

at "The House
of Carpets"

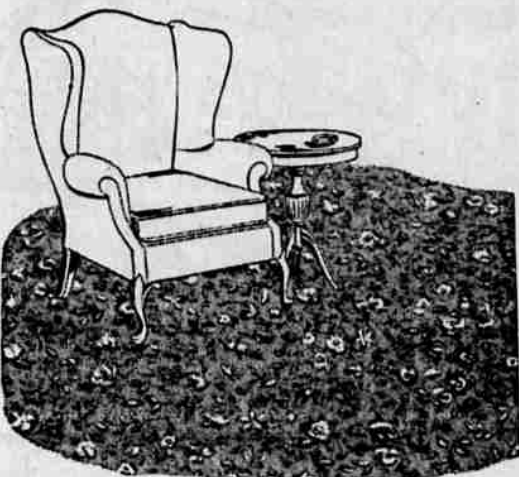
SPECIAL

at "The House
of Carpets"

FLOOR COVERING SALE

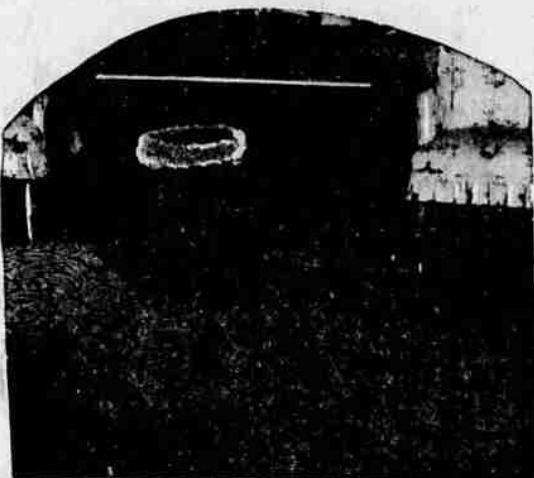
of Rugs by Gulistan... Artloom... Firth... Roxbury

We, at Modern, have scoured the market for the best all wool carpeting buys. All rugs featured during this sale have been selected from the limited market in wool rugs especially for this tremendous event. Every foot, every piece, every pattern is of the highest quality and most lasting beauty that could be woven into an all wool rug. This is an event that has been months in the planning. Now we are able to bring it to you at such low prices that they will be hard to believe.



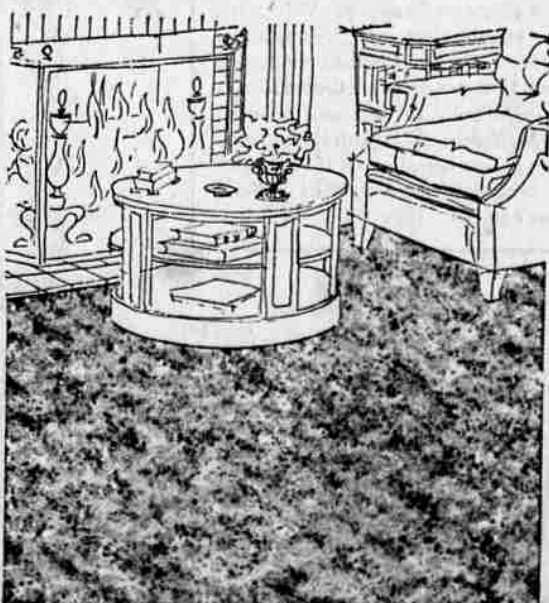
Free-flowing Eighteenth Century patterns are included in this gigantic rug event. These patterns bring out the hidden beauty of your period furniture, for period decor demands on 18th Century pattern... patterns found in this, our greatest rug event.

FREE INSTALLATION
ON ALL ROOM SIZE RUGS



Tone-on-Tone patterns are a must for modern designed homes. So subtly beautiful, so rich in texture, designed for richer looking rooms. Tone-on-Tone rugs are the rug for those modern home planners of today.

FREE BINDING
ON ROOM SIZE RUGS FROM MODERN



Look at these tremendous values!

AXMINSTER WEAVES

WIDTH	DESCRIPTION	Regular Price Per Sq. Yard	Sale Price Sq. Yd.	Price for 9' x 15' Rug
9 ft.	Grey leaf design with cut pile on a green twist background	12.95	10.50	157.50
9 ft.	Beige leaf design with cut pile on a rose twist background	12.95	10.50	157.50
9 ft.	Multi-colored leaf design with beige background	7.95	5.50	82.50
12' x 15' Rug				
12 ft.	Grey leaf design cut pile	12.95	10.25	205.00
12 ft.	Green two-tone carved design	12.50	10.95	219.00

WILTON WEAVES

WIDTH	DESCRIPTION	Regular Price Per Sq. Yard	Sale Price Sq. Yd.	Price for 9' x 15' Rug
9 ft.	Carved Leaf Design cut pile, beige	15.50	13.50	202.50
9 ft.	Carved Blue Grey Cut pile	13.95	10.95	164.25
9 ft.	Textured Loop pile, Cinnamon	13.50	11.95	179.25
12' x 15' Rug				
12 ft.	Deep piled loop background with cut leaf design, Cinnamon	19.95	13.95	279.00
12 ft.	Carved leaf design in light tan	13.95	11.95	239.00

OTHER VALUES IN BROADLOOM REMNANTS

WIDTH	DESCRIPTION	Regular Price	Sale Price
12 x 15	Rose Carved design background Loop Leaf Cut Pile	370.00	265.00
9 x 21	Grey Frieze	292.95	165.95
12 x 12	Grey Textured Loop Design	271.20	176.95

MANY CARPET REMNANTS OF VARIOUS LENGTHS
ALL REDUCED 33 1/3%

THESE ARE BUT A FEW...MANY SIZES...MANY COLORS

Buy Your Rugs Now While All Wool Rugs
Are Available. Values Like These Will Soon
Disappear. Come In, Make Your Selection
Tomorrow.

ONLY ONE STORE CAN BRING YOU TOP
GRADE MERCHANDISE AT THESE STUPENDOUS SAVINGS
AND THAT STORE IS *the "House of Carpets"*

MODERN FURNITURE CO.

222 WEST OAK

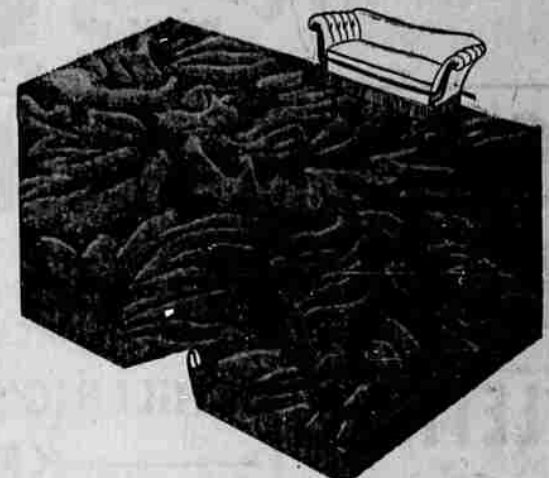
PHONE 3-4337

Savings beyond belief are included in this colossal sale. For those of you who are now looking for new floor coverings, for those who are redecorating and for those who are now building, this is your opportunity to save on your floor coverings while you can. Planning new rooms is so easy, if you will start with the floors first. Make your selection from our Floor Covering Sale and put the savings into the furniture you want. Come in tomorrow, choose your rug, and you too will have rooms of living vitality.



Floral patterns in your rug make you want to live in the room. Gay, entrancing atmospheres are so easily captured with a floor covering that contains that spark of life that is not deafeningly loud. Floral patterns liven dull rooms at low cost when purchased during this sale.

**GUARANTEED SMOOTH EDGE
INSTALLATION FROM MODERN**



Deep pile rugs, richly carved into outstanding beauty, will give your room additional unexpected charm. Rich fast colors, when carved, bring new life to your old furniture and enhance the new. Versatile room decorating is easier when you select a carved rug.

**All Installations
By Trained Carpet Mechanics**

