

To Fill Your Shopping With
Gift Excitement

Come To

BOONE

Santa Claus has come to town with a big, bountiful load of wonderful gifts for all. The stores are festive with Christmas colors, brimming with bright new gift ideas. And in your hands right now you hold a convenient guide to a whole wide world of perfect presents for everyone in your Christmas. Study this special edition carefully. On every page you will find happy solutions to your gifting problems, to help you make this Christmas the merriest ever for all!

Don't let this year's late Thanksgiving fool you. Christmas is SOONER than you think. And time will fly from now 'til then! Take your cue from Santa's arrival to start Christmas shopping EARLY... which means NOW! To meet this year's special need for EARLY Christmas shopping, your hometown stores

are cooperating by presenting right NOW their most bountiful selection of gifts for everyone on your list. Avoid the "plight before Christmas" with its last-minute rush and crush. Take your gifts-shopping EASIER and do it BETTER... NOW.



**Santa Is Coming
To Boone**

*Be On Hand For
The Big Christmas
Parade
Saturday,
December 3
At 3 P. M.*



RETAIL MERCHANTS DIVISION
Boone Chamber of Commerce