

Oriental Rugs: MORE MEANING THAN MEETS THE EYE

According to Charlie Harb, president of C. Harb's Oriental Rugs, Oriental rugs are more than just a pretty combination of color & design. The symbols used convey sentiments the wearer wished to celebrate in his artful expression.

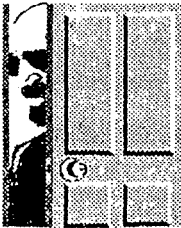
May 22nd Times-Union Check these rugs

Consumers have complained to the Jacksonville office of the U.S. Customs Service about Persian rug auctions held in the Jacksonville area:

There are two major gripes about these sales:

First, the ads for the sales lead consumers to believe that the auctions are sponsored by Customs when, in fact, they are not. In addition, the buyers at such sales later discovered the rugs are of inferior quality.

SCAM ALERT



Customs warns consumers that only an established, professional dealer who knows rugs can determine the quality and origin or Oriental rugs. Also, Persian rugs that originate in Iran have been prohibited from import into the U.S. since October 1978.

For more information on public auctions of property that has been seized by U.S. Customs, call EG&G Dynatrend at 703-351-7887. EG&G Dynatrend is the only agency authorized to auction items seized by U.S. Customs.











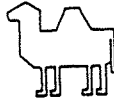

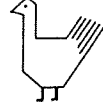


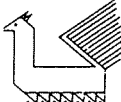








Also, for the free U.S. General Services Administration Guide to Federal Government Sales, write to: Federal Sales Guide, Pueblo, CO 81009.

C. Harb's specializes in service. "It is my name on the business and that says something about the pride I take in everything we sell and do."

C. Harb's Oriental Rugs located at the Beach Plaza in Jacksonville Beach, has one of the largest color and design selection of important rugs in the area and they are offered at a price you can afford. The rugs are hand selected by Charlie and his wife, Rita, directly at the ports when the rugs arrive.

SYMBOLISM

The symbols woven into Oriental rugs express ideas, emotions, historical events, legends, hopes, fears, joys and sorrows. The following lists consist of the most common symbols along with their most widely accepted meanings:

				
PHOENIX <i>Empress</i>	CRANE <i>Long Life</i>	STAG <i>Long Life</i>	FUNGUS <i>Immortality</i>	DRAGON <i>Emperor</i>
				
BAT <i>Happiness</i>	DUCK <i>Faithful Marriage</i>	CLOUD <i>Immortality</i>	LION <i>Victory</i>	DOG <i>Protection</i>
				
CAMEL <i>Wealth</i>	FU-DOG <i>Protector of Holy Places</i>	DOVE <i>Peace</i>	CRAB <i>Invincible Knowledge</i>	HORSE <i>Speed</i>
				
PEACOCK <i>Divine Protection</i>	TARANTULA <i>Prevents Bad Luck</i>	ELEPHANT <i>Power</i>	BUTTERFLY <i>Happiness</i>	PEONY <i>Rank & Wealth</i>
				
CHRYSANTHEMUM <i>Long Life</i>	LILY <i>Purity</i>		CHRYSANTHEMUM <i>Long Life</i>	LILY <i>Purity</i>

"Customers didn't have the flexibility before," said Harb. "If you saw a rug you liked, you didn't have a choice in sizes. By having the weavers on retainer we can offer flexibility without higher overhead and higher prices."

The hand-knotted Oriental rugs at C. Harb's are of such high quality that Harb makes an impressive guarantee. If you want to return a rug you purchased from him for any reason, even if it's years later, you'll receive 100 percent of its value on a trade as long as the rug is still in good condition.

C. Harb's carried a large selection of hooked rugs, Dhurries, needle-point rugs as well as pillows.

"We have rugs from every country, that's a major producer of rugs."

C. Harb's also carries designer rugs which for less than \$100 will perfectly fit a small area such as a foyer. He also carries antique rugs with beautiful classic colors and designs.

Harb is also known as "The Rug Doctor" because he provides full repair service for Oriental and other rugs and offers thorough, gentle rug cleaning.

"You should never have your Oriental rug washed along with your carpeting, it should be dusted, washed, rinsed and moth-proofed and the fringe cleaned separately then hung to dry. Wool rugs are terribly absorbent and without proper care they will stain easily. Prevent-A-Stain will allow spills to bead up for easy blotting away.

C. Harb's also has thin non-skid pads designed to keep your Oriental rug from slipping even when it's placed on carpet.

Harb invites you to stop in and browse. If you find something you like, he'll bring it to your home or office so you can see how it will look.

Harb's is open Monday through Friday from 10:30 a.m. to 6 p.m. Saturday 10:30-5 p.m. Master Card and Visa are welcome. For more information, call 247-3333.