

ORIENTAL RUGS

are an investment—when they are well-chosen!

Not merely an investment in permanent beauty—but in substantial value that increases with the years! To choose them well requires more than good taste—it requires expert knowledge. Unless you have that expert knowledge, it is much better to buy Oriental rugs under a reliable name.

Here are a few of the feature values you will find now:

Gaboutrank, 9x12

\$550

Deep midnight-blue field, with a design much used by 16th century weavers.

Meshet, 9x12

\$295

Pastel blue and rose, with an elaborate floral design.

Fine Irans

\$45

Average size 3-6 x 6-6. A group of silky, heavy-piled rugs, woven for durability. Soft shades of blue and rose. A convenient-sized scatter rug.

Lustrous Lilihans

\$29

Average size 4 x 2-6. Patterns are developed on backgrounds ranging from soft, dull rose to deep mulberry. The rugs you'll want for passageway, an odd corner, or with a furniture group.

IMPERIAL YEZD PALACE CARPET

26 feet 4 inches x 16 feet 2 inches

\$10,000

This famous rug was woven for the Shah of Persia. The weaving took twelve years. Warm old ivory and tawny rose predominate in its intricate blended design. A superb piece, worthy of a place in a museum—and one that a collector will prize.

Persian Ispahan, 13-8x9-9, \$695

A golden field, covered with graceful sprays of flowers and palmets.

Semi-Antique Karabaugh, 16x9, \$400

Allover Feraghan design on a deep blue field.

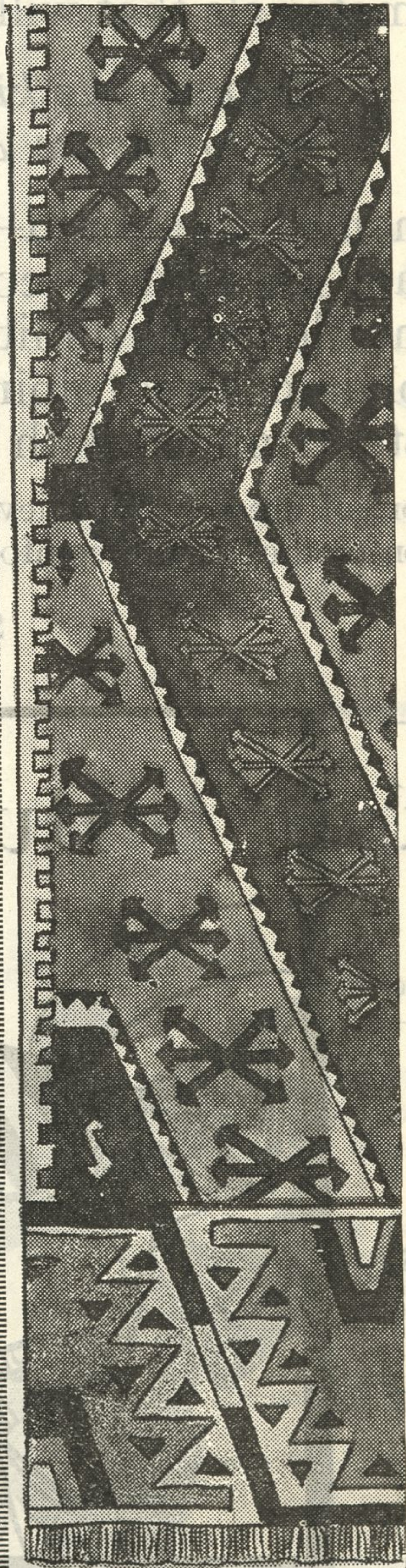
Lord's—Oriental Rugs—Second Floor

Iran Shah

18x12 feet

\$1250

Feraghan design all over on a blue field.



Lord's

INCORPORATED

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