

# What is Inside An Oriental Rug?

That's just exactly what many sensible people would like to know. To them a rug is a means to an end, namely, to cover a certain bare space of floor. But from common report they judge that an Oriental rug, instead of being a means to an end, would be an end to their means! For this reason, they would like to hear some of the inside history of Oriental rugs that might account for their recognized market value.

People who haven't used Oriental rugs can hardly credit the statement that a good Oriental will last a lifetime. But this is literally true; there is practically no wear to it, and as the market value of Oriental rugs is continually increasing, the rug you buy now becomes more valuable every year. So when you furnish any room with an Oriental rug, it is not only furnished permanently, but you can do a little better than get your original investment out of it any time you like.

## No Mystery--Something That Everyone Can See

Even the mere mechanical part of Oriental rug-weaving differentiates these rugs from all other floor coverings. If you turn over one of the fine Persian pieces that you may see here, you'll discover it is made up of thousands of little knots, each one tied separately by hand, and clipped off close. If you took the time to count the number of knots in one square foot, you'd find there was close to 50,000 of them. And when you consider that the very life of the rug depends upon the careful tying of these knots, you may form some idea of the patience of the Eastern artisan, who sits for months, sometimes for years, in front of a single rug, guiding his fingers in and out of the warp, with a skill that can only be likened to that of an accomplished harpist.

## Buy Only After Due Consideration

Of course the more care you give to such an important investment, the more it will mean to you, both in pleasure and profit. As for the genuineness of the rugs, most people are dependent upon the good faith of the store they patronize, but the careful buyer will do well to eliminate any store that is unwilling to give him his money back if after a day or so of consideration, he decides that he is not satisfied. Next he will begin a comparison of stocks; as a rule, very large stocks indicate indiscriminate buying. The kind of stock that counts is one made up of "The Cream of the Bales," that is the best rugs picked out of every important Oriental shipment that comes within reach. This is just the kind of stock we have ready for your inspection at present on our Fourth Floor.

## The Spontaneous Artists of the East

Then to the wonderful mechanical side of this rug-making, add the sense of form and color that seems to be born in these natives, whereby the traditional symbols of their race and religion bloom in their handiwork as naturally as a rose appears upon a vine. Undoubtedly secret vegetable dyes and wonderful wools have a great deal to do with the beauty of their creations, but the real secrets of this art are beyond analysis; we cannot reproduce it—we can only appreciate it.

## See This Wonderful Display in Comfort

For this special occasion, the space devoted to our Oriental stock has been extended, and ample provision has been made for your comfort while inspecting it. Outside of private collections, the like of these individually selected Oriental rugs do not exist in Canada to-day. The following brief list will show you the scope of this collection, but will be otherwise meaningless unless you pay our Rug Department a visit at the earliest opportunity—

## The Appreciation---Ay, There's the Rub!

It is just this appreciation of it, when translated into cold dollars, that many sensible people have hitherto been unwilling to feel. But is it unreasonable to pay three or four times the price of an ordinary domestic rug (turned out by the thousand) for a rug that will never be duplicated, that has been woven and tied by hand, and that will outwear any domestic rug ten times over?

- Large Kirmanshahs, in soft brown and cream tones, \$200.00 to \$400.00.
- Fine Mesheds, large size, \$175.00 to \$500.00.
- Large Kashans, \$300.00 to \$450.00.
- Large Sarouks, \$250.00.
- Antique Kazaks, \$38.00 to \$75.00.
- Antique Shirazes, \$40.00 to \$60.00.
- Antique Bokharas, \$45.00 to \$125.00.
- Fine Sehna's, \$80.00 to \$100.00.
- Antique Kabristans, \$40.00 to \$60.00.
- Antique Feraghans, \$50.00 to \$100.00.
- Mahals, \$125.00 to \$150.00.

*Oriental Rug Exhibit and Sale  
Fourth Floor, Old Building*

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