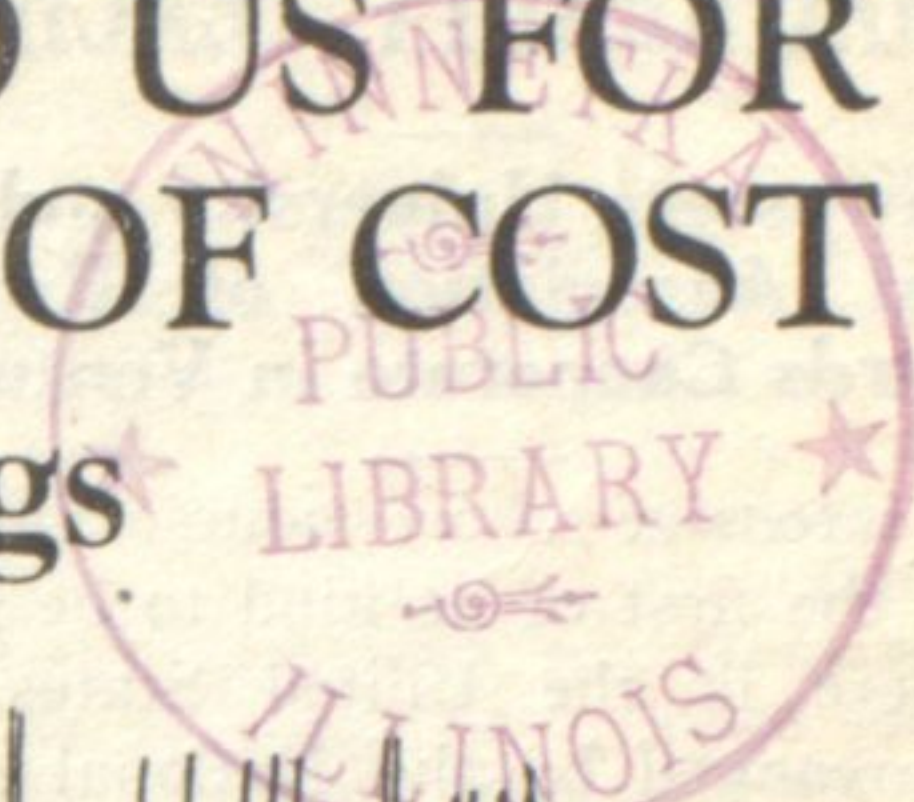


# IMPORTER'S ENTIRE STOCK SENT TO US FOR IMMEDIATE DISPOSAL—REGARDLESS OF COST

## Extraordinary Sale of Oriental Rugs



WE have just received the entire stock of S. Hovivian, a direct importer of antique and modern oriental rugs, for immediate disposal—regardless of cost—and we are able to offer values to Evanston and the North Shore that have not been equalled. Room size rugs, scatter rugs and mats—each a work of art and a distinctive addition to living room, dining room, bedroom or entrance hall.



In view of their rich colorings, quality, and their remarkably moderate prices, these rugs merit your particular attention. To judge the extreme values here represented, you must see them in order to fully appreciate them.

Let us send a few rugs to your home for your inspection and approval.

Sale Begins  
**FRIDAY**

**OCTOBER 16th**

### JUST A FEW FEATURES OF THIS SALE

Beautiful Royal Saruks  
Average Size 4.6x7  
Fine woven rugs with unusually silky pile. Pleasing combinations of colors and designs. **\$149**

Extra Heavy Persian Serapi  
Size 9x12  
Heavy durable rug made on blue field with attractive rose border and all over design. **\$265**

Real Mongolian Chinese  
Size 9x12  
Richly woven in artistic Chinese designs, with deep silky pile. Lovely rose and blue color combinations. **\$287**

Gorgeous Kandahar  
Size 9x12  
The beautiful, luxurious nap of this rug adds comfort and charm to any home. The work of skillful weavers, in harmonious blendings of color. **\$438**

### Gorgeous Scatter Rugs At a Great Saving



Two Daily Deliveries to North Suburbs

Selected Lilibans  
Average Size 2.6x4.6  
A group of attractive rugs woven with selected wool in rich colors and design. **\$29.50**

Choice Silky Belouchestans  
Average Size 2.6x5  
Rich dark reds, wine and blue shades, closely woven with long silky nap. **\$19.75**

*Second Floor—East Room*

Extra Fine Irans  
Average Size 3.6x6  
Lovely group of desirable pieces in heavy and desirable rugs. Rich in coloring, and silky in nap. **\$49.50**

# Lord's

Telephones  
Wilmette 600  
University 1024

AT FOUNTAIN SQUARE—EVANSTON