


Rug Revolution *Spreads!*



New thousands now buying Oriental Rug luxury at American Rug prices!

People are thronging rug departments now as never before. *Gulistan Rugs fascinate them.*

The prized possession of millionaires' homes—Oriental Rug beauty—is now theirs at \$150.

The same lovely, shimmering sheen, the same deep-piled luxury which you see in Sarouks and Kirmanshahs!

Karagheusian has brought the art of the Oriental Rug to America.

What this means you will see when you see Gulistan Rugs.

Gulistan is more than a fine reproduction. It is a new type of rug masterpiece.

Whilst native craftsmen are making Karagheusian Oriental rugs in Persia and China, the very same designs, wools, dyes and finishing processes are

being used in the Karagheusian American plants to create Gulistan Rugs.

Oriental tradition and American loom-craft are now partners to produce Gulistan's beauty.

Gulistan wears better than popular-priced Orientals, because it is made of better materials. To get the same value and beauty in Oriental weaves you must pay not less than \$350.

Verify these statements yourself. Go to your favorite department or furniture store.

Turn up the end of the rug. Find the silk label of the world's largest maker of Oriental Rugs.

Your admiration of Gulistan will quickly seal your determination to possess this luxury, because you will see that *such* beauty has the power to transform your home to the envy of all.

\$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 Rug No. 25002, a XVIth century Ispahan design. The original is in one of the great European collections. Gulistan Rugs come in many sizes, all the way from 22½ x 36 inches to 11 ft. 3 x 21 ft. Scatter Rugs, Room Sizes, Runners, Stair Carpets.

A. & M. KARAGHEUSIAN, INC. + AMERICAN PLANTS IN 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 BUILDING + BRANCHES AT BOSTON, PHILADELPHIA, BUFFALO, CLEVELAND, DETROIT, KANSAS CITY, MINNEAPOLIS, SEATTLE, LOS ANGELES.

The **Gulistan** *de Luxe*
Rug Reg. U. S. Pat. Off.

A P R O D U C T O F K A R A G H E U S I A N