Surgeon General Cummings Gives Advice About Flu

Sound advice for those affected during the present influenza epidemic is offered by Surgeon General Hugh S. Cumming, in charge of the United States Health Service. The surgeon general tackles the question both from the viewpoint of treatment and prevention and emphasizes both public precaution and personal hygiene practices. Included in his recommendations are:

"Remain in bed, eat a simple diet, take plenty of fluids such as water, fruit juices, milk, bouillon and hot soups at frequent intervals.

"Do not take any so-called cure. There is no specific cure."

This procedure, Doctor Cumming says, should prevent the influenza patient from becoming seriously ill. Influenza itself is not fatal, but the pneumonia which often follows it frequently is. Rest is more important.

"Remain in bed until all symptoms have disappeared and then, under the physician's advice, return very gradually to usual physical activities, being sure to rest before becoming tired."

For the able-bodied, he prescribes: Eating a moderate mixed diet and drinking six or eight glasses of pure water daily. Wearing clothing warm enough to prevent chilling of the body surfaces.

Avoiding people with colds, especially from those sneezing or coughing, since contact with those just beginning to feel sick is more dangerous than from those ill enough to be confined in bed.

Keep out of crowds in close places.

Avoid use of common utensils.

Wash the hands frequently, and especially before eating.

Avoid the use of any "so-called preventives—vaccines, sera and advertised preventives seem to be of no value, and may be harmful in this disease." Avoid alcohol and all stimulants.

Walk to work if possible and keep as much as you can in the open air.

Many of the surgeon-general's recommendations are simply good, sound rules of health that the average person would do well to observe at any time, particularly in the colder seasons. He advises those who are ill to take plenty of rest and use plenty of fluids, all of which are wholesome for the well person and points out that specifices do not cure. A doctor's care and common sense health rules are the only proper treatment.

Avoidance of alcohol and stimulants of all kinds should include elimination of the most commonly used of them all, tea and coffee. This injunction is consistent with the rest of the national health officer's suggestions, which have as heir prime purpose, building up the vital reserve power of the individual. Public health services perform one of their most valuable functions in pointing out to the public that there is no royal road to health, only the road that we build by schooling ourselves to follow the laws of nature, which are available to all of us.

THE DEAD SEA

The Dead Sea is 47 miles long about 10 miles wide is 1200 feet below the sea level and it has no outlet.

The water of the Dead Sea is six times saltier than that of the ocean. It is impossible for a person to sink below the surface. When one wades out up to his arm pits, he is swept off his feet and comes to the top.

Striped bass were first introduced to California from New Jersey in 1879.

JUST KIDS—During The Sermon!

By Ad Carter

The Outdoor Living Room

People living in the towns and cities often fail to appreciate the possibilities of having an attractive side or backyard. With little expense and work a side lawn or backyard often can be made into a delightful outdoor living room.

The first thing to do is to clean up the trash and smooth out the uneven places in the ground so that the surface of the soil will be comparatively level. If the side lawn or the back lawn is already in grass, sow grass seed on this in March and again in April. Bluegrass mixed with redtop, using 4 parts by weight of Kentucky bluegrass and one part by weight of redtop, makes a satisfactory grass mixture for practically all sections of Kentucky, according to N. R. Elliott of the College of Agriculture, University of Kentucky. If the side lawn or the backyard does not have grass on it, then the soil should be prepared by thoroughly loosening it up, spading deep or plowing. If the ground is exceedingly poor add some good soil and prepare a fertile seed bed. Then sow the grass seed, making a heavy sowing. If the space to be covered is 25 by 50 feet, sow 5 pounds of Kentucky bluegrass and 1½ pounds of redtop. After the seed has been sown roll the soil two or three times, using a hand roller. Do not allow the young grass to suffer for want of water, especially where the sod is just being established. If commercial fertilizers are used, sulphate of ammonia is probably the best. A liberal application is a pound to a pound and a half per square rod of surface. This can be applied before the grass seed is sown, or wait until after the young grass has started to grow. If this fertilizer is applied after the young grass has started to grow, select a time when the grass is perfectly dry in the middle of a warm day in April or May. Mix the fertilizer with equal parts of soil and broadcast. After this soil and fertilizer have been broadcast thoroughly sprinkle the lawn so that no burning effects will result.

Apply plenty of water throughout the first summer. By this means it will be possible to establish a good sod, and this is the foundation of a delightful outdoor living room.

The sides of this living room can be screened by plantings of shrubs, and the flowers can be arranged so that they will fit in with the scheme, making it very attractive.

One or two carefully selected and well placed shade trees will furnish shade for the average side or back lawn. In locating these trees observe the shadows in the middle of the day and the afternoon and see where you will want the shade at different times. You can do this by standing in the sunlight and watching your shadow. Plant the tree so that it will give shade on the space cast by your shadow. This method of locating trees is for utility purpose of furnishing shade.

These outdoor living rooms can be made a joy, because they are continually changing as the season advances, and as the years go by the plants grow and develop until they can really be made one of the most attractive places around the home.

UNCLE SAM SAYS

All new buildings should be made rat proof. On many American farms the cost of rat proofing all the construction would amount to less than the damage the rats do annually.

Fish oils from canned tuna, sardines, menhadden, and salmon contain vitamin D. They are valuable and the housewife should stop feeding them to the cat and should serve them to the family.

Asparagus production has increased threefold since 1920.

Hog liver compares favorably with beef liver and is usually half as expensive.

A pound of good quality cottonseed meal furnishes as much digestible protein as three pounds of wheat bran.

COMMISSIONER'S SALE

NICHOLAS CIRCUIT COURT

Florence Johnson, Etc., Plaintiffs
vs. Advertisement of Sale
Ex Parte.

Under and by virtue of a judgment and order of sale of the Nicholas Circuit Court, rendered at its February Term, 1931, in the above styled action, the undersigned Special Commissioner of said Court, will offer for sale at public outcry to the highest and best bidder at the Court House Door in Carlisle, Nicholas County, Kentucky, at or about 1:30 p. m., on

MONDAY, MARCH 9, 1931

it being the first day of the regular March Term, 1931, of the Nicholas County Court, (County Court Day), on a credit of six and twelve months, the following property, which consists of the following described real estate lying and being in Nicholas County, Kentucky, consisting of two certain tracts or parcels of land, the first of which is bounded and described as follows:

A certain tract or parcel of land lying in Nicholas County, Kentucky, on the waters of Little Flat Creek and bounded as follows:

Beginning at a stone corner to Mrs. Eliza Wills, now L. W. Wills, on South side of County Road, then S 41 E 73 2-5 poles to a post corner to S. D. Clay, then N 55¼ E 51 poles to a gate post corner to S. D. Clay in J. W. Clay's line, thence with J. W Clay's line N 30 W 10 poles to a set stake corner to J. W. Clay, thence N 28½ W 10 poles to a set stake corner to same, thence N 16½ D 2 2-5 poles to a stake corner to same, thence N 5 W 14 2-5 poles to an oak tree corner to Clay, thence N13 W 6 1-5 poles to a black locust for post, corner to J. S. Wills, thence N 38 W 4.56 poles to a set stake corner to Wills, thence N 68¼ W 9.68 poles to a white walnut tree corner to Wills, thence N 57¼ W 10 4-5 poles to a set stake corner to same, thence N 83¼ W 6 2-5 poles to a stake corner to same, then N 84¾ W 6 2-5 poles to a stake corner to same, thence N 70 W 7 poles to a stake corner to same, thence N 53 W 5 2-5 poles to a set post on east side of a county road, corner to Wills, thence S 42½ W 43 poles to the beginning, containing 26 A. and 3 Roods. Being the same conveyed to said Jas. W. Johnson by John A. Eden, Feb. 27th, 1911, recorded in D. B. 27 page 316, Nicholas County Clerk's office.

SECOND TRACT of which is bounded and described as follows:

A certain tract or parcel of land lying in Nicholas County, Kentucky, on the waters of Little Flat Creek, and bounded as follows:

Beginning at a set fence post corner to Johnson's other land, in the line of J. J. Jacobs, thence with the line of Johnson N 54½ E 51.28 poles to a set gate post corner to Johnson's other land, in Robt. Hardin's line, then with Hardin's line S 45 E 16.80 poles to a set stake corner to Hardin, then S 62½ E 7.48 poles to a set stone in Hardin's line and corner to J. F. Campbell's other land, then with said Campbell's line S 39¾ W 50 poles to a set stone corner to said Campbell in J. J. Jacobs line, then with the line of said Jacobs N 76 W 9.48 poles to a stone corner to said Jacobs, thence N 40 W 29.68 poles to the beginning, containing 10 Acres. A passway through the land hereby conveyed is still retained as in deed from McVey to Campbell. This being the same land conveyed to said Jas. W. Johnson by J. F. Campbell by deed recorded in D. B. 28, page 217, Nicholas County Clerk's office.

For the purchase price, the purchaser shall execute to the undersigned Special Commissioner his sale bonds for two equal installments thereof, with approved security thereon, due and payable to the Special Commissioner herein in six (6) and twelve (12) months, respectively, from date of sale, each bearing interest at the rate of 6% per annum from date of sale until paid, and to have the force and effect of replevin bonds on which execution may issue if not paid at maturity, and in addition thereto said Special Commissioner will retain a lien on the property sold herein to further secure the payment of said bonds.

Bidders must be prepared to comply promptly with these terms.

The land herein set out and described is to be sold for the purpose of division of the proceeds among the parties in interest in accordance with their respective interests herein, after payment of costs of this proceeding.

L. S. HUGHES, Special Commissioner, N. C. C.

Conley & McCartney, Attys

WORM IN HIS CHEW

Orie Rankin, Falmouth, was awarded damages of $800 by a jury in Pendleton circuit court against a chain grocery company. Mr. Rankin, through his attorney, A. H. Barker, sued the company for $2,299 damages, claiming he had purchased a plug of tobacco at a local branch of the chain grocery in Falmouth which contained a woolly worm. In taking a chew from the plug, Rankin claimed he bit into the woolly worm and the "fangs" of the worm infected his gums.

The first photographic portrait in this country was made in 1840.

HINTS TO FARMERS

Bone meal, poultry manure, cottonseed meal, and sewage sludge are very good commercial fertilizers for the lawn. They are safe to apply and give fairly quick results. Apply from 10 to 15 pounds to 1,000 square feet in late winter or early spring.

More liberal use of seed potatoes would increase the average production per acre, the U. S. Department of Agriculture believes. From 15 to 18 or more bushels of seed potatoes should be planted to the acre, instead of 9 to 11, as is the usual practice in some sections.

Scalded poultry deteriorates more quickly than dry-picked poultry and should be handled more carefully and quickly when marketed. Frozen poultry may be thawed in running water in from 8 to 12 hours, but this method tends to injure keeping quality and flavor. A better way to thaw poultry —both dry picked and scalded—is to hang the birds by the legs in the cooler over night.

Prune limbs from trees so there will be no stub left, advises the U. S. Department of Agriculture. Make the cut parallel to the trunk or the supporting limb and as close as possible even if this makes the cut surface somewhat larger than it otherwise would be. Improperly made wounds are not covered by new growth as soon as those made properly and may result in unnecessary damage by decay of the exposed wood.

An old rule followed by many beekeepers who winter their bees in cellars is to take them out when the soft maples are in bloom. This is a good rule in localities where these trees grow, say apiculturists of the U. S. Department of Agriculture. Watch the weather reports closely and choose a time when a "high-pressure" area is just passing and a "low-pressure" area is approaching. At such a time the weather will be cool so the bees will not fly, and with a "low-pressure" area approaching it will soon be warmer so the bees can make a flight. Bees in good condition rarely fly unless the outside temperature is as high as 60 degrees Fahrenheit.

Last year more than 134,000 forest fires damaged about 46,000,000 acres of forest land in the United States. Ninety per cent of these fires were caused by man, and were preventable.

Farm woodlands should be made to pay their way from year to year, and good management and fire prevention will make the woodland produce regular crops of timber as well as firewood and fence posts, according to the Arkansas College of Agriculture Extension Service. Burning to "green up" the woods not only damages the trees and the seedlings, but kills out the better grasses. Burning to control the cotton boll-weevil is at best an inefficient remedy for the pest, and is no excuse for indiscriminate burning of the woods.

Geese can be raised successfully in small numbers and at a profit on farms where there is plenty of grass or pasture land with a natural water supply. Geese are the closest grazers known and both mature geese and partially grown goslings will get their entire living from good pasture when it is available. Moist pasture land makes especially good grazing. Young and old geese are very hardy and are rarely affected by disease or insect pests.

OUR GROWING TAX BILLS

The National tax bill for the last fiscal year was approximately $13,580,000,000 for just below $111.00 per capita. It was $875,000,000 in 1913, $1,382,000,000 in 1925; since which date it has expanded nearly 1000 per cent in 1930. If allowance of one-half this sum is made for the great war and the enormous expenditures it entailed, which is altogether too large, there remains 560 per centum of increase to be reckoned with. Meantime, State and Municipal indebtedness grew between 1912 and 1925, from $3,104,426,000 to $11,650,000,000 or nearly 400 per cent. Since the latter date it has increased nearly 33 1-3 per cent; and at this time its growth is abnormal, because funds are said to be needed for public works which will furnish employment to the idle segments of our population.

A queen bee sometimes lays more than 1,000 eggs in a day.

A. T. GARDNER
Optometrist
Eyes Examined—Glasses Fitted
Farmers Bank Building
CARLISLE, KENTUCKY.

SMILES ARE SO AMBIGUOUS

He—Does your husband talk in his sleep?
She—No, darn him, he just smiles.

MODERN INCONVENIENCES

Another thing Job never had to contend with was a disappearing drawstring in his pajama trousers.

Peru has 5,000,000 inhabitants, 4,000,000 being natives of Indian origin.

KEEP SMILING

GET YOUR HEALTH WHERE OTHERS RECEIVED THEIRS

W. G. COWAN
CHIROPRACTOR
Carlisle, Ky.

Patronize Our Advertisers. Try first to buy it in Carlisle

Seed Corn

Home grown 1929 crop, both white and yellow, already been tested. High germination. Make reservations for your seed corn now, as I have only a limited supply. Both seeds come from high tested corn of 1928 crop.

J. M. BERRY
Moorefield, Ky., Phone 7206.

Phone 290

GLOVES ARE NEEDED
FOR ALL OCCASIONS
Keep them clean

Short Length 25c
Elbow Length 35c Arm Length 50c

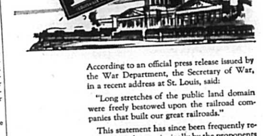
Kid Gloves Cleaned and Re-tinted

Suede and undressed kid gloves will fade and can not be guaranteed

Sweaters Perfectly Cleaned, 50c

ROBERT MANN, Agent
Lexington Laundry Company

Railroad land-grants were not gifts from the Government. . .



According to an official press release issued by the War Department, the Secretary of War, in a recent address at St. Louis, said:

"Long stretches of the public land domain were freely bestowed upon the railroad companies that built our great railroads."

This statement has since been frequently repeated by others, principally by the proponents of waterways and bus transportation, with the clear implication that the land-grants were outright gifts.

Instead of being "freely bestowed," long ago such railroads as received land-grants—and many did not—compensated the Government for them, and it is still being more than amply rewarded.

To June 30, 1930, 132,173,225 acres of land, the great bulk of it lying west of the Mississippi River, had been actually certified to the interested railroads. During the twenty-year period, 1850 to 1870, when most of the grants were made, the average price received by the Government for land sold to others was 94c an acre. In other words, the railroads received title to land worth, in the aggregate, $124,242,831; but, in return, the land-grant lines are required, under the law, to handle Government troops, munitions of war, and other Government freight, at rates substantially lower than commercial rates, and United States mail at 80% of the standard or authorized rates. Because of these reductions, the actual monetary saving to the Government now averages about $5,000,000 per year. Moreover, other competing railroads that did not receive land-grants were, and are, likewise subjected to these reduced rates, which serves to increase further the Government saving.

The Railroads Must Earn To Spend

It is seen, therefore, that the value of the land is repaid to the Government, at the least, every twenty-five years.

Not only has the Government already been handsomely repaid—more than once—for every acre of land turned over to the land-grant lines, but payment, under the law, will continue indefinitely.

The railroads built this country, and railroad transportation must remain the backbone of industry. Give them a square deal. They are asking for nothing more.

LOUISVILLE & NASHVILLE R.R.

Firestone OLDFIELD TYPE

Size	Price Each	Price per Pair
4.40-21	$4.98	$9.60
4.50-21	5.69	11.10
4.75-19	6.65	12.90
5.00-20	7.10	13.80
5.25-18	7.90	15.30
5.25-21	8.57	16.70
6.00-20 H. D.	11.50	22.30

H. D. TRUCK TIRES

Size	Price Each	Price per Pair
30x5	17.95	34.90
32x6	29.75	57.90

All Other Sizes Priced Proportionately Low

Firestone COURIER TYPE

Size	Price Each	Price per Pair
30x3½	$3.97	$7.74
31x4	6.98	13.58
4.40-21	4.55	8.80
4.50-21	5.15	9.96
5.25-21	7.75	15.00

Martin's Garage

Firestone ANCHOR TYPE Super Heavy Duty

Size	Price Each	Price per Pair
4.50-20	$8.55	$16.70
4.50-21	8.75	16.96
4.75-19	9.70	18.90
4.75-20	10.25	19.90
5.00-20	11.25	21.90
5.25-21	12.95	25.30
5.50-20	13.70	26.70
6.00-20	15.20	29.50
6.50-20	17.15	33.30
7.00-21	20.15	39.10

All Other Sizes Priced Proportionately Low

W-I-D-E TOBACCO CLOTH

Ready to Fit Any Size Plant Bed

NO SEWING WORRY TROUBLE SEAMS

Nothing to do but put it on Plant Bed

Any Width. Any Length. Make bed to Fit Your Cloth

R. T. Kirkland & Company
THE STORE OF REAL VALUES

PREVENT those TERRIBLE HEAD COLDS -you can do it

Zonite disinfects the nose, mouth and throat. An active germicide. Use regularly and you won't have colds.

Made In CARLISLE By CARLISLE MILL & SUPPLY CO.

Sold By All Home Grocers

These Citizens of Carlisle

Make This Community Page Possible

It is the desire of every citizen in this community that it progress---go forward, and going forward carry us all on to greater happiness and prosperity than we have ever before experienced. But communities do not progress of themselves---it is the effort, the spirit of community cooperation exerted by each member of the community that pushes the community onward and upward. Unified endeavor alone will accomplish what we most earnestly desire---and in these days of readjustment it is especially imperative that each one do not only his share, but more than his share toward aiding the drive back to normalcy.

These Progressive Members Of This Community Are Doing Their Share

FREY'S INSURANCE AGENCY
W. H. FREY

Few men have the welfare of Carlisle more at heart than Will Frey, whose business includes every kind of Insurance. He has been prominent in all movements for community progress and is ever ready to work for the advancement of town and county. His slogan in business is "AETNA-IZE," and no man in the county, probably, is better informed as to the protection that property owners may secure through various policies.

Mr. Frey believes that a new day will dawn for Carlisle when the Myers Station road is completed and the bridge is built at Maysville, when assuredly much traffic will be routed from Maysville directly through Carlisle over Route 32. He is an indefatigable worker for this road. His office is in the First National Bank Building.

STANDARD OIL CO.
E. A. SEAMANDS

A hustler is Earnest Seamands, always going after business and using the columns of The Mercury generously to tell of the excellence of Standard products. He was instrumental in securing tanks from his company, in which water was hauled from Millersburg to Carlisle, when the supply ran low and though one truck broke down and the other "burned up" in his efforts to get a tank here, his effort in this regard is typical of his willingness to co-operate in any movement for the welfare of the community.

So you find his name every month on this page as one of the loyal boosters. Seamands believes in the excellence of the product he sells, which he will tell you is "Refined Up To A Standard, Not Down To A Price."

HARPER'S GARAGE
Ford Agency
ROBERT HARPER

Mr. Harper came to Carlisle from Fleming county some years ago and shortly after moving here saw the possibilities of the Ford car and purchased the agency. Growth of the business was so rapid that soon a garage building that exceeds in appearance and construction garages in much larger cities was erected.

The value of a Ford agency during the last ten years is too well known to need repeating. Suffice it to say that the owner has been too busy to take a vacation until the past December, when he slipped away to Florida for a few weeks of sunshine. Mr. Harper has been a consistent advertiser in his county paper and naturally we think his business acumen in calling to his aid this unsurpassed medium of publicity has contributed largely to his splendid success.

MARTIN'S GARAGE
Home of The Buick
LANE MARTIN

About 18 years ago the writer worked in the "scale room" at the first Carlisle tobacco warehouse with Lane. How the boy has gone up since then! Now instead of weighing baskets of tobacco he may sit and count the Buicks that his salesmanship has brought this county. Interested in automobiles from the earliest days of the industry, he has stuck to it, until Martin's Garage is one of the institutions of Carlisle.

His mechanical department has been for years in charge of Will Mastin, of whom it may be said, "When Better Buick fixers are found, Bill Mastin will be amongst 'em."

Lane has one of the best arranged sales floors in town. With a couple of new models in, Martin's is as attractive as any city garage.

D. M. CURRY CLARKE LEER

Our Sheriff and his deputy, both living out in the county until elected to office. These genial and courteous gentlemen will show you every consideration—and will arrest you, if you run afoul of the law.

Mr. Curry is known as one of the most popular men in Nicholas county and his Deputy is rapidly earning the same reputation.

The Mercury has found both of these gentlemen always interested in the progress of Carlisle and the county. Their names on this page, dedicated as it is to promotion of community spirit, is proof of that.

G. T. COWAN
Dentist

Dr. Cowan came to Carlisle from Fleming county and immediately began to build up a practice which soon made his success assured. He has taken active part in civic, church and school affairs and is now a member of the Board of Education of the City School.

Whenever The Mercury has promoted any movement looking to the good of the community, Dr. Cowan has invariably joined without hesitation.

By the way, Fleming county has been rather generous in the class of high citizenship she has given us. This is the third Fleming county product we have sketched on this page and all of them rank high in our civic life.

GATEWOOD'S CONFECTIONERY
Q. T. GATEWOOD

"Where School Friends Meet" is the slogan of this popular confectionery. And they do meet there. We don't know what the girls and boys of Carlisle would do without Gatewood's. He came to Carlisle some years ago and then left us for Paris. But he couldn't stay away and we are glad he didn't, for his confectionery is a credit to the town.

Aside from soft drinks, ice cream, candies and tobaccos, you can purchase a delicious plate lunch at Gatewood's, any day at noon, if you are early enough, for these lunches "go like hot cakes." Mr. Gatewood's name on this page indicates his interest in the community of which he is a valuable member.

CARLISLE DRUG CO.
"PETE" LEDFORD
"RED" OSBORNE

"Pete" says he can make more money farming, but his store looks mighty prosperous to us. And then he is fortunate in having the services of Doctor Osborne, familiarly known as "Red" by reason of the auburn tinge that distinguishes his hirsute adornment. Another real salesman and popular fellow, who vies with "Doc" Allison for the popularity belt in these parts is Lee Osborne. He "knows his drugs" and everyone knows and likes him. He is a born proofreader and can find more typographical errors in The Mercury than anybody—and that's saying a lot.

We hope "Pete" never decides to go farming. What would so many of us do, who now thumb over and read all the popular magazines without buying them?

SAM T. HOWE
Furniture

A valuable citizen, gentle reader, if Carlisle ever had one. He has been well up front in every movement for progress that has started here in the last 18 years, to our knowledge, and longer than that, no doubt. His present devotion is to the Hospital and he works for its welfare untiringly.

Mr. Howe is proprietor of a furniture store that is second to none for a town this size and better than scores of them in larger towns. He believes in advertising, but is sometimes "hard to sell." At such times we withdraw gracefully and send a solicitor of the gentler sex to see him. He has recently evolved a whale of a slogan. If he invented it, he should go in for a prize in slogan-writing contests. It is: "IT PAYS TO KNOW HOWE." And it does.

MYERS, LAMBERT AND WILSON

Located at the extreme Eastern end of town, this firm does a thriving feed, seed, grain and coal business. They have been consistent advertisers and tell us that they will start their spring campaign soon. Mr. Herdy Myers is in active charge of the business.

He is also police judge, but unless we had done something particularly bad, we should prefer to take our chance in his court than in many others. For he is endowed with a heart, which, it seems to us, is in the right place.

Whenever we go out to see him with any plan for community endeavor, he says: "Oh, boy, I can't afford it." But he usually does—just as his firm joined this community circle. The telephone number is 9.

BUNTIN'S FILLING STATION
WEBB BUNTIN

Webb says you can stop at his place and get anything done to your car that needs to be done. He'll put on new tires, wash it, grease it, adjust brakes, make mechanical adjustments, or sell you a new car, if you want one. Then he'll fill up the tank with gas and you are ready to ramble.

"Real Service Is Our Motto" says Webb and we can well believe it, for he is always evidently anxious to give each customer his best attention, be your purchase large or small. Webb says car owners are getting away from the practice of going one place for one service, a second place for another service and so on. He is ready, he says, to give you the whole prescription of automotive service at his station.

KROGER GROCERY
A. V. ALLISON

Who doesn't know and like "Doc" Allison? Here is a hustling young fellow who is a real salesman and no two ways about it. He "knows his onions," to say nothing of his prunes, beans, peas, and bananas. In fact, he KNOWS the grocery business; he knows the art of meeting and making customers and few stores, we venture to say, ever had a more valuable manager in charge.

Never yet have we seen "Doc" fail to contribute his part to any movement that had as its object the welfare of Carlisle and community. He's a "live wire" and such are the most valuable of citizens to any town. He will probably "crown" the writer for saying all these true things about him.

MAIN STREET GARAGE
W. F. GAUNCE

Here we find the home of the Studebaker and if you want to hear about a "really sure-enough good car," ask Mr. Gaunce. Here is just about one of the best fellows you ever saw. Everyone likes "Skinny," and if he dislikes anyone, he keeps it to himself. If he had a pile of money, he'd buy a page like this all by himself—and then we know what he'd do—he'd go shoot clay pigeons from Mills Point to the Sandy.

So we hope when business picks up he sells a couple of hundred Studes and takes us along trap-shooting with him.

If you ever need help out on the roads in this vicinity, call 131 and you'll get service, or, if you are in Carlisle, you'll get it at Main Street Garage.

JOE MATHIAS
INSURANCE

Carlisle wouldn't be Carlisle without Joe Mathias. When you meet him and he says: "How are you now; what do wou know," somehow you feel that this is home, and if you have been away you are glad to get back.

Joe can sell you all kinds of insurance. He has his office at his home on East Main street and his telephone number is 249. He represents some big companies and it will pay you to call him.

Here is another man who may be sai dto be just about as an enthusiastic a booster for his town as any man in it. If we had more people that felt as Joe does, our Commercial Club would now be functioning one hundred percent.

I. B. ROSS
ATTORNEY

Frequently referred to, and with good reason, we think, as Carlisle's leading citizen. "Get Innes to do it" has been a slogan, since the Liberty Bond drives of the wartime days, in which he did such valiant work. How Mr. Ross finds time for his thriving law practice, after doing all the "free work" he is called upon to do is a problem.

He has pulled many a movement for the public good out of the fire of failure, sacrificing his own business and time to the cause of town or county. "Get Innes to Do It" usually results in whatever is to be done being accomplished. Sometimes we wonder if the man hasn't a constitution of iron. And just now we are wondering what will happen to us for telling the truth about his value to the community.

THE C. C. COLE CO.
RUSSELL SHROUT
ROBERT FISHER
CHESTER COLE

These young men have built themselves a Men's Furnishing store that will rank with the best of them in any town any way near the size of Carlisle. In fact they may be said to deserve the slogan they use: "Home of Better Clothes." You can buy an outfit from them and be as well dressed as if you bought it on Fifth Avenue. Taste in buying, the stocking of advertised goods and the belief of the firm in the power of consistent advertising has helped to make the C. C. Cole Company highly successful under their management.

"The boys at Cole's will help put it over" we always say in this office when anything is to be accomplished in a civic way, or any county-wide movement started. Valuable citizens these. Watch them advance to greater success.

ROSS & PARKER
JAMES W. PARKER

Mr. Parker is the active member of this successful insurance firm and will write you fire insurance, auto insurance or a surety bond. You may see him at the Deposit Bank, of which institution he is the assistant cashier, or if after banking hours, in his office over the bank.

Jim came to town from the edge of Bourbon some years ago and has been highly successful both as a banker and in the insurance business. He is now a member of the city council and may be said to be a true Carlislean.

Mention Insurance to him and if he doesn't write you it is because you're proof against his famous suavity.

S. T. CAMERON
Hardware

Another county merchant, whose success in merchandising brought him to a larger field. He has, probably, "the best stand," as the saying goes, for any business in town. His hardware store is directly opposite the entrance to the Court House on Main street. Mr. Cameron is agent for the famous International Harvester lines in this county.

He owns a farm in addition to his business in Carlisle and so is doubly interested in the welfare of both town and county. The Mercury has always found Tom Cameron ready to join in any movement for community betterment and so you find his name among the thirty who have contributed to a campaign that has as its object the advancement of the welfare of the community.

W. O. PENNINGTON
PLUMBING

"Penny" came to Carlisle just after the big storm and immediately set to work putting on roofs that the storm had torn off. Since then he has been as busy as the proverbial bird dog in a rye patch with tinning, plumbing, installing furnaces and doing electrical work. His shop is now located on the corner of Main and Sycamore streets.

Mr. Pennington was recently awarded the plumbing for two years on a branch of the L. & N. Railway. He handles the American Radiator and the Monarch hot air furnace, does all kinds of roofing, tin, slate and composition, puts up tin and copper gutters, etc., and installs plumbing. All work is handled by experienced men. "No job too large and no job too small," for us, Mr. Pennington says.

R. T. KIRKLAND & CO.
R. T. KIRKLAND

The owner of this up-to-date store, coming a few years ago from a long and successful merchandising experience in the county, has succeeded in building up one of the most substantial establishments in Carlisle.

He is a consistent advertiser in the home paper, where you will find his message each week.

"R. T." is always interested in the progress and welfare of his town and never refuses to join any movement which has for its object the up-building of Carlisle and the community. He was one of the first to sign the agreement to contribute to a monthly page in The Mercury, dedicated to the welfare of this community. His cherished desire, someone has told us, is to live in a large city, but we hope that Carlisle will not lose him, ever.

BLUE LICK STORE
CHARLES COLE

An up-to-date general store on Main and Dorsey avenue. Mr. Cole, its proprietor, believes in consistent advertising, is doing it each week in The Mercury and says that it pays. Watch our columns, read his advertisement and the prices will convince you that it will pay to visit him.

The Mercury is never more pleased than when it can demonstrate conclusively that advertising pays and we think we have done that for Mr. Cole.

His loyalty to united community endeavor is also proved by the fact that he was among the first signers to this Community Page.

KENTUCKY UTILITIES
FRANK HARDESTY
MANAGER

Never, we think, have we known a corporation to be more happy in the selection of a local manager. Mr. Hardesty has not an easy position to hold. People are eternally finding fault with the purveyors of electric light and current and it takes an even-tempered and tactful man to represent them and not become unpopular in the community. Far from being unpopular, we doubt if there is a man in Carlisle who is more generally liked than Mr. Hardesty.

He is a most valuable man to his employers and we hope, if he wishes to do so, that he will be assigned to this office for many years. We have always found him willing to assist in any movement for community good.

THE CITY STORE
Owned and Operated By
SEXTON'S CASH STORE

In the genial proprietor of "The Old Reliable," Carlisle has another merchant who came to us after making a success in a county store. He has done a tremendous grocery business here for several years and recently opened a general store in the City Store building on Main and Locust streets. Mr. Sexton announced in the last issue of The Mercury, "We are just closing the largest year in the history of our business." That is what anyone, who is aware that 1930 will go down in history as one of the worst "off years," must realize is SOME RECORD.

Mr. Sexton's slogan for his grocery is: "The Store That Is Always Busy." If you don't believe it is an appropriate slogan, try to get in any Saturday.

W. G. COWAN
Chiropractor

The only exponent of the "art chiropractic" in Carlisle, hails from Fleming county, and since coming to Carlisle has, with Mrs. Cowan, taken active part in the business, social and religious life of the community.

Mr. Cowan realizes the value of his home paper as an advertising medium and his card is a standing fixture in the columns of The Mercury. He is always to be found enlisted in any movement for the progress of Carlisle or the betterment of the community. He quickly realized the value of a monthly page devoted to the upbuilding of community spirit and was one of the first signers.

METCALFE'S GROCERY
Home of The "Monarch Brand"
ED METCALFE

Everyone knows and likes Ed. A native Carlisle boy, he left for the wild and wooly West some years ago, punched cattle, herded sheep, and—well, further than that deponent sayeth not. The World War tore him away from Montana, as an enlisted man. He went to France, then back to Carlisle, where he has been successful in conducting a grocery which is everything a high-class grocery should be. "Service and Quality" is Ed's motto and he is mighty proud of that "Monarch Brand," and has due cause to be.

He has been police judge, is now a councilman and can vie with Irvin Cobb and Tandy Ellis as a yarn-spinner. He is sometimes hard to handle, but he usually says: "Put me down, darn your hide!" if it's a community project in which we attempt to enlist him. If you'll call 13, he'll deliver the groceries.

CARLISLE FILLING STATION
FRANK SIMS

Frank and the Carlisle Filling Station have been much like the famous Finnegan report—"off agin', on agin!" But Frank is back now as the proprietor of the popular filling station on the corner of Main and Walnut streets, where you are invited to "Stop and Gas," whenever the old boat shows signs of running out of juice.

Frank is just now interested in "Nu Life" for old or new batteries. "It doubles the life of a battery new or old," Frank says and prevents freezing and corroding. The next time you "Stop and Gas" with him, ask about "Nu Life."

DR. A. T. GARDNER
Optometrist

Here's a Carlisle boy who has made good in Carlisle. Probably he was not born here, but he has lived here long enough to merit the appellation. It is not necessary to go to the city to have glasses fitted to your eyes. Dr. Gardner can satisfy the most exacting patient scientifically and practically.

Dr. Gardner is a member of the city council and is identified with every movement for the welfare of Carlisle. We remember that he was one of the most enthusiastic members of the Commercial Club in Carlisle and he is ever ready to get out and work for the welfare of the town and county.

He is a believer in the value of educational campaigns in the county paper and his little essays that appear each week in The Mercury, always on page 4, are valuable in calling attention to the importance of the eyesight and its care. His office is over the Farmers Bank.

CARLISLE MILL AND SUPPLY COMPANY
W. R. KNIGHT

Most people in this section are familiar since childhood with a rose-adorned picture of as good flour as can be made by any mill—and it is made right here at home—"White Rose Flour." It is a product that we should be proud of. Under the management of Mr. Knight, the product is better than ever before and home people should show their appreciation of local initiative and industry by purchasing White Rose whenever possible.

Mr. Knight says he KNOWS ADVERTISING PAYS. He is one advertiser who has carefully checked his advertising outlay in the county paper and is SURE THAT RESULTS HAVE MORE THAN REPAID HIM. So, naturally, he is always ready to join any movement that will give the right sort of publicity to town and county. Here's another valuable addition to our citizenship from another county. Bath is the loser this time.

BERTHA WESTFALL
County Clerk

Mrs. Westfall is our popular County Clerk, elected to office by one of the largest majorities ever accorded a candidate for that office. You may be assured of courtesy and expeditious handling of your business, if you have occasion to visit Mrs. Westfall's office. She is ably assisted in her duties by John Parker Ross, as deputy clerk.

Though not "in business" in the usual sense of the word, Mrs. Westfall readily saw the value of an effort to knit together the spirit of the community in these monthly messages and became one of the first signers of the "Community Page."

MOTCH CHEVROLET COMPANY
GEORGE MOTCH

A former Carlisle boy is manager of this company. Though he lives in Winchester, we have always felt his heart is in Carlisle and it must be in his business here too, for the Chevrolets in Nicholas increase every year. George came over here in the days of our Commercial Club organization and made us a fine speech and was really the man who started the club. He has a dream of the Maysville and Lexington Road leaving the present route at the Oscar Johnson farm and coming straight to Carlisle. Some day, when 32 is completed through Myers Station to the river, perhaps we can make his dream come true.

That Mr. Motch is interested in Carlisle is shown by his becoming one of the underwriters of this page.