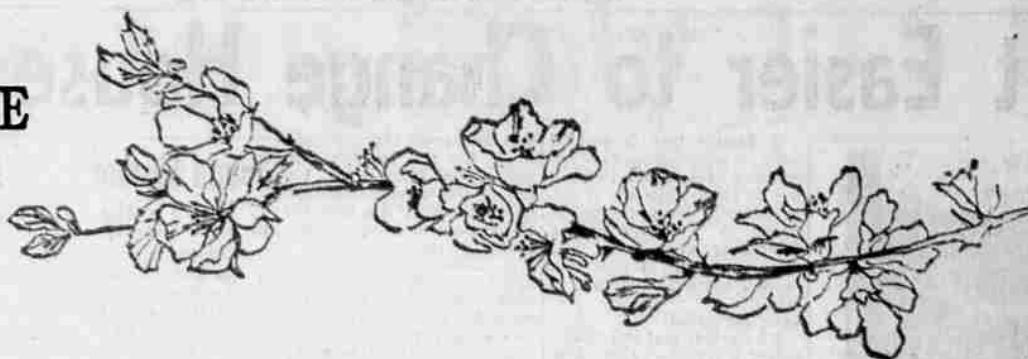




PEAR BLOSSOM FESTIVAL

...in Downtown Medford

Pear blossoms and flowers are bursting with bright and beautiful colors to welcome the sunny spring season in the Rogue River Valley. To celebrate the occasion, the annual Pearl Blossom Festival will be held in Medford Saturday! Downtown Medford stores have also blossomed out with sparkling new things for the season ahead!

SPRING HOME and GARDEN GUIDE

It's time to begin exciting new springtime plans and projects to make your home, your garden, your patio, your lawn and shrubbery more beautiful—to modernize your home! Just to help you swing into spring, you'll find hints and ideas on the following pages that will help you make your dreams come true, yet hold within your budget. You'll find it fun to shop in downtown Medford this week—makes it a family project when you make your home more attractive, more livable, more valuable.



Pear Blossom Festival PARADE Saturday

The big parade will begin at the Shopping Center parking area promptly at 2:30 p.m. Saturday... will proceed south on Hawthorne to East Main, then west on Main to Medford's Library Park opposite the Courthouse. Be sure to bring the youngsters... they won't want to miss this colorful and exciting parade either!

FUN FAIR

Sixth Annual
CRATER
LIONS
FAIR!

Friday
Saturday
Sunday

April 19-20-21
**MEDFORD
ARMORY**

Everyone Invited!

A wonderful BENEFIT FAIR you won't want to miss! Hobby and home exhibits—sporting events—fashion shows—state entertainment—carnival fun—games—art exhibits—square dancing—rides—science exhibits!



—DICK WALSH—



Where To Shop in
**DOWNTOWN
MEDFORD**

Turn these pages for exciting ideas... and it's easy to Park and Shop, too.

