The Carlisle Mercury

Established 1867

Printed and Published Every Thursday At Carlisle, Ky.

econd class matter at the post office in Carlisle, Kentucky, under act of March 2, 1879.

WARREN R. FISHER JR. Publisher SAG KASH

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

Our Editorial Platform

2. Probag of try for amovering for eaths.
3. Consolidation of rity and county shocks.
4. Consolidation of rity and county shocks.
4. Institution of natural gas lines.
4. Institution of natural gas lines.
5. In silication of the Nachalan County County and South County and South

THUSDAY, FEBRUARY 3, 1949

The Men Of Tomorrow

Profits Have Jobs To Do

Increase Over Preceding Year

Here Abouts - - -

Claims For Livestock Show \$19.50 | be strawberries; in another, peach-es, or both; in still another, apples

--- With Emily Asbury

of the yollinger was not but were the control of the Westerdy appointed to the Norma—Sharp—Especially Mr. Repsolds.

—Emery Clark, Ir.—Pretty outstanding. I mean Brother Carr.

—Coaler Blain—Once of the best things to hit

Group D. McLean, Robe den, Meroer Smith, Ernest Coaler Blain—Once of the best things to hit.

the Winners's togood between the control of the Kentack's below the
law been amound this's Spenier has been amound this's Spenier
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"the first been the control of the control of

and in the not one clearly complete an employ were above to the complete and the complete a

have exag-been awfully Use The Mercury Classifieds

MENTUCAY On the Chilch



'Silver Threads Among The Gold' Mean Little To Those Having 'Em

Questions and Answers J about Newspaper Advertising

Q. Do you know of any measure for the value of newspaper circulation to an advertise such as the standards that a business ma-uses in buying merchandise?

A. Yes. In the well-known standards that have been approved and adopted by ad-vertisers—namely A.B.C. standards.

Q. What is A. B. C.?

A. A.B.C. stands for Audit Bureau of Circutions, a cooperative association of 2000

Q. What is the Bureau's world

A. To saske the circulation of newspapers and periodicits to that askertisers can low space on the basis of definite standards and verifical facts and figure.

Q. It his newspaper a monker of the Audit Bureau of Conditions

A. Yee. We are pound of our circulation and we want our advertisers to know just them they then the proper and the standard of the circulation and the circulation are circulated as a circulation and the circulation and circulation and circulation and circulation and circulation and circulation and circulation and

A. The Bureau has a large staff of experi-enced auditors. They visit the publisher members periodically and make audits of their circulation records. This informa-

tion is then published in A.B.C. reports for the use and protection of advertisers.

Q. What do these reports show?

A. A.B.C. reports tell how much circulation a newspaper has, where this circulation is, how it was obtained, how much people 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.

lishers in the United States and Canada.

A. No. Only those with paid circulation. This important to advertisers because it is

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 them the complete facts.

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

Time Out

that uses

its

Head!

STOMACH ULCERS DUE TO EXCESS ACID
FreeBookTellsofHomeTreatmentthat
Must Help or it will Cost You Nothing

We Know You'll Agree "Heart"ily . . .

. . that we can handle all of your Radio and Telerision needs in a manner that is completely satis-

G. E. Duncan & Son

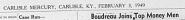
Radio Repairing

Electrical Wiring

MILLIONS Switch to WIZARDS for Easy Starts SAVE up to 40% too!

Long Type for Late G.M -Built cars. ...

TOMMY JOHNSON Carliele Kentucky





Most growth Mr. and Mr





Dorothy.

7. and Mrs. W. J. Roe and Mr. J. C. Smart spent S

Sday with Mr. and Mrs. Joe
and Mrs. J. C. Smart spent S

night with his brother, Joe
and Mrs. Smart.



SUN. and ma 3 GODFATHERS

2nd Hit

DUELIN O'BEILIN OF MARY FRI. and SAT. SUN. and MON 2nd Hit

Silver Threads

& FREY MOTORS will put

your automobile in new-car condition, from bumper to

new car but a trip to CLARK

There are other things to notice about this engine.

GALBRAITH BUICK

228 West Main Street

It's a Fireball power plan

QUICK RELIEF FROM

INSURANCE

' TODAY'S DELIVERED PRICES

INCLUDING RADIO, UNDERSEAT HEATER, DEFROSTER, WINDSHIELD WASHER, BACK-UP LIGHTS—AND DYNAFLOW DRIVE ON ECADMASTER MODELS.

MODEL 41* SUPER 4-200E SEPAN
MODEL TO

"Buick's

the Buy

Carlisle, Ky.

POWER PLANT



LINDA LINE SEZ:



Separators