

SMASHING PRICES!



FISHING TACKLE

\$3.75 Trout creel, leather bound wicker	2.98
\$7.50 Creel, extra strong and durable	4.98

RODS

\$8.00 Fly rod, split bamboo 8 1/2 ft.	4.98
\$10.98 Fly rod, 9 ft. finest split bamboo	6.98
\$7.50 Steel bait rod, 4 1/2 ft. off-set reel seat	4.98
\$6.50 Steel bait rod, 4 1/2 ft. off-set reel seat	3.98
\$10.00 Split bamboo bait rod 4 1/2 ft. 2 piece	7.49
\$5.00 Split bamboo bait rod 5 ft. one piece	2.98
\$4.00 Split bamboo bait rod 4 1/2 ft. one piece	2.98
\$6.00 Surf rod, 6 ft. two piece, special at	2.98
\$5.00 Surf rod 5 1/2 ft. two piece	2.98

REELS

\$3.25 Surf King, star drag, 250 yards	\$2.49
\$2.50 Surf Reel, free wheeling	\$1.98
\$5.00 Bait Caster Reel, Messelboch level wind	\$2.98
\$4.00 Heddon Quad. Multiple Reel, 80 yards	\$2.98
\$4.00 Shakespear Bait Casting Reel, 150 yards	\$2.49
\$5.00 Pflueger Medalist Fly Caster, 80 yards	\$2.98
\$1.80 Pflueger Sal-trout Reel	\$1.15
\$4.00 Kingfisher Automatic Fly Reel, 50 yards	\$2.49
\$6.00 Kingfisher Automatic Fly Reel, 80 yards	\$2.98

LINES

\$12.00 Hedge oiled and tapered 43 yds. trout line packed in handsome gift box	8.95
\$6.00 Jones oiled tapered trout line, 30 yds.	4.49
\$1.50 Fly books, handsome dark green cover	98c
\$3.00 Fly books of genuine pig skin	1.98

LURES

25 and 30 cent tandem trout spinners red and brass spoons	10c
Pflueger luminous and nickel feathered tandem spinners	10c
Regular 40c size 3-0	15c
Regular 30c size 1-0	20c
Regular 55c size 1	20c
75c Mouse-oreno, Bass bait plugs	25c
85c Tin Lizzie casting baits	25c
85c Kingfisher bass bait plugs	25c

GLOVES

\$1.50 Horse hide unlined adjustable wrist	98c
\$2.50 Buckskin gloves with snap wrist	1.89
\$1.50 Muleskin short gauntlets	98c
\$2.50 Horsehide gauntlets	1.79
\$3.00 Smoke horsehide gauntlets, steam-heat proof	1.98
\$1.65 Horsehide gauntlets	98c

DOG HARNESS

\$1.75 Natural cow hide embossed dog harness	1.25
\$1.50 Studded leather dog harness	98c

SALE

Starts SATURDAY
Nov. 18, 1939 at 9 A. M. Sharp



HUNTING EQUIPMENT

\$1.50 Corduroy hunting caps red reversible	89c
\$7.49 U. S. light sporting boots	5.98
\$5.00 Dux-bac hunting coat with game pockets	2.98
\$1.50 Duck hunting vest short with game pockets	98c

USED GUNS

\$22.50 Savage 32-20 Sporter 5 shot	12.50
22 gauge, twelve shot bolt action rifle	3.49
\$33.65 Stevens 12 gauge, full choke 5 shot pump gun	17.50

Shells and ammunition for all guns in all sizes and loads.

Prices "SMEARED" for this SALE

ATHLETIC

\$3.00 footballs, regulation, Anderson's pure gum horsehide cover	1.49
Tennis and athletic shoes, men's and boys'	98c
\$6.00 Converse athletic shoes, leather upper	3.98
\$3.25 Converse athletic shoes, duck upper	1.98
\$1.45 men's sweat shirts	89c
\$4.50 boxing gloves	2.98
\$7.00 Wilson Sno-boots, double sole square toe and flange heels	4.98
\$2.85 pack sack of water-proof duck	1.79
\$3.50 duffle bags, zipper and padlock	2.49
\$7.55 Wilson tennis racket	4.98
\$2.50 Canvas tennis racket cover	1.49
\$13.00 hickory skis, reduced	9.98
\$2.25 roller skates, steel wheels, ball bearing	1.49
\$3.00 roller skates, hard rubber wheels	2.49

BUILDERS ATTENTION

25% DISCOUNT ON ALL BUILDERS HARDWARE DURING THIS SALE

PAINT UP!

30% and More ON ENTIRE PAINT STOCK AT THIS SALE

TOOLS 25% REDUCTION ON ALL MECHANICS TOOLS DURING THIS SALE

Bathroom Fixtures LESS THAN COST

Sale of Housewares

Kitchen Ware

\$1.75 6-cup Priscilla percolator, no-char handle	1.39
\$1.35 8-cup Drip-O-lator	98c
\$4.00 6-qt. stainless steel Permwear kettle with cover	2.98
\$3.00 4-qt. stainless steel preserving kettle with cover	2.49
\$2.75 cast aluminum 4-qt. kettle	1.98
\$3.75 cast aluminum 9-inch frying pan	2.49
\$2.60 7-qt. Priscilla tea kettle	1.98
\$2.75 3-qt. double boiler, enamel	1.98
\$2.25 3-qt. Priscilla double boiler	1.69
\$1.65 6-qt. Enamelwear tea kettle	1.19
\$1.85 6-cup Enamelwear coffee percolator	1.19
\$1.50 Enamelwear double boiler	98c
45c enamelwear sauce pan	25c
90c Enamelwear sauce pan and cover	59c
65c 12-qt. gray granite dish pans	45c
75c 14-qt. gray granite dish pans	49c
90c 17-qt. gray granite dish pans	59c
\$1.00 glass bake dishes with cover, choice of oval, round	59c

The MOST SENSATIONAL ARRAY of BARGAINS EVER OFFERED Under One Roof

It is impossible to feature in our advertising ALL of the thousands of bargains available during this stupendous price crushing sale. You will appreciate the tremendous scope of this sale and its far reaching value giving possibilities when you visit Al Piche's at 312 East Main St. in Medford, Ore. It's an event that bargain hunters will remember as long as they live.

"The bigger they are the harder they fall." With such a tremendous stock of fine Sporting Goods and Hardware to be unloaded in a hurry it is necessary that we take staggering losses. Regardless of the loss to us we are going to move this merchandise and have made low prices that will do it.

For QUICK ACTION ON AL PICHE'S ENTIRE STOCK of SPORTING GOODS and HARDWARE

We Are Faced With AN EMERGENCY WHICH DEMANDS DRASTIC ACTION!

IT'S THE MOST SENSATIONAL SHATTERING OF PRICES ON SPORTING GOODS and HARDWARE THAT THIS SECTION OF OREGON EVER SAW!



One Hundred new 4-sewed household brooms will go at 1 cent each when the doors open Saturday at 9 a.m. No favors shown—no brooms sold to children or dealers—only ONE to a customer—the early bird gets the broom!

APPLIANCES ON SALE

This sale was made for Christmas shoppers for there are literally hundreds of gift items on sale and you can "take the slack" out of your Christmas budget with these enormous savings.

\$3.00 Electric Toaster 2 slice with cord	1.98
\$4.00 Electric Toaster 2 slice and cord	2.49
\$5.50 Electric Toaster 2 slice with cord	2.98
\$7.00 Two slice electric oven toaster	3.98
\$10.00 Automatic Toaster, 2 slice	6.98
\$5.50 Electric waffle iron heat indicator	3.98
\$8.00 Fostoria waffle iron with cord and ladle	5.98
\$8.50 Samson electric waffle iron and cord	4.98
\$12.00 Electric coffee urn with tray and sugar and creamer	9.49
\$5.00 Electric sandwich grill heat indicator	3.98
\$6.00 Electric percolator porcelain urn	1.98
\$4.95 Electric vacuum coffee maker	3.98
\$3.50 Electric iron guaranteed	2.97



\$3.00 Vacuum Coffee Maker	2.49
\$3.50 Chromium Sandwich tray	2.49
\$2.25 Don bon dish, chromium and porcelain	1.49
\$6.00 Pyrex casserole, chromium tray	4.98
\$8.00 Cocktail shaker in chromium	4.49
\$4.50 Shaker set with 6 glasses and tray	3.49
\$6.50 Stag carving set of three pieces	4.98

SALE

GARDEN TOOLS

\$1.85 four tine hay fork	1.39
\$1.75 long handle shovels and spades	1.39
\$1.85 three tine hay forks	1.39
\$1.85 T. handle shovels	1.39
\$1.85 four tine hay forks	1.39
\$2.50 long handle spading fork	1.69
\$1.75 long handle 4 tine hay forks	1.29
\$1.60 T. handle spading forks	1.29
\$2.00 long handle pointed spades	1.39
\$1.35 garden hoes	98c
\$1.50 garden rakes	98c
\$1.85 T. handle scoop shovels	1.39
\$5.00 large potato scoops	3.49
\$1.50 children's garden set hoe, rake and spade	98c
\$1.85 lawn rake steel	1.39

312 East Main **AL PICHE** MEDFORD OREGON