

330-332 King

Nov 27/1940

NEW QUARTERS TO BE OPENED

Public Invited to Clement
Furniture Co. at 330-332
King Street

The Clement Furniture company, business firm of long standing in a city has moved to its attractive new home at 330-332 King street, at a corner of George, and will observe its formal opening tomorrow. The building has just been renovated. According to Fred Scott, manager, more than \$45,000 was spent in making the store one of the most modern in the city.

It has spacious display windows with a 52 foot frontage in King street and one of the most modernistic signs in neon has been installed on the structure.

The large sales rooms on the first, second and third floors are well illuminated with a system of direct and indirect lighting.

One of the main features of the store is what Mr. Scott called a master style studio for the display of authentic styles and reproductions only, partitioned by a lattice work, it gives the effect of windows.

Another chief feature is a special display. Hundreds of samples of rugs in myriad colors are kept in it. The large assortment of rug stock is nearby. A system of lighting in the display brings out the rug's natural color and makes them appear just as they would if stalled in a home.

Departments

Aside from the master style studio, the first floor contains departments for radios, heaters, toys, gifts, electrical, range, living room suites, lamps, tables, accessories and a department solely for the sale of jewelry. In the rear of the first floor is located the business office. On the second floor there are departments for the sale of bed room suites and rugs. The departments on the third floor are devoted to dining room suites, dinets, breakfast rooms, oil and gas ranges, kitchen utensils and a bargain department. Mr. Scott said that "the name Clement has meant much to Charleston and my personal ambition is to keep it that way." He added that the renovation of the new location was in keeping with the progress Charleston is making. "We will always try to be up-to-date in every way," he said.

The manager, who has been in Charleston for about four years came here from Fort Worth, Tex. where he had been assistant manager of a large furniture house.

Mr. Scott is a member of the Charleston Chamber of Commerce, member of the First Christian Church and is a Mason, a member of the Union Kilwinning Lodge No.

Clement's New Store Will Open Tomorrow

Post 11/27/40

Buildings - 330-332 King



This is the new home of the Clement Furniture company at King and George streets. More than \$45,000 was spent in making this one of the most modern stores in the city.

332 King St.

11-27-40

CCW

from SCHS