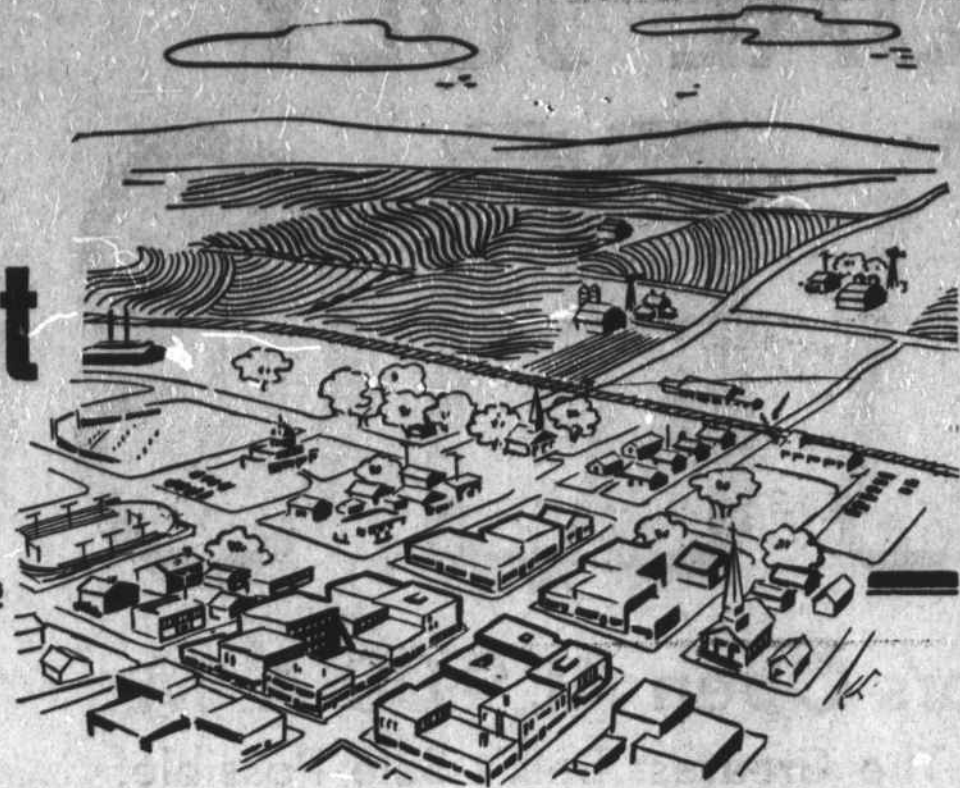


Protect Your Investment

in your own home community



and make it return bigger dividends
of prosperity and better living

Thousands of folks . . . including YOU . . . have a big stake in this community.

Lives . . . savings . . . hearts are represented by the homes, businesses, farms, schools, churches . . . and jobs . . . that make up our particular segment of American life.

Faith and hard work created the TRADE VOLUME that made all of this possible . . . as every community is built . . . and grows . . . and LIVES on trade.

Trading at home . . . whenever possible . . . and making it attractive for more of our neighbors to trade here . . . to create greater trade volume . . . is the way to protect our present investments . . . so they will return more dividends of prosperity, contentment, and happiness.

Trade that LEAVES a community, makes empty buildings, empty streets, empty schools, empty churches . . . lost conveniences . . . and depreciated property values. But your dollar . . . spent here . . . where you have your investment . . . will return to you . . . many times.

*It Pays to Buy
where you Live*

The Northwestern Bank

Greene Furniture Company

Carolina Pharmacy

Modern Appliance Company

Flowers' Photo Shop

Watauga Trading Post

Goodnight Brothers Produce

Caudill's, Inc.

Parkway Company

Farmers Hardware & Supply Co.

Thrift Food Center

Boone Tire & Bargain Store

Ayers Electric Shop

Walker's Jewelry Store