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# "I stood there amazed!



... what could an  
**Oriental Rug** give  
 more than this?

**\$125"**

*For 9 by 12 foot size. Other sizes in proportion.*

An amazing advance by the largest makers of Oriental rugs is transforming homes all over the country!

Karagheusian has actually succeeded in creating an American rug that has the *silky, luxurious sheen of a costly Oriental!*

Even experts hesitate to tell the difference.

A revolution in rug values followed in the trail of Gulistan!

Today it is the most imitated rug in America.

*But only Karagheusian can make Gulistan!* 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?

SEE Gulistan before buying *any* rug of *any* kind. It will give you new ideas of what you want. Every good furniture or department store will be glad to show you the beautiful patterns available.

No need to sift out substitutes.

Simply lift up the back of the rug and find the silken label pictured below. That label is your guarantee that you are getting the finest Oriental traditions as applied to a rug made in this country.

**The world-famous Ardebil Mosque Rug** design has now been recreated in Gulistan! Since 1540 this rug has been acknowledged as THE world's masterpiece of Oriental rug art—with a value beyond price. It is the star piece in the Exhibition of Persian Art organized by the British Government in London this year. Thousands of people from all over the world are flocking to this Exhibition to see the Ardebil rug. Gulistan reproduces it in many color combinations—with grounds of Ivory, Old Gold, Persian Blue and Peach. Ask for Gulistan 25104.

# G U L I S T A N

Reg. U. S. Pat. Off.

**Made in America by A. & M. KARAGHEUSIAN, Inc.** • AMERICAN PLANTS IN NEW JERSEY AND NEW YORK  
 PRODUCTION CENTERS: THROUGHOUT THE NEAR EAST AND IN CHINA • HEAD OFFICE, NEW YORK: 295 FIFTH AVENUE • CHICAGO: HEYWORTH  
 BLDG. • BRANCHES AT: BOSTON PHILADELPHIA BUFFALO CLEVELAND DETROIT KANSAS CITY MINNEAPOLIS LOS ANGELES SEATTLE ATLANTA

Look for  
 this label



on the back  
 of every rug.