

GULISTAN

Reg. U. S. Pat. Off.

1932

*Oriental reproductions
ready!*

\$ 100

for 9 by 12 foot size • 22 other sizes from \$4.95 up • Convenient Terms

Museum designs now on exhibition at leading stores

The priceless treasury of Oriental Rug designs is now still further opened by Gulistan for those who demand supreme beauty in their rugs. • Think of this amazing fact... *only a costly Oriental Rug equals Gulistan.* Experts hesitate to tell the difference. • World-famous Persian and Chinese designs are reproduced with true Oriental sheen! • Price for these rare reproductions is now \$100 instead of \$150, as formerly. • Such price-reduction on a *nationally-recognized value* speaks for itself. • Eager once more for quality merchandise rather than distress-price items, the finest stores are featuring the twelve new Gulistan designs with all the impressive

confidence that they deserve. • Gulistan is made by the largest maker of Oriental rugs, Karagheusian. • In Gulistan you have the same sturdy Oriental wools, the finest dyes and the very same sheen as in Karagheusian's most expensive originals. • Absolute reliability is guaranteed by nation-wide success. • Visit the rug department of your favorite furniture or department store. No need to sift out substitutes. *Every genuine Gulistan has the name on a silken label on the back.* • Above all, see the fascinating new Gulistan reproductions, heavier and more lustrous than ever! Convenient terms are available at most stores.

MADE IN AMERICA BY KARAGHEUSIAN



18th Century Lavere Kirman Design • No more fascinating design ever came out of the Orient! • We can only marvel at the inventiveness of the designer, the wealth of decoration—every section of the rug seems to vary in motif. • Too, it is full of the deep emotion of the religious East. The design is in the form of a mihrab, or prayer-arch, where the Mohammedan worshipper kneels in devotion. The Cypress Tree is the ancient symbol for Life Hereafter. • In a small panel one can read the pious message of its designer: "The blessing of the Prophet be on you, thus saith Seyahi-Khabbi." • Gulistan reproduces this rare original in ground colors of Rose du Barry, Wine Red, Dark Blue and Copperglow. Ask to see **Gulistan 25116**