



THE FACES

of Main Street

The Luray Downtown Initiative was formed to facilitate rehabbing the town through the Virginia Main Street program. This feature is an introduction to some of the folks that form the fabric of Luray's Downtown ...

WHO: Family business owners Phil, Isabelle, and Curtis Harrell

WHAT: This-N-That

WHERE: 16 E. Main St.

HOW LONG: Starting 75th year as retailers in downtown Luray this November. Harrells have been at current location since 1941. First business started in 1931 at 12 E. Main St.

DID YOU KNOW?: C.P. Harrell, Phil's father and Curt's grandfather, was president of the Luray Fire Department when he died in the line of duty on April 24, 1964.

WHAT'S SPECIAL ABOUT DOWNTOWN LURAY?

“The longevity of the Harrell family on Main Street in downtown Luray comes from our ability to change with the times and change as the fabric of retailing changes. What's special about downtown Luray and This-N-That is that we embrace the eclectic, everything from antiques to musical instruments to local collectibles, things you can't find in shopping centers or chain stores. Retailing is in our blood.”



This feature is produced in cooperation with the Luray Downtown Initiative.
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