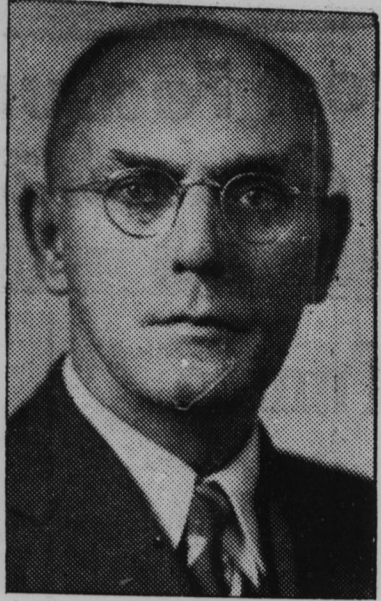


EVERY COMMUNITY IN THIS SECTION NOW SERVED BY CHRISTIAN-HARWARD

HUNDREDS OF HOMES IN COUNTY HAVE BEEN FURNISHED BY DURHAM STORE

For many years the Durham store Christian-Harward Furniture Company has enjoyed the patronage of the people of Henderson and has regularly made deliveries of furniture to this section. Requirements of the modern day home can well be met by shopping in the new departments of the Christian-Harward store now located in Henderson. All of the new merchandising methods and modern display methods have been employed in the installation of the new modern furniture store. The belief that the American housewife is the most important factor in industry and the appeals of all merchandise are directed to her, has prompted the new Christian-Harward in their new store to present merchandise in such a way and of such quality as to be interesting to the housewife. The addition of new pieces of furniture and household accessories may be purchased by her from her regular household allowance on the budget plan. In a special appeal to the farmer and the farm home owner will be held in the large variety of the more stable home furnishing pieces. Complete departments presenting large varieties of every household commodity will be carried in the Henderson store.

SALESMAN



L. T. ELLIOTT.

Mr. Elliott has been in Henderson since 1918, and has for the past 14 years been connected with a leading oil company. He has a host of friends and acquaintances in Henderson and Vance county. Mr. Elliott is a member of the First Baptist church, and Masonic and Woodmen lodges and has been active in civic and business life in Henderson.

"The new Christian-Harward store has the most complete stock of any store in Vance county," states Mr. Elliott, "and I will be glad to welcome all my friends to visit me in my new location," he said. Mr. Elliott invites all his friends to visit him and will be glad to help them select their future furniture needs in this new store.

DECORATION BEGINS WITH FLOOR COVER NOW, IS ADVICE

Carpet or Rug, Dominating Color Plan, Represents Major Investment

"Where to start?" is a question often asked by home decorators. Faced with the problem of furnishing an entire room, or a series of rooms, afresh, they want to know what to select first.

Floor coverings are the logical foundation for correct room ensembles. Determine first your general scheme of decoration—the period or style you plan to emphasize, the dominating colors. Then select your carpet or rug. After all, the floor represents the largest single area you have to furnish in any room. It also represents a major investment, one which should be carefully chosen to give lasting satisfaction.

With your general plan in mind, ask yourself whether you want plain color or pattern on the floor. Decide whether the furniture will be in one of the favorite period styles—18th Century English or Early American—or of modern design. Decide whether you shall want considerable pattern in your wall coverings or draperies. Then you will be guided in selecting for your floor a modern pattern, a Colonel hooked type, an American-made reproduction of an Oriental rug, one of the new textures, or a solid-color broadloom.

Now, when you have chosen your rug or carpet, go ahead with the selection of furniture, draperies, lamps and accessories. You will find that you can build most satisfactory color schemes, picking up the main color of your rug elsewhere in fabrics and furniture coverings, and accenting with notes of contrast elsewhere in the room.

It is interesting to note that in many rug patterns today you have a selection of about twenty sizes, so that you can buy just the right size for your room. A large room requires a larger rug that will cover the floor adequately, leaving only a narrow border of exposed floor on all sides. Then, too, you can match your rug, say, in hall and living room, or in two adjoining rooms of different sizes.

As to bedrooms, the floor covering you select will again depend upon the general character of your room. For a bedroom in the modern manner, furnished with bleached maple or one of the other blonde woods now so much in vogue, you can choose broadloom carpet in a plain or textured weave, possibly one of the deep-pile carpets with a rich lustre, available in most delectable colors—dark or pastel, either an admirable foil for the pale wood tones.

These carpet colors now come in sumptuous shades which once you would have had to have specially dyed—hydrangea blue, peach, gold, foam green, as well as more substantial tones of rich brown, dubonnet, forest green.

Floor coverings for the modern bedroom may also be in two-tone floral or leaf effects or in textured, indeterminate stripes and plaids in soft colorings. The more vigorous textured effects are splendid in young people's rooms or in Early American rooms whose colorful chintz curtains and mellow maple furniture give an air of country charm.

When your floors have been properly clothed, consider the other delightful things you can do with carpets and rugs as foundations. New covers, smartly tailored, will rejuvenate faded furniture. New wallpaper or a fresh coat of paint will lighten and brighten walls. New, clear glass or colorful pottery vases and bowls will hold summer flowers. All in all, you will be well prepared for the busy season ahead!

TEXTURE THEME SEEN IN NEW RUG DISPLAY

If you haven't looked at new carpets and rugs lately, you will be amazed to see how this texture theme has been developed. Ask your store to show you the new, silky lustrous weaves, the combinations of twisted and plain yarns, the combinations of high and low pile, of cut and looped pile—all carried out in unobtrusive all-over effects that have great style appeal.



The old family album affords many a laugh with its tintypes—handle bar mustaches, balloon sleeves, bustles and all. Yet there are homes today whose furnishings date back to this era. Why not look to your furniture now—bring your home up-to-date. Of course, we'll take that old out-moded furniture in trade and give you new styles and modern comfort, at low cost, too.



Boudoir Chair

Solid maple frame, fitted with upholstered seat and padded back **\$6.95**



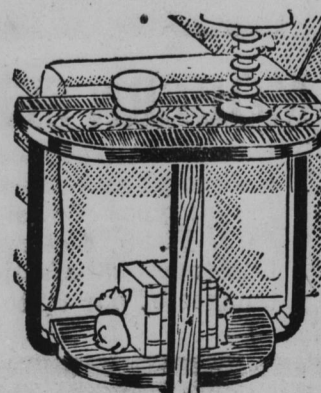
Secretary Desk

A piece of furniture whose beauty and convenience will live **\$29**



Pleasing Style

There's comfort and classic style in this occasional chair **\$6.95**



LINOLEUM PROVES AID TO KEEP FLOOR CLEAN

Most homes have a hard-to-keep-clean floor, in addition to the kitchen floor, where the installation of linoleum would eliminate a lot of work not to mention the tremendous improvement in appearance sure to result. You'll have no difficulty at all in finding a design in keeping with the surroundings and a color scheme to harmonize with the other furnishings.

For Chair Side

Striking style in the modern vogue. This end table is **\$3.95**



Worth Many Dollars More

\$79

Don't measure the quality, the comfort, the beauty of this suite by the low price. Regularly you pay at least \$100 for the pieces we offer in choice fabrics tomorrow. 6 luxurious spring units and good workmanship are positive assurances of lasting service.

Terms: \$1.50 Cash—\$1.50 Weekly



TRADE IN YOUR OLD FURNITURE

Unrivalled At This

Price Range! 3-Pieces!

\$79

Modern styles that have outlived their growing pains. We present creations which will endure as typically twentieth century styling. The bed, the chest and either the vanity or dresser in exquisite veneers at only

Terms: \$1.50 Cash—\$1.50 Weekly

LIBERAL
TRADE IN POLICY
IN NEW
CHRISTIAN-HARWARD
STORE
ASK FOR APPRAISALS

Christian-Harward Furniture Company Inc.