

CELEBRATING



Our  
**60<sup>th</sup>**  
Anniversary

*Finer* **OLSON RUGS**

YOUR OLD RUGS, CLOTHING SAVE 1/2



# America's Greatest Rug Value

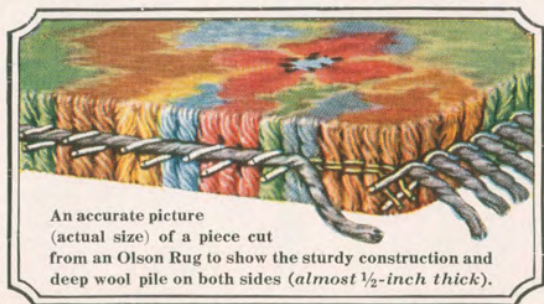
## 17 Big Reasons Why

### Over 2 Million Customers Prefer OLSON RUGS



*Woven  
Seamless  
and Reversible  
for Double Wear*

The advantages of this superior type of weave over ordinary one-sided rugs is apparent at once. There are thousands of tightly twisted tufts in these finer Olson Rugs. Note in the illustration below how close and firm each strand is woven in—how each tuft is dyed clear through. The wool is all woven into the nap or wearing surfaces. Compare the extra depth and density of pile of an Olson Rug with that of any so called good grade one-sided rug and you will readily understand why Olson Rugs are giving the satisfaction we guarantee.



An accurate picture (actual size) of a piece cut from an Olson Rug to show the sturdy construction and deep wool pile on both sides (almost 1/2-inch thick).

COPYRIGHT, 1934, OLSON RUG CO.

**1 You Furnish Materials** thus saving a large part of the cost of your rugs.

**2 You Deal Direct With Factory** which means YOU eliminate wholesalers, jobbers and retailers profits, expenses, rents, salesmen's salaries, etc.—a big saving.

**3 You Order By Mail** direct from the great Olson factory, the most economical method of buying ever devised. In the quiet of your home, undisturbed by over-anxious salesmen, you can leisurely select the rugs best suited to the furnishings in your home.

**4 Two Rugs in One.** When one side is worn you have another fresh, new, deep nap surface on the other side with colors and patterns undimmed by use. Don't be misled by such advertisements as "Woven through to the back"—this does not mean "Reversible" like Olson Rugs.

**5 You Can Turn Olson Rugs** four different ways to distribute the wear; ordinary one-sided rugs can be turned around only once. Think what this means in added wear.

**6 Twice As Soft Underfoot.** A reversible Olson Rug is so soft and quiet underfoot that you will be thrilled by its luxury.

**7 No Pads Are Needed.** The added expense of a pad, so necessary when you buy thin, ordinary one-sided rugs, is now unnecessary because the under surface of an Olson Rug is actually BETTER than any pad. It acts as a protecting cushion between the floor.

**8 They Are Closely and Firmly Woven** with plenty of body to make them lay smooth and flat without the need of a lot of glue sizing on the back. An Olson Rug is all rug. An Olson Rug is easy to clean.

**9 As Easy to Handle as a Wilton** and the wool is all woven into the nap or wearing surface and not buried in the back where it only adds weight without giving service.

**10 Woven Seamless** in one piece up to 16 feet in width. No unsightly seams to wear threadbare prematurely.

**11 Richer Textured Weave** than you will find in store rugs at twice the price.

**12 Fast, Permanent Dyes** that retain their beauty to the last. Our process renders all rugs moth-proof indefinitely.

**13 The Yarns Are Double Twisted** by our special Olson Process to insure a wearing surface that will withstand many more years of wear than is otherwise possible.

**14 Widest Selection of Colors and Patterns,** in a marvelously complete selection of all that is new. Exclusive patterns, colors and blends impossible to find in stores.

**15 Special and Large Sizes** made to your order in 10 days to fit any room—a service you cannot find in any store. No need to put up with misfit rugs any longer. The right rug for every room at 1/2 the price.

**16 Satisfaction Guaranteed** or money back. A guarantee proudly fulfilled for 60 years. Every rug carefully inspected and guaranteed perfect.

**17 Over Half a Century of Experience** as rug manufacturers. Sixty years of constant improvements. An organization of "rug specialists" that have also faithfully served the mothers and grandmothers of the present generation.





WALTER E. OLSON

## In Celebration of our 60th Birthday

—we offer the finest Olson Rugs ever made—luxury never before possible at prices so low—exclusive, patented improvements that are the result of 60 years of constant effort—a finer, heavier quality rug—firmer weave—richer colors and designs.

This is our way of showing our appreciation for the privilege of serving three generations of thrifty American women.

For over half a century this business has been conducted with old-fashioned honesty under the golden rule "Deal as you would be dealt with."

### Order with Confidence

Only a business that is built on the right principles, that offers the utmost value for the money, can weather the storms of 60 years and become a national institution such as the Olson Rug Company.

And I pledge to the women of America that these sound policies, upon which this business has been built, will be faithfully continued. Our greatest asset is the confidence and good will of our customers.

This is an organization of rug experts who devote all their time to just one thing, "the manufacture of fine rugs." This is the day of Specialists. I invite you to benefit by the many advantages we offer.

The Olson Rug Co. is rated over \$1,000,000.00 by Dun and Bradstreet. Your banker or neighbor will tell you of our responsibility.



O. B. OLSON  
FOUNDER

# OLSON RUG CO.

LARGEST MANUFACTURERS OF RUGS IN THE WORLD DEALING DIRECT WITH THE HOME

WALTER E. OLSON  
PRESIDENT  
JOS. E. HECKEL  
VICE PRESIDENT

BEAUTIFUL  
NEW RUGS  
FROM OLD

SEND US YOUR OLD MATERIALS



2800-2900 N. CRAWFORD AVE., CHICAGO, ILL.  
CHICAGO NEW YORK SAN FRANCISCO



From Walter E. Olson  
President, Olson Rug Company.

Here's a REAL THRILL IN ECONOMY — an ADVENTURE in THRIFT

— an easy, fascinating way to SAVE HALF ON RUGS

— a sensible plan that has won the enthusiastic approval of over TWO MILLION SATISFIED CUSTOMERS, including a former "First Lady of the Land", a former President's daughter, prominent club women, and thrifty women from every state in the Union.

I am sure YOU, too, will find it EXCITING, THRILLING to send away a bundle of your worn carpets, rugs, clothing and other woollens — and get back beautiful rugs that will win the approving glances of your family and friends.

*You risk nothing by a Trial*

I invite YOU to try it. I promise you a PLEASANT SURPRISE.

IT'S ALL SO EASY. Just roll up all the old materials you have around the house, tie the bundle with ordinary rope (it is not necessary to wrap), attach the enclosed shipping tag and send direct to the Olson FACTORY at our expense;

— then CHOOSE YOUR SIZE and PATTERN from the following pages, and MAIL YOUR ORDER. WE DO THE REST.

*Orders completed in One Week*

WITHIN A WEEK we will weave Olson Rugs in any of the fashionable new plain or two-tone colors or exquisite Oriental and Early American patterns shown in this book;

— not ordinary one-sided rugs, but modern, seamless, REVERSIBLE rugs that can be used on BOTH SIDES — rugs that will WEAR TWICE AS LONG — that are EASY TO CLEAN — cling close and firm to the floor — and give so much more luxury and softness underfoot that there is no need to spend extra money for the pads required under one-sided rugs.

(over)

WE HAVE NO AGENTS

BEWARE OF IMITATORS

OUR PROCESS IS FULLY PROTECTED

... **SAVE 1/2 ON RUGS** ...



— If, after a FULL WEEK'S TRIAL IN YOUR HOME, you are not delighted with their deep, rich-textured, velvet-like softness, you have the right to SEND THEM BACK AT OUR EXPENSE, and we will pay you for your materials.

## *The finest Olson Rugs ever made*

These New-Type 1934 OLSON RUGS should not be confused with any other so-called remade rugs. They are entirely different! They are the result of 60 years of constant improvement — a finer, heavier quality rug than we have ever before produced — luxury never before possible at prices so low. Widely different styles — but all one quality.

You will find refinements in every detail — firmer weave — richer colors and designs — more body. The new Olson rug, 9x12 ft. size, weighs approximately 43 pounds (shipping weight is 45 pounds). Store rugs weighing 43 pounds sell for considerably higher prices — something worth remembering.

I assure you that after you have enjoyed the luxury, the double durability of OLSON RUGS, you will never again be content with the ordinary, light weight, one-sided Axminster or Velvet rug.

Though all illustrations in this book are reproduced from actual color photographs by the finest printing processes known — I GUARANTEE THAT THE RUGS WE MAKE FOR YOU WILL BE EVEN RICHER IN CHARACTER. It is impossible to convey on paper all the soft gradations of colors, the luxurious depth of texture, and the charming beauty of the actual rugs.

## *"Are my materials good enough?" you may ask*

I wish that I could take you personally through the Olson factory. I am sure you would be surprised when I showed you how much good material there is even in a rug or garment apparently threadbare. That is why I say, "Don't hesitate to send your materials".

BEFORE YOU BUY A RUG ANYWHERE — AT ANY PRICE — roll up your old materials and send them to me. Let us weave a new rug for your living room, dining room, hall, stairs or bedrooms, and PROVE TO YOU, AT MY RISK, that Olson Rugs are as fine as I say. You are not obligated to keep any rugs if you are not delighted.

YOU ARE THE FINAL JUDGE!

Sincerely yours,

*Walter Olson*  
PRESIDENT

## *Save this Catalogue*

*Show it to your friends. Tell them about these savings. They will appreciate it.*

COPYRIGHT 1934 OLSON RUG CO



# NOW! . . . Let's Go Through the Great OLSON RUG FACTORY

*and See How the Valuable Materials in the Old Carpets, Rugs and Clothing Are Converted into Beautiful New Reversible Olson Rugs*

By the Patented Olson Process



*Soft, fluffy wool that has been reclaimed from old materials.*

**W**OULD'N'T you like to look behind the scenes of America's finest, modern rug factory and see a few of the many wonders of scientific rug weaving that have thrilled our thousands of visitors—including the editors of practically every woman's magazine, home decorating experts, writers, textile engineers, club women, church women, teachers, college students, etc.

I am sure that if I could conduct you in person from one end of this plant to the other, you would understand why it is possible for us to offer a new and finer type of rug than can be secured elsewhere at twice the price. You would then understand why over two million women, accustomed to paying high store prices for one-sided Axminster, Velvet and Wilton rugs, now prefer to send their old materials to us and get modern, reversible rugs *Direct from the Olson Factory*, where there are no wholesalers', jobbers', retailers' profits or expenses to pay.

You could spend days here inspecting literally acres of the most modern rug making machinery—shredding machines—carding machines—washing and scouring machines—sterilizing machines—pickering machines—bleaching machines—great steaming dye vats—and row after row of looms which for speed and efficiency have never been excelled. What thinking man or woman fails to get a real thrill out of a worth while economy? That is

*Here the old materials are cut and shredded—the good wools separated and prepared for the carding machines.*



*A unit of the department where the old materials are washed, scoured, sterilized and bleached. A special scouring liquid is forced through all materials thoroughly disinfecting and removing all ink, grease and other stains, leaving the materials fresh and clean.*



*Carding machines as far as the eye can see, where the material is carded and combed into long, soft, fluffy strands, the equal in appearance and wearing quality of new wool.*





*A section of our new dye house, one of the largest of its kind. Only the finest, fast dyes are used, which are boiled into every particle of yarn.*



*Some of the great modern yarn twisting machines that spin and twist the yarn for sizing and dyeing.*

*A small section of our spinning division showing some of the immense machines 125 feet long, that spin the wool into firmly twisted, high-grade rug yarn.*



why, included in our list of customers you will find the names of well known governors, a distinguished daughter of a very famous president, a leading Eastern financier and the order of a recent president of the United States. All of these distinguished people have been intrigued by the economy of utilizing materials in their old rugs and clothing.

Our process is a natural one. For years, steel, iron, tin, glass and many other materials have been reclaimed. Everyone knows that paper is made from discarded rags and clothing. We simply utilize the good seasoned yarns that remain in all old rugs, carpets and clothing.

**This Is The Day of Specialists.** I am sure you would marvel at the magnitude of this largest of modern rug plants with its hundreds of expert weavers, dyers, chemists, skilled artisans, engineers and specialists of all sorts most of whom have spent a life time perfecting their departments.

These new and finer type Olson Rugs are the crowning achievement of our 60 years of constant effort. Please do not confuse Olson Rugs with rugs made in the ordinary way from old carpets and rugs. They are absolutely different. Every Olson Rug is woven with the same painstaking care and attention to detail that is employed in the weaving of the finest high priced Wilton Rugs.

**Olson Process Cannot Be Copied.** By our Patented Process, we sort, merge and reclaim the good wool and other materials in the old carpets, rugs, clothing, blankets, draperies, etc. We thoroughly scour, sterilize, shred,



*Samples (actual size) of wool rug yarn prepared by the Olson Special Process.*

*Our chemists and color experts carefully test all yarns for strength and color.*





picker, card, comb, and bleach it into soft, fluffy, sanitary wool that looks and feels like costly new material. This wool is then steamed and "treated" to give it fresh, new luster and resiliency—then tightly spun, wound into skeins, expertly dyed with the finest fast, permanent dyes, and woven on the very latest power looms into luxurious, modern, seamless, reversible rugs as illustrated.

By our elaborate process of scouring and cleaning, every particle of dirt, all stains, etc., are removed. Even the hardest germs are unable to survive this thorough sterilizing process. The finished rug is immaculately clean and moth-proof—as fresh as a new dollar bill.

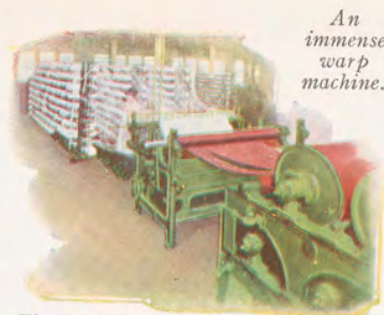
It has taken us over half a century of painstaking effort and constant improve-



*This illustration shows the 4-ply warp (4 strands) we use. Compare it with the 3-ply warp used in one-sided rugs.*

ment to make these new finer Olson Rugs the excellent floor covering they are today. The basic patents and processes, worth over a million dollars, are owned by the Olson Rug Company.

If you will divide the cost of an Olson Rug, which can be used on both sides, by the greater number of years of wear and satisfaction it will give you, you can come to only one conclusion, "it is true economy to send in your old carpets, rugs and clothing and get beautiful, new reversible rugs at half the price of an ordinary one-sided store rug." We promise a pleasant surprise.



*An immense warp machine.*

*The warp that holds the rug together is an important factor, determining the life of the rug.*

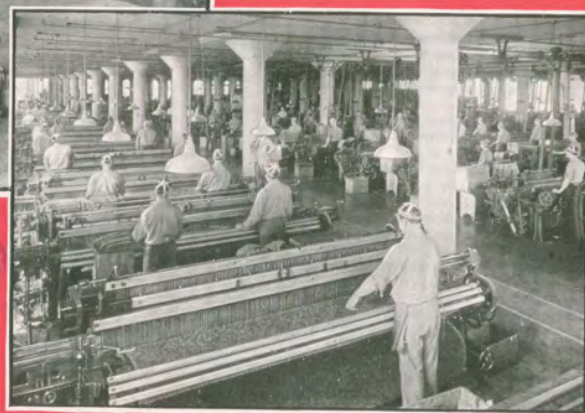
*BELOW—in these specially constructed machines your rugs are steamed and the surfaces sheared many times so that the nap on both sides of the finished rug is luxuriously soft and smooth, and as in the finest rugs, always stands straight up without matting down.*



*An actual photograph showing a section of one of our extensive weaving departments. Our new looms are the finest that human ingenuity can construct. Their speed and accuracy enable us to offer you finer rugs for less money.*



*RIGHT—a few of the great looms that weave the beautiful, high-pile Olson Rugs. We have developed new methods of weaving which for speed and efficiency have never been excelled.*





# You May Send **OLD CARPETS, RUGS,** Clothing, Blankets, etc. *of All Kinds and Colors*

**S**END your materials just as they are. You may order any rug pictured in this book, regardless of the colors in your old materials. It does not matter whether the material you send is all old carpets or rugs—or a part of it is clothing. Don't hesitate to send even badly worn materials. There is more good material in them than you may imagine. Just send the number of pounds we ask for on each page. We do the rest. We can use any of the following kinds of old carpets and rugs:

|           |            |           |            |
|-----------|------------|-----------|------------|
| Axminster | Olson Rugs | Smyrna    | Fluff Rugs |
| Velvet    | Wilton     | Orientals | Tapestry   |
| Brussels  | Ingrain    |           | Wool Fibre |

or any other kind of carpet or rug

**Old Clothing And Other Materials.** The materials in wool clothing can be used to splendid advantage in the nap of the rug. Cotton and linen materials are used only in the inner construction—never in the surface of an Olson Rug. Most clothing worn today contains wool that has been reclaimed by the large clothing mills from used clothing. You may send any of the following:

Coats, Suits, Dresses,  
Blankets, Sweaters, Cur-  
tains, Draperies, Shirts,  
Table Covers, Sheets,  
also Sheep's Wool.

## If You Lack Enough Material

If you haven't enough material you can probably secure the additional number of pounds from your friends and neighbors for the asking. To help you out if you still lack enough, we will be glad to furnish new wool stock at 20 cents a pound (what it costs us) if you wish.

**BE SURE TO USE HAND**

Chicago

## If You Have No Scales

The following will give you the approximate weight of your old carpets and rugs.

Your old 9 x 12 ft.

Rug will weigh:

*Tapestry Brussels and Low Grade Velvets* . . . . . About 25 lbs.

*Better Grade Axminster and Velvets* . . . . . About 30 to 40 lbs.

*Wilton and Other Fine Grade Rugs* . . . . . About 45 to 55 lbs.

(Other sizes in proportion.) The average weight of the old carpets or rugs is 2 to 4 pounds to each square yard.

## If You Have Extra Materials . . .

**Send All You Have** and we will send you a *Credit Certificate* for any extra material, which can be applied on any future order you or your friends may send. No charge for storage. We suggest you gather together *all* the old materials you have around the house and send to us **by FREIGHT** in one shipment *at our expense*.

Not only will you get your material out of your way—but you will do us a favor also, for we

**CREDIT CERTIFICATE**

ISSUED

We have credited material for orders you have sent.

**EXPRESS & FREIGHT AGENTS**  
read reverse side

**FOR**

**OLSON RUG CO.**

**HEALY FREIGHT STATION**  
**CHICAGO, ILL.**

Express and Freight Charges Guaranteed

**TIE THIS TAG TO YOUR BUNDLE**

COPYRIGHT, 1934, OLSON RUG CO.

FROM

TOWN

STATE

**TEAR OFF HERE**

Write your name and address below and place this stub inside your bundle.

NAME

TOWN

STATE



WE  
0

Return Th:

It is not necessary to write a letter when you order. Just write your order on the handy order blank on the back of your catalog. Don't hesitate to tear it off. That's what it is for. It fits our files and also contains your file number.

PLACE  
3 CENT  
STAMP  
HERE

From \_\_\_\_\_  
No. and Street \_\_\_\_\_  
Town or City \_\_\_\_\_  
R. F. D. \_\_\_\_\_ Box No. \_\_\_\_\_ State \_\_\_\_\_  
Please write name and address plainly

OLSON RUG COMPANY

2800 to 2900 N. CRAWFORD AVE.

CHICAGO

IRVING PARK STATION

CHARGES  
the United States

0 pounds  
more  
5 pounds  
less than  
n your bill



Charges on Rug Orders Under \$5.00  
der—It's Easy

write your order on one of our order blanks. Merely  
r of the rugs you desire and MAIL to us with the  
ent gives you. That's all—we do the rest.

nd clothing *just as they are (without wrapping)*  
us. We guarantee the safe arrival of your  
ags. Our Customers Pay the Small Return  
Way.

ur local RAILWAY EXPRESS  
y. Their uniformed driver will  
aterials and give you a receipt.



e of 50 to 300 pounds from a large city, and  
he bundle to the freight depot yourself, just  
call at your door and deliver your materials  
IGHT depot—pay him, send his receipt to us  
we will deduct from your bill.

tr doors over our own side tracks.  
wonderful service brings your  
press, or 2 to 3 days by Freight.





BE SURE TO ENCLOSE  
THE ORDER BLANK  
FROM YOUR CATALOG

—therefore—

# WE PAY SHIPPING CHARGES

On Old Material from Any Place in the United States



**Ship by FREIGHT** if bundle weighs 50 pounds to 300 pounds or more

**Ship by EXPRESS** if bundle weighs 15 pounds to about 50 pounds

**Prepay PARCEL POST** if bundle weighs less than 15 pounds, and we will deduct from your bill



If You Live in One of These States

**Ship material to us at CHICAGO**

|          |             |                |
|----------|-------------|----------------|
| Alabama  | Minnesota   | Oklahoma       |
| Arkansas | Mississippi | Pennsylvania   |
| Colorado | Missouri    | (See Map)      |
| Florida  | Montana     | South Carolina |
| Georgia  | Nebraska    | South Dakota   |
| Illinois | New Mexico  | Tennessee      |

We Do Not Pay Transportation Charges on Rug Orders Under \$5.00

## How to Order—It's Easy

**Y**OU will make it easier for us if you write your order on one of our order blanks. Merely fill in the size and catalogue number of the rugs you desire and **MAIL** to us with the receipt which your freight or express agent gives you. That's all—we do the rest.

Simply roll up your old carpets, rugs and clothing *just as they are (without wrapping)* us. We guarantee the safe arrival of your rugs. Our Customers Pay the Small Return Way.

**Return This Card**

**or  
PHONE**

**Pensacola 5000**

—we will have your bundle of old materials picked up at once.

**WE CALL FOR YOUR BUNDLE  
and DELIVER YOUR NEW RUGS  
WITHOUT CHARGE**

Our **FREE** pick-up service includes Chicago, Oak Park, Evanston and nearby suburbs. Simply tie your bundle up securely with ordinary rope (*not necessary to wrap it*) and we will notify you the weight of your material, in case you have no means of weighing it; and you can then telephone or mail your order.

Your

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

**All Rugs on Display at**

**OLSON RUG CO., CHICAGO**

Factory—2300 N. Crawford at Diversey

Loop—35 E. Madison St. at Wabash



our doors over our own side tracks. wonderful service brings your press, or 2 to 3 days by Freight.

of 50 to 300 pounds from a large city, and the bundle to the freight depot yourself, just call at your door and deliver your materials (LIGHT depot—pay him, send his receipt to us we will deduct from your bill.

our local RAILWAY EXPRESS y. Their uniformed driver will materials and give you a receipt.







## Number 92602

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32. "         |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21. "          |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 3/4 ft....." 10. "      |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6. "          |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4. "          |                          | <del>3.90</del>    | <del>3.05</del>    |

## Also in the Following Widths by Any Length

| These<br>WIDTHS<br>Only                     | Old Material<br>SEND per<br>running foot | PRICE<br>WAS      | PRICE<br>NOW      |
|---------------------------------------------|------------------------------------------|-------------------|-------------------|
| 27 in. by 6 ft. or longer... 1 lb....       |                                          | <del>\$ .79</del> | <del>\$ .64</del> |
| 36 in. by 6 ft. or longer... 1 1/4 lbs....  |                                          | <del>1.05</del>   | <del>.85</del>    |
| 4 ft. by 4 ft. or longer... 1 1/2 lbs....   |                                          | <del>1.53</del>   | <del>1.24</del>   |
| 6 ft. by 6 ft. or longer... 2 1/4 lbs....   |                                          | <del>2.29</del>   | <del>1.86</del>   |
| 8 ft. by 8 ft. or longer... 3 lbs....       |                                          | <del>3.06</del>   | <del>2.48</del>   |
| 9 ft. by 9 ft. or longer... 3 1/2 lbs....   |                                          | <del>3.44</del>   | <del>2.80</del>   |
| 10 ft. by 10 ft. or longer... 4 lbs....     |                                          | <del>3.82</del>   | <del>3.11</del>   |
| 11 ft. by 11 ft. or longer... 4 1/4 lbs.... |                                          | <del>4.20</del>   | <del>3.43</del>   |
| 12 ft. by 12 ft. or longer... 4 3/4 lbs.... |                                          | <del>4.59</del>   | <del>3.73</del>   |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

**W**HY put up with worn rugs when you can send them away to the Olson factory and get back a rug as charmingly modern as the rug shown here? Early American is the vogue today and we consider this one of the loveliest reproductions of that mellow, graceful period. The lovely, soft colors are so varied that it will lend colorful freshness to practically any type of room setting. And the prices are a pleasant reminder that good taste need not be measured by price. Every rug Seamless, Reversible.



## Number 41661

| Standard<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|--------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft..about 42 lbs..  |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft.... " 32 " ..    |                          | <del>27.80</del>   | <del>23.00</del>   |
| 6x9 ft.... " 21 " ..     |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 3/4 ft.... " 10 " .. |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in.... " 6 " ..    |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in.... " 4 " ..    |                          | <del>3.90</del>    | <del>3.95</del>    |

### Also in the Following Widths by Any Length

| These<br>WIDTHS<br>Only              | Old Material<br>SEND per<br>running foot | PRICE<br>running foot<br>WAS NOW |
|--------------------------------------|------------------------------------------|----------------------------------|
| 27 in. by 6 ft. or longer. 1 lb.     | <del>5.79</del>                          | <del>\$ .64</del>                |
| 9 ft. by 9 ft. or longer. 3 1/2 lbs. | <del>3.44</del>                          | <del>2.80</del>                  |



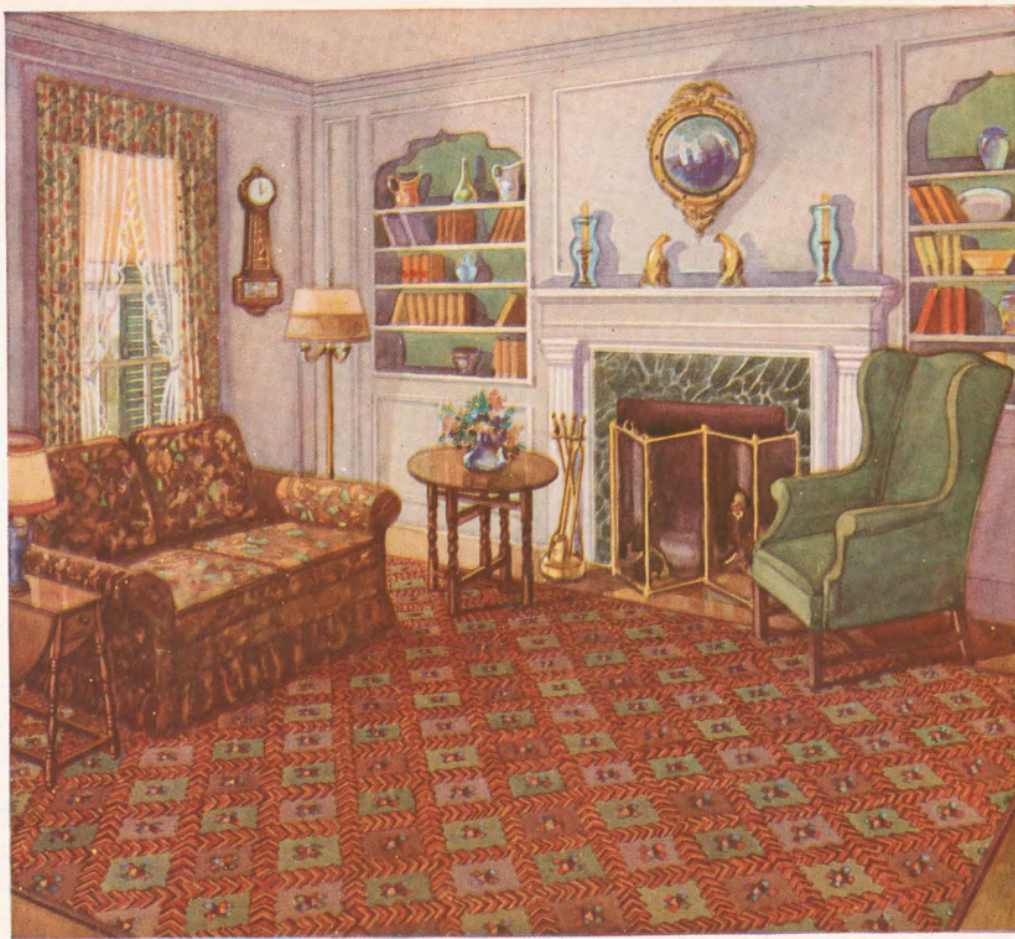
The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only  
in the sizes shown above*

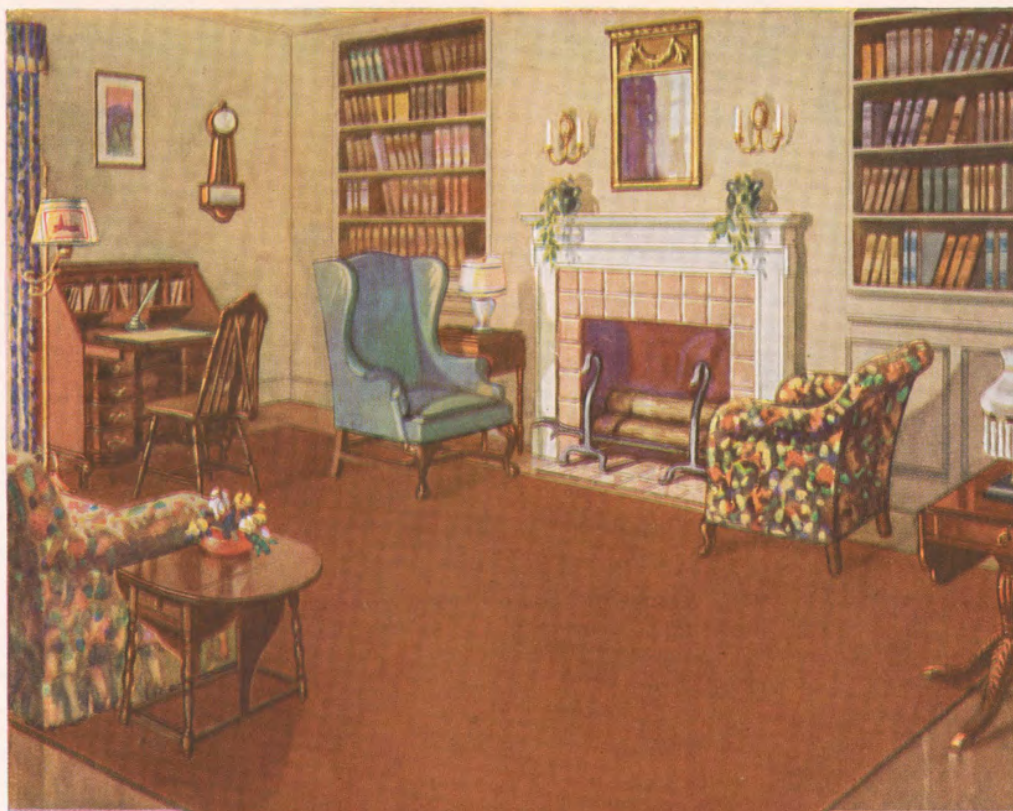
## A Lovely Authentic Early American Design

**W**E have taken one of the finest types of old Cape Cod rug designs and reproduced it in all its irresistible appeal and charm. Here is a rug that carries all the fine traditions of authentic Early American design in a combination of such up-to-date colors as rusts, greens and taupes so admirably suited to the cultured,

modern home of today. A rug that brings you the loveliness of old-time charm at a price too temptingly low to resist—a pattern that brings character and interest to any room—will lend grace and richness to practically any type of room setting. Your rooms can now go Early American without changing anything but the rug.







Seamless

## Cedar Rust

THERE is an air of spaciousness and harmony in this friendly, livable room that has been achieved by the choice of a plain toned Cedar Rust rug that covers most of the floor to within a foot of the walls. Seldom have we seen a more delightful or more practical rug color. How beautifully it blends into

Reversible

## An Enchanting New Color Effect

this pleasant room. Can't you just picture this serviceable rug in your living room—dining room—yes, your bed room or hall? There is an undeniable, up-to-date richness in the plain color effects that make them the choice of so many smart women. This rich, new Cedar Rust seems to invite its use in any room with any furnishings.

Chicago OLSON RUG CO. New York

Number 2761

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------------|--------------------------|--------------------|----------------|
| 9x12 ft...about 42 lbs. |                          | <del>\$28.45</del> | <b>\$23.30</b> |
| 8x10 ft....".32."       |                          | <del>21.65</del>   | <b>19.15</b>   |
| 6x9 ft....".21."        |                          | <del>14.60</del>   | <b>12.95</b>   |
| 4x6 3/4 ft....".10."    |                          | <del>7.30</del>    | <b>6.45</b>    |
| 36x63 in....".6."       |                          | <del>4.20</del>    | <b>3.55</b>    |
| 30x54 in....".4."       |                          | <del>3.00</del>    | <b>2.60</b>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------------|--------------------------|--------------------|----------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$10.80</del> | <b>\$ 9.60</b> |
| 6x6 ft....".14."        |                          | <del>9.75</del>    | <b>8.60</b>    |
| 6x8 ft....".19."        |                          | <del>12.95</del>   | <b>11.45</b>   |
| 7x9 ft....".25."        |                          | <del>17.05</del>   | <b>15.10</b>   |
| 8x8 ft....".25."        |                          | <del>17.35</del>   | <b>15.35</b>   |
| 8x11 ft....".34."       |                          | <del>23.80</del>   | <b>21.05</b>   |
| 9x9 ft....".31."        |                          | <del>21.90</del>   | <b>19.35</b>   |
| 9x15 ft....".52."       |                          | <del>36.55</del>   | <b>32.60</b>   |
| 10x10 ft....".39."      |                          | <del>27.00</del>   | <b>24.15</b>   |
| 10x13 ft....".51."      |                          | <del>35.15</del>   | <b>31.40</b>   |
| 11x12 ft....".51."      |                          | <del>35.70</del>   | <b>31.90</b>   |
| 11x14 ft....".60."      |                          | <del>41.65</del>   | <b>37.20</b>   |
| 12x15 ft....".70."      |                          | <del>48.65</del>   | <b>43.45</b>   |
| 27x42 in....".3."       |                          | <del>2.45</del>    | <b>1.90</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



# What well-known Household Authorities say about OLSON RUGS..

Quoted from a series of articles on Rugs in the Chicago Sunday Herald & Examiner, one of the great metropolitan newspapers.

→ Read what the decorating editor of **Needlecraft** has to say in a recent article.

are copied from priceless old rugs. One need not have wealth to obtain charming results in color—taste in selection of furnishings can make untold beauty in the home, often at extremely low cost. Strange but true, one may send old carpets, rugs, or clothing and have them converted into new rugs of any color and design. Excellent color effects may be had in rugs of this sort that reproduce Oriental, Chinese and Persian patterns, as well as the ever popular one- and two-toned effects and Early American designs.

There are two good reasons for this in the room,

welcomes a slightly formal treatment.

11. By the magic which turns your old wool into new rugs (and saves you money) this Persian type rug comes from the looms of the Olson Rug Company. It possesses a rich, Oriental beauty, an intricate delicate pattern in blues, jade greens, old ivory and golds against richly shaded rose tans. For this design in 9'x12' size, the purchaser sends the manufacturer 42 pounds of wool scraps, or old rugs. The happy feature of this rug is that it is reversible. The same deep nap, the same pattern are on both sides.

12. The Olson rug living, etc.

← From an article on rugs that appeared in

**Delineator** magazine only a few months ago.

## The Olson Rug Plan

"New rugs for old" might almost be the slogan of the Olson Rug Company. While this is not quite the case, there is nevertheless considerable saving for the housewife who turns in her old rugs, carpets and worn-out clothing to be woven into new floor coverings of modern design.

Olson rugs are the up-to-date seamless, reversible kind that can be used on both sides. This feature enables them to give much longer wear. The new rugs are of extra deep pile so that they feel almost like padded velvet. Women love the wide variety of patterns and colors from which they may choose, regardless of the colors in the old material.

→ Reprinted from the **Shopper's Guide of Woman's World** Magazine. Read what this leading magazine says about Olson Rugs.

While at the Olson Rug Company factory, I was intensely interested to see how they manufactured rugs from old materials. Included in their list of customers who have had new rugs made from discarded rugs, carpets and clothing are names that make up the social register of Chicago. You will find, too, the name of a well known governor and the distinguished daughter of a very famous President. I saw photographs, too, of the checks of a wealthy eastern financier and the order of a recent President of these United States.

All of these distinguished people, regardless of wealth or position, and thousands of others had been intrigued by the economy of utilizing the wool in their old rugs, carpets and clothing, and, unless you have seen the beautiful rugs the Olson Rug Company has succeeded in manufacturing from otherwise worthless material, you, too, will have difficulty believing this story.

## INTRICATE PATTERNS.

We all remember the old-fashioned fluff rugs of grandmother's day which were made from old rugs, but these new rugs are deep-piled and luxurious with intricate patterns and the colors of genuine orientals. More amazing still is that these rugs are seamless and reversible, with the same pattern on both sides. It again illustrates the resourcefulness and ingenuity of

American industry and I suggest you visit the Olson plant and see the charming rugs they make from old and otherwise useless and discarded materials.

"Your astonishment at the process I can readily appreciate," said Mr. Olson, when I told him it was unbelievable that such beautiful rugs were made from the old materials. "But if you reflect a moment you will understand how natural and economical process it is.

"For years steel, iron, tin and glass have been reclaimed, and every one knows that paper is made from discarded rags and clothes. In our factory we simply utilize the good seasoned yarn buried in the back of every rug, bleach it, comb, spin and dye it over again. Our Sultana Wilton, for example, contains as much yarn in the back as appears on the surface, and, no matter how much wear a rug receives, if it is threadbare, there still is usable yarn in the old rug.

"As you say, there is a lot of romance in this business, particularly about the remade rugs. Time and again, people send their old materials, which, I am sure, holds a deep sentiment for them."

"Or, again, a young bride will send us the rugs which belonged to her mother when she was married, or sent when she was past."

With other furnishings, a delightful result.

Re-weaving an old carpet or rug makes of it a thing of new life and beauty. A motley array of old fabrics can come from the renovators seemingly a new rug. Though the old identity is lost in the new form, the fabrics will give many additional years of service.

Home-made rugs in hooked braided

→ From an article in Household Magazine by Harriet W. Allard, Director of the Household Searchlight.



# A Few Decorating Suggestions

*A Friendly Talk to Thrifty Women*—By LEONE MILDRED MICHELL

**H**OW long has it been since you enjoyed the thrill of "doing over" one of your rooms? The urge for something new in the home is felt by all today.

Perhaps no other single decorating item in a room can transform it so completely and inexpensively as the fresh beauty of a luxurious new Olson Rug.

In these pages, American women of taste and refinement are offered the kind of rugs they would choose if price were no object—rugs of such distinction, at prices so temptingly low, that one is eager to find a place in one's home for every pattern shown.

## MODERN DECORATING DEMANDS

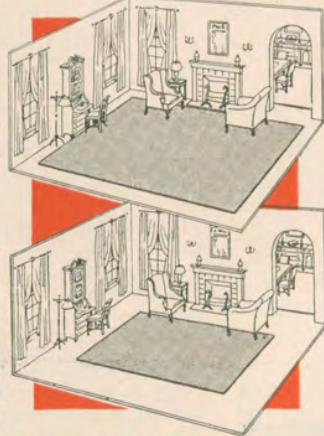
*"Livable Rooms" and "Colorful Harmony"*

**R**OOMS should be friendly, cheerful, and livable. Colorful rooms chase away the cares of the day. Rugs can help more than anything else.

Through her new knowledge of decorating the modern woman knows that the rug in a room is the keynote—the *background* of the entire room. She appreciates the need for a *background* of beauty.

Surely none of us want our homes to be exactly like those of our friends or neighbors. Let your own good taste be your guide in planning rooms that are distinctive.

An inferior rug spoils the beauty of everything that comes near it—and measured by years of satisfaction, a cheap, poorly constructed rug costs more than a good rug.



*A large rug gives a room a spacious effect. When rug is too small the same room shrinks in size.*

## What Size Should A Rug Be?

**A** RUG that is too small makes a room appear smaller and spoils any possibility for a pleasing arrangement of furniture. Not more than a foot and a half of floor space should show around your rug; and the popular trend is to show even less space, thus giving a more spacious appearance.

Owing to the limited number of sizes offered by rug stores, many women are obliged to select rugs not suited to the room.

The Olson Rug Co. have entirely eliminated the necessity of using misfit rugs by weaving special sizes and extra large rugs to fit any room.

Think what this means: a beautiful, reversible deep-textured Olson Rug, made to your order at half the price of the ordinary size one sided store rug.

## Avoid Misfit Rugs

For instance, you can imagine how out of place the ordinary 9x12 foot rug would look in a square room. In these pages you will find such unusual sizes as 9x9 feet, 10x10 feet, 11x12 feet, etc.

Adjoining rooms connected by wide doorways may be effectively treated by using rugs in the same color or design, though this is not necessary. Rugs in adjoining rooms, however, should harmonize.

The use of only scatter rugs in living and dining rooms is seldom successful, for they make a room seem smaller and more

cluttered. A larger rug offers a much richer and more spacious effect. If a single or two-toned rug is used, scatter rugs may be thrown over the large rug for protection in front of davenport, easy chair or fireplace, and at thresholds, giving a colorful note of interest. Scatter rugs must be laid straight with walls.



*A small, colorful rug may be used on top of a large plain rug with excellent effect.*

## A Few Fundamental Rules

**A**LWAYS keep the floor deepest in color value, the walls lighter, and the ceiling lightest of all—a combination which merely satisfies the human desire to have the base of any structure the strongest.

Every room should have a center of interest—either in the wall, wall coverings, hangings or rugs. If you select a richly figured rug, it will be more harmonizing to have the walls and hangings conservative in pattern. Plain and two-tone rugs however, may be used anywhere. They are in excellent taste. Many of the finest homes are furnished with them throughout.

In your living room, place your furniture in friendly, conversational groups arranged for easy use. Avoid placing chairs stiffly along the walls. Enliven your rooms with a colorful chair, lamp shades and pillows.

A room that is large can stand a boldly figured rug and plenty of color. A small room, however, gives the impression of being larger if the rug has only a small delicate design, or none at all. To make small rooms appear larger, bring the rug to within six inches of the wall and keep walls light.



## Number 4061

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft..about 42 lbs.. |                          | <del>\$28.15</del> | <del>\$23.30</del> |
| 8x10 ft.... " 32 ..     |                          | <del>21.65</del>   | <del>19.15</del>   |
| 6x9 ft.... " 21 ..      |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6¾ ft.... " 10 ..     |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in.... " 6 ..     |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in.... " 4 ..     |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|--------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs.. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x6 ft.... " 14 ..       |                          | <del>9.75</del>    | <del>8.60</del>    |
| 6x8 ft.... " 19 ..       |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x9 ft.... " 25 ..       |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft.... " 25 ..       |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft.... " 34 ..      |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft.... " 31 ..       |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft.... " 52 ..      |                          | <del>36.55</del>   | <del>32.60</del>   |
| 10x10 ft.... " 39 ..     |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft.... " 51 ..     |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft.... " 51 ..     |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft.... " 60 ..     |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x15 ft.... " 70 ..     |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in.... " 3 ..      |                          | <del>2.45</del>    | <del>1.90</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE**.

For Special Size Rugs and Runners see page 54

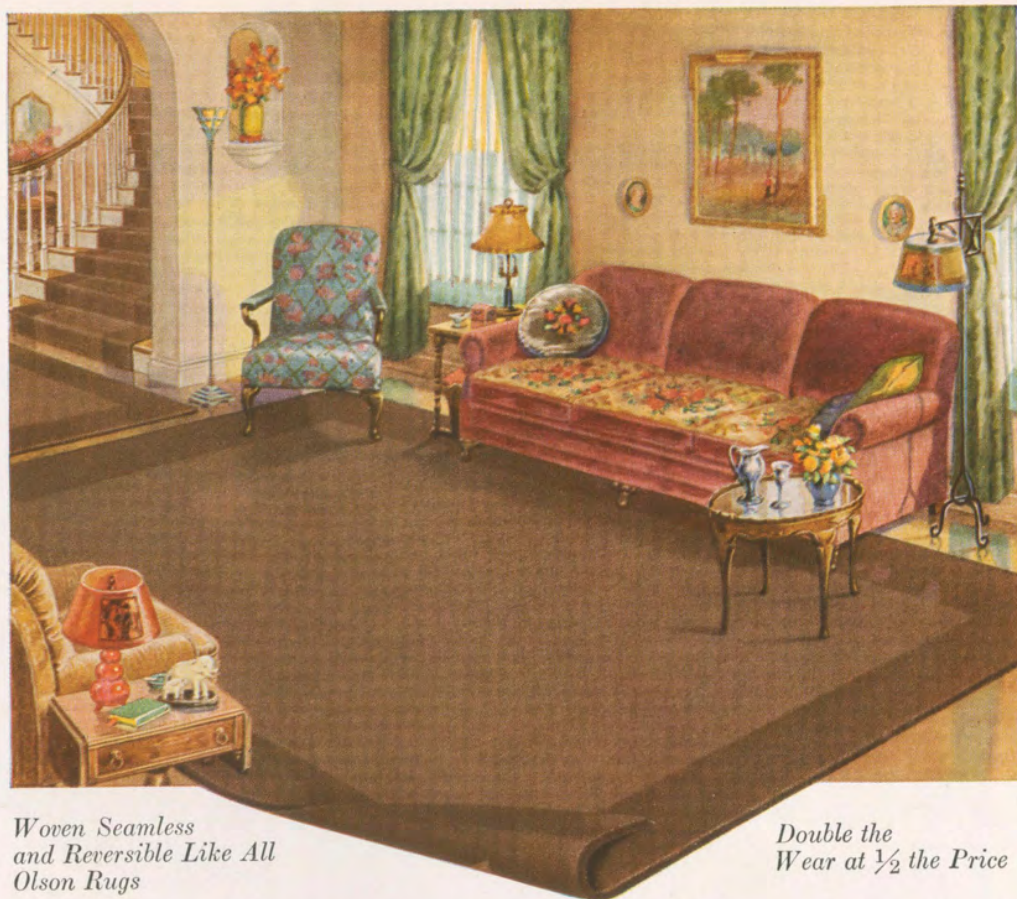


## New Grey Green—Seamless, Reversible for Double Wear

ONE of the very latest color creations that has found instant favor in the finest homes. Its popularity is easily explained—another beautiful, subdued, restful color that delights the eye. Green is very much in vogue

now. Many homes are furnished throughout in this practical new soft shade of Grey Green, which tones so well with other furnishings. Plain color rugs are in excellent taste and make any room seem more spacious.





*Woven Seamless  
and Reversible Like All  
Olson Rugs*

*Double the  
Wear at  $\frac{1}{2}$  the Price*

## *The New Dark Taupe—for a Rich Modern Effect*

**W**E assume that every woman wants something in rug values besides good wearing quality and low price. If you are looking for a rug that suggests cozy comfort, warm friendliness, enjoyable every-day living and rich harmony—all in excellent taste—we believe this practical new color is deserving of your particular attention.

Dark Taupe gives the ensemble of decorations and furniture a quiet and rich beauty difficult to surpass. Excellent for any room with the possible exception of a room that is dark, where the lighter Taupe on page 15 is suggested. Why even consider a one-sided rug when you can get a seamless, reversible Olson Rug to give twice the wear.

Number 9166

| Standard<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|----------------------------|--------------------------|--------------------|----------------|
| 9x12 ft. about 42 lbs.     |                          | <del>\$30.40</del> | <b>\$25.05</b> |
| 8x10 ft. ....              | 32. "                    | <del>23.75</del>   | <b>20.60</b>   |
| 6x9 ft. ....               | 21. "                    | <del>16.35</del>   | <b>13.90</b>   |
| 4x6 $\frac{3}{4}$ ft. .... | 10. "                    | <del>8.95</del>    | <b>6.95</b>    |
| 36x63 in. ....             | 6. "                     | <del>4.70</del>    | <b>3.85</b>    |
| 30x54 in. ....             | 4. "                     | <del>3.35</del>    | <b>2.75</b>    |

| Other<br>SIZES             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|----------------------------|--------------------------|--------------------|----------------|
| 5x8 ft. .... about 15 lbs. |                          | <del>\$11.95</del> | <b>\$10.30</b> |
| 6x8 ft. ....               | 19. "                    | <del>14.30</del>   | <b>12.35</b>   |
| 7x7 ft. ....               | 19. "                    | <del>14.65</del>   | <b>12.65</b>   |
| 7x9 ft. ....               | 25. "                    | <del>18.80</del>   | <b>16.20</b>   |
| 8x8 ft. ....               | 25. "                    | <del>19.10</del>   | <b>16.50</b>   |
| 8x11 ft. ....              | 34. "                    | <del>26.25</del>   | <b>22.65</b>   |
| 9x9 ft. ....               | 31. "                    | <del>24.15</del>   | <b>20.85</b>   |
| 9x15 ft. ....              | 52. "                    | <del>40.25</del>   | <b>35.05</b>   |
| 10x10 ft. ....             | 39. "                    | <del>29.85</del>   | <b>26.00</b>   |
| 10x13 ft. ....             | 51. "                    | <del>38.80</del>   | <b>33.75</b>   |
| 11x12 ft. ....             | 51. "                    | <del>39.40</del>   | <b>34.30</b>   |
| 11x14 ft. ....             | 60. "                    | <del>45.95</del>   | <b>40.00</b>   |
| 12x12 ft. ....             | 56. "                    | <del>42.95</del>   | <b>37.40</b>   |
| 12x14 ft. ....             | 65. "                    | <del>50.10</del>   | <b>43.65</b>   |
| 12x15 ft. ....             | 70. "                    | <del>53.70</del>   | <b>46.75</b>   |
| 27x42 in. ....             | 3. "                     | <del>2.65</del>    | <b>2.05</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54



# Number 76646

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW |
|-----------------------------|--------------------------|--------------------|--------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | \$27.95      |
| 8x10 ft....." 32, ".....    |                          | <del>27.60</del>   | 23.00        |
| 6x9 ft....." 21, ".....     |                          | <del>18.60</del>   | 15.50        |
| 4x6¾ ft....." 10, ".....    |                          | <del>9.30</del>    | 7.80         |
| 36x63 in....." 6, ".....    |                          | <del>5.40</del>    | 4.30         |
| 30x54 in....." 4, ".....    |                          | <del>3.90</del>    | 3.05         |

| Other<br>SIZES                  | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW |
|---------------------------------|--------------------------|--------------------|--------------|
| 9x15 ft....about 52 lbs....     |                          | <del>\$46.60</del> | \$39.15      |
| 11x12 ft....." 51, ".....       |                          | <del>45.55</del>   | 38.25        |
| 11x15 ft....." 64, ".....       |                          | <del>56.95</del>   | 47.85        |
| 11x18 ft....." 77, ".....       |                          | <del>68.30</del>   | 57.20        |
| RUNNERS                         |                          |                    |              |
| 27 in. x 9 ft....." 8, ".....   |                          | <del>7.00</del>    | 5.80         |
| 27 in. x 12 ft....." 11, "..... |                          | <del>9.30</del>    | 7.70         |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

**S**UPERB Oriental beauty—expertly woven into this exquisite adaptation of a 16th Century Masterpiece. The deep, rich shades of rose in the background are a most delightful setting for this rare Persian design. Note how beautifully a luster-effect is permanently woven in. Seamless and Reversible with the same lovely pattern on both sides.







*A charming Early American pattern—a splendid foundation for many color schemes.*

Number 95605

| Standard<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|----------------------------|--------------------------|--------------------|----------------|
| 9x12 ft....about           | 42 lbs....               | <del>\$34.40</del> | <b>\$27.95</b> |
| 8x10 ft....."              | 32. ".....               | <del>27.60</del>   | <b>23.00</b>   |
| 6x9 ft....."               | 21. ".....               | <del>18.60</del>   | <b>15.50</b>   |
| 4x6 $\frac{3}{4}$ ft....." | 10. ".....               | <del>9.30</del>    | <b>7.80</b>    |
| 36x63 in...."              | 6. ".....                | <del>5.40</del>    | <b>4.30</b>    |
| 30x54 in...."              | 4. ".....                | <del>3.90</del>    | <b>3.05</b>    |

### Also in the Following Widths by Any Length

| These<br>WIDTHS<br>Only      | Old Material<br>SEND per<br>running foot | PRICE<br>running foot<br>WAS | PRICE<br>NOW  |
|------------------------------|------------------------------------------|------------------------------|---------------|
| 27 in. by 6 ft. or longer..  | 1 lb....                                 | <del>\$ .79</del>            | <b>\$ .64</b> |
| 36 in. by 6 ft. or longer..  | 1 $\frac{1}{4}$ lbs....                  | <del>1.05</del>              | <b>.85</b>    |
| 4 ft. by 4 ft. or longer..   | 1 $\frac{1}{2}$ lbs....                  | <del>1.53</del>              | <b>1.24</b>   |
| 6 ft. by 6 ft. or longer..   | 2 $\frac{1}{4}$ lbs....                  | <del>2.29</del>              | <b>1.86</b>   |
| 8 ft. by 8 ft. or longer..   | 3 lbs....                                | <del>3.06</del>              | <b>2.48</b>   |
| 9 ft. by 9 ft. or longer..   | 3 $\frac{1}{2}$ lbs....                  | <del>3.44</del>              | <b>2.80</b>   |
| 10 ft. by 10 ft. or longer.. | 4 lbs....                                | <del>3.82</del>              | <b>3.11</b>   |
| 11 ft. by 11 ft. or longer.. | 4 $\frac{1}{4}$ lbs....                  | <del>4.20</del>              | <b>3.43</b>   |
| 12 ft. by 12 ft. or longer.. | 4 $\frac{3}{4}$ lbs....                  | <del>4.59</del>              | <b>3.73</b>   |

↑  
The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

WE are proud to offer this lovely, authentic Early American design as our contribution to that delightful vogue that is sweeping the country. The soft pastel blues, rose taupes, tans, ecrus, golds, sage greens, rusts and rose colorings form a splendid foundation for any color scheme—colors that are sure to find an answering accent in your present scheme. Don't hesitate to use it along with any type of furniture, for good taste sanctions it. A luxuriously deep-textured rug. Seamless, reversible.



## Number 9066

| Standard<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|--------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft...about 42 lbs.. |                          | <del>\$30.40</del> | <del>\$25.05</del> |
| 8x10 ft...." 32. "       |                          | <del>23.75</del>   | <del>20.60</del>   |
| 6x9 ft...." 21. "        |                          | <del>16.15</del>   | <del>13.90</del>   |
| 4x6 3/4 ft...." 10. "    |                          | <del>8.05</del>    | <del>6.95</del>    |
| 36x63 in...." 6. "       |                          | <del>4.70</del>    | <del>3.85</del>    |
| 30x54 in...." 4. "       |                          | <del>3.35</del>    | <del>2.75</del>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$11.95</del> | <del>\$10.30</del> |
| 6x8 ft...." 19. "       |                          | <del>14.30</del>   | <del>12.35</del>   |
| 7x7 ft...." 19. "       |                          | <del>14.65</del>   | <del>12.65</del>   |
| 7x9 ft...." 25. "       |                          | <del>18.80</del>   | <del>16.20</del>   |
| 8x8 ft...." 25. "       |                          | <del>19.10</del>   | <del>16.50</del>   |
| 8x11 ft...." 34. "      |                          | <del>26.25</del>   | <del>22.65</del>   |
| 9x9 ft...." 31. "       |                          | <del>24.15</del>   | <del>20.85</del>   |
| 9x15 ft...." 52. "      |                          | <del>40.25</del>   | <del>35.05</del>   |
| 10x10 ft...." 39. "     |                          | <del>29.85</del>   | <del>26.00</del>   |
| 10x13 ft...." 51. "     |                          | <del>38.80</del>   | <del>33.75</del>   |
| 11x12 ft...." 51. "     |                          | <del>39.40</del>   | <del>34.30</del>   |
| 11x14 ft...." 60. "     |                          | <del>45.95</del>   | <del>40.00</del>   |
| 12x12 ft...." 56. "     |                          | <del>42.95</del>   | <del>37.40</del>   |
| 12x14 ft...." 65. "     |                          | <del>50.10</del>   | <del>43.65</del>   |
| 12x15 ft...." 70. "     |                          | <del>53.70</del>   | <del>46.75</del>   |
| 27x42 in...." 3. "      |                          | <del>2.65</del>    | <del>2.05</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



Seamless

Reversible

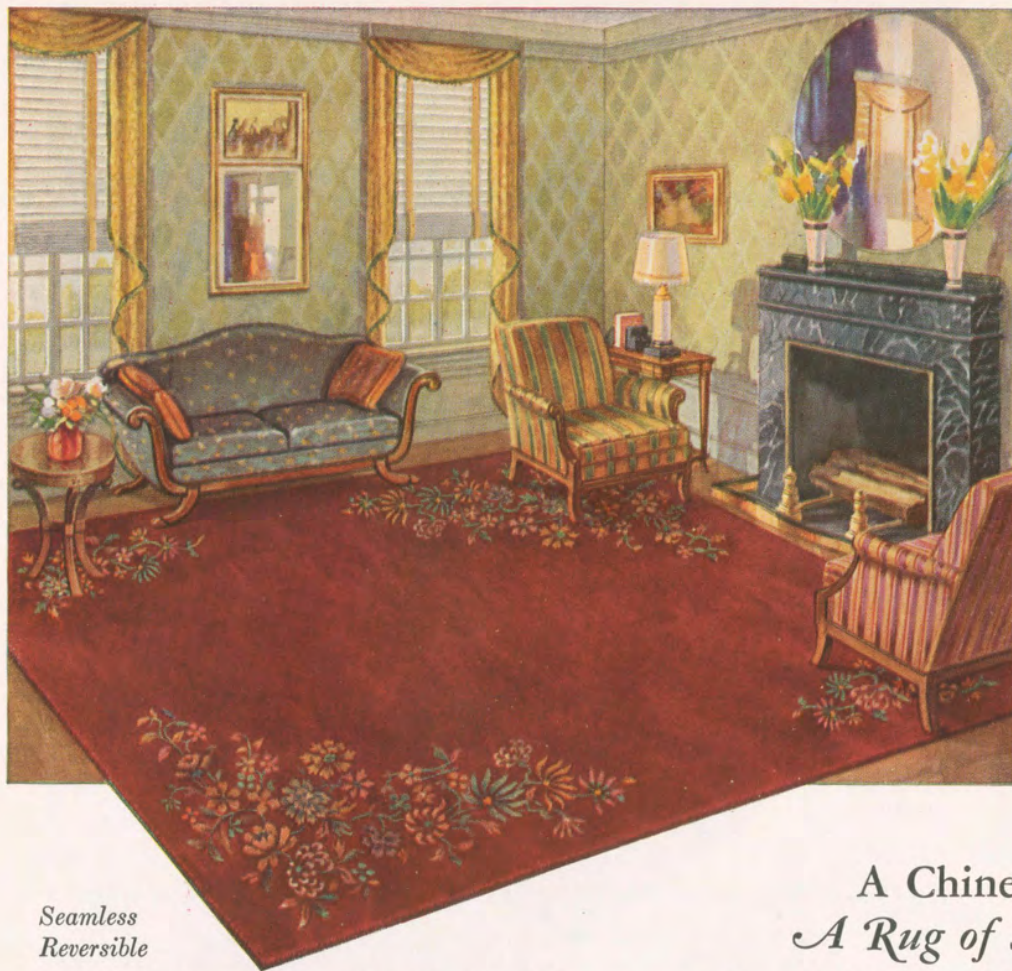
Two-Tone Taupe

A Soft, Rich Color

**P**ICTURE this attractive Taupe rug in your home. Analyze its appeal. It is restful, unobtrusive, elegant, satisfying. "Feels like padded velvet underfoot." It holds the room and furniture together in perfect harmony. A Taupe rug has that effect in any room, with any style of decorating and with furniture of any period. Taupe is so ideally suited for floor coverings that many of the finest

homes today have these beautiful rugs in every room. The weave is close, firm and rich-textured. Consider what a satisfying change an Olson Rug will be in the harmonious two-tone effects preferred today in so many up-to-date homes. You can order Taupe regardless of the colors in your materials. Being reversible, Olson Rugs will give twice the wear. Satisfaction guaranteed or money back.





Seamless  
Reversible

**I**N this rich-textured rug of classic Oriental beauty, we have recreated for the cultured and refined homes of today, one of the loveliest of the expensive new hand-woven Chinese masterpieces. An unusually charming rug in the true Chinese Oriental traditions and colorings. The field is in rich tones of deep, cherry red blended to pro-

duce a delicate luster effect—a background of colorful charm that beautifully emphasizes the grace, delicacy and freshness of corner designs in soft pastel tones. Here is a rug with a distinctly modern feeling that satisfies, in a practical way, the modern flair for color and design—a refreshing departure from the commonplace.

Chicago OLSON RUG CO. New York

Number 22662

| Standard<br>SIZES                                   | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW |
|-----------------------------------------------------|--------------------------|--------------------|--------------|
| 9x12 ft..about 42 lbs..                             |                          | <del>\$34.40</del> | \$27.95      |
| 8x10 ft.... " ...32. " ...                          |                          | <del>27.60</del>   | 23.00        |
| 6x9 ft..... " ...21. " ...                          |                          | <del>18.60</del>   | 15.50        |
| 4x6 <sup>3</sup> / <sub>4</sub> ft.. " ...10. " ... |                          | <del>9.30</del>    | 7.80         |
| 36x63 in.. " ... 6. " ...                           |                          | <del>5.40</del>    | 4.30         |
| 30x54 in.. " ... 4. " ...                           |                          | <del>3.90</del>    | 3.05         |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only  
in the sizes shown above*

**T**oday the urge for something new in the home is felt by all. Why not satisfy this desire at trifling cost by sending in your old materials and beautifying your home with one of these luxurious, deep-piled, Seamless, Reversible Rugs.

## A Chinese Masterpiece A Rug of Surpassing Beauty



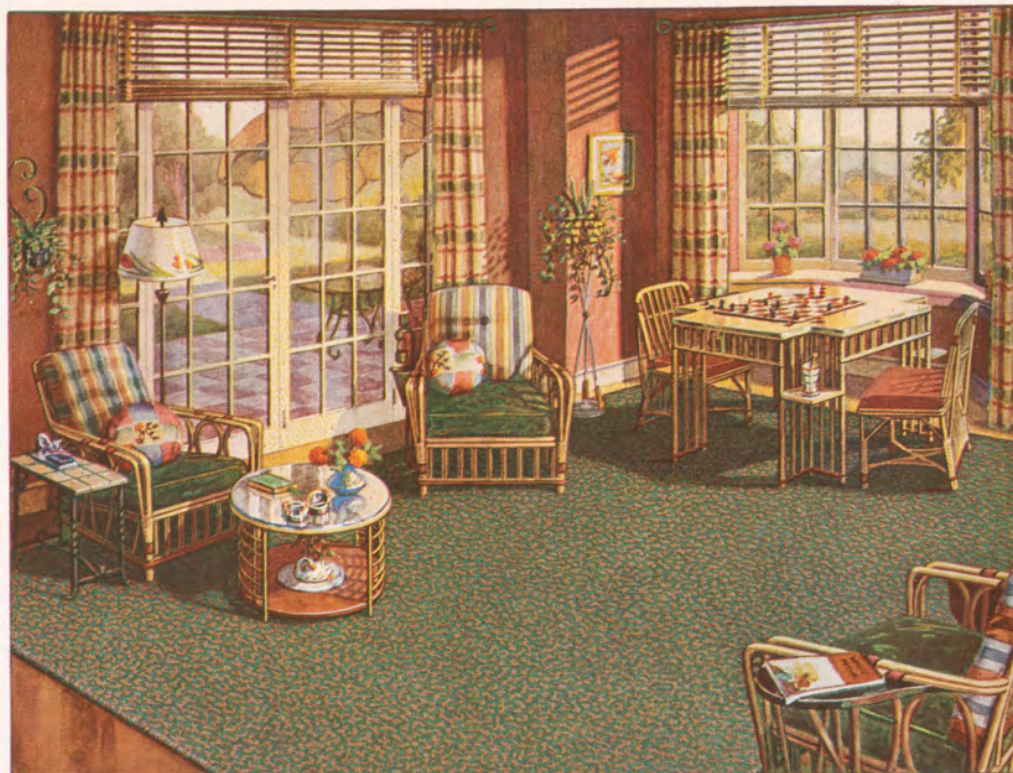
## Number 9461

| Standard<br>SIZES   | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|---------------------|--------------------------|--------------------|----------------|
| 9x12 ft. . . . .    | about 42 lbs. . .        | <del>\$28.15</del> | <b>\$23.30</b> |
| 8x10 ft. . . . .    | " . . . 32 " . . .       | <del>21.65</del>   | <b>19.15</b>   |
| 6x9 ft. . . . .     | " . . . 21 " . . .       | <del>14.60</del>   | <b>12.95</b>   |
| 4x6 3/4 ft. . . . . | " . . . 10 " . . .       | <del>7.30</del>    | <b>6.45</b>    |
| 36x63 in. . . . .   | " . . . 6 " . . .        | <del>4.20</del>    | <b>3.55</b>    |
| 30x54 in. . . . .   | " . . . 4 " . . .        | <del>3.00</del>    | <b>2.60</b>    |

| Other<br>SIZES    | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------|--------------------------|--------------------|----------------|
| 5x8 ft. . . . .   | about 15 lbs. . .        | <del>\$10.80</del> | <b>\$ 9.60</b> |
| 6x6 ft. . . . .   | " . . . 14 " . . .       | <del>9.75</del>    | <b>8.60</b>    |
| 6x8 ft. . . . .   | " . . . 19 " . . .       | <del>12.95</del>   | <b>11.45</b>   |
| 7x9 ft. . . . .   | " . . . 25 " . . .       | <del>17.05</del>   | <b>15.10</b>   |
| 8x8 ft. . . . .   | " . . . 25 " . . .       | <del>17.35</del>   | <b>15.35</b>   |
| 8x11 ft. . . . .  | " . . . 34 " . . .       | <del>23.80</del>   | <b>21.05</b>   |
| 9x9 ft. . . . .   | " . . . 31 " . . .       | <del>21.90</del>   | <b>19.35</b>   |
| 9x15 ft. . . . .  | " . . . 52 " . . .       | <del>36.55</del>   | <b>32.60</b>   |
| 10x10 ft. . . . . | " . . . 39 " . . .       | <del>27.00</del>   | <b>24.15</b>   |
| 10x13 ft. . . . . | " . . . 51 " . . .       | <del>35.15</del>   | <b>31.40</b>   |
| 11x12 ft. . . . . | " . . . 51 " . . .       | <del>35.70</del>   | <b>31.90</b>   |
| 11x14 ft. . . . . | " . . . 60 " . . .       | <del>41.65</del>   | <b>37.20</b>   |
| 12x15 ft. . . . . | " . . . 70 " . . .       | <del>48.65</del>   | <b>43.45</b>   |
| 27x42 in. . . . . | " . . . 3 " . . .        | <del>2.45</del>    | <b>1.90</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



Seamless

Reversible

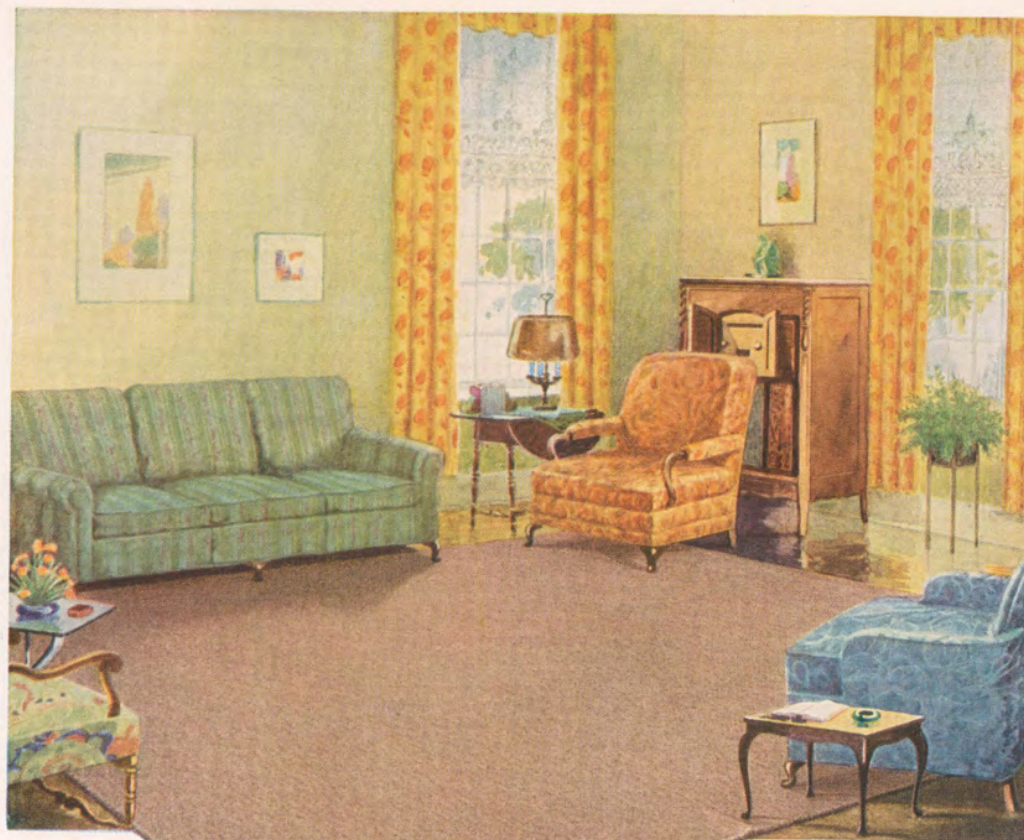
*All Purpose Rug*

*of Taupe and Green*

THIS inviting all-year-round sun room could easily become the most popular room in the home—for it combines comfort, fresh colorful beauty, cheeriness and up-to-dateness. Try to picture this livable room without the rug and you will realize the important part this Olson Rug plays in the charm of this interior. It is a luxuriously soft, deep-napped reversible rug in which two

of nature's most practical colors, green and taupe, have been blended—restful colors appropriate in any room. Note how perfectly the rug harmonizes. The vogue today is one of rich simplicity, which endows furnishings of an older period with new charm. Many a commonplace room needs only the magic of a colorful, modern Olson Rug like this to become a setting of rare charm.





Seamless—Reversible

## Taupe

**T**AUPE is always distinctive—never commonplace. There is no more practical color for a rug. Stands abusive wear and always looks good—always cheerful, comfortable and charming. Taupe is appropriate for any room in the home—upstairs or down. Note how agreeably the broad expanse of Taupe harmonizes with the walls,

## As Beautiful as It is Practical

drapes and furniture in the living room above. Picture this attractive rug in your own home. As in the finest Wiltons, the nap is rich, deep and long-wearing. Luxuriously soft underfoot. A popular trend is now toward rugs that cover nearly the entire floor, giving the effect of a larger room. Send us your old materials—and save 1/2.

### Number 9061

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|------------------------|--------------------------|--------------------|----------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$28.15</del> | <b>\$23.30</b> |
| 8x10 ft. " 32 "        |                          | <del>21.55</del>   | <b>19.15</b>   |
| 6x9 ft. " 21 "         |                          | <del>14.50</del>   | <b>12.95</b>   |
| 4x6 3/4 ft. " 10 "     |                          | <del>7.30</del>    | <b>6.45</b>    |
| 36x63 in. " 6 "        |                          | <del>4.20</del>    | <b>3.55</b>    |
| 30x54 in. " 4 "        |                          | <del>3.00</del>    | <b>2.60</b>    |

| Other<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-----------------------|--------------------------|--------------------|----------------|
| 5x8 ft. about 15 lbs. |                          | <del>\$10.80</del> | <b>\$ 9.60</b> |
| 6x6 ft. " 14 "        |                          | <del>9.75</del>    | <b>8.60</b>    |
| 6x8 ft. " 19 "        |                          | <del>12.95</del>   | <b>11.45</b>   |
| 7x9 ft. " 25 "        |                          | <del>17.05</del>   | <b>15.10</b>   |
| 8x8 ft. " 25 "        |                          | <del>17.35</del>   | <b>15.35</b>   |
| 8x11 ft. " 34 "       |                          | <del>23.80</del>   | <b>21.05</b>   |
| 9x9 ft. " 31 "        |                          | <del>21.90</del>   | <b>19.35</b>   |
| 9x15 ft. " 52 "       |                          | <del>36.55</del>   | <b>32.60</b>   |
| 10x10 ft. " 39 "      |                          | <del>27.00</del>   | <b>24.15</b>   |
| 10x13 ft. " 51 "      |                          | <del>35.15</del>   | <b>31.40</b>   |
| 11x12 ft. " 51 "      |                          | <del>35.70</del>   | <b>31.90</b>   |
| 11x14 ft. " 60 "      |                          | <del>41.65</del>   | <b>37.20</b>   |
| 12x15 ft. " 70 "      |                          | <del>48.65</del>   | <b>43.45</b>   |
| 27x42 in. " 3 "       |                          | <del>2.45</del>    | <b>1.90</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE**.

For Special Size Rugs and Runners see page 54



## Number 29629

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32 ".....     |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21 ".....      |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft....." 10 ".....     |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6 ".....      |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4 ".....      |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES              | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x15 ft....about 52 lbs.... |                          | <del>\$46.60</del> | <del>\$39.15</del> |
| 11x12 ft...." 51 ".....     |                          | <del>45.55</del>   | <del>38.25</del>   |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

THIS beautiful rug will bring to your home at small cost, all the soft, rich beauty of design and coloring of one of the most fascinating Chinese Oriental masterpieces. This distinguished new design was first shown in our exhibits at the World's Fair and won instantaneous success. A rug that will bring fresh new charm to any room. It will take its place gracefully with all periods of decorating. The field is in the popular new Rust shade set off with a handsome green border. The lustrous, high-lighted effect is permanently woven in. Every rug Seamless and Reversible.







Number 91651

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32. "         |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21. "          |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 3/4 ft....." 10. "      |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6. "          |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4. "          |                          | <del>3.90</del>    | <del>3.05</del>    |

### Also in the Following Widths by Any Length

| These<br>WIDTHS<br>Only                   | Old Material<br>SEND per<br>running foot | PRICE<br>running foot<br>WAS NOW |
|-------------------------------------------|------------------------------------------|----------------------------------|
| 27 in. by 6 ft. or longer..1 lb....       | <del>1.79</del>                          | <del>\$ .64</del>                |
| 36 in. by 6 ft. or longer..1 1/4 lbs....  | <del>1.05</del>                          | <del>.85</del>                   |
| 4 ft. by 4 ft. or longer..1 1/2 lbs....   | <del>1.53</del>                          | <del>1.24</del>                  |
| 6 ft. by 6 ft. or longer..2 1/4 lbs....   | <del>2.29</del>                          | <del>1.86</del>                  |
| 8 ft. by 8 ft. or longer..3 lbs....       | <del>3.06</del>                          | <del>2.48</del>                  |
| 9 ft. by 9 ft. or longer..3 1/2 lbs....   | <del>3.44</del>                          | <del>2.80</del>                  |
| 10 ft. by 10 ft. or longer..4 lbs....     | <del>3.82</del>                          | <del>3.11</del>                  |
| 11 ft. by 11 ft. or longer..4 1/4 lbs.... | <del>4.20</del>                          | <del>3.43</del>                  |
| 12 ft. by 12 ft. or longer..4 3/4 lbs.... | <del>4.59</del>                          | <del>3.73</del>                  |

↑  
The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

**T**HIS delightful Early American pattern with its exquisite blend of colors gives an effect so fresh and appealing that we feel you, too, will find it irresistible. World's Fair visitors were enthusiastic in their praise of this unusual and wholly charming rug. A great variety of colors make it equally at home in an Early American setting as well as rooms of mixed periods. Here's a sure tonic for that tired room, for nothing is more truly modern today than Early American. Every rug is woven Seamless and Reversible.



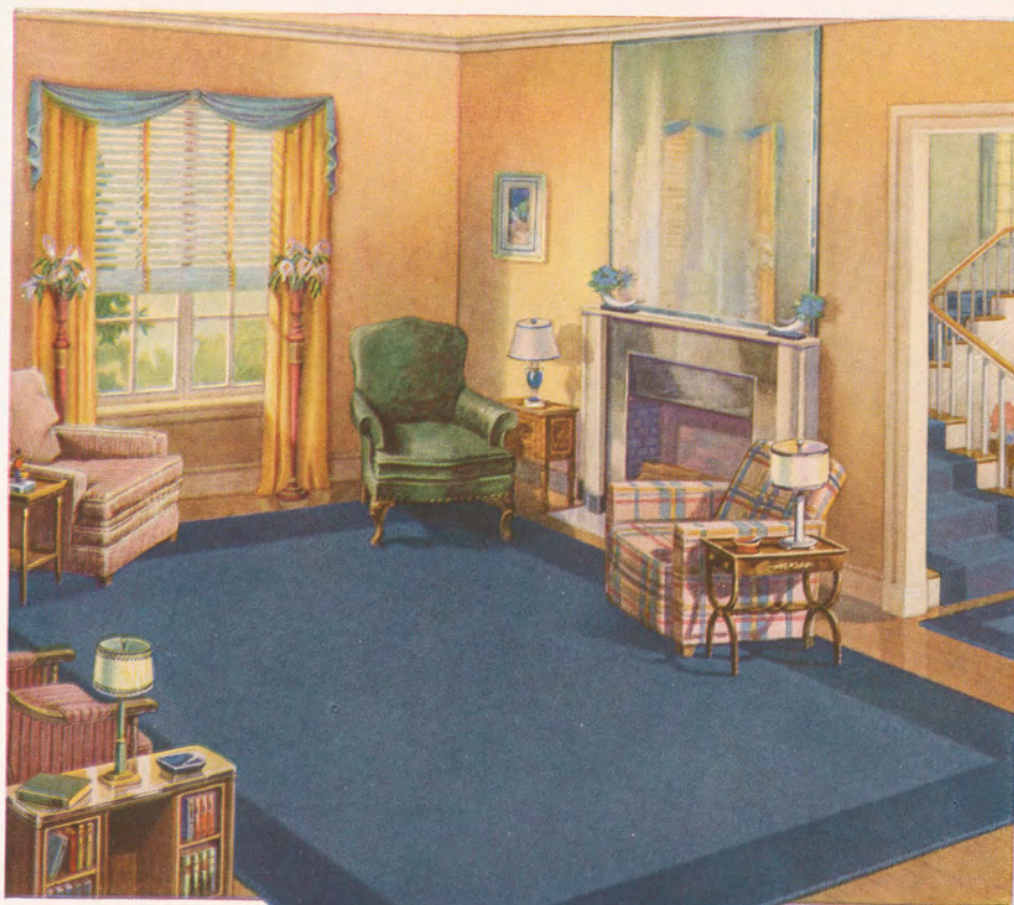
## Number 1066

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$30.40</del> | <del>\$25.05</del> |
| 8x10 ft. " 32 "        |                          | <del>23.75</del>   | <del>20.60</del>   |
| 6x9 ft. " 21 "         |                          | <del>16.15</del>   | <del>13.90</del>   |
| 4x6 3/4 ft. " 10 "     |                          | <del>8.05</del>    | <del>6.95</del>    |
| 36x63 in. " 6 "        |                          | <del>4.70</del>    | <del>3.85</del>    |
| 30x54 in. " 4 "        |                          | <del>3.35</del>    | <del>2.75</del>    |

| Other<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------|--------------------------|--------------------|--------------------|
| 5x8 ft. about 15 lbs. |                          | <del>\$11.95</del> | <del>\$10.30</del> |
| 6x6 ft. " 14 "        |                          | <del>10.75</del>   | <del>9.25</del>    |
| 6x8 ft. " 19 "        |                          | <del>14.30</del>   | <del>12.35</del>   |
| 7x9 ft. " 25 "        |                          | <del>18.80</del>   | <del>16.20</del>   |
| 8x8 ft. " 25 "        |                          | <del>19.10</del>   | <del>16.50</del>   |
| 8x11 ft. " 34 "       |                          | <del>26.25</del>   | <del>22.65</del>   |
| 9x9 ft. " 31 "        |                          | <del>24.15</del>   | <del>20.85</del>   |
| 9x15 ft. " 52 "       |                          | <del>40.25</del>   | <del>35.05</del>   |
| 10x10 ft. " 39 "      |                          | <del>23.85</del>   | <del>26.00</del>   |
| 10x13 ft. " 51 "      |                          | <del>38.80</del>   | <del>33.75</del>   |
| 11x12 ft. " 51 "      |                          | <del>39.40</del>   | <del>34.30</del>   |
| 11x14 ft. " 60 "      |                          | <del>45.95</del>   | <del>40.00</del>   |
| 12x15 ft. " 70 "      |                          | <del>53.70</del>   | <del>46.75</del>   |
| 27x42 in. " 3 "       |                          | <del>2.65</del>    | <del>2.05</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



## Adds Charm to Any Room

**P**ERHAPS no other color, with the exception of Taupe, has won such popularity in recent years as the soft, rich, new Blue shown above. This is the harmonious new Blue that all women are so enthusiastic about because it blends with practically every decorating scheme and is a practical color. Color is the secret of beautiful rooms.

## The New Blue

You will be delighted with the change this rich color will make. The firm weave and deep nap give Olson Rugs the same luxurious feel underfoot that you find in the most expensive Wilton rugs. Due to the special Olson-weave, this rug will stand unusually hard wear. *Seamless, Reversible.*





Seamless  
Reversible

HERE is a most inviting new color effect — a practical new shade known as Rust that is so popular today. An intriguing color blend around which you can build fascinating new color effects. Here is a rug that will stand abusive wear and always look

## Rust—New and Smartly Modern

good—always distinctive and smart. This rich rug will bring the magic of modern color at trifling cost. Its adaptability to varied color schemes makes it first choice of many leading decorators. (*Rust is also made without border at prices shown on opposite page. Order by Number 2161.*)

Chicago OLSON RUG CO. New York

### Number 2166

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft..about 42 lbs.. |                          | <del>\$30.40</del> | <del>\$25.05</del> |
| 8x10 ft.... " 32 "      |                          | <del>23.75</del>   | <del>20.60</del>   |
| 6x9 ft.... " 21 "       |                          | <del>16.15</del>   | <del>13.90</del>   |
| 4x6 3/4 ft.... " 10 "   |                          | <del>8.05</del>    | <del>6.95</del>    |
| 36x63 in.... " 6 "      |                          | <del>4.70</del>    | <del>3.85</del>    |
| 30x54 in.... " 4 "      |                          | <del>3.35</del>    | <del>2.75</del>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$11.95</del> | <del>\$10.30</del> |
| 6x6 ft.... " 14 "       |                          | <del>10.75</del>   | <del>9.25</del>    |
| 6x8 ft.... " 19 "       |                          | <del>14.30</del>   | <del>12.35</del>   |
| 7x7 ft.... " 19 "       |                          | <del>14.65</del>   | <del>12.65</del>   |
| 7x9 ft.... " 25 "       |                          | <del>18.80</del>   | <del>16.20</del>   |
| 8x8 ft.... " 25 "       |                          | <del>19.10</del>   | <del>16.50</del>   |
| 8x11 ft.... " 34 "      |                          | <del>26.25</del>   | <del>22.65</del>   |
| 9x9 ft.... " 31 "       |                          | <del>24.15</del>   | <del>20.85</del>   |
| 9x15 ft.... " 52 "      |                          | <del>49.25</del>   | <del>35.05</del>   |
| 10x10 ft.... " 29 "     |                          | <del>29.85</del>   | <del>26.00</del>   |
| 10x13 ft.... " 51 "     |                          | <del>38.80</del>   | <del>33.75</del>   |
| 11x12 ft.... " 51 "     |                          | <del>39.40</del>   | <del>34.30</del>   |
| 11x14 ft.... " 60 "     |                          | <del>45.95</del>   | <del>40.00</del>   |
| 12x15 ft.... " 70 "     |                          | <del>53.70</del>   | <del>46.75</del>   |
| 27x42 in.... " 3 "      |                          | <del>2.65</del>    | <del>2.05</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54



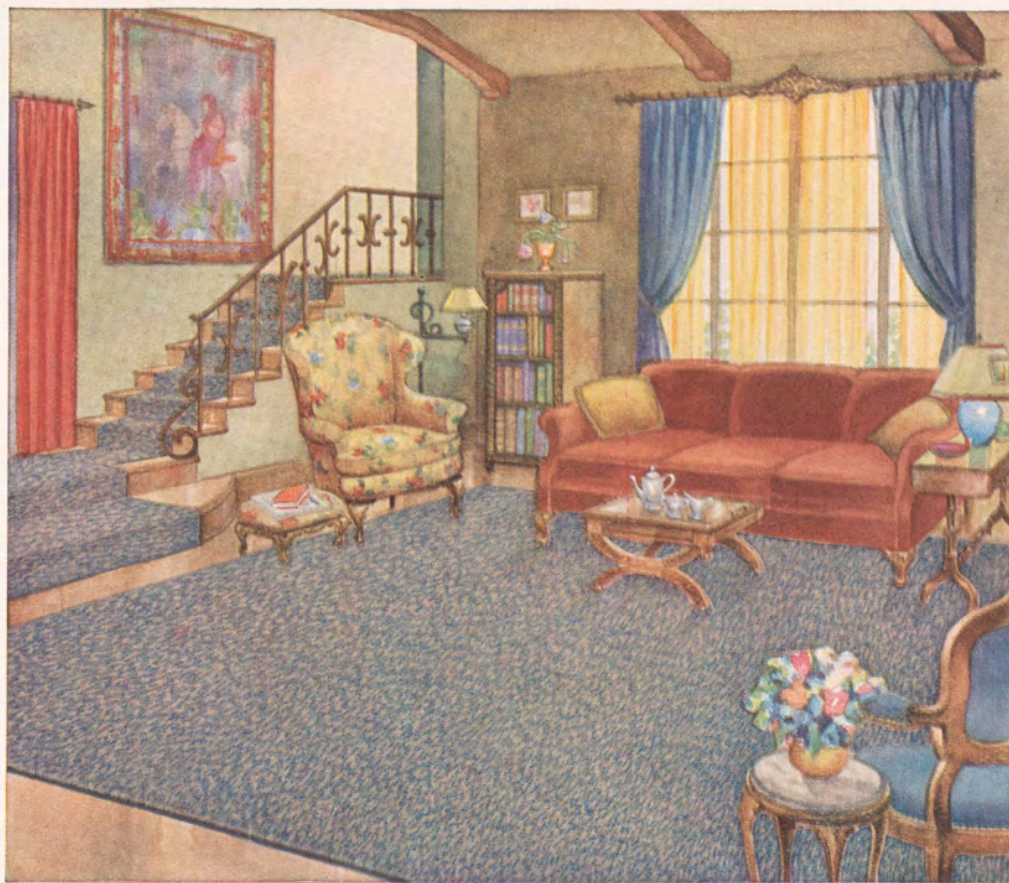
## Number 3161

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft..about 42 lbs.. |                          | <del>\$28.15</del> | <del>\$23.30</del> |
| 8x10 ft...." 32."       |                          | <del>21.55</del>   | <del>19.15</del>   |
| 6x9 ft...." 21."        |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6 3/4 ft...." 10."    |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in...." 6."       |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in...." 4."       |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|--------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs.. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x6 ft...." 14."         |                          | <del>9.75</del>    | <del>8.60</del>    |
| 6x8 ft...." 19."         |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x7 ft...." 19."         |                          | <del>13.25</del>   | <del>11.75</del>   |
| 7x9 ft...." 25."         |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft...." 25."         |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft...." 34."        |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft...." 31."         |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft...." 52."        |                          | <del>36.55</del>   | <del>32.60</del>   |
| 10x10 ft...." 39."       |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft...." 51."       |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft...." 51."       |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft...." 60."       |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x15 ft...." 70."       |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in...." 3."        |                          | <del>2.45</del>    | <del>1.90</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



## A Rich, Practical Pattern—Seamless and Reversible

**W**HAT could be more practical for any room where hard wear is expected than this luxurious, all-purpose figured rug? The lovely rich effect shown above has been secured by blending a beautiful soft shade of blue with Taupe. The result is a rug that forms a background against which other color schemes show up splen-

didly. A blend so harmonious, so delightfully different, that it presents an entirely new idea in planning your decorating scheme. Here is a rich textured rug that yields luxuriously underfoot and stands unlimited wear without showing soil. Woven without border only, as shown here. Truly a lovely design that deserves its great popularity.





Seamless  
Reversible

## Grey Green—Lovely, Modern, Serviceable

THIS is another new color creation, achieved by combining two restful shades of green in an artistic and beautiful rug that fits in with almost any scheme of decoration. It imparts to any room a subdued elegance that is charming, making a smartly modern background of rich simplicity. Grey Green has gained the approval of

leading interior decorators because it is so practical and harmonious. As a color it is restful to the eye; and stands up under severe wear without showing soil. The nap on both sides is luxuriously deep, giving that rich, soft feeling underfoot we associate with expensive rugs. Note the pleasing new border effect. Satisfaction guaranteed.

Chicago OLSON RUG CO. New York

Number 4064

| Standard<br>SIZES                             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-----------------------------------------------|--------------------------|--------------------|----------------|
| 9x12 ft. about 42 lbs.                        |                          | <del>\$30.40</del> | <b>\$25.95</b> |
| 8x10 ft. .... 32 "                            |                          | <del>23.75</del>   | <b>20.60</b>   |
| 6x9 ft. .... 21 "                             |                          | <del>16.15</del>   | <b>13.90</b>   |
| 4x6 <sup>3</sup> / <sub>4</sub> ft. .... 10 " |                          | <del>8.05</del>    | <b>6.95</b>    |
| 36x63 in. .... 6 "                            |                          | <del>4.70</del>    | <b>3.85</b>    |
| 30x54 in. .... 4 "                            |                          | <del>3.35</del>    | <b>2.75</b>    |

| Other<br>SIZES             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|----------------------------|--------------------------|--------------------|----------------|
| 5x8 ft. .... about 15 lbs. |                          | <del>\$11.95</del> | <b>\$10.30</b> |
| 6x8 ft. .... 19 "          |                          | <del>14.30</del>   | <b>12.35</b>   |
| 7x7 ft. .... 19 "          |                          | <del>14.65</del>   | <b>12.65</b>   |
| 7x9 ft. .... 25 "          |                          | <del>18.80</del>   | <b>16.20</b>   |
| 8x8 ft. .... 25 "          |                          | <del>19.10</del>   | <b>16.50</b>   |
| 8x11 ft. .... 34 "         |                          | <del>26.25</del>   | <b>22.65</b>   |
| 9x9 ft. .... 31 "          |                          | <del>24.15</del>   | <b>20.85</b>   |
| 9x15 ft. .... 52 "         |                          | <del>40.25</del>   | <b>35.05</b>   |
| 10x10 ft. .... 39 "        |                          | <del>29.85</del>   | <b>26.00</b>   |
| 10x13 ft. .... 51 "        |                          | <del>38.80</del>   | <b>33.75</b>   |
| 11x12 ft. .... 51 "        |                          | <del>39.40</del>   | <b>34.30</b>   |
| 11x14 ft. .... 60 "        |                          | <del>45.95</del>   | <b>40.00</b>   |
| 12x15 ft. .... 70 "        |                          | <del>53.70</del>   | <b>46.75</b>   |
| 27x42 in. .... 3 "         |                          | <del>2.65</del>    | <b>2.05</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54



## Number 97607

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft.....".....32....."  |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft.....".....21....."   |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft.....".....10....."  |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in....".....6....."   |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in....".....4....."   |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES               | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------------|--------------------------|--------------------|--------------------|
| 11x13 ft....about 53 lbs.... |                          | <del>\$45.85</del> | <del>\$41.45</del> |

### RUNNERS

|                                |  |                 |                 |
|--------------------------------|--|-----------------|-----------------|
| 27 in. x 9 ft....".....8....." |  | <del>7.00</del> | <del>5.80</del> |
|--------------------------------|--|-----------------|-----------------|

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

HERE is one of those rare Persian designs that possesses all the beauty and splendor of a priceless handmade Sarouk. Adapted from a century-old masterpiece, our artists have reproduced the graceful, balanced floral design and rich colorings with remarkable fidelity. The ground is of rich blended tones of Taupe giving a delightful luster effect. Soft colorings of deep rose, old golds, greens, rust, terra cotta and ecru in the design serve to carry out the delicacy of feeling so characteristic of genuine Sarouk Orientals. Made Seamless and Reversible with the same pattern and rich-textured, deep nap on both sides for double the wear.



*A beautiful Sarouk design against a luster-woven field of Taupe.*





Number 93643

| Standard<br>SIZES                              | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs....                    |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32. "                            |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21. "                             |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 <sup>3</sup> / <sub>4</sub> ft....." 10. " |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6. "                             |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4. "                             |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES              | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x15 ft....about 52 lbs.... |                          | <del>\$46.60</del> | <del>\$39.15</del> |
| RUNNER                      |                          |                    |                    |
| 27 in. x 9 ft...." 8. "     |                          | <del>7.00</del>    | <del>5.80</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

A BEAUTIFUL Persian design woven in soft, rich Oriental "high-lighted" colors on a background of blended tones of Taupe. This lovely rug brings you all the captivating charm of the Orient at low prices never before possible. The sumptuous luster-effect is "woven in," and will last as long as the rug. Woven seamless and reversible to give double wear, with the same rich pattern on both sides.



# What Our Customers Say....

*...what better proof of satisfaction can we offer than these letters?*

"I saved  $\frac{1}{2}$  on my new Olson Rugs by sending old rugs and clothing. I was delighted with their colorful, modern beauty and velvet-like softness. They were exactly as pictured in the full-color catalogue."

*Mrs. H. W. Wheaton, Wheaton, Ill.*



Mrs. H. W. Wheaton, well known to Chicagoans, is of the pioneer Wheaton family who in 1837 first came to Illinois. A few years later the city of Wheaton was organized and named in honor of the Wheaton family.

## From the Pacific Coast

"My scatter rugs arrived and are exactly as advertised . . . The colors are splendid."

*Mrs. Alex Lester,  
602 E. 40th St., Seattle, Wash.*



## The Beautiful Warner Residence in Winnetka, Ill.

"I wish to thank you for the three beautiful new Olson Rugs which were delivered within a week after ordering. Everything was exactly as pictured. We are delighted with the colors, patterns, texture and workmanship. We know our new rugs will last for years because the rugs we purchased from you over ten years ago are still in good condition."

"Our old rugs, carpets, and clothing saved us considerable and the seamless and reversible features cannot be had except in costly store rugs. Thank you for your prompt service."

*Mason Warner, Winnetka, Ill.*

## From New England

"My rugs came Saturday and we are delighted with them. I shall be glad to show them to my friends and let you know of any interested parties."

*Walter F. Burt,  
Newtonville, Mass.*



## From Minnesota

"We are very much pleased with our rugs, yes, delighted with them . . . everyone seems to like them as much as we do ourselves. Please accept our appreciation and thanks."

*Mrs. O——, Rochester, Minn.*



## The Sunny South

"One of the several happy surprises about Olson Rugs is the way they 'grow on you.' I was pleased with mine when I first received them. Now that they are duly initiated I've kept open house for my neighbors and friends to examine and pass judgment. I'm delighted beyond words."

*Mrs. L. B. Hubbs, Dalton, Ga.*



## From New York City

"The rug shipped to us on July 10th has been received and is very satisfactory."

*Col. and Mrs. Lovell Hall Jerome,  
944 Park Ave., N. Y. City.*

When we asked to use this letter they replied; "You may use the above letter. The rugs we got from you last year and this are most satisfactory—we will want more. Enclosed you will find picture of our 'Cliff Holm' at Gilbertsville, N. Y."



# Thousands of Visitors Marvel at the Magnitude of this Largest of Rug Mills

Over forty thousand visitors have been conducted through the Olson factory in twelve months. We invite you, when in Chicago, to visit America's finest, modern

rug mill and you will understand why it is possible for us to offer a new and finer type of rug at one-half the price you are accustomed to pay in the stores.

## A FEW OF OUR MANY RECENT VISITORS

|                                 |                                 |                              |
|---------------------------------|---------------------------------|------------------------------|
| Hull House Women's Club         | Esther Falkenstein Woman's Club | Lindbloom High School        |
| Jefferson Park Ladies' Aid      | Logan Square Chapter, Royal     | Parent-Teachers' Association |
| Hammond Woman's Club            | Neighbors of America            | Garfield Park M. E. Church   |
| Endeavor Presbyterian Church    | Bethlehem Anglican Church       | Ladies' Aid Society          |
| Woman's Auxiliary               | Ladies' Aid Society             | White City Rebecca Lodge     |
| Ladies' Club of Concordia       | Woodlawn Study Club             | Klio Association             |
| Lutheran Church                 | May School Parent-Teachers      | Edgebrook Woman's Club       |
| St. Bernard's Ladies' Auxiliary | Ravenswood Civic League         | Ladies of Grace Church       |
| Lawndale Chapter, Eastern Star  | Daughters of Isabella           | ... and many other groups    |

← Mr. Olson explaining to a group of visitors how the great Jacquard rug looms operate. A sight that never fails to arouse the keenest interest.

A group of Chicago clubwomen photographed as they stop to inspect rows of immense carding machines where the reclaimed wool is combed into soft, fluffy strands.

PAGE 29



Olson Rug Co. exhibit in the Electrical Building where thousands saw the famous Olson Rugs being made.



Certificate of Merit from World's Fair

Another view of our Electrical Building Exhibit showing a group listening to a talk on rug making.

Below: Olson exhibit of rugs and carpets in the Hall of Science.



Right: Here the Olson "Weaver of Dreams" broadcast his famous songs and philosophy to the millions in the General Exhibits Building.

PAGE 28





# You do not risk one penny.

**BACK OF THE  
OLSON  
GUARANTEE—  
FAMOUS FOR  
60 YEARS—  
STANDS THE  
GUARANTEE  
OF THE NATION'S  
LEADING  
MAGAZINES**

*Through the pages of the nation's great magazines, OLSON RUGS have been a household word for over half a century.*

## *The* **GUARANTEE of WOMAN'S WORLD Magazine to Its Readers**

"We stand back of every advertisement appearing in WOMAN'S WORLD.

"We guarantee these advertisements because we believe advertised goods offer you fullest protection, highest quality and more service.

"We will refund your money if you are not satisfied with the value received or treatment given by any advertiser in WOMAN'S WORLD."

## **NEEDLECRAFT**

"All advertisements in Needlecraft Magazine are absolutely guaranteed if we are notified within three months of the purchase that the goods are not as represented."

## **Woman's Home Companion**

"The appearance of an advertisement in Woman's Home Companion is a specific warrantee of the product advertised and of the integrity of the house sponsoring the advertisement. Only those products which live up to the claims made for them can be advertised in these pages."

## **FARMER'S WIFE**

"The publishers do not accept advertisements without satisfactory proof of the reliability of the advertisers. If any subscriber sustains loss by being imposed upon by advertisers in our columns, the publishers agree to make good such loss, providing the FARMER'S WIFE was mentioned in writing the advertiser and report of loss was made within twenty days, if it is found the advertiser did not have good commercial standing when advertising was accepted."

## **Good Housekeeping**

"YOUR GUARANTY—GOOD HOUSEKEEPING'S policy is to make its advertising pages a thoroughly reliable and trustworthy source of information.

"Before it accepts the advertising of any product, Good Housekeeping carefully investigates its merit . . . GOOD HOUSEKEEPING, further, examines every advertisement offered to it for publication and makes every effort to assure itself that essential claims are justified.

AND THIS IS YOUR GUARANTY: If you purchase any product advertised in GOOD HOUSEKEEPING and find it unsatisfactory, we will carefully investigate your complaint. If the product is defective it will be replaced or your money refunded. This guaranty applies to every product, . . . that is advertised in Good Housekeeping."

## **MCCALL'S**

"TRUTH IN ADVERTISING—McCall's will not knowingly insert advertisements from other than reliable firms."

*We print here only a few of  
the many magazines used.*





Here is the Beautiful  
**WORLD'S FAIR  
 RUG**

Admired by Millions in the  
**MODEL METAL HOME**



Number 96656

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32. "         |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21. "          |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 3/4 ft....." 10. "      |                          | <del>9.30</del>    | <del>7.80</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the 4 sizes shown above*

**W**E have reproduced this lovely, feminine bedroom as it appeared in the Armco-Ferro metal home, 1933 Century of Progress. The rugs, furniture and decorations were designed, selected and arranged by Lois Palmer, decoration editor of Ladies' Home Journal. In her search for an inexpensive, durable rug, it is only natural that she chose Olson Reversible Rugs. The charming simplicity of this modern 20th Century rug

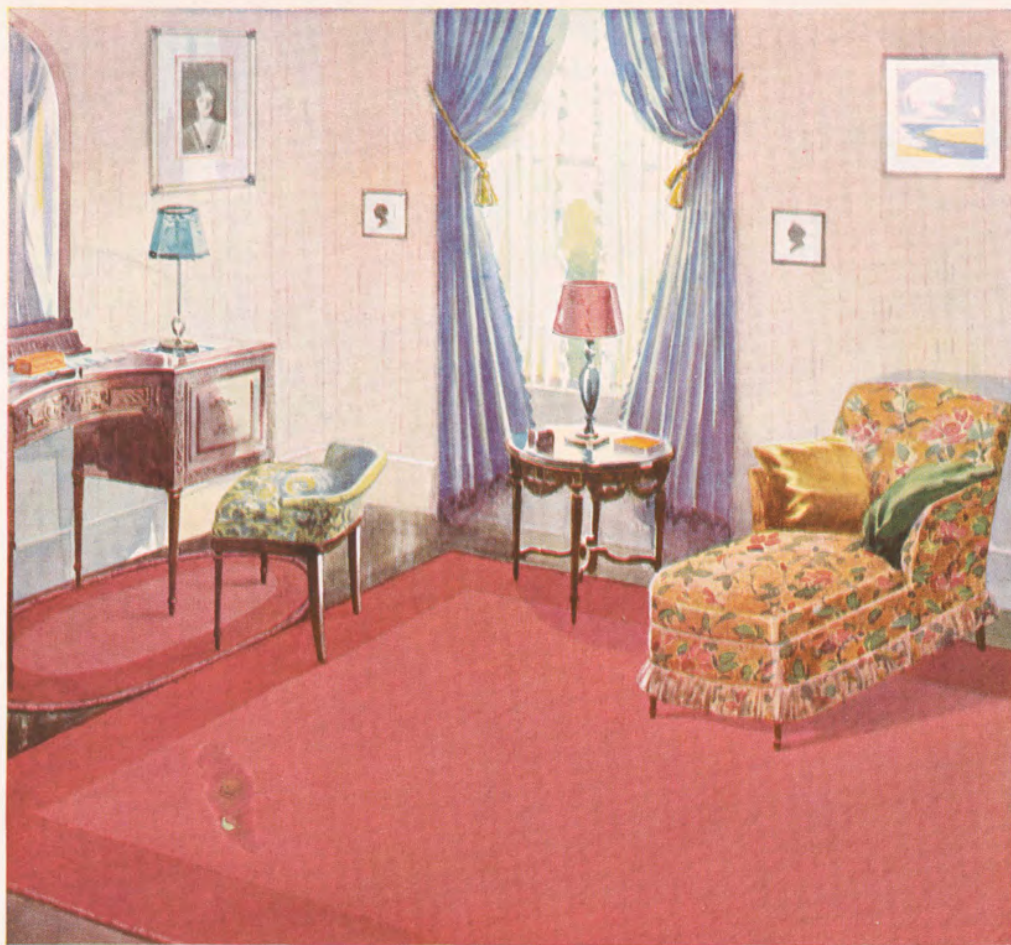


Furniture by Kroehler Mfg. Co.

**INTERIOR DECORATION**  
 by Decorating Editor  
 of **LADIES' HOME JOURNAL**

design, with its bands of rose taupe and tete-de-negre, adds effectively to the smart, up-to-date charm of this room. Now, you, too, may enjoy this much admired rug for little money by sending us your old material. *Seamless and Reversible.*





## Rose—A Lovely, but Delicate Color

**D**AINTINESS reigns in this ultra smart and modern bedroom. Bedrooms have come into their own at last. And properly so, for one's bedroom is the one room in the home that each member of the family can call his or her very own. Here, preferences may be expressed

freely. Observe how great a part the rich, soft, Rose rugs play in the decorative effect of this charming, vivacious room. Imagine the beauty that a new Olson Rug in this exquisite shade of Rose would add to your room. Like all Olson Rugs, this rug is woven seamless, reversible.

Chicago OLSON RUG Co. New York

## Number 7066

| Standard<br>SIZES                            | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW |
|----------------------------------------------|--------------------------|--------------------|--------------|
| 9x12 ft..about 42 lbs.                       |                          | <del>\$30.40</del> | \$25.05      |
| 8x10 ft...." 32 "                            |                          | <del>23.75</del>   | 20.60        |
| 6x9 ft....." 21 "                            |                          | <del>16.45</del>   | 13.90        |
| 4x6 <sup>3</sup> / <sub>4</sub> ft...." 10 " |                          | <del>8.95</del>    | 6.95         |
| 36x63 in.. " 6 "                             |                          | <del>4.70</del>    | 3.85         |
| 30x54 in.. " 4 "                             |                          | <del>3.35</del>    | 2.75         |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW |
|-------------------------|--------------------------|--------------------|--------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$11.95</del> | \$10.30      |
| 6x6 ft....." 14 "       |                          | <del>10.75</del>   | 9.25         |
| 6x8 ft....." 19 "       |                          | <del>14.30</del>   | 12.35        |
| 7x9 ft....." 25 "       |                          | <del>18.80</del>   | 16.20        |
| 8x8 ft....." 25 "       |                          | <del>19.10</del>   | 16.50        |
| 8x11 ft....." 34 "      |                          | <del>26.25</del>   | 22.65        |
| 9x9 ft....." 31 "       |                          | <del>24.15</del>   | 20.85        |
| 9x15 ft....." 52 "      |                          | <del>40.25</del>   | 35.05        |
| 10x10 ft....." 39 "     |                          | <del>29.85</del>   | 26.00        |
| 10x13 ft....." 51 "     |                          | <del>38.80</del>   | 33.75        |
| 11x12 ft....." 51 "     |                          | <del>39.40</del>   | 34.30        |
| 11x14 ft....." 60 "     |                          | <del>45.95</del>   | 40.00        |
| 12x12 ft....." 56 "     |                          | <del>42.95</del>   | 37.40        |
| 12x14 ft....." 65 "     |                          | <del>50.10</del>   | 43.65        |
| 27x42 in.. " 3 "        |                          | <del>2.65</del>    | 2.05         |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54

### ROSE OVAL RUGS—Fringed

Oval Rugs made in 4 sizes. See page 53  
for prices. In ordering use

Number 07625



## Number 90640

| Standard<br>SIZES           | Old Material<br><b>YOU SEND</b>         | Price<br>WAS         | Price<br>NOW         |
|-----------------------------|-----------------------------------------|----------------------|----------------------|
| 9x12 ft... about 42 lbs...  |                                         | <del>\$34.40</del>   | <del>\$27.95</del>   |
| 8x10 ft..... " 32. "        |                                         | <del>27.60</del>     | <del>23.00</del>     |
| 6x9 ft..... " 21. "         |                                         | <del>18.60</del>     | <del>15.50</del>     |
| 4x6¾ ft..... " 10. "        |                                         | <del>9.30</del>      | <del>7.80</del>      |
| 36x63 in..... " 6. "        |                                         | <del>5.40</del>      | <del>4.30</del>      |
| 30x54 in..... " 4. "        |                                         | <del>3.90</del>      | <del>3.05</del>      |
| <b>Other</b>                |                                         |                      |                      |
| <b>SIZES</b>                | <b>Old Material<br/><b>YOU SEND</b></b> | <b>Price<br/>WAS</b> | <b>Price<br/>NOW</b> |
| 11x12 ft... about 51 lbs... |                                         | <del>\$45.55</del>   | <del>\$38.25</del>   |
| <b>RUNNERS</b>              |                                         |                      |                      |
| 27 in. x 9 ft... " 8. "     |                                         | <del>7.00</del>      | <del>5.80</del>      |
| 27 in. x 12 ft... " 11. "   |                                         | <del>9.30</del>      | <del>7.70</del>      |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

A NEW Olson creation in one of the loveliest Oriental designs. Here are colors that will enchant you—reproduced with startling fidelity from a priceless hand-woven Persian rug. The rich background of Taupe offers a most effective contrast to the soft shades of blue, rose, old gold and green in the rich design. Woven without seams with the same deep-textured design on both sides—two rugs in one. Luxuriously soft underfoot like a high priced Wilton rug.



*A graceful pattern in the best Persian tradition—Taupe field.*





## Number 9161

| Standard<br>SIZES                            | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|----------------------------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft...about 42 lbs.                      |                          | <del>\$28.15</del> | <del>\$23.30</del> |
| 8x10 ft...." 32."                            |                          | <del>21.65</del>   | <del>19.15</del>   |
| 6x9 ft...." 21."                             |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6 <sup>3</sup> / <sub>4</sub> ft...." 10." |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in...." 6."                            |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in...." 4."                            |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x8 ft...." 19."        |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x9 ft...." 25."        |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft...." 25."        |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft...." 34."       |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft...." 31."        |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft...." 52."       |                          | <del>36.55</del>   | <del>32.60</del>   |
| 10x10 ft...." 39."      |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft...." 51."      |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft...." 51."      |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft...." 60."      |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x15 ft...." 70."      |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in...." 3."       |                          | <del>2.45</del>    | <del>1.90</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE**.

For Special Size Rugs and Runners see page 54

## The New Dark Taupe—Decidedly Modern, Seamless, Reversible

YOU just know that the occupants of this attractive restful room are people of good taste and refinement. How harmoniously the walls, drapes, furniture and rugs have been brought together. No wonder leading decorators and women of taste are so enthusiastic in their endorsement of this rich, new shade of Taupe. A color that

will not show soil. A small colorful rug in front of a chair or davenport adds a decorative note. Not only will this exquisite color lend itself admirably to varied furniture and color schemes, but it will stand up under the most severe wear without losing its richness. For dark rooms we suggest the lighter Taupe on page 18.



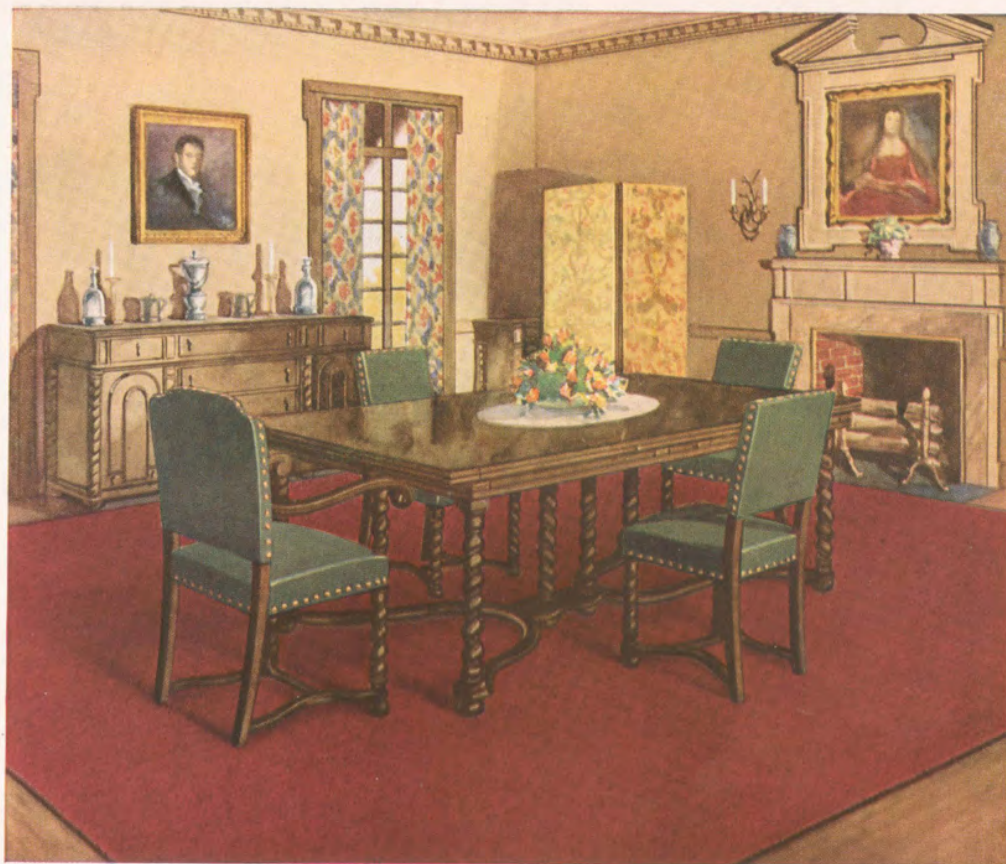
## Number 2261

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$28.15</del> | <del>\$23.30</del> |
| 8x10 ft. " 32. "       |                          | <del>21.65</del>   | <del>19.15</del>   |
| 6x9 ft. " 21. "        |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6 3/4 ft. " 10. "    |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in. " 6. "       |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in. " 4. "       |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------|--------------------------|--------------------|--------------------|
| 5x8 ft. about 15 lbs. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x8 ft. " 19. "       |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x9 ft. " 25. "       |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft. " 25. "       |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft. " 34. "      |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft. " 31. "       |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft. " 52. "      |                          | <del>36.65</del>   | <del>32.60</del>   |
| 10x10 ft. " 39. "     |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft. " 51. "     |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft. " 51. "     |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft. " 60. "     |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x15 ft. " 70. "     |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in. " 3. "      |                          | <del>2.45</del>    | <del>1.90</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54



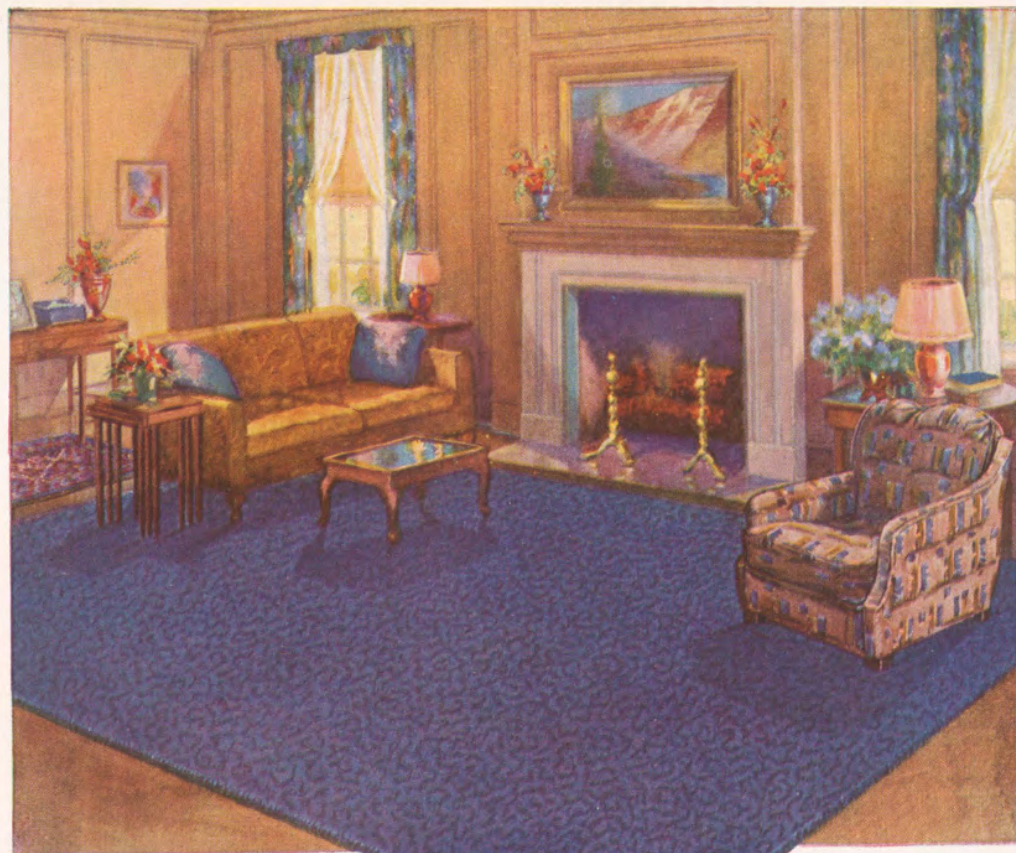
Note how much colorful interest the rug adds to this friendly, mellow room with its sturdy Jacobean furnishings.

## Royal Red—A Magnificent, Regal Color

CAN'T you just picture the transformation that this beautiful, deep red rug will make in your dining room, living room, library or entrance hall? A fashionable, plain-toned rug that will bring richness, warmth and a feeling of luxury to the most expensively furnished interior—and give a spacious, distinguished air to even your

most unpretentious room. A sturdy, rich-textured, deep-napped rug that yields luxuriously underfoot. A rug that is woven seamless and reversible to give added years of wear for the much used room. I urge you to order this rug—you will not be disappointed. You can send old materials of all kinds and colors. Save 1/2 this easy way.





Seamless

Reversible

## A Lovely

**S**TUDY this charming, home-like room. Its harmony delights the eye. Yet this much sought for effect is quickly and inexpensively achieved by ordering this lovely new damask patterned blue rug. Here's a cheerful, practical rug for any room in the home, a rug that fairly breathes an atmosphere of charm and contentment.

## Rich Damask Blend in Blue

Wouldn't it give you an infinite amount of pleasure to spend a few of your leisure hours each day in surroundings of this kind? A rug that will work a sure cure for monotony. A rug you can live with year after year. The rich texture gives no hint of the great saving. The soft, deep nap on both sides yields luxuriously underfoot.

### Number 1261

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------------|--------------------------|--------------------|----------------|
| 9x12 ft..about 42 lbs.. |                          | <del>\$28.15</del> | <b>\$23.30</b> |
| 8x10 ft...."32."        |                          | <del>21.65</del>   | <b>19.15</b>   |
| 6x9 ft...."21."         |                          | <del>14.60</del>   | <b>12.95</b>   |
| 4x6 3/4 ft...."10."     |                          | <del>7.30</del>    | <b>6.45</b>    |
| 36x63 in...."6."        |                          | <del>4.20</del>    | <b>3.55</b>    |
| 30x54 in...."4."        |                          | <del>3.00</del>    | <b>2.60</b>    |

| Other<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|--------------------------|--------------------------|--------------------|----------------|
| 5x8 ft....about 15 lbs.. |                          | <del>\$10.80</del> | <b>\$ 9.60</b> |
| 6x8 ft...."19."          |                          | <del>12.95</del>   | <b>11.45</b>   |
| 7x9 ft...."25."          |                          | <del>17.05</del>   | <b>15.10</b>   |
| 8x8 ft...."25."          |                          | <del>17.35</del>   | <b>15.35</b>   |
| 8x11 ft...."34."         |                          | <del>23.80</del>   | <b>21.05</b>   |
| 9x9 ft...."31."          |                          | <del>21.90</del>   | <b>19.35</b>   |
| 9x15 ft...."52."         |                          | <del>36.55</del>   | <b>32.60</b>   |
| 10x10 ft...."39."        |                          | <del>27.00</del>   | <b>24.15</b>   |
| 10x13 ft...."51."        |                          | <del>35.15</del>   | <b>31.40</b>   |
| 11x12 ft...."51."        |                          | <del>35.70</del>   | <b>31.90</b>   |
| 11x14 ft...."60."        |                          | <del>41.65</del>   | <b>37.20</b>   |
| 12x15 ft...."70."        |                          | <del>48.65</del>   | <b>43.45</b>   |
| 27x42 in...."3."         |                          | <del>2.45</del>    | <b>1.90</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



## Number 14644

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32 "          |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21 "           |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft....." 10 "          |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6 "           |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4 "           |                          | <del>3.90</del>    | <del>3.05</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

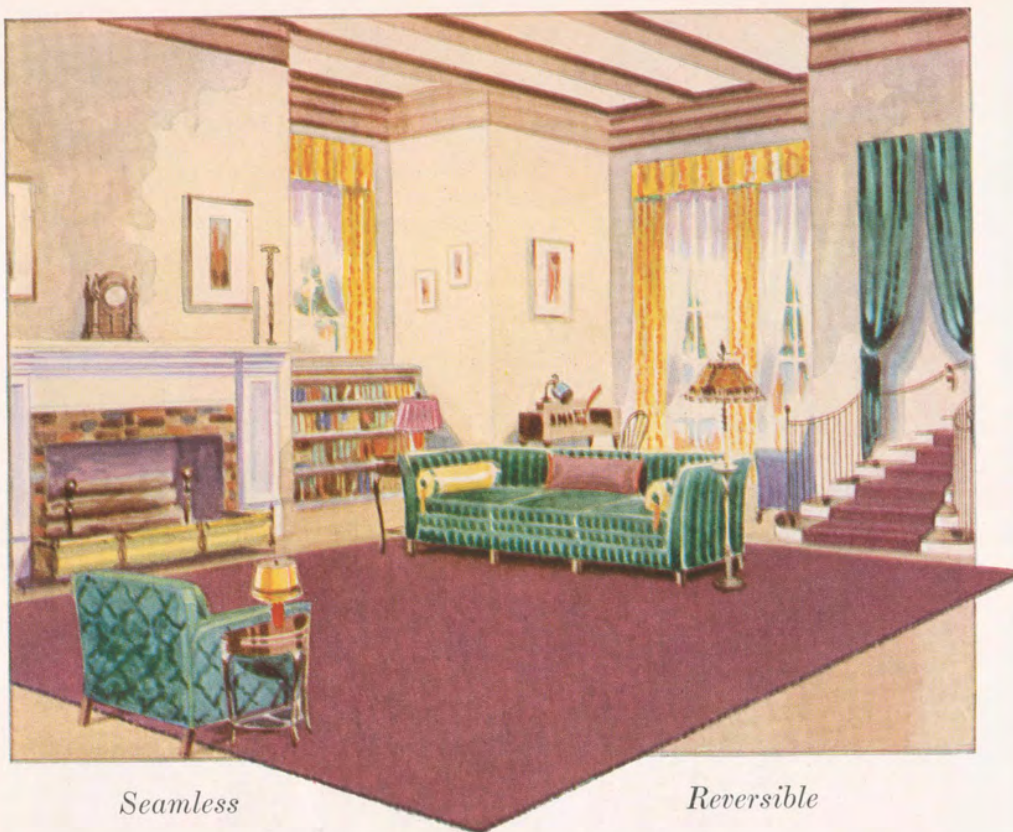
*This pattern is made only in the sizes shown above*

### True Oriental Beauty

HERE is a rug of such Oriental richness, such exquisite coloring, so captivating in design, that it is difficult to find words to faithfully describe its charm. Adapted from one of the finest specimens of Persian art. The field is a rich midnight blue and is a most effective contrast to the richly colored, intricate designs. Woven seamless and reversible with the same lovely pattern on both sides. Deep-napped and luxurious underfoot. You may order this rug regardless of the colors in your old materials. We promise a pleasant surprise.







Seamless

Reversible

## The Vogue for Mulberry Continues to Grow

NEVER before have homes been so colorful, so attractive, so inviting. Modern women have discovered the invigorating magic of cheerful colors; and leading decorators urge the use of color with frank sincerity. This glorious new shade of Mulberry will bring new inspiration to any room—and will transform dull rooms into rich, cheerful, inviting places. There is a feeling of quiet luxury and refinement about this rich color and we believe that

we have accomplished much in being able to offer you an Olson Rug in this popular shade. Plain colors continue to hold their popularity and you will find them in America's finest homes. And justly so, for they impart to a home that subtle, different atmosphere so necessary to the distinctive, modern home. Like high grade Wiltons, the nap is luxurious and resilient. (Made also with darker border at prices shown on opposite page. Order by Number 7164.)

### Number 7161

| Standard<br>SIZES   | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|---------------------|--------------------------|--------------------|----------------|
| 9x12 ft. . . . .    | about 42 lbs. . . . .    | <del>\$28.45</del> | <b>\$23.30</b> |
| 8x10 ft. . . . .    | 32 " . . . . .           | <del>21.65</del>   | <b>19.15</b>   |
| 6x9 ft. . . . .     | 21 " . . . . .           | <del>14.60</del>   | <b>12.95</b>   |
| 4x6 3/4 ft. . . . . | 10 " . . . . .           | <del>7.30</del>    | <b>6.45</b>    |
| 36x63 in. . . . .   | 6 " . . . . .            | <del>4.20</del>    | <b>3.55</b>    |
| 30x54 in. . . . .   | 4 " . . . . .            | <del>3.00</del>    | <b>2.60</b>    |

| Other<br>SIZES    | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------|--------------------------|--------------------|----------------|
| 5x8 ft. . . . .   | about 15 lbs. . . . .    | <del>\$10.80</del> | <b>\$ 9.60</b> |
| 6x6 ft. . . . .   | 14 " . . . . .           | <del>9.75</del>    | <b>8.60</b>    |
| 6x8 ft. . . . .   | 19 " . . . . .           | <del>12.95</del>   | <b>11.45</b>   |
| 7x7 ft. . . . .   | 19 " . . . . .           | <del>13.25</del>   | <b>11.75</b>   |
| 7x9 ft. . . . .   | 25 " . . . . .           | <del>17.05</del>   | <b>15.10</b>   |
| 8x8 ft. . . . .   | 25 " . . . . .           | <del>17.35</del>   | <b>15.35</b>   |
| 8x11 ft. . . . .  | 34 " . . . . .           | <del>23.80</del>   | <b>21.05</b>   |
| 9x9 ft. . . . .   | 31 " . . . . .           | <del>21.90</del>   | <b>19.35</b>   |
| 9x15 ft. . . . .  | 52 " . . . . .           | <del>36.55</del>   | <b>32.60</b>   |
| 10x10 ft. . . . . | 39 " . . . . .           | <del>27.00</del>   | <b>24.15</b>   |
| 10x13 ft. . . . . | 51 " . . . . .           | <del>35.15</del>   | <b>31.40</b>   |
| 11x12 ft. . . . . | 51 " . . . . .           | <del>35.70</del>   | <b>31.90</b>   |
| 11x14 ft. . . . . | 60 " . . . . .           | <del>41.65</del>   | <b>37.20</b>   |
| 12x15 ft. . . . . | 70 " . . . . .           | <del>48.65</del>   | <b>43.45</b>   |
| 27x42 in. . . . . | 3 " . . . . .            | <del>2.45</del>    | <b>1.90</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



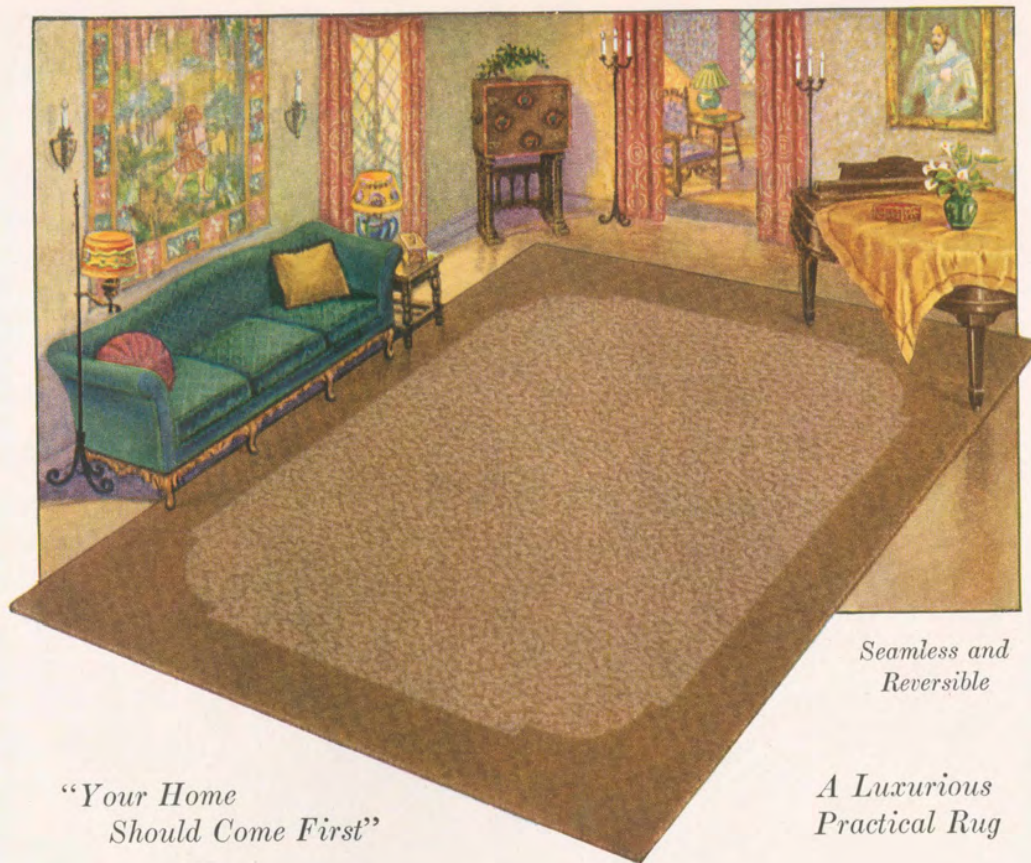
## Number 3064

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$30.40</del> | <del>\$25.05</del> |
| 8x10 ft. .... 32 "     |                          | <del>23.75</del>   | <del>20.60</del>   |
| 6x9 ft. .... 21 "      |                          | <del>16.15</del>   | <del>13.90</del>   |
| 4x6 3/4 ft. .... 10 "  |                          | <del>8.05</del>    | <del>6.95</del>    |
| 36x63 in. .... 6 "     |                          | <del>4.70</del>    | <del>3.85</del>    |
| 30x54 in. .... 4 "     |                          | <del>3.35</del>    | <del>2.75</del>    |

| Other<br>SIZES             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|----------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft. .... about 15 lbs. |                          | <del>\$11.95</del> | <del>\$10.30</del> |
| 6x6 ft. .... 14 "          |                          | <del>10.75</del>   | <del>9.25</del>    |
| 6x8 ft. .... 19 "          |                          | <del>14.30</del>   | <del>12.35</del>   |
| 7x7 ft. .... 19 "          |                          | <del>14.65</del>   | <del>12.65</del>   |
| 7x9 ft. .... 25 "          |                          | <del>18.80</del>   | <del>16.20</del>   |
| 8x8 ft. .... 25 "          |                          | <del>19.10</del>   | <del>16.50</del>   |
| 8x11 ft. .... 34 "         |                          | <del>26.25</del>   | <del>22.65</del>   |
| 9x9 ft. .... 31 "          |                          | <del>24.15</del>   | <del>20.85</del>   |
| 9x15 ft. .... 52 "         |                          | <del>40.25</del>   | <del>35.05</del>   |
| 10x10 ft. .... 39 "        |                          | <del>29.85</del>   | <del>26.00</del>   |
| 10x13 ft. .... 51 "        |                          | <del>38.80</del>   | <del>33.75</del>   |
| 11x12 ft. .... 51 "        |                          | <del>39.40</del>   | <del>34.30</del>   |
| 11x14 ft. .... 60 "        |                          | <del>45.95</del>   | <del>40.00</del>   |
| 12x15 ft. .... 70 "        |                          | <del>53.70</del>   | <del>46.75</del>   |
| 27x42 in. .... 3 "         |                          | <del>2.65</del>    | <del>2.05</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



*Seamless and  
Reversible*

*A Luxurious  
Practical Rug*

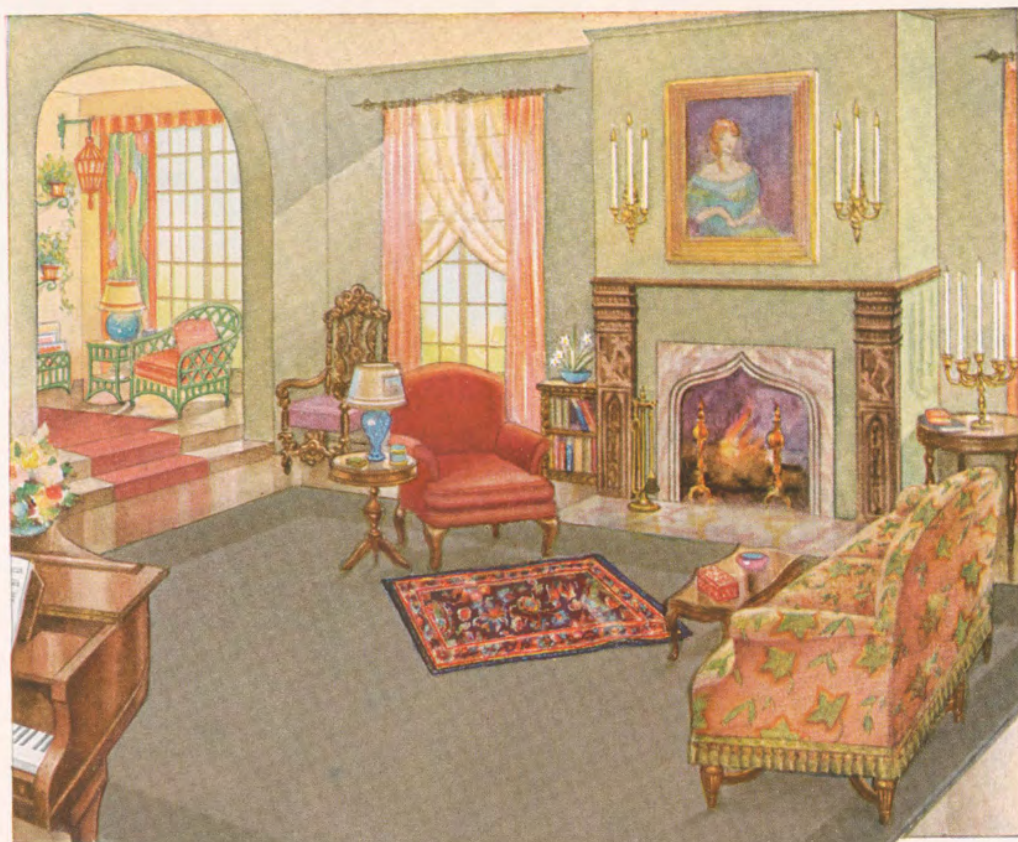
*"Your Home  
Should Come First"*

## *A Rich Design in Two Shades of Taupe*

A HANDSOME design in several shades of a rich, warm Taupe color. A rug of character that is perfectly adapted to modern rooms of any period. Note how admirably the rug blends into the charming living room above so reminiscent of old Spain with resplendent colors in drapes and tapestries. An intensely practical rug that

will enrich any room. As you walk across this rug you have that pleasing sensation of sinking luxuriously into a thick, firm pile fabric. Our factory-to-you prices mean a big saving. Satisfaction guaranteed. Ship your material and let us show you. (Also made without border at prices shown on opposite page. Order by Number 3061.)





Reversible

Seamless

## Grey Taupe

If you are seeking a quality of beauty not found in ordinary living rooms—if you long to create a room that has that deft touch of the professional decorator—we urge you to order this popular rug; and prove to yourself how beautiful any room in your home can be.

## for Rich Simplicity and Harmony

Study the living room above—a delightful room to live in. Note how the many bright colors in walls and furnishings are toned down and brought together by the quiet, restrained rug. We recommend Grey Taupe for rich simplicity and perfect harmony, qualities so desired in the cultured home. Here's a rug that does not show soil.

Chicago OLSON RUG CO. New York

## Number 8066

| Standard<br>SIZES                           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|---------------------------------------------|--------------------------|--------------------|----------------|
| 9x12 ft..about 42 lbs.                      |                          | <del>\$30.40</del> | <b>\$25.05</b> |
| 8x10 ft....".32"                            |                          | <del>23.75</del>   | <b>20.60</b>   |
| 6x9 ft....".21"                             |                          | <del>16.45</del>   | <b>13.90</b>   |
| 4x6 <sup>3</sup> / <sub>4</sub> ft....".10" |                          | <del>8.95</del>    | <b>6.95</b>    |
| 36x63 in...." 6"                            |                          | <del>4.70</del>    | <b>3.85</b>    |
| 30x54 in...." 4"                            |                          | <del>3.95</del>    | <b>2.75</b>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------------|--------------------------|--------------------|----------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$11.95</del> | <b>\$10.30</b> |
| 6x6 ft....".14"         |                          | <del>10.75</del>   | <b>9.25</b>    |
| 6x8 ft....".19"         |                          | <del>14.30</del>   | <b>12.35</b>   |
| 7x7 ft....".19"         |                          | <del>14.65</del>   | <b>12.65</b>   |
| 7x9 ft....".25"         |                          | <del>18.80</del>   | <b>16.20</b>   |
| 8x8 ft....".25"         |                          | <del>19.10</del>   | <b>16.50</b>   |
| 8x11 ft....".34"        |                          | <del>26.25</del>   | <b>22.65</b>   |
| 9x9 ft....".31"         |                          | <del>24.15</del>   | <b>20.85</b>   |
| 9x15 ft....".52"        |                          | <del>40.25</del>   | <b>35.05</b>   |
| 10x10 ft....".39"       |                          | <del>29.85</del>   | <b>26.00</b>   |
| 10x13 ft....".51"       |                          | <del>38.80</del>   | <b>33.75</b>   |
| 11x12 ft....".51"       |                          | <del>39.40</del>   | <b>34.30</b>   |
| 11x14 ft....".60"       |                          | <del>45.95</del>   | <b>40.00</b>   |
| 12x12 ft....".56"       |                          | <del>42.95</del>   | <b>37.40</b>   |
| 12x14 ft....".65"       |                          | <del>50.10</del>   | <b>43.65</b>   |
| 12x15 ft....".70"       |                          | <del>53.70</del>   | <b>46.75</b>   |
| 27x42 in...." 3"        |                          | <del>2.65</del>    | <b>2.05</b>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE**.

For Special Size Rugs and Runners see page 54



## Number 79639

| Standard<br>SIZES           | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs.... |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32. "         |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21. "          |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft....." 10. "         |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in....." 6. "         |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in....." 4. "         |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES               | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------------|--------------------------|--------------------|--------------------|
| 11x12 ft....about 51 lbs.... |                          | <del>\$45.55</del> | <del>\$38.25</del> |
| RUNNER                       |                          |                    |                    |
| 27 in.x9 ft....." 8. "       |                          | <del>7.00</del>    | <del>5.80</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

CENTURIES old, this exquisite Persian design is today a treasured museum possession. You will love its permanent lustre-woven beauty. The same on both sides. Seamless. Especially rich in Persian designs and colorings that represent the preferences of a large number of rug lovers. The border is relieved by well defined units of colorful ornament, while the high-lighted rose tones in the field are an ideal setting for the lovely colors in the intricate design. You may send any color materials.



*An exquisite Persian design suited to a wide variety of color schemes.*

Chicago OLSON RUG Co. New York



### Seamless, Reversible

The same lovely pattern—  
the same deep nap is  
woven on both sides.  
This means double  
the wear and  
greater lux-  
ury under-  
foot.



*Colors that are stimulating, warmly rich and full of vigor.*

## A Rare Persian Design of Rich Beauty

Chicago OLSON RUG CO. New York

### Number 23633

| Standard<br>SIZES | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|-------------------|--------------------------|--------------------|----------------|
| 9x12 ft. . . . .  | about 42 lbs. . .        | <del>\$34.40</del> | <b>\$27.95</b> |
| 8x10 ft. . . . .  | ...32 " . . .            | <del>27.60</del>   | <b>23.00</b>   |
| 6x9 ft. . . . .   | ...21 " . . .            | <del>18.60</del>   | <b>15.50</b>   |
| 4x6 3/4 ft. . . . | ...10 " . . .            | <del>9.30</del>    | <b>7.80</b>    |
| 36x63 in. . . .   | ... 6 " . . .            | <del>5.40</del>    | <b>4.30</b>    |
| 30x54 in. . . .   | ... 4 " . . .            | <del>3.90</del>    | <b>3.05</b>    |

| Other<br>SIZES     | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|--------------------|--------------------------|--------------------|----------------|
| 11x12 ft. . . . .  | about 51 lbs. . .        | <del>\$45.55</del> | <b>\$38.25</b> |
| RUNNERS            |                          |                    |                |
| 27 in. x 9 ft. . . | ... 8 " . . .            | <del>7.00</del>    | <b>5.80</b>    |
| 27 in. x 12 ft. .  | ... 11 " . . .           | <del>9.30</del>    | <b>7.70</b>    |



The above weights are one-fourth less  
than actually required. We make up the  
difference by adding **NEW WOOL FREE.**

*This pattern is made only  
in the sizes shown above*

A BEAUTIFUL design  
adapted from a mu-  
seum-treasured Oriental! All  
the romantic charm of color  
and pattern that has stood  
the test of years is woven  
into this luxurious new-type  
Olson Rug. The exquisite,  
deep rose background, with  
rich Arabesques in soft,  
blending Oriental colors,  
will give a sumptuously rich  
personality to any room.



Number 94614

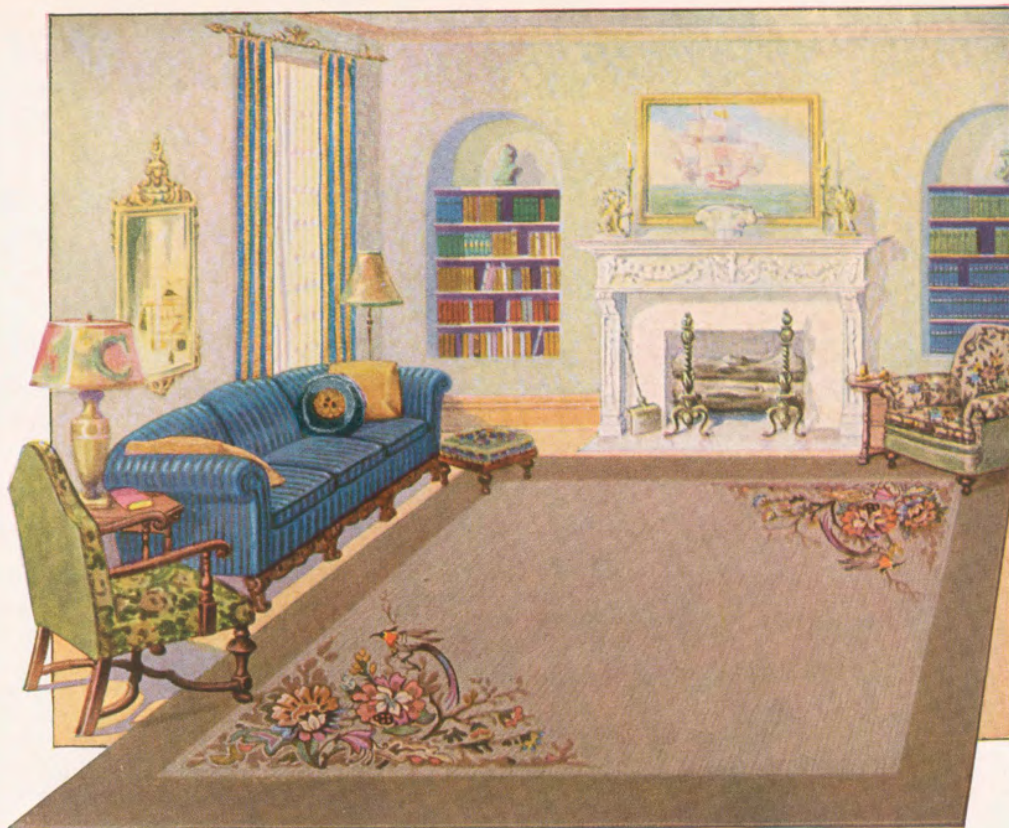
| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft. .... " 32. "  |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft. .... " 21. "   |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft. .... " 10. "  |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in. .... " 6. "  |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in. .... " 4. "  |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|----------------------------|--------------------------|--------------------|--------------------|
| 6x6 ft. .... about 14 lbs. |                          | <del>\$12.45</del> | <del>\$10.35</del> |
| 9x9 ft. .... " 31. "       |                          | <del>27.95</del>   | <del>23.30</del>   |
| 10x12 ft. .... " 47. "     |                          | <del>41.40</del>   | <del>34.80</del>   |
| 27x42 in. .... " 3. "      |                          | <del>2.80</del>    | <del>2.30</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*



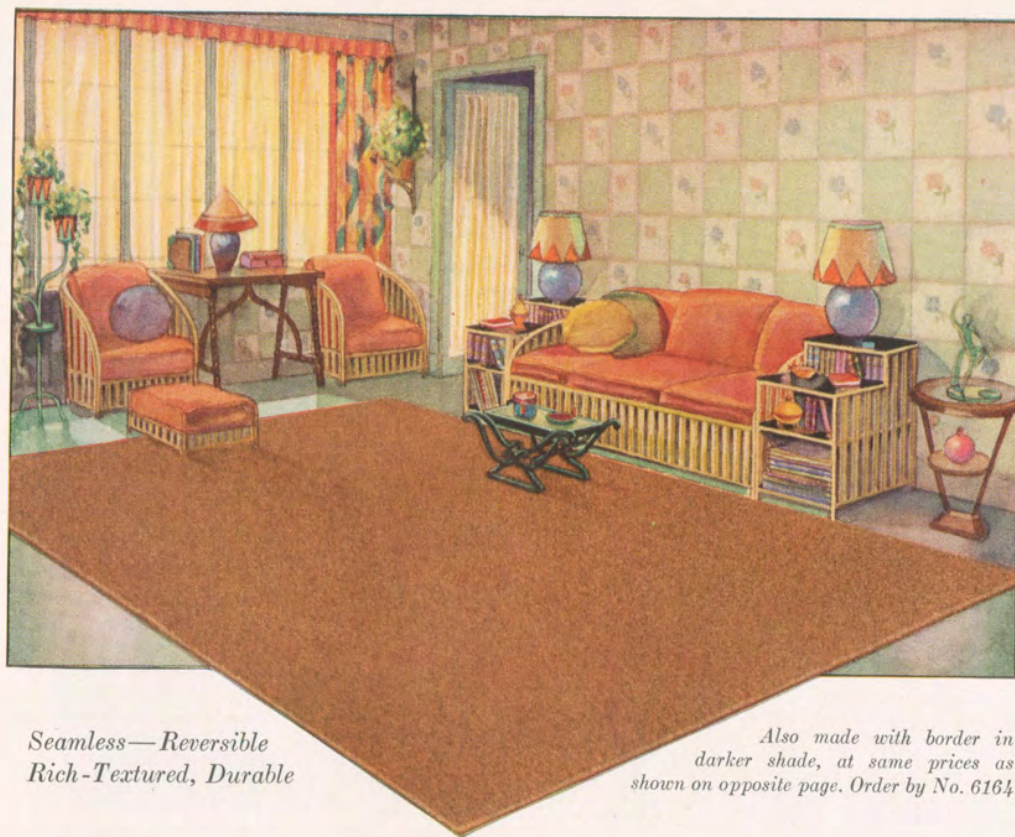
## A Japanese Pattern of Rare Charm and Beauty

### *Seamless and Reversible—With the Same Pattern on Both Sides*

ON a field of rich, warm Taupe, with a darker Taupe Border, the Japanese artist presents a charming design of colorful simplicity, quiet refinement and harmonious effects. There is a fine sense of proportion and careful restraint in the manner in which subdued Oriental reds, golds, taupes, blues and ivories are used. A sacred

Japanese bird with rich, variegated plumage adds a decorative effect of unusual beauty. The same luxurious, firmly woven nap and the same lovely pattern appear on both sides. A rug that will wear for a lifetime. So expertly are the old materials reclaimed by our patented process that we guarantee you will be delighted with your rugs.





Seamless—Reversible  
Rich-Textured, Durable

Also made with border in  
darker shade, at same prices as  
shown on opposite page. Order by No. 6164

## Autumn Oak—An Appealing New Color

**A** NEW COLOR! Rich! Distinctive! Suitable for any room—especially sun rooms that call for striking color effects and where colors may be combined with more daring than in any other room. In this cheerful, colorful room, so tastefully furnished in the newest 20th Century manner, we have shown the very practical new Autumn Oak rug. A rug of rich simplicity that forms a perfect background for the animated colors in furniture, curtains

and walls. As most sun rooms are cozy, intimate little rooms, we have used a rug without border, which, as you know, tends to increase the apparent size of any room. Its practical beauty will impart to your home that rare combination of charm and good taste so much desired. So expertly are the old materials reclaimed that we guarantee your friends will not know your rug is woven from reclaimed materials.

### Number 6161

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$28.15</del> | <del>\$23.30</del> |
| 8x10 ft. " 32 "        |                          | <del>21.65</del>   | <del>19.15</del>   |
| 6x9 ft. " 21 "         |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6 3/4 ft. " 10 "     |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in. " 6 "        |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in. " 4 "        |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------|--------------------------|--------------------|--------------------|
| 5x8 ft. about 15 lbs. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x8 ft. " 19 "        |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x9 ft. " 25 "        |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft. " 25 "        |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft. " 34 "       |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft. " 31 "        |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft. " 52 "       |                          | <del>36.55</del>   | <del>32.60</del>   |
| 10x10 ft. " 39 "      |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft. " 51 "      |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft. " 51 "      |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft. " 60 "      |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x15 ft. " 70 "      |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in. " 3 "       |                          | <del>2.45</del>    | <del>1.90</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and  
Runners see page 54



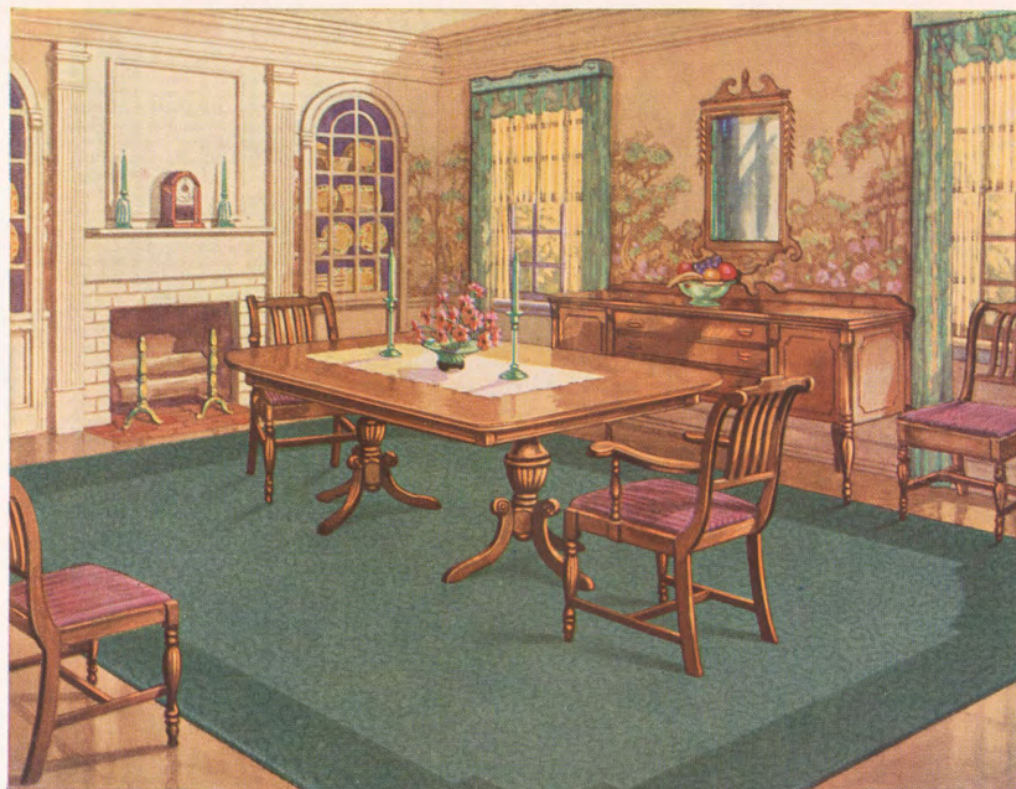
## Number 4264

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$30.40</del> | <del>\$25.05</del> |
| 8x10 ft. ....          | 32. "                    | <del>23.75</del>   | <del>20.60</del>   |
| 6x9 ft. ....           | 21. "                    | <del>16.15</del>   | <del>13.90</del>   |
| 4x6 3/4 ft. ....       | 10. "                    | <del>8.05</del>    | <del>6.95</del>    |
| 36x63 in. ....         | 6. "                     | <del>4.70</del>    | <del>3.85</del>    |
| 30x54 in. ....         | 4. "                     | <del>3.35</del>    | <del>2.75</del>    |

| Other<br>SIZES             | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|----------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft. .... about 15 lbs. |                          | <del>\$11.95</del> | <del>\$10.30</del> |
| 6x8 ft. ....               | 19. "                    | <del>14.30</del>   | <del>12.35</del>   |
| 7x9 ft. ....               | 25. "                    | <del>18.80</del>   | <del>16.20</del>   |
| 8x8 ft. ....               | 25. "                    | <del>19.10</del>   | <del>16.50</del>   |
| 8x11 ft. ....              | 34. "                    | <del>26.25</del>   | <del>22.65</del>   |
| 9x9 ft. ....               | 31. "                    | <del>24.15</del>   | <del>20.85</del>   |
| 9x15 ft. ....              | 52. "                    | <del>40.25</del>   | <del>35.05</del>   |
| 10x10 ft. ....             | 39. "                    | <del>29.85</del>   | <del>26.00</del>   |
| 10x13 ft. ....             | 51. "                    | <del>38.80</del>   | <del>33.75</del>   |
| 11x12 ft. ....             | 51. "                    | <del>39.40</del>   | <del>34.30</del>   |
| 11x14 ft. ....             | 60. "                    | <del>45.95</del>   | <del>40.00</del>   |
| 12x15 ft. ....             | 70. "                    | <del>53.70</del>   | <del>46.75</del>   |
| 27x42 in. ....             | 3. "                     | <del>2.65</del>    | <del>2.05</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



Seamless

Reversible

## A Rich Green—An Appealing New Damask Design

A NEW Damask design in several shades of a soft, new green. A rug that is adaptable to modern rooms of any period. Note how admirably the rug blends into the charming room shown above. Its popularity is easily explained. As a color it is restful to the eye. It imparts to all surroundings a subdued elegance that is charming.

Even when subjected to the most severe wear this beautiful rug will not show soil. Easy to keep clean. Woven with the same deep, luxurious nap on both sides for double wear. Every rug guaranteed. Send us your old materials and Save 1/2. (Also made without border, at prices shown on opposite page. Order by Number 4261.)



Number 12622

| Standard<br>SIZES                               | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft....about 42 lbs....                     |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft....." 32 .."                            |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21 .."                             |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 <sup>3</sup> / <sub>4</sub> ft....." 10 .." |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in....." 6 .."                            |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in....." 4 .."                            |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES              | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-----------------------------|--------------------------|--------------------|--------------------|
| 6x8 ft.....about 19 lbs.... |                          | <del>\$16.55</del> | <del>\$13.80</del> |
| 7x9 ft....." 25 .."         |                          | <del>21.75</del>   | <del>18.15</del>   |
| 8x11 ft....." 34 .."        |                          | <del>30.40</del>   | <del>25.30</del>   |
| 9x15 ft....." 52 .."        |                          | <del>46.60</del>   | <del>39.15</del>   |
| 10x12 ft....." 47 .."       |                          | <del>41.40</del>   | <del>34.80</del>   |
| 11x15 ft....." 64 .."       |                          | <del>56.95</del>   | <del>47.85</del>   |
| 27x42 in....." 3 .."        |                          | <del>2.80</del>    | <del>2.30</del>    |
| RUNNERS                     |                          |                    |                    |
| 27 in x 9 ft...." 8 .."     |                          | <del>7.00</del>    | <del>5.80</del>    |

↑  
The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

**T**HIS exquisite pattern with its wealth of soft, blending Persian colors, will impart a world of character to any room in your home. The field is of midnight blue upon which are woven intricate Persian tracteries and rich arabesques faithfully reproduced from a famous 16th Century Oriental. Here is rich-textured rug luxury at a sensational saving.

*Woven Seamless and Reversible for Double Wear*

Chicago OLSON RUG CO. New York

PAGE 46



## PICTORIAL REVIEW

### Economy Hits the Floor

By FLORENCE BROBECK

S



THE HOME

## DELINEATOR

DELINEATOR

### TRY A LITTLE STURDINESS

Our Feature Room for  
Being in your dining room  
is an interesting new way



Decorations by Mrs. Brooks

1. Contributing your old rug and other woolen material, you lessen the cost of this all-purpose, reversible rug.

Extract from Article in Recent Issue of

## PICTORIAL REVIEW

by FLORENCE BROBECK,  
Editor of Interior Decoration

"... We can never discuss bargains in floor coverings without mentioning the truly beautiful and useful rugs which are made from old woollens and rugs, sent by housekeepers to the mill, with a little money in addition to the pounds of old materials. Such a service might be considered sufficient even if patterns, colors, and styles were mediocre; but, on the contrary, the styles available in this system are unusually effective, adapted to our present-day decorating needs, and so varied that we may have an Oriental-type rug for the living room, solid-color rugs for any room, American-Colonial patterns, many two-tone mixtures, and large and small sizes in many other smart and useful types."

From an Article on Rugs in

## DELINEATOR

by JOSEPH E. PLATT,  
Director, Institute of Decoration

Under a photograph of an attractive dining room showing an Olson Remade Rug in the popular Early American pattern No. 95605, the editor says,

"We recommend a sturdy atmosphere for dining. It is like a good appetite: healthy and heartening. Achieve it by well-chosen details. It's easy to do. Let stoutly designed furniture, the pattern of the floor covering, and emphatic fabrics, declare the thought: *In strength there is unity.*

"The richness of this rug's Early American design, its well-scaled pattern, durability, and bright colors, all recommend it. By contributing your old rugs and other woolen material, you lessen the cost of this all-purpose, reversible rug."

Below are a few of the magazines in which similar editorials on Olson Rugs appeared.





# Unsolicited Letters and Endorsements

## SHORT ENTHUSIASTIC EXPRESSIONS

"I was particularly impressed with the prompt and business-like way in which you handled my order."

*Mrs. B. H. Brown, Rising Sun, Md.*

"They are ornamental as well as practical. It is at least ten years since I had some made by you, and what an improvement."

*Mrs. F. W. Bidwell, Lawrence, Mich.*

"Thank you for being so prompt in sending my rugs. . . . Very truly a pleased customer."

*Mrs. E. O. Davis, Fort Worth, Texas.*

"Our Rugs are indeed but another evidence of the achievements of modern artistry done in the inimitable fashion of Olson. Thank you so much for their beauty and your courteous attention."

*Mrs. J. D. E., Washington, D. C.*



### The Lovely Foster Home in Kansas City

"I received my rug a few days ago and am delighted with it. It far surpasses my expectations. Yes, you are welcome to use my letter and picture of our home."

*Mrs. A. W. Foster,  
5330 Rockhill Road, Kansas City, Mo.*

## We Have Received Over 200,000 Unsolicited Testimonials Like These

"My rugs were received yesterday and I am delighted with them. They are far beyond my expectation and my neighbors are high in their praises of them. Am sending you names of interested persons. If you have any prospective customers in this vicinity . . . you may refer them to me for demonstration. I had never seen your rugs but I'll admit there is no need to hesitate in sending your material . . ."

*Mrs. N. S. Johnson, Ladoga, Ind.*



### Home in Glencoe, Ill.

"Thank you for the promptness with which you did this work. The family and I . . . have no doubt we shall like them even more as time passes. We have a Taupe Olson Rug in our sun room which you made for us several years ago. It is even more pleasing now than when new and does not show any signs of wear."

*Katharine A. Turnbull,  
Green Bay Rd., Glencoe, Ill.*



### In Old New Hampshire

"Our rugs—nine of them—arrived in fine shape, and we are very much pleased with them. The sizes are just right . . ."

*Mr. and Mrs. James B. O'Neil,  
271 Mulberry St., Claremont, N. H.*

## A Customer Tells You This "True Story"

"It is with great pleasure that I can acknowledge, and recommend 'Olson Rugs' to be used in the rarest old Colonial house or in any modern home or apartment of today. My rugs came beautifully packed and they are a sensation . . ."

" . . . First I must tell you I am very much pleased with them myself. Everyone says, 'If you can please me they are perfect.' The colors are marvelous and they are finished so well on the edges. Here is another compliment I will pass on to you. A friend of mine recently bought some real Persian rugs and she says mine look as good as hers—that my Olson Rugs are not only pretty, but gorgeous."

*Mrs. Austin Kendall,  
801 Randolph St., Huntsville, Ala.*

## From The HOUSEHOLD MAGAZINE

The official stamp of approval of this great magazine, which is read in over two million homes each month, has been awarded Olson Rugs for "quality, durability, suitability, efficiency and economy", only after the most exacting tests, equal to 5 years of actual wear.



## From WOMAN'S WORLD MAGAZINE

We point with pride to the approval of this great magazine which has earned the confidence of millions of women.





## Number 75615

| Standard<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|--------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft...about 42 lbs.. |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft...." 32 .....    |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft....." 21 .....    |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6¾ ft...." 10 .....    |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in...." 6 .....    |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in...." 4 .....    |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES            | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|---------------------------|--------------------------|--------------------|--------------------|
| 10x12 ft...about 47 lbs.. |                          | <del>\$41.40</del> | <del>\$34.80</del> |
| 27x42 in...." 3 .....     |                          | <del>2.80</del>    | <del>2.30</del>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

**H**ERE'S Oriental luxury and beauty at a sensational saving. This pattern is a faithful reproduction of the motif of one of the loveliest antique Kermanshah Persian Carpets. This exquisite pattern, with its wealth of soft, blending Oriental Colors, will impart a world of character to any room. Regardless of the colors in your materials, you may enjoy this lovely rug.

### Seamless - - Reversible

The colors and pattern appear the same on both sides. Two rugs in one. You've never walked on softer rugs, no matter what you paid.



*Soft Blues, Tans, Rose, Ecrus, Taupes, Gold in exquisite harmony.*

*A Famous Persian Kermanshah Rug Reproduced*

Chicago OLSON RUG CO. New York





*All Oval Rugs  
Reversible and Fringed*

**T**HIS lovely Early American bedroom with its authentic maple furniture owes much of its inviting charm to the appealing simplicity of design and color in the beautiful oval rugs on the floor. A soft shade of orchid is enhanced by sprightly colors in a dainty floral garland

design. Like all Olson Rugs, these rugs are woven seamless and reversible. All oval rugs are handsomely fringed. There is something reminiscent of a fine old cameo about oval rugs. Perhaps this partly explains their popularity, for they are the very essence of smartness and good taste.

Chicago OLSON RUG CO. New York

## Number 07628

| SIZES<br>MADE              | Old Material<br>YOU SEND | Price<br>WAS                | Price<br>NOW                |
|----------------------------|--------------------------|-----------------------------|-----------------------------|
| 27 x 42 in... about 3 lbs. |                          | <del>\$3<sup>15</sup></del> | <del>\$2<sup>65</sup></del> |
| 30 x 54 in..... " 4 "      |                          | <del>4<sup>50</sup></del>   | <del>3<sup>65</sup></del>   |
| 36 x 63 in..... " 6 "      |                          | <del>6<sup>45</sup></del>   | <del>4<sup>90</sup></del>   |
| 41¼ x 6¾ ft. .... " 10 "   |                          | <del>11<sup>25</sup></del>  | <del>8<sup>85</sup></del>   |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only  
in the 4 sizes shown above*

**T**hink of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, easy chair or fireplace to protect your larger rugs.—Wherever there is unusual wear, one of these lovely oval rugs will help to prolong the life of your larger rugs—besides add a charming decorative note. Ideal for any room in the home.

## Orchid Ovals *Add Charm*



## Prices For Patterns

### Numbers 97617 and 80620

| Standard<br>SIZES      | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft. about 42 lbs. |                          | <del>\$34.40</del> | <del>\$27.95</del> |
| 8x10 ft. " 32 "        |                          | <del>27.60</del>   | <del>23.00</del>   |
| 6x9 ft. " 21 "         |                          | <del>18.60</del>   | <del>15.50</del>   |
| 4x6 3/4 ft. " 10 "     |                          | <del>9.30</del>    | <del>7.80</del>    |
| 36x63 in. " 6 "        |                          | <del>5.40</del>    | <del>4.30</del>    |
| 30x54 in. " 4 "        |                          | <del>3.90</del>    | <del>3.05</del>    |

| Other<br>SIZES         | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|------------------------|--------------------------|--------------------|--------------------|
| 9x15 ft. about 52 lbs. |                          | <del>\$46.60</del> | <del>\$39.15</del> |
| 10x12 ft. " 47 "       |                          | <del>41.40</del>   | <del>34.80</del>   |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*These patterns are made only in the sizes shown above*

HERE are two patterns with soft, rich colors that enter into the spirit of practically any scheme or decorating period. No. 97617 has a field of rich taupe with a small figured pattern handsomely set off with a soft blue border. No. 80620 is a lovely pattern, in which the artist presents ten delightful colors of a Persian garden. The exquisite floral design is on a field of restful grey taupe while the blue border gives a very charming effect. Both are fine, luxurious rugs.

### Number 97617

*Seamless and Reversible*



### Number 80620

*Seamless and Reversible*





### Number 09614

#### JAPANESE

All the mysticism and charm of far off Japan are in this lovely design. A sacred Japanese bird with richly colored plumage on Taupe ground. Reversible. Fringed.

### Number 09626

#### PERSIAN

One of our latest designs—an exquisite Persian Oval in a combination of rich colors on a field of Taupe. Woven reversible in four sizes. Luxuriously rich. Fringed.

### Number 09618

#### CHINESE

At these amazingly low prices we feel sure you will want to send enough material to include one of these lovely, colorful oval rugs in your order. Reversible. Fringed.

### Number 01624

#### SOFT BLUE

You will surely want to add one of these charming Blue rugs to your larger order. This shade is extremely popular, and adds a dainty note to a room. Reversible. Fringed.

*Think of the many places where you can use an oval: in bedrooms, at the foot of the stairs, in front of davenport, easy chair or fireplace to protect your larger rugs.*

#### PRICE LIST for OVALS shown on this page

| SIZES MADE        | Old Material SEND: | Price WAS         | Price NOW |
|-------------------|--------------------|-------------------|-----------|
| 27x42 in.....     | about 3 lbs.....   | <del>\$3.15</del> | \$2.65    |
| 30x54 in.....     | " 4 ".....         | <del>4.50</del>   | 3.65      |
| 36x63 in.....     | " 6 ".....         | <del>6.45</del>   | 4.90      |
| 41/4x63/4 ft..... | " 10 ".....        | <del>11.25</del>  | 8.85      |

The above weights are one-fourth less than actually required.  
We make up the difference by adding **NEW WOOL FREE.**

*These new-type Olson Rugs are the finest we have ever made. More luxurious, closer and more firmly woven. They represent the greatest rug value in America.*





### Number 07646

#### PERSIAN

This charming Persian oval has a lovely two-toned rose ground, and rich black border—a striking setting for the colorful oriental design. Reversible and fringed.

### Number 09647

#### PERSIAN

Our newest creation! An adaptation of a famous French floral design of rose, green, blue, ecru and old gold on a lovely ground of taupe tan. Reversible and fringed.

### Number 09643

#### PERSIAN

A graceful oriental design that seems to breathe a spirit of oriental splendor. Exquisite soft colorings that rival the beauty of a hand-made oriental. Reversible. Fringed.

### Number 04627

#### GREY GREEN

We are extremely proud of this popular, refreshing new color. It will harmonize with so many color schemes. Reversible—with deep nap on both sides. Fringed.

See the beauty of these improved, new-type Olson Rugs! Examine their rich, smooth texture! Compare them with rugs at twice the price! They are America's greatest rug value.

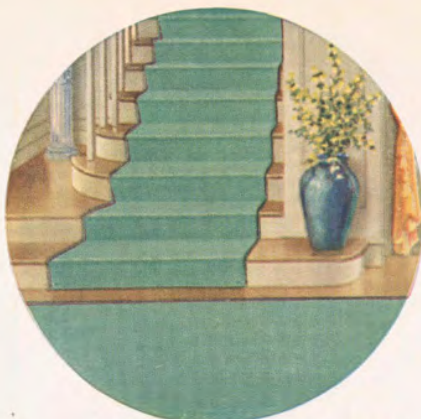
#### PRICE LIST for OVALS shown on this page

| SIZES MADE      | Old Material SEND: | Price WAS | Price NOW |
|-----------------|--------------------|-----------|-----------|
| 27x42 in.....   | about 3 lbs.....   | \$ 3.15   | \$2.65    |
| 30x54 in.....   | " 4 ".....         | 4.50      | 3.65      |
| 36x63 in.....   | " 6 ".....         | 6.45      | 4.90      |
| 41¼x63¼ ft..... | " 10 ".....        | 11.25     | 8.85      |

The above weights are one-fourth less than actually required.  
We make up the difference by adding **NEW WOOL FREE.**

Wherever there is unusual wear, one of these lovely oval rugs will help to prolong the life of your larger rugs—besides add a charming decorative note. Ideal for any room.





This illustrates the rich beauty of a single tone grey green Olson rug and stair runner to match. Choice of 17 other popular colors.

Runners in Oriental Patterns are made in the sizes and patterns shown on pages 13, 25, 26, 33, 41, 42, 46 and 56.

A wide range of Runners and Special and Extra Large Sizes are made in the beautiful Early American patterns shown on pages 6, 7, 14 and 20. Turn to these pages.



Illustrating the pleasing effect of a beautiful taupe rug and runner with darker border. One of 11 appealing colors you may select.

## Runners—For Halls and Stairs

In Taupe, Green, Blue, Rust, Mulberry, Rose, Grey, Red, Autumn Oak, and Mixtures

(Not Oriental or Pattern Rugs) Be sure to give color "Number" of each rug ordered

Hall rugs, sometimes called "Runners," and stair carpets are woven in 22, 27, and 36 inch widths—and in any length from 6 feet up to 400 feet. The most popular lengths are 7 feet, 9 feet, 12 feet, 15 feet and 18 feet. We recommend that rugs for halls and stairs be made without borders, as it makes them look wider, although rugs with border may be had at small additional cost. The 22 inch width is only for extremely narrow halls or stairs.

Prices below are for the "running foot." It's easy to figure the cost.

EXAMPLE: If you should want a rug 27 inches wide and 12 feet long without border, just multiply 12 x 54 cents = \$6.48.

| These WIDTHS Only | PRICE WITHOUT BORDER                  | PRICE WITH BORDER                     | Old Material per Running Foot |
|-------------------|---------------------------------------|---------------------------------------|-------------------------------|
| 27 inches wide    | <del>68</del> 54 cents a running foot | <del>74</del> 57 cents a running foot | Send 1 lb. a ft.              |
| 36 inches wide    | <del>90</del> 71 cents a running foot | <del>99</del> 76 cents a running foot | Send 1 1/4 lbs. a ft.         |
| 22 inches wide    | <del>55</del> 48 cents a running foot | <del>61</del> 51 cents a running foot | Send 3/4 lb. a ft.            |

Above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

[ NOTE: A deposit of 25 per cent or, better still, remittance in full with order, will insure promptest delivery of runners and special sizes, which usually require 10 days to 2 weeks. ]

## Special Sizes—Extra Large Rugs

In Taupe, Green, Blue, Rust, Mulberry, Rose, Grey, Red, Autumn Oak and Mixtures

(Not Oriental or Pattern Rugs) Be sure to give color "Number" of each rug ordered

If your room requires an unusual size rug not shown on the preceding pages, we will make a special size rug from 4 feet wide up to 16 feet wide, by any length in one piece without seams.

It's easy to figure the cost. EXAMPLE: If you should want a rug, say 8 feet wide and 14 feet long without border, just multiply 14 x \$2.07 = \$28.98.

| These WIDTHS Only | PRICE WITHOUT BORDER                    | PRICE WITH BORDER                       | Old Material per Running Foot |
|-------------------|-----------------------------------------|-----------------------------------------|-------------------------------|
| 4 feet wide       | <del>\$1.20</del> \$1.03 a running foot | <del>\$1.32</del> \$1.11 a running foot | Send 1 1/2 lbs. a ft.         |
| 5 feet wide       | <del>1.50</del> 1.30 a running foot     | <del>1.65</del> 1.39 a running foot     | Send 2 lbs. a ft.             |
| 6 feet wide       | <del>1.80</del> 1.56 a running foot     | <del>1.98</del> 1.67 a running foot     | Send 2 1/4 lbs. a ft.         |
| 7 feet wide       | <del>2.10</del> 1.81 a running foot     | <del>2.31</del> 1.94 a running foot     | Send 2 3/4 lbs. a ft.         |
| 8 feet wide       | <del>2.40</del> 2.07 a running foot     | <del>2.64</del> 2.22 a running foot     | Send 3 lbs. a ft.             |
| 9 feet wide       | <del>2.70</del> 2.33 a running foot     | <del>2.97</del> 2.50 a running foot     | Send 3 1/2 lbs. a ft.         |
| 10 feet wide      | <del>3.00</del> 2.59 a running foot     | <del>3.30</del> 2.78 a running foot     | Send 4 lbs. a ft.             |
| 11 feet wide      | <del>3.30</del> 2.84 a running foot     | <del>3.63</del> 3.07 a running foot     | Send 4 1/4 lbs. a ft.         |
| 12 feet wide      | <del>3.60</del> 3.10 a running foot     | <del>3.96</del> 3.33 a running foot     | Send 4 3/4 lbs. a ft.         |
| 13 feet wide      | <del>3.90</del> 3.36 a running foot     | <del>4.29</del> 3.62 a running foot     | Send 5 lbs. a ft.             |
| 14 feet wide      | <del>4.20</del> 3.62 a running foot     | <del>4.62</del> 3.90 a running foot     | Send 5 1/2 lbs. a ft.         |
| 15 feet wide      | <del>4.50</del> 3.88 a running foot     | <del>4.95</del> 4.18 a running foot     | Send 5 3/4 lbs. a ft.         |
| 16 feet wide      | <del>4.80</del> 4.14 a running foot     | <del>5.28</del> 4.45 a running foot     | Send 6 1/4 lbs. a ft.         |

Above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**



## Number 3261

| Standard<br>SIZES       | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 9x12 ft..about 42 lbs.. |                          | <del>\$28.45</del> | <del>\$23.30</del> |
| 8x10 ft.... " 32 "      |                          | <del>21.65</del>   | <del>19.15</del>   |
| 6x9 ft.... " 21 "       |                          | <del>14.60</del>   | <del>12.95</del>   |
| 4x6 3/4 ft.... " 10 "   |                          | <del>7.30</del>    | <del>6.45</del>    |
| 36x63 in.... " 6 "      |                          | <del>4.20</del>    | <del>3.55</del>    |
| 30x54 in.... " 4 "      |                          | <del>3.00</del>    | <del>2.60</del>    |

| Other<br>SIZES          | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW       |
|-------------------------|--------------------------|--------------------|--------------------|
| 5x8 ft....about 15 lbs. |                          | <del>\$10.80</del> | <del>\$ 9.60</del> |
| 6x6 ft.... " 14 "       |                          | <del>9.75</del>    | <del>8.60</del>    |
| 6x8 ft.... " 19 "       |                          | <del>12.95</del>   | <del>11.45</del>   |
| 7x9 ft.... " 25 "       |                          | <del>17.05</del>   | <del>15.10</del>   |
| 8x8 ft.... " 25 "       |                          | <del>17.35</del>   | <del>15.35</del>   |
| 8x11 ft.... " 34 "      |                          | <del>23.80</del>   | <del>21.05</del>   |
| 9x9 ft.... " 31 "       |                          | <del>21.90</del>   | <del>19.35</del>   |
| 9x15 ft.... " 52 "      |                          | <del>36.55</del>   | <del>32.60</del>   |
| 10x10 ft.... " 39 "     |                          | <del>27.00</del>   | <del>24.15</del>   |
| 10x13 ft.... " 51 "     |                          | <del>35.15</del>   | <del>31.40</del>   |
| 11x12 ft.... " 51 "     |                          | <del>35.70</del>   | <del>31.90</del>   |
| 11x14 ft.... " 60 "     |                          | <del>41.65</del>   | <del>37.20</del>   |
| 12x12 ft.... " 56 "     |                          | <del>38.95</del>   | <del>34.75</del>   |
| 12x14 ft.... " 65 "     |                          | <del>45.45</del>   | <del>40.55</del>   |
| 12x15 ft.... " 70 "     |                          | <del>48.65</del>   | <del>43.45</del>   |
| 27x42 in.... " 3 "      |                          | <del>2.45</del>    | <del>1.90</del>    |

The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

For Special Size Rugs and Runners see page 54



## A Lovely Blend of Deep Rose and Taupe—Seamless, Reversible

THIS beautiful figured rug is extremely rich in character with its soft intermingled tones of deep rose and taupe. Picture this rug in your reception hall, living room, dining room, or any room in your home. An intensely

practical rug that has won immense popularity. Won't show soil. You will find it difficult to duplicate the beauty and wearing qualities of this rug elsewhere at twice the price. The same deep, luxurious nap on both sides.



### Seamless - - Reversible

Two rugs in one—Both sides woven alike with Persian beauty and velvet-like softness combined to give twice the wear.



Just think—you can order this Oriental masterpiece by sending your old carpets, rugs and clothing no matter how worn or faded or what color.

## Colorful Persian Beauty at a Wonderful Saving

Chicago OLSON RUG CO. New York

Number 96626

| Standard<br>SIZES        | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|--------------------------|--------------------------|--------------------|----------------|
| 9x12 ft. about 42 lbs.   |                          | <del>\$34.40</del> | <b>\$27.95</b> |
| 8x10 ft. " " " 32 " "    |                          | <del>27.60</del>   | <b>23.00</b>   |
| 6x9 ft. " " " 21 " "     |                          | <del>18.60</del>   | <b>15.50</b>   |
| 4x6 3/4 ft. " " " 10 " " |                          | <del>9.30</del>    | <b>7.80</b>    |
| 36x63 in. " " " 6 " "    |                          | <del>5.40</del>    | <b>4.30</b>    |
| 30x54 in. " " " 4 " "    |                          | <del>3.90</del>    | <b>3.05</b>    |

| Other<br>SIZES               | Old Material<br>YOU SEND | Price<br>WAS       | Price<br>NOW   |
|------------------------------|--------------------------|--------------------|----------------|
| 7x9 ft. about 25 lbs.        |                          | <del>\$21.75</del> | <b>\$18.15</b> |
| 8x11 ft. " " " 34 " "        |                          | <del>30.40</del>   | <b>25.30</b>   |
| 9x9 ft. " " " 31 " "         |                          | <del>27.95</del>   | <b>23.30</b>   |
| 9x11 ft. " " " 38 " "        |                          | <del>33.95</del>   | <b>27.40</b>   |
| 9x15 ft. " " " 52 " "        |                          | <del>46.60</del>   | <b>39.15</b>   |
| 10x10 ft. " " " 39 " "       |                          | <del>34.50</del>   | <b>29.00</b>   |
| 10x12 ft. " " " 47 " "       |                          | <del>41.40</del>   | <b>34.80</b>   |
| 11x12 ft. " " " 51 " "       |                          | <del>45.55</del>   | <b>38.25</b>   |
| 11x15 ft. " " " 64 " "       |                          | <del>56.95</del>   | <b>47.85</b>   |
| 27x42 in. " " " 3 " "        |                          | <del>2.80</del>    | <b>2.30</b>    |
| RUNNERS                      |                          |                    |                |
| 27 in. x 9 ft. " " " 8 " "   |                          | <del>7.00</del>    | <b>5.80</b>    |
| 27 in. x 12 ft. " " " 11 " " |                          | <del>9.30</del>    | <b>7.70</b>    |



The above weights are one-fourth less than actually required. We make up the difference by adding **NEW WOOL FREE.**

*This pattern is made only in the sizes shown above*

LOVERS of luxurious Persian rugs will prize this rare and fascinating design. It is adapted from one of the finest specimens of Persian art. The original is in one of the great European collections. Here is lasting Persian luxury that cannot be duplicated at double the price shown here.



**On Reverse Side** 

*We Guarantee to Save You Money on Your Rugs*

**if you live in these  
lightly shaded  
states shown  
below.** 

if you live in these  
pink shaded states  
shown below.



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[illegible]

**BE SURE TO  
USE THIS**

SHIP TO

282867 E MF  
Chicago Ill  
86 E Randolph  
J K Wilcox  
Library

Jean Prescott Adams  
Chairman, Executive Committee.



## No Need to Write a Letter

J K Wilcox  
86 E Randolph-J Crerar  
Chicago Ill Library  
282867 E WF

**This is Your FILE NUMBER. You will help us if You Use This Order Blank.**  
**Give Shipping Point if not as shown.**

**See Page 5  
Tells how  
to ship**

**We Guarantee  
Satisfaction or  
Your Money Back**

**Mail Order to 2800 N. Crawford Ave.  
Ship Material to Us at—  
Healy Freight Station**

**Mail Order to 245 Fifth Ave.  
Ship Material to Us at—  
Bush Terminal, Brooklyn, N.Y.**

**Mail Order to 200 Davis St.**  
**Ship Material to Us at—**  
**285 Brannon St.**

**Gentlemen: Please make the Olson Rugs I have ordered below:—**

[illegible]

About How Many Pounds of Material are You Sending \_\_\_\_\_  
 Mail Receipt from Freight or Express Agent with This Order Blank.

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... is possible than  
this Certificate  
of Approval



*Jean Prescott Adams, executive chairman of the Modern Housekeepers Association, whose educational articles and radio talks are known to millions of women.*

THE MODERN HOUSEKEEPERS ASSOCIATION, as most of you know, is organized to help the American housewife in the efficient running of her home; and to educate and protect her in the buying of her household needs. This fine, non-profit organization of prominent, public-spirited women is known to millions of housekeepers for its splendid weekly educational bulletins and nation-wide radio talks by well known authorities.

**MODERN HOUSEKEEPERS ASSOCIATION**  
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Olson Rug Company  
Diversey Blvd. at Crawford  
Chicago, Illinois

Gentlemen:

After having spent considerable time in your fine new factory examining the rugs you make by your patented process of reclaiming old materials, and having made individual home and office tests, I am happy to write you that we take great pleasure in endorsing and recommending these rugs.

in our trip through the factory members of our Advisory Board were especially interested in your process of reclaiming old materials which are sent in; seeing the good wool extracted and cleaned, dyed, re-spun, and then woven into such fine durable rugs. This process is a wonder in itself, but what it means to American women is even more wonderful. Thousands of American homes which otherwise could not have afforded fine new rugs are able to have these, and enjoy their luxury and beauty. Our Testing Committee reports sincere approval of your Reversible Feature which makes your rugs last so long and feel so soft underfoot.

We wish to congratulate you on your fine product, - it is really a great step forward in the beautifying of the American home within the average American Home maker's means.

Most sincerely yours,

Jean Prescott Adams  
Chairman, Executive Committee.



# Guarantee

WE GUARANTEE complete satisfaction.  
Use the new rugs on your own floors—  
walk on them—examine them carefully  
—get the opinion of your friends. . .

If you do not think these new and finer  
Olson Rugs are the biggest rug value you  
ever had for your money, you may return  
them at our expense at the end of a week  
and we will refund any money you have  
paid and pay you for your materials. You  
cannot lose a penny. . .

OLSON RUG COMPANY



*W. Olson*  
President

*Our 60th Anniversary*

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VITE YOU to  
visit this mammoth  
new Olson Rug Fac-  
tory—considered the  
finest modern Rug  
Mill in America.  
We occupy this  
entire build-  
ing.

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of Rugs Dealing Direct  
With the Home

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Prices Save You All  
Middlemen's Profits