



MEDFORD  TRIBUNE

Medford, Oregon, Wednesday, April 20, 1960

Time for the--

PEAR BLOSSOM FESTIVAL



Starting
Tomorrow
don't miss
the big

**PEAR BLOSSOM
BARGAINS**
in Medford
stores and shops

What a happy coincidence . . . for you! Just as Spring bows in, sparking a-hundred-and-one urgent needs for your family and yourself, Medford stores and shops stage the biggest money-saving event of the year! Down come prices on so many things that you need and want right now, that you can turn your usual Spring "shopping spree" into a SAVING SPREE that will leave you many bankable DOLLARS AHEAD! Shop in Medford this weekend . . . AND SAVE!

Three Big Days
Thursday - Friday - Saturday
in Medford!

Pear blossoms and flowers are bursting with bright, beautiful colors to welcome the sunny spring season to the Rogue River Valley! To celebrate the event here comes the gala pear blossom festival that you've waited for, looked forward to, and now suddenly it's here! Come on down all three big days, savor the full flavor of spring in Medford's stores. They've blossomed out all over with bright new ideas to put the sparkle of spring into your wardrobe, your home, your life! And be sure to see the colorful, exciting pear blossom festival parade . . .

PARADE SATURDAY, 2:30 P.M.

Everyone loves a parade, so be sure the whole family is down town Saturday! It will start at 2:30 p.m. and travel east on Main street from the Medford Hotel to Hawthorne park. Award ceremonies will be held at the park with Senator John Kennedy, parade grand marshal, officiating.

Bargains galore and fun for all!

