



*Bazaar*

from the office of the Diocese of the Armenian Church of America

# news:

FOR IMMEDIATE RELEASE  
March 26, 1973

A striking layout designed to make maximum use of available space will characterize the 75th Anniversary Grand Bazaar of the Diocese (May 19-20). For this difficult assignment, the committee turned to Dikran Dingilian, a three-dimensional designer of showrooms, stores, displays, and other commercial interiors.

Mr. Dingilian's plans call for a restaurant seating 250 persons, utilizing the stage of Kavookjian Auditorium, and a section just below it. A trellis with lettering in Armenian will serve as a rail on the stage.

In the center of the hall is to be available a mall-like section, with plants, and seats. "We would have liked to have fountains, too," Dingilian said, "but we figured they might be too tempting for the kids."

Four open kiosks will be built for the bazaar booths, and each contributor who takes over a booth will have his name across the top of it, e.g. "Dikran's Pastry Shop." In the foyer of the auditorium, a large central booth for food will be flanked by booths for books and records.

"Our plans for the Club Yerevan room are not finalized," Mr. Dingilian said. "The classrooms, however, will be used, specially decorated, and assigned to young people's activities." The plaza, too, will be pressed into service, with a special event on Saturday evening (May 19).

Mr. Dingilian planned and executed the original layout of the Armenian Museum of the Cathedral, and designed many special exhibits there, such as the recent collection of Oriental rugs. For the Grand Bazaar, he heads a committee with the innocuous name of "Decorating Committee," a name scarcely descriptive of the monumental task to be accomplished. Mrs. Eleanora Ordjanian, Edward Agababian, Vahe Kirishjian, Torcom Demirjian, Frank Winchell, and Mariam Attarian.

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from the office of the Diocese of the Armenian Church of America

# news!

FOR IMMEDIATE RELEASE  
March 29, 1973

Auction-lovers, bargain-hunters, connoisseurs of exotic food, seekers of quality merchandise and dance enthusiasts -- all will attend the Armenian Fair & Auction, Saturday and Sunday, May 19-20, in New York City. The event is being sponsored by the Diocese of the Armenian Church to commemorate the 75th anniversary of its establishment in the United States.

The site of the mammoth Fair & Auction will be the Gulbenkian Cultural Center on Second Avenue between 34th and 35th Street, the location of St. Vartan Armenian Cathedral.

Miss Kay Armen, popular show business personality, has been named official "Hostess" of the two-day undertaking.

Oriental rugs, a product for which Armenians are famous, head the endless list of merchandise to be offered. Reasonably priced items of countless varieties will also delight the smart shopper-- fabrics, plants, paintings, household items, famous-name shirts and perfume, handbags, toys, hair products, clothing, sheets and pillowcases, candles, books and boutique items.

Authentic Armenian cuisine prepared to represent the best of home cooking will, of course, be served on the premises. A deluxe filet mignon dinner has been scheduled for Saturday

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evening and a shish-kebab menu for Sunday afternoon, with the rice and bulghur varieties of pilaf complementing the main course. Armenian delicacies and pastries to take home are also being prepared.

An all-star Armenian band has been engaged to provide contemporary Armenian music for the public's dancing and listening pleasure Saturday evening on the plaza outside the Cathedral. Opening time for the Plaza Event is 6 P.M., and the music will begin at 7:30 P.M., with an admission fee of \$4 per person. In addition, barbecued luleh kebab sandwiches, lahmadeun and beverages will be sold.

Entertainment for youngsters has also been included in the Armenian Fair & Auction plans. A Youth Carnival, conceived to be a boy's and girl's paradise, will enchant children of all ages with games, entertainers and refreshments geared to the young.

The Fair & Auction represents the joint effort of more than 40 Armenian Church parishes throughout the Diocese and is expected to draw a record number of metropolitan area residents.



*Bazaar Pub*

**from the office of the Diocese of the Armenian Church of America**

# news:

FOR IMMEDIATE RELEASE  
APRIL 27, 1973

Oriental rugs-- a commodity treasured by all those who possess them--will be among the many exotic and valuable items to be offered at the Armenian Fair & Auction/75th Anniversary Grand Bazaar sponsored by the Diocese of the Armenian Church May 19 - 20 in New York City.

All grades of the much-sought-after rugs--to suit every pocketbook --will be available for purchase at wholesale prices, including a few extra-fine collector's items.

The Oriental rug ticket sale will take place Saturday and Sunday at the Gulbenkian Cultural Center on Second Avenue between 34th and 35th Streets. However, the rugs will also be on display and available for purchase for a week beginning Saturday, May 12, from 6 to 11 p.m. daily. During those evenings, wholesale rug dealers--experts in their field -- will be present to answer any questions the viewers might have as the pieces are opened for examination.

And, on Friday evening, May 18th, at 8:00 pm, New York City wholesale rug dealer Malcolm Topalian will give "An Informative Talk on Oriental Rugs" at the Gulbenkian Center to explain how Oriental

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rugs compare with each other. The lecture will be followed by a question-and-answer period.

Mr. Topalian has been lecturing on Oriental Rugs at the New York School of Interior Design since 1960, teaching a cross-section of students from all over the world. On this timely subject, he offers the following information:

"Oriental rugs are very popular today. They not only fit perfectly into modern decor, but they also make good investments. Many people who purchased rugs 10 or more years ago find that after enjoying these pieces for years, they can today sell them for more than they paid."

"There are six main classifications: Persian, Turkish, Caucasian--of which Armenian rugs are a part--Central Asian (or Bokhara), Indian and Chinese. The Persian rugs often contain naturalistic ornaments based on floral forms; the Turkish, stylized flowers and leaves; the Caucasian, strictly geometric forms; the Central Asians, octagons (or gulls) on red fields; the Indian, flowers in compartments and copies of Chinese designs; the Chinese delicate flowers and forms from Buddhism, Taoism and Confucianism.

"The Armenians have played a very important role in rug making and rug promotion from the very beginning. In fact, the oldest existing rug today, 'The Scythian Rug,' could well have been woven by Armenians. This piece, six feet square, was found in a Scythian grave in 1949 and is now at the Hermitage Museum in Leningrad. It dates from 500 B. C. The Scythians, nomadic horsemen,

were contemporaries of the Armenians and traded with them.

"The famous traveler, Marco Polo, visited Asia Minor in 1270 and remarked: 'The best rugs in the world are woven here by Armenian and Greek craftsmen.' The 17th-century 'Dragon Rugs' made in Armenia, are sought after by all collectors.

"Until 15 years ago, about 80 percent of rug dealers in America were of Armenian extraction; today, because dealing in Oriental rugs has become more profitable, the field has been greatly enlarged.

However, Armenians still play a very important role in this ancient--but very modern--field.

"When looking for a rug, it is important to have the exact size of the space into which it will go; other important considerations are soft and desirable colors, good condition, agreeable designs and, of course, good workmanship."

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*Bayan*

from the office of the Diocese of the Armenian Church of America

# news:

MAY 4, 1973  
FOR IMMEDIATE RELEASE

New York City oriental rug expert Malcolm Topalian will give "An Informative Talk on Oriental Rugs" at the Gulbenkian Cultural Center, 630 Second Avenue, Friday evening, May 18, 1973 at 8 p.m.

Oriental rugs -- will be among the many exotic and valuable items to be offered at the 75th Anniversary Armenian Fair and Auction sponsored by the Diocese of the Armenian Church at the Gulbenkian Center May 19 and 20.

All grades of the much sought-after rugs will be available for purchase at wholesale prices, including a few extra fine collector's items.

The rugs will be on display at the Center on 2nd Avenue between 34th and 35th Streets, and available for purchase for a week beginning Saturday, May 12 from 6 to 11 p.m. daily.

During these evenings wholesale rug dealers -- experts in their field will be present to answer any questions the viewers might have as the pieces are opened for examination.

Malcolm Topalian, a wholesale rug dealer who will speak on Friday evening, has been lecturing on oriental rugs at the New York School of

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Interior Design since 1960. Following the lecture there will be a question and answer period.

Oriental rugs are very popular today - they not only fit perfectly into modern decor, but they also make good investments. According to Mr. Topalian, many people who purchased rugs ten or more years ago find that after enjoying these pieces for years, they can sell today at a good profit.

Mr. Topalian has stated that the six main classifications of oriental rugs are Persian, Turkish, Caucasus, Central Asian, Indian, and Chinese. The Persian rugs often contain naturalistic ornaments based on floral forms; the Turkish, stylized flowers and leaves; the Caucasian, strictly geometric; from the Central Asians, octagons (or gulls) on red fields; the Indian, flowers in compartments and copies of Chinese designs; the Chinese, delicate flowers and forms from Buddhism, Taoism and Confucianism.

The Armenians have played a very important role in rug making and rug promotion from the very beginning. In fact the oldest existing rug today, the Scythian rug, could well have been woven by Armenians. This piece, six feet square, was found in a Scythian grave in 1949 and is now at the Hermitage Museum in Leningrad. It dates from 500 B.C. The Scythians, nomadic horsemen, were contemporaries of the Armenians and traded with them.

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Greek craftsmen." The 17th century "Dragon Rugs" made in Armenia, are sought after by all collectors.

Until 15 years ago, about 80 percent of rug dealers in America were of Armenian extraction; today, because dealing in Oriental rugs has become more profitable, the field has been greatly enlarged.

However, Armenians still play a very important role in this ancient - but very modern - field.

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No. 58/73



Bazaar

from the office of the Diocese of the Armenian Church of America

# news:

FOR IMMEDIATE RELEASE  
May 8, 1973

Saturday evening at the Armenian Fair & Auction / 75th Anniversary Grand Bazaar will hold in store the best of food and entertainment for those who attend the event, scheduled to take place May 19-20 at the Gulbenkian Cultural Center between 34th and 35th streets on Second Avenue, New York City.

A deluxe FILET MIGNON DINNER plus a SUPER PLAZA HAPPENING EXTRAVAGANZA are being planned for that evening to satisfy all appetites and music-lovers.

There will be two sittings for the dinner---- at 7 P.M. and 8:30 P.M. --- in Kavookjian Auditorium. Priced at \$7.50, the usual will include mezza, an open salad bar, pilaf, the tenderest filet mignon, a choice of dessert and coffee.

Since each sitting will be limited to 250 persons, it is advisable to purchase dinner tickets in advance by calling Mrs. Lucy Ajemian (212-224-5940) or by contacting parish council chairmen of the respective metropolitan area churches.

Sponsored by the Diocese of the Armenian Church, the Armenian Fair & Auction / 75th Anniversary Grand Bazaar will also boast baked goods and delicacies prepared by members of all the parishes, as was the case in 1970 when the last Diocesan bazaar was held.

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The SUPER PLAZA HAPPENING EXTRAVAGANZA, also slated for Saturday evening, will open at 6 P. M. with an admission price of \$5.00 per person. Food and drink --- sangria, beer, soda, luleh bobob, sandwiches, and lahmajune platters -- will be available as well.

At 7:30 P. M., the best of Armenian "soul" music will begin, provided by an All-Star Band playing on an elevated platform -- then, amid colorful and exciting decor, dancing on the plaza to the electrifying sounds of the following well-known musicians: John Berberian, John Vosbikian, John Valentine, Chris & Bob Marashlian, Steve Boghosian, Souren Baronian, Ed Joseph, Bob Tashjian and Haig Manoogian.

With well over 1,000 persons expected to attend the festive HAPPENING, and no advance ticket sales permitted, those who are wise will come early to assure entrance to this first-time spectacular.

So, if you're looking for a new and different night spot, Saturday, May 19th, try the Gulbenkian Cultural Center. It's the best place in town.

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*Bazaar.*

**from the office of the Diocese of the Armenian Church of America**

# **news:**

FOR IMMEDIATE RELEASE  
May 23, 1973

For two days throngs of people flocked to the Gulbenkian Cultural Center on Second Avenue between 34th and 35th Streets making the 75th Anniversary Grand Eazaar of the Diocese of the Armenian Church in America a resounding success. From noon to midnight on Saturday, May 19, and Sunday, May 20, auction-lovers, bargain hunters, seekers of quality merchandise and partakers of fine Armenian cooking came to the Armenian Fair and Auction. A highlight of the two-day activities was the dance on the Cathedral Plaza on Saturday night.

The Eazaar hostess for the two days was the celebrated Miss Kay Armen.

Many booths, containing merchandise, manned by the donors and other volunteers, were emptied of goods late Sunday. Some 20 of these booths served the visitors to the Bazaar.

One of the most active spots was in an anteroom of the Center where a continual Oriental Rug sale took place.

A special feature was a youth carnival which was strictly for the youngsters on their own. A \$2.00 admission fee entitled a youngster to 30 tickets for various games and activities including a spook tunnel, drag racing for boys, bean-bag pitching and entertainment by a clown. The children also participated in other games including darts, fish bowls, penny pitching and dart-gun ping pong.

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for further information contact Jack Antreassian, 630 Second Avenue, New York, N.Y. 10016, telephone: (212) 686-0710

The cuisine for the Bazaar was highlighted on Saturday night with dinners at 7:00 and 8:30 featuring filet mignon. Throughout Sunday a shish-kebob dinner was served. Many Armenian dishes and delicacies were offered in addition and a special food booth did a brisk business for those wishing to take food home.

The 75th Anniversary Fair and Auction was the result of a joint effort of all the New York and New Jersey parishes and drew its crowds from the entire metropolitan area.

As visitors entered the main hall of displays in Kavookjian Auditorium they were able to see large placards affixed to the booths indicating the names of the donors of the merchandise. One booth represented the Fair Lawn Church. Names that met the eye were the Najarians, Malians, Kilarjian, Dilimetins, Nersesians, Vanisskhians, Boghossians, Nazarians, Demerdjians, Gertemians, Attarians, Agababians, Markarians, Deyirmenjians, Anoushians, Katchadourians, Chorbasjians, Tevanians and Hampars.

The success of the Bazaar was due to the energetic and imaginative Committee which worked for months before the event to plan and coordinate the complex and large undertaking.

Haik and Alice Kavookjian were honorary chairmen. The Executive Co-chairmen were Lily Agababian and Dr. Nikit Ordjanian. The secretaries were Nanna Gregory and Dovie Tilbian. The treasurers were Mihran Dukmejian and George Marootian. Lucille Hoshabjian and Susan Shamamian handled publicity. The bazaar was designed by Diokran Dingilian and built by Frank Winchell. Decorations were by Eleanora Ordjanian, Dickran Dingilian, Haig Agababian, Marcel Apkarian, Miriam Attarian and Adrina Zanzanian.

The floor treasurers were Edward Turnamian and Ara Yardum. Edward Chapian and Charles Davitian were Advisors to the committee.

The nine operating committees and their heads were general prizes: Dadour Dadourian and Albert Der Tatevasian; Automobile prizes: Edward G. Bashian, Suren D. Fesjian and Dikran

**Missirian; Special Donations: Haik Kavookjian; Merchandising: Marguerite Dilimetin and Vay Najarian; Rug Sales: Shahab D. Zanazanian; Food : Alice Antreassian; Refreshments: Charles Chilingirian; Plaza Event: John Kahrimanian, Carol Chanesian and Manne Takoushian; Youth Carnival: Alice Eminian and Rose Kudurshian.**

**The winners of the Automobile Raffle and the General Raffle of the 75th Anniversary Grand Bazaar of the Diocese of the Armenian Church in America were drawn on Sunday night, May 20 in Kavookjian Hall.**

**Tickets of \$100 each for the two cars were sold both days and 250 such tickets were purchased. Winner of the 1973 Buick was Louise Simone of Grosse Point Farms, Michigan and winner of the 1973 Cadillac was Bijou Kavook, Mr. and Mrs. Haik Kavookjian, holders of the ticket, announced that they were donating the prize back to the Diocese.**

**Winners of the General Raffle were:**

- 1. A 21 day trip for two to Armenia or a 7 day trip to Hawaii-- Douglas Aprahamian, Manhasset, New York.**
- 2. A round-trip air ticket to Las Vegas for one-Ira Tashjian, Demarest, New Jersey.**
- 3. A color TV set-Gregory Berderian, Long Island.**
- 4. A 6 by 9 Indian rug-Fred Dagavar, Bronx, New York.**
- 5. A polaroid camera-Gregory Adamian, Cambridge, Massachusetts.**
- 6. Gold Ring-Harry Boyajian, Hicksville, New York.**
- 7. Gold Bracelet-Lousir Cholakian, Bronx, New York.**
- 8 through 10. \$50.00 U.S. Bonds-Ann Toorigian, St. Louis; S. Torosian, Ontario and Jack Avedisian, New Rochelle, New York.**



from the office of the Diocese of the Armenian Church of America

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# news:

FOR IMMEDIATE RELEASE  
June 27, 1973

Over 300 people who had worked for the success of the Grand Bazaar were the guests of the Diocese on Thursday evening, June 21, at the Kavookjian Auditorium.

A buffet supper and the beautiful table settings were planned and executed by the talented Mrs. Nikit Ordjanian.

The guests gathered together to enjoy the fruits of their labors, and to hear the financial report of the Grand Bazaar. Father Mampre Kouzouian, Canon Sacrist of the Cathedral, addressed the group and thanked them for their tireless efforts on behalf of the Cathedral. Dr. Nikit Ordjanian, Co-Chairman of the Grand Bazaar, gave the financial report of the event, and warmly thanked all the participants for their faithful cooperation. Mrs. Lili Agababian, who was also Co-Chairman, was unable to be present as she is on an extended tour of the Far East.

His Eminence Archbishop Torkom Manoogian, Primate of the Diocese, then thanked all those present for their efforts. He particularly stressed the fact that all the parishes from the New York and New Jersey area combined their talents to create a truly grand bazaar, as well as an exceptional ambience of which all Armenians

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might be proud. His Grace closed the supper with the singing of the Hayr Mer.

The guests then mingled with each other for a social evening.

The success of the Grand Bazaar was due in large part to the overwhelming response by the many participants who worked tirelessly for the benefit of the Diocese.

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