

# That must be an Oriental..

..friends  
exclaim..

\$125

for 9 x 12 size. Many  
other sizes from \$8.50 up.

**Only a costly Oriental Rug** could equal this!

World-famous Persian designs re-created with true Oriental sheen in rugs made in this country!

*Experts hesitate to tell the difference!*

This great achievement comes from the one house you would logically expect it from... Karagheusian, largest makers of Persian and Chinese rugs.

In making Gulistan they use most of the century-old methods that have made the great Oriental tradition.

The same sturdy Oriental wools! The finest dyes, the very same finishing processes!

Little wonder that a revolution in all rug values has followed in the trail of Gulistan!

Today it is the most imitated rug in America! Its silky luxury simply transforms a room!

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.

**Multi-millionaire's Prize Antique Persian Rug** • Woven in the 15th century, this rug came into the great Yerkes collection. The original is worth hundreds of thousands. One of the greatest hunting carpets, such as the Shahs of Persia used to love. Fascinating Oriental symbols abound in the design. Two rich grounds of rust and soft rose make it especially adaptable for the distinguished home of today. **Ask for Gulistan 25103.**



# G U L I S T A N

Look for  
this label



on the back  
of every rug

**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 • BRANCH OFFICES: CHICAGO BOSTON PHILADELPHIA  
BUFFALO CLEVELAND DETROIT KANSAS CITY MINNEAPOLIS LOS ANGELES SEATTLE ATLANTA