

# Announcing BOONE'S THREE BIG BARGAIN DAYS

## Thursday, Friday and Saturday SEPTEMBER 16, 17 and 18

THE BOONE MERCHANTS ASSOCIATION, AS THE SEASON OF THE HARVEST DRAWS NEAR IS THROUGH THE CO-OPERATION OF ITS MEMBERSHIP, SETTING ASIDE SEPTEMBER 16, 17 AND 18 AS

## Boone's Greatest Harvest of Values

During this period the leading merchants of the town are featuring their Fall Openings with the lowest prices offered in this city since the depression. Mark-downs will be in evidence throughout the shopping district, and many individual inducements will be offered the buying public.

The Bargain Days are to embrace practically all lines of retail merchandising, and a most cordial invitation is extended to the people of Watauga and adjoining counties to visit Boone often during the special sales period. The merchants are going to be hosts to the buying public this time, and the reduced prices in many instances will result in a monetary loss, the Bargain Days being instituted strictly to further convince the people that . . .

## Boone Is the Logical Shopping Center

for the entire Northwestern section of North Carolina as well as a portion of Tennessee. In no town of like population will shops of such elegance be found as here, and the business men go their full lengths in providing the kind of friendly service which should appeal to the shoppers. Come to see us. We want an increased business from our

old customers and are anxious for an opportunity to show others that we are really offering money-saving values, the like of which has not been experienced here. Boone is our town and it is YOUR town. Whether or not you have an extensive shopping list, come and meet and mingle with us. Let's renew our old friendships and make new ones. We will all profit thereby.

# BOONE MERCHANTS ASSOCIATION

### The Membership

I. T. BARNETT  
BELK-WHITE COMPANY  
BOONE FEED STORE  
BOONE MOTOR SALES  
BOONE DRUG COMPANY  
CAROLINA PHARMACY  
CITY MEAT MARKET

FARMERS HARDWARE & SUPPLY CO.  
H. & H. OIL COMPANY  
HARRISON CHEVROLET CO.  
HIGH LAND FURNITURE CO.  
M. C. HOLLER  
JOHNSON-STUART COMPANY  
MULLINS & CLAY

PEARSON'S STORE  
QUALLS FURNITURE CO.  
REINS-STURDIVANT, Inc.  
RIVERS PRINTING CO.  
SPAINHOUR'S, Inc.  
DANIEL BOONE SHOE SHOP  
WATAUGA COAL COMPANY  
NEW RIVER LIGHT & POWER CO.