

**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 your choice of: Beige & Taupe, Grey & Charcoal, Green & Aqua, Gold & Brown, Nutria & Sand, Rose & Burgundy.
\$887 Sq. Yd.
BELOW DEALER'S COST

3,700 Yards
First Quality
CARVED COTTON WILTON
A fine quality durable cotton broadloom in a subtle carving. Approx. 9" and 12" wide in grey, green, rose, nutria, beige and olive.
\$264 Sq. Yd.
BELOW DEALER'S COST

13,200 Yards
First Quality
3-PLY HEAVY WOOL TWIST
A better quality twist carpet loomed of fine all wool yarns. 9, 12, 15" wide in grey, green, beige, nutria, turquoise, gold and blue.
\$772 Sq. Yd.
BELOW DEALER'S COST

8,300 Yards
First Quality
EMBOSSED WOOL WILTON
A magnificent heavyweight wilton in a combination of cut pile yarns highlighted by loops. 9, 12, 15" wide in grey, green, beige, rose and nutria.
\$741 Sq. Yd.
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 choice of colors: grey, green, beige, champagne, sandalwood, rose and gold. Sturdy, long wearing lifetime broadloom.
\$1083 Sq. Yd.
BELOW DEALER'S COST

9,500 Yards
First Quality
TEXTURED WOOL WILTON
A fine quality textured wilton in a popular ripple pattern. 12" and 15" wide in grey, beige, green and sandalwood.
\$682 Sq. Yd.
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.
\$646 Sq. Yd.
19% BELOW 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.
\$587 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.
\$855 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.
\$682 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.
\$197 Sq. Yd.
5.7% BELOW DEALER'S COST

1,300 Yards
First Quality
EMBOSSED WOOL WILTON
A beautiful scroll pattern in a long wearing embossed all wool wilton broadloom. 12" wide in grey, green, beige, rose and gold.
\$619 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

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24242 WOODWARD AT 10 MILE Lincoln 7-7100 . . .
Jordan 6-4790