

Boone's Third Annual Fall BARGAIN CARNIVAL

---AND---

BLUE EAGLE CAMPAIGN

—Begins—

Saturday, October 14th, 1933

AND CONTINUING FOR EIGHT DAYS!

General Hugh S. Johnson, N. R. A. Administrator, in
Launching the "Buy Now" Campaign, Says:

"Hundreds of thousands of men, long idle, have gone back to work and millions of dollars have been added to payrolls. These payrolls cannot be maintained . . . unless every consumer in the land does his or her part NOW. For four years the American consumer has been skimping—putting off buying more than bare necessities until 'better times.' Better times are here. There is new confidence abroad in the land. Men are going back to work. . . Merchants are restocking their shelves. Better times are always the forerunner of higher prices. Now is the time to buy for purely selfish reasons. Prices are going up. BUYING NOW IS AN INVESTMENT."



Mayor Moore Launches Local "Buy Now" Campaign
With Appeal for His City to Follow Up Forcefully!

"I, J. Frank Moore, Mayor of Boone, by virtue of my office and the authority vested in me by the National Recovery Administration, hereby proclaim the official start of the President's Buy Now campaign, which will continue for the next three months. In order that "better times" may continue, we must have increased buying. Our merchants have marked down their stocks to a low figure. Most of the goods in Boone were purchased before the great advances. Buy all those things you postponed during the panic, do your part to hold higher wage levels, back up the President, and look for the Blue Eagle when you go shopping. It's good business to buy now. I ask our people to respond to the President's appeal and to the appeal of our progressive business firms.
(Signed) J. F. MOORE, Mayor of Boone.

NOW IS THE TIME TO BUY!

The retail merchants of Boone, whose advertisements appear herein, and whose names are listed in the prize lists below, enthusiastically endorse the "Now is the Time to Buy" campaign of the National Recovery Administration, and have combined the opening of this event with their Annual FALL BARGAIN CARNIVAL.

Prices are advancing every day. Boone stores are chuck full of goods, most of which were bought at the old price, and the doors are thrown open on the greatest harvest of values thus far undertaken in this community. Stocks for replacement will have to be purchased at prices much higher than those paid for the merchandise on which Bargain Carnival prices are quoted.

Boone is the logical trading center for this entire section of country. Her stores are modern and rival those found in the larger cities of the country and the advantages of home buying are manifest. The home town merchant pays taxes, contributes to community betterment projects, and his success is synonymous with community advancement. Read this ad carefully throughout and then see if you can advance yourself one good reason for going to another town to buy anything.

Following out the custom of former years, there will be a grand array of prizes offered. Everyone who trades in Boone during these days will have an equal chance to receive absolutely free one of these generous offerings. A list of them, together with their givers, follows:

MANY VALUABLE PRIZES:

First Prize \$20 Cash Second Prize \$10 Cash

Ladies' Silk Suit (Boone Dept. Store) \$3.95	Ladies' Compact (Boone Drug Co.) \$2.00	1 Two-year Subscription to Democrat \$3.00
Set of Dishes (Farmers Hardware) \$3.98	Kodak (Watauga Drug Company) \$5.00	1 One-Year Subscription to Democrat \$1.50
Console Mirror (High Land Furniture Co.) \$5.50	Wash, Polish and Grease Job (W. R. Chev.) \$4.25	Sack of Sunnyfield Flour (A. & P. Tea Company
Ladies' Corduroy Suit (Keplar's) \$4.95	1 Silk Dress (Spainhours) \$4.95	Theatre Tickets . . . Groceries . . . Auto Accessor-
Boys Overcoat (5 to 5 Store) \$5.95	1 Two-year Subscription to Democrat \$3.00	ries and Dozens of Other Valuable Prizes Offered!

Prizes Awarded Saturday Night October 21, 9 o'clock