

CHRISTIAN-HARWARD FEATURES MODERN BEDDING SHOP

HISTORY OF WORLD WRITTEN IN RUGS

Rise and Fall of Civilization Involved In Them; Record Not Full

In rugs, the history of the world is written. The rise and fall of civilization, the ups and downs of the human race, the loves and arts and wars of humanity since the world began, are traceable in the rugs we have on our floors.

There is no dependable record of when the weaving of rugs began. Probably the first rugs were mere mats of plaited reeds and grasses spread on the floors of caves to protect primitive housewives from the chill of cold stone. The first historically authentic record that we have comes from the land of the lotus and the Nile. From this same country, and others nearby, come romantic legends of rugs—the Queen of Sheba spreading priceless rugs at the feet of Solomon on her historical visit, Cleopatra wrapped in an exquisite carpet, borne through lines of watchful guards into the presence of the elusive Caesar. Certainly the story of rugs is one of the great romance of all times.

Conquests Told In Designs.
Even in the earliest records there is an air of royalty and religious significance to rugs. A family was known by the rugs it owned. Rug owners had a distinction that set them apart from the common herd. Only rulers and chosen priests knew the luxury of protected floor. How different today, when even the lowliest home may have a beautiful rug on its floor. This much abused machine age of ours has its points!

The conquests of Medes and Persians, of the Saracens and the Moors and all the rest are reflected in the store of rugs. It was the conquering Moors, invading Spain from their stronghold in northern Africa who first brought the art of fine rug weaving to Europe. The Moors surrounded themselves with magnificent splendor, built castles almost beyond belief in beauty and grandeur and left a very definite mark on the race whom they overpowered. It was largely due to the influence of these dark-skinned, beauty loving vanals that centuries later Queen Eleanor of Castile took to England among her wedding treasures beautiful rugs from Cordova and Granada.

But impressed as England was by these rugs, it was not until 350 years later that rug making in England really made progress. Looms were established in Mortlake, in Surrey, but it was at Wilton that the manufacture of pile carpets became a real success. These carpets were the ancestors of those that to this day are known as Wiltons.

Though carpet weaving started in Europe in the middle ages it was not until the nineteenth century that any

but the crudest of hand looms were used. All textile, even silks, were woven by hand. Then, one day, an inspired Frenchman named Joseph Marie Jacquard perfected the attachment for looms which still bears his name.

Napoleon Pensions Inventor.
It was Jacquard who brought within the reach of average people the beauty and luxury of silks and rugs and carpet draperies and damask table linen. The Emperor Napoleon, realizing the great value of the invention, bought it personally, pensioned the inventor and gave his looms to the world. Certainly a gesture worthy of an emperor! The Jacquard looms of this efficient machine age, on which were woven many of the loveliest rugs we use are still built on the principles invented by this genius of the nineteenth century.

In the rugs that are woven in America today, we have the high spots of design, coloring, history, race conquests, inventive genius since the human race began. The history of the world is at our feet and we walk on the glory that was Rome, and Babylon and Spain! What an age we live in.

Religious Significance Also
Practically all early designs had a religious significance. The sacred tree, found in the design history of nearly every race, signified knowledge, immortality, protection, power. The circle and the crescent of the Chinese represented, respectively, the sun and moon, emblems of eternity to these sun and moon worshippers. Animals, as found in the art of various races, may signify anything from resurrection to death, vanity to power, viciousness to a happy married life.

Even in these modern days of ours, among certain primitive peoples, design has religious significance. Within a decade two Navajo squaws danced with religious common a whole night through to free themselves from the "evil spirit" who had taken possession of them because they had woven the forbidden serpent into a rug.

ALCOVE IDEAL SPOT FOR "COFFEE GROUP"

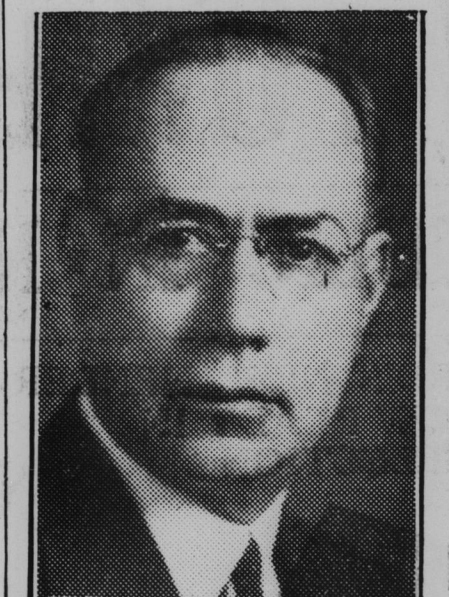
Fortunate, indeed, is the owner of a dining room with an alcove or bay window—for thereby a delightful "coffee group" is made possible. This may be built around a tea cart and two chairs, or a low bench and a graceful coffee table on which the pewter or silver service may be laid.

1937 HOMES SURPASS THOSE OF YEARS A

Compared to present day standards the homes of our mother's day—beautiful through they were—are bound to seem monotonous. Specialization has done much for homes of the 1937 variety.

Special for Babies!
A recessed seat to permit even the youngest child to bend the knees and make use of the step, a feature of a new high chair that is finding favor with many mothers.

H. A. MASON SECRETARY-TREASURER OF CHRISTIAN HARWARD STORES



Believing as we do that a man's home is his palace, Christian-Harward furniture store welcomes customers to furnish their palaces by the universally approved method of using their credit, and to aid customers who desire the services, Mr. H. A. Mason, a man of wide experience and of friendly disposition has extended to the Henderson store the same credit policy he has established in the home stores. Mr. Mason who is Secretary-Treasurer of the Christian-Harward Company has had wide experience in the furniture business, having been with the corporation for ten years in that capacity. Mr. Mason came to Durham from Fayetteville, N. C., in 1910 and found that the Carolina people were a stable folk and has learned to love promptness and stability and the home life characteristics of the average Carolinian. Mr. Mason is enthused over the plan of expansion as being carried out in Henderson and plans to attend the formal opening. "Already we have heard many compliments and we expect to be able to serve our friends in a more efficient way than they have been served in the past" asserted Mr. Mason. He already has reorganized the office of Christian-Harward to include the Henderson store and has extended the many new features which benefit greatly the large number of persons who are using that firm's convenient and pleasing budget plan of furnishing those future homes

NEW MIRRORS SHOULD MEET PERIOD STYLE

Be sure that the mirror you purchase will harmonize with your furniture, whether it be French, modern, 18th Century English, or Colonial. Mirrors are now offered in many new styles. Small mirrors, sold in pairs, to be used over commodes, are said to be popular.

NEW BEDDING DEPARTMENT FEATURES AMERICA'S BEST

One of the outstanding features of the new Christian-Harward furniture store will be the large amount of emphasis given to national quality lines of bedding equipment. No one purchase can be more important than bedding since their permanent health is involved. Good bedding equipment

is a tremendous aid to a convalescent as a health restorer. The complete line of quality bedding will include the best from Simmons Beautyrest Mattress, Ace Spring to other nationally advertising and known sleep products. And studio couches and daybeds which make comfortable beds.

ROOM SIZE RUGS MARK NEW TREND

Custom-Made Effects Offered by Carpet Industry as 1937 Contribution To Home

A new era has dawned in wool pile floor coverings! It makes possible custom-made effects for every room. Rugs to fit rooms are latest contribution of the forward-looking carpet and rug industry.

Not every woman can wear a size 16 dress; and not every floor can take a 9x12 rug. The good news is that in most stores today you will find that you can purchase the color and pattern of rug, you like in form 20 to 25 sizes. If your room is long and narrow? Short and wide? Does it have an awkward alcove or L? Would you like to match the hall floor covering to the living room? Then the new room-size rugs are the answer.

A lot of women would like to know just what is the proper size of rug.

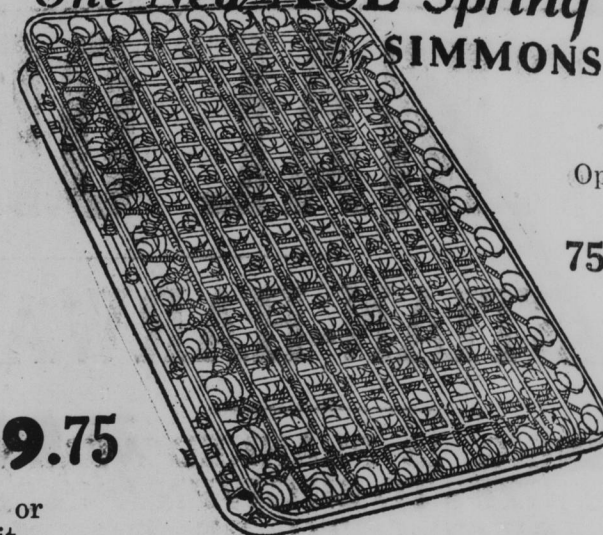
In general, decorators recommend that the rug be of a size to leave only a narrow border of bare floor on all four sides. This border of bare floor preferably should be about one foot wide, should not exceed 18 inches. If the room is of such dimensions that an equal border is not possible all around, keep the borders on opposite sides equal. In other words, center the rug on the floor, and if the borders of bare floor on the sides and the end are not exactly the same width, it will still look right, provided the difference is not too great.

Of course, if you are a real stickler and if your room is of such proportions that none of the many standard rug sizes will do, you can always have a rug cut from 9, 12 or 15 foot broadloom to just the length you want.

Generally speaking, there are few rooms that will not benefit from this new development of an increased number of sizes from which to choose. Suppose, for instance, you have a dining alcove that opens up directly from the living room. You want to keep an effect of unity between the two rooms. Identical broadloom carpet in both rooms is one solution. Another is to select the same pattern of floor plan rug in the right size for both rooms.

Both plain and patterned effects are available in any many standard sizes.

The New ACE Spring SIMMONS



Opening Day Terms
75c Down
50c Week

\$19.75

Cash or Credit

IT MAKES

62 MILLION SPRINGS OLD FASHIONED

Sixty two million springs were made old fashioned by this new Simmons Ace Spring. A new idea in spring comfort and innerspring mattress support to be found in the new Simmons Ace spring pictured above. Finely tempered coil springs attached together by helical coils and steel bars insure you a life time construction and the scientific arrangement guarantees sleeping comfort. Discard your old springs and install the new Simmons Ace.

CHRISTIAN-HARWARD Furniture Company

NEW BEDDING SHOP FEATURES MODERN MATTRESSES

Sleep is your greatest aid to HEALTH & BEAUTY



DO YOU AWAKE TIRED?
Beautyrest Sleep costs less than 2 1/4¢ a night

Feature Offer

FOR A LIMITED TIME ONLY

\$3 DOWN DELIVERS Any Size—Any Color

SIMMONS \$3 PER MONTH PAYS FOR IT

Beautyrest

1-3 OF YOUR LIFE IS SPENT IN BED—AWAKE REFRESHED

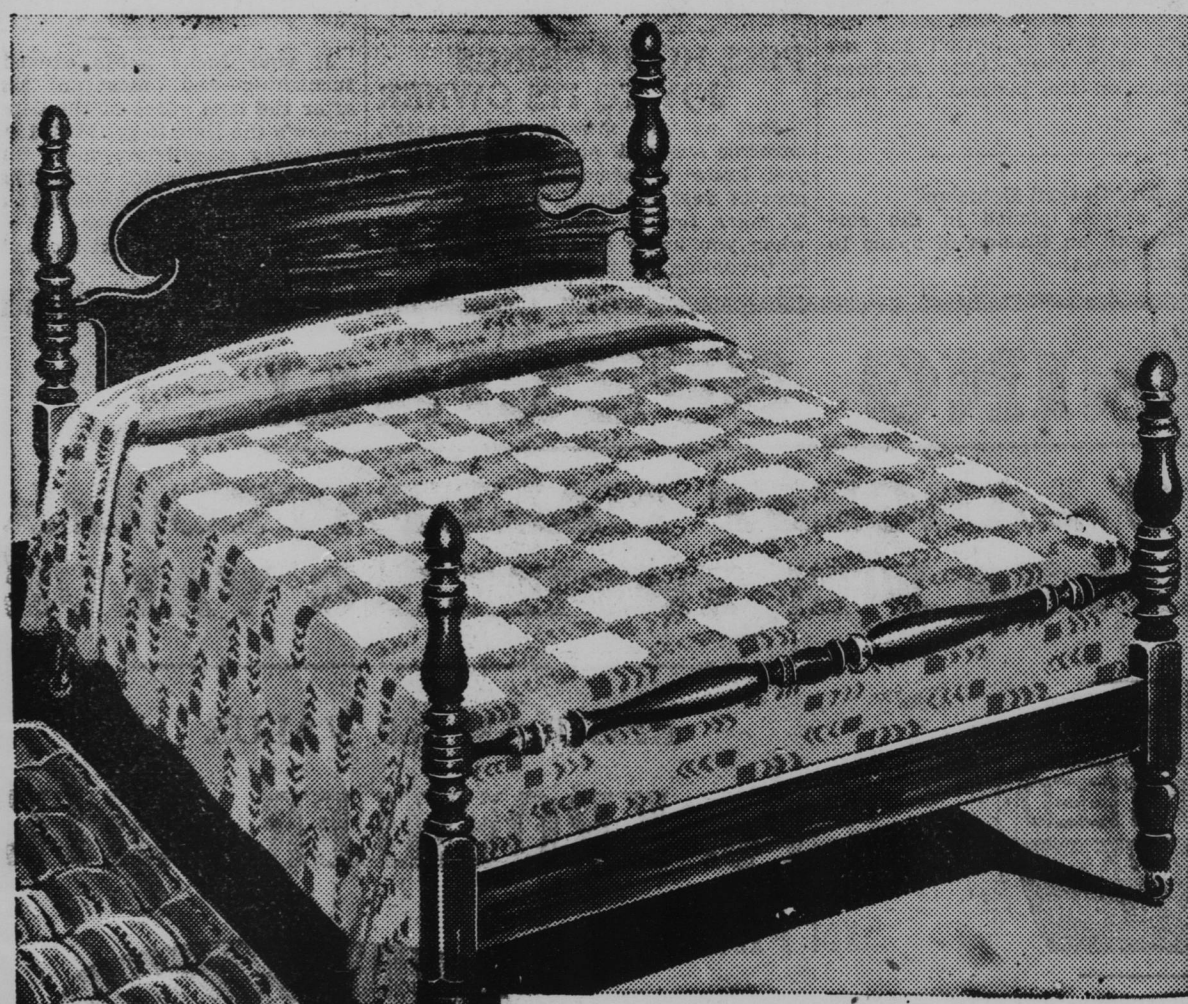
Eight hours a day, one-third of your life is spent in bed. Sleep relaxed and refreshed from a comfortable night's rest on a Beautyrest mattress. Every home in Henderson can enjoy the rest and comfort of the new Simmons Beautyrest mattress at our new low opening day terms of just \$8.00 per month.

Nationally Advertised Price \$39.50 (Cash or Credit)



THIS OFFER GOOD FOR A LIMITED TIME ONLY

Christian-Harward Furniture Company Inc.



Poster Bed Outfit \$19.95

Grand opening special—Thursday, Friday, and Saturday only! We have a limited number of these charming outfits at a price far below what you would ordinarily expect to pay for such a group. Here is a stylish and economical way to furnish your guest room with this outfit which includes four poster bed, comfortable tufted mattress in durable tickings, resilient coil spring for added sleep comfort.

Pay Only 50c A Week
CHRISTIAN-HARWARD FURNITURE COMPANY