## State Tax Commission Raises Levy

Twenty Percent Increase Made On All Rowan County Property

County:

I am in receipt of a notice from the Kentucky State Tax.

Commission under date of April 20, 1940, in which it is proposed to raise all kinds of properly in this county twenty-percent for taxticin for next, year.

The State Tax Commission has see the gate of May 16th 1940, and 300 p. m. for us to file any protect that we may have against this raise. Any person interest-ent will be heard by the Tax Commission at that time.

Very truly yours.

# N Pays To Advertise Says Zwick Piano Co.

It does pay to advertise in the Rowan County News, and the Zwick Piano Company of Ash-land, Ky., had ample proof of the fact last week. In the last succeed to the News Zwick ran a four or five line ad stating that they had a piano for sale at low write.

Friday after the News was out Ed Williams cailed to learn where the piago could be seen. Told the name of the company, he and Mrs. Williams went to Ashibind to Indi out the terms, and so on. The result was that they came home followed by a brand new piano instead of the one offered.

### Morehead P. T. A. Entertained By **School Students**

Present One Act Play For Entertainment Of Parents And Teachers

The Morehead PTA met at the light School Gymnastian Thurs-thus a veening, May 2nd. The ether the population of Morehead retrainment for the eventing more than doubled in the as furnished by the hight-shool undents who gave a one act thing of which to be proud by engitled "Who Gets the Car". The census enumerators "The census enumerators and the contract of the co

# A. A. U. W. Hold Interviews With High School Grads

Out Of 48 Girls Interviewed Eighteen Plan To third grade pupils of the Breek end of the Taill.

Forty eight girls of the Senio and third grade pupils of the Breek end Monday, evening, May 13 at third grade pupils of the Breek end Monday, evening, May 13 at minder Training School on 730 p. in the High School Truurday evening, May 16 at grant Grade the Monday, evening, May 18 at 17.00 o'clock, in the Training School on 730 p. in the High School Truurday evening, May 16 at grant Grade Dameron as the red-700 o'clock, in the Training School on 730 p. in the High School Truurday evening, May 16 at grant Grade Dameron as the red-700 o'clock, in the Training School on 730 p. in the High School Truurday evening, May 16 at grant Grade Dameron as the red-700 o'clock, in the Training School on 730 p. in the High School Truurday evening, May 18 at 18 o'clock the Carleton Not will be showed and armus a state of the training school and the state of the training school and the state of the school auditorium. A small ast on the training school and the school auditorium. A small ast on the school

Teachers To

### Meet Here Friday At High School

Are Exhibit Of Work Done In Grades To Be On Display; Are Theme

There will be a Consolidated Teachers Meeting at the More-head High Gym at 10:00 o'clock Friday. This will be an all days meeting and will be the last

The State Tax Commission in teachers meeting during the a letter to Juige 1. E. Pelfrey, year. There will also be an art ontified him that the commiss exhibit of the first six grades at sion had proposed to raise the this time. The transport of the first six grades at sion had proposed to raise the this time. The program follows:

In Rowan County (wenty per America, (song) Teachers (wenty per America, (song) Teach xplanation of School Naomi Claypo

Whit Should be the Basis of Promotion in the grades Gertrude Higgins . NOON
What Should be the Basis of Promotion of Pupils in the high School Mabel Huckney The May and Jang Physical Misting Russell Meadows Businiess Roy Cornette

### W. S. Trayner Opens Trayner Tire Shop

The Trayner Tire Shop has seen opened on Rallroad Street under the management of W. Trayner. Mr. Trayner plans in handling all makes and sizes

# **Census Gives** Morehead A **Big Increase**

Population Of City Is More Than Doubled During Ten Year Period

Census figures, while not offi-cially released, for publication, indicate that the population of Morehead has shown a steady and rapid increase during the past decade. Ten years ago the population of this village was placed by the official figures at slightly under 1,000 or 963. The present census tops that by more than double. The popula-tion of the population of Moreheid has more than doubled in the past the population of Moreheid has more than doubled in the past ten years, a record that is some

studentistic with gave and early studentistic with Gas are studentistic work in all sections of the county, due to the sections of the county, due to the studentistic work in all sections of the county, due to the studentistic work in all sections of the county, due to the studentistic work in the county work

Two Act Play To Be Stag ed In Breckinridge Audi-torium Next Thursday A two act play for children, the Garden Chderella" will be

## Dr. W. H. Vaughan Is Congratulated

by elected president of the More. Up a letter to Dean Van head State Teachers College, congratulating him on his receiving congratulation and proteins of the control of th

Dr. William H. Vaughan, New Morehead Merchant's Club dr.

### Mills Offers "Abe Lincoln In Illinois"

Greatest American Por-trayed In Early Life By Raymond Massey

To those in Morehead who saw "Young Mr. Lincohn" starring Raymond Massey, the new leaves and the Lincohn in Illinois" which comes to the Mills Theatte here next Sunday and Monday, will be the greatest picture, thrill of the year. The mere thrill of the year. The mere the starring her life of the Greatest American" during the stirring period of high the stirring high the stirring at 100 pm. Nothing that can be said will increase the interest of the average and the stirring high opening at 100 pm. Nothing that can be said will increase the interest of the stirring high the period period the stirring high the period high the stirring high th

andSunday and Monday

Remember the Midplight prefile Wind Midp

Seniors At High School To Present Play Monday Night

Red Headed Step Child, Offers Comedy With Laughs Galore, Monday

# Dr. R. D. Judd To Deliver Addresses

Dr. R. D. Judd, head department of Education in the Morehead State Teachers College is scheduled to make Com

will address the graduates of the Vanceburg High school on subject, "Education for C his subject will be "Character, or the Making of the Man."

## **Bath County** Man Dies Of **Dynamite Blast**

Clarence Reynolds, Die As Result Of Self Set Blast Of Dynamite Clarence Reynolds, state hig

im dr.

According to rep.

The death occurred about noon

Saturday. Funeral services were held at Owingaville Sunday after broon, at the Christian church, bot on Wednesda, and were conducted by Rev. visiting laymen and ca.

Frye. The Bath County Post One Day Leadership Trin.

On the American Legion and matter of equaling laymen rep.

According to rep.

TO OBSERVE MOTHERS

Churches of Morehead will observe Mothers Day, Sunday, in a manner fit-ting to the celebration of the day. Special services have been planned for the members of the Christian Church and a case of

# For Coming Year

Mahlon Hall Chosen Post Commander, Jack Cecil Goes In Adjutant

U. K. Framiss.

Frank's team will play the Pike ville College team on Wednesday of this week and St. Xavier held at the court house in More given: on Saturday, while the Varsity head on Friday of last week. I. Morehead Community Chorus Staturday, while the Varsity head on Friday of last week. I. Morehead Community Chorus Charles of the Week of the Week

Baptists Plan Street Services On Saturday P. M.

Rev. L. E. Leeper To Conduct Series Of Street Services Beginning Sat.

Next Saturday afternoon there

Horton and Prof. Tem. You.

Horton and Prof. Tem. You.

Will offer a misster! Show on portuning Judge 1. E. Pelfrey

Weinseady, May J5 at 8. 800 as to when Judge 1. E. Pelfrey

o'clock. The following are the resumed in Rowan County. If

End men: 'Charles Higgin-Buffer WPA program in the

End men: Charles Higgin-Buffer WPA program in the

End men: Charles Higgin-Buffer WPA program in the

End men: Charles Higgin-Buffer WPA program in the

Charter, Jim Alexander dee county was closed down sever
McClury. Jim Alexander it weeks ago, due to the inabil
One act play under the direc
tion of Crawford Venn.

Thank you, Octor

### Floyd Reeves **Dies At Home** Saturday

Church and a special pregram in house of the series of still be hold at a church of God Sunday evening.

Merchanis

Merchanis

Make Up Fund

To Pay Agent

To Pay Agent

Raise More Funds To Defray Expense Of Certifying Agent

Raise More Funds To Defray Expense Of Certifying Agent

Rown county is still having

Most Saturday will be held and the service stress of the service of the Saturday will be the service stress of the service of the Saturday will be the service stress of the service of the Saturday will be the service stress of the service stress of the Saturday will be the service stress of the Saturday will be the service of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the Saturday will be served to standard the service stress of the service of the service stress of the Saturday will be served to standard the service of the service of the service of the Saturday will be served to standard the service of the service o

Raise More Funds To Defray Expense Of Certifying Agent
Rowan county is still having.
Rowan county is still having introbler asing the necessary funds to defray the cost of employing a certifying agent with WPA. A series of articles on the McGuffey Wilely Read and in the Caudill Cemetery.

India Articles On McGuffey Wilely Read as series of articles on the McGuffey Wilels on the McGuffey Dishophy of education to the county have been asked by Cooper Black to Contribute a small of the county have contributed to the fund was read to the following merchants of the county have contributed to the fund was read to the McGuffey Wilels of the McGuffey Wilels of the McGuffey ideals for t

### Church Of God Plans Program For Mothers Day

Special Numbers, Honor ing Mothers To Feature Sunday Night Meeting

Dilly Black

Instructor
On of Crawford Venn
Thank you, Dector
Atholen Lawson Mrs. Lester
Billy Hogger
Age to the Cort
Alleln Rush

Cort
Was officials, whereby Rowan
Dances by Tommy Jean Kirk,
Belie Gish. LelaP Pickesmuch
Bunces by Tommy Jean Kirk,
Belie Gish. LelaP Pickesmuch
Thank you have to the control of the world of the wor

### **Program For** Music Week

A concert observing National Music Week was given Tuesday. Deep River May 9, in Morehead at 800, per Morehead to May 10, per M

following program was overture, "Integet" Skeat Conducted by Forest Neal Conducted by Forest Neal Overture, Fortuna" Zameenik Conducted by Forest Neal Overture, Fortuna" Zameenik Conducted by Betty Daniel Willow Echees Simon Conducted by Sack Dameron C

### The Rowan County News

tered as Second Class Matter at the Postoffice of MOREHEAD, KENTUCKY, NOVEMBER 1, 1918 Published Every Thursday At

| MOREHEAD, Rows                                       | in County, KENTUCKY   |
|--|---|
| JACK WILSON  | EDITOR and MANAGER  |
| ONE YEAR SIX MONTHS THREE MONTHS All Subscriptions M | \$1.50<br>  |
| WEEKLY BIBLE   | lest any man should boast."<br>Grace is God's part; faith is mans |

### WEEKLY BIBLE STUDY

WERKLY BIBLE
STUDY

WERKLY BRIER
STUDY

STUDY

WERKLY ROBBLE
STUDY

STUDY

WERKLY ROBBLE
STUDY

STUDY

WERKLY ROBBLE

WE

Saviour. Thus. Paul says. The law was a schoolimate to drive dam. They were dam. They desire the dam. They desire the death of children of the says. The death of the dam. They desire they desire the death of Jesus as sufficient for the dam. They were dam. They developed the dam. They desired they desired they developed they developed the dam. They desired they developed the dam. They desired they developed the dam. They desired they developed they developed the dam. They desired they developed they developed they developed the dam. They desired they developed the dam. They desired they developed the dam. They desired they developed they developed the dam. They desired they developed they

Philco

# Church News

| Rev. B. H. Kazee, Pastor |
|--------------------------|
| Sunday School 9:4        |
| Morning Worship 10:4     |
| Training Union 6:2       |
| Preaching 7:1            |
| Prayer Meet (Wed.) 7:1   |
|                          |
|                          |

CHRISTIAN CHURCH

| ree  | Morning Worship          | 10:4 |
|------|--------------------------|------|
|      | Sunday School            | 9:4  |
|      | Evening Worship          | 7:1  |
| vs.  | Young Peoples' Guild     | 6:1  |
| and  | Junior Christian End     | 5:0  |
| ted  | The evening service next | Sur  |
| ail- | day evening will be dism | isse |
| of   | that members may attend  | th   |
| ebie | "Passion Play" moving pi | ctur |
| ned  | at the Methodist Church. |      |
| eir' |                          |      |

in explanation of plans estab-lished by the Board, Mr. Chaney stated that any worker who wishes to check the wages credit-ed to him can get a self-address-ed form for this purpose at the field office. If he fills this is and mails in the fills this is and mails in the fill of the fill receive a wage record office in Battlinore, which will show the Battlinore, which will show the

nan, Frank Laughlin, Jr., all Bertram, Billy Calvert, H Ellington.

MOREHEAD METHODIST
CHURCH
Rev. G. B. Trayner, Pastor
Clurch School 9-45
Morning Worship 10-45
Morning Worship 10-45
Morning Worship 20-45
Morning Worship

Dorthy Ellis
ong, "Alone in the Old Rocking Chair"
Trio
ceres, The Life of a Mother





### Garden Cinderella To Be Presented (Continued From Page One) Billy Joe LeMasters, Billy

DR. A. F. Ellington

DENTIST
HOURS: 8:30—5:00
PHONE 20 DR. N. C. MARSH

CHIROPRACTOR
SUN HEAT ELECTRICAL
TREATMENT
PHONE 160 Dr. H. L. Wilson



# Morehead Delco Sales Service

erfex "earns its keep—pays for itself with its savings" say users. And for many it s more. It increases their earnings from dairy products and other foods that they sell.

Prove for yourself that you CAN afford modern refrigeration with Superfex-with the Savings Provet. Come in, write or telephone for a copy of the Savings Provet.

Then we are sure you will want a demonstration and we'll be glad to arrange a free



**OLIVE HILL, KENTUCKY** 

RCA

**Berrys Radio Service** 

Expert Radio and Electrical Repairs

Guaranteed Service

ate Radiotrician of National Radio Institute

ngton, D. C. Sound systems for sale or rent

Bex 243

WUT

GUILTY AS CHARGED: ord for the same period in 1939 by past precedents, it took more Fire—the great destroyer—is when property valued at \$87, than 2,000. That many people aving a fine time this year. 600,000 went up in smoke and met one of the most horrible of During the first three menths flame.

Get Your HYBRID SEED CORN

THE FARMERS SUPPLY STORE

We have all the varieties recommended by the Ky., Ex-

J. Earl McBrayer

ACCIDENTS IN THE HOME MORE SORGHUM SYRUP
WHERE SOIL TREATED

cens have defer for hoke so child the work started at an early defer for hoke so child the work started at an early defer for hoke so child the work started at an early defer for hoke so child the work started at an early defer for horse and dack at Hilds on R-st five miles from Morehead.

Horse and dack at Hilds on R-st five miles from Morehead.

Jack's weight to be the started again and feel within may power to get this work started again and feel within may power to get this work started again and feel within may power to get this work started again and feel within may power to get this work started at an early depends on the work started at an early depends and the work started again and feel within my power to get this work started again and feel within my power to get this work started again and feel within my power to get this work started again and feel within my power to get this work started again and feel within my power to get this work started at an early depends and the work started at an ear

The Keener Country News, Morehead, Kentacky.

GUINTS AS CHARGEE

Fire—the great destroyer—less when property valued at \$87\$, the group of the same period in 1909 by past precedents, it took more plant 2,000. That many people feaths are considered to the year, it turned \$100,4007. No 'data is available on the worth of property into and and number of lives taken by fire others. It thus exceeded its rec in the first quarter, but going to the year, it turned \$100,4007. No 'data is available on the worth of property into and and number of lives taken by fire others. It thus exceeded its rec in the first quarter, but going to the year, it turned \$100,4007. No 'data is available on the worth of property into and and number of lives taken by fire others. It thus exceeded its rec in the first quarter, but going to the year, it turned \$100,4007. No 'data is available on the worth of property into and and number of lives taken by fire others. It is a suggested for deaths.

Thursday & Friday, May 9-10

Richard Arlein, Andy Devine In "LEGION OF LOST FLYERS"

Saturday, May 11

To Ritter In "MAN FROM TEXAS"

Sunday & Monday, May 12-13

Raymond Massey, Gene Lockhart In "ABE LINCOLN IN ILLINOIS"

Tuesday & Wednesday, May 14-15

Oliver Hardy, Stan Laurel In "The FLYING DEUCES"

Thursday & Wednesday, May 14-15

Oliver Hardy, Stan Laurel In "The FLYING DEUCES"

The fact that fire destroys a poisons segregated and carefully and the long of the whole when have the company of the property and 10,000 lives each on bottless own houted its now received at his many produced on the late of the state of the property and provided on the hard of the state of the property and 10,000 lives each of all children and all the property and property and 10,000 lives each of all children and all the property and provided of the hard of the property and provided of the hard of the property and provided of the hard of the property and

Are separate metal cans provide for eash and rubbiah?

Are fir risisting guards in front of all woodwork close to heat. Are only mops and rags kep! (Are inflammable liquids such as kerosene kep in tightly close ed metal consisters and sway that from heating systems and by the from heating systems and by the from heating systems and way that he would take the matter population of the consistency like the property of the did trick and that they would take the matter population of the consistency like the consistency like the works attended an early consistency like the works attended an early the consistency like the works attended an early the consistency like the works attended an early state of the consistency like the works attended to the the work attended an early state of the consistency like the consistency lin

### Vegetable Laxative Makes Happy Friends

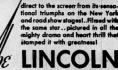
Wiskes "Jappy Friends
Thossands true to this way to get
relief when constipation has them
teachety, billioned: A quarter to a
half-teaspoonful of spicy, aromatic
BLACK-DRAUGHT to night; a
drink of water; there's smallly
time for sleep, followed by gentle
but thossigh evacuation in the
but thossigh evacuation in the constitution of the constitut



### Mills Theatre

Sat.- Premeire 11 p. m. Sunday & Monday May 11-12-13

ROBERT E. SHERWOOD S



RAYMOND MASSEY GENE LOCKHART - RUTH GORDON MARY HOWARD - DOROTHY TREE HARVEY STEPHENS-MINOR WATSON ALAN BAXTER



MY NEW WESTINGHOUSE WITH TRU-ZONE COLD SAVE MON

three ways!"

SAVES MONEY ON FOOD ... THROUGH SURER, STEADIER POOD PROTECTION.

periment Station.

SAVES MONEY ON OPERATION .... NO CURRENT

SAVES MONEY ON UPKEEP...SEE THIS 5-YEAR PROTECTION PLAN ON SEALED-IN

STILL MORE IMPORTANT than its savings is the better food-protection a Westing house gives you. Foods will taste better fresher . . . with all their natural flavor and juiciness. New TRU-ZONE COLD makes ossible—gives you steady son ratures with the right humidity od. Be sure to see this in the n estinghouse Refrigerator!

25c a day only

PUTS A NEW 1940 WESTINGHOUSE IN YOUR HOME

has TRU-ZONE COLD MCBRAYER'S

Only Westinghouse

What to do when the bug bites 400.

Not all will buy one.

Too many of them will shake their heads and sigh, "Nope! A car that big and handsome must be out of my reach!"

You'll realize it doesn't cost a cent to find out how a Buick feels—and what its delivered prices are.

So you'll walk in to the nearest Buick dealer and say: "Let me have a good look at that car that's showing the rest odern style is.

"Show me those big soft coil springs you talk about—and what's the business about recoil-mounted Knee-Action, heaviest frames at the price, five-foot front seat room in SUPRR models, and six dozen new 1940 features?"

When you've got the answers through a good long ride—ask one more ques-tion: "How much?"

Current prices† start at \$895 \*for the business coupe, delivered at Flint, Mich. To this add transportation based on rail rates, state and local taxes (if any), and optional equipment and accessories—and you'll still get mighty low delivered prices.

When the bug bites you, tet the facts - and you'll get a Buick and be happy! Prices subject to change without notice.



BROWN MOTOR CO. MOREHEAD, KENTUCKY

Hartley Battson: Secretary on the Board and Clerk of the Congregation, Professor C. O. Pergit Treasurer of the Church.

H. Wolfford.

After the business meeting of the Congregation of their second anniversal coult. Wednesday afternoon a cold. Wednesday afternoon are considered with a boulput of talk-person of their second anniversal consistent of the second consistent of their second anniversal consistent of the consistent of the constitution of the constitution of the constitution of the constitution and the constitution of the constitution

Club To Entertain Senior Girls train during her term of of The Moréhéad Womens Club fice Mrs. J. W. Holbrook is will meet next Tuesday evening for their regular dinner metering at which time the senior girls of the cellege will be tog club their successor.

The club with first W. T. Cuddill, chairman has charge of the program.

the club, with Mrs. W. I. Caudilli, chairman has charge of the program.

A Marriages performed by Rev. Committees in charge of arrangements are, decorations, Mrs. Killer Waltz, Mrs. Helm Board and Mrs. W. E. Layner, Horvers and place cards, Mrs. Wilfred Waltz, Mrs. J. R. Wendhall; invitations, Mrs. J. R. Wendhall; mivatados, Miss Junnita Minish.

Miss Junnita Minish.

Miss Clara Bruce was able to return to ther school, work at Haldenan after an absence of six weeks, During that time, sharped has been in the hospital, undergoing an operation for mas-tolds.

Baptist Society Meets May 9

The Baptist Missionary will be delivered monthly meeting on Thursday, May 9 at the chrunch. The business meeting ed his aux, Mrs. G. W. Bruce, will be at 300 p. m. and in the Tuesday. evening, the society will study the book "God's Plan."

Uncle Dies In Pikeville

Mrs. B. F. Penix was called to
Pikeville last week by the death
of her uncle J. A. Jils. The funeral was held Sunday and Mrs.
Penix returned home Tuesday.

Allie Messer Is Better
Mr. Allie Messer, who under week in Washington M. C. Crosley is spending the week in Washington, D. C. on business. at the Kinge Dusphers Hospital in Ashing Days for the Mrs. Hinton Has Greet
Wist In Washington
Mrs. Hinton Has Greet
Miss. Deba.

Enjoys Skating Party
The Morehead Cirl Scott
Troop enjoyed a skating party
Saturday afternoon, at the Big
Trop Relider Skating Rink. The
Scouts took guests and a large
manher enjoyed the afternoon.

Connacil Meets At Landolt's
The Woman's Conneil of the
Caristian Church will meet in

Mrs. Roberts Returns Home
Mrs. H. L. Roberts, who returned from the hospital in
Lexington last Wednesday aftertune
two weeks spent there for treatment is showing some improvement, but is still unable to be
up.

Attend Derby Saturday

Among those from Morehad
Mayaville visitors Saturday
who attended the Derby were
Mr. and Mrs. Bill Allen, Mr. and Sergogins and her refere, Mrs. W. Crutcher, Chaude Chayton, Frank sell.

Laughlin, John Bays and Mur.

citis at the Kingo Dusphers Hospital in Ashing Dusphers Hospital in Ho

M. K. Missionary Meets May 16

The Methodis: Missionary
Society will meet next week
Thursday, May 16, at the home
of Mrs. C. F. Fraley.

Enjoys Skating Party
The Morehead Girl Scout

Spend Day In Lexington
Lexington visitors Tuesday
Mrs. G. B. Trayner, president He returned home Sunday.

Lexington visitors Tuesday
Mrs. G. B. Trayner, president He returned home Sunday.

Mrs. G. B. Trayner, president He returned home Sunday.

Mrs. G. B. Trayner, president He returned home Sunday.

Were Mrs. Enross Javye, Misses and Mrs. A. W. Adkins scereMidred Waltz. Marigaret Calvert

Midred Waltz. Marigaret Calvert

Miller attended the zone meeting. L. C. Williams continues in a Fifth Grade on Trip,

of the Methodist Missionary so
serious condition at the home

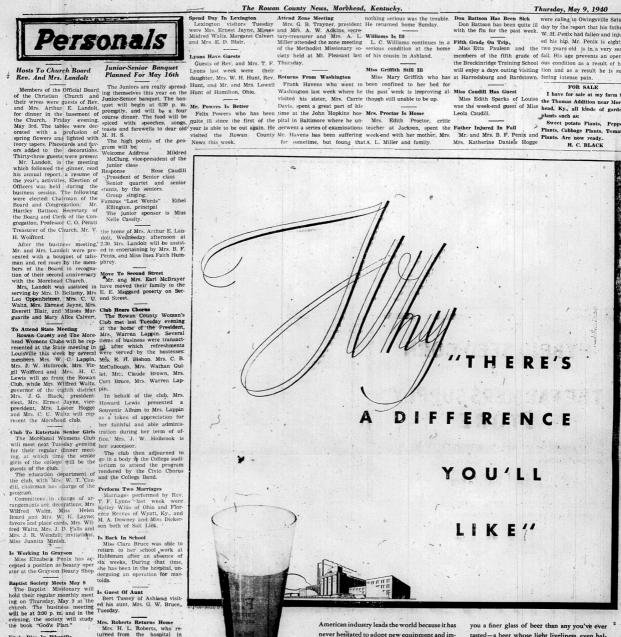
Miss Etta Paulson and the two years old is in, a very seri-

tite
the Father Injured In Fall
Father Mr. and Mrs. B. F. Penix and
Mrs. Katherine Daniels Hogge
H. C. BLACK
H. C. BLACK

nd. members of the fifth grade of fail. His age prevents an opera-the Breckinridge Training School ous condition as a result of his will enjoy a days outing visiting tion and as a result he is suf-who has at Harrodsburg and Bardstown, fering intense pain.

Miss Caudill Has Guest

Miss Edith Sparks of Louisa the Thomas Addition near Morewas the weekend guest of Miss head, Ky., all kinds of garden leola Caudill.



never hesitated to adopt new equipment and improved methods if they promised a finer product.

In keeping with that spirit, Falls City through the years has added new equipment and improved its plant until today experts acknowledge it to be one of the finest in America.

The entire brewery, one might say, has become a single "precision instrument." Such an instrument permits the most exacting control in each step of the brewing process. Naturally, the more precise the control, the finer the ultimate result.

This is particularly desirable where, as in the brewing of Falls City beer, the fine old tradition of using only nature's own wholesome ingredients is followed—the choicest barley-malt, rice, hops, yeast, and pure water. Nothing else.

In all of this, science adds its role to the ancient brewers' art. In addition to its own skilled technicians. Falls City employs the world's greatest independent brewing laboratory to triple-test materials, once for grade, again for purity, and finally for brewing qualities. And all for what? All to the end

that your barman may set before

tasted-a beer whose light liveliness, even balance, creamy foam, and brisk, clean taste will satisfy the most critical.

If you haven't visited Falls City's fine brewery one of the largest in America and a showplace of Louisville-drop in sometime. An experienced guide will show you through, and you'll enjoy seeing step by step how a truly fine beer is made.

And if you haven't tasted Falls City beer recently, call for a glass the next time you're thirsty. See how it differs from the beers you've been drinking.

It's that difference which is leading lovers of good beer to switch by the thousands promptly and permanently to Falls City beer. It's a difference that is completely satisfying.

ALWAYS ASK FOR

