

Prices Reduced Throughout The Store...
Now—When You Want Bargains For Christmas—Buy Now and Save!

CUPP'S ANNUAL BIG

CHRISTMAS FURNITURE SALE

A Fine \$20,000 Stock In This Greatest Sale of the Year!

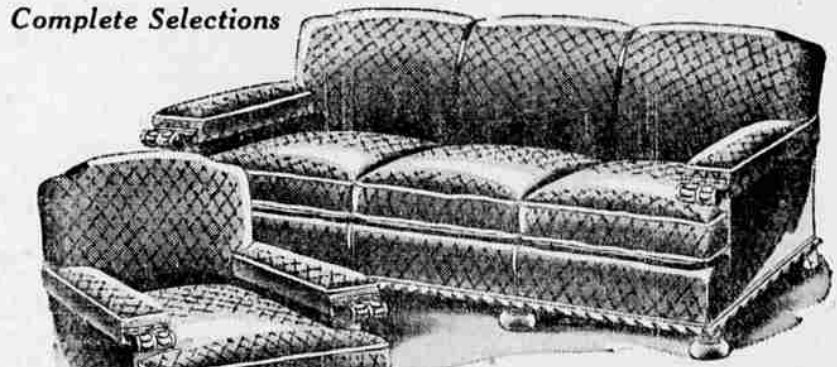
BEGINS WEDNESDAY, DEC. 6 DOORS OPEN 10:00 A. M.

AN EVENT YOU'LL REMEMBER BECAUSE IT IS YOUR OPPORTUNITY TO FILL YOUR HOME WITH TRADITIONALLY FINE FURNITURE—AT BARGAIN PRICES!



Read—Mr. Cupp's Statement

Again, we offer to the people of Medford and southern Oregon the opportunity to make substantial savings in QUALITY furniture in QUALITY furniture in QUALITY furniture... It's an holiday buying... It's an ANNUAL CHRISTMAS FEAST OF BARGAINS... we believe that our customers and the public are entitled to at least ONE BIG SELLING EVENT each year—that's what we are giving you NOW—and it's our way of saying "Thanks a million" for your patronage during the past eleven months!
JOHN CUPP.



DAVENPORT SUITES

Over 35 Styles To Choose From
Nationally known KROHLER and SUPER-BUILT and BILTWELL SUITES—

REDUCED 25% to 30%

The Most Complete Line We've Ever Offered
KROHLER Davenport And Chair—\$98 Value **\$74.50**

Cash TALKS IN THIS BIG SALE
Reductions from 25% to 40%

OUTSTANDING VALUES

OCCASIONAL CHAIRS



50 of them—regular \$7.95 chairs, full sized, smartly styled in tapestry and velvet upholstery. ONE TO A CUSTOMER so SHOP EARLY while the limited stock of 50 chairs lasts!

Regular **\$7.95**
Chairs **\$3.95**
One To A Person

LAMPS LAMPS LAMPS

Over 300 of Them
These lamps are by SANDEL of CHICAGO... the very last word in STYLE and QUALITY! In this sale group of 300 lamps are FLOOR LAMPS, TABLE LAMPS, DESK LAMPS, NOVELTY LAMPS of all kinds.
Regular \$18.95 REFLECTOR TYPE LAMP, on sale at...

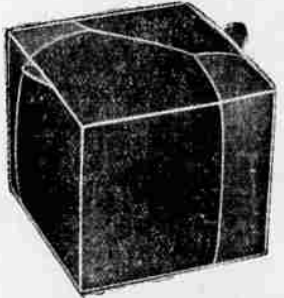
\$12.95

others priced in proportion



USE OUR LAY-AWAY PLAN!

Do your shopping NOW at Sale Prices while selections are complete. Then take delivery at Christmas time.



HASSOCKS

A Complete Line—100 to choose from—a Fine Gift

REDUCED 25%

FOR THIS SALE!

Good Furniture - AT BARGAIN PRICES

What A Gift



Again We Offer A Complete Line of OVER 40 **LANE CEDAR CHESTS**

in this Christmas Sale... all sizes and finishes... Don't miss getting a LANE—exclusive at CUPP'S—while you can save...

25% to 30%

OVER 40 BED ROOM SUITES
Doernbecker and B. P. John Suites in Mahogany, Maple, & Bleached

Finishes—All are Priced To Sell In This Big Xmas Sale
Bleached Walnut 4-piece Set \$129.50 value--**\$99.50**

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GIFT SUGGESTIONS!

CHECK YOUR HOLIDAY GIFT NEEDS

- | | | |
|---------------|-------------------|---------------------|
| CARD TABLES | DESKS | DAVENPORT SUITES |
| COFFEE TABLES | SECRETARIES | RANGES |
| FLOOR LAMPS | OCCASIONAL CHAIRS | HEATERS |
| BED LAMPS | CLUB CHAIRS | RUGS, ALL SIZES |
| TABLE LAMPS | BEDROOM SUITES | LINOLEUM |
| SMOKING SETS | BED SPRINGS | ELECTRIC APPLIANCES |
| END TABLES | MATTRESSES | MIXMASTERS |
| PILLOWS | DINING SUITES | |
| NOVELTY RUGS | FOOT STOOLS | |



About 100 of them! The finest all-steel frame tables we have ever offered!

CARD TABLES

STORE CLOSED MONDAY and TUESDAY

To Prepare For This Sale—Opening Wednesday 10:00 A. M.

JOHN CUPP FURNITURE STORE

317 East Main
Phone 505

YOUR OPPORTUNITY FOR GREAT SAVINGS!

A LOT OF BARGAINS AT OUR EXCHANGE STORE — 409 E. MAIN — LOOK THERE ALSO!
Original Tags On All Merchandise — This Is No "MARK-UP or MARK-DOWN SALE"