

# \$24.95

9 x 12 Size

## GLAMORUG IMPERFECTS

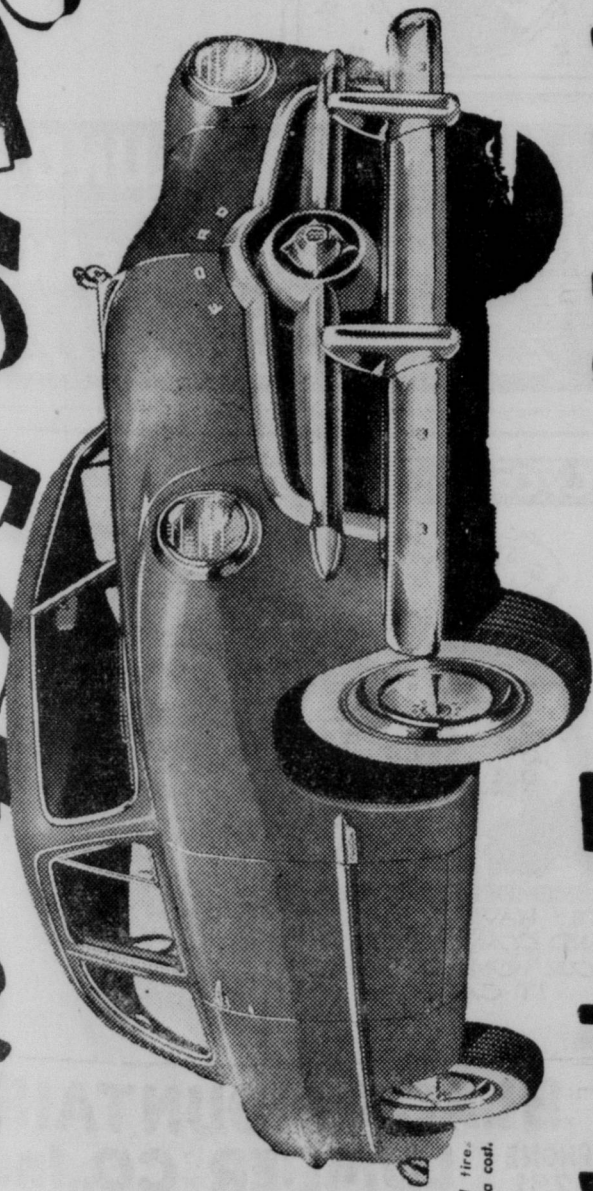
Discover this wonderful rug buy—a real rug—rich—soft—beautiful. Only \$24.95 in the big room size. All wool face for luxurious looks! Cushiony base of 100% imported jute. Special plastic back locks in fibres! Select from two decorative patterns. (a) Self color floral in beige, blue, rose, wine or green. (b) Multi-colored floral on blue, rose, tan or green ground. Only because of slight imperfections are these very fine rugs offered at such a thrifty price! You'll have to hunt to find the flaw. Hurry in and see them TODAY.

Odd sizes available, proportionately priced.

### STERCHI BROS.

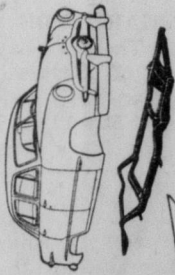
Asheville, N. C.

Phone 3-7311



White sidewall tires available at extra cost.

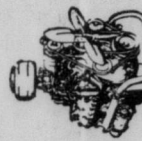
# With the Features You Want. AT OUR SHOWROOMS NOW!



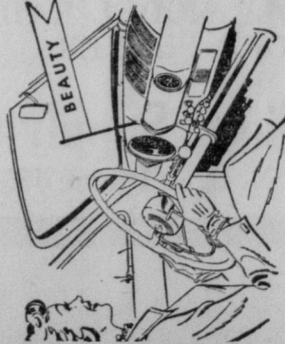
**SAFETY**  
The '49 Ford has a wonderful new "Lifeguard" Body . . . 59% more rigid, for extra safety. It has a lower center of gravity, too, for solid security on the road. And there's "Picture Window" Visibility all around.



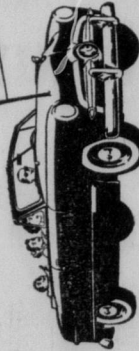
**COMFORT**  
The '49 Ford has the "Mid Ship" Ride. You travel in the roomy, level center section . . . where the going's smoothest. You ride smoothly with the "Hydra-Coil" Front Springs and "Para-Flex" Rear Springs.



**PERFORMANCE**  
Only Ford in any field gives you a choice of V-8 or Six. Both engines are new . . . both are engineered for smooth, sparkling performance whether you drive in traffic or really travel.



**BEAUTY**  
Outside—a "dream car" silhouette. The whole car is lower, yet there's plenty of road clearance and head room. Inside—new upholstery, new instrument panel, new fittings, for a new look all through.



**ECONOMY**  
New "Equa-Flo" Cooling, new lubrication system, "Deep-Breath" Manifold for up to 10% greater gas economy. New Overdrive, optional at extra cost, gives up to 25% more gas mileage!



YOU HELPED DESIGN IT . . . NOW COME IN AND SEE IT!

## Woodcock Motor Co.

Phone 3771

Black Mountain, N. C.

YOUR ENTHUSIASTIC FORD DEALER