



*Every Purchase You Make  
In a Home-Town Store ... Is Just Like*

## Putting Money in the Bank

... a bank you can draw on for customers, a job, friends in time of trouble, schools for your children, churches for spiritual help ... and the good life in this community ... where everybody is Somebody

Every time you spend a dollar in this community for goods and services, a substantial part of that dollar automatically becomes an investment in an enriched social and business life for YOU and your family and friends.

It's an investment you can draw on every day of your life ... an investment that pays big dividends in happiness and prosperity, as it strengthens and builds up the vitality of this area in which you live ... and in which YOU are important.

Contrast this with what the community-building and supporting part of your dollar does for you when you spend it away from home, send it to some mail order house, or surrender it to some migratory peddler.

It's gone. To support some other area ... to build up wealth that YOU can never draw on ... and to strengthen those who aggressively drain off the trade of your community ... to weaken your business, your schools and churches, to eliminate your job, and devalue your property.

*It Pays to Buy  
where you Live*

**Boone Drug Company**

**The MOCK'S Dress Shoppe**

**Watauga Savings & Loan Ass'n.**

**Coe Insurance & Realty Co.**

**M & R Furniture Company**

**Farmers Hardware & Supply Co.**

**Andrews Chevrolet, Inc.**

**The Northwestern Bank**

**New River Light & Power Co.**

**Mountain Lumber Company**

**Winkler Motor Company**