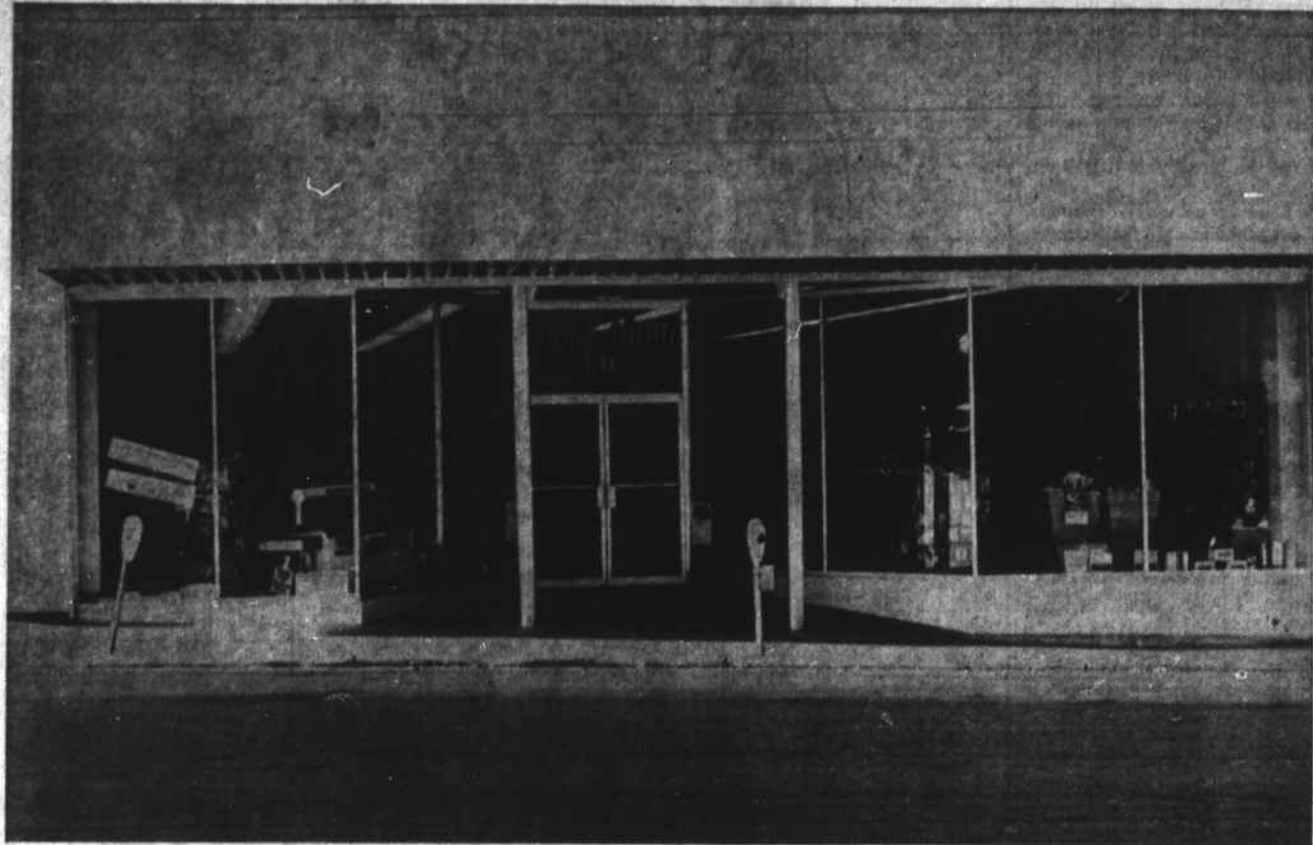


# Grand Opening



This photo shows the new and modern front appearance of Boone Drug Company's remodeled quarters on E. King Street.

## Western Carolina's FINEST!

Completely Remodeled . . . Modern Throughout . . .  
For Forty-One Years Boone's Leading Drug Store . . .  
Now More Complete and Better Than Ever!

Sweeping new changes throughout the entire store, from its front appearance to its completely new and modern Prescription Department.

Equipped and staffed to bring the best possible service to our patrons.



Prompt, Reliable, Courteous  
Service Always!

### 3

Pharmacists To Serve You

DR. O. K. RICHARDSON  
DR. WAYNE R. RICHARDSON  
DR. G. K. MOOSE



Pictured here is the completely new, modern equipped Prescription Department, the heart of Boone Drug Co.



This handsome Fountain, an important part of the store, won national attention in the industry magazine, Drug Topics.

## FREE GIFTS

To be given away by drawings, Saturday, June 10, at 5:00 P. M. You do not have to be present to win. No purchase is required—just register when you visit the store.

- |                                       |                                 |
|---------------------------------------|---------------------------------|
| 1. Hamilton Beach Food Mixer          | 6. Snow White Girl's Watch      |
| 2. Remington Auto-Home Electric Razor | 7. Hopalong Cassidy Boy's Watch |
| 3. Brownie Starflash Outfit           | 8. Apothecary Jars              |
| 4. Dresser Set                        | 9. Apothecary Tumbler Set       |
| 5. Timex Ladies' Watch                | 10. Vitamin Supply              |

Favors and Refreshments for Everyone

### SPECIAL ONE DAY OPENING

## SALE !!

Regular \$1.50 Value—4-oz. size	<b>Cara Nome Deodorant</b> .....	75c
Regular \$2.50 Value	<b>Cara Nome Skin Freshner</b> .....	\$1.25
Regular 98c Size	<b>Cara Nome Hand Lotion</b> .....	50c
Regular \$2.00 Value	<b>Cara Nome Fast Clean</b> .....	\$1.00
Regular \$1.75 Value	<b>Cara Nome Hand Cream</b> .....	98c
Regular \$1.75 Value	<b>Cara Nome Bath Powder</b> .....	89c

\$1.00 Box	<b>Boxed Stationery</b> .....	59c
\$1.69 Value	<b>Brite Set Hair Spray</b> .....	79c
\$2.25 Values in Cologne and Perfume	<b>Evening In Paris</b> .....	\$1.00
\$2.25 Values in Talc and Toilet Water	<b>Evening In Paris</b> .....	\$1.00
\$2.00 Size—Hand and Body	<b>Tussy Midnight Lotion</b> .....	\$1.00
Reg. 89c Size	<b>MI-31—2 bottles</b> .....	94c

79c Value	<b>Klenzo Mouthwash</b> .....	40c
Regular \$1.00 Size	<b>Woodbury Hand Lotion</b> .....	50c
Regular 98c Aerosol Can	<b>Lavendar Shave Cream—2 for</b> .....	\$1.03
98c Aerosol Can	<b>Rexall Toothpaste</b> .....	50c
98c Value	<b>Buffered Aspirin Tablets—2 for</b> ..	\$1.00
Reg. 79c Value	<b>Rubbing Alcohol</b> .....	39c

# Boone Drug Co.

East King St.

The REXALL Store

Boone, N. C.