

# Christmas

## OPENING

### WEDNESDAY NIGHT

#### MEDFORD MERCHANTS

The magic moment is here! Come share the fun at Medford's . . . . .

Usher In The  
**Biggest Christmas Ever!**

**SEE SANTA'S OWN WONDERLAND COME ALIVE!**

Get that wonderful, tingly Christmas feeling as you watch lights go on, the windows in downtown Medford unveiled! The whole town will become a giant showcase of dazzling gifts, glittering lights and sparkling decorations. Be on hand TOMORROW NIGHT to share the excitement of the gayest Christmas season ever . . . and, of course, Old Santa will be there in person!

**CHRISTMAS PARADE, 6:30 p. m.**

**SANTA CLAUS WILL BE THERE—SCORES OF FLOATS AND MARCHING UNITS! \$300 CASH PRIZES FOR WINNERS!**

Sponsored by the Medford Junior Chamber of Commerce

Under the direction of Medford Jaycees, the gala holiday parade will form at Hawthorne Park, move west on Main to Holly street, then north to Sixth street, east on Sixth to Central avenue, then south on Central to Eighth street; east to Bartlett street, then to Main and back to Hawthorne Park. Floats will be judged on the basis of beauty and adherence to the theme of the Christmas Opening, and winners will receive cash awards. Old Santa will be in the parade and give candy to Rogue River Valley youngsters

**FUN for ALL!**

**YOU'LL FIND  
EVERYTHING FOR A  
JOYOUS CHRISTMAS  
AT YOUR  
MEDFORD MERCHANTS**

