



BEAUTY IN DESTRUCTION—This swirling cloud of smoke and flame poured for twenty-four hours from an overflowing oil tank near Berger, Tex., destroying 25,000 barrels of gasoline. (Associated Press photo.)



TWO PENGUINS IN THE LONDON ZOO indulge in an immensely dignified exchange of opinion. At least that is the photographer's guess. Then again, perhaps they are billing and cooing in penguinese. (Acme photo.)

The Gulistan Rug

On Display at Olson's

For your convenience, we have assembled the cream of the products offered by other mills. Gulistan, Sahara and other advertised American Orientals are on display in the Olson salesrooms, where you can compare prices and qualities for yourself.

\$125.00

STANDARD PRICE EVERYWHERE FOR THE 9X12 FT. SIZE

OLSON RUG CO.

2800 N. Crawford Ave. 6032 S. Halsted St.

OLSON'S Pershana RUGS

America's Finest Oriental Reproduction

REG. U.S. PAT. OFF.

The Rug Sensation of the Century that Amazed Even the Experts . . .

Now—
\$130 formerly \$135

9x12 Ft. Size—Larger and Smaller Sizes Reduced in Proportion

This NEW LOW PRICE will come as a sensation to those who have seen the famous Pershana—who have been thrilled by its exquisite beauty—its silky, deep-piled Oriental luxury. With every reason for asking more, we have instead made this reduction of \$5. It is the same high quality rug that sold for \$135. Nothing has been changed. Great popularity and production on an immense scale make this new low price possible.

There is nothing quite like the beauty of Pershana. Words simply cannot adequately describe this rug sensation! Colors that only an inspired artist could produce . . . a texture so rich, so deep, it is a joy to walk on . . . a lustrous sheen that glows with lights and shadows. Pershana will satisfy every reason you may have for wanting an expensive hand-woven Oriental. Famous old world masterpieces have been reproduced with startling fidelity by our craftsmen—patterns that vividly portray the joys and sorrows of a race—patterns that adorned the palaces of kings—that tell a story in every motif—from romance to tragedy.

A \$5 Deposit Holds Any Rug

Don't buy new rugs anywhere until you have seen and examined the Pershana at the Olson factory. Nothing has been spared to make Pershana the finest. Only the best sun-fast dyes are used—only the choicest, long-fibered, imported NEW worsted yarns, the same as in genuine hand-made Orientals.

CONVENIENT TERMS



Made and Sold Only by
Olson Rug Co.
FACTORY TO YOU

BOKARA RUG

Another Great Achievement . . . by Olson

A NEW CREATION . . . and a worthy companion to the glorious Pershana. Deep piled and luxurious, it offers oriental beauty of amazing fidelity at a factory price within easy reach. See the NEW Bokara Rug. It's beauty will enchant you—lovely patterns of century-old, hand woven Orientals, rich colors, ravishing beauty and a luster of gleaming brilliance. Made completely in our own factories and offered to you at a big saving. 9x12 ft. size at . . .

\$89

2 1/4 x 3 1/2 feet . . . \$9.25 3 x 5 1/4 feet . . . \$14.85

OLSON-MADE Royal Wiltons

Not in years has our display included such heavy quality at such low prices. Lovely new Fall patterns that will delight you. Closely and firmly woven of choice new wools, these rugs possess that richness found only in costlier Wiltons. 9x12 ft. size at

\$37.85

8 1/4 x 10 1/2 feet . . . \$36.95

OLSON-MADE Sultana Rugs

Deep napped luxury and beauty of colors and patterns found only in rugs retailing 25% higher. Manufactured in our Chicago factory. Any size. 9x12 ft.,

\$76.80

8 1/4 x 10 1/2 ft. . . \$73.35 6 x 9 ft. . . \$49.30

OTHER ROOM SIZE RUGS PRICED AS LOW AS \$17.70



FACTORY PRICES TO EVERYONE

We Invite You . . .

TO VISIT THE GREAT OLSON FACTORY See How America's Finest Rugs Are Made

Some time—any day or night—when you are tired of the movies or dances or cards and you have an hour or so to spare, ride over to our factory. We guarantee there will not be a dull moment in your visit. We'll show you gigantic looms that perform an almost human task weaving the beautiful Pershana and other fine floor coverings. It would take 1200 Oriental weavers to duplicate the output of one of these mammoth looms. We'll show you spinning machines so absorbing, so interesting, you'll never even miss your favorite movie. The great dye vats—the carding machinery—and shearing machines—will hold you spellbound. You will learn more about rugs in an hour—than you could possibly absorb in days of reading. Come over. Bring the children with you. Invite your friends. Everyone is welcome.

Come—See—Compare for Yourself

Over 6000 Rugs to Choose From. Chicago's Largest Display

Here you pay no unnecessary middlemen's profits, no high loop rents. You get more for your money than you will anywhere else—we guarantee you that. Buy rugs that are made in Chicago by skilled Chicago workmen. "Buy Chicago products"—that should be the motto of everyone these days.

Milwaukee, Wis. Salesroom:

152 West Wisconsin Ave. Caswell Block

Also Open Mon. and Sat. Till 9

OLSON RUG CO.

Factory and Salesroom

2800 North CRAWFORD AVE., at Diversey

Also Open 5 Evenings Till 10—Mon., Tues., Wed., Thurs. and Sat.

South Side Branch Salesroom:

6032 S. Halsted St.

Open 3 Evenings Till 10: Tuesday, Thursday, Saturday