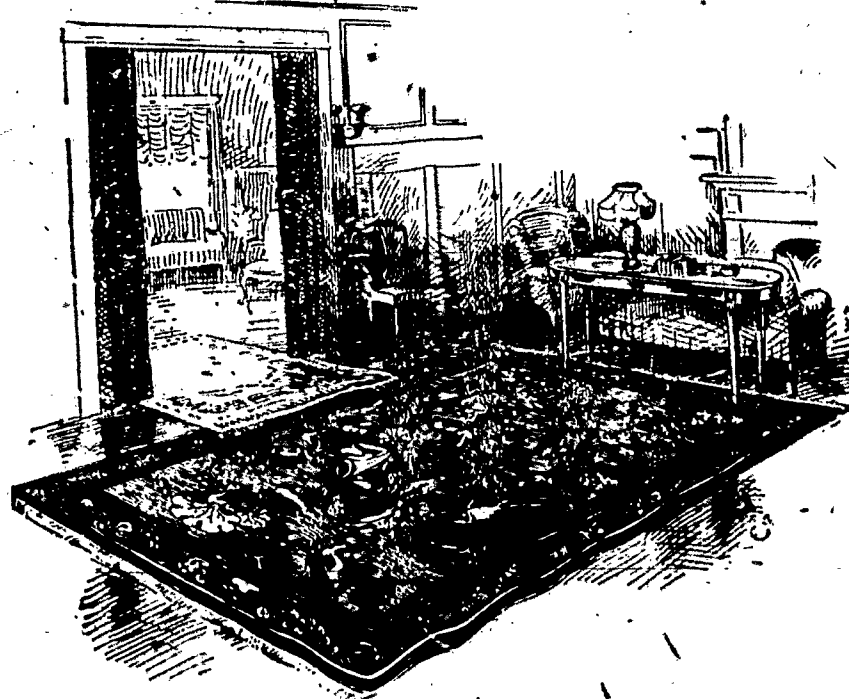


Savings on Floor Coverings, Too

By All Means Purchase Rugs and Linoleums Now

The reputation of our store for Rugs and Linoleums of the worthy kinds at prices making their purchase a wise economy has long since spread to every nook and corner of Western New York. The news that a Reduction Sale in these departments will companion our February furniture event will, therefore, be received with genuine satisfaction in hundreds of homes.

Several hundred Rugs in all grades and all sizes will be offered for your selection at greatly reduced prices



Patterns include the choicest from our wholesale stock, making the sale of unusual interest

Wilton Rugs				Artloom Seamless Wilton				Axminster Rugs				Body Brussels Rugs			
Size	Former Price	Reduced Price	Saving	Size	Former Price	Reduced Price	Saving	Size	Former Price	Reduced Price	Saving	Size	Former Price	Reduced Price	Saving
4 1/2 x 7 1/2 feet	\$ 28.75	\$21.50	\$ 7.25	4 1/2 x 7 1/2 feet	\$ 39.00	\$31.00	\$ 8.00	4 1/2 x 7 1/2 feet	\$ 15.00	\$11.50	\$ 3.50	4 1/2 x 7 1/2 feet	\$ 16.25	\$12.50	\$ 3.75
4 1/2 x 7 1/2 feet	36.00	28.25	7.75	4 1/2 x 7 1/2 feet	41.50	32.00	9.50	4 1/2 x 7 1/2 feet	16.25	12.00	4.25	4 1/2 x 7 1/2 feet	18.75	14.50	4.25
4 1/2 x 7 1/2 feet	38.25	31.00	7.25	6x9 feet	56.00	44.50	11.50	6x9 feet	22.00	16.00	6.00	4 1/2 x 7 1/2 feet	23.50	18.00	5.50
4 1/2 x 7 1/2 feet	42.00	33.50	8.50	6x9 feet	58.00	46.50	11.50	6x9 feet	24.50	19.75	4.75	6x9 feet	32.00	24.75	7.25
4 1/2 x 7 1/2 feet	50.00	44.00	6.00	6x9 feet	61.00	47.50	13.50	6x9 feet	26.00	20.50	5.50	6x9 feet	36.25	27.50	8.75
6x6 feet	28.00	21.00	7.00	8 1/4 x 10 1/2 feet	87.00	69.00	18.00	6x9 feet	26.00	21.00	5.00	6x9 feet	46.75	37.50	9.25
6x6 feet	47.75	37.50	10.25	8 1/4 x 10 1/2 feet	91.50	73.00	18.50	6x9 feet	28.75	23.00	5.75	8 1/4 x 10 1/2 feet	45.50	36.50	9.00
6x9 feet	46.50	36.25	10.25	8 1/4 x 10 1/2 feet	96.75	77.00	19.75	8 1/4 x 10 1/2 feet	31.25	24.25	7.00	8 1/4 x 10 1/2 feet	47.50	38.25	9.25
6x9 feet	58.00	47.00	11.00	9x9 feet	76.25	59.50	16.75	6x9 feet	32.25	25.50	6.75	8 1/4 x 10 1/2 feet	49.50	39.50	10.00
6x9 feet	64.00	52.50	11.50	9x10 1/2 feet	78.00	62.50	15.50	6x9 feet	35.50	27.75	7.75	8 1/4 x 10 1/2 feet	56.25	44.75	11.50
6x9 feet	65.00	53.50	11.50	9x10 1/2 feet	80.50	64.00	16.50	6x9 feet	38.75	31.00	7.75	9x10 1/2 feet	46.00	36.50	9.50
6x9 feet	67.00	54.00	13.00	9x12 feet	82.00	65.00	17.00	6x9 feet	44.25	35.00	9.25	9x10 1/2 feet	47.25	37.50	9.75
6x9 feet	77.00	61.75	15.25	9x12 feet	91.50	72.00	19.50	6x9 feet	59.25	47.50	11.75	9x10 1/2 feet	56.00	44.75	11.25
6x9 feet	81.00	64.50	16.50	9x12 feet	105.00	83.00	22.00	7 1/2 x 9 feet	25.00	19.75	5.25	9x12 feet	53.00	40.75	12.25
8 1/4 x 10 1/2 feet	55.00	43.50	11.50	9x12 feet	108.00	85.50	22.50	7 1/2 x 9 feet	31.00	24.75	6.25	9x12 feet	54.50	43.50	11.00
8 1/4 x 10 1/2 feet	59.00	47.25	11.75	9x15 feet	115.00	92.00	23.00	7 1/2 x 9 feet	32.00	25.50	6.50	9x12 feet	58.50	46.75	11.75
8 1/4 x 10 1/2 feet	66.50	53.50	13.00	9x15 feet	122.00	98.50	23.50	7 1/2 x 9 feet	34.00	26.75	7.25	9x12 feet	61.50	48.75	12.75
8 1/4 x 10 1/2 feet	68.00	54.25	13.75	9x15 feet	131.00	104.50	26.50	8 1/4 x 10 1/2 feet	41.25	32.50	8.75	9x15 feet	57.75	46.50	11.25
8 1/4 x 10 1/2 feet	68.00	54.50	13.50	9x15 feet	137.00	104.50	32.50	8 1/4 x 10 1/2 feet	43.00	33.50	9.50	9x15 feet	59.50	48.50	11.00
8 1/4 x 10 1/2 feet	69.50	56.50	13.00	10 1/2 x 12 feet	117.00	84.50	32.50	8 1/4 x 10 1/2 feet	41.50	34.00	7.50	10 1/2 x 12 feet	54.00	43.75	10.25
8 1/4 x 10 1/2 feet	81.00	67.50	13.50					8 1/4 x 10 1/2 feet	48.00	38.50	9.50	10 1/2 x 12 feet	57.50	46.75	10.75
8 1/4 x 10 1/2 feet	82.50	69.00	13.50					8 1/4 x 10 1/2 feet	53.00	41.25	11.75	10 1/2 x 12 feet	72.00	54.50	17.50
8 1/4 x 10 1/2 feet	89.50	72.50	17.00					8 1/4 x 10 1/2 feet	55.50	44.75	10.75	10 1/2 x 12 feet	63.00	48.00	15.00
8 1/4 x 10 1/2 feet	96.25	77.50	18.75					8 1/4 x 10 1/2 feet	65.00	51.00	14.00	11 1/4 x 12 feet	61.00	48.00	13.00
8 1/4 x 10 1/2 feet	109.00	88.50	20.50					8 1/4 x 10 1/2 feet	71.00	58.00	13.00	11 1/4 x 12 feet	76.00	60.00	16.00
8 1/4 x 10 1/2 feet	113.75	93.50	20.25					8 1/4 x 10 1/2 feet	93.50	73.50	20.00	11 1/4 x 12 feet	79.00	61.50	17.50
9x9 feet	52.50	43.00	9.50					9x9 feet	38.50	29.75	8.75	11 1/4 x 15 feet	93.00	71.50	21.50
9x9 feet	61.75	49.50	12.25					9x9 feet	52.00	41.00	11.00				
9x9 feet	62.50	51.00	11.50					9x9 feet	58.00	48.50	9.50				
9x9 feet	78.50	62.75	15.75					9x9 feet	68.00	58.00	10.00				
9x9 feet	78.75	63.50	15.25					9x12 feet	39.00	29.75	9.25				
9x10 1/2 feet	61.00	48.50	12.50					9x12 feet	40.00	31.50	8.50				
9x10 1/2 feet	62.00	49.25	12.75					9x12 feet	48.50	38.25	10.25				
9x10 1/2 feet	84.00	68.00	16.00					9x12 feet	51.00	39.50	11.50				
9x10 1/2 feet	92.00	76.00	16.00					9x12 feet	53.00	41.50	11.50				
9x12 feet	65.00	52.50	12.50					9x12 feet	58.50	46.25	12.25				
9x12 feet	69.00	57.50	11.50					9x12 feet	63.00	49.50	13.50				
9x12 feet	71.50	58.50	13.00					9x12 feet	72.00	57.00	15.00				
9x12 feet	82.00	64.50	17.50					9x12 feet	82.50	64.00	18.50				
9x12 feet	83.25	65.00	18.25					9x15 feet	97.00	76.00	21.00				
9x12 feet	84.50	67.25	17.25					9x15 feet	71.50	58.00	13.50				
9x12 feet	86.50	69.50	17.00					9x15 feet	79.50	63.50	16.00				
9x12 feet	96.00	77.50	18.50					10 1/2 x 13 1/2 feet	72.00	56.00	16.00				
9x12 feet	98.50	79.50	19.00					10 1/2 x 13 1/2 feet	79.50	63.00	16.50				
9x12 feet	108.00	86.00	22.00					10 1/2 x 13 1/2 feet	89.00	71.75	17.25				
9x12 feet	111.00	89.50	21.50					11 1/4 x 12 feet	59.50	46.50	13.00				
9x12 feet	126.00	93.50	32.50					11 1/4 x 12 feet	68.00	54.00	14.00				
9x15 feet	87.50	69.00	18.50					11 1/4 x 12 feet	75.00	59.00	16.00				
9x15 feet	103.00	81.50	21.50					11 1/4 x 12 feet	82.00	64.50	17.50				
9x15 feet	107.00	83.50	23.50					11 1/4 x 15 feet	99.50	78.00	21.50				
10 1/2 x 10 1/2 feet	72.75	57.50	15.25					12x13 1/2 feet	94.75	74.75	20.00				
10 1/2 x 10 1/2 feet	96.00	76.00	20.00					12x15 feet	107.00	85.00	22.00				
10 1/2 x 10 1/2 feet	99.00	78.75	20.25												
10 1/2 x 12 feet	88.00	69.00	19.00												
10 1/2 x 12 feet	102.50	81.50	21.00												
10 1/2 x 12 feet	107.75	83.50	24.25												
11 1/4 x 12 feet	99.50	79.75	19.75												
11 1/4 x 12 feet	109.00	87.50	21.50												
11 1/4 x 12 feet	122.75	98.50	24.25												
11 1/4 x 12 feet	136.00	109.00	27.00												
11 1/4 x 12 feet	157.50	126.00	31.50												
10 1/2 x 13 1/2 feet	93.00	74.00	19.00												
10 1/2 x 13 1/2 feet	108.00	86.50	21.50												
10 1/2 x 13 1/2 feet	117.00	93.50	23.50												
11 1/4 x 15 feet	123.50	98.50	25.00												
11 1/4 x 15 feet	163.00	132.00	31.00												
11 1/4 x 15 feet	166.00	134.00	32.00												
11 1/4 x 15 feet	197.00	163.00	34.00												

Linoleum

Inlaid Linoleums

Size	Former Price	Reduced Price	Saving
Best Quality	\$2.35	\$1.85	50c
Second Quality	1.85	1.60	25c
Third Quality	1.70	1.50	20c
Fourth Quality	1.50	1.40	20c

All patterns included.

Fairness to everyone demands that all rugs shall remain on the floor for inspection until sold. No special sale rugs, therefore, can be sent on approval.

HOWE & ROGERS CO.
89-91 Clinton Avenue South

Visitors will find every convenience afforded them for the inspection and comparison of weaves, patterns and colorings on our spacious rug floors.