

## FORMAL OPENING OF NEW FURNITURE STORE

### CHRISTIAN-HARWARD TO BE HOST TO PUBLIC IN NEW STORE

**BIG OPENING IS PLANNED WITH VALUABLE PRIZES TO BE GIVEN AND FREE SOUVENIRS TO BE GIVEN TO ALL VISITORS**

Featuring the complete and diversified line of furniture, Christian-Harward, Henderson's newest and finest furniture establishment is to hold its formal opening Thursday, September 30 to October 2. The new store is located in the beautiful five-story building on the corner of Garnett and Orange streets. The building has been completely renovated and remodeled and with the many modern and decidedly new improvements the store presents a spacious and fresh appearance with well arranged departments to make the selection of furniture much easier to the Henderson housewife. Free souvenirs will be given to each adult visiting the Christian-Harward Furniture Store during the opening days. Four hundred and fifty dollars worth of prizes will also be given away to those attending during the opening days of the new store. Through the cooperation of the manufacturers such prizes as 2-piece Living Room Suite by Groehler, Box spring and inner spring mattress by Mohane Royal Company, Ace spring by Simmons, Torridaire Circulator by Tennessee Stove Company and dozens of other gifts will be given at a final drawing to be held October 9 to the person holding lucky numbers obtained upon their attendance to the new furniture store opening.

#### HUNDREDS TO ENJOY OPENING

Hundreds of persons who tomorrow undoubtedly will visit Christian-Harward Furniture Store at Garnett and Orange streets during the formal opening may do so with the assurance that the trip will be enjoyable and there will be hospitality and fun in abundance. The Christian-Harward store has planned many interesting displays and novelty presents will be given for the entertainment of all their guests during the opening days. The many valuable prizes of merchandise given by various manufacturers for the drawing to be held October 9 will be on display at this time. Everyone who visits the new store during the opening, free tickets will be given presenting a chance on various gifts to be won by the person holding the lucky numbers at drawing to be held in the store Saturday evening, October 9, at eight p. m.

#### MANAGER IS WELL KNOWN IN CAROLINAS



W. O. LANGLEY.

#### LANGLEY EXTENDS WELCOME TO ALL

W. O. Langley extends cordial welcome to all the customers he has served at Christian-Harward's in the past years and a most hearty invitation to everyone to attend the opening of the new Christian-Harward Store. New things are happening every day in Henderson in construction, in culture, and in population. The Christian-Harward Furniture Store (as has been the policy of the company in the past and will guide it in the future), will keep pace with the growth, the demands and the needs of the community it serves.

You will find us serving you always with the thought in mind of cementing your preference of our store, in the satisfaction you have in each transaction and thus our business grows appreciatingly and our service to the community is more complete. It was with this thought in mind that the people in this community were desirous of a furniture store which would meet their discriminating taste and the reason for the new Christian-Harward Furniture Store being established. "I want personally to greet every friend and patron of Christian-Harward's Thursday, Friday and Saturday," says Mr. Langley.

#### CREDIT BUYERS ARE WELCOME

#### Budget Plan Services Are Valuable To Purchasers

The new Christian-Harward Furniture Store welcomes the credit purchasers and invites them to avail themselves of the Budget Plan services which this company has long had in existence. Buying on credit is a modern and approved method. In furnishing an attractive home it is a wise and sensible procedure which may well be said to have the endorsement of the United States government, since it is possible under the government to secure loans for many home improvement purposes. Christian-Harward believes in this modern way of merchandising and selecting home furnishings on the Budget Plan. Credit is the most precious asset in the business world. The customers who have established and maintained a good credit rating are always welcome at Christian-Harward's store. As a special feature of the opening, special credit terms are made available with very small down payments and attractive weekly or monthly budget payments. Thousands of dollars worth of fine new furniture in various periods in quality and construction have been purchased especially for the opening of the new store.

#### NEW STORE HAS ATTRACTIVE WINDOWS

The new Christian-Harward store has beautiful new modern front of black vitrolite and aluminum trimming which presents one of Carolina's most beautiful furniture store fronts. Large spacious windows which look into the entire first floor of the store make it possible at a glance to see at several angles the various room settings presented in them. Modern lighting effects for night lighting and the most advantageous use of day light available is the modern architect's idea of window fronts, and every display has been incorporated in the window arrangement of the new Christian-Harward store. Mirrored panels reflect from the modern corners and door-way panels, and aluminum strips and black vitrolite complete the color scheme of the new decorative entrance to the new store.

You'll find the best values and latest styles for every room in the house advertised in the Daily Dispatch.

#### CHRISTIAN-HARWARD'S NEW HENDERSON STORE NOW READY IN VARIED SELECTION



#### Christian-Harward's New Store Has Been Thoroughly Remodeled and Modernized

The location has long been ideal for a high type furniture store and the arrangement and beauty in a new store to go with the wide-spread and enviable reputation enjoyed by Christian-Harward is certain to add greatly to the popularity of the block, and will bring hundreds of new people who will be prospective buyers for other merchants. The already beautiful five story building has been thoroughly remodeled for the new furniture store and thousands of dollars and much time has been spent in the interest of decoration. Each of the floors of the commodious building has been completely re-

modeled and made into an elaborate furniture market. Individual displays have been arranged throughout the entire store to portray the exact reproduction of real home life—one sees the furniture exactly as it will appear in their home. The model settings are cleverly decorated and are furnished with every type of home furnishings on the present day market.

#### An "Optical Delusion"

Bright objects placed in the corners will lend an illusion of space to your small room.

#### H. W. KIMBRELL PRESIDENT OF CHRISTIAN-HARWARD PRAISES THE CITY OF HENDERSON



H. W. Kimbrell, president of Christian-Harward stores states, "I have long thought of Henderson as a wide awake city and one of the greater Carolina market areas for a higher type of furniture", and with this thought in mind plans for the new branch store were laid. Christian-Harward has always served the people of the Henderson area from the Durham store and has found their appreciation of greater comforts and beauty afforded by attractive furniture, to be most gratifying. "We plan to offer in our new Henderson store all of the advantages of the large city stores," says Mr. Kimbrell.

Mr. Kimbrell entered the furniture industry in 1923 in Columbia, S. C., where he opened a small furniture company and later branched to additional stores in Spartanburg, S. C. This company was eventually sold to another organization and Mr. Kimbrell came to Durham to take over the interest and become president of Christian-Harward Company in 1928. Since that time under his direction this company has flourished and has established three branch stores now serving a great portion of the population of Eastern Carolina.

#### FINE HOME BRINGS JOY TO ITS OWNER

Just as you always feel happier, carefree and well poised in a hat that you know is becoming, you find a greater zest in living, and particularly more fun in entertaining friends, when you know that your home, also is becoming to its owner.

#### NEW STORE IS LAUDED BY MAYOR POWELL

Mayor Powell warmly commended the executives of Christian-Harward's upon their extension program. "I sincerely congratulate the far seeing executives of Christian-Harward Company upon their forward stride," said he. "It marks the progressiveness of an organization that is keeping abreast of the new business uptrend."

#### LOCAL STORE BRANCH OF DURHAM STORE ESTABLISHED 36 YEARS AGO

The Durham Christian-Harward Furniture Store was established in the small building on main street 36 years ago and has kept pace with the progress and wealth of the city of Durham and is now known as one of Carolina's greatest furniture establishments. The progressive ideals of the Christian-Harward stores have expanded this organization to three well known stores in Durham. Nationally known merchandise at fair prices and the belief in the financial stability of the customers that we serve, has caused the Christian-Harward Furniture Company to grow in leaps and bounds since their establishment.

A mutual loyalty between the firm and employees have long been credited with the success of the operations of the Christian-Harward store. In talking with these employees, one gathers that each feels that it is his own store and the scores of customers and friends of the organization are their personal friends.

#### WALL EFFECTS PLAY BIG PART IN DECORATION

Backgrounds are important to modern decoration. Here interior architects have discovered how to use several colors on the walls of a room to give interesting architectural effects. Walls need not all be the same color; in fact, paint on some walls, wallpaper on others may be tied into a completely harmonious whole. Mirror glass, used in big frank expanses to give depth and add a vista to the room, structural brick, wood veneers, cork and other new materials—all these add interest to the modern scene.

#### REFIT HOME BEFORE PRICES GO SOARING

If your home needs extensive re-furnishing—and most of them do after the lean years of the depression—now's the time to get at it, for prices are going steadily upward. But even if some of the major operations must wait, the small improvements can be started at once. A year rolls by in a hurry . . . and "next month" never comes!

## GRAND OPENING SPECIAL!

WORLD'S LARGEST MANUFACTURER COOPERATES WITH THRILLING VALUE



ITS POPULARITY IS WON BY REAL MERIT

The deep luxurious comforts of fine living room furniture as built by Kroehler will be found in this beautiful two piece living room suite. Massively proportioned, deep spring construction, graceful lines, and the wearing qualities of Kroehler merchandise, guaranteed as advertised in Good Housekeeping, at the feature grand opening price of only \$69.00.



REGULAR \$89 VALUE

2-Pc. KROEHLER SUITE

IN FINE NEW

TAPESTRY FRIEZETTE

CHOICE OF RUST OR GREEN

\$69.00



Terms for Opening Days \$1.50 Down—\$1.50 Weekly

GRAND OPENING THURS., FRI., SAT., SEPT. 30 TO OCT. 2—OPEN TILL 9 P. M.