

Our Great Spring Showing of Rugs, Carpets, Linoleums, Lace Curtains, Portieres, Curtain Nets, Cretonnes, Silkolines, Scrims

are now displayed on our second floor. Come here and see your floor coverings in daylight. Our Carpet and Drapery section is considered one of the best lighted departments in the state of Oregon.

We are happy—behind us a long line of good loyal customers, well satisfied with the Cuthbert Floor Coverings; before us splendid prospects for spring business greater than ever. It means the most substantial endorsement of our safe and sane business methods. We know only one policy, a policy so strong and immovable as Gibraltar: "Sell merchandise just as good and as perfect in quality as long experience, exceptional skill, best raw materials and conscientious effort can produce, scrupulously avoiding the slightest taint of mere cheapness."

The Sweetness of Low Price Never Equals the Bitterness of Low Quality

The discriminating buyers know that our goods give them far greater value than cheap makes; they are reliable, wearing uniformly, and by their long and satisfactory life creating a WHOLESOME feeling of good will among our customers that spells great increased demand.

In our rug department we are displaying one of the largest and most complete assortments of Rugs to be found in southern Oregon. Over 200 room sized rugs.

Axminster Rugs

The largest and most complete assortment of these rugs we ever had are here for your selection. Only the best dependable qualities and newest styles and colorings. Every size is here from 18 in x 36 in. to largest room size.

Wilton Velvet Rugs

Seamed and seamless. Sizes to 11 ft. 4 in x 15 ft. Every style and color is represented, big selection, and we guarantee the prices are lower than these rugs can be bought for elsewhere.

Tapestry Brussels Rugs

The largest display we have ever shown. Over 65 different styles, all the newest colorings. Sizes: 6x9, 7-6x9, 8-3x10, 8-2x10-6, 9x12, 10-6x12, 10-6x13-6, 11-2x15.

SPECIAL THIS WEEK—9x12 seamless Brussels Rugs, best qualities, all new patterns—\$15.00 values \$12.50, \$22.50 values \$19.00.

The Celebrated Whittall Rugs Are Here in Complete Array

These are "restricted" goods, that is, but few stores can have the privilege of selling them. "Whittall's" are extremely popular, as people know the "M. J. Whittall" mills produce the most sumptuous rugs and carpets made in America. These floor coverings are of such beauty, individuality and charm that the only comparison is the famous rug of the Orient. Come and see these beautiful goods and let us explain their merits. Back of these materials is something more than mere show. The more you know of Whittall's goods the more insistent you will be to own some of them. In this BROAD LAND they stand FIRST for QUALITY and BEAUTY and LUXURY.

THE FAMOUS WHITTALL "ANGLO-PERSIAN" RUG

is positively the finest and best Royal Wilton Rug made in this or any other country. In design and coloring, as well as in wearing qualities, they equal the finest oriental rugs made. Sizes 9x12, \$55.00. Other sizes in proportion.

WHITTALL, ROYAL WORCESTER, SAVALAN, BUTSWORTH AND WILTON RUGS

are Wilton rugs of high merit, superior designs and colorings, suitable for the best rooms and wear like iron. Ask to see these rugs. Shown in 50 new styles and colorings, in all room sizes and small sizes.

Body Brussel Rugs

WHITTALL'S "CHLIDEMA" RUG

The Only 6 Frame Body Brussel Rug Made in America.

We are showing this rug this season in many new colors and designs. It is the heaviest Brussel rug made in the world and superior to all other Brussel rugs. We also have the Whittall Peerless Body Brussels, a full 5 frame rug. We show over 75 styles in these fine-wearing rugs at prices that will interest you and cannot be bought for less anywhere. All sizes, from hearth rugs to largest room size.

Something New-The Shirvan Rug

An ideal fabric for dining rooms, bedroom, etc. Hard to distinguish from genuine body brussels.

Burma Pro Brussels

and all wool art squares. We carry every size made from 2x3 yards to 5x5 yards, in all colors. The Burma comes this season in the new plain and two-tone browns, greens, tans, etc. The best wearing and most artistic rug ever produced for the prices from \$4.25 to \$20.00.

Our Own Workmen

Don't forget we have our own workmen for each department, an expert carpet man, a first-class draper and shade man; also our own finishing room. We do not depend upon any outsider, nor do we have our driver hang shades or lay linoleum. We guarantee that our work will be right.

Cuthbert's

WE SELL FOR LESS

NEXT TO P. O.

QUALITY IS THE BEST PIANO SALESMAN

HIS HEADQUARTERS ARE HERE

The lines we handle are known the world over. One steps into our salesrooms and sees the instruments he knows by reputation. It is like meeting a company of tried and true friends. For a new firm to start selling instruments on the jump is not remarkable when the lines carried are of this kind. We have entered the Medford field in a manner that is making competition gasp, and we know why. It is quality counting again.

OUR LINE CONSISTS OF THE FOLLOWING MAKES:



Mathushek & Son

M. Schultz

Behr Bros.

Haddorff Co.

Maynard

and Others



EVERY PIANO IS BACKED BY A WRITTEN GUARANTEE. SOLD ON THE EASY INSTALLMENT PLAN. ALL MAKES OF PIANOS TAKEN IN EXCHANGE. FOR OUR OWN RELIABILITY WE REFER YOU TO BRADSTREET, R. G. DUN AND ACKSON COUNTY BANK.

WE ALSO RENT, TUNE AND MOVE PIANOS

Remember the location with

CUTHBERT'S FURNITURE STORE

Next to the Post Office

PALMER'S PIANO HOUSE

PHONE 1451

B. J. PALMER, Proprietor

RESIDENCE 5421