

STORE CLOSED ALL DAY WEDNESDAY REOPENS 9 A.M. THURSDAY JULY 19th

This Is
"Al"
Piche's
First
Sale
in
History

FORCING BUSINESS FORWARD!

Entire Stock
in charge of Merchandising Adjusters
Nothing Reserved
First Come—
First Served

THURSDAY	FRIDAY	SATURDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	MONDAY
July 19	July 20	July 21	July 23	July 24	July 25	July 26	July 27	July 28	July 30
Opening Day									

10 DAYS OF SENSATIONAL DISCOUNTS—PLAN TO BE HERE!

To My Friends— Sales will come and Sales will go, but this Sale will linger long in the memory of thousands who will read this announcement and who will attend. This is the **FIRST SALE IN HISTORY**, the **FIRST TIME** that AL PICHE has personally promised you bargains that will keep you spellbound. **DOES THAT MEAN ANYTHING TO YOU?** As you walk around the tables and view the merchandise that has been displayed and the drastic cut in prices, you will always remember this sale as the best—the most sincere—and the most successful one you ever attended. **ONLY TEN DAYS** commencing Thursday, so plan to be here as many times as you can during the ten days. **AL PICHE.**

Quality Considered, We Challenge Anyone, Any Time, to Duplicate These Prices

Sale!

EVERYTHING IN HARDWARE—EVERYTHING IN ELECTRICAL GOODS—EVERYTHING IN COOKING UTENSILS—EVERYTHING IN CUTLERY, PYREX, AND DECORATED CHINA OVEN PROOF ITEMS. EVERYTHING IN GARDEN TOOLS—EVERYTHING IN SPORTING GOODS AND FISHING TACKLE—LEATHER GOODS—BASEBALL ITEMS, IN FACT EVERYTHING YOU WOULD EXPECT TO FIND IN ANY HIGH CLASS HARDWARE STORE, AT DISCOUNTS THAT GLADDEN ALL THOSE THAT ARE THRIFTY. DISCOUNTS GOOD ONLY FOR 10 DAYS COMMENCING TOMORROW.

Every Item Displayed Cafeteria Style . . . Feel the Power of These Low Prices!

STARTS THURSDAY, JULY 19; 9 a.m. PLAN TO BE HERE

These Prices Will Sell Goods by the Ton—Don't Pass Up This Chance to Save

Food Choppers
Any size you may desire, select your food chopper now as low as **98c**

'Giant' Elec. Toaster
A handsome reversible Toaster, nickel finish, complete with cord and guarantee. Yours now for **\$1.39**

Waffle Iron
Finished in nickel plate, this waffle iron will certainly please you at its low price of only **\$3.98 up**

Stone Crocks
Soon you will be after a stone crock, do it now and save handsomely. In sizes 1/4 gal. to 8 gal. **29c to \$1.89**

Ice Cream Freezers
National makes, in 5-qt. size **\$2.49**
In 4-qt. size **\$3.59**
(Other sizes in proportion)

Bird Cages
A well built, good looking Bird Cage, one that really sells for \$3.50. Buy it now for only **\$1.98**

ELECTRIC PLATES
One, two and three burner plates at greatly reduced prices. EXAMPLE: A two burner, 2 heat Electric Plate. Green enamel trim, white enamel leg stands. At a low price of **\$2.49**

"REED" Extra Heavy PAISL
The trade name "Reed" on these extra heavy galvanized pails assures you of the best. 12 qt. size NOW ONLY **39c**

Camp-Cook Stove
A real handy 2-burner Camp stove PRICED NOW AT **\$4.89**

OVEN HEAT WARE
All China, oven heat proof, hand painted and decorated. Our table displaying this ware, and each item, GREATLY REDUCED. **16c**

PAINTS, ENAMELS, ETC.
A full range of Rogers Lacquer, Auto Enamels, Household Paints, etc., to close out at **HALF PRICE**

GOOD GRADE PAINT
Reg. Price **\$3.50**. Now **\$2.89** Gal.

ELECTRIC FANS
revolving or stationary adjustable, and strongly built. Regular price **\$3.50**. Buy it now for only **\$1.98**

QUICK-DRY ENAMEL
A real 4 hour, quick dry enamel. In 34 colors: Pints, reg. \$1.00. Now **.60c** only. Quarts, reg. \$1.75. Now **\$1.29**

GASOLINE MANTLES
American or Coleman Lamps and Lanterns: NOW **6c** each or **62c** per dozen.

Flashlight Batteries
5c

A Real Lawn Mower
Roller bearing, five blades, 10-inch wheels and 14-inch cut. Standard price **\$8.50**. Buy it now for only **\$5.98**

NATIONAL PRESSURE COOKERS
10 qt. **\$9.39**
12 qt. **\$11.39**
18 qt. **\$12.48**
25 qt. **\$14.48**

RESULTS OF A POOR DAY'S FISHING WITH "AL" FAMOUS TACKLE

GARDEN TOOLS
Forks, Spades, Shovels, Rakes, etc., at noticeable discounts.

Flashlight Batteries
Pocket Knives—Three and four blade pocket knives, \$1.75 and \$2.00 lines. Now only **98c**

Flashlight Batteries
super X and Remington Long Range Shells. box **98c**

Flashlight Batteries
Bathroom Fixtures—Toilet racks, soap holders, tooth brush holders, etc., green or white enamel finish. Reg. 90c values. Buy them while they last. each **19c**

Flashlight Batteries
A Special for Men—Regular \$1.50 Shaving Brush; regular \$1.00 No-Rust Safety Razor; regular 50c pkg. of blades A reg. \$2.25 value. Now only **98c**

Flashlight Batteries
Fly Rods—Bamboo Fly Rods, the kind you always wanted to own. Reg. \$1.65. Now **\$1.25** Reg. \$2.35. Now **\$1.98** Reg. \$6.50. Now **\$3.33** Reg. \$12.00. Now **\$7.98** Reg. \$9.00. Now **\$4.98**

Flashlight Batteries
SALMON CASTING RODS—Salmon Casting or Trolling Rods, made of one piece with rubber built plate. A \$3.50 value, now only **\$2.98**

Flashlight Batteries
2-piece, same as above, with agate guides; chromium plated lock and reel seat and ferrules. Rubber built plate. Reg. \$7.00. Now **\$4.98**

Flashlight Batteries
Winchester Remington 25-35 . . . 30-30 . . . 32 Special for **\$1.05**

Flashlight Batteries
Winchester Remington Shells All gauges. Now box **89c**

Flashlight Batteries
Special—A No-Rust Safety Razor and Two blades for **19c**

Flashlight Batteries
Cane Poles—Cane fishing poles for salmon or steelhead fishing, 14-foot long. Your choice. Reg. \$1.50. Now **79c**

Flashlight Batteries
Whole willow, 18-inch basket, with fly book attached. Reg. \$1.50. Now **79c**

Flashlight Batteries
Fish Lines—Hundreds of Fishing Lines, 25-yard lengths. Nearly all tests. Your choice now. **16c**

Flashlight Batteries
FISH BASKETS—Whole willow, 13-inch basket, with fly book attached. Reg. \$1.50. Now **79c**

Flashlight Batteries
LEADERS—All 10c leaders, while they last. NOW **3 for 10c**

Flashlight Batteries
Ammunition—Winchester, Remington or Western. Super X 22 short, now only **17c** box

Flashlight Batteries
Leader Boxes—Round Aluminum Leader boxes. While they last. Now each **14c**

Flashlight Batteries
HERE'S A GOOD ONE—12 leaders and one leader box. All for **.49c**

Flashlight Batteries
Lures
Hundreds of lures go on sale. Trout Orno. Reg. 65c. Now **39c**
Babe Orno. Reg. 85c. Now **43c**
(Above are Diamond Lake Special)

Flashlight Batteries
Fly Books
Protect your flies with one of our Fly Books: Reg. 65c. Now **29c**
Reg. \$1. Now **49c**
Reg. \$3.25. Now **98c**
Others priced in proportion.

Flashlight Batteries
REMEMBER!!! THESE PRICES ARE IN EFFECT FOR 10 DAYS

Flashlight Batteries
Read This Column and Either Buy Now or Weep Later

Flashlight Batteries
Fishermen! Sportsmen!

Flashlight Batteries
Salmon Eggs
The kind Al Piche uses.

Flashlight Batteries
Roe Eggs
Fresh Roe Eggs. Large bottle **43c**
Petes **37c**
Great Pacific **55c**
Ketch-Em brand **39c**
"Knockout Special" **13c**. 2 bottles **25c**

Flashlight Batteries
Single Egg
Extra large graded Eggs **33c**, 2 for **60c**
Spex Brand **21c**, 2 for **40c**
Special Pack **18c**, 2 for **30c**
Big Chief **14c**, 2 for **25c**
Ketch-Em, individual cans **13c**, 2 for **25c**
"Extra Special" **8c**, 2 for **15c**

Bathing Suits
Here's a real hot special. 100 percent all wool, values up to \$6.50. To close out in two groups.
Lot No. 1 **\$1.49**
Lot No. 2 **\$2.49**

327 E. Main
Medford, Ore.

AL PICHE

HARDWARE—SPORTING GOODS—FISHING TACKLE

327 E. Main
Medford, Ore.

Leather Goods
Cigarette Cases, Bill Folds, Coin Purses, Imported and Domestic
1/2 Price