



OUR GRAND DADS

It was a brave hearted group of pioneers who first drove into North Carolina. It was the advance guard of white man's civilization, which was to open up and make productive this great commonwealth for us--our children--and our children's children.

But do not think that the fields for pioneering, right here in Watauga County, passed as the covered wagon gave way to our motor cars of today. There are still trails to be blazed--and urgent call for pioneers.

"Pioneer," says Webster, "is to prepare the way for, take lead in, one who goes before to remove obstacles."

Our job today--for those of us who heed the call and would be pioneers--"is to prepare the way" for a bigger and better Boone, to take lead in make it so, to "go before and remove obstacles" which might keep this town from growing--being bigger, and being a better town in which to live.

There are hardships in pioneering--today--as when our grand daddies came in covered wagons. Our dangers are not the lurking ambushed redskin. Instead they are the selfish little self-gain thoughts which would make us disloyal in thoughts and acts to our town.

Let every one of us join the ranks of pioneers and present a solid front for the welfare and further development of Boone. We can do this by (so far as is practical) keeping our money right here in Boone. To be ever ready to defend our town in all that has been achieved--and to patronize home merchants--is to "remove obstacles" which will let this town grow.

We all want better jobs, more pay, better homes, happier citizens, bigger stores, more merchandise, a bigger town and more prosperous town. And we can have all this--if each one of us see to it that our money is kept in circulation right here at home where it will grow and come back to us in the manifold ways of modern business activities.

YOU ARE BOOSTING BOONE WHEN YOU TRADE IN BOONE

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A BIGGER AND BETTER BOONE