

GRAND OPENING

CASCADE MERC
Oregon's Greatest Sports Store
OPEN 9 A.M. TO 9 P.M.

TODAY'S THE DAY!
Doors Open At 9 A. M.

Oregon's Greatest Sports Store — Everything for Every Sport — Plus the Same Friendly Service That Has Always Marked CASCADE MERC as the Place to Go

FREE! FREE! COME IN AND REGISTER FOR DRAWING **FREE! FREE!**

1ST PRIZE	2ND PRIZE	3RD PRIZE	4TH PRIZE
1954 Model Evinrude LIGHTWIN MOTOR	HEDDON PAL DELUXE SPINNING ROD Salmon Size Worth \$35.00	DELUXE SLEEPING F. Worth \$29.50	COMPLETE SUIT OF U. S. RUBBER RAIN CLOTHES Worth \$19.00

NOTHIN' TO BUY! Just come in and say hello and write your name. Drawing Sat., Dec. 24th, at 5:30 p.m. You need not be present to win. Win one of the fine presents and you will believe in Santa Claus all over again!

FREE XMAS TREES

With Every Purchase of \$3.00 or More. Take Your Choice of Over 600 Trees or You May Purchase The Tree of Your Choice for only **49¢**

ARCHERY

Famous Fly-Flex Glass Bows
Reg. 14.95 Model
Grand Opening Special **\$9.95**
Glass Hunting Arrows
Bodkin Points—Reg. \$29.50 Doz.
Grand Opening Special doz. **\$14.95**

TENTS

All sizes and types in stock. A gift for the entire family. Buy now and Save!
9x9 UMBRELLA TENT
Fine water proof duck
Grand Opening Special
Reg. \$42.50 **\$24.95**
Pup Tent Full Size
Reg. \$9.95
Grand Opening Special **\$5.95**

Guns and Hunting Needs

Browning, Remington, Winchester, Smith & Wesson, Colt, Hi-Standard
All the Best Known Brands at Cascade Merc
Osters Gunstick Rifle Cleaning Kit
In Metal Box—Reg. \$2.95
Now **1.99**
12-ga. 00 Buck Shotgun Shells
75c box
Big Selection of Duck Calls, Decoys, Ammo., etc.

Converse HIP BOOTS

• Finest Quality Boot
• All Features Incorporated in One Fine Boot
• Lite-weight—Yet Sturdy
Reg. \$13.95
NOW **\$9.95** Pr.

GENUINE DAISY

AIR RIFLE

1000 Shot Repeater
Regular \$5.95
GRAND OPENING SPECIAL **2.95**

Football and Basketball Gear

Basketball Wilson multi-ply rubber, extremely durable. Official weight and shape. Reg. \$6.00 NOW **\$4.95**
Football Wilson multi-ply rubber. Takes lots of hard play. Official size and weight. Reg. \$6.00 NOW **\$2.95**
Boy's Football Helmet One piece molded shell, six point suspension with air rubber cushion padding. Full leather lined. Reg. \$5.95 NOW **\$2.95**
Football All leather, double dipped, hide cover. Official size and weight. Reg. \$8.35 NOW **\$4.95**

Sleeping Bags

Famous Alouian Bag
• Five pounds down and feather filling
• Twin air mattress pockets
• 2 bags zip together to make double
• Nylon water repellent cover
• Extra warm and comfortable
Reg. \$49.50 NOW **24.50**
SLEEPING BAG
• 3 pounds wool filling
• Water repellent cover
• Twin air mattress pockets
• Two bags zip together
11.95

FOR THE GOLFER GOLF CLUBS

Famous Wilson SAM SNEAD Championship matched and registered irons. Chrome step down shaft, chrome blade with sand blasted face. Perforated Reminder grip of finest rod calfskin. Matched set of 8 (2 to 9).
Reg. \$88.00 Set
Price **\$69.50** Set
Matching Woods **\$39.50** Set
AN IDEAL GIFT SUGGESTION!
World famous K-28 golf balls in beautiful packs. One dozen in a fine Humidor at \$13.00. Half dozen pack in simulated leather jewelry box at **\$6.50**

A complete selection of Golf Club Head Covers, Balls, New Models of Golf Bags, etc. Many Gift Items

See the Fabulous New Evinrude Motors for '54

Come in and inspect the many boats on display. Outboard, cabin cruisers, runabouts, fishing boats. A complete line of marine hardware, fittings, controls and marine paint.

Come in and See the Beautiful Jacobsen 16' Outboard Cruiser

INSPECT THE BEAUTIFUL "RED BOY" FIBRE-GLASS OUTBOARD CRUISER THE HIT OF THE SEATTLE BOAT SHOW

Sports Gifts

Fly Tying Kit \$5.95 Hand Trap \$5.95
Gun, Case \$3.98 Golf Balls \$13.00
Jackets \$4.95 Hand Warmers \$1.49
Hunting Sox 49c Sports Heater \$11.95
Tackle Boxes \$2.95 Outing Kit \$12.95
COMPLETE RE-LOADING SUPPLIES
Rod Case \$5.50 Revolver \$71.50
Golf Cart \$24.50 Casting Line \$1.40
Air Mattress \$11.95 Nylon Line \$75c

Hundreds More Gifts at All Prices and Types
BUY NOW FOR CHRISTMAS

Grand Opening Special BINOCULARS

6x30
• Coated Lenses
• Lightweight
• A Perfect All-Purpose Glass
• Finest Lenses and Prisms
Reg. \$24.95 Plus Tax
49.95—Now **\$24.95** Plus Tax
Complete with Leather-lined Pigeon Case \$18.00
Other models as low as \$18.00
We are an Authorized Distributor for Bushnell World Famous Binoculars... Most sizes in stock.

For the FISHERMAN

Spinning Rod
• True Temper Brand
• Beautiful Action
• Solid Glass
• Sliding Reel Seat
Reg. Price 16.95 NOW **\$3.95**
SPINNING OUTFIT
A tremendous buy in a top quality outfit, complete and ready to go.
1. Famous Staro Reel \$39.50
2. True Temper Dyna-Spin Rod 100 Yards Line \$21.95
3. 100 Yards Line, your choice \$3.00
4. Three Spinning Lures, your choice \$2.25
Reg. Price \$24.95 Complete
67.50 NOW **\$24.95**

Sila-Flex Fly Rod
• Model No. F-80
• Three-piece Tubular Glass
• Beautifully wrapped with fool-proof guides
• Considered the finest rod made today
Reg. Price 42.50 NOW **\$9.95**

LURES—LURES
Thousands of them—Spinning Lures, Trolling Lures, Salmon Plugs—all kinds imaginable. Values to 2.00... Choice 10c ea. or \$1.00 Dozen

FLY ROD
• Tubular Glass
• Famous Action Rod Quality
• Locking Reel Seat
• Fine Action
Reg. 11.95 Now **3.95**

TACKLE BOX
• Automatic Lift Tray
• Locking Clasp
• An Ideal Gift
Reg. 2.95 Now **1.49**

TAPERED LEADERS
• All Sizes and Types
5c ea.



Cascade Merc
"OREGON'S GREATEST SPORTS STORE" 1230 Broadway

PLENTY OF FREE PARKING

FREE!

COFFEE and DONUTS
Compliments of Folgers Coffee Co., Master Bread Bakers
And Broadway Market
Free Balloon, Suckers, Toys for the Kiddies

FREE!

PLENTY OF FREE PARKING