



**TOMORROW!
WEDNESDAY!**

MEDFORD MERCHANTS

Usher In The

Biggest, Best Christmas Ever!

The trees are lighted . . . Medford stores are bright with gala Yuletide decorations. It's that magical, long-awaited hour — the townwide opening of the joyous Christmas season in the Rogue River Valley! Come . . . bring the

family . . . join your friends at the preview of a wonderful Christmas! See the bigger, better selection of value-priced gifts in all Medford stores and plan NOW to shop and save in your community. You'll find everything for a truly Merry Christmas!

CHRISTMAS PARADE STARTS 6:30 p. m.

SANTA CLAUS WILL BE THERE — NEARLY 100 FLOATS AND MARCHING UNITS! CASH PRIZES FOR WINNERS!

Sponsored by the Medford Junior Chamber of Commerce

