

STORES HERE SET HOME FASHION TIME OPENING

Four Local Furniture Dealers Join Others In Nation In Fashion Time

The four local furniture dealers, B. S. Courtney and Son, Heilig-Meyers Furniture Company, McLawhorn Furniture Company and Woolard Furniture Company, this year are again observing Home Fashion Times, an annual event sponsored by furniture merchants and manufacturers over the United States in an effort to acquaint housewives with new designs, devices and style trends in furniture and current fashions in color.

Each of the four local stores have assembled selections of fine traditional furnishings as well as the very latest styles offered in contemporary furniture by leading manufacturers. During the Home Fashion promotion which begins on September 20 and continues through Saturday, September 29, the people of Martin County are extended a special invitation to visit the stores and view the displays.

This may be the year when the pocketbook of the up-to-the-minute housewife will permit her to shop for the long needed drop leaf dining table which will make it possible to turn the dining room into a television and music room. And perhaps the addition of a new sofa or chair is all that's needed to provide a charming change of pace in her living room. Now, while local furniture dealers are offering the discrimination home-maker a great variety of merchandise from which to make her selections, is the time to purchase the items needed.

Top decorators and designers have concluded that good design can be successfully combined regardless of the period of its origin. It is no longer considered necessary to furnish your home with pieces representative of one period.

As to woods, this year wood finishes will move in the direction of natural wood tones. Traditionally dark mahogany will be somewhat lighter except for the currently popular Cordovan which, though dark, reveals the

natural grain of this lovely wood. Very light bleached finishes will give way to warmer values. Walnut and cherry, until now associated primarily with Provincial designs, are making big news in Contemporary styles.

Nature's colors dictate this season with earth toned backgrounds in soft shades of beige and brown high on the popularity list. Long time favorite green ranges from the deep yellow green of sunburnt leaves to the freshness of spring buds. Used as a background or, in its sharper values, as an accent, it remains one of our most useful decorating colors. Bright copper and sunny yellow share their popularity with orange-red.

These colors are being used this year in your upholstered furniture and a good collection can be seen at your local dealers. Even if you aren't in need of new furnishings, visit your dealer during Home Fashion Time. You'll find a wealth of new ideas and ingenious arrangements that will be useful to you in your home.

Interesting Bits Of Business in U. S.

The Civil Service Commission has reported that an increasing number of government workers are leaving their posts to take jobs in private industry.

A survey by the National Association of Real Estate Boards shows that available commercial and office space will get scarcer during the rest of 1951.

The Farmers Home Administration has made more than 70,000 farm real estate loans since passage of the Bankhead-Jones Farm Tenant Act of 1937.



Sunday dinner is a fine old American family tradition — and never more festive these days than when one of the boys in the service comes home on furlough. Stores throughout the country are this week showing new fall merchandise that will contribute mightily to the enjoyment of living at home. New suggestions for the serving of meals and snacks as well as gracious living in general are being shown. Home Fashion Time is being observed from September 20 through 29.

Valuable Door Prizes Being Offered By Williamston Furniture Dealers

Valuable door prizes will be awarded by each local furniture store at the close of Home Fashion Time Saturday, September 29, it was announced yesterday.

Each firm is publishing in their ad in this section a coupon which is to be clipped from the paper, filled in and left at the store. You will not have to be present at the

various drawings which will be held individually at the furniture firms to win.

B. S. Courtney and Son will award their winner with an Ezra Stone mattress, priced at \$69.50, it was announced by Mr. Ben D. Courtney. Mr. J. B. Bell has announced that Heilig-Meyers Furniture Company will give away a

plastic covered base rocker. The winner will be given her choice of color. A Kingsdown box springs will be awarded the winner at McLawhorn Furniture Company, and Woolard Furniture Company is offering a Oldworld maple finish chair with Grandma Moses cover.

"The War Assets Administration is offering for sale a number of obstacle courses," says an announcement. At the moment we can't think of a single thing the world needs less.

HE'S NOT DEAD

Whittier, Calif. — When patrolmen reached the scene of an automobile wreck, they found William Fryer, 35 apparently dead beside his overturned car. Detecting no heart beat and no pulse, they tossed a blanket over him and called for an ambulance. Before the ambulance arrived, however, the "dead" man aroused and asked for a cigaret. He had only a bump on his head.

Beauty, Comfort and Convenience Theme of Showings for This Fall

Home Fashion Time is being observed nationally from September 20-29. Stores throughout the country are featuring new furniture lines in attractive model room settings to show the average consumer how to increase the comfort, beauty and convenience of everyday life.

Stores will demonstrate the fact that the average homemaker can still furnish her home in comfort and taste at a price she can afford to pay.

Home fashions is a new phrase which is appearing more and more frequently in conversation. What is a home fashion? It means many things—one, that an article is in popular demand and two, that it is not just a passing fad.

The home fashion has a definite cycle that will last as long as the fashion itself serves the people.

In apparel it has become a fashion to dress for the occasion such as daytime, evening, active sports, spectator sports. There is and always has been a home fashion—one for the city home, the country home, the formal home, the informal home.

In each case the clothes and the furnishings are suitable to the type of life people live. Each person interprets the fashion in an individual manner.

In apparel the length of the skirt, necklines, the formal, high or low waistline, are all fashion features. The height, size and character of coffee tables also vary in fashion cycles.

Fashion is change, and this change is brought about by people themselves. They grow weary of the same things. Fabric and carpet soil and wear out. Children grow up and demand change. With education and experience, tastes improve. These factors make fashion in homes a vital part of the merchandising picture.

Don't feel that fashions in the home will cause furnishing to become dated. If you select furnishings well-designed, in good taste,

and use them appropriately, they will last longer than those selected in a hit-or-miss manner with no thought to fashion.

Home Fashion Time is an annual shopping event, when stores put their best foot forward and show you how you can spruce up your home and get more enjoyment out of life.

Here is an opportunity to browse through your favorite store and get some new and stimulating ideas for every room in the house.

Here is an opportunity to learn how to integrate a few new purchases with the things you already possess.

Home furnishings become outdated eventually—as witness the typical decor of the Twenties. The typical living room of that era, you must admit, looks a little ludicrous today.

When you visit your favorite store you will learn "how to mix and match" and to bring your home up to date.

Remember, it is a little dangerous to be too conservative! As the adage advises: "Be not the first by whom the new is tried, nor the last to lay the old aside."

Home Fashion Time Poster



take your home to heart

Furniture fashions, like clothing fashions, change and some home furnishings become outdated eventually, as in the typical decor of the Eighteen Hundreds as pictured to the right.



HOME FASHION TIME IS SHOPPING TIME . . .

and Courtney's has made every effort to make available to you the opportunity of viewing all that's new in well-designed furniture fashions. Whether you lean towards modern or staunchly prefer traditional, here's your opportunity to bring your home up-to-date by integrating new furnishings with that you have which is still appropriate and in good taste.

To be eligible for our Home Fashion Door Prize, Clip the Coupon at the right and deposit it in the Coupon Box at our Store. You may be the winner of an Ezra Storm Mattress. (Retail for \$69.50 and is Guaranteed for 10 Years.)

B. S. Courtney & Son

"furniture since 1914"

COUPON

B. S. COURTNEY & SON

Name _____

Address _____

