



PEAR BLOSSOM

FESTIVAL in MEDFORD

Thursday, Friday, Saturday

PEAR BLOSSOM BARGAINS

In Medford Stores and Shops

PARADE SATURDAY, 2:30 P.M.

Following the Oregon Centennial theme, the keynote of this colorful Pear Blossom Parade will be "100 Years of Pears." There will be Mounted Units, Floats of all kinds, Costumed Walking Groups and Decorated Vehicles as well as Pets. The Parade begins promptly at 2:30 and will move east on Main Street from Ivy Street, at the Hotel Medford, to Hawthorne Park. The Parade has been arranged by the Pear Blossom Festival Association, with members of the Medford Junior Chamber of Commerce arranging for Marshals.

**FRIDAY-SATURDAY &
SUNDAY, APRIL 10, 11, 12**

... don't miss the

Big Crater Lions Club-Sponsored

SPORTSFAIR

COLORFUL BOAT AND SPORTS DISPLAYS

MEDFORD ARMORY



● It will be Southern Oregon's Second Annual Boat and Sports Show starting Friday Night! There'll be exciting demonstrations - fun-filled childrens' contests - skin diving - archery - rifle range - parachute jumps from a helicopter - activities galore! Attend all three days! Sponsored by the Crater Lions club of Medford.

