

# you at your Medford Automobile Dealers

# BIG PARADE OF EXCEPTIONAL

# VALUES THAN EVER BEFORE!

these new cars during 'Auto Buy' Days, May 1-10. Bring the whole family!

## ★ Big Dollar Value Contest

Contest open to any licensed driver who wishes to participate. The purpose is to try to estimate the total dollar volume of the franchised Medford Automobile Dealers during 1957. This figure would include all new and used car sales for Medford, the total salaries and wages for all franchised dealers' organizations and the total of service and parts charges for the year 1957. Accepted accounting procedures have been used to tabulate the figure, which has been notarized & placed on file at the Mayor's office. The answer closest to this figure will be adjudged the winner. There will be awards to those who are adjudged runners-up. Contest closes May 7.

Nothing to buy — just pick up an entry blank and try your luck. Each dealer and each bank will have a supply of entry blanks. Deposit stub with estimate, name and address at any dealer.

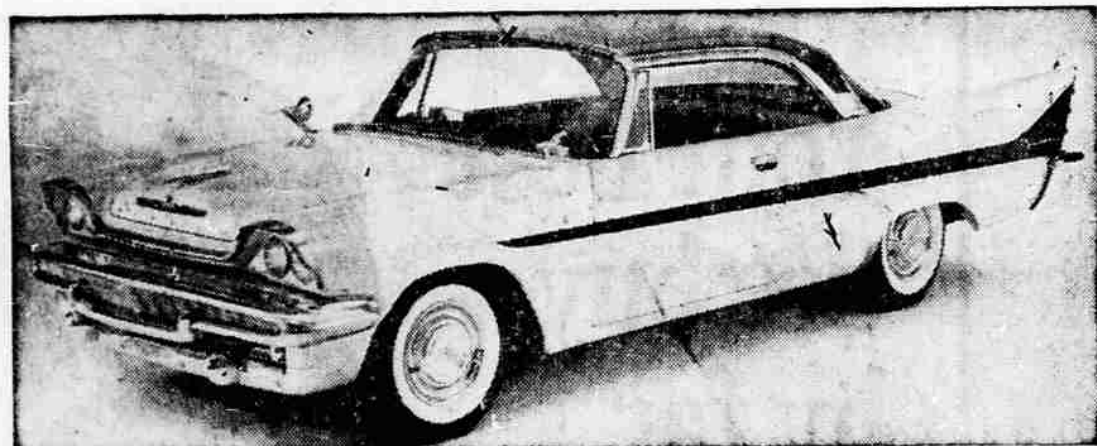
## ★ "Prosperity Booster" Awards

After you have made the best new car purchase arrangement you ever thought possible with your dealer, ask him about the "Prosperity Booster" award. It's a special bonus, being offered by the sponsors of the You Auto Buy Now campaign, to stimulate further retail purchasing in the community. When you complete the purchase of your new car, during the period May 1 through May 10, you will receive ten \$5 certified checks . . . at total of \$50 to be spent with any merchant, or for any service, you choose. That's the purpose of the bonus. It has nothing to do with the purchase arrangement with your dealer. It is offered to 'keep the dollars moving' and to 'keep Medford's economy rolling.' Spend it anywhere you like . . . but spend it. More details at your dealer's.

## ★ SAY THE SLOGAN -- WIN \$5

From now until May 10, you could win \$5 just by answering your phone with the slogan "You Auto Buy Now." Get the habit of answering your phone with "You Auto Buy Now" instead of "Hello." You never know when the "Auto Buy" voice will call you. Calls will be placed every day of the "Keep Medford's Economy Rolling" campaign. Residents in Medford, Phoenix, Talent, Central Point, Eagle Point, White City and Jacksonville are eligible when called. Just be sure you spend the money before May 15, anywhere in the area you choose . . . for whatever you want. The purpose is to boost the economy by keeping the money circulating, so buy anything you like with your award, but "You Auto Buy Now."

Every dealer listed here will remain open till 9 p.m. every day May 1-10 (except Sunday)



**DICK KNIGHT COMPANY**  
33 SOUTH RIVERSIDE at 8TH STREET

• DeSoto • Plymouth



**DEAN & TAYLOR PONTIAC CO.**  
SIXTH and GRAPE

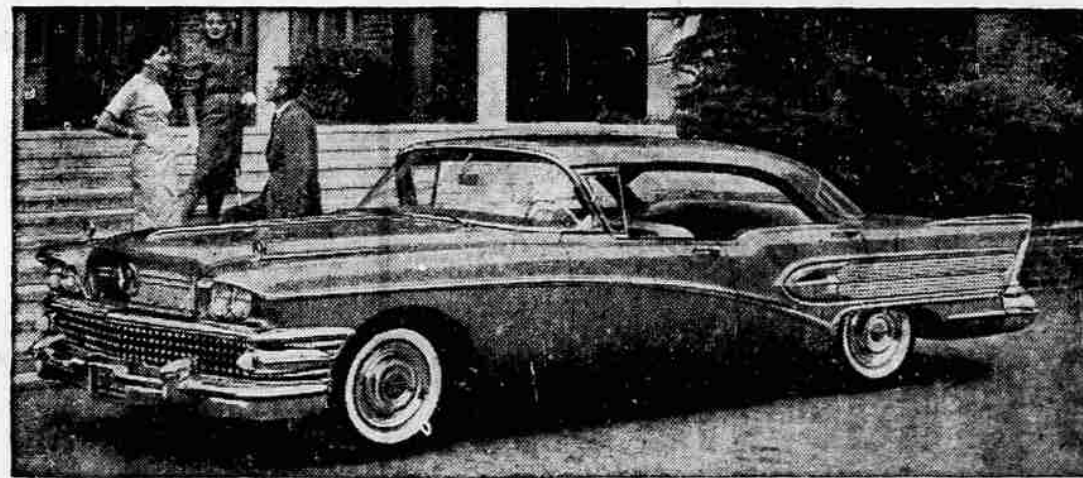
• Pontiac • Renault • Vauxhall  
• Volvo • BMW



**HAMLIN MOTOR COMPANY**  
8TH and FRONT

• Chrysler • Plymouth • Imperial • Goliath

BUY NOW . . . for your Family's Safety! Relax with the assurance that the car you drive has new brakes, new tires, new lights and safety features.



**LEA MOTORS**  
5TH and BARTLETT

• Rambler  
• Ambassador  
• American  
• Metropolitan



**PARSONS MOTORS**  
315 EAST FIFTH

• Dodge • Plymouth  
• Triumph • Hillman  
• Dodge Truck

**SKINNER—BUICK-CADILLAC**  
143 SOUTH RIVERSIDE

• Buick • Cadillac  
• Opel



**MORSE MOTORS**

6TH and IVY  
• Volkswagen

Many of the 13 dealers handle more than the one make of car illustrated on this page. Each dealer invites you to visit his show room this week to see his complete line . . . and the big selection of colors, models and equipment. HURRY DOWN — the welcome mat is out for you!