

**Largest Single Carpet Purchase  
in BECKWITH-EVANS History!**

**Here's the Story Behind the Buy!  
Your Finest Opportunity to Save!**

Our buyer was in New York recently, when the largest manufacturer and importer of Broadloom was caught with short storage facilities due to the dock strike. As a result . . . he was faced with a choice of warehousing a double shipment of fine first quality broadloom or selling the entire lot at tremendous savings to us. Being on the spot, our buyer was able to make the BEST BUY ever made by Beckwith-Evans. Our fortunate special purchase plus the lowest mark-up in the carpet industry brings you this broadloom at less than what most dealers pay.

**Over 100,000  
square yards  
of first quality**

**CARPET**

**worth over  
\$1,000,000  
to be sold**

**BELOW  
DEALER'S  
COST!!\***

PLEASE NOTE: This sensational sale consists of thousands of yards of fine broadloom . . . not just a few items. The special purchase consists of Twists . . . Wiltons . . . Bark Velvets . . . Cottons . . . Wools . . . blends of Wool and Nylon, and every yard is first quality.

\*BELOW DEALER'S COST: The entire lot of over 100,000 yards will be sold at less than the cut order price of this broadloom. Cut order price is the price structure under which most dealers buy their carpeting.

11,700 Yards  
First Quality  
**2-FRAME WOOL WILTON**  
A beautiful tracery effect wilton in a contrast color to the background. 12" and 15" wide in \$8<sup>87</sup> Sq. Yd.  
Your choice of: Beige & Tan, Grey & Charcoal, Green & Aqua, Gold & Brown, Nutria & Sand, BELOW DEALER'S COST  
Rose & Burgundy.

3,700 Yards  
First Quality  
**CARVED COTTON WILTON**  
A fine quality durable cotton broadloom in a \$2<sup>64</sup> Sq. Yd.  
subtle carving. Approx. 9" and 12" wide in grey, green, rose, nutria, beige and olive. BELOW DEALER'S COST

13,200 Yards  
First Quality  
**3-PLY HEAVY WOOL TWIST**  
A better quality twist carpet loomed of fine \$7<sup>72</sup> Sq. Yd.  
all wool yarns. 9"-12"-15" widths in grey, green, beige, nutria, turquoise, gold and blue. BELOW DEALER'S COST

5,300 Yards  
First Quality  
**EMBOSSED WOOL WILTON**  
A magnificent heavyweight wilton in a combination of cut pile yarns highlighted by loops. \$7<sup>41</sup> Sq. Yd.  
9"-12"-15" wide in grey, green, beige, rose and nutria. BELOW DEALER'S COST

1,250 Yards  
First Quality  
**EMBOSSED WOOL WILTON**  
This manufacturer's heaviest embossed wool wilton. 12" and 15" widths in a wonderful \$10<sup>83</sup> Sq. Yd.  
choice of colors. Grey, green, beige, champagne, sandalwood, rose and gold. Sturdy, long wearing—lifetime—broadloom. BELOW DEALER'S COST

9,500 Yards  
First Quality  
**TEXTURED WOOL WILTON**  
A fine quality textured wilton in a popular \$6<sup>82</sup> Sq. Yd.  
ripple pattern. 12" and 15" wide in grey, beige, green and sandalwood. BELOW DEALER'S COST

17,500 Yards  
First Quality  
**WOOL & NYLON BARK TEXTURE**  
A magnificent wool and nylon blend in today's popular pattern. 9" and 12" wide in grey, green, beige and nutria. A super-thick broadloom. \$6<sup>46</sup> Sq. Yd.  
10% BELOW DEALER'S COST

12,750 Yards  
First Quality  
**2-FRAME CARVED WILTON**  
A fine quality all wool 2 frame carved wilton in your choice of 9", 12" or 15" widths. Grey, green, beige, olive, nutria or rose. \$5<sup>87</sup> Sq. Yd.  
15% BELOW DEALER'S COST

6,500 Yards  
First Quality  
**BARK TEXTURE WOOL WILTON**  
A super thick, extra heavy bark. The very finest made by this mill. 12" and 15" wide in grey, green, beige, nutria, turquoise and gold. \$8<sup>55</sup> Sq. Yd.  
BELOW DEALER'S COST

13,700 Yards  
First Quality  
**3-D WOOL WILTON**  
A wonderfully heavy, thick all wool three dimensional wilton. A leaf effect formed by three levels of long wearing loops. 12" and 15" wide in grey, green, beige and nutria. \$6<sup>82</sup> Sq. Yd.  
BELOW DEALER'S COST

7,200 Yards  
First Quality  
**EMBOSSED COTTON WILTON**  
A fine quality, long wearing embossed cotton in a long wearing wilton weave. Approx. 9" and 12" wide in grey, green, beige, rose, olive and nutria. \$1<sup>97</sup> Sq. Yd.  
25% BELOW DEALER'S COST

1,300 Yards  
First Quality  
**EMBOSSED WOOL WILTON**  
A beautiful scroll pattern in a long wearing embossed all wool wilton weave. 12" wide in grey, green, beige, rose and gold. \$6<sup>19</sup> Sq. Yd.  
10% BELOW DEALER'S COST

HOME SERVICE, TOO . . . All these sale items are available on Beckwith-Evans famous home service. A phone call will bring one of our trained home salesmen with samples from Detroit's largest selection.

CALL MISS COLLINS . . . Tashmoo 6-5200

CONVENIENT TERMS . . . 10% Down . . . 2 Years to Pay!

OPEN 'TIL 9 P.M. . . . Every night except Tuesdays until 6 P.M.

- FREE DELIVERY ANYWHERE IN THE UNITED STATES
- EXPERT INSTALLATION BY THE WORLD'S FINEST MECHANICS
- NO SALES FINAL UNTIL YOU ARE FULLY SATISFIED
- PLENTY OF SALESMEN . . . NO WAITING

World's Largest Floor Covering Specialists

**Beckwith-Evans**

Named Nation's TOP Carpet Retailer

5211 SCHAEFER RD. . . . NR. MICHIGAN . . . . TIFFANY 6-6300  
24242 WOODWARD . . . . AT 10 MILE . . . . LINCOLN 7-7100  
JORDAN 6-4790