

# GULISTAN

Reg. U. S. Pat. Off.



Gulistan comes in all standard sizes from 22½ in. x 36 in. to 11 ft. 3 in. x 21 ft. Scatter rugs, room sizes, runners, stair carpets. Illustration shows pattern 25073, a Serapi Medallion Design.

Made in America by the largest  
 • makers of Oriental Rugs •  
**KARAGHEUSIAN**

A. & M. KARAGHEUSIAN, INC. ☆ AMERICAN PLANTS IN NEW JERSEY AND NEW YORK ☆ PRODUCTION CENTERS FOR ORIENTAL RUGS: THROUGHOUT THE NEAR EAST AND AT TIENSIN, CHINA ☆ HEAD OFFICE, NEW YORK: 295 FIFTH AVENUE ☆ CHICAGO: HEYWORTH BUILDING ☆ BRANCHES AT BOSTON PHILADELPHIA BUFFALO CLEVELAND DETROIT KANSAS CITY MINNEAPOLIS SEATTLE LOS ANGELES ATLANTIC CITY ATLANTA

## \*119.75 . . . last week!

For the past week department and furniture stores were able to offer you certain discontinued patterns in Gulistan at the reduced price of \$119.75. This was because new patterns were coming in. The discontinued patterns are perfect and can never again be obtained *at any price*. January 18 is the last day you can secure one of these beautiful Gulistan patterns at the reduced price. Naturally first comers find the largest assortment. Watch for store announcements in the newspapers, or go to your favorite Gulistan store *now*.

the most  
 imitated rug  
 of today!

## \$150

for the 9 x 12 foot size  
 Other sizes in proportion

HERE it is, the very sheen and lustrous beauty of an expensive Oriental Rug!

And yet, an American rug at an American price!

Made possible because of an amazing advance by Karagheusian, the largest makers of Oriental rugs.

A revolution in all fine rug values has followed in the trail of Gulistan.

Numerous imitations are being offered today.

Many people have even been given the impression that the word Gulistan means a type of rug!

It does not.

*Gulistan can only be made by Karagheusian.* It is the American product of this famous House, whose native weavers in Persia and China supply America with so many fine Oriental Rugs.

To make Gulistan, Karagheusian uses most of the century-old methods that have *MADE the glorious Oriental tradition.*

The *same* indispensable sturdy Oriental wool yarns, the finest dyes, the *very same* finishing processes!

Is it surprising that the lovely sheen!

. . . the pile-deep luxury!

. . . the jewel-like colors!

—of expensive Karagheusian Persian Rugs

—are also in Gulistan.

Go to your favorite department or furniture store.

No need to sift out substitutes.

Simply turn up the back of the rug, find the silken label reproduced here:



This label is the signature of the largest maker of Oriental Rugs. It is your unailing guarantee that you are getting GULISTAN.