



And to Every Business Firm In It!

Our Business Concerns
Have Prepared Early

In Order That You May

Shop Early!



Improved conditions has been responsible for the fact that local business firms have stocked heavily on seasonable holiday merchandise, and have, in many instances, already announced their openings. In view of better times for all, the local firms anticipate a heavier demand for Christmas and winter merchandise, and are urging the public to make selections at the earliest possible moment, in order to avoid disappointment in selections which are available at the "last moment" of the Christmas shopping rush.

The public is urged to watch the advertisements of progressive business firms who are anxious to assist the shopper by describing what may be found in their particular lines. "Shopping by reading" will save valuable time, and facilitate your Christmas shopping.

The new Christmas advertising service has arrived, and is free to all advertisers who wish to use it in illustrating their Christmas merchandise; it also embraces all lines for the season which we are now entering—winter. Our representative will be glad to assist you in preparing your copy, selecting illustrations, and placing your message before the buying public of this section . . . through this newspaper . . .

The Journal-Patriot

North Wilkesboro, N. C.