The Carlisle Mercury

Established 1867
Printed and Published Every Thursday At Carlisle, Ky.

WARREN R. FISHER JR. Publisher

SAC KASH

In State, \$2.00. Out of State, \$2.50.

THURSDAY, DECEMBER 9, 1948

"Owl Hollow" No Longer Visible

The Burdens of War



In Bygone Days-Carlisle Water Works Begins New Filtering Plant Operation

A Good Season To Practice It

Early Carlisle History-Kentucky Central Railroad

Provokes Humorous Editorial

Jest Among Us By Jack Wild

Give party called time to answer

CARLISLE MERCURY, CARLISLE, KY., DECEMBER 9, 1948

Farmers Take Steps
To Conserve Water
Mrs. James E. Sadler C-11
The farmers around bere are unique to be without stack we without stack we.

Mrs. James E. Sadler C-11

Hold on a little longer . . .

CLEANER for Xmas Now Lowell K. Tucker

Luther Burden and family para set.

| Grover | Content |

He's Coming!

it's important to allow shout a

answer your own calls as promptly as possible. Being considerate pays off in better telephone service for everyone.

at the other end of the line! That's why

Made By FEDERAL LAND BANK

National Farm Loan Association

Send The Mercury As A Xmas Gift

4% FARM LOANS For Any Farm Purpose

LINDA LINE SEZ: CHRISTMAS SHOPPING . . .



, can be a tiring job. But whenever you're is need of Radio and Electrical Appliances of

G. E. Duncan & Son

Electrical Wiring



HARPER'S GARAGE

1915 - 1948 A MERRY CHRISTMAS FROM YOUR FORD DEALER

Beginning Thursday, December 9 These women's dresses are all the correct length, highly styled and perfect fitting Mynette make in half sizes, Ann Foster in regular sizes and Gay Gibson in Juniors. 10.95 reduced to 8.95 12.50 reduced to 9.95 19.50 reduced to 12.95



13.50 reduced to 10.95 16.50 reduced to 11.95

Cinderella dresses for Children 2.00 reduced to 1.49

• MEMO TO ADVERTISERS

Carl Moore, who for the past several years has been a clerk in the store of R. T. Kirkland, left Monday for Lexington to take a position with the Ades Dry Goods

Questions and Answers 1

about Newspaper Advertising

have been approved and adopted by ad-vertisers—namely A.B.C. standards.

A. A.B.C. stands for Audit Bureau of Circulations, a cooperative association of 2000 advertisers, advertising agencies and pub-lishers in the United States and Canada.

Q. What is the Bureau's work?

A. To audit the circulation of newspapers and periodicals so that advertisers can buy space on the basis of definite standards and verified facts and figures.

Q. Is this newspaper a member of the Audit Bureau of Circulations?

Q. How does A. B. C. accomplish this? A. The Bureau has a large staff of experienced auditors. They visit the publisher

tion is then published in A.B.C. reports

Q. If hot do these reports show? A. Yes. In the well-known standards that A. A.B.C. reports tell how much circulation A.B.C. reports ten now much circulation is, how it was obtained, how much people paid for it, and many other verified facts that advertisers should know when they

buy advertising.

Q. Are all publications eligible for A. B. C. A. No. Only those with paid circulation. This is important to advertisers because it is

the best proof of interest and purchasing power on the part of the readers.

A. Yes. We are proud of our circulation and we want our advertisers to know just what they get for their money when they advertise in our columns. The audited information in our A.B.C. report gives

The Carlisle Mercury Nicholas County's Leading Newspap



A; B. C. = AUDIT BUREAU OF CIRCULATIONS = FACTS AS A MEASURE OF ADVERTISING VALUE