

New-type American Rug revolutionizes values by giving *same superb sheen as costly Orientals!*

\$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.

Illustration shows Gulistan De Luxe 25062, reproduction of expensive Kirmanshab design



The *very thing* which made Oriental Rugs the desire of all the world can now make your room into a dream of beauty, that lustrous deep-piled sheen shimmering and changing color with varying light and shade.

Your home becomes a place that visitors thrill to . . . and talk of.

Such lustrous, heavy-piled luxury changes all one's ideas about the importance of rugs in a home.

One of the largest spaces in any room, the floor, becomes such a picture of beauty!

And at a price no more than that of a good Domestic Rug!

Read how this happened, below, but above all, go to any one of Chicago's best known stores, and say "Show me a Gulistan De Luxe." Value such as this is a thrill which happens to the home-maker only once in a lifetime.

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In the Orient, in Persia and in China, the famous House of Karagheusian has made for years great numbers of the world's most beautiful Oriental Rugs.

In their American plants they have made great numbers of fine American Rugs.

How to make an American Rug as *lustrous*

and *luxurious* as the Orientals has been their dream and effort for years. Gulistan De Luxe is the result.

Oriental experts are amazed at the similarity. The sheen is exactly the same as that of a \$1000 Kashan or Kerman Rug.

And the Gulistan De Luxe actually wears better than many of the popular-priced Oriental rugs. It is made exclusively of the finest wools, specially imported from the Near East and China. More than 60 pounds of the best material in each 9 x 12 ft. rug, the same as used by Karagheusian in their fine Orientals!

Three Gulistan De Luxe rugs were selected for the Model Home organized by the Hartford (Conn) "Times." More than 83,000 people trod them . . . equalling a life-time of home wear. The rugs were then washed and people judged them to be new.

Gulistan De Luxe Rugs come in many sizes, all the way from 27" x 54" to 11'.3" x 21'. You may have them as Scatter Rugs, Room Sizes, Runners or Stair Carpets.

The designs come from those of fine Persian rugs, many of them museum pieces of almost priceless value.

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

The Gulistan de Luxe Rug

A PRODUCT OF KARAGHEUSIAN