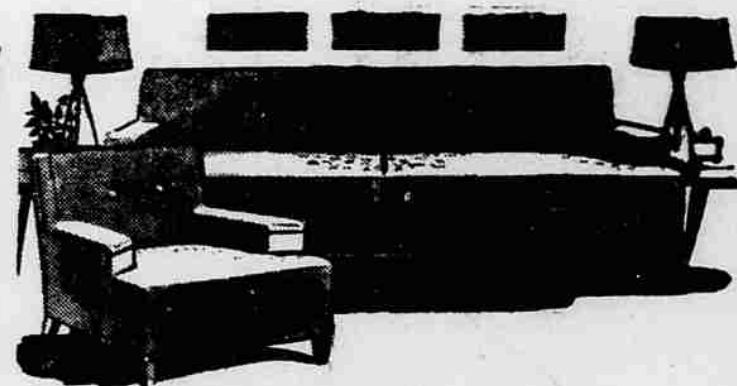


JOHN CUPP Announces.....

A SENSATIONAL NEW SELLING POLICY FOR 1958-



Added
ON
TOP QUALITY
FURNITURE!



THAT WILL MEAN AN—

FREE DELIVERY

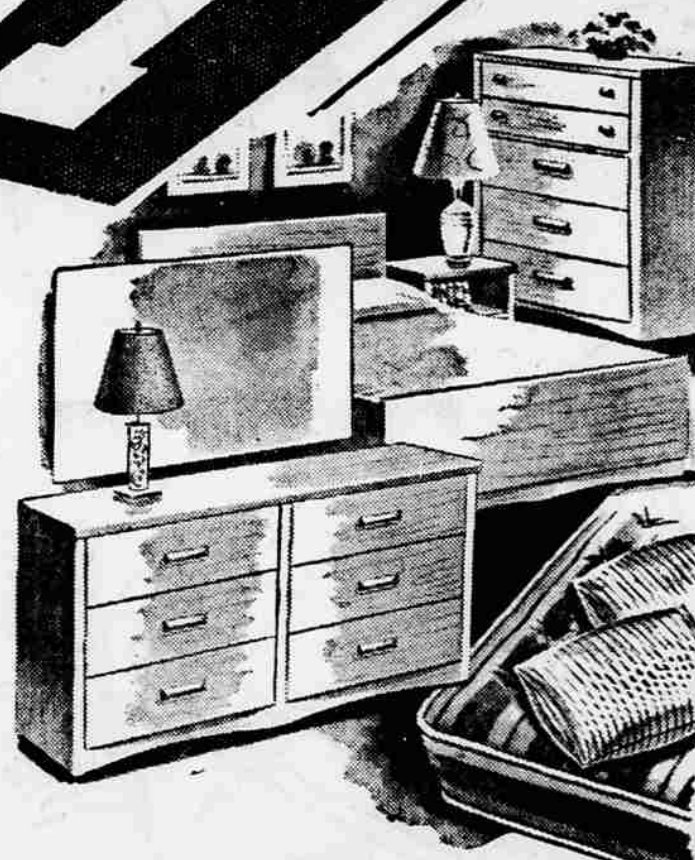
**LOTS OF
FREE
PARKING!**

*We Will Not
Insult Your
Intelligence!*

by promising to sell you merchandise at cost, or below cost. It just can not be done . . . But we will give you your

**SUBSTANTIAL
DISCOUNTS**

Ask For Them!



For the third month, November, December, January, our Sales have shown a very substantial gain over the corresponding months a year ago. Due, I am sure to our promise to bring you lower prices in all Home Furnishings.

In November I promised you Lower Prices—again in December and January I promised to do so. Our customers' increased purchases made it possible to do this.

In keeping with PRESIDENT EISENHOWER'S speech on January 20, urging caution in price boosts, JOHN CUPP promises you that all of 1958 he will continue to sell you fine quality Home Furnishings at a real DISCOUNT price. Only by your continued patronage can we do this.

The past three months have convinced me, without a doubt, that you like the extra DISCOUNT from our regular prices. Your continued patronage, coupled with our extremely low operating cost makes these DISCOUNTS possible.

REMEMBER!

We will not bring cheap inferior merchandise in to pass on to you, but we will bring to you the same High Quality Home Furnishings that we have for the last 35 years. Such Nationally known lines as:

- VIRTUE DINETTES
- ALEXANDER SMITH CARPETS
- GULISTAN CARPETS —
Nylon — Rayon — Wool
- NANTUCKET MAPLE by B. P. John
- FIRESIDE MODERN by B. P. John
- MEDITERRANEAN CHERRY
by B. P. John
- BILTWEEL Living Room Furniture
- ENGLANDER Mattresses
- LEONETTI Living Room Furniture
- ARROW Occasional Tables
- FLINT RIDGE MAPLE by Veal & Son
- STANLEY Bedroom Furniture
- CRADDOCK Dining Furniture
- SIMMONS Mattresses & Hidabeds
(Beautyrest excepted)
- BARKER Bedroom Furniture
- LANE CEDAR CHESTS

—and many more standard Nationally known lines. Every line mentioned above is High Quality and lines that we have carried for many years — This is the quality of Home Furnishings that we will offer to you all of 1958 at Discount prices.



**SAVE
WITH
CUPP!**

Have Pencil
Will Figure

Free!

**2 Large Matching
Upholstered
Occasional
Chairs**

will be given away absolutely FREE
Friday, February 28. Nothing to buy.
Just come in and register.

**Congratulations
Mr. Charles T.
Tucker**

748 Dakota Avenue
Medford, Oregon

. . . winner of the handsome five-piece bedroom set which was given away at our store Thursday, January 30th. Hundreds of people registered during the month and we are sorry that all could not win. We hope that Mr. Tucker enjoys his fine bedroom set, which will be delivered to his Medford home.

John Cupp

IF YOU KNEW—

you could buy fine Furniture at a DISCOUNT, would you buy? I am sure that you would. So see

John Cupp



JOHN CUPP Furniture Barn

JOHN CUPP, Owner

PHONE NO 4-2243

Highway 99 North

**SERVING
YOU FOR
OVER
35
YEARS!**