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WARREN FISHER, EDITOR

GRIMES CAYWOOD, NEWS ED

Three Months (in advance



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To Self and Town The following article taken from The American Bankers Magazine should furnish food for thought for Carlisle business men:

"No business man in any town should allow a newspaper published in his town to go without his name and business being mentioned somewhere in its columns. This does not mean that you should have a whole-, half-, or even a quarter-page ad in each issue of the paper, but your name and business should be mentioned, if you do not use more than a two-line space. A stranger picking up a newspaper should be able to tell what business is represented in a town by looking at a paper. This is the best possible town advertiser. The man who does not advertise his business does an injustice to himself and the town. The man who insists on sharing the business that comes to town, but refuses to advertise his own, is not a valuable addition to any town. The life of a town depends on the live, wide-awake and liberal advertising bus-

ACT NOW AND WATCH RESULTS