

ADVANCE SALE NEW SPRING STYLES IN FINE FLOOR FABRICS

RATHER early to begin on "Spring Sales," isn't it? Of course, we can't hurry Springtime along---Nature takes her own time. 'But we find it pays to hurry trade along by offering inducements to buy ahead of the season. This is the season of "Clearance Sales." We haven't anything we want to clear out, but we have a lot of handsome New Floor Coverings just in from the factory and two more cars due the end of this week. We want you to see them while they're fresh and bright, so we are going to offer them to you at "Clearance Sale" prices. So here goes! A carload of beautiful new designs. Just study the prices.

TAPESTRIES INGRAINS AXMINSTERS BODY BRUSSELS BUNDHAR WILTONS



NEW SPRING CARPETS At Clearance Sale Prices

INGRAIN CARPETS

The new Ingrains are very attractive, in fact the best low-priced Carpets we've ever shown. The fabric is extra heavy and the colors are clear and bright. The best effect for the least money. Floral, Oriental and "All-over" resigns in tans, reds, browns, greens and blues.

Regular Price 60c, SPECIAL 54c.

ALL-WOOL EXTRA SUPERS

Here's a great Carpet for the money. Every bit wool with a good, strong weave that will wear like iron. Especially suitable for halls and bedrooms. Floral, Oriental and "All-over" patterns in reds, tans, blues and browns.

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Regular Price 90c, SPECIAL 81c.

ALL-WOOL RAJAHS

A very heavy Carpet made with special weave that gives a handsome Brussels effect. Oriental, Floral, Scroll and Flemish designs in reds, tans, blues, greens and browns.

Regular Price \$1.15, SPECIAL \$1.09.

TAPESTRY BRUSSELS

Everybody knows what a satisfactory Carpet this is—when it's good. Ours satisfy because they're the best made. We've some very handsome new patterns in Floral, Oriental and Scroll designs. Also some extremely neat All-over patterns in small figures. Handsome color combinations in reds, greens and tare.

Regular Price \$5c, SPECIAL 77c.

Regular Price \$1.00, SPECIAL 90c.

Regular Price \$1.15, SPECIAL \$1.04.

ROXBURY TAPESTRY BRUSSELS

Beautiful new effects in two-toned browns, green and tan Oriental patterns; lattice effects in green, red and tan, Delft blue, two-toned greens; beautiful

Bokhara design in red and brown. Regular Price \$1.25, SPECIAL \$1.13.

HERE'S A GUARANTEE OF NEWNESS

Above is a reproduction of the bill for freight charges on the last car of new Carpets we received from the East. We reproduce this "expense bill" just to show you this is a bona fide new goods sale and not a clearance of odds and ends that have accumulated during the past season. Every piece of goods we offer at these attractive prices is fresh from the factory, bright, clean and full of life. It's a great opportunity we're offering you—the choice of a new, bright stock of absolutely novel and attractive designs at the ordinary "Clearance Sale" prices. We're not having any "clearance sale." We haven't any old stock to "clear." But we won't be behind in the march of progressive merchandising; so we'll make a sacrifice on new goods. Of course, it comes hard to sell new goods at these prices, but it's our loss—the gain's yours.

Every Fabric Fresh From the Factory

NEW SPRING CARPETS

At Clearance Sale Prices

SAXONY AXMINSTERS

This is a medium-priced, high-grade Carpet that comes in very pleasing patterns suitable for bedrooms or sitting-rooms. We're showing Oriental, Floral and Seroll patterns in rose, tan, green, reds and blues; there's a Camelshair effect in one pattern that's very striking.

Regular Price \$1.50, SPECIAL \$1.35.

SMITH'S EXTRA AXMINSTERS

This is a slightly better Carpet than the one above. It has better backing and ther yarn in the face. Makes a handsome floor covering for a small parlor or wide hall. It comes in very dainty Floral and Seroll patterns in combinations of soft colors that never grow tiresome. Lots of pleasing designs to select from.

Regular Price \$1.60, SPECIAL \$1.44.

BIGELOW AXMINSTERS

For parlor, reception-room or bedroom these fabries are unsurpassed. They are splendidly made of selected yarns in soft color combinations with fine, velvety pile that gives a rich effect in any room. Every design was selected by an expert buyer and our assortment represents the choice of the factory's productions. There are striking new effects in Floral and Oriental patterns; dainty Empire effects in two-toned green and a handsome Scroll design in the new two-toned rose.

Regular Price \$2.10, SPECIAL \$1.89.

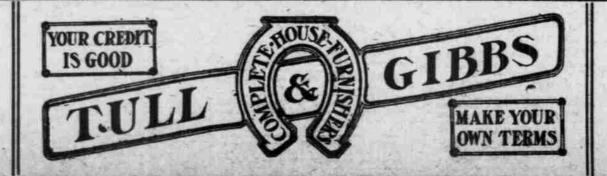
BUNDHAR WILTONS

These are very handsome fabrics especially adapted for parlor, dining-room or library. They have a rich velvet appearance and wear for years. The new ones are Scroll pattern in two-toned green, plain green with Persian key border and a beautiful Empire wreath design in a soft two-toned green.

Regular Price \$2.10, SPECIAL \$1.89.

LINOLEUMS

We want you to always remember that this is the most satisfactory store in town at which to purchase Linoleum. No matter what grade you want we have the best quality at the lowest price. We've a number of now patterns in the wellknown STAINE'S ENGLISH INLAID LINOLEUMS. Just the thing for halls, bathrooms and offices. Cheaper grades of inlaid Linoleums for kitchens and pantries. Our Linoleums are all cut, fitted and laid by experts.



FIBER CARPETS

A most desirable fabric for bedroom floors. Made from hard-twisted 2ber in very artistic patterns. Wear well and look well—a very desirable combination of qualities. Especially adapted to flats and cottages. These fabrics come in Oriental, Floral and conventional carpet designs. The dainty color combinations make them especially appropriate for bedrooms.