LET ME CARRY YOUR MESSAGE

INTO

2,000 HOMES

The Merchant Who Has Nothing To Tell the People Has No Reason To Be In Business

Would you board up the show windows of your store, Mr. Merchant? Of course you would do nothing so foolish. But the merchant who does not advertise is boarding up his show windows. Advertisements are like show windows. They are to display to the passerby.

And when you advertise, 2,000 families in Nicholas county are passing by your show window. Perhaps you say you can't afford to advertise. No one will seek out your store when others are offering the customers reasons why they should trade elsewhere. Think it over, and you'll see where you lose money by not advertising

THE CARLISLE MERCURY

THE CARLISLE MERCURY

VOLUME LXVI ESTABLISHED 1867

CARLISLE, NICHOLAS COUNTY, KY., THURSDAY, JULY 28, 1932

OVER TWO MILLION
DOLLARS FOR ROAD
WORK IN KENTUCKY
U. S. Appropriation To Give
Employment
290,000 plobes Men
Employment and the strain of the

SESQUI-CENTENNIAL CELEBRATION TO BE HELD AT BLUE LICKS AUGUST 19

STATE-AT-LARGE

CONGRESSMEN TO