

About Your Health

THE MAN BEHIND THE GUN



## Special

## Announcement

We are pleased to announce that Mr. T. Milton Greer, formerly of the Carolina Store, is now a member of the firm, and while Mr. Greer cannot give his entire time to this business before early spring, he will be glad for all his old friends and customers to visit the J. \& E. Store, look over the large stock of high grade groceries and compare prices and quality. After which, we feel sure. you will give us a good share, of your grocery business.

In order to give better service for our fast growing business, we have also secured
as clerks the services of Misses as clerks the services of Misses Mona and Virginia Greer, who need no introduction to the buying public of Boone and Watauga County.

We wish to take this opportunity to thank our many customers and friends, who have made it possible for us to enjoy a splen-
did business during the few months our new did business curing the few months our new
store has been located in Boone.

And now at the dawn of the New Year, we want to look forward in the spirit of cooperation, undaunted, unafraid, pressing onward, endeavoring to render a greater service to our community.

May 1928 bring the realization of your fondest hopes and expectations. We extend you every good wish for the coming year.

## J. \& E. Self-Service Store

"Where Quality and Price Meet" HOME OWNED BOONE, N. C.


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