

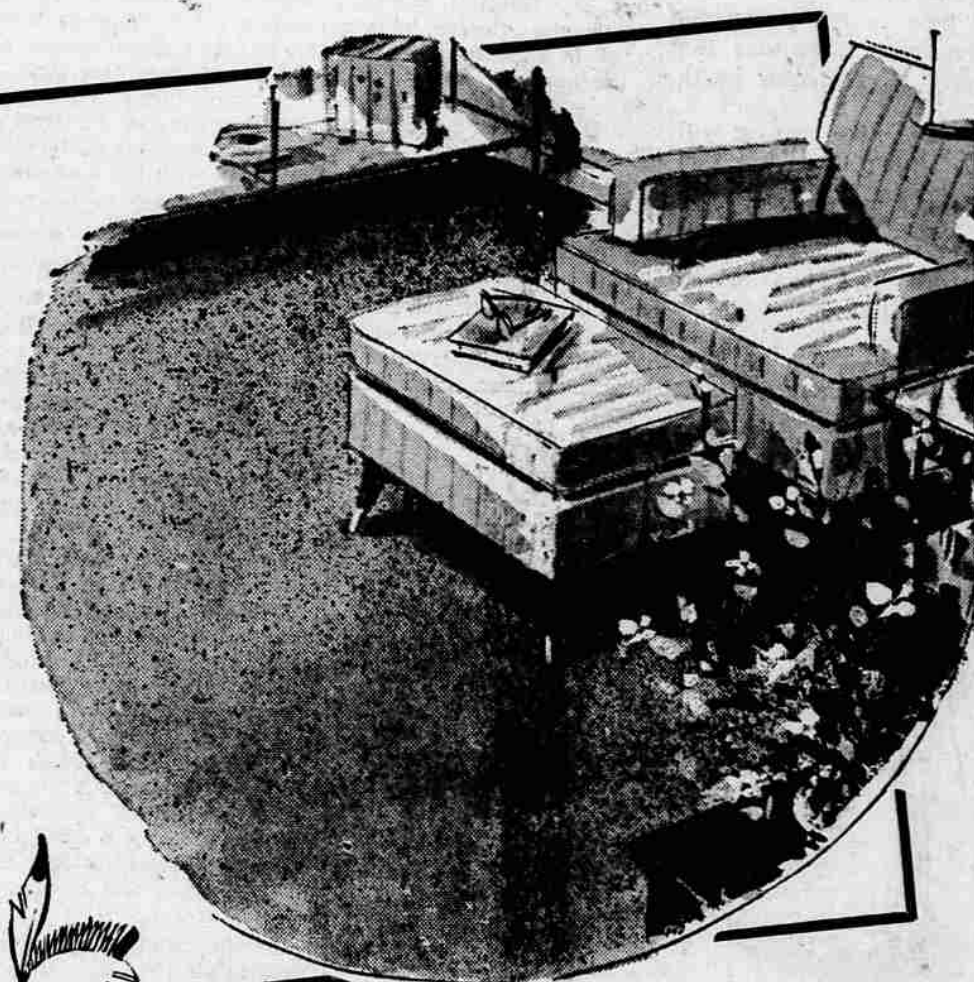


STARTS TOMORROW!

GREATLY REDUCED
\$25,000 Worth Of Famous Name
BROADLOOM

Including
MOHAWK and FIRTH

Prices Good ALL THIS WEEK!



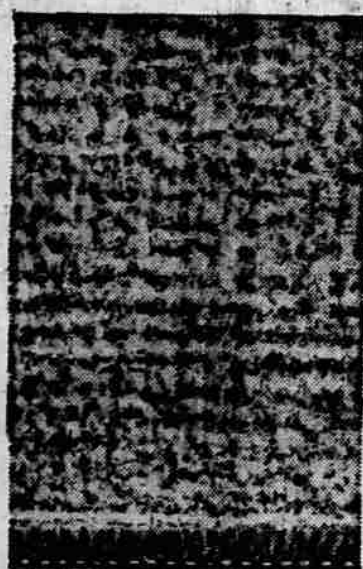
Mr. Al Flake, Factory Representative

will be here, in our store, Monday and Tuesday to assist our customers in their many questions about fabric selections.

Greatest Carpet Spectacular

Ever Held In The Rogue River Valley!

ALL STYLES and COLORS—NO MONEY DOWN and EASY TERMS



Firth Pompeian Wool Broadloom

An elegant Jacquard Wilton, Tuftwoven in a rich lustrous wool with loop pile, textured details of varying dimensions and character.

Regular \$11.95
Sq. Yard **\$9⁸⁸** sq. yd.

Mohawk Tradewinds Wool Pile Broadloom

A smart, textured abstract design featuring large areas of rich, solid color and versatile tweedy yarns—100% wool pile, deep woven construction, rubberized back.

1 Roll Only
Regular \$13.95
Sq. Yard **\$11⁸⁸** sq. yd.

Firth Hand-Sheared Wool Broadloom

A rich custom-type broadloom which develops a fascinating luxury "personality" pile. 100% virgin wool. "Hand-Sheared Textures" offers the utmost in luxury and practicality.

Regular \$12.95
Sq. Yard **\$10⁸⁸** sq. yd.

Cotton Tweed Broadloom ^{1/2 ROLL ONLY} Now **\$1⁸⁸** sq. yd.

Mohawk Corlane Wool Pile Broadloom

3-ply, all wool pile for long wear. Sturdy loop pile texture resists crushing. Duo-Bond rubber back for superior installation and improved tuft bind.

1 Roll Only
Regular \$8.50 sq. yd. **\$6⁸⁸** sq. yd.

Mohawk Tropicana Viscose Broadloom

Today's wanted tweed styling combined with attractive multi-level loop texture—Resilient loop texture conceals foot prints—minimizes traffic lane crushing.

1 Roll Only
Regular \$5.50 sq. yd. **\$4⁸⁸** sq. yd.

Viscose Tweed 1 ROLL ONLY!

As beautiful as it is practical. Tweed design hides dirt. Tightly woven for body and resiliency.

Regular \$3.98
SQ. YD. **\$2⁸⁸** sq. yd.

BONUS! FREE HEAVY PADDING WITH EACH YARD OF CARPETING!

Choose now from our large selection of carpeting. You'll find broadlooms of every description, color and texture at genuine savings. Every yard guaranteed perfect. Shop tomorrow, compare the quality—the style—the selections—and the prices. They can not be duplicated ANYWHERE in the Rogue River Valley!

S&H GREEN STAMPS with every purchase

S-W Floor Cover Shop

709 South Riverside Avenue

Medford, Oregon

Phone SP 2-7376

PREMIER OFFERING!

Mohawk All Wool Pace BROADLOOM

Never before have we been able to offer you a carpet for such up-to-the-minute styling at such a low, low price. New ripple-texture beauty. Practical, carefree luxury. Double-value latex back.

\$6⁹⁵ sq. yd. **FREE Waffle Pad With Every Yard!**