The Carlisle Mercury Established 1867

Printed and Published Every Thursday At Carlisle, Ky. Entered as second class matter at the post office in Carlisle, Kentucky, under act of March 3, 1879

WARREN R. FISHER JR. Editor-Publisher

SUBSCRIPTION RATES PER YEAR In State, \$2.00. Out of State, \$2.50.

Our Editorial Platform

- Zoning of city for answering fire calls.

 Consolidation of city and county schools.

 Nicholas county.

THURSDAY, AUGUST 18, 1949

played by advertising in the American economy to be presented in many years was contained in the testimony of Thomas D'Arcy Brophy, chairman of Kenyon and Eckhardt, Lefore the Senate Post Office Committee. It is a role egenerally misundestood by the publicat-large and too frequently forgotten by advertising men themselves. A Spider And The Mercury

Many years ago Mark Twain was editor of a small-town newspaper. A reader wrote in saying that he had found a spider in his paper and wanted to know if that was an omen of good or bad luck. Mark Twain answered: to know if that was an offeri of golds to know if that was an offeri of golds and the finding a spider in your newspaper is neither good nor bad luck. The spider was merely booking over our paper time golds and the spider was merely booking over our paper time golds and the spider was not paper time golds and the spider was the spider with the spider was the

Advertising's Role

The clearest exposition of the role great mass production machine o ing.—Editor & Publisher.

3-Year-Old Suffers Serious Cuts And Bruises In Collision Sunday

Thursday, August 15, 1929 77, of the county Junior Earlywine, 3-year-old Mrs. Lena V. Wrigh

a simenble in which he impediately a second to the second in a second to the second in the second in

Mrs. Clyde Owings received ord from her sister, Miss Blythe lade, at Jacksonville, Fla., that Attends UN Parley at Jacksonville, Fla., that the street painful injury a plate glass window been in the building in which she partment of Georgical and Comparison of Stitches

JEST AMONG Of Passing Words
US...

Styling with high griph, the wide in page of the higher of the high griph, the high page of the higher of the high page of the higher o

by advertising men themselves.
"Advertising is the counterpart in distribution of the machine in production. By use of machines, our production of goods and services has been multiplied. Advertising multiplies selling messages and appeals.
"Hence, advertising the greatest react opportunity and the greatest react opportunity and the greatest recoupl to keep the machines in our factories running."
It follows that, if advertising is

ractories running."

It follows that, if advertising is prohibited, curtailed or discouraged, sales will decline production will be stopped, and the whole economy will slump. Advertising, the keystone of our distribution system, keeps our

What is it worth



WHEN YOU WANT TO:

Run an errand downtown Call a doctor Chat with friends Reach someone in a hurry

The true value of your telephone can be measured only in the many different ways it serves you—in the convenience and pleasure it adds to daily life. Your telephone service is increasing in value day ye day as the number of friends and relatives you an call keeps growing larger, and service becomes aster and better.

When you stop to think how much it does for you

Every term when I teach my few miles from whole fields of hogs.

LYE SOAP . . a soft, gooey LYE SOAP . . a soft, gooey and the source of the s

AFTERTHOUGHT: I wonder the worder that the worder the worder who left this more for the milkinan." Unlock the door with key under mat, put milk in refrigerator, then pa down celloget his where we work where we work where we work where we would be with the worder worde day; we should not Mr. and Mrs. Jans St



Newspaper advertising

L. Male your advertising copy easy to read, friendly and informative. People read news-papers for the news. Give them facts and news-about your nerrodundine and services.

cestablish and maintain definite stand-ards of circulation, audit the circula-tion records of the publisher members to report this verified informative in the report this verified information. 2. Advertise regularly. Do what successful salesmen do-call on customers and prospects advertisers.

3. Protect your advertising investment by in-

romens, Generate in neutricit.

In ouder that you may know joat what you get for your money when you advertice in this newspare; we are immining to the control of the fluence in the newspare your investment in its newspare your investment to in known and verified values, ment it is in known and verified values.

At regular intervals, one of the Bureau's trained auditors makes a thorough audit of our circulation. The verified you just what circulation you get for your facts and figures thus obtained are issued in an official A.B.C. report,

The Carlisle Mercury

Nicholas County's Leading Newspaper



This newspaper is a member of the Audit Bureau of Circulations:
Ask for a copy of our latest A. B. C. report giving audited facts
and figures about our circulation.

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

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CARLISLE MERCURY, CARLISLE, K.

in Fall Styles You'll Love for Every Occasion

Slipper Satins
Tissue Failles
Corduroys

Wool Combinations
Velvet Combinations
Irredescent Taffets

These are dresses you'll be proud to wear ... and enjoy all Fall ... from morning to night. Each is individually styled with intered skirts ... scooped mecklines ... flut styled with intered skirts ... scooped mecklines ... flut suitons that spakle ... kangaroo pockets ... and ever-so-many definitely Fall 1949 style details. Section of colors as rich and glowing as Fall itself.

Stop in and sees those some ... C. 18

Stop in and see these new Fall Dresses they're so smart . . . so new . . so rich in color. Regular and half sizes for women and

Lerman's ... Now Showing The Very Newest FALL DRESSES

Myers Rena Crawford Scrub Grass P. Minton of Norwood, O, spent Saturday with Mr. Kelly Cameron and Miss Thursday with Mr. and Mr. O. L. Hollo State Coeway and Mrs. Me Colli-shal Walton.

At Feeback's

And Save

DOLLARS

Thanks

in this past campaign for State Senator I thank you.

Chas. A. Pettit

Look what you get for \$1876[™]



Come see this Stunning New Buick Specialbig in room, big in valve-in-head straight-8 power, easy to manage in size and price

Yes, we know it looks like a lot more money. Then do a little hard-boiled matching-up of That stunning new front end — those graceful, tapering fenders — those bigger interiors and high-visibility windows add up to a car you'd expect to wear a pretty fancy price tag.

But come in and see for yourself how right we were when we said this new beauty was priced right down your alley.

Come try the comfort-patterned seats, handle this easily managed wheel, lift the hood and see the bonnet-filling valve-in-head straight-eight power plant you command, measure the shorter bumper-to-bumper length.

DELIVERED AT YOUR DOOR

Model 46 3-passenger Coupe (Modeled) \$1876.00 Model 46-S 6-passenger Sedanet . \$1929.00 Model 43 6-passenger 4-door Sedan \$1982.00

When better automobiles are built

In particular—compare this beauty with the sixes— and ask yourself why you should pay for straight-eight power and not get it. You have, remember, three smart body types to choose from—the tidy, three-passenger Coupe shown here, a neat 2-door, six-passenger Sedanet and a smart 4-door Sedan with the roomiest interiors ever found in a Buick SPECIAL.

They're going fast, as you might expect. Getting a firm order in is a smart move just to insure early delivery.

GALBRAITH BUICK

228 West Main Street

Carlisle, Ky.