



Time for the--
**PEAR
BLOSSOM
FESTIVAL**

**With Fun for All and
BARGAINS GALORE!**

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 in 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 . . .

Be Sure To See the PARADE-SATURDAY, 2:30 P.M.

Everyone loves a parade, so be sure the whole family is in Medford Saturday. The festival parade will start at 2:30 P.M. and travel east on Main street from the Hotel Medford to Hawthorne Park. Award ceremonies will be held at the park with noted radio commentator Frank Hemingway, parade grand marshal, officiating.



A GREAT DAY FOR THE KIDS! Shown here are candidates for King and Queen of the Pear Blossom Festival. BOTTOM ROW left to right: Donald Mynatt, Michael Nelson, Donald Miles, Steven Capsey, and Donald McLean. SECOND ROW: Teri Ann Taylor, Loree E. Watson, Julia Dugan, Vivian Sue Barlow, Michelle Thorne, Lee Ann Navarette and Reva Humphrey. THIRD ROW: Jacqueline Huffman, Katie Fairchild, Gail Finley and Janet Garner. TOP ROW: QUEEN TERESA LYNN STICKLEY, 5-year-old daughter of Mr. and Mrs. Virgil Stickley, and KING DONALD EMERY, 5-year-old son of Mr. and Mrs. Don Emery. QUEEN TERESA AND KING DONALD WILL REIGN OVER PEAR BLOSSOM FESTIVAL ACTIVITIES ALL DAY SATURDAY!