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CONTESTS AND

on display in the Carolina Power and Light Company Window on South Salisbury Street in the Insurance Building.

A second prize offered by the Association is a Lane Rope Chest which will be awarded to the Raleigh High school student writing the best essay in 250 words or less on the subject "Furnishing My Home of Tomorrow."

INDIVIDUAL STORE PRIZES

In addition the individual member stores are offering prizes valued to the neighborhood of \$75 each to contestants whose names are selected in drawings held at the various stores.

To enter the competition for the grand and individual store prizes, any adult resident of Raleigh has but to fill out the coupons found in this section of the CAROLINIAN and clip the coupons into boxes which will be provided at the stores sponsoring the advertisement.

No purchase are required to make a contestant eligible.

On Saturday evening the boxes containing the coupons will be taken to Radio Station WRAL and at 6:15 p.m. will draw from each box to determine the winners of the individual store prizes whose names will be read over the air.

MEMBER STORES

Member stores participating in the contest include: Rhodes, Inc., The Wake Furniture Co., Kimball's, the C. P. Sandlin Furniture Co., The Cooper Furniture Co., The Karpis Furniture Co., The Carter Furniture Co., Heilig-Levin's, the Southern Furniture Co., The Way-side Furniture Co., Nowell Furniture, Dvorsky's Home Furnishers, and Bashford-Mann Furniture Company.

STORES OPEN MODEL

more attractive and comfortable for everyday living. So plan to see them in our local stores during this nationwide home-furnishings event.

OFFER AID

before—charming Provincial and Decadent prints, or smart textured weaves in decorator colors. See them in all of the new designs. Simple, inexpensive accessories. Made of native American maple or cherry, this style is well within the reach of young budgets and by virtue of its implicitly inexpensive accessories including cotton rugs, decorative pieces of brass, copper or pewter may be used with it to create a completely charming room.

QUALITY MARKS

and far more pleasing to the eye. In general, "lawny" or "honey" lines prevail in modern design. Contemporary fabrics used for upholstered pieces and draperies, too, are less flamboyant with simple patterns and lined-down colors predominating. Among the traditional styles which include 18th Century, French Provincial, and Early American, you'll find that, although the basic designs remain unchanged, that ingenious designers have incorporated more function and utility into these new pieces than the originals ever had. There are many drawers in bedroom and dining room pieces, for instance, sized to suit every need—more dual-purpose designs which are adaptable to practically every room in the house—tables that may be used together or separately as

individual requirements demand, and are styled with removable trays—or with spacious shelves to hold books, radios, etc. There is also a noticeable trend to the simple, traditional designs and a trend away from the elaborately carved, dust-catching styles.

In short, the new furniture collections emphasize the fact that good taste, fashion, and function, and function in home furnishings need not be prohibitively expensive but rather than an attractive, livable home is within the reach of even the most modest budget.

NEWEST ITEMS

functional features that have been introduced into the new furniture designs. You'll see furniture especially designed for comfortable television viewing such as, lounge sofas, chairs, and tables mounted on wheels or casters, oversized ottomans that conceal small ones tucked underneath and individuals serving tables that are easily stacked when not in use. And, everywhere, you'll find tables, chests, buffets, cabinets, and desks that may be used in any room of the house to serve a multitude of purposes. A desk is no longer just a writing desk for it has also become a dining table or a chest for living room den or bedroom. Chairs are no longer just living room, dining room, or boudoir chairs for many of them are so designed that they're equally at home in all three sectional sofas have been improved, too so that you may have an arrangement that fits your fancy for your room.

HINTS TO BETTER ONE ROOM HOMES

The One-Room Apartment Can Be Charming And Livable. Present day designers have come to the front with so many clever innovations in furniture designs that furnishing a room for living, dining, and sleeping is no longer a problem regardless of how limited your budget may be.

IMPROVED SLEEPING UNITS. Browsing through the stores and the Home Fashion Time display, you'll see new and improved variations of dual purpose sleeping quarters in the form of convertible bunk beds, sofa beds, and beds in modern or traditional styles.

NEW BEDROOM ENSEMBLES

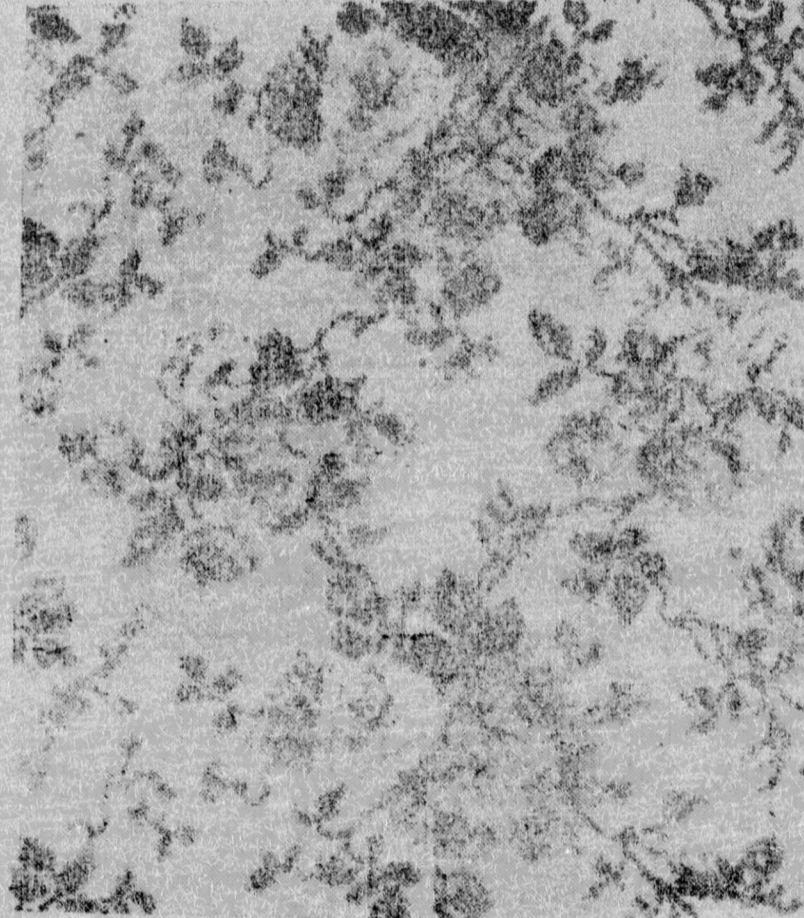
An exciting new group of decorator-styled bedroom ensembles have recently made their appearance in the retail stores. Beautifully styled with dressmaker details, no one would ever believe they weren't custom made.

These new ensembles are offered in line charming styles to suit every woman's taste whether she prefers frills and ruffles or strictly tailored styles. Of Colony cloth or silky Pereline, with fine needlepoint embroidered motifs, the ensembles include a coverlet in single or double size, matching swivel valance, draperies, dust ruffles, and a vanity skirt large enough to fit the largest dressing table. The complete matching ensemble may be purchased as you may mix and match them as you choose.

Some of the styles are designed with double-flowered spreads and three of them include matching pillow shams that need no shams or ties to hold them in place. There are many drawers in bedroom and dining room pieces, for instance, sized to suit every need—more dual-purpose designs which are adaptable to practically every room in the house—tables that may be used together or separately as



Early American furniture in the new, soft honey-tone finish, is used to create this charming Colonial dining room. The drop-leaf table, which folds down to console size is an interesting convenience feature. The hooked rug is an early Provincial design. Provincial pattern wallpaper, ruled white curtains, and brass accessories complete the setting.



"Rose Bouquet" is a lovely new Virginia floral pattern adaptable to either formal or informal traditional rooms. Pretty roses in natural colors are placed against a soft gray background—a combination which would be the welcome for any room. Shown in widths of 27 inches, 8 and 12 feet, "Rose Bouquet" is attractively priced.

HINTS TO BETTER ONE ROOM HOMES

These are all the new sectional units which include storage chests, a built-in address club cap, hood, and bookshelves, all designed to be used together in any number of configurations. They may be used to form a bed unit, or so arranged that they form a divider between the living and dining areas.

CONVERTIBLE USE DESIGNS. Two of the newest designs are the "Rose Bouquet" apartment in the "Rose Bouquet" variety of hand-some, kitchen-cum-dining desk in traditional styles, which easily converts into a card table, dining table, and the "Magic Horoscopes" a combination chest, desk, and dining table. Both of these pieces are fashionably styled and add decorative interest as well as

NEW PIECES OFFER BEAUTY, UTILITY

Things have been happening in occasional pieces which used to do little more than look decorative and hold the lamp and ashtray. Now, all of the smartest ones have function to a room.

There are also many new and smart versions of the convertible table which expand from console size to seat from four to ten persons. Now and practical, too, are the large, low coffee tables which swivel up to dining height when necessary. And some of these feature additional bases under the top and can be opened up to full dining table size. Then, there are the complete storage-wall units which provide storage space for practically every thing and may be ordered to fit your individual requirements.

premium. The functional trend is also apparent in the latest coffee or rock-ers, all tables with a few of the best, with pedestals growing longer and rounder until the new and the full length of an extra-long sofa! Others are made with double tops which flip open to double their utility, and still others swivel up from cocktail height to become a small dining or card table. Drawers and trays have also been incorporated in many of these designs.

Not have record cabinets and chests been neglected by the designers for the new record cabinets will hold your books or display your collection as well as store the record albums. Many of them are also scaled to be used as commodes on either side of the sofa. And, sheets, in some instances, have become combination desk-chests complete with three wide drawers in the base, sliding writing tray, pigeon holes for correspondence, and open or closed shelves built above to house books, china, and glass or art objects.

During the Occupation of Japan, an average of 150,000,000 textiles have been printed annually. These are eight million radio receiving sets in Japan.

Home Fashion Week FREE! Bachelor Chest Get Your Ticket At Our Store Fill Out This Coupon and bring to our store COUPON Nowell Furniture Co. Name Address

THE BEST IN HOME FURNISHINGS

Bed Room Furniture By White Furniture Co. Broyhill - Sanford Furniture Co. Hibriten Furniture Co.

Living Room Furniture By Dallas, Inc. Dinnette

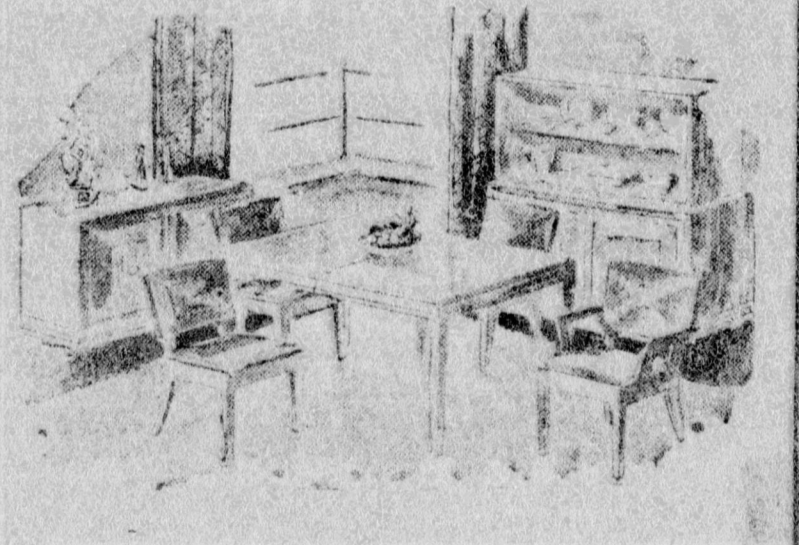
By Atlantic Furniture Co. and Cochran Furniture Co.

Kingsdown Beautyrest Springs and Mattresses Goldseal Linoleum Rugs Art Loom & Philadelphia Carpets

NOWELL FURNITURE CO. SOUTH BLOUNT STREET

HOME Fashion TIME VALUES 3-Piece Modern Living Room \$149.50 Special This Week Easy Terms Clip this coupon and drop in box for FREE store prize. G. S. Tucker and Bros., Inc. RALEIGH'S OLDEST FURNITURE STORE 112 E. Hargett St. Raleigh Open Evening Until 9:00 P. M.

Tremendous Reductions During Home Fashion Time



Clip this coupon and bring to our store COUPON J. S. Koonce Furniture Co. Name Address J. S. KOONCE FURNITURE CO. 111 E. MARTIN ST. PHONE 2-1847

Lamps Large assortments of table and almost lamps. Many styles to select from. An inexpensive treat for your home during Home Fashion Week. 1.95 to 39.50 Clip this coupon and bring to our store COUPON Bashford & Mann Name Address BASHFORD & MANN FURNITURE COMPANY AT CITY LIMITS ON 15-A SOUTH