

THREE SALES OF REALLY EXTRAORDINARY INTEREST TO WOMEN

FINAL Clearance of ALL Coats and Dresses!

The lowest prices of the year! And luckily there remain quantities of smart and desirable styles and colors! Models suitable for spring wear among them, too—in both coats and dresses! All sales must be final. No purchases can be sent C. O. D.; none can be returned.

Reductions of 1/3 and More on Coats

This includes even the plain-tailored models, for business and travelwear—and fur-lined coats, a perennial favorite for its practical qualities.

The Dresses

Values to \$29.50 at

\$9.75

strictly tailored — or planned on softer lines, but still quite simple. One and two piece models. Jerseys and satins. Included are a few Miriam Gross knitted sport dresses.

Values to \$35 at

\$14.85

New party dresses in evening shades — taffetas, crepes, chiffons, semi-bouffant, youthful lines. One and two piece sports dresses and informal afternoon dresses in tans, browns, greens, rust, orange, black and white, in satin, velveteen, jersey and serge.

Values to \$45 at

\$23.25

Reduced from higher-priced stocks, these dresses are exceptional values at \$23.25! Velvets, georgettes, crepes, crepe satins. Included are some of our better sport dresses—simple of line and perfectly tailored.

Lord's—Second Floor

2 New Wilmette Trunk Lines: Wilmette 3700



Fountain Square Evanston

Merchandise Bought in These Sales May Be Charged on Feb. 1st Bills.

A \$60,000 Purchase of Oriental Rugs

Superb antiques and moderns, bought at less than they actually cost to import!

To be sold at

Savings of 25% to 50%

An importer of Oriental Rugs, urgently in need of cash, sold us his entire stock! Prices are the lowest we have seen in years—and the collection is one of the finest we have ever assembled!

It is a rare opportunity to acquire one or more really excellent Oriental Rugs for your home: not only at a great saving, but with the assurance that the store and its reputation for fair dealing stand back of your purchase!

\$25 to \$40
Beluchistans
\$18.00

Average size 3x5—exceedingly effective designs and harmonious color combinations. \$40 Anatolian Prayer Rugs are also \$18. All in the vivid colorings and sharply defined patterns characteristic of this rug. The designs are symbolic—Gates of Heaven and similar themes. Most of the Anatolians have solid-colored centers. \$18 Round Chinese Mats, \$10.

\$15 Ladik Mats
\$7.00

Approximate size, 1 1/2 x 3—Some in Oriental pastels—colors that fairly melt into one another! Others in rich, warm tones in more definite contrasts.

\$650 Persian Meshads
\$395

Approximate size 9x12 feet. Striking colors—with red, old blue and mulberry predominating. Such rugs as these increase in value with each year of wear!

Lord's—First Floor

\$2800 Imperial Kashan Sarouk
\$1650

11 x 18 feet—blue background with mulberry border—an impressive design for a really formal room. This is but one of scores of larger rugs—for the sale includes many superb palace rugs!

These are but a few of the many feature values in the collection—to give you an idea how extremely low the prices are!

The January Sale of WHITE!

What an opportunity for the woman who revels in having a plentiful supply of bedding and towels and linens on hand at the time. Buy at least a year's supply in this sale:

White Goods

- 36 inch Mercerized Batiste, 50c yd.
- 45 inch Mercerized Batiste, 75c yd.
- 45 inch Organdie, 85c yd.
- 36 inch White Dimity, 50c yd.
- 36 inch White Madras, 55c yd.
- 36 inch Jap. Nainsook, \$5.50 10-yd. Bolt.
- 36 inch White Poplin, 50c yd.

Towels

- Linen Huck Towels, 50c each.
- Damask-Bordered Linen Huck Towels, 39c.
- Heavy Linen Crash Toweling, 39c yd.
- All-Linen Tea Towels, 55c.
- 16 inch Linen Crash Toweling, 23c yd.
- All-Linen Glass Towels, 39c.
- Aristex Bath Mats, \$3.25.
- Pure Linen Huck Towels, 69c.
- Linen Birdseye weave Towels, 89c.
- Linen Crash Roller Towels, 79c.
- Linen Crash Hand Towels, 39c.

Bedding

WAMSUTTA SHEETS		PEQUOT SHEETS	
63x 99.	\$3.75	63x 99.	\$1.35
72x 99.	\$4.10	63x108.	\$1.45
63x108.	\$3.85	72x 99.	\$1.45
81x 99.	\$4.25	72x108.	\$1.55
		81x 99.	\$1.55
		81x108.	\$1.75
		90x108.	\$1.95
PEQUOT CASES		WAMSUTTA CASES	
36 x 36.	32c	42x36.	\$1.00
42 x 36.	35c	45x36.	\$1.10
45 x 36.	40c		

Table Linens

- Pure Linen Damask, 68 inches wide, \$1.45 yd.
- Linen 54 inch Luncheon Cloth and 6 napkins, \$3.85.
- Linen Pattern Cloths, 68 inch \$3.45.
- 68x84 Linen Pattern Cloths, \$4.75.
- 22 inch Napkins to match the above cloths, \$4.95 dozen.

Lord's—First Floor