

NOTHING BUT THE
BEST!
 TO
WOOLARD FURNITURE CO.
 FROM
Wheeler Manning Insurance Agency

Congratulations
Woolard Furniture COMPANY Williamston
 on your magnificent Remodeling Job.
 Our best wishes for your continued progress.
STALEY UPHOLSTERY COMPANY HIGH POINT

Age Of Choice In Furniture Exists In Local Stores
 Today's Public Has Large Selection Of Designs To Choose From
 We are on the threshold of a new age in furniture and architecture—the age of choice. There will no longer be one style of furniture or one style of architecture, but as many designs as there are individual furniture designers and individual architects.
 From all of these contributions the public will choose that furniture or architecture most representative of their own separate individualities. This will be the age of choice.
 Why do I believe this? For many reasons, but most of all because in a democracy where individuality has supreme importance it is an inevitable and irresistible development.
 Since the beginning of the colonies American building can be seen as a continuous endeavor to free the home owner from the architectural style dogmas of Europe.
 All attempts to thwart the right of individual choice and impose an over-all style have only impeded—but never stopped—the will for individual choice by the American people.
 Several of these attempts can now be seen as dismal failures. In 1925 the so-called "Modern" furniture and architecture of France, backed by some of the greatest "Authorities" was touted throughout America. Today there is a new generation completely unaware that it ever existed.
 In the thirties another attempt was made to launch a ruling style called "The International Style." This time the promotion was intensified by books, exhibitions and "histories" of architecture attempting to prove that the building of the ages had its fulfillment in the international style. To accept the formula, an architect or furniture designer had to obliterate his individuality and it was a price the American spirit refused to pay.
 As an aftermath of the international style promotion, there still exists a belief that a dominant furniture style, based on contrived adaptations of technocracy and machine forms, is more desirable than the encouragement of individuality in design.
 Such a style will remain at best—in an era of choice—as merely one element in an ever-widening variety of individual design, but it will never be, as its promoters hope, the standard by which furniture is judged to be "modern" or "functional" or "good" design.
 In an age of choice, any group of people attempting to be so authoritarian as to tell the building industry and the furniture industry what is "good" will appear ridiculous.
 Through the age of choice is inevitable, those with good will towards American design should
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And Our Most Hearty Congratulations To
Woolard Furniture Co.
 FROM
Ayers Electric Company
 Electrical Wiring And Contracting

A. J.'s SINCLAIR SERVICE STATION
 EXTENDS
 BEST WISHES TO
WOOLARD FURNITURE COMPANY
 MAY YOUR FUTURE
SUCCESS
 BE AS GREAT AS YOUR ACHIEVEMENTS IN THE PAST

CONGRATULATIONS TO Woolard Furniture COMPANY Williamston

 Our Sincere Best Wishes For Your Continued Growth and Success.
WOOD PRODUCTS MFG. CO.
 "All Metal Venetian Blinds"
 ROCKY MOUNT, N. C.

CONGRATULATIONS TO Woolard Furniture Co.
 AND
 Best Wishes On Their
GRAND OPENING
 OF SUCH A MODERN FURNITURE STORE
DIXIE MOTOR CO.

WE EXTEND
 BEST WISHES TO
WOOLARD FURNITURE COMPANY
 ON THEIR
 FORMAL OPENING
CLARK'S PHARMACY

Congratulations
 TO
WOOLARD FURNITURE CO.
 FROM:
HARRISON AND CARSTARPHEN

WE JOIN IN THE BIG
CELEBRATION
 FOR THE FORMAL OPENING OF
Woolard Furniture Company
 IN THEIR RENOVATED AND MODERN BUILDING
 — BEST WISHES —
HARRISON OIL COMPANY

Success to the
FORMAL OPENING
 Of
WOOLARD FURNITURE CO.
DAVIS PHARMACY
 Phone 2161

Presenting
 Our Best Wishes on
 THE FORMAL OPENING
WOOLARD FURNITURE CO.
Roanoke Chevrolet Company