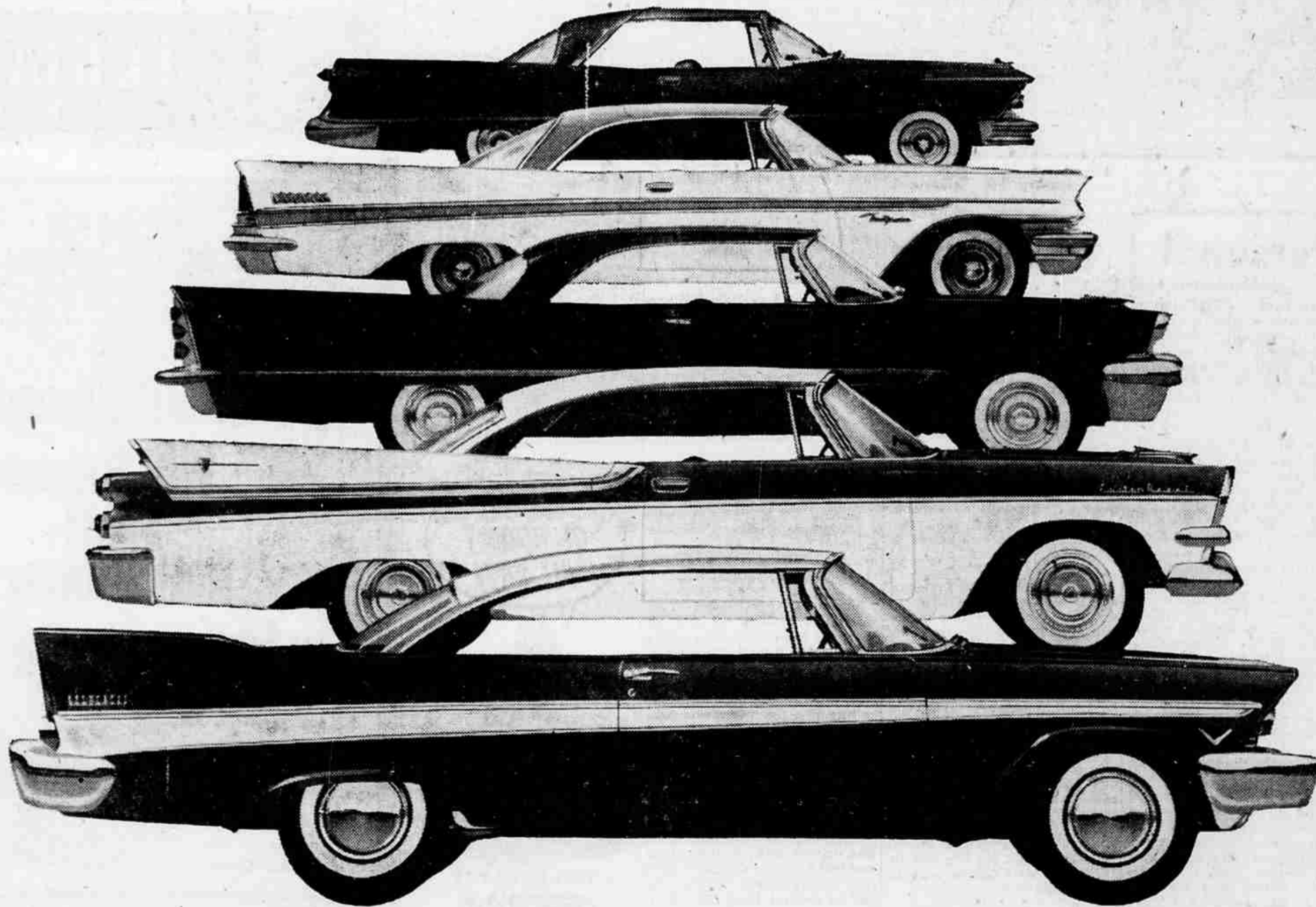
# OPERATION SNOWBALL

(ENDING AUGUST 31)

Right now is the time to save at your Medford dealers on any one of the 5 Great Cars of the Forward Look. It's our greatest year and OPERATION SNOWBALL is your greatest opportunity to save on the cars that offer the Most Advanced Design of Our Time. You'll really go for the low prices your Medford dealers are featuring during OPERATION SNOWBALL — and you'll like the terrific allowance for your present car. Don't delay — select your three-years-ahead PLYMOUTH, DODGE, DESOTO, CHRYSLER or IMPERIAL today!



## THE FORWARD LOOK



See it now! Drive it now! There's never been a better opportunity for the summer-wise, new-car buyer. There's never been a design so right from the start . . . so advanced in looks and in ride, that you're years and money ahead the minute you drive it home. No wonder people have been switching to the five cars of The *Forward Look* at a record rate!

While ordinary styling lacks direction, this design is as definite as a dart.

The shape is built-in . . . not "added on." High, canted fins cut through crosswinds—reduce steering effort as much as 20%! New lowness gives better stability. And Torsion-Aire Ride, at no extra cost, effortless Pushbutton TorqueFlite Transmission, safer, surer Total-Contact Brakes are all part of the new and advanced design, too!

In short, the news is big and the effect eye-opening. Have you driven a

car of The *Forward Look* yet? If not, whatever your price range, whatever your favorite model, see your dealer and try it today!

LOOK AHEAD—BUY AHEAD—own more of the future right now . . . in any one of the 5 great cars of THE *FORWARD LOOK*.

You're Years Ahead . . . Dollars Ahead with THE FORWARD LOOK

PLYMOUTH DODGE DESOTO CHRYSLER IMPERIAL



**HAMLIN MOTOR CO.**

PLYMOUTH-CHRYSLER-IMPERIAL  
8th and Front



**PARSONS MOTORS**

PLYMOUTH-DODGE CARS and TRUCKS  
315 E.5th



**DICK KNIGHT CO.**

PLYMOUTH-DESOTO  
33 S. Riverside Ave.

