

**Every Rug
Is On Sale!**

HAGOPIAN
57th
**Anniversary
Sale**

Save up to 57% Off
Hagopian Prices
Already 40% - 60% Off Retail!

Plus

50% Off Drop-Off Cleaning!
25% Off Pick-Up/Delivery Cleaning!
25% Off Rug Repairs!

Right now, every rug is on sale!
Come in today and find the most beautiful rugs
at the lowest prices. Choose from Michigan's
largest selection of handmade, all wool, and power-loomed rugs.
From traditional that's far from typical, to contemporary
that's far from expected, you'll find a world of choices
on sale at Hagopian.

Ask about our 6 months Free Financing!

All Three Hagopian Locations! Sale Ends Sunday, March 31!

HAGOPIAN

WORLD OF RUGS

BIRMINGHAM: 850 S. Woodward at Hunter • (810) 846-7847
ANN ARBOR: 3410 Washtenaw • Just West of U.S. 23 • (313) 973-7847

RUG OUTLET

OAK PARK: 14000 W. Eight Mile Rd. • Just West of Corkage • (810) 540-7847

CLEANING SERVICES

OAK PARK: 14000 W. Eight Mile Rd. • Just West of Corkage • 1-800-HAGOPIAN (424-6742)

*See monthly Free Financing in qualified buyers with 6.9% interest on all purchases.
Rug prices do not include tax, delivery, and handling charges. ©1998 Hagopian

Hagopian has all your rug needs covered

If you think that owning a specialty rug or Oriental carpet is out of your reach, some popular myths about rugs may literally be pulling the wool right over your eyes.

The Hagopian family business got its start in 1939 when Edmond Hagopian's grandfather founded it. He worked as a chemist and started out by treating spots and stains in carpeting and by dying carpeting. At that time economic hardships caused by the war prevented most people from purchasing new carpeting.

Over the years the focus of the family business shifted to selling specialty rugs. The Oak Park retail store was built in 1969 and it marked the turning point where the family business made "a big commitment to retail," Edmond Hagopian said.

"My office is right above the selling floor and I'm always hearing people saying 'This is such a great price,'" Hagopian said. "When people come in they are really surprised."

Hagopian World of Rugs and Hagopian Rug Outlet are the largest specialty rug dealers in Metro Detroit. Prices for Oriental and specialty rugs have dropped in recent years, making buying rugs more affordable than ever, Hagopian said.

Hagopian offered the following tips for choosing a rug:

- Don't get caught up in the investment value of a rug or how many knots a rug has per inch. Instead, concentrate on choosing a rug that you truly like and that will work in your room.

- Don't think that rugs only look good on top of wood floors. Rugs on top of carpeting can be very attractive. A rug in front of a couch and loveseat, for example, can help to define a seating area and add character to a room.

- Buy your rug from a reputable dealer. The Hagopian Outlet store in Oak Park concentrates on affordable rugs. Hagopian World of Rugs carries top-of-the-line and distinctive rugs for customers searching for an upscale look.

Suzanne Hagopian has followed in

the footsteps of her grandfather and father and is a full-time buyer for the family business. She frequently travels to such exotic locales as Turkey and Egypt to find the most exquisite rugs available. She is a savvy, accomplished and well-traveled buyer.

She is also involved in advertising and media planning for the company and acts as a liaison between the managers and the sales staff.

How much should someone expect to pay for a rug? "Making rugs is a labor intensive effort. For instance, to create an 8-foot by 10-foot rug takes 9



Hagopian Rug Outlet Edmond Hagopian

months time for four weavers. This doesn't include the time spent designing, spinning or dying the fibers to ship to the States," Hagopian said.

On average, shoppers should expect to pay anywhere from \$1,000 to \$4,000 for a hand-knotted 8-foot by 10-foot rug. Hagopian carries hand- and machine-made rugs, as well as carpeting.

Hagopian World of Rugs is located on 850 S. Woodward in Birmingham. The phone number is (810) 846-7847. Hagopian Rug Outlet is located at 14000 W. 8 Mile in Oak Park. The phone number is (810) 540-7847.