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KLAMATH

AUTO

DEALER'S ASSOCIATION

## a BIG Klamath Basin INDUSTRY

### YOUR K.A.D.A. MEMBER

YOUR K.A.D.A. MEMBER is a local man. He's here today and here tomorrow to back up everything he sells with the best possible service. He's here to help you select just the right vehicle for your own particular needs and wants. He carries a tremendous stock of parts, so that whatever your car or truck needs, it can be repaired immediately. He is completely dedicated to doing the best possible job for you, the customer, because he wants your continued business.

Being local, your K.A.D.A. member, and his employes, are your next door neighbors. They attend church with you, service clubs, sports events, and take part in all the things that help make up our community. They buy food, clothing, lights and water, pay taxes, and circulate the tremendous payroll back into the economy of the Basin.

Your K.A.D.A. member is a proud member because his organization plays an important part in the stability, economy and progress of this great Klamath Basin.

### VISIT A K.A.D.A. MEMBER SOON!

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|--|---|
| <b>ECCLES MOTORS</b><br>606 So. 6th              | <b>WILSON WILEY BUICK CO.</b><br>522 So. 6th      |
| <b>BALSIGER MOTOR CO.</b><br>Main and Esplanade  | <b>DUGAN &amp; MEST CHEVROLET</b><br>677 So. 7th  |
| <b>MAURY'S FOREIGN CARS</b><br>2727 So. 6th      | <b>CHARLIE RAMP MOTORS</b><br>603 So. 6th         |
| <b>MILLER BROS., INC.</b><br>710 Klamath Ave.    | <b>JUCKELAND MOTORS, INC.</b><br>11th and Klamath |
| <b>THOMAS DODGE</b><br>424 So. 6th               | <b>SURROZ LINCOLN-MERCURY</b><br>410 So. 6th      |
| <b>COSART CHRYSLER-PLYMOUTH</b><br>1330 Main St. |   |

### \$14,000,000.00 IN SALES

... were made by K.A.D.A. members last year. This figure was surpassed only by the local food industry. This figure shows that K.A.D.A. is truly a big industry in the Klamath Basin.

### SERVICE TO THE BASIN

Millions of dollars worth of service equipment and parts were used by the people of Southern Oregon and Northern California during the last year.

### A GIGANTIC PAYROLL

of \$1,685,000.00 was paid by K.A.D.A. members in 1964 that contributed greatly to the economy of the Basin.

### OVER 1,000 PEOPLE

depend directly on this industry for their support. This does not count the many related businesses such as finance institutions, service stations, etc. that benefit from the auto industry.

### A BIG TAX BILL YEARLY

... last year over \$30,000.00 in local taxes was paid by K.A.D.A. members. This money, like the other tax money, helps finance schools, streets and the many other needs of our area.

#### CODE OF ETHICS

Recognizing the responsibility of every merchant to maintain high standards of business ethics and integrity, the

#### KLAMATH AUTO DEALERS ASSOCIATION

- has established the following principles to guide the operations of its members ...
1. To price our products and our services fairly, based upon our costs, plus a reasonable profit.
  2. To allow fair and reasonable prices for used vehicles offered in trade.
  3. To properly inspect and service all vehicles before delivery to our customers.
  4. To provide facilities, personnel and stock of replacement parts. Bequeate to properly service the vehicles we sell.
  5. To accurately represent and advertise our merchandise and services.
  6. To furnish the lowest finance and insurance charges consistent with sound business.
  7. To support programs designed to promote adequate highways and traffic safety.

