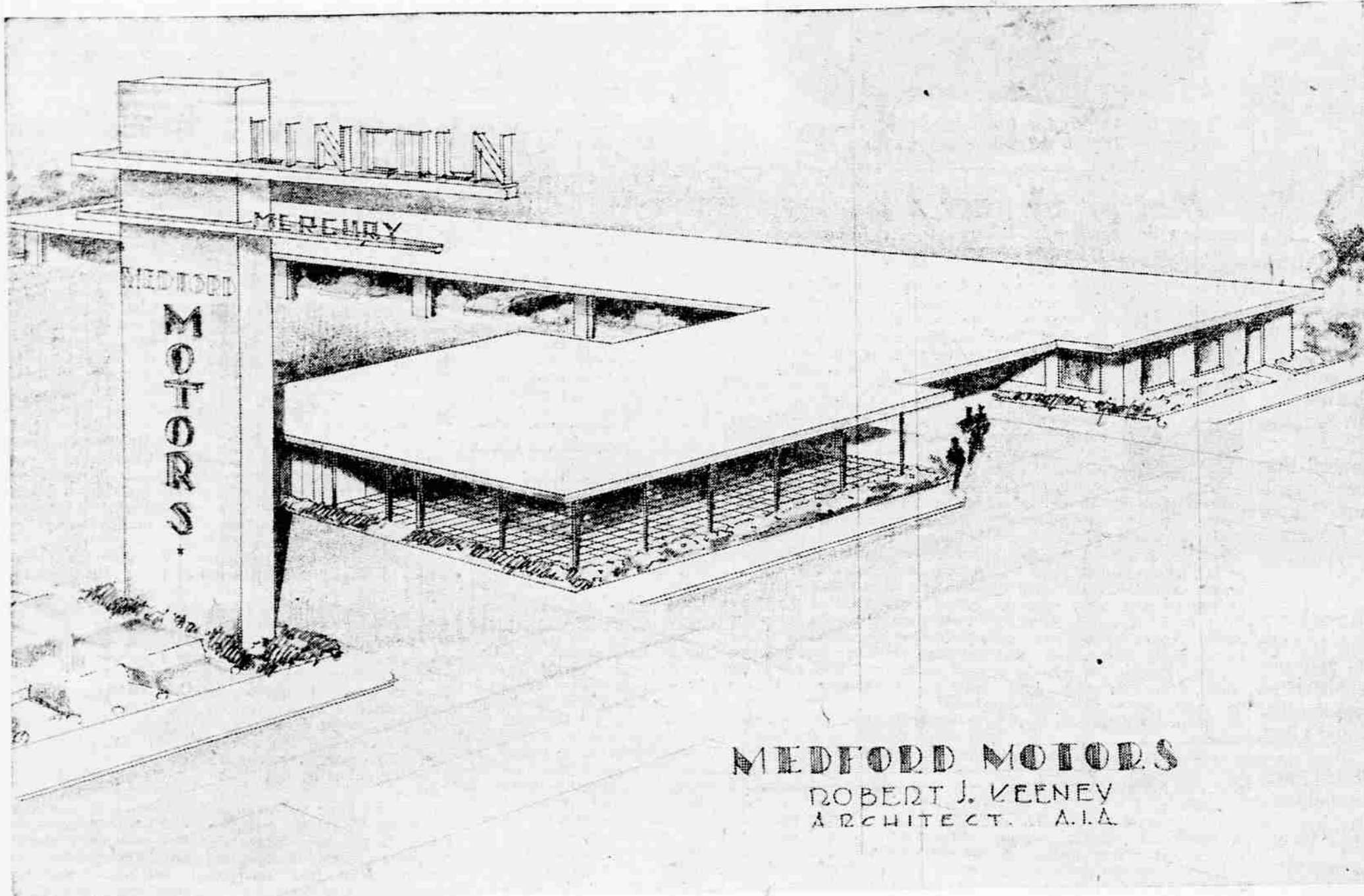




Grand Opening



Southern Oregon's Most Modern Garage

Wendell Sessions, owner and manager of Medford Motors, extends a cordial invitation to you to inspect the modern, convenient, new headquarters for Mercury, Lincoln and Continental motor cars.

Mr. Sessions and the entire staff at Medford Motors are proud of their entirely new building and are eager to show it to you personally.

They are equally proud of the fine automobiles they sell and service . . . and hope your visit to 225 South Riverside will include an introductory ride in a 1958 Mercury or Lincoln.

MEDFORD MOTORS, INC.

225 SOUTH RIVERSIDE AVENUE

With an eye on the future, Medford Motors' striking new building was conceived in the most modern mode of function and beauty. It was constructed and appointed by skillful craftsmen attentive to detail, carefully sustaining quality throughout.

The result is a pace-setter in automobile garage architecture . . . an example for others to follow.

The light, airy showroom reflects modern Western living. Clean,



simple lines, generous glass area and light mahogany paneling create a dignified, relaxed atmosphere. It is a room worthy of the long, graceful Mercury and Lincoln automobiles it displays.

The completely new service quarters feature new, modern equipment, including Graco lubrication, Western lifts, a full line of Standard Oil Products, and a complete selection of FoMoCo genuine parts and accessories. Service is backed by an experienced factory-trained staff.

Pictured at left is the exciting new 1958 Mercury Monterey . . . unique in styling, advanced in engineering design, and amazingly low in price. Mercury's extended line includes six station wagon models in 3 price ranges — and an entirely new Park Lane series. Powering Mercury for 1958 is the new high-performance Marauder V-8. Teamed with new high-economy rear axle, these new V-8's give you more power, more mileage from less fuel.



Here is the most magnificent Lincoln ever built — inspired by the new Continental Mark III and crafted in the tradition of the famed Continentals of the past.

Come in to Medford Motors and inspect the Premiere and the Capri — their timeless good-taste will delight you.

these Medford firms join with Medford Motors in inviting you to inspect Southern Oregon's most modern garage:

Ekerson Paint and Roof Store

—Pabco Paints—

619 E. Jackson Blvd.
SP 3-3631

Timberrib Construction Co.

—General Contractor—

Sage Road
SP 2-7696

TRU-MIX CONCRETE CO.

—Delivered anywhere,
estimates gladly—

248 E. McAndrews Rd.
SP 2-5271

Modern Plumbing & Sheet Metal Co.

—New installation and
repair work—

613 E. Jackson Blvd.
SP 3-5368

Padgham Glass & Millwork Co.

—Fuller paints,
building needs—

1309 Court Street
SP 3-4545

MIDCOAST PAINTERS, INC.

—Industrial—
—Commercial—

3686 Crater Lake Hwy.
SP 3-1141

MEDFORD LUMBER CO.

—Complete building
materials—

4 West 3rd Street
SP 2-6249

ROGUE RIVER PAVING CO.

217 Eastwood
Drive

SP 2-4037

Moore Steel Service Co., Inc.

—Immediate delivery from
our Medford warehouse—

741 South Grape
SP 2-7197

VIRGIL O. ANDERSON

—Excavating
Contractor—

1234 Corona Ave.
SP 2-4624

EDWARD W. DILLON

—Masonry—

1531 Grand
SP 3-4619

Willis Electric Service

—Industrial and
residential—

725 Broad
SP 2-4807

LOREN S. RITCHIE

—Contractor
and Builder—

912 South Oakdale
SP 3-5010

S-W Floor Cover Shop

—Armstrong's Linoleum
Matico Tile—

709 South Riverside
SP 2-7376