

FOLLOW THE MAP

(most people do!)

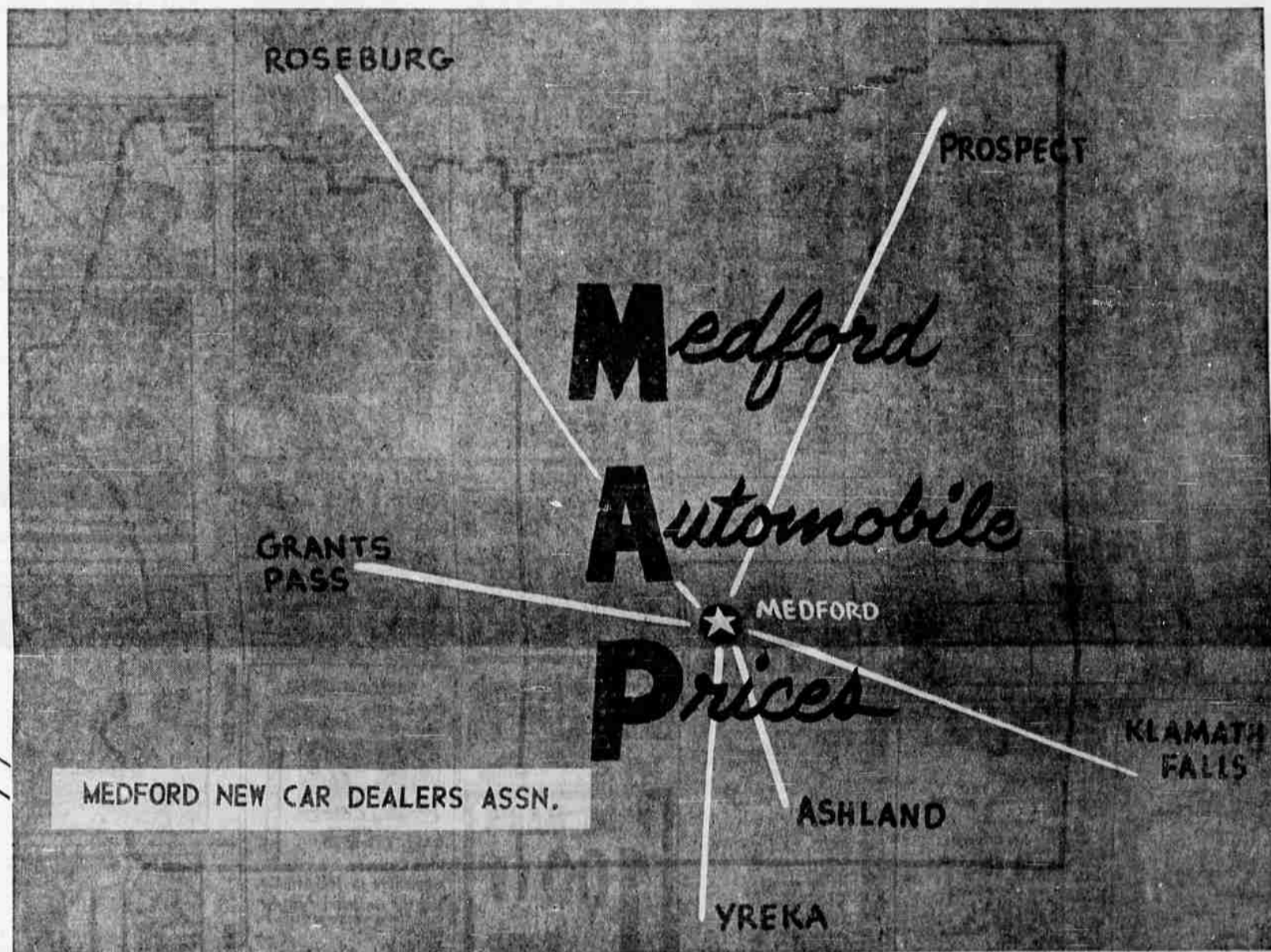
drive to the hub of the great Southern Oregon and Northern California recreation and industrial empire



Looking for a car... dresses, hardware, furniture, lumber or a good steak dinner?

**YOU'LL FIND IT
IN MEDFORD**

- Wide Selections • Fairest Prices
 - Old Fashion Friendliness
- YOU'LL FIND IT IN EVERY STORE



STOP ... and shop in Medford! We're proud of our car prices, service and selection ... and everything offered by our fellow hometown merchants, too! Come to Medford this week ... it's a wonderful place to get acquainted!

This important message brought to you by the

MEDFORD NEW CAR DEALERS ASSOCIATION

A dozen dealers pledged to offer you more!