# Industrial League Leaders Play Here Tonig 

A.WP And Dayton Meet At High School Gym At 8 Dayton Holding
Second Place In
Race: Has Chance
To Win From
St Strong A.W.P

Henderson AllStars Drop Cage Came To Dayton

Peaches Contian Vitamin C
pecortes ofres tair antomits


Waynesville And
Fines Creek Split Two Cage Games


TOM GILLILA PAINTING - PAPERI

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kround the Clock Con
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Peters WORK S + eters WORK st comfortable, frem are the shoes that on until the day they are complete


RAY'S Shoe D


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355. IIRE
VICKS VAPORUB

ST. JOSEPH ASPIRIN BOOK MATCHES
with the utmost of Professional Accuras)
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Russell McPhail Chocolctes $\quad \$ 1.50$
Varge size for the haik
RUBBING ALCOHOL
DRENE SHAMPOO
s.1.00 sIzE

CO-RE-GA
.79c ${ }^{\text {so }}$


Waynesville Meets Canlon Here Friday Right In A Douhleheader Cage flame All Four Teams
Primed To Be At
Primed To Be At
Peak Of Performanc

Sylva And Canton
Split Twin Games
Mountaineers
Divide 2 Games
With Can With Canton


Carl Ratcliff Resumes Post On School Faculiy




Dayion Rubber Is Winner Over Enka

- memo to advertisers


## Questions <br> and Answers <br> 

 about Newspaper Advertisinga.
Q.
as the standaras that a business man uses in
brying merchandise?
A. Yes. In the well-known standards that have been approved and adopted by ad ertisers-namely A.B.C. standards.
Q. What is A BC. ?
A.B.C. stands for-Audit Bureau of Circu-
lations, a cooperative association of 2000 verttsers, advertising agencies and pub States and Canala
Q. What is the Burean s work?
A. To audit the circulation of newspapers nd pers so that advertusers can ards and verificd facts and figures.
Q. How does A B. C. accomplish this?
A. The Bureau has a large staff of exper enced auditors. These men visit the pubisher members annually and make audit their circulation record This ?
for the use and protection of advertise
Q. What do these reports show?
A. A.B.C. reports tell how much circulation a newspaper has, where this circulation how it was obtained, how much peop paid for it, and many other verified that advertisers should know when buy advertising.
Q. Areall pub
A. No. Only those with paid circulation. T
bant to advertisers because
power on the part of the readers.
Q.

Bureau of Circulations?
A. ro vicureader
what they get for thertisers to know
advertise in our columns. The audited
information in our A.B.C.

## THE MOUNTAINEER

