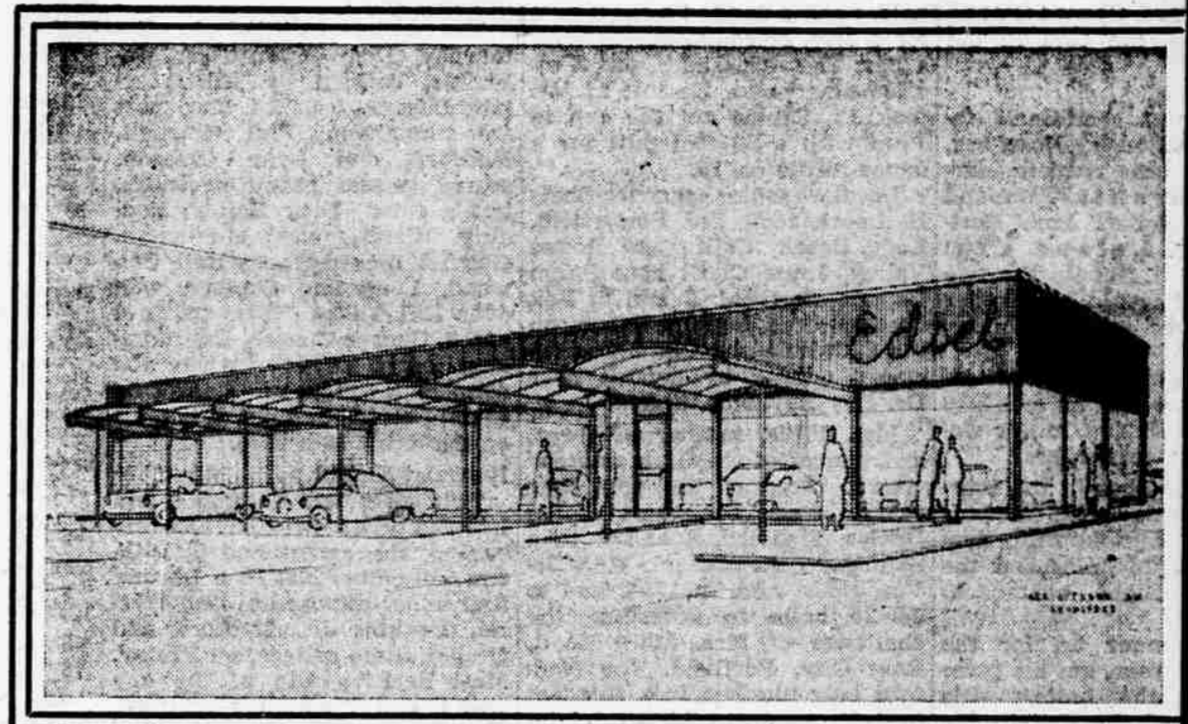
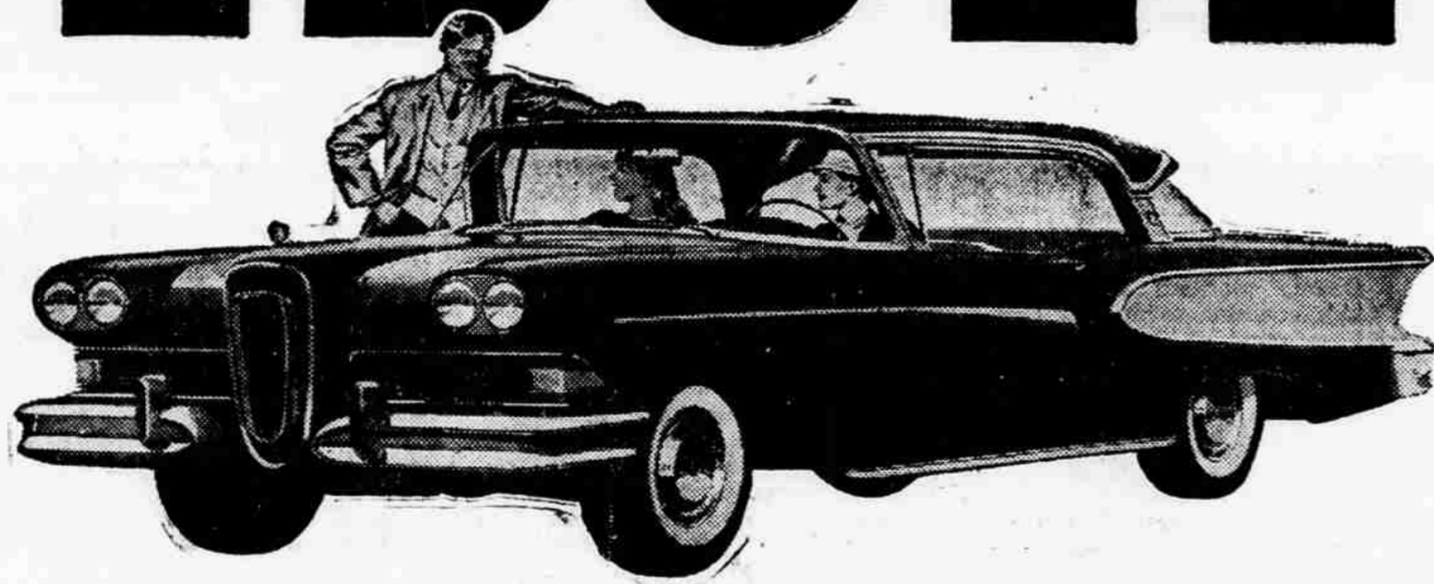


# AN ALL-NEW HOME FOR AN ALL-NEW CAR!

# EDSEL



As new as tomorrow . . . as distinctively modern as the Edsel Car . . . the new facilities for Coleman-Edsel Sales has that "Just Right" touch in building design. First to attract your eye are the large white canopies that lend beauty and protection. Behind them is the smart brown-stained cedar siding above an expanse of glass of the showroom. Adjoining the showroom is the general office area and service and parts departments—facilities to assure the finest of care for your new Edsel. Come in—see ALL the Edsel building when you see the exciting Edsel car!

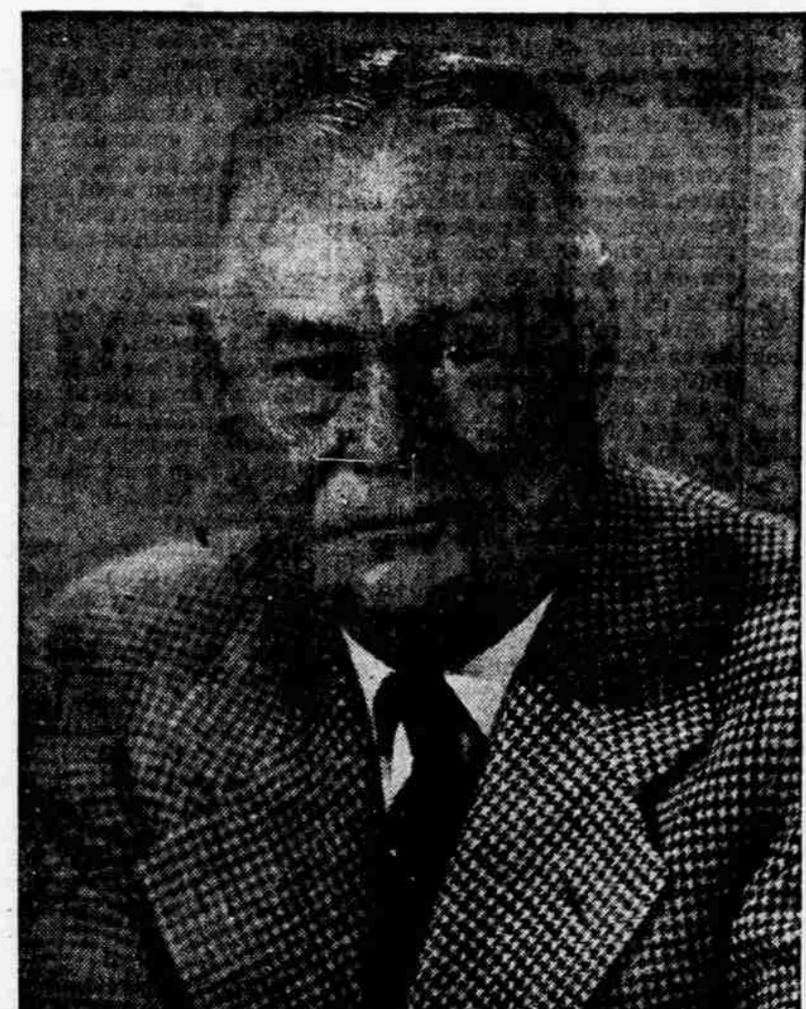


The Edsel Corsair 2-door Hardtop is powered by the newest V-8 in the industry—the Edsel 473 developing 475 foot-pounds of torque and 345 horsepower. Controlling this magnificent powerplant is the smooth, sure, electric Teletouch Drive with selector buttons mounted on the steering wheel hub. The Edsel is a car of pleasant surprises: A warning light that flashes when you exceed your pre-set speed limit; another that flashes when oil is one quart low; a release that lets you open the luggage compartment from the driver's seat.

### SEE THE EDSEL . . . WIN A PRIZE!

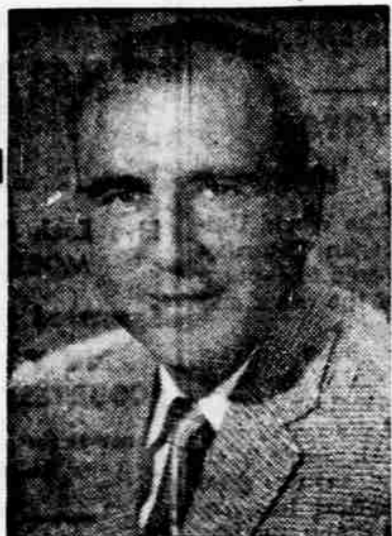
Here's a bonus reward for seeing America's newest car! Five wonderful prizes FREE for just visiting our showroom during EDSEL WEEK! Drawing will be held Saturday, September 7th, at 7:30 P.M.

- FIRST PRIZE—300 Gallons Gas (Your Station)
- SECOND PRIZE—Transistor Radio
- THIRD PRIZE—Set of Seat Covers
- FOURTH PRIZE—Year's Free Car Lubrication
- FIFTH PRIZE—Porcelainize Job



HUGH COLEMAN, President

SHOWROOM OPEN 8 a.m. to 9 p.m. — WED., THURS., FRI., SAT.



H. B. RIGGS  
Manager



MONA BREWER  
Office Manager



GEORGE TURNER  
Sales Department



KIRSH MILLER  
Service Manager



The Pacer Convertible is one of 18 models in four series of new Edsels—designed and built with the tremendous skill and resources of the Ford Motor Company. Notice the distinctive rear deck and tall light treatment of the Edsel—as exclusive as the classic vertical grill.

# COLEMAN-EDSEL SALES, INC.

Sixth and Fir

Medford, Oregon