



L. A. GREENE, President
"Boone's new tobacco market means additional prosperity for Watauga farmers."



W. H. GRAGG, Secretary-Treasurer
"It will contribute almost as much to the economic well-being of Watauga county as Building and Loan."



R. L. BINGHAM, Director
"The best town in North Carolina will be bettered by this splendid enterprise."



C. M. CRITCHER, Director
"Watauga's already prosperous agricultural life will be enriched by this development."



A. W. SMITH, Director
"One of the county's most promising enterprises."



H. GRADY FARTHING, Vice-President
"If we all pull together, the burley leaf will do for Boone what the golden leaf has done for Winston-Salem."



W. D. FARTHING, Director
"The finest of Boone's greatest asset."



G. P. HAGAMAN, Director
"The best thing that's happened to Boone since establishment of State Teachers College."



W. L. HOLSHOUSER, Director
"We Blowing Rock people, too, are proud of this fine new enterprise."



ROB RIVERS, Director
"We're for it strong!"



MRS. CARRIE BINGHAM, Assistant Secretary-Treasurer
"The new market should beneficially affect the entire section."



MISS MABEL BINGHAM, Stenographer
"Folks over our way see a bright future for this latest enterprise."

The Officers and Directors

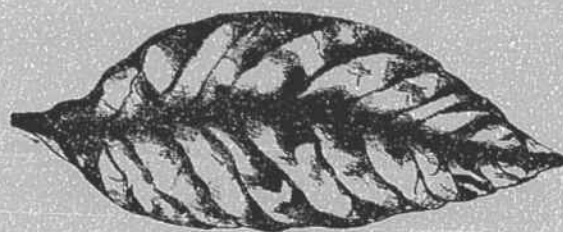
OF WATAUGA'S HOME-BUILDING INSTITUTION

individually express faith in

BOONE'S NEW BURLEY MARKET

The officers and directors of the Watauga Building & Loan Association, individually and collectively, voice the opinion that the establishment of Boone's new burley market is the beginning of a new era in the development of the community and county, and rejoice in the completion of this new enterprise.

Boone has the finest stores and shops to be found in any small town in the state and our business men gladly welcome visitors to the city during the marketing season.



Sold In Watauga County . . . A Million Dollars Worth of Homes

A record of justifiable pride to the directors is this record of achievement on the part of our Association, which was established in 1921 and which is the oldest financial institution in the county. We are glad to have been able to have had an important part in the development of Boone from a community of 350 souls to a thriving city of perhaps 2,500 people, and the of our institution are to be seen in most every modern business structure along the streets of Boone, throughout the residential section, and in the various parts of the county.

We are behind everything of worth to our people, and shall continue to devote our every thought to the further upbuilding of our community and county.

Watauga Building and Loan Association

Watauga's Oldest Corporation

Offices in Northwestern Bank Bldg.