

Shaw's offers top products and advice

Shaw's Carpets and Interiors was established in 1961 by Charlotte Shaw. The current building on the main street in Elmvale housed the furniture and decorating items, while a store across the street dealt with many choices of carpet. At that time buying carpet meant choosing from the bales of carpet available in the store. Whatever was in the store was your only choice. If you found what you liked you were lucky, if not you chose something else or waited until a new arrival came from the warehouse.

Over the years many things have changed at Shaw's Carpets and Interiors. The store is now contained in its original locations, but with a new modern exciting way to choose floor coverings. Many top line Canadian furniture lines are on display as well.

Charlotte's son, Stephen, has become manager of the store after 10 years of working on his own in the carpet field.

Both Shaws say consumers have changed over the years, becoming more sophisticated in their choice of purchase. The consumer wants quality in furnishings and floor

coverings. This helps is you have damaged a small portion of your carpet and have no carpet left to repair it with. The exact colour match by computer can aid in repairing the carpet without costly replacement.

Another line of top quality floor coverings available at Shaw's is . . .

Congoleum low maintenance vinyl flooring. Besides excellent quality this no wax flooring has the advantage of coming in 12 foot widths. A lot of competitive brands come only in six foot widths and require more seaming.

With quality in mind the Shaw's are looking to the future with plans

of further expanding to include area rugs. At present, they are looking at a Canadian distributor to provide them with a selection of 100 per cent Belgium area rugs. This expansion will allow them to serve the consumer even more completely with another top quality product.



TOP QUALITY CANADIAN PRODUCTS

Charlotte Shaw, owner of Shaw's Carpets and Interiors in Elmvale, and her son Stephen Shaw, manager, offer the consumer top professional selling. They both will guide the consumer in making the best choice possible of only top quality Canadian made products.

coverings. While mother and son have adapted to current consumer trends and modern times, one thing that has not changed since the store was established is their promise of professional selling.

When shopping at Shaw's Carpet and Interiors the consumer is always well respected and can receive the best advice. You can start with four bare walls and find helpful advice that will create a room that is individual statement. This includes help in selecting wall coverings and carpet, to proper furniture placement and complete interior coordination.

While Shaw's serves the local market people, the store also keeps busy with many decorating projects within a 70 mile radius.

One of the most exciting changes to date is the store's partnership with the Peerless Carpet Corporation. Stephen explains the partnership came about mainly because Peerless wanted retailers that would maintain certain standards and Shaw's wanted a company that set high quality standards. Many consumers wish to buy only made Canada goods and both Shaw's and Peerless respect

carpet from samples was made easier with the installation of expensive display models at Shaw's. These display models for Peerless carpets allow you to see how a carpet will shade day or night. This is done by various light settings in the display. Mirrors aid in showing the change in colour because of the nap. By using this display model you have an accurate idea of how your carpet will look even before it is installed in your home.

Another advantage of the Peerless Carpet Corporation is it avoids bale stocking. Most warehouses contain discontinued lines or colour of carpet. If by chance you didn't order enough or decide to do another room at a later date, you may never be able to match the carpet already laid.

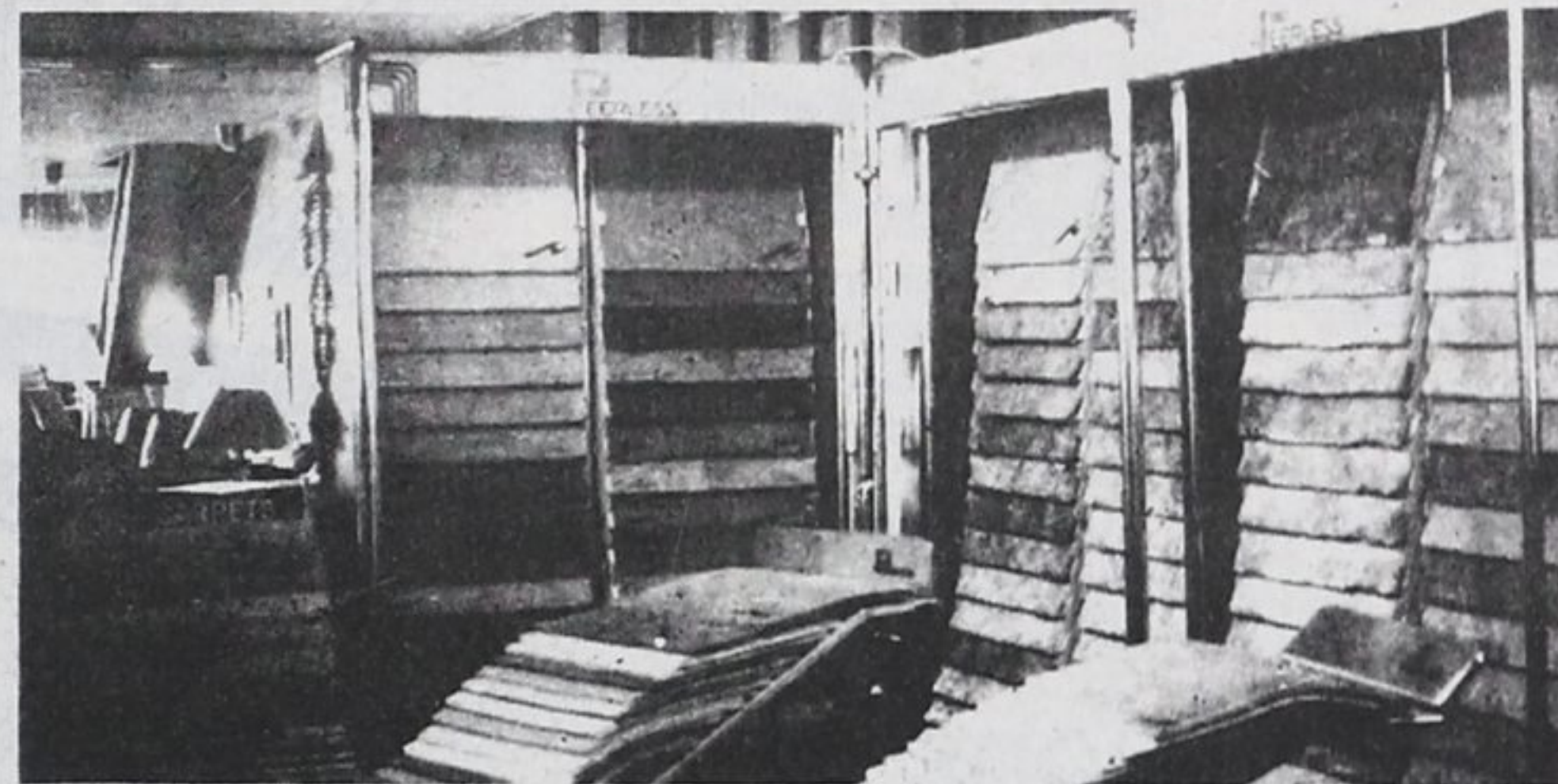
With Peerless's computer system at Peerless, even up to one year later the company can feed carpet fibres of their own carpet into the computer light sensor come up with a complete graphic print out of the exact components used to achieve that dye lot mixture. As a result, they can reproduce, with a minimum of errors, the exact col-

Shaw's Carpet & Interiors

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See Stephen or Charlotte for Professional Advice