# MCQueen's Carpets

# tashion forecast

#### **Moving Into** Fall

Soon the greens of summer will give way to the colorful pastels of autumn. Fall is in the air and the holiday season is not far behind. The Fall carpet fashions have arrived with bright new colors, warm inviting textures and the brassiest-sassiest new designs ever. From elegant to eclectic, saxonies to sophisticates, the word in carpet this year is "FASHION."

"FASHION."

Carpet retailers from around the country just concluded their June meeting in Chicago to present the new Spring styles and colors, and no one left the Windy City disappointed. 1979, it appears, will be the year carpet makers finally discovered what we homeowners knew all along; The freshest solution to putting life into a home is carpeting.

Iffe into a home is carpeting.

Spin the color wheel, and you can't miss the jackpot this Fall with exciting new decorator shades from dramatic accents to the subtlest of subtle earth ton the subtlest of subtle earth tones. And lest you think the makers have sacrificed easy-care for beauty, you'll find many of the Fall styles are made from Antron Nylon, Dupont's state-of-the-art fiber combining durability with all-important cleanability.

all-important cleanability.

The fanciest footwork at the Chicago gathering came from Lees Carpets, a consistent leader in innovative designs, with their introduction of "Grand Beginton". introduction of "Grand Begin-nings" a fabulous new look in multi-colored styling. To be in-troduced to the public in early September by McQueen's Car-pets, "Grand Beginnings" prom-ises to be very popular in any one of its many designers that of its many designer shades

So come indoors this fall and So come indoors this fall and get ready for the holidays. The new carpet styles are in full bloom and the array of colors and patterns have never been so striking.



# McQueen's Introduces Nation's **Newest Carpet**

#### Special Price Marks McQueen's Premiere

The nation's newest carpet, "Grand Beginnings", features a delicate and subtle blending of hues creating the softness of natural pallettes.

a new technology not yet available outside the Lees family. Lees new

CHICAGO - America's newest carpet syle, "Grand Beginnings," will be introduced this week in Birmingham, Michigan by McQueen's Carpets.

"Grand Beginnings," an exciting plush carpet, was a hit at the June gathering of America's carpet retailers in Chicago. Much excitement Has surrounded the delicate and subtle blending of hues created through a new technology not yet available outside the Lees family. Lees new ight in the control of the c



The right carpet at the right price can be yours by following three tips (see story below).

## **Price Reductions Announced** Through Saturday, Sept. 22 Only

Don and Greg McQueen Cut Prices \$2.00 to \$4.00 a square yard.

"These are national as well as local best sellers," stated Don McQueen owner of McQueen's Carpets. "We believe we're giving our custom-ers the lowest prices on the very finest of carpets, \$8.99 to \$19.99 a square yard.

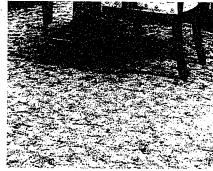
McQueen's Carpets' best-selling carpet styles from Lees Carpets will receive significant price reductions for 10 days

Fashion carpet, in 10 exciting styles and over 200 colors. This week at McQueens.

this week. In a move designed to highlight the introduction of the nation's newest carpet, McQueen's announced price reductions running through Saturday, the 22nd, of \$2.00 to \$4.00 a square yard.

Designed by Lees, nation's largest and most fashion conscious carpet maker, these 10 best sellers come in for a choice of 200 styles and

"Fashion flexibility is the reason for the wide choice," said McQueen. "We want our customers to have these huge customers to have these huge savings on the designs and col-ors they want, the carpet fash-ions that fit their individual lifestyles. McQueen's show-room is open Thursday and Friday evenings til 8:30 pm and Sauredays til 5 pm. Saturdays til 5 pm.



Ten of America's best carpet bargains are in Birmingham, Michigan at McQueen's Carpets. (see story above)

## GRAND NEW, GRAND BEGINNINGS



An exciting plush carpet makes the perfec vehicle to introduce the new Lees color application system, a proprietary process that produces multicolor esthetics that are new to the industry. This is a major step ahead in carpet design and technology.

Grand Beginnings from Lees Carpets, made of DuPont-Antron

4076 W. Maple at Telegraph Birmingham • 647-5250 Open Thursday and Friday til 8:30, Saturday til 5

#### **McQueen's Fashion Approach** Reflects Area Tastes

#### **Growth Credited to Competitive Prices** and Insistence on Quality

McQueen's Carpets is proud of its 16 years of service to the dis-cerning shoppers in the Birming-ham-Bloomfield area.

service, but Greg McQueen at-tributes their growth to the selec-tion and competitive prices. "Because we demand quality of

ham-Bloomfield area.

"To enjoy the success we do is quite a thrill," says Greg McQueen, store manager. "It "People assume we must charge shows that we are truly serving our customers. And yes, they can be demanding. Quality, selectivity, service, and know-how are expected. We deliver."

McQueen store manager. "It "People assume we must charge prices are equal to, and in some cases lower than others' sale prices are equal to, and in some expected. We deliver."

McQueen sid. "People assume we demand quality of materials and service throughout prices are equal to, and in some cases lower than others' sale prices."

And during a mill sponsored sales event such as our "Grand McQueen's is primarily report." es. And during a mill sponsored sales event such as our "Grand Beginnings" introduction, our expected. We deliver.

McQueen's is primarily recognized for quality of materials and prices are even better."

# **Consumers Choose Wisely** It's difficult enough these days

**Three Tips Help** 

for consumers to shop wisely and effectively in the corner grocery store. The glut of new products and advertising makes even familiar stores seem jungles.

So if even familiar purchases have become complex, how can consumers be expected to make intelligent decisions on purchases as unfamiliar as carpeting?

It is possible for the intelligent

er to narrow the choices dramatically by concentrating on three key elements.

First, look for a reputation of quality. Let's face it, carpet is not inexpensive no matter where you buy it. So it should last for years. As a first step, then, don't shop carpet dealers who feature "seconds" or who do not offer a satisfactory guarantee of durabili-

Already, in step one, you've eliminated the vast majority of carpet dealers.

Second, look at the carpe Second, look at the carpet retailers' size. Large carpet retailers are capable of offering prices far lower than smaller dealers. This is due to their ability to make volume purchases at substantial savings. Savings which prevalence. substantial savings. Savings which pass along to consumers. Additionally, large carpet retailers have a wider selection and are thus more likely to match your particular needs and tastes. Your choices are now a mere handful handful.

tailer with the best reputation for service. Service during the sale; are the salespeople courteous and well-trained. Service after the sale; can you count on prompt, guaranteed, installation. Congra-tulations! In only three steps you've narrowed your choices to

McQueen's Carpets, Birming-ham's fashion carpet headquar-

ters.
It's the consumers' choice.



647-5250 Open Daily 'Til 5:30 Thursdays and Fridays 'Til 8:30 Saturdays 'Til 5:00 p.m.

**NCQueen's Carpets**