

In the face of rising costs the Makers of GULISTAN RUGS

Reg. U.S. Pat. Off.

Announce new luxury rugs at popular prices

In seven years the famous Gulistan Rug has done something unique in the history of rugs. It has made millions feel they *must have* a luxury rug in their homes. For every family that bought Gulistan there were twenty more that longed for it and often said so, but could not afford it. • The makers of Gulistan determined to meet this popular appeal and during the depression actually *expanded plant and invented loom improvements* to do it! • "There must be a quality rug at every price worthy to be labeled a member of the Gulistan family..." that was the object. • Eight months of urgent public demand for these popular price rugs have now gone by. Today, hundreds of *additional* retailers are selling them to thousands of *new* customers! • What does it mean to you? It means that even if you wish to pay *sixty or ninety dollars LESS* than the price of the Gulistan Rug you will find there is a real quality rug at that price from the same maker and that he is proud enough of it to put his label on it! • The long generations of monotonous floor coverings are at an end. Finer *making and finer styling* are penetrating to all the rugs you can afford... and *from the true Oriental source!* • Persian and Chinese handwovens, glorious Gulistan reproductions, luxurious Wiltons, Axminsters such as were never made before, beautiful Broadlooms, fascinating Texture Rugs, glowing Plain Shade Carpets—they all come now with the Gulistan label *guaranteeing fine origin*. • See them for yourself! Identify them by the label illustrated below. This is not just another rug season. It is a new rug era.



RUG ILLUSTRATED IS GULISTAN 5143, ROYAL KASHAN DESIGN

RUG ILLUSTRATED IS FENMORE 8019, HOOKED RUG DESIGN

LOOK FOR THIS LABEL



FENMORE RUG, approximately one-third Gulistan's price! The first rug available from the makers of Gulistan at such a price! It is made of the same choice wools as Gulistan and what a wealth of lovely designs! Hooked rugs, Plaids, Moderns, Periods, Persians and Chinese. Sizes from 27 ins. by 52 ins. to 11 ft. 3 ins. by 15 ft. All sizes run full.

HINDUSTAN RUG, little more than one-half Gulistan's price! A value no expert believed possible! This new de luxe Oriental reproduction is made of the same choice wools as Gulistan, woven by the durable Wilton process and finished with true Oriental sheen. All sizes run full.

RUG ILLUSTRATED IS HINDUSTAN 2810, CHINESE DESIGN

*The above price is for the 9 by 12 ft. size. Other sizes priced proportionately.

The world-famous GULISTAN RUG \$138* Gorgeous sheen, deep, luxurious pile and designs that come from the masterpieces of Persian rug design, make Gulistan the first choice of anybody buying a rug. Gulistan is made by a process exclusive to Karagheusian. The Triple Lock Grip (Patents Pending) insures long life and wear. Fifty designs for you to choose from—all woven through to the back just as the costliest Oriental. Illustrated above is a magnificent Royal Kashan reproduction. Four exquisite shades: Ivory, Rose Red, Soft Rose and Rust. You can obtain almost every Gulistan design in twenty-three different sizes, from 22½ ins. by 36 ins. to 11 ft. 3 ins. by 21 ft. And note: all sizes run full.

Obtainable at 5000 Furniture and Department Stores

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