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 Com pany 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 Henderson. All of the new mer chandising 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 merchandice 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.

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 do minating 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 er the furniture will be in one of the English or Early shall want considerable pattern in Then you wil be guided in selecting for your floor a modern pattern, a Colonel hooked type, an Americanmade reproduction of an Oriental rug, one of the new textures, or a solidcolor broadloom.

Now, when you have chosen your rug or carpet, go ahead with the se-lection 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 ish is softer, more grayed, more melwith notes of contrast elsewhere in

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 bedrom 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

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 peoples' 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 amaz-ed to see how this texture theme has been developed. Ask your store to show you the new silkily lustrous weaves, the combinations of twisted and plain yarns, the combinations of and plain yarns, the combinations of the combinations of and plain yarns, the combinations of the combination of th high and low pile, of cut and looped in finding a design in keeping with pile—all carried out in unobtrusive the surroundings and a color scheme all-over effects that have great style to harmonize with the other furnishings.

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

NEW MAPLE FINISH HAS SOFT EFFECT

Students of Period Develop Versions That Are True of Tradition

Out of the had day; of pioneer life, out of the will to beauty that overcame lack of tools, equipment and materials came a style of decoration that is perenially dear to the public: or pattern on the floor. Decide wheth- Early American. Whenever you find p : ple with a love of many tradition, favorite period styles-18th Century you find rooms based on Early Amer-American—or of ican design; and you can travel 'round modern design. Decide whether you the world without finding a style more suitable to small homes and to family your wall coverings or draperies. life where hospitality and informality

> Students of the Early American style have developed interesting new versions to fit into modern homes. In furniture, floor coverings, wall coverings, fabrics, lamps and accessories, the emphasis is upon deagh- that are true to tradition, yet fresh and unhackneyed

> Better Finish Developed. The big news in furniture is the improved finish on maple, and the great variety of designs. This new finlow than the former ruddy finish; has in fact, the look that you find in good antiques. As for the furniture itself, selection is endless among living room, dining room, bedroom, and juvenile pieces...and you can add distinction through your collection of unusual small pieces, such as mirrors, cobbler's benches, hunging shelves, small cabinets and tables.

> Floor coverings to go with this mellow maple are even more varied. Modern American loomed reproductions of old hooked designs catch all the imagination and quaint charm of old pieces patiently hooked in old-time New England farmhouses. Colors are gay as grandmother's samplers, or subtle and subdued. Some of the hooked rug patterns borrow a Victorian feeling which work in well with maple furniture

> Many Colors Suitable. Many decorators find that some of the new textured rugs and patterns are well adapted to use with Early American furniture. Inspired perhaps by Swedish or Mexican fabric designs these all ver indeterminate texture weaves have the right feeling with maple. For bedrooms, two-ttone or self-tone texture effects have intersting colors to offer as contrast to maple-soft green, blue, tan with accents of coral, turquoise. For living rooms and dining rooms, consider texture rugs in the popular wood tones, in burgundy and deep blue, all splendid foundations for maple.

Rooms in the Early American maple style can use a lot of pattern, for the desired effect is one of unstudied charm. Even with hook patterns or texture on the floor, don't be afraid of wallpapers with plaid or leaf or stylized floral designs, or of chintzes. linents and mohairs with perky bouquets, homespuns with color and tex-

ture interest. Best of all, rooms in the Early American style can be assembled at very moderate cost.

LINOLEUM PROVES AID TO KEEP FLOOR CLEAN

Most homes have a hard-to-keepclean floor, in addition to the kitchen floor, where the installation of lin



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 stered seat a n d padded back \$6.95



Secretary Desk

A piece of furniture whose beauty and convenience will live



Pleasing Style

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



For Chair Side

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



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



3-Pieces! Price Range!

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 exquisit 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.