

America's Favorite Carpet Today!

GULISTAN

Reg. U. S. Pat. Off.

CARPETING

People's ideas of floor-coverings have been definitely changing during recent years. The new America is demanding a new kind of beauty on its floors. That is why Gulistan Carpeting has made such a success: nothing before has so perfectly expressed the taste of today. This achievement has been recognized in the world's greatest exhibitions: at the American Institute of Architects . . . at the Paris Exposition . . . at the New York Metropolitan Museum of Art, and now, this year, the New York World's Fair has selected it for its luxurious Terrace Club!

What is it about Gulistan that people everywhere like so much?

The combination of richness with simplicity! A fabric in one color woven with differently spun yarns, and *patterned* . . . but patterned so softly and exquisitely that the design hardly intrudes upon the expanse of color! The eye delights in the subtle contrast of textures . . . the sense of a deep pile . . . in the sparkle of tone upon tone! Many people are buying Gulistan because it is more practical than Plain Shade carpeting—footmarks don't show so much. Equally beautiful as rug or as wall-to-wall carpeting, the new style provides the perfect quiet base for all types of furniture—period or modern.

Custom-finished to your individual order, Gulistan is priced at \$12 per sq. yard (9 x 12 foot size, \$144). Binding extra.

GULISTAN'S Tone-on-Tone Style now in Popular Price Weaves, Too! Starting at \$35 for 9 x 12 ft.

The lovely effects of tone-on-tone can now be had in the same makers' less expensive weaves. All the stylish shades usually found in more costly qualities: Peachblow, Rose Quartz, Copenhagen Blue: *many, many others*. 35 sizes in each color. Illustrated below are patterns selected from four representative weaves.

- 1 TRIANON LUSTRE CARPETING • High-piled, and richly textured like Gulistan. A real luxury Carpeting!
- 2 BUFTON WILTON • The fine durable Wilton weave, at a surprisingly inexpensive price. Moresque yarns give delightful texture effects.
- 3 PENHURST • A superb quality Axminster with heavy close pile.
- 4 CHILTON • A magnificent Axminster value at a minimum price.

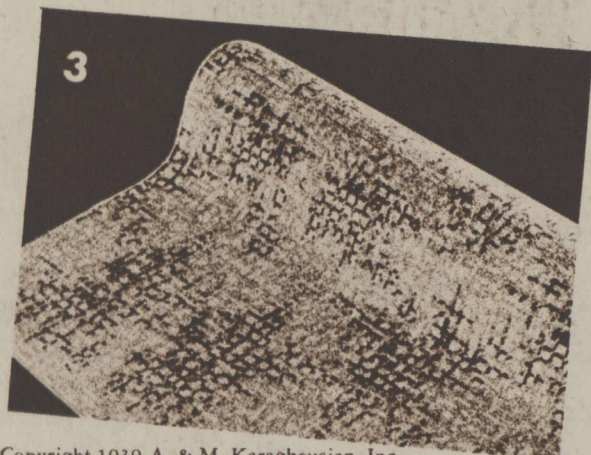


Illustration shows Gulistan Ripple O'Wheat Pattern, No. 22329 (U. S. Design Patent app. for)

You can buy Gulistan Carpeting and other products by the same makers at department, furniture and specialty stores everywhere. Whether you shop in the big city or in the suburbs, there is a Gulistan dealer nearby. Convenient terms available almost everywhere. Look for the silk label pictured here. It is attached to the edge of every floor covering woven by the makers of Gulistan. *None genuine without.*

A. & M. KARAGHEUSIAN, INC. • NEW YORK
BRANCHES THROUGHOUT U. S. A. • CHICAGO: MERCHANDISE MART BUILDING

