CAT ADOPTS BARY BATS

THE GARDEN

\$2.00

COMMISSIONER'S SALE Home Markets Offered For Many Farm Proc

What Do YOU **Spend For** Advertising

Advertising is as much a part of modern business as the house in

Wise business executives place their advertising on a result-prois—a basis that will move merchandise, and in order to do below show what should be spent out of each \$100 in gross sales. the figures given will show what you should be spending for advertis-

Department Stores	\$3.87
Furniture Stores	6.30
Jewelers	3.10
Druggists	2.10
Shoe Dealers	2.65
Retail Grocers	3.30
Hardware Stores	1.55
Men's Furnishings	3.16
Soda Fountains	1.70
Cafes	3.10
Real Estate	1.21
Insurance	1.07
Novelty Stores	2.35
Garages	1.38
Dry Cleaners	3.30

Advertising has contributed to the growth of every successful and outstanding business in America, and the axiom: "Deliver your message and you will deliver the goods," has long been accepted by those who go after business in a business way.

THE CARLISLE **MERCURY**

COMPLETELY COVERING NICHOLAS COUNTY "A Fertile Field in Which to Plant Your Advertising Dollar."



CARLISLE MERCURY, CARLISLE, KY., JUNE 30, 1932



A. T. GARDNER



DANCING Afternoon

MAMMOTH DISPLAY OF Fireworks JULY 4th **Joyland Park**

SWIMMING POOL



After years of expensive research our labors are rewarded. Our laboratory working in conjunction with warded. Our laboratory working in conjunction the Welch Grape Juice Company, has pro-duced a New NuGrape . . . A delicious, car-bionated beverage deriving its entire flavor and color from Welch's Grape Juice.

Never before has there been a drink like this Never before has there been a time introduced to the American public. The New NuGrape has a smooth, fresh piquaney of flavor—a delightful, bracing tartness about

than any artificial grape drink you ever tasted—write us, en-closing crown and we'll gladly refund you the small purchase price. Make sure though you price. Make sure though you get the genuine. The New NuGrape is now on sale everywhere for 5¢.

> **Carlisle Bottling** Works

> > CARLISLE, KY.

NUGRAPE COMPANY OF AMERICA General Offices : : : : : Atlanta, Ga.