

ORIENTAL  
RUGS  
at 1-2 Price  
for ten days only

*Lord's*  
FOUNTAIN SQ. EVANSTON

ORIENTAL  
RUGS  
at 1-2 price  
for ten days only

# Oriental Rug Prices are Cut in Half

During This Ten Day Sale  
Which Began Wednesday,  
**DECEMBER FIRST**

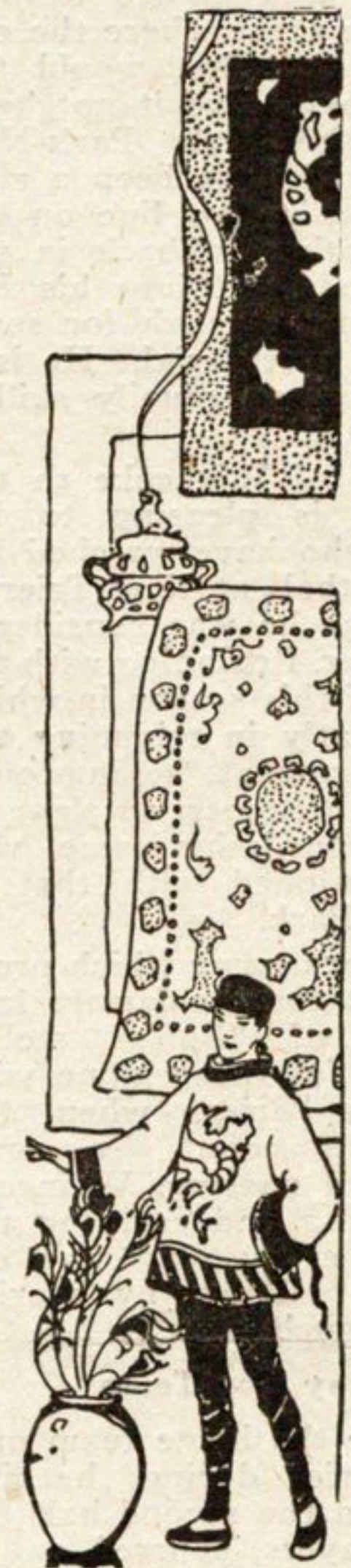


Wanamakers' 20 per cent reduction sale which was so spectacular an event created much furore—people sent from all over the United States for their merchandise and that reduction was in great part on staple merchandise which could be replaced expeditiously.

We are offering oriental rugs at a reduction two and one-half times as great and they can never be duplicated. Others will replace them of course, but it will take many months of patient effort to assemble another stock so fine.

It may occur to you to wonder why such a reduction is offered, why such a sale is featured. We answer that the sale is in the spirit and in tune with the times. Too, it is to stimulate the sale of rugs in a season which is ordinarily not so busy. The above are two vital business reasons, but the third we think is much more so. It is—

We believe that by unprecedented value giving we will plant even more firmly in the minds of our customers that confidence which is the result of the fairness which has characterized all our dealings with Evanstonians these many years.

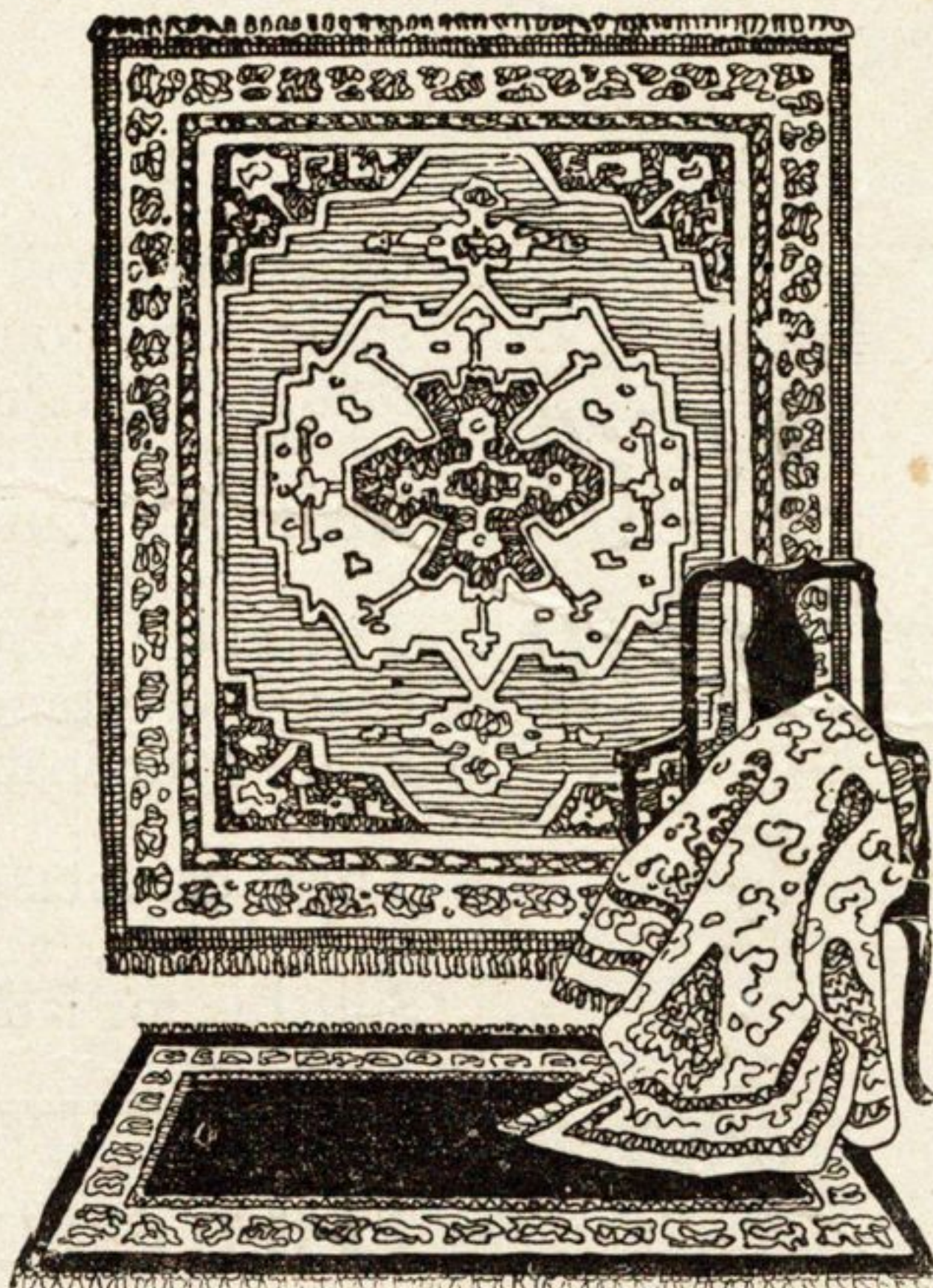


The Original Prices of  
the Rugs Remain on  
the Original Tags--

No Changes Have  
Been Made

You reduce the price yourself by  
halving the original.

We do this to safeguard you. It is  
your positive assurance of really  
getting the oriental rug you want  
at half price.



We Call Your Attention  
Again to the Length of  
Time of the Sale--

10 Days Only  
and then

The 50 per cent reduction, and the wonderful opportunity of being able to buy that rug which Mr. Cartozian showed you, and which you have been mentally calling yours, but which actually you felt you could not afford, will not again be obtainable at one-half its price.

You cannot be too prompt in making your selections--Think of it  
\$100.00 buys a \$200.00 rug, \$150.00 buys a \$300.00 one, and so on.