

SENSATIONAL NEW RUG Revolutionizes Values

88 of Chicago's leading stores
now demonstrating the marvelous new
Gulistan de luxe rug

ONE of the largest manufacturers of fine rugs has developed a New Type of Rug which 88 of Chicago's leading stores are now exhibiting.

The House of Karagheusian is one of the biggest producers of beautiful Oriental Rugs, designed and woven by their own native craftsmen in Persia and China.

They have now achieved in their American Plants a wonderful Rug with the sheen, lustre and luxury of imported Orientals.

Experts are amazed at the similarity! Placed side by side with thousand-dollar Kashans and Kermans you will be astounded to find exactly the same sheen.

See Gulistan today for the pleasure of it. Buy if you are ready. Bid farewell to flat, dull-looking rugs. Enjoy soft, rich colors, deep, generous pile, silky sheen shimmering and changing tone with the light. The day of longing for Oriental beauty on your home floors is over. You can have it at less than the world ever dreamed of. *Your favorite store is showing Gulistan now.*

Have a Gulistan sent to your home today. Place it alongside a costly Oriental if you have one. The sheen is the same. All the wools are the same

\$150

At this price you can now buy a 9 x 12 ft. American Rug that has the luxurious sheen and beauty of a true Oriental, and which makes over any room into a dream of beauty.

as have been selected for years by the House of Karagheusian for its Oriental rugs. They are picked qualities, especially imported from the Near East and China. More than sixty pounds of the best material in each 9 x 12 ft. Gulistan de luxe Rug!

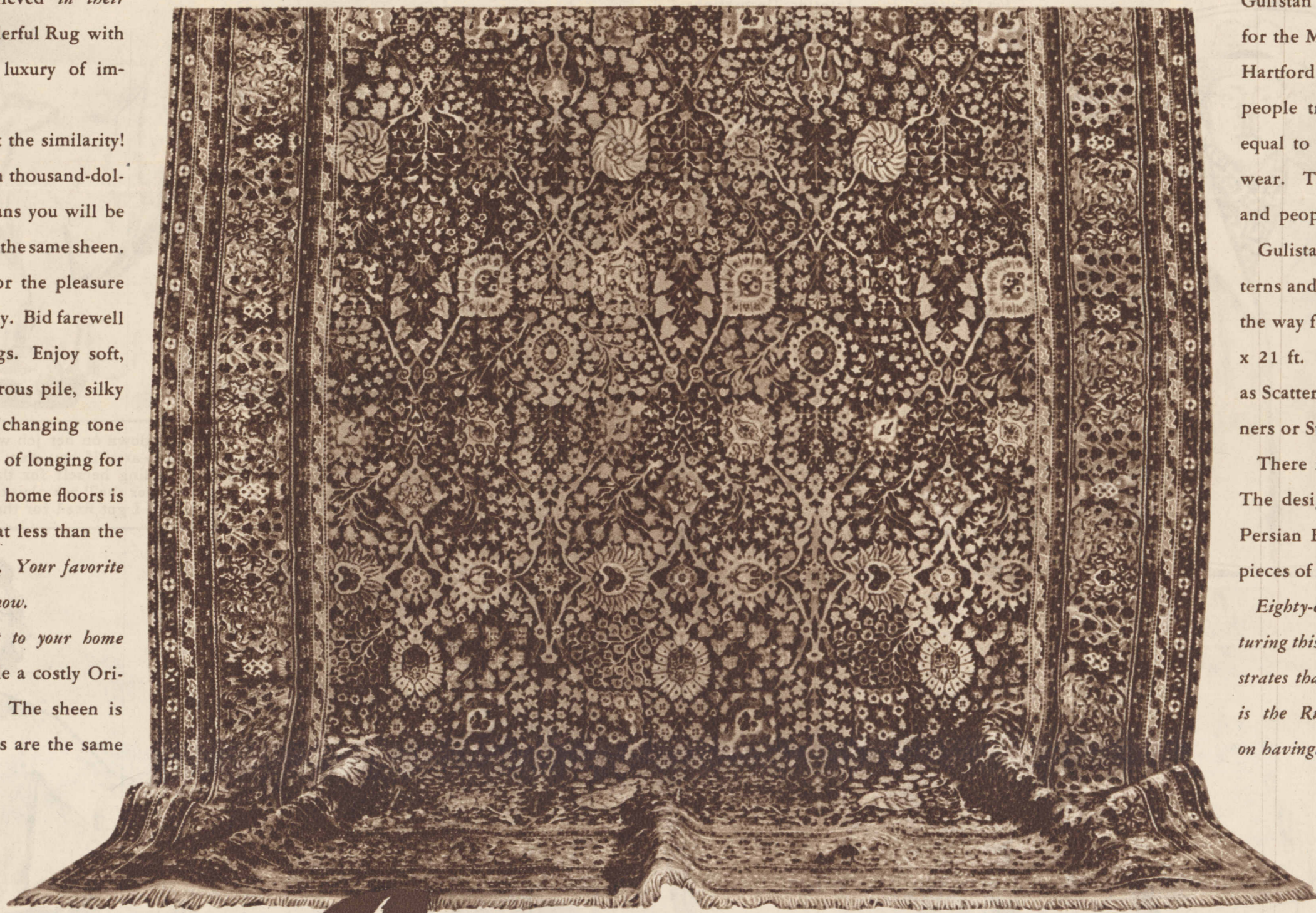
That is why Gulistan is actually superior in wearing quality to many of the popular-priced types of Oriental Rugs. Three

Gulistan de Luxe Rugs were selected for the Model Home organized by the Hartford "Times." More than 83,000 people trod them. This is practically equal to a life-time of ordinary home wear. The rugs were then washed, and people judged them to be *new*.

Gulistan comes in many sizes, patterns and color combinations. Sizes all the way from 27 x 54 in. to 11 ft. 3 in. x 21 ft. You can have Gulistan Rugs as Scatter Rugs, Room Sizes, Hall Runners or Stair Carpets.

There is a large choice of patterns. The designs come from those of fine Persian Rugs, many of them museum pieces of almost priceless value.

Eighty-eight great Chicago Stores featuring this Karagheusian Product demonstrates that they know Gulistan de Luxe is the Rug you will henceforth insist on having.



The **Gulistan** de Luxe
Rug Trade Mark

A PRODUCT OF KARAGHEUSIAN