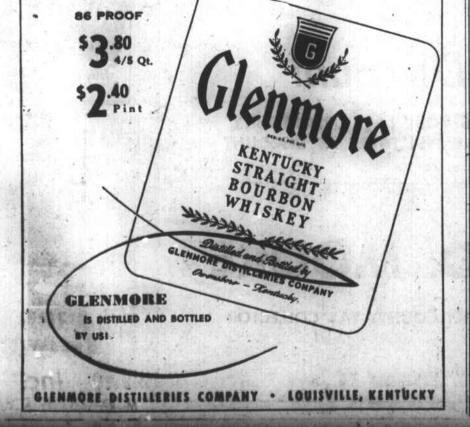


field of service. The public is invited to hear her

Carsons Welcome Daughter Mr. and Mrs. Walter Carson of Greenville welcomed a daughter Friday, Oct. 1. Mrs. Carson is the former Jacquelyn Pollock, daugh-ter of Mrs. John Pollock of Trenton and granddaughter of Mr. and Mrs. B. E. Windley.

The Person Who Fills



Your Prescription

Your registered pharmacist is thoroughly qualified by long years of professional study and experience to compound your doctor's prescription with the utmost precision.

DRUG STORE Phone 2-3231 Front St. Beaufort, N. C. interesting to them. When my ads are newsy and contain useful information I know that people will read them because they are news."

selected merchandise. To be able to recommend the best product for every need, it is part of my training to know the stand-

known merits of these widely recognized standards. "Then I advertise to give people the news of my store. Because I know that nearly everybody reads a newspaper I use newspaper advertising regularly. When people pay for newspapers they read them carefully for all of the news that

ards of quality and measures that have been established by science and experience. When I order goods my selection is based on the

ABC

"To best serve the people of this community

I maintain a stock of carefully

Another fact that merchants like about newspaper advertising is that they can buy it on the basis of known values that are just as definite as the measures of weight and quality that apply to merchandise which they handle. Businessmen cannot afford to speculate with advertising. When they buy newspaper space they

can make their investments on the strength of circulation facts and figures that are verified. It is good business practice to buy advertising by such methods just as it is good business to buy and sell merchandise on the basis

of known standards. This helpful information is available from reports issued

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nonprofit association of more than 3,575 publishers, advertisers and advertising agencies. At regular intervals the A.B.C., of which this newspaper is a member, sends an experienced circulation auditor to make a thorough inspection and audit of our circulation records. The FACTS established by his audit are published in an A.B.C. report which tells you: How much circulation we have; where it goes; how obtained; how much

people pay for our paper; and many other FACTS that you need in order to KNOW what you get for your advertising. money.



Advertisers are invited to ask for a copy of our latest A.B.C. report.

CARTERET COUNTY NEWS-TIMES