

Woolard Furniture Firm Observing Thirteenth Anniversary

Woolard Furniture Company Employees And New Store Interior At Williamston



Holding its thirteenth anniversary sales event and opening its enlarged and modernized store in Williamston, the Woolard Furniture Company is proud of its organization and its new look. The employees are pic-

tured, left to right, Willie Respass, Willie Scott, Horace Whitaker, J. T. Hadley, William L. Butler, Taylor Rogerson, Hubert Bland, Cecil Lilley, R. S. Gurganus, Mrs. Elizabeth Roberson, G. G. Woolard, Mrs. Arline Har-

ison and Mrs. Thelma Page. The picture was taken in front of the Main Street store along with the adjoining one, showing an interior view of the store, the first floor of which is 41 feet wide and 200 feet long.

Gigantic Sales Event Planned For Company's Thirteenth Anniversary

Progressive Firm Now Using New Addition To Store Here

Opened Business In Williamston In Fall Of 1933

Company Is Now One Of The Largest In This Section Of State

From a humble beginning back in the fall of 1933, the Woolard Furniture Company has, during the past nineteen years, enjoyed a tremendous growth, and to mark that progressive march, the company is observing its thirteenth anniversary in Williamston by opening a large and modern addition to its building on Main Street.

Coming here from Greenville with one regular employee, Mr. Garland G. Woolard managed a store for the VanDyke Furniture Company of Greenville. The business was located in small quarters next to the Enterprise building. The limited space in the store was supplemented by a small warehouse nearby. One delivery truck and a car trailer were used in the business. Progressive merchandising plans paid off well and by 1937 the company built a new store next to Viccar Theatre to care for its expanding business.

In 1939, Mr. Woolard purchased the entire property, and the business continued to grow even more rapidly. Large warehouses were leased, and a program for enlarging the store was advanced. The outbreak of World War shelved the program, and it was not until early this year that the plan was renewed. The company is now occupying the addition, including an extra 4,100 square feet of space on the first floor, and 5,100 more square feet on the second and third floors combined.

Instead of operating a lone truck and car trailer, the firm is now operating five trucks, carrying on business in Bertie, Washington, Tyrrell, Halifax, Pitt and Martin Counties. There are now thirteen regular employees, all of whom are experienced in their jobs and positions.

The firm is one of the largest in this section of northeastern North Carolina, and is recognized as a progressive leader in the furniture business.

OUTLET

The Woolard Furniture Company is providing a sales outlet for leading furniture manufacturers in all parts of the nation.

Its buyers are constantly searching all the principal markets for the latest and best furniture, and attend showings from time to time in several states.

The company is right up to the minute in introducing new styles and designs.

New Furniture Offers More In Beauty And Use

Extraordinary Materials Are Used In Making Furniture

Once again, as in the golden age of the Eighteenth Century, mid-Twentieth Century has brought with it a flowering of design achievement in home furnishings. The furniture we have called Modern for the past few decades has lost its first square, strained lines and matured into the easy elegance of today's contemporary styling.

Created for Twentieth Century living, furniture introduced at recent furniture markets and now on display in local stores offers more beauty and function than ever before.

In this age, when the freedom and expression of individual tastes are of utmost importance to our democratic way of life, fashion trends dictate above all that every home shall be truly well-suited to the people who live in it.

Specific style trends are numerous, encompassing Modern of several types. Traditional, both American and French Provincial and even some of the delightfully romantic styles of Regency, Biedermeier, and Victorian.

Modern appears to be rapidly dividing into definite schools of design. Some pieces are characterized by the work of fine wood craftsmen and designers who greatly appreciate the subtleties of this wonderful material with

its endless variations and versatility.

These designers have created a sculptured form producing gracefully wrought furniture of new beauty and function. Many of these designs are of definite American character, reminiscent of the furniture of our forefathers.

There is no longer a sharp line of incompatibility between Modern and Traditional designs.

Another school of modern furniture design is characterized by the use of extraordinary materials for the making of furniture.

Metal combines with wood and other materials to produce a look of fragile tracery with the strength of steel. Metal underpinnings are used on wood table tops, sturdy cabinet pieces and comfortably upholstered chairs and sofas.

The light look so well-suited to small homes and apartments is possible here with the lasting durability of much heavier furniture.

Woven rush and cane provide textural contrast on drawer fronts and cabinet doors as well as in seats and backs of chairs and sofas. Man-made surfacing materials with the wonders of heat and alcohol resistance combine with grace and character in lovely wood pieces.

New finishing techniques make it possible to treat wood itself in such a manner that it too is virtually indestructible.

It should also be mentioned that the newest style note in wood furniture is a hand rubbed, close-to-the-wood finish, which makes the most of the wood's innate loveliness.

Manufacturers continue to add value in terms of function and flexibility.

The growing continued popularity of open floor plans has opened a new vista for furniture designers with the ever greater demand for duo purpose pieces. Cabinets, shelf units and ingenious combinations act as room dividers, with storage accessible from either side.

Desks and cabinets have finished backs, storage units are designed for stacking and flexible arrangement as furniture takes the place of immovable wall construction.

Upholstered furniture makes (See Back Page This Section)

Greatest Furniture Sales Event Ever Seen Locally

To mark its thirteen anniversary and celebrate the opening of its newly completed \$50,000 building addition, the Woolard Furniture Company has planned one of the biggest furniture sales events ever heard of in this section.

Prices have been slashed for the occasion and other special attractions are being offered by the company with the certain assurance that thousands from miles around will attend and take advantage of the big event.

During the sale which begins

on Thursday, October 2, the company will give away twenty-four Kingsdown mattresses, valued at \$1,700. In addition to that attraction there'll be valuable door prizes for each of the first one thousand patrons entering the store after the sale starts on Thursday morning of this week. Thrifty shoppers will want to place the sale on their schedule without fail.

Credit and fall terms will be available during the sale, the management has announced.

SPECIAL!

The outstanding attraction during this sale will be the twenty four Kingsdown innerspring mattresses which will be given away absolutely free to the lucky patrons of the Woolard Furniture Company. The total value of 24 Kingsdown mattresses will amount to \$1,700.00, and two mattresses will be given away each week until the entire lot of twenty four is dispensed with.

Plenty Of Sleep Needed By Tots

It is extremely important that children have sufficient sleep.

While there is a slight variation in the amount required, up to 6 years most children need about twelve hours during the night and additional hours of sleep taken in daytime naps. After the ages 5 to 6 years actual sleeping may be discontinued during the nap, but the child usually needs a rest period during the day until he is 6 years old.

The average child has been found to sleep the number of hours as indicated:

Age	Hours of Sleep
1 to 6 months	15 hours
6 to 12 months	14 hours
1 to 2 years	13 hours
2 to 3 years	12 hours
3 to 4 years	12 hours
4 to 5 years	11 hours
5 to 6 years	11 hours

Compare your child's hours of sleep with the above table. Some variation is to be expected as some children require more sleep than others. Make a record several times a year to be sure that your child is getting as much sleep as he needs.

Special Bargains Will Be Offered Starting Thursday

One Of Largest Furniture Stocks In Section Going On Sale

In connection with the formal opening of the new two story addition, the Woolard Furniture Company will conduct probably the largest furniture sale ever conducted in this section of the State.

Two entire pages in this four-page newspaper section are devoted to special bargains that will be offered during this gigantic sales event. In addition to the bargains listed in this edition, thousands of additional items will be reduced and offered at special bargain prices during the life of this sale.

The Woolard Furniture Company has run an anniversary sale every year since it began business here thirteen years ago. However, this will be the sale of all sales. With thousands of additional feet of floor space, added display room and one of the largest furniture stocks east of Raleigh, the sales event will out distance and draw all furniture sales ever held in Martin County.

An enlarged sales force, huge stocks of popular priced furniture, purchased especially for this open house and trade event, will give the patrons of this firm even

(See Back Page This Section)

Woolard Furniture Enlarges Store Here

PRIZES

As an added attraction for this sale and formal opening, a thousand door prizes will be given away to the first thousand persons attending this sale and opening which will begin Thursday, October 2. Everyone is invited.

FARM NOTES

Research has shown that low soil fertility is the main reason for poor pasture and hay crops in North Carolina.

In a test at Plymouth Experiment Station, 116 bushels of corn were produced per acre on well-drained soil, while similar, undrained soil produced 10-15 bushels per acre.

North Carolina's 1952 sweet potato crop is estimated at 3.5 million bushels.

In 1940, North Carolina was exceeded by 42 states in the proportion of college trained people among rural-farm populations.

Four peanuts supply as many calories as one good sized Irish potato.

A jelly-like material at the base of peach trees indicates borers are present; the trees should be treated in October.

Store Has 14,300 Feet Of Space In Its Three Floors

Enlargement and Modernization Program Completed On Large Scale

Climaxing thirteen years of progressive growth, a greatly enlarged and modernized building is now being occupied here on Main Street by the Woolard Furniture Company. Just recently completed at an estimated cost of \$50,000, the building is grouped among the most modern and largest in this section of northeastern North Carolina.

As a result of the expansion program just recently completed by the company, the floor space was increased from 4,100 square feet to 14,300 square feet. Its ground floor, measuring 41 by 200 feet, offers ideal display arrangements for almost every imaginable type of furniture, including dozens of different bedroom, living room, dining room suites and all other household items and furnishings, including electrical units of many types and descriptions.

The second and third floors are being used for storage, their (See Back Page This Section)

Congratulations

TO

Woolard Furniture Company

We Are Proud To Have Taken Part In This Enlargement

COREY PLUMBING COMPANY