

Santa Claus Will Be In West Jefferson Friday & Saturday

The Skyland Post

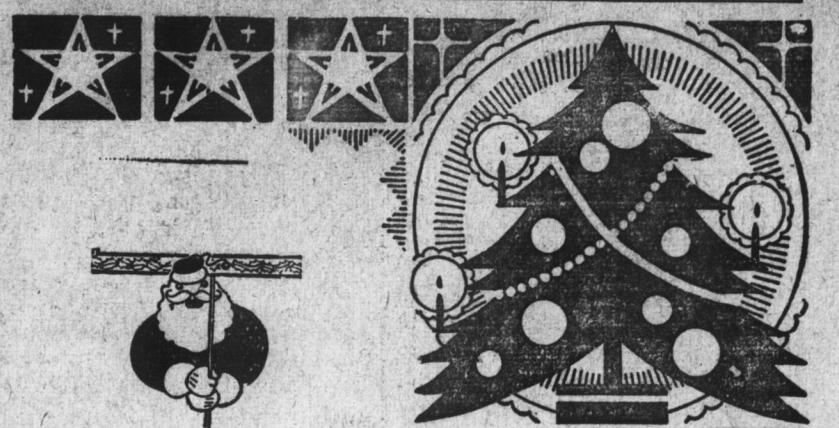
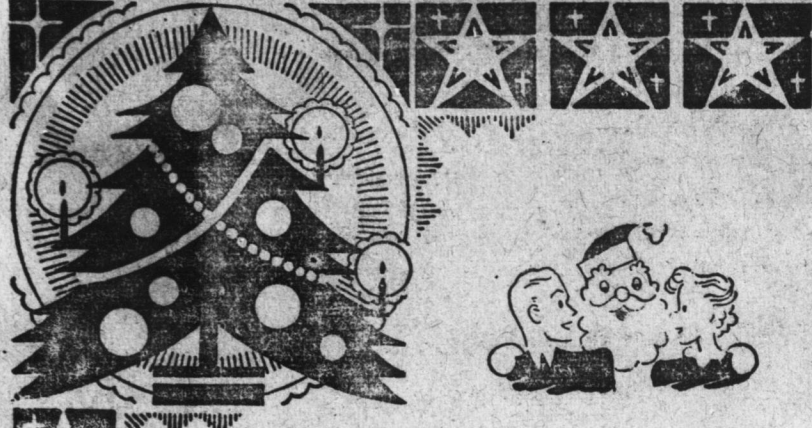
PLAN NOW
to do your Christmas shopping in West Jefferson. The streets will be gaily lighted and decorated, the stores stocked full of Christmas merchants and gifts.

ASHE COUNTY
is the air - conditioned section of North Carolina whose altitude ranges from 3,000 to 5,600 feet above sea level. 25 miles of the PARKWAY run through the county.

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Meet
SANTA

IN

West Jefferson

He Has "Something" for The
Children

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MAKE THIS A
**Trade At Home
Christmas!**

During the past twenty years West Jefferson has grown from a community of "wide open spaces" to the largest town in this northwest section of the Blue Ridge. In West Jefferson today there are over 75 progressive merchants and business firms who have EVERYTHING that the people of Ashe and surrounding counties need or want, at prices comparable and in many cases better, than can be found in larger cities. Here there are four or five Toylands, a number of Department Stores, Grocery Stores, two Drug Stores, Five and Ten Cent Stores, three Automobile Dealers, etc. These firms are owned and operated by Ashe county citizens who are keenly interested in the progress and development of the county. They need and deserve your patronage.

MAKE THIS A TRADE-AT-HOME CHRISTMAS BY SHOPPING IN WEST JEFFERSON, ASHE COUNTY'S TRADING CENTER.

Everybody
In Ashe And Surrounding
Counties Is Cordially Invited
To Attend The Opening Of
Christmas Shopping Season

IN

West Jefferson

is really

Gift Headquarters!

Come to West Jefferson tomorrow and Saturday and you will agree that this is really "gift-town".

The stores are filled with mountainous displays of varied gifts and Christmas merchandise and the colorful street lights and decorations, as well as the Yuletide decorations in stores and windows, have created the holiday atmosphere and a visible spirit of good will.

For weeks merchants have been collecting this gigantic array of fascinating gifts. . . . gifts for all ages, at pleasingly low prices. Every store is now prepared to give extraordinary service, too. A most cordial welcome awaits you. COME TO "GIFT HEADQUARTERS".

West Jefferson

Friday & Saturday

DECEMBER 10 & 11

Read this "Gift Land" edition from cover to cover. It contains excellent gift suggestions, at money saving prices

See the Beautiful
Street Lights
And Decorations

Santa Claus
will have a lot of
Candy
For the Children

This Giftland Edition Is Sponsored By The Following Progressive Merchants:

ASHE MOTOR COMPANY
BELK'S DEPT. STORE
BARE'S FAIR STORE
BURGESS FURNITURE CO.
CENTRAL RADIO SHOP
CENTRAL HARDWARE CO.
DUNCAN MOTOR CO.

FAUCETTE FIVE & TEN
GOODMAN BROS.
GRAYBEAL'S DRUG STORE
GULF SERVICE STATION
IDEAL LAUNDRY
E. E. JONES STORE
LADY FAIR BEAUTY PARLOR

MENEILL'S STORE
MAYFLOWER BEAUTY PARLOR
PARKER'S STORE
PARKWAY THEATRE
PARKWAY MOTOR CO.
RAY DRUG STORE
RHODES FURNITURE CO.

ROTE'S STORE
RICHARDSON'S FIVE & TEN
REINS-STURDIVANT F. HOME
J. F. SCOTT & SON
SMITHEY'S STORE
W. J. PARTS CO.
THE SKYLAND POST