

An advertising supplement to The Observer & Eccentric Newspapers from McQueen's Carpets, featuring carpet fashion news and features.

style McQueen's Carpets



McQueen's Introduces Nation's Newest Carpet

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."

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.

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 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.

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

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.



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

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 customers 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, the nation's largest and most fashion conscious carpet maker, these 10 best sellers come in approximately 20 colors each

for a choice of 200 styles and colors.

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



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

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 discerning shoppers in the Birmingham-Bloomfield area.

"To enjoy the success we do is quite a thrill," says Greg McQueen, store manager. "It 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's is primarily recognized for quality of materials and

service, but Greg McQueen attributes their growth to the selection and competitive prices.

"Because we demand quality of materials and service throughout our company," McQueen said, "People assume we must charge higher prices. But our everyday prices are equal to, and in some cases lower than others' sale prices. And during a mill sponsored sales event such as our "Grand Beginnings" introduction, our prices are even better."

and revolutionary color application system creates greens and blues that come straight from nature. The earthtones sparkle with a depth and richness never seen before in carpet.

A special introductory price and wide range of colors will highlight McQueen's 10 Day Premiere of "Grand Beginnings" starting Thursday, September 13. Contemporary tones like Ash Blue, Oriental Poppy, Drambuie, and Mocha Bisque give this newest design unsurpassed design flexibility. "Grand Beginnings" is the creation of Lees Carpets, the nation's largest and most

innovative carpet designer and manufacturer. It features Antron Nylon from DuPont. Called "the roughest, most durable fiber ever used in carpets," Antron is fast becoming a carpet industry standard because of its unique ability to actually resist dirt and, when soiled, be cleaned with remarkable ease.

We're very excited about this opportunity to introduce "Grand Beginnings," said Don McQueen, owner of McQueen's Carpets. "It's fashionable. Soft. It's incredibly durable. I can't say enough about it. It's sure to be a favorite."



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

Three Tips Help Consumers Choose Wisely

It's difficult enough these days 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 consumer 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 durability.

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

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 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.

So finally, choose the carpet retailer 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. Congratulations! In only three steps you've narrowed your choices to one.

McQueen's Carpets, Birmingham's fashion carpet headquarters. It's the consumers' choice.

GRAND NEW, GRAND BEGINNINGS



An exciting plush carpet makes the perfect 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

McQueen's Carpets

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



10 more Lees Carpets priced with a grand touch.

A grand touch created Grand Beginnings. A grand touch has given new prices to McQueen's 10 best selling styles, in 200 color choices. Until 5 pm Saturday, September 22, the price is reduced to

\$8.99 to \$19.99 Per Square Yard

McQueen's Carpets

647-5250
Open Daily Til 6:30
Thursdays and Fridays Til 8:30
Saturdays Til 5:00 p.m.