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the largest makers of Oriental rugs
could have done this!



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for 9 x 12 foot size. Twenty-two other sizes from \$5.75 up.

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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!

Multi-millionaire's Antique Persian Rug • Woven in the 15th century, this rug came into the collection of the multi-millionaire collector, Mr. Yerkes. The original is worth a fortune. One of the greatest hunting carpets, such as the *Shabs of Persia* used to love. Fascinating Oriental symbols abound in the design. Gulistan reproduces it, in rich grounds of rust and soft rose. Ask for **Gulistan 25103**

. . . 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. • You can get sizes and color-combinations to suit any room in your home. • 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.

G U L I S T A N

Made in America by the Largest Makers of Oriental Rugs
A. & M. KARAGHEUSIAN, INC. • AMERICAN PLANTS IN NEW JERSEY • PRODUCTION CENTERS THROUGHOUT THE NEAR EAST AND CHINA • HEAD OFFICE, NEW YORK: 295 FIFTH AVENUE • BRANCH OFFICES: CHICAGO BOSTON PHILADELPHIA BUFFALO CLEVELAND DETROIT KANSAS CITY MINNEAPOLIS LOS ANGELES SAN FRANCISCO SEATTLE ATLANTA



Look for this
silk label on the back of every Gulistan Rug.