

**WELCOME FARMERS!**  
**Watauga County Bank**  
 "THE HOME OF THRIFT"

Let's Have More Diversified Farming and More Purebred Livestock!

Welcome, Farmers!  
**BOONE CLOTHING STORE**  
 "The MAN'S STORE"

See Our Prices on Spring Clothing

Welcome, Farmers!  
**HODGES DRUG CO.**

IN BUSINESS FOR YOUR HEALTH

Drugs and Drug Sundries—High Service, Low Prices

Welcome, Farmers!  
**J. & E. STORE**

HOME-OWNED GROCERY STORE

LOWEST PRICES

Welcome, Farmers!  
**CITY MEAT MARKET**

FRESH, FANCY AND CURED MEATS

Welcome, Farmers!  
**BOONE DRUG CO.**

THE REXALL STORE

Buy Blackleg and Other Livestock Serums from Us

Welcome, Farmers!  
**W R CHEVROLET CO.**

See the New 1931 Chevrolet Cars and Trucks, Now on Display

Welcome, Farmers!  
**BOONE TRAIL CAFE**

GOOD HOME COOKING

Regular Meals a Specialty

Welcome, Farmers!  
**BOONE FEED CO.**

FLOUR, FEED, SEED AND FERTILIZERS

**WELCOME FARMERS!**  
**Walker's Jewelry Store**

Guaranteed Repairing of All Kinds. A Great Reduction in Leading Brands of Watches

Welcome, Farmers!  
**ISAACS DEPARTMENT STORE**

SPECIAL PRICES TO FARMERS

"Buy Here and Save Money"

Welcome, Farmers!  
**PRINCESS CAFE**

(Under New Management)

GIVE US A TRIAL

E. S. QUALLS

Welcome, Farmers!  
**SPAINHOURS, INC.**

WATAUGA COUNTY'S LEADING

DEPARTMENT STORE

Welcome, Farmers!  
**DAVIDSON'S DEPT. STORE**

QUALITY DRY GOODS—BETTER GOODS FOR LESS!

Welcome, Farmers!  
**HARRIS BROTHERS**

DEPARTMENT STORE

"Everything to Wear for Everybody"

Welcome, Farmers!  
**CENTRAL TIRE CO.**

SUPER-SERVICE STATION

Goodyear Tires, Gasoline and Oils,

"Standard" Service

Welcome, Farmers!  
**WATAUGA MOTOR COMPANY**

FORD CARS for service at Low Cost. Ford Trucks for Cheap Transportation

Welcome, Farmers!  
**FARMERS HARDWARE CO.**

If interested in LIME, see us while attending the Institute.

Loose, per ton ..... \$4.17  
 In Bags, per ton ..... \$6.50

**2<sup>ND</sup> ANNUAL FARMERS INSTITUTE**

**LOVILL HOME, ON A. S. T. C. GROUNDS**  
**February 17th & 18th, 1931**

There will be a Farmers' Institute held in Boone on the above dates, to which every farmer and his wife is urged to attend. This, in many respects, will be similar to the Institute held last year. It is generally conceded that the Institute last year was a means of stimulating an interest in farming and trucking in Watauga as never known before, and was largely the means of saving our financial situation. At this meeting, all branches of farming will be thoroughly discussed by men who are most competent to handle their particular department. If you have any question relating to any phase of farming interest that you would like to have answered, bring it along and be free to present it. We are having the unlimited co-operation of the North Carolina State College in this meeting which will bring us the full benefit of its long and wide experience in every phase of farming interests.

**NEVER IN THE HISTORY OF THIS COUNTY HAS IT BEEN MORE NECESSARY THAT EVERY FARMER DO HIS UTMOST TO PRODUCE A PROFITABLE SURPLUS. THIS IS CERTAINLY THE DUTY OF EVERY FARMER!!**

Dinner will be served by the ladies of the town. Numbers of farmers have expressed a desire to bring lunch with them. You may do so if you desire, but it is not required as we are all expected to eat together, pull together, be friends together for the best interests of Watauga County. Make your plans early to attend both days and exchange ideas with technical and practical farmers. The homes of Boone are open for everyone who may desire to spend the night. You are welcome and wanted.

**THE COMPLETE PROGRAM:**

**TUESDAY, FEBRUARY 17th**

10 O'CLOCK A. M.—Song, Colored Quartet; Invocation, Rev. P. A. Hicks; Address, H. R. Niswonger, N. C. State College, on Horticulture, including potatoes, cabbage, beans, the home garden, and marketing; Address by Mrs. Cornelia Morris, on Living at Home, discussing canning and gardening.

1:00 O'CLOCK P. M.—O. F. McRary, N. C. State College, will present general farming outlook and will suggest ways and means of making a living and money on the farm. The ladies will have another meeting at this hour.

**WEDNESDAY, FEBRUARY 18th**

10 O'CLOCK A. M.—Song, I. G. Greer; Invocation, Rev. Dr. Chandler; Address, L. I. Case, Research Department of N. C. State College, who will discuss beef cattle, sheep, and the present outlook.

1:00 O'CLOCK P. M.—Poultry and Tobacco will be discussed by Mr. Parrish of N. C. State College, and A. L. Brown, Harry Faw, and others of Johnson City and Greeneville, Tennessee.

Wholesale produce men from Charlotte, Gastonia and other cities will be present with a view of working out a plan for handling Watauga's produce.

The Drought Relief Loan will be fully explained at this meeting, but no application blanks will be filled out at the meeting. We advise Watauga farmers to make applications before the meeting or the day thereafter.

**Geo. P. Hagaman W. H. Gragg Smith Hagaman**  
 PROGRAM COMMITTEE

**WELCOME FARMERS!**

**Peoples Bank & Trust Co.**

We hope every farmer will meet with us at the Institute. Let us study, work and progress together. Let's help work out the marketing problem

**WELCOME FARMERS!**

**Watauga Building & Loan Assn.**

Our Association heartily endorses this move and urges your presence!