

# Revolutionary Rug Value!

Take this page and ask any good store to show you the

## Gulistan Rug de Luxe

Reg. U. S. Pat. Off.

At this price you can now buy a 9 x 12 ft. American Rug that has the luxurious sheen

**\$150**

and beauty of a true Oriental, and which makes over any room into a dream of beauty.



Ask your favorite department or furniture store to show you the rug illustrated here.

You will make an amazing discovery.

You will discover that you can honestly get silky Oriental rug luxury at the price of a good domestic rug!

The news about the Gulistan Rug has revolutionized all rug values.

Think of it! Gulistan is the product of the world's largest maker of genuine Oriental Rugs . . . KARAGHEUSIAN.

That is why Gulistan is much better than the machine-made "reproductions" of Orientals you see everywhere.

That is why it is even better than genuine

Oriental rugs offered you at any price less than \$350.

Each 9 x 12 foot Gulistan Rug consists of sixty pounds of the finest imported long-staple wools. The same wools that are used in Karagheusian's most expensive Persian and Chinese Rugs.

The dyes are the same.

The lovely, shimmering sheen is produced at the same famous plant where Karagheusian's thousand dollar Sarouks and Kirmanshahs receive their final lustre.

When you buy Gulistan you are buying this glorious tradition of fine design, workmanship and material which is now available

at a modest price because of Karagheusian's amazing development of American loom-craft.

Visit your favorite store.

See that wonderful sheen for yourself.

Feel the weight of the fabric.

Note not only the beauty but how the pile stands up again after you remove your foot's pressure. You will at once decide to have Gulistan in your own home.

And when friends ask "Is it a genuine Oriental?", turn back the rug and show them the silken label of Karagheusian on the back . . . because the rug you have is truly Oriental in every respect save that it is woven upon the American loom.

Gulistan Rug designs are chosen from the choicest of the originals woven by Karagheusian craftsmen in the Orient. Many come from century-old masterpieces cherished in museums.

Illustration shows a Serapi design No. 25073. The original was sold through a world-famous department store to a millionaire customer. (Gulistan Rug sizes are from 22½ in. x 36 in. to 11 ft. 3 in. x 21 ft. Scatter Rugs, Room Sizes, Runners, Stair Carpets.)

A. & M. KARAGHEUSIAN, INC. + AMERICAN PLANTS IN STATES OF NEW JERSEY AND NEW YORK + PRODUCTION CENTERS FOR ORIENTAL RUGS: THROUGHOUT THE NEAR EAST & AT TIENTSIN, CHINA + CHICAGO: HEYWORTH BUILDING + HEAD OFFICE. NEW YORK: TEXTILE BUILDING + BRANCHES AT BOSTON, PHILADELPHIA, BUFFALO, CLEVELAND, DETROIT, KANSAS CITY, MINNEAPOLIS, SEATTLE, LOS ANGELES, ATLANTA.

A P R O D U C T O F K A R A G H E U S I A N