

## Williamston Firm Congratulated For Modernization Program

**Home Freezer Sales  
Pass Half A Billion**  
Retail sales of home freezers seem destined to exceed the half-billion dollar mark this year for the first time, as manufacturers

report an unexpected spurt in sales from May 1st through August 30th. The average retail price of a freezer is \$379, while the average retail price for a refrigerator is only \$283.

### Woolard Furniture Manager



Going with the Woolard Furniture Company as salesman four years ago, Mr. Cecil Lilley early this year was named manager of the store, filling the position made vacant by the death of Mr. James L. Harris, manager of the store for several years.

#### Local Store Outlet For The Best In Furniture

Its reputation established for handling the finest furniture, the Woolard Furniture Company in Williamston is serving as an outlet in this section of North Carolina for leading manufac-

#### OWNER



Gaining experience as a salesman and manager for other firms, Mr. G. G. Woolard thirteen years ago opened in Williamston the business bearing his name. Since that time he has maintained a progressive march, and today the firm has one of the finest and largest furniture stores in this part of the State.

States. Buyers are continually on the markets, searching out the latest in fashions and the best in bargains.

In addition to its extensive furniture stock, the store carries a large assortment of rugs, carpets and floor coverings, also hardware, glassware, table lamps and electrical fixtures and appliances.

### Woolard Holding Anniversary Sale

Many local firms, furniture manufacturers, and others in several states joined this week in congratulating the Woolard Furniture Company upon the completion of an extensive enlargement and modernization program for its store in Williamston. The congratulatory messages come just as the store is observing its thirteenth anniversary and conducting one of the greatest sales planned at any time during all that period.

Builders, friends, suppliers and furniture dealers and manufacturers recognize the store expansion program as being one of the most extensive in this entire section during recent years. The completion of the project gives the company one of the finest furniture stores in eastern North Carolina.

Mr. G. G. Woolard, owner-operator, has received hearty congratulations personally from hundreds of friends throughout this area and from many in several states. Others are expressing their congratulations in words in this paper, including Harrison & Carstarphen, H. P. Mobley, Margolis Brothers, Clark's Pharmacy, Davis Pharmacy, Bulluck's, Ayers Electric Company, Williamston Hardware Company, Farmers Supply Company, Blue Star Cleaners, Harrison Oil Company,

Dixie Motor Company, Wheeler Manning Insurance Agency, Williamston Supply Company, Corey Plumbing Company, Williamston Motor Company, B and W Tire Company, Roanoke Chevrolet Company, G and H Builders Supply Company, Staley Upholstery Company, W. H. Best and Sons, Nash Brick Company, Sinclair Service Station, J. C. White Heating and Sheet Metal Works, Southern Mattress Manufacturing Company, Commonwealth Sales Corporation, Monarch Elevator and Manufacturing Company, Bylo Furniture Company, Wood Products Manufacturing Company, Richmond Hardware Company, Tarboro Concrete and Building Supplies, Inc., R. Glenn Hendrix and Sons, Samarkand

Rugs, Inc., and Albert Gurkin and Howard Coltrain, builders.

The \$50,000 expansion and modernization program just recently completed by the company boosts the store floor space to more than 14,000 square feet, and affords adequate room for the advantageous display of furniture.

Able assistants and trained personnel in every department make shopping at Woolard's a real pleasure, and each member of the firm stands ready at all times to lend every available aid to the store patrons.

#### Visitors Welcome

Visitors, whether they want to buy or not, are always welcome at Woolard's Furniture Company store in Williamston.

**Bulluck's**  
MEN'S & BOY'S STORE

*WELCOME*  
**YOU**

**WOOLARD FURNITURE CO.**

As one of Eastern Carolina's largest and most modern furniture establishments.

**Our Most Hearty  
Congratulations!**

### Employees Of Woolard Furniture Co.

#### BOOKKEEPER



Mrs. Elizabeth Roberson has been the popular bookkeeper for the Woolard Furniture Company in Williamston for the past ten years.

#### SALESLADY



For the past five years, Mrs. Thelma Page has been prominently connected with the sales department at the Woolard Furniture Company.

#### SECRETARY



Mrs. Arlene Harrison is the efficient secretary and office assistant for the Woolard Furniture Company. She has been with the company for a year.

#### SALESMAN



Although young in the organization, William L. Butler is rapidly making a mark as salesman for Woolard Furniture Company. He serves parts of Martin and Washington Counties.

#### SALESMAN



Hubert Bland for the past year has efficiently handled sales work in parts of Bertie, Washington and Tyrrell Counties for the Woolard Furniture Company.

#### SALESMAN



Going with the Woolard Furniture Company eight years ago, R. S. Gurganus is one of the top salesmen for the Woolard Furniture Company, serving mainly in the Robersonville and Williamston areas.

### Best Wishes For The

**SUCCESS**

—of—

**WOOLARD FURNITURE CO.**

May Its Growth Be Undaunted!

**Margolis Brothers**

*Congratulations*

Congratulations and Best Wishes To The Woolard Furniture Company. You have completed a commendable Remodeling Job and we wish you continued success.

**R. GLENN HENDRIX & SONS**

High Point

### Keep Furniture Store Tuned Up



These three men, left to right, J. T. Hadley, Willie Scott and Taylor Rogerson, who handle the stockrooms, are keeping the enlarged and modern Woolard Furniture Store tuned up at all times. They are constantly replenishing the stock on the main floor, arranging the displays and providing a service that is strictly in keeping with the progressive policy of the entire organization.

The Above Space Was Paid For By **SAMARKAND RUGS, INC.**  
Weavers of Loomed Carpets and Rugs