

Every Day in the Year

The Bank of Raleigh is interested in your welfare — success — achievement.

Every day we greet you with a smile, and that spirit to help makes your transactions here a pleasure.

We give our best thought and energy in your behalf, for our success is your success.

If your banking here is pleasant to you—it too, is pleasant for us.

You receive Courteous Attention

in

The Bank of Raleigh

IN BECKLEY



We will welcome your account always

We Sell a Real
Health Food



Beckley Ice Cream Co.



*Every flavor meets
with favor*

City Avenue Phone 850



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OF

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COMPLIMENTS OF

**C. H. MEADE
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The BECKLEY DRUG Co.

The REXALL Store

Telephone 617

BECKLEY, WEST VIRGINIA



The Best in Drug Store Goods—Best in Drug Store Service

Graham-Paige

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Sales and
Service



Watts-Paige Motor Car
Company



Prince Street
Beckley, W. Va.

Compliments

of

Palace Theatre

BECKLEY OFFICE EQUIPMENT COMPANY



"The Book Store"



De LUXE LINE
LOOSE LEAF DEVICES

SCHOOL BOOKS
AND SUPPLIES



EVERYTHING FOR THE STUDENT



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Bair Building

Compliments of
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Aunt Betty Bread

**Raleigh
 Cash
 Grocery**

~
**Beckley, W. Va.
 and
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Compliments of
H. T. CALFEE & SON
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**BISH CANTERBURY
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The Students' Store—

**White Cross
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"Beckley's Leading
 Drug Store"

YOU can get an A. B. degree in either
 the College of Arts and Sciences or
 the Teachers' College at Marshall. For
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The Secretary
Marshall College
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MORRIS P. SHAWKEY, A. M., Ped. D., LL. D.
 President

Watkins' Drug Store

THE HOME OF PURE DRUGS
 "Where Quality is Higher Than Price"



BECKLEY, W. VA.

Compliments of
**ROSE
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C. G. ROSE

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Fine Millinery
 Accessories and Novelties



115 West Neville Street
 Beckley, W. Va.

COMPLIMENTS OF



Neville Street, Beckley, W. Va.

For the Girl Graduate—
 Frocks
 Ensembles
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 Hose
 Millinery

For the Boy Graduate—
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We always carry the largest and most
 complete lines of ready-to-wear for the
 boy or girl graduate.

The Pickus Dept. Store
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Eatwell Restaurant New River State School



A good reputation is built by
 good service. We strive hard
 to practice the golden rule of
 serving others as we would
 like to be served ourselves.

Good service creates good will
 —good will creates confidence,
 and confidence in turn creates
 new customers, like an end-
 less circle.

We solicit your patronage,
 knowing that we serve you
 better.

Heber Street, Beckley, W. Va.

Montgomery, W. Va.



A Standard State College

Offering:

- 1—Work leading to A. B. degree.
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Voice Piano Violin
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C. H. MARTIN, President

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 REGULAR MEALS
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SAMPLE SHOP



LADIES' WEAR AND
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DR. C. G. CASTO

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WE cater to the needs of every member of the family. : - : Coats and dresses that please, with prices that please, also. Shoes that wear, and the prettiest and most complete line of yard goods shown in this section of the State.

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OF

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Dry
Cleaners**



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They Buy**

AT

**Crescent
Grocery**



Quantity, Quality and
Service



Phones—954 and 955

R. B. YAPLE, Proprietor

Compliments
of

Union Store

Where Your Credit
Is Good

**McCormick Jewelry
Company**

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FINE REPAIRING

Merchandise of Quality

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*A thorough education is
one of the greatest as-
sets that the young peo-
ple of today can acquire!*

AN education does not mean that which one learns from a book. By studying diligently and mastering your subjects in school is to give you the fundamental principles by which you may acquire an education. To be educated is to be able to cope with circumstances and overcome obstacles that you will run into in life's pathway.

Be sure that you make good use of the very wonderful advantages provided by your parents that you may be better fitted for life's journey than they.

It is with pleasure that we compliment the Board of Education and the Faculty of the High School of Beckley for the wonderful facilities that are provided for the youth of our town.

**BECKLEY HARDWARE &
SUPPLY COMPANY**

Heber Street

Phone 688-689

BECKLEY, W. VA.

**J. D. Lilly
& Son**

**"The Men's
Store"**

Beckley, West Virginia

*Make use of these
metropolitan services at*

THE DIAMOND

**A Complete
Department Store**

*Personal Shopper
Women's Rest Room
Modern Cafeteria
Free Parking Service*

*310-318 Capitol Street
CHARLESTON, WEST VIRGINIA*

**Boyle's Cash
Store**

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The Class of '29

South Kanawha Street
New East Beckley

**YOUNG MAN
or YOUNG WOMAN**

*The most important thing
towards your SUCCESS is your
HEALTH. Eat pure home-
cooked food like that we serve.
When you don't dine at home
dine with us.*

Rest-A-While Lunch
Foot of Main Street

MEN!

See "Shorty" for your
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The Hart Tailoring Co.

Heber Street, Beckley, W. Va.

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EVERLASTING MEMORY
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Beckley, West Virginia

De Luxe Cafe*"Beckley's
Finest"*

Beckley, West Virginia

For wealth in health eat

**Greenbrier
Velvet Ice Cream**

Manufactured by

**Lewisburg
Ice Cream Co.**Where Quality Reigns
Supreme

Mabscott Lewisburg

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OF**BECKLEY
HOTEL**COMPLIMENTS
OF**Embee's**BECKLEY'S SHOP
FOR LADIES

Main Street Phone 1712

*"Exclusive
but
Inexpensive"*The NASH Leads the World in Motor Car Value**The New Four Hundred Series**Come in—Look them over—Ride in them—And
be convinced**Burleson Motor Co.**

15 Fayette St., Beckley, W. Va.

Beckley Machine & Electric Co.Manufacturers of
Bemeco Brass and Bronze Castings

Armature and Coil Winding, Electrical Repair Work

Repair parts for all standard types
of Mining Machines and Locomotives

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BECKLEY, W. VA.

VOTE OF CONFIDENCE



The business world is ready to give a vote of confidence to the man who carries on his business activities under the protection of insurance.

Dependable insurance protects your credit. It inspires confidence in others and increases your confidence in yourself

WE WRITE DEPENDABLE INSURANCE

The Wilkes Insurance Agency

Beckley, West Virginia

WESLEY WILKES, President

R. D. WATTS, Secretary-Treasurer

Raleigh County
Service Station



"At Your Service"



BECKLEY COAL
& SUPPLY CO.



"High Grade
Domestic Coal"

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OF

E. C. MINTER

KITTS, Inc.

The Man's Store

Style Plus Clothes
Society Brand Clothes
Knox Hats—Caps—Dobbs Hats
Manhattan Shirts
and Pajamas
Allen A and Monitor Hosiery

Phone 342

BECKLEY, W. VA.

Fleshman-Carter Motor
Company

Star and Durant
Automobiles

P. O. Box 695

Phone 885

BECKLEY, W. Va.

COMPLIMENTS
OF

BECKLEY-HINTON
BUS LINE

ERNEST QUESENBERRY, Manager

Hourly Service Between
Beckley and Hinton

Power and Prestige

The things "not seen" oft' times are more potent than the most obvious.

Among the plainly apparent benefits of an account in The Beckley National Bank are safety, accuracy and convenience.

But, perhaps, even greater and deeper than these are the exhilarating sense of power inspired and the valuable prestige which springs from right association and business-like procedure.

The Beckley National Bank

COMPLIMENTS
OF
**The Beckley Lumber
& Supply Co.**

Compliments of
Maple Tire Service
Fall's Tires and Tubes
Tire Repairing

Phone 1450 Prince St.
Beckley, West Virginia

The Price Hill Colliery Company

Producers of
**New River Smokeless
Coal**

Price Hill, West Virginia

Jokes

LEWIS PECK—"Henrietta, I would go through fire and water just to be with you for one little minute."

HENRIETTA KOINER—"Dearest!"

LEWIS—"Yes, I would—but, dear, it's 1:30 and I must be going—say, dearest, I'll be over tomorrow night if it doesn't rain."

MAXWELL & KEYSER

Plumbing, Steam Fitting and
Repair Work

American Radiators
Ideal Boilers
Vecto Heaters
Lennox Furnaces
Arcola Heating Systems
Steam, Hot Water

Vapor Heating
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Phone 200

Prince Street

BECKLEY, WEST VIRGINIA

JEWELRY OF DISTINCTION

Beckley Jewelry Co.

"Beckley's Pioneer Jewelry
Store"

COMPLIMENTS
OF

Beckley Music Store

E. M. Payne Co.
Incorporated

Beckley's Leading
Department Store

PAY CASH—PAY LESS

BECKLEY, W. VA.

Byus-Mankin Lumber Co.



Phones
1090 and 1091



Beckley, W. Va.

You are invited to visit the Beckley Dry Goods Company

at our new location
90 Neville Street, Beckley, W. Va.

The Recreation

"Headquarters for all
Sporting Dope"

Phone 1076

for Results of All
Athletic Events

Jokes

SWEET YOUNG THING

Mrs. Givens was fearless enough to express an open disapproval of girls smoking either in public or private.

"Good gracious," exclaimed Elva, "do you mean to say you didn't smoke when you were a girl?"

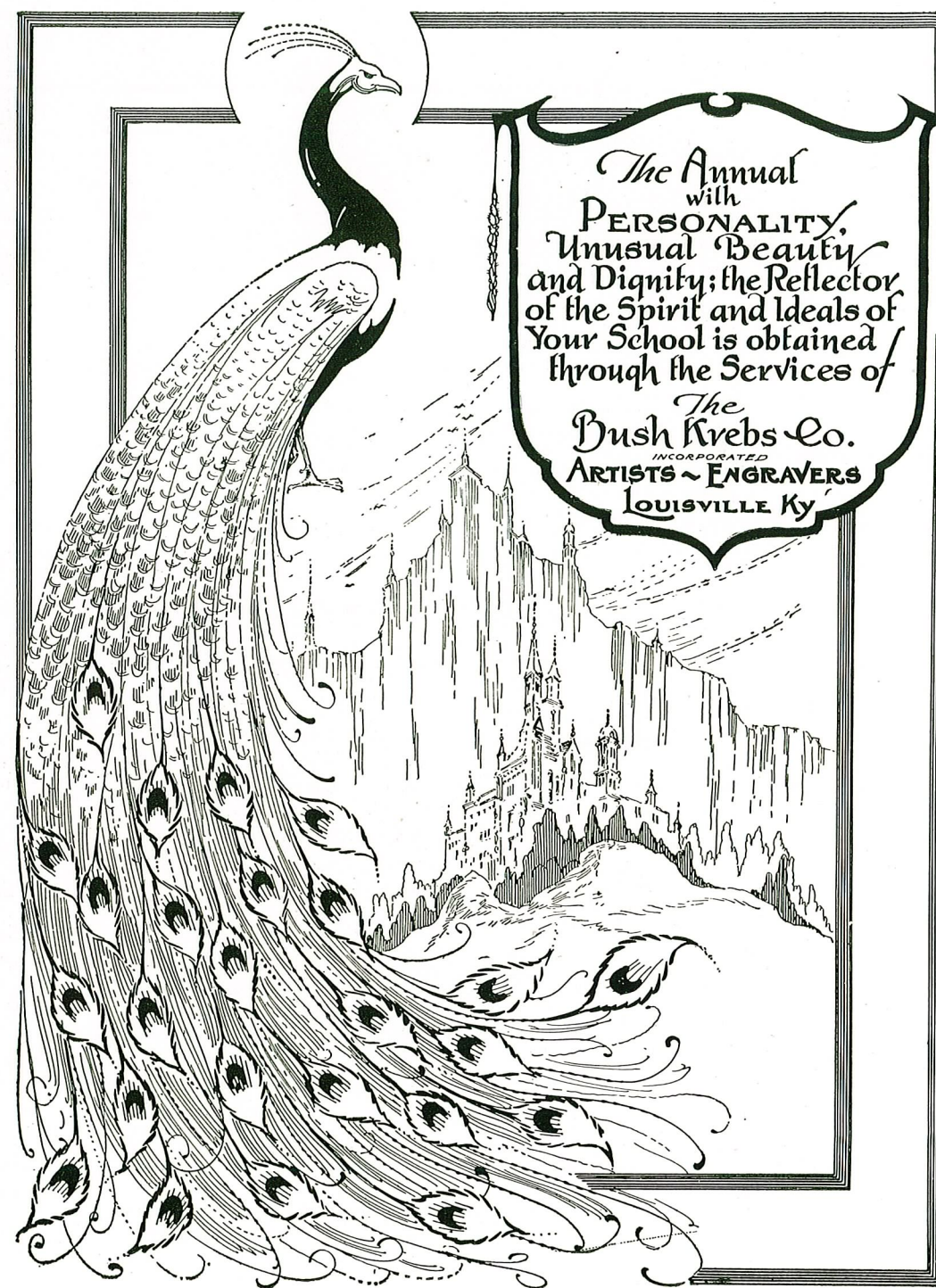
"No, I never did, nor as a grown-up, either," retorted Mrs. G.

Elva thought it over for a moment and then asked earnestly: "Please tell me what in the world you used to do when you felt that you couldn't live another minute without a cigarette?"

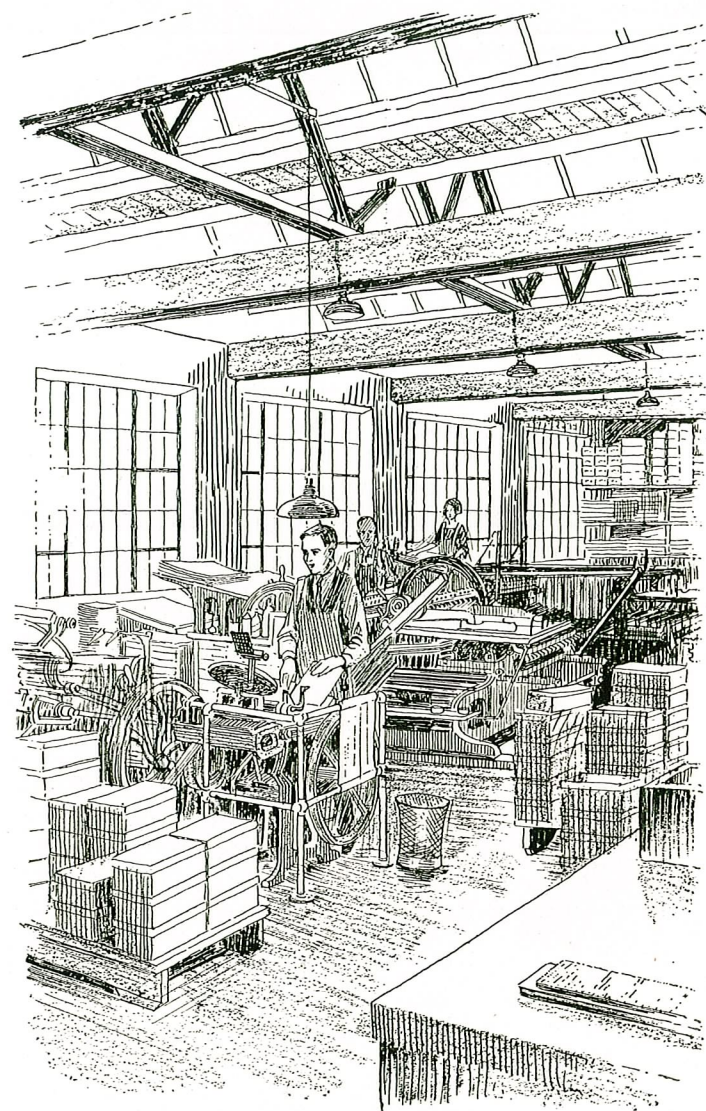
MISS PORTER—"Is trousers singular or plural?"

STUART DUPUY—"Singular at the top and plural at the bottom."

When the Prince of Wales blushes you wouldn't necessarily call it a royal flush.



The Annual
with
PERSONALITY,
Unusual Beauty
and Dignity; the Reflector
of the Spirit and Ideals of
Your School is obtained
through the Services of
The
Bush Krebs Co.
INCORPORATED
ARTISTS - ENGRAVERS
LOUISVILLE Ky



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A Word to Our Readers

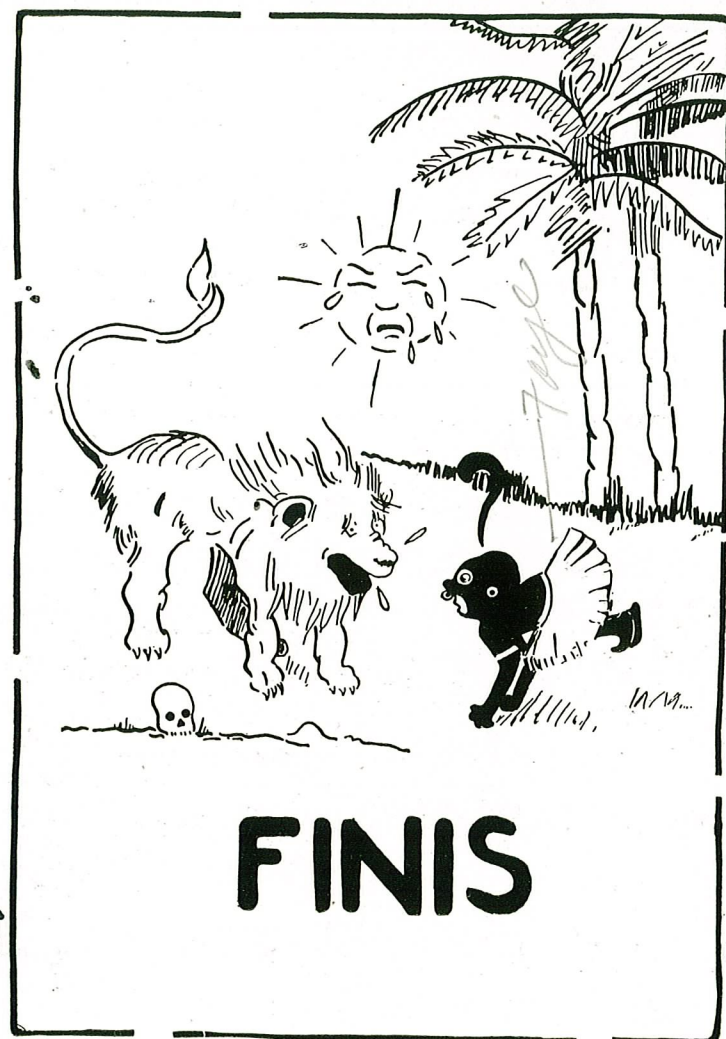


IT is the desire of THE ECHO Staff of '29 to thank each and every one of our advertisers for their worthy support during the publication of our Year Book. Without your aid we could not possibly hope to succeed. In return, we are hoping there will be a wealth of gainful returns for you.

To all of our readers may this be a pleasant product of your many efforts to aid our cause.

Thank you.





FINIS

Remember me in Home
Room 12 C.

Bessie Dalton

Autographs

May the little girl with an artistic touch
have a chance to develop it.
Jean W. Porter

"Of all the dear things
in this world, idleness is
the dearest, except mischief—"
Don't forget Bluefield.

11 / 10. Elsie J. Vest Jr. 29

Lest you forget
Clyde Bower.

Ye, Gods! Will you
ever forget all the misery
we went thru in that d-
Bus. Frith class? Please always
remember me as a very good
friend* of yours forever and always.

Edna L. Fox
(late Senior)

I know that adventure lies beyond
my door,

This, I know, is true,
But all I want for happiness
Is coming home to you.

your friend
Clyde Buggs.

Best wishes
for a long
and happy married
life. *Bulah Storer*

you had just as well tell
us that you are married be-
cause we all know it - "micky" B.

ECHO

Autographs

Best wishes and good luck
in all your undertakings.
Mrs. J. W. Evans

*You are not as dumb as
I am in your opinion at least.*

*Are you really going to get
married? ha ha!*

*Demi Hambrick
This is how tough*

*I am.
Xosian* 

*I am not a prize-fighter
I can't even master pen -
But as for good wishes! you
have them without end.
Nola Thornton
"29"*

*When you are married, and washing dishes,
I think of me and my best wishes.
Bob Robertson*