

**FINE
\$20,000
STOCK
GOING**

BEGINS DOORS OPEN AT 10:00 A. M.
WEDNESDAY • CUPP'S
ANNUAL • GREAT
CHRISTMAS
FURNITURE SALE

**We're Not Waiting Until January To Launch This Amazing Event - Now -
When You Want Bargains For Christmas - Buy Now and Save! Selections Complete!**



**LAMPS
LAMPS
LAMPS**

The LARGEST and FINEST selection of FLOOR LAMPS in SOUTHERN OREGON! We have featured with well known SANDEL lamp line for years so they go on sale NOW at EXCEPTIONALLY LOW PRICES! Lamps of ALL TYPES—a splendid gift suggestion!

**Over 200
LAMPS**

EVERY ONE A BARGAIN



DAVENPORT SUITES

The FINEST SELECTION of Davenports and Chairs we have ever offered in a sale! Sixty-five sets to choose from—ALL STYLES—A WIDE RANGE of BARGAIN PRICES!

Some very fine MONTE-REY and EARLY AMERICAN sets in this sale.

A COMPLETE LINE OF DAVENOS and STUDIO COUCHES

SALE of CHAIRS

Occasional Chairs—Reclining Chairs—Swing Rockers—Almost every type of chair in this exceptionally fine selection—EVERY ONE A BARGAIN!



CLUB CHAIRS!

A very fine selection of CLUB CHAIRS included in this big sale at SPECIAL REDUCTIONS!

OCCASIONAL TABLES
Small and Large!

READ Mr. Cupp's Statement

From past years experience, we believe that the people of Medford and southern Oregon appreciate the opportunity to take advantage of our annual Christmas Selling Event—Our ENTIRE STOCK goes on sale with amazingly low prices to IMMEDIATELY REDUCE THIS BIG ARRAY of FINE FURNITURE. We believe that our customers are entitled to one big selling event each year, so here is our way of saying "Thank You!" for your generous patronage during 1938!
JOHN CUPP

Check Your Holiday Gift Needs

- Card Tables
- Coffee Tables
- Floor Lamps
- Bed Lamps
- Table Lamps
- Smoking Sets
- End Tables
- Pillows
- Novelty Rugs
- Desks
- Secretaries
- Occasional Chairs
- Club Chairs
- Bedroom Suites
- Bed Springs
- Mattresses
- Dining Suites
- Davenport Suites
- Foot Stools
- Ranges -- Heaters
- Rugs, all sizes
- Linoleum
- Electric Appliances
- Mixmasters



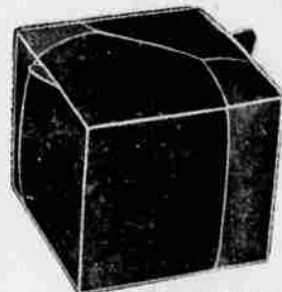
Original Price Tags Left On Every Article

RUGS! RUGS!
ENTIRE STOCK REDUCED!

GULISTAN and ALEXANDER SMITH RUGS Now On Sale!

A few very fine Gulistan Patterns GREATLY REDUCED—Do not miss these outstanding rug bargains!

SIMMON'S
• BEDS
• SPRINGS
• MATTRESSES
All At Sale Prices



HASSOCKS

A Fine Gift
Over 200 to select from at BARGAIN PRICES!
A Fine Selection of FOOT STOOLS



**DINETTE SETS
BREAKFAST SETS**
Going At
BARGAIN PRICES

FIRE SCREENS
And
FIRE IRONS
At
CLOSE OUT PRICES!

CASH TALKS
DURING THIS
BIG SALE

DESKS
FLAT TOP,
DROP LEAF,
SECRETARIES
Priced To Sell!

Beauty Rest Mattresses Not Included in This Sale Because of Contract

SALE LASTS UNTIL DECEMBER 24TH—BUY EARLY WHILE SELECTIONS ARE COMPLETE—CASH COUNTS DURING THIS BIG EVENT! NO TRADE-INS CAN BE ACCEPTED! REGULAR STOCK—NO SALE GOODS!

Don't Forget Our LAY-AWAY PLAN

A reasonable deposit on any article will HOLD IT UNTIL CHRISTMAS! Select YOUR purchase EARLY and avail yourself of this convenient, LAY-AWAY service!

DON'T FORGET! SALE OPENS TOMORROW MORNING, 10:00 O'CLOCK

JOHN CUPP FURNITURE STORE

317-319 E. MAIN

PHONE 505