

OUR LOSS IS YOUR GAIN

Yes Sir! Right at the Peak of the Holiday Shopping Season John Cupp Is Offering a Fine \$20,000 Stock of Quality Furniture in a PRICE-SMASHING

Sacrifice Sale!

Store Open Every Evening Until 8:30 During Sale

Sensational SAVINGS

In Holiday Gift Furniture For The Home—Buy Now

SALE BEGINS MONDAY 9 A.M.

To Our Friends and Customers:

This sale of our entire stock of quality merchandise is a genuine, bonafide selling event, to raise money . . . No merchandise has been purchased for sale purposes. We must have money and we are sacrificing our present fine stock. Because of the sharp reductions we have made, it is necessary that we sell for CASH. Here's a great seven day opportunity to buy merchandise appropriate for Christmas gifts at amazing sacrifice prices. Come and see the bargains we offer . . . You will not be disappointed.

JOHN CUPP.

Odd Furniture Pieces

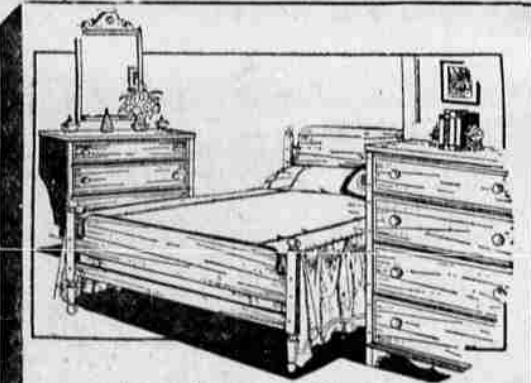
Here's an opportunity to make real savings on your Christmas gifts of furniture. We have a splendid selection of small tables, chairs, book cases, foot stools, card tables, smoking sets, mirrors, Nunda rugs . . . Yes, the round kind and oblong sizes . . . everything going at sacrifice prices . . .

AT 9:00 O'CLOCK OUR ENTIRE STOCK CONSISTING of approximately \$20,000 worth of fine furniture, rugs, and stoves, will go on sale for CASH, at prices sure to move this fine merchandise . . . WE MUST RAISE CASH . . . and by sacrificing this stock for seven days—before Christmas—we expect to do so!! NOT A SINGLE ITEM IN OUR STOCK IS RESERVED IN THIS GREAT SALE . . . EVERYTHING MUST GO . . . None of this stock was purchased for sale purposes . . . All is standard, high quality merchandise, which southern Oregon people are going to have a chance to buy at AMAZING LOW PRICES.

We have launched this sacrifice sale on such short notice that we are unable to list all articles, but here are a few of the bargains you may expect to find when you visit our store this week . . .

AND REMEMBER—All original price tags are retained with sale prices plainly marked on every item.

This will give you an opportunity to compare regular prices, and sale prices, and appreciate the extraordinary values we are offering.



Bedroom Suites

Think of it! About 60 Fine Bedroom Sets to choose from and every one an OUTSTANDING BARGAIN . . . Modern and conventional styles in walnut and colors . . . prices as low as . . .

\$26.95



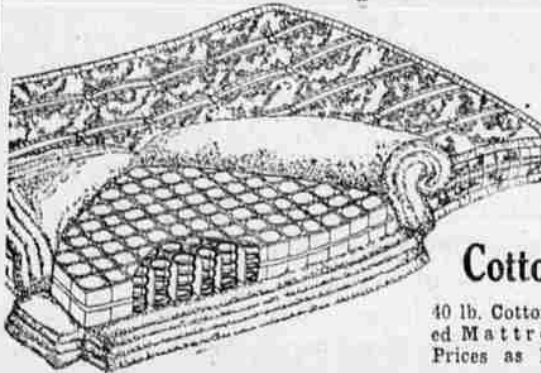
Occasional Chairs

A large shipment of occasional chairs arrived last Friday, and they will be included in this sacrifice sale.

And latest . . . Every chair is made of hardwood at prices you would expect to pay for pine and fir chairs. There are about 40 of them to choose from with prices as low as

\$6.75

You Can't Pass Up These Mattress Bargains



Famous Simmons mattresses . . . A limited number of them . . . Springfield, going on sale at

\$29.75

Remember . . . only a limited number . . . Regular \$40.

Cotton Felted Mattresses

40 lb. Cotton Felted Mattresses Prices as low as

\$5.75

The Gift For Dad!

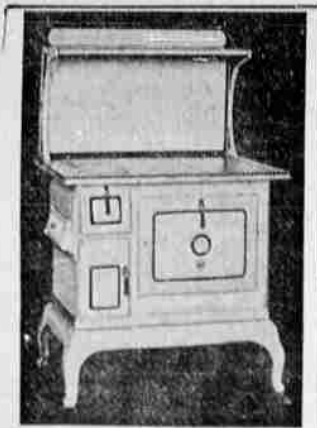


Club Chairs and Stools

We have a fine selection of about thirty new Club Chairs which have just been received at our store. There is a splendid selection of covers and wide choice of colors and grades. If you are not satisfied with one of these chairs after you have purchased it, let us know at once, and we will make you a profit on it.

Club Chairs as low as

\$17.95



RANGES

A regular line of Montag ranges . . . The FINEST the market offers amazing bargains. There are 45 Ranges on sale . . . other brands of ranges at prices lower than used ranges.

Yes . . . a group of used ranges too. One lot of 30 fine ranges which regularly sell for \$55,000 . . . Your choice during this sale

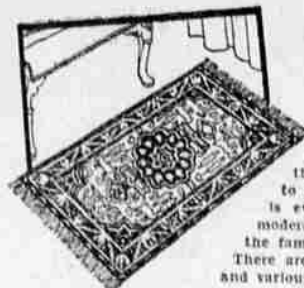
\$42.50

MONTAG

Circulating Heaters

Folks, we are going to sell Montag Circulating Heaters at prices so low they will astonish you. There are quite a number of them for you to choose from, so be sure to see what we have to offer. The large heavy duty Montag which regularly sell for \$98.50 will go on sale for only

\$65



RUG Bargains

Here is the finest assortment of rugs we have ever had in our store . . . Lots of them too . . . Over 100 to select from . . . There is every type of rug from moderate priced Axminster to the famous Gulistan Orientals. There are small size, large size, and various shapes . . .

Here's an example of the values we offer: 9x12 Axminster Rug

\$16.00

DESKS

A fine assortment of styles and sizes in desks . . . A fine solution to the Christmas gift problem. Sacrifice Sale Prices as low as

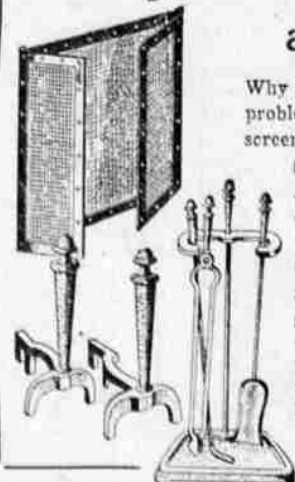
\$9.75



Fireplace Screens and Sets

Why not solve the gift problem with a fire screen or a fire-place set for the home . . . We have an especially fine selection . . . Amazingly low prices. Sets of fire irons as low as

\$2.75



Cedar Chests ON SALE

Here are the finest quality chests we have ever offered the buying public . . . 20 of them for your selection . . . All solid eastern cedar . . . the kind that really keeps molds out. Be sure to see this stock. Let a cedar chest solve your gift problem. All sizes and prices as low as

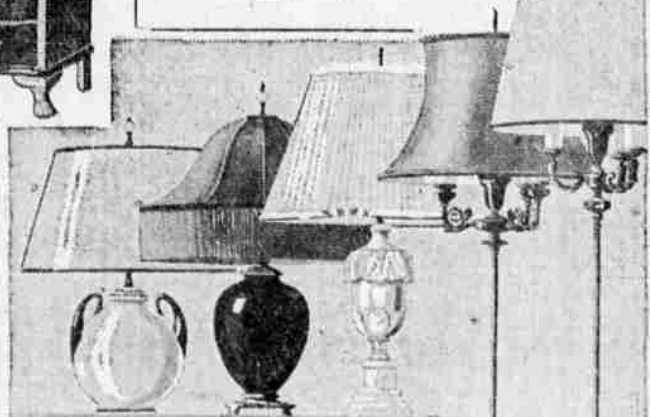
\$14.95

Sale of Linoleum YES SIR!

Our fine line of Armstrong Linoleum both in inlaid and print, goes on sale during this sacrifice event.

Better buy for the future now, as we are going to sell our entire stock at our low sale prices . . .

REMNANTS! LOTS OF THEM!



Sale of Lamps!

Never has a Medford Store offered such a complete selection of lamps of quality, as we are featuring in this great selling event.

Think of it!

Over 250 lamps purchased directly from Chicago, with no duplication in the city. Our stock includes table, floor, radio, and reflector lamps . . . Every one an outstanding bargain

John Cupp Furniture Co.

Sixth and Bartlett Medford