

# 2nd BIG WEEK! SALE at BOTH STORES!

Beckwith-Evans

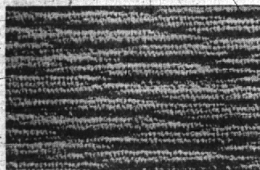
ANNUAL  
JANUARY

\$422,000.00 Worth Of Carpet  
To Be Cleared For \$263,000.00

Our annual worldwide first-of-the-year Clearance. Values in every type of floor covering... Broadloom... Room Size Rugs... Roll Ends... Single Rolls. Choose from nationally advertised brands in line of wiltons, tufts, florals, textures in hundreds of smart decorator colors. Every item marked down from its original price. All prices are always lower than the mill suggested retail. Every item listed is first quality unless otherwise specified. Beckwith-Evans own low everyday prices which is always lower than the mill suggested retail. A once a year opportunity to save on all your floor covering needs... and a chance to prove to yourself why you can always do better at BECKWITH EVANS.

# CARPET

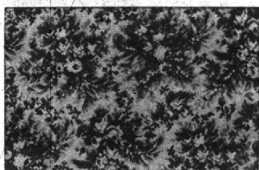
## CLEARANCE!!



50% Wool, 50% Nylon  
**BARK TEXTURE**

A durable beauty in today's most wanted pattern. Regularly tagged at Beckwith-Evans at 10.98 if first quality. A special purchase of clean irregulars, 12' wide, 45 rolls in grey, green, beige, sand and rose.

**\$6.98**  
sq. yd.

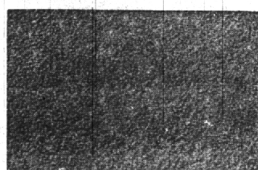


First Quality All Wool  
**7-ROW FLORAL**

Only 2 rolls available. A beautiful multi-color floral. Carpet of this quality generally sells for about 10.98. Quantity is very limited, so hurry. Priced below our own cost.

**\$5.98**  
sq. yd.

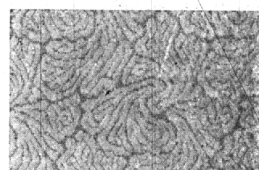
Now Open!  
Beckwith-Evans  
Second Great  
Carpet Store  
at  
24242 N. Woodward  
Just South of  
10 Mile Road



First Quality Hi File  
**Rayon-Nylon Broadloom**

12 rolls in assorted colors from our better stock of rayon-nylons. Don't confuse this with ordinary 3.98 rayons. Our price is in many instances below our own cost. This is extra fine merchandise at a giveaway price.

**\$3.98**  
sq. yd.



First Quality All Wool  
**EMBOSSED WILTON**

Only 165 yards remaining of this desirable wool embossed Wilton. You'd expect to find a 10.00 tag on this one. Durably woven in two levels for longer wear. Priced below most dealers' cost today.

**\$4.98**  
sq. yd.

## SAVE 1/3 TO 1/2 ON THESE ONE OF A KIND BROADLOOM ROLLS

This is a super special listing of single rolls, one of a kind rolls and short rolls and other items that we are clearing out. You'll find savings here from a minimum of 1/3, up to 1/2 and more from our own low everyday prices. Although we show no comparisons these savings are guaranteed. Ask any salesman on the floor to show you the complete listing. The following is only a partial listing due to limitations of space.

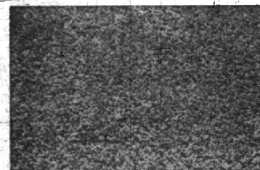
YDS.	WIDTH	DESCRIPTION	PRICE PER YD.
60	yds.	15 Green \$12.00 heavy 2 frame Wilton	\$5.98
23	yds.	15 Rose our 512 three ply wool bark texture	5.98
76	yds.	12 Green carved cotton \$10 Wilton	3.98
30	yds.	12 Green high plush pile wool & rayon	4.98
113	yds.	12 Beige plush cut pile cotton	5.48
31	yds.	12 Grey embossed finest wool Wilton	1.88
45	yds.	12 Green embossed finest wool Wilton	5.98
60	yds.	15 Beige 4 ply all wool twist	5.98
80	yds.	12 Grey high plush pile rayon & nylon	3.98
38	yds.	12 Beige leaf heavy 1 row all wool	4.98
38	yds.	12 Red and White high plush pile cotton twist	5.98
90	yds.	12 Cocoa heavy looped bark texture wool twist	5.98
90	yds.	15 Green looped extra fine wool Wilton	5.98
210	yds.	12 Tan high plush pile rayon & nylon	4.98
100	yds.	12 Mini Green high plush pile rayon and nylon	4.98
200	yds.	12 Turquoise high plush pile rayon and nylon	4.98
300	yds.	12 Green leaf heavy cut pile	4.98
170	yds.	9 Rose leaf heavy cut pile	5.98
63	yds.	15 Beige extra heavy wool chenille type	12.98

YDS.	WIDTH	DESCRIPTION	PRICE PER YD.
97	yds.	12 Beige extra heavy wool chenille type	12.98
100	yds.	12 Green extra heavy wool chenille type	12.98
58	yds.	12 Green finest high pile wool	12.98
47	yds.	12 Blue our high pile \$20.00 loop	12.98
40	yds.	12 Green our high pile \$20.00 loop	12.98
58	yds.	12 Green all wool plush pile velvet	7.98
170	yds.	12 Gold all wool plush pile velvet	7.98
60	yds.	15 Oyster beige heavy 2 frame Wilton	8.48
280	yds.	12 Green 3 ply wool bark texture	1.08
80	yds.	12 Aqua extra heavy embossed wool Wilton	12.98
130	yds.	15 Aqua extra heavy embossed wool Wilton	12.98
33	yds.	12 Beige floral heavy all wool	6.98
70	yds.	12 Green leaf heavy all wool	6.98
90	yds.	12 Beige chenille type heavy all wool	10.98
40	yds.	12 Beige chenille type heavy all wool	10.98
70	yds.	12 Green by pattern finest all wool	12.98
100	yds.	15 Green hvy pattern finest all wool	12.98
200	yds.	9 Grey and green plume cut pile	6.98

YDS.	WIDTH	DESCRIPTION	PRICE PER YD.
50	yds.	12 Grey and green plume cut pile	6.98
110	yds.	12 Grey and Red plume cut pile	6.98
120	yds.	18 Forest green finest embossed wool Wilton	8.98
45	yds.	9 Burgundy 3 ply all wool twist	5.98
80	yds.	9 Multicolored leaf on grey ground	5.98
44	yds.	12 Blue high plush pile rayon & nylon	5.98
90	yds.	12 Onid high plush pile heavy cotton	4.98
110	yds.	12 Turquoise high plush pile heavy cotton	4.98
120	yds.	15 Green modern looped basket weave finest handmade	12.98
100	yds.	12 Grey high plush pile 100% nylon	7.98
80	yds.	12 Beige high plush pile 100% nylon	7.98
114	yds.	10 Grey and Burgundy 2 frame looped Wilton	7.98
81	yds.	12 Hestia 3 ply wool twist	4.98
63	yds.	12 Grey 3 ply wool twist	4.98
67	yds.	12 Beige scroll heavy 1 row all wool	4.98
32	yds.	15 Green looped \$16.00 all wool Wilton	4.98
70	yds.	12 Forest green all wool high plush pile	6.98
60	yds.	15 Beige embossed heavy wool Wilton	6.98
100	yds.	12 Burgundy looped \$12.00 2 frame wool Wilton	6.98

YDS.	WIDTH	DESCRIPTION	PRICE PER YD.
63	yds.	15 Grey finest \$12.00 wool handmade	8.98
40	yds.	12 Beige floral heavy cut pile	4.98
140	yds.	12 Dark Green plush cut pile cotton	2.98
100	yds.	12 Oyster Beige 2 frame looped wool Wilton	8.48
400	yds.	15 Grey blue extra heavy textured wool Wilton	8.48
264	yds.	18 Grey super thick \$17.00 all wool twist	10.98
40	yds.	12 Green finest 3 ply true bark all wool	1.38
140	yds.	18 Gold extra heavy textured wool Wilton	8.98
90	yds.	12 Beaufort grey floral on twist ground	5.98
70	yds.	9 Green all wool leaf	6.98
110	yds.	12 Rose and Beige finest wool loop texture	8.98
70	yds.	12 Beaver heavy embossed loop	7.48
120	yds.	12 Grey heavy embossed loop	7.48
180	yds.	12 Green heavy all wool floral	7.08
80	yds.	12 Green heavy all wool leaf	7.98
102	yds.	12 Beaver extra heavy high pile	4.98
40	yds.	12 Aqua rayon and nylon hard twist loop	5.98
40	yds.	12 Green rayon & nylon hard twist loop	5.98
80	yds.	12 Dark Grey rayon and nylon hard twist loop	5.98
100	yds.	12 Foss rayon and nylon hard twist loop	5.98

YDS.	WIDTH	DESCRIPTION	PRICE PER YD.
100	yds.	12 Corange green rayon and nylon hard loop twist	5.98
122	yds.	12 Parchment beige rayon and nylon hard loop twist	5.98
50	yds.	12 Hestia embossed finest wool Wilton	8.98
29	yds.	12 Beige high plush pile rayon and nylon	4.98
70	yds.	12 Cinnamon heavy all wool true bark	6.98
120	yds.	12 Gold heavy looped \$12.00 Twined	6.98
300	yds.	12 Rose heavy looped \$12.00 Twined	6.98
90	yds.	12 Green Moroccan rayon and nylon hard loop twist	5.98
200	yds.	12 Cocoa brown high plush pile rayon and nylon	4.98
63	yds.	12 Beige heavy plush pile cotton	4.98
116	yds.	12 Cinnamon heavy plush pile cotton	4.98
150	yds.	12 Green heavy plush pile cotton	4.98
110	yds.	12 Green high pile heavy carved wool Wilton	7.98
70	yds.	12 Black and White high plush pile cotton twist	5.98
110	yds.	12 Tan and White high plush pile cotton twist	5.98
100	yds.	12 Green rayon and nylon high pile, handmade loop	7.98



First Quality Super Thick  
**3-PLY WOOL TWIST**

One of our finest twists. Normally tagged at 12.00 at the store. 12' and 15' wide in 9 decorator colors but not all colors in both widths. Priced below our own replacement cost.

Other 3 ply twists.....from \$5.98 sq. yd.

**\$7.98**  
sq. yd.

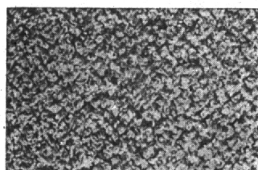


First Quality Super Fine  
**Two-Frame Wool Wilton**

Limited quantity of 12' and 15' green, grey, blue, gold and grey with burgundy. Not all colors in both widths. Made to sell for 13.00.

**\$6.59**  
sq. yd.

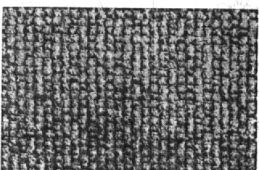
Both Stores!  
Open 'til 9 p.m.  
Every Nite  
Except Tuesdays  
until  
6 p.m.



First Quality DuPont  
**100% Nylon Broadloom**

The lowest price ever offered on this cut pile 100% nylon broadloom. A plush cut pile that will give you years and years of wear. Only 32 rolls in grey, green, beige, nutria. Priced below dealer's cut order replacement cost.

**\$6.98**  
sq. yd.



First Quality All-Wool  
**Multicolor Textured**

23 rolls available in 12' and 15' widths, different 3-color combinations. Made to sell for more than \$12. Our sale price is dollars below the cost only a few months ago.

**\$6.98**  
sq. yd.

## TILE and LINOLEUM PRICED FOR CLEARANCE!

Heaviest, Finest Made  
**FELT BASE**  
Many Patterns—Cut From 9' or 12' Roll  
89¢ Quality  
**39¢** SQ. YD.

Light Gauge  
**INLAID LINOLEUM**  
Marbled Patterns  
Reg. 1.69 Quality  
**98¢** SQ. YD.

Armstrong's 54"  
**WALL COVERING**  
Lovely Patterns discontinued by manufacturer.  
Were 49¢  
**29¢** LIN. FT.

9"x9"x1/4" Genuine  
**ASPHALT TILE**  
Easy to Install—Durable, Long Wearing Asphalt  
DARK MARBLE COLORS  
**41¢** 2 CA.  
IN FULL CASES OF 80 TILES  
\$3.60  
LIGHT MARBLE COLORS  
**61¢** 2 CA.  
IN FULL CASES OF 80 TILES  
\$5.20

Styron Plastic  
**WALL TILE**  
Contour Tile — Bevel Edge — Fine Quality  
Rainbow Colors  
30¢ Value  
**15¢** SQ. FT.

Heavy Quality  
**INLAID TILE**  
Triple Vinyl Sealed  
13¢ Value—9"x9"  
**8¢** ea.

Reg. 35¢  
Quality Solid  
**VINYL TILE**  
Choice of Colors  
9"x9"  
**15¢** ea.



### HOME SERVICE, TOO!

Shop for your floor coverings in the comfort of your own home. See what your carpet will look like right where you are going to use it. Just call Miss Faye at Lincoln 7-71000 or Jordan 6-4790.

### Convenient Credit!!

Only 10% Down and up to 2 Years to Pay on the  
**B & E PLAN**

## Beckwith-Evans

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Nr. Michigan  
Tiffany 6-6300

24242 WOODWARD  
Just south of 10 Mile  
Suburban: Lincoln 7-7100  
Detroit: Jordan 6-4790