



W. R. LOVILL  
Mayor



A. E. HODGES  
Alderman



R. W. MCGUIRE  
Alderman



LEE STOUT  
Alderman



## Your City Officials and SANTA CLAUS

join together in extending to the people of Watauga and adjoining counties  
a cordial invitation to visit Boone and the fairy-  
land of gift merchandise during the gala

### *Christmas Shopping Season* WHICH OFFICIALLY OPENS THIS WEEK

We, the officials of the town of Boone desire to extend a hearty welcome to the throng of Christmas shoppers who will visit the city during the next while. Our merchants have gone the limit in supplying gift merchandise to meet every demand, and when you trade at home with home folks your money stays in the channels of local enterprise, to help in the further up-building of our city and county.

Come and visit us, and please call on your officials when there is any special service we can render, or any courtesy we can show to make your visit enjoyable. This is YOUR town as well as ours, and we want you to enjoy the good fellowship of the merchants and officials of the city. Do your shopping in Boone, bring the whole family, and do your shopping economically and satisfactorily.

**BOONE HAS THE FINEST SHOPS AND STORES OF ANY SMALL  
CITY IN THE STATE**

# The Town of Boone

W. R. Lovill, Mayor; A. E. Hodges, Pat McGuire, Lee Stout, Aldermen