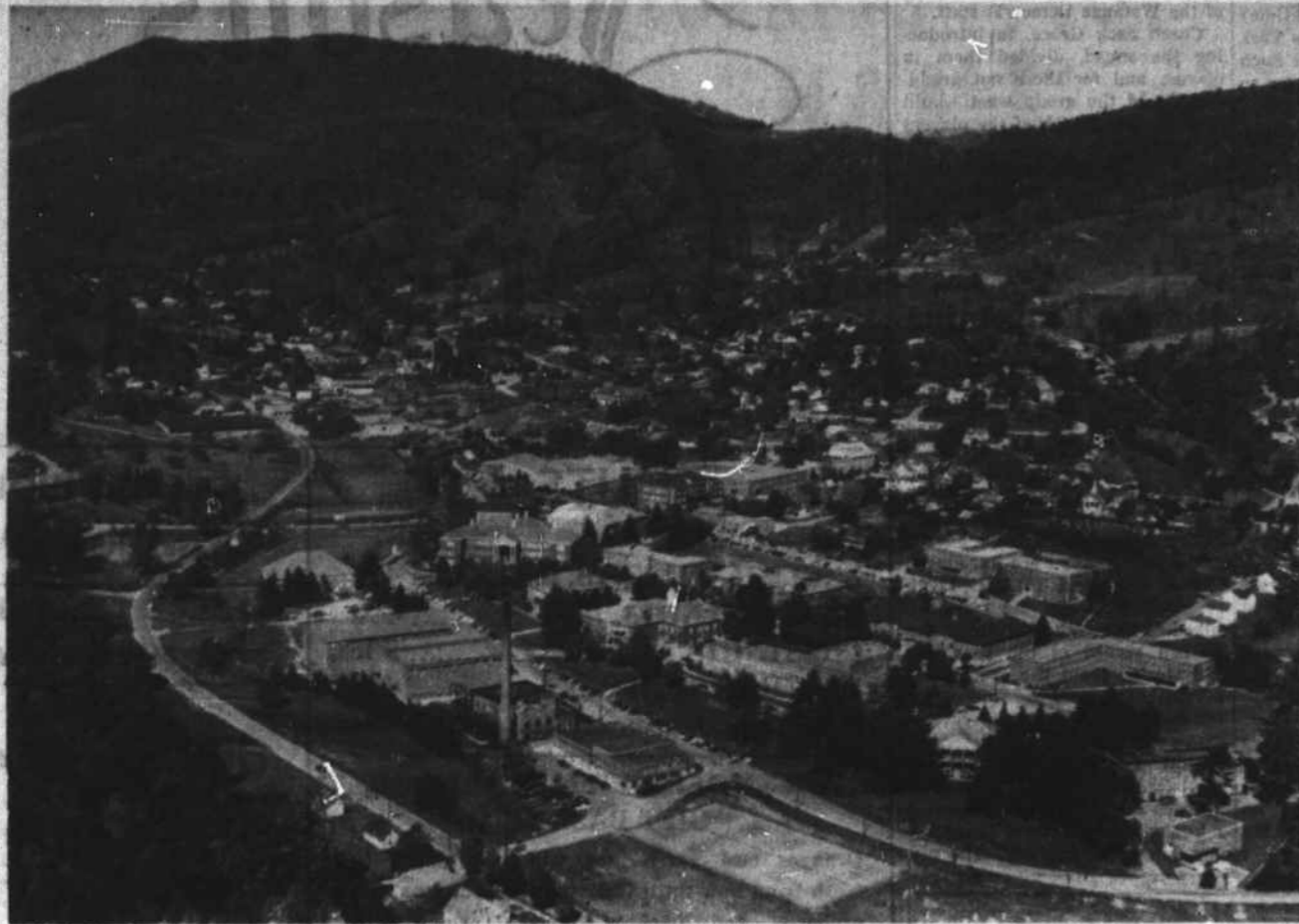


“It’s Christmas Along King Street”!

That Might Be Termed A “Slogan” Of Local Merchants... And Yet It’s More Than That! ...Perhaps A “Promise” Would More Nearly Be What Is In The Mind Of The Boone Storekeeper As He Makes Preparations To Give You A Good Shopping Center Here At Home!



Familiar Sight?

Of course this aerial view of Boone is a familiar sight! That’s why we used it... we want to make a point. Isn’t just about everything that’s familiar to us taken for granted?

How about your morning toast... the water that flows from your spigot... the light that springs to obey the flick of a switch? Don’t we take them for granted?

The toast... the water... the lights, they’re all there because someone had faith enough to

spend much money to make them possible.

How about your town... do you take it for granted? Do you take your job for granted? Does local economy make it possible? Did someone have faith enough to spend money to create that job? Do we take for granted the streets we drive upon... the schools our children attend... the milkman who comes to the door... the police and fire protection that are ours? Do we take for granted the druggist... the repair man... the merchant down the

street?

They’re there because they had faith to spend money to put them there... and they’re in great measure responsible for most of the other things we take for granted!

Take them for granted? Take Boone for granted? Never in a million years! Unless we also take for granted that our acceptance of them places upon us an obligation to the economic community that provides them!

Merry Christmas

It Pays to Buy where You Live

Northwestern Bank

West King Street — Boone, N. C.

Andrews Chevrolet, Inc.

Depot Street — Boone, N. C.

Farmer’s Hardware & Supply Co.

West King Street — Boone, N. C.

Greene Buick, Incorporated

East King Street — Boone, N. C.

New River Light & Power Company

West King Street — Boone, N. C.

Burgess Antique Shop

West King Street — Boone, N. C.

Mountain Lumber Company

East King Street — Boone, N. C.

Winkler Motor Company

Depot Street — Boone, N. C.

Watauga Savings & Loan Association

West King Street — Boone, N. C.

Boone Drug Company

East King Street — Boone, N. C.

Ayers Electric Shop

Howard Street — Boone, N. C.

M & R Furniture Company

Highway 421 — Vilas, N. C.