

THE MERCURY  
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GROSS CAYRO...  
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Three months (in advance) .50  
Single copies 10c

ADVERTISING  
J. E. BOYD,  
Business Manager

GOING IT TOO HARD?  
Overwork, worry, attending and  
lack of exercise and sleep are  
the causes of many of the  
illnesses that afflict the  
modern man.

To Be Comfy  
In hot weather  
is to be happy  
NYLOTIS  
TALCUM

Delicately scented  
Talcum is the only  
powder that is  
perfectly safe for  
the face and body.

Also a special talcum  
for the face and body.  
HOPKINS DRUG CO.  
CARLISLE, KY.

Trade With  
G. H. NEAL  
Sprout, Ky.  
And Save Money

P. G. S. Soap 3 cakes for 20c  
Ladies Soap 10c  
Mer's Nelson soap 10c  
or 25c. Calumet 10c.

UPPER LICK  
Mrs. Anna King and Mrs. Nora  
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THE CARLISLE MERCURY

Give us your order now for the  
statements you will want to send to  
those who owe you, on June 1. We  
can do your printing promptly.

Many Cooks Want a Fierce Fire.  
Most good cooks want a hot fire. Dixie  
Gem Coal will certainly give them  
what they want. It burns to a light red  
ash and with its high heat keeps the fire  
free from soot. Try one load and you'll  
always call for DIXIE GEM.

Home phone No. 10.  
RATLIFF BROS. CO., INC.

CHI-NAMEL QUALITY ENAMELS,  
PAINTS, & VARNISHES.  
For use on old and new wood floors, doors, furniture,  
porcelain and enameled ware, pipes, etc. All grades  
of high quality enamel or varnish.  
The use of these products will save you money.  
We have a large stock in attendance at  
all times. Write for catalogue and price  
list. We will be glad to serve you.

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EXTRA FINE FLOUR XXXX

Home made BAKERY GOODS fresh daily

The extra flour, the constant  
superior work, and even the  
factory conditions themselves, are  
guaranteed to give you the  
best of flour. The flour is  
milled to order and is  
delivered to you in the  
most convenient manner.

Our bakery goods are made fresh every day. The best  
of everything is used in making them and they are baked in  
modern ovens which brings out the full food value. Salt  
rising and cream.

Saturday, May 30th we will have Angel Food cakes for  
sale in thirty cent slices.  
Give us your grocery order today and include our bakery  
goods.

QUALITY NOT QUANTITY  
Boone & Ratliff

Public Sale of City Property  
Agent of O. B. Herrin, I will sell at  
public auction on the premises  
SATURDAY, JUNE 4th at 2 P. M.  
his nice little cottage of 6 rooms, veranda,  
cistern, almost new and in first-class re-  
pair. Lot 100 x 130. Located on North  
Sycamore St., Carlisle, Ky. Any person  
interested, Mr. Herrin or myself will take  
pleasure in showing the property.

Specimen is used of the best redness sters in the city.  
TERMS WILL BE MADE KNOWN ON THE DAY OF SALE  
C. U. BRAMBLETT, Broker

HOW ABOUT A NEW FENCE?  
The larger you delay putting on a new fence, the more  
money you will have to spend. It is only a question  
of time before the old fence will be beyond repair, so why  
put it off until it is too late to do anything about it.

THE MOOREFIELD MERCANTILE CO.  
MOOREFIELD, KENTUCKY

When in need of a pair of good shoes,  
a straw hat, pair of hose, set of cups and  
saucers, plates, for tea glasses, tumblers,  
glass or china pitcher, cake or salad dish,  
sugar, bowl and pitcher, toilet or  
laundry soap, coffee, tea, por, aluminum water  
bucket or pie or aluminum ware, and  
keeping your groceries, fruits, tin bak-  
ers' cut tables, or baskets, so to speak

NOAH'S ARK

SOME FACTS ABOUT THE FORD  
January 29,883 67,200  
February 28,808 63,503  
March 31,686 57,221  
Produced 127,074 Sold 208,032

Harper's Garage

DECIDE  
To Own A Home  
You've waited  
Or Rented  
Long  
Enough

We are in a position  
to give you  
Job  
Printing  
Prompt and Careful  
Attention

Many people make negative resolutions at the first of the  
year. To give up something that you enjoy is difficult. Start  
now in a different way. Decide to give your family and  
yourself the greatest source of pleasure in this world—  
A NEW HOME

Call at our office and secure 1931 Building Ideas  
RATLIFF BROS. CO., INC.  
Exclusive Representatives of the National Builders Bureau

Individuality in your interior  
decorating is the first step  
toward a home that is  
pleasant and comfortable.  
We have a large stock of  
materials and fixtures that  
will give you the  
benefit of our experience.

On account of work on the mill  
the plant of the N. C. Paper  
Company, located at the  
corner of the city of  
Franklin, Tenn., was  
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Tobacco Marketing Section 4 PAGES

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AARON SAPIRO EXPLAINS MARKETING PLAN TO SOLVE KENTUCKY'S TOBACCO PROBLEM

The low prices offered for Kentucky Burley tobacco when it was placed upon the block at the opening of the current season impelled Judge Robert W. Bingham, president and publisher of The Courier-Journal and The Louisville Times, to attempt to form a co-operative marketing association among the growers.

He knew from various sources that such growers' movements had been successful elsewhere in stabilizing marketing and price conditions. He had learned from a friend, Mr. Bernard M. Baruch, former chairman of the War Industries Board, that this great financial genius had patriotically been interesting himself in ameliorating the condition following low prices to the cotton growers of Mr. Baruch's native State of South Carolina. So Judge Bingham asked Mr. Baruch if he would discuss tobacco growers' organization with a selected committee, and Mr. Baruch quickly consented.

The committee that went to New York to see Mr. Baruch was composed of Mr. John W. Newman of Versailles, Dr. Samuel H. Halley of Lexington, and Mr. Ralph M. Barker of Carrollton. Judge Bingham was represented by Mr. Arthur Krock, editor of The Louisville Times. At that meeting the good offices of Mr. Baruch were definitely obtained and close study was applied to the situation.

Later Judge Bingham had several conferences with Mr. Baruch and confirmed his judgment to bring to Kentucky for a conference with tobacco men. Mr. Aaron Sapiro of California. Mr. Sapiro has been the guiding genius of the great farm commodity marketing associations of the Pacific slope which have transformed that land into a horn of plenty out of which stable and excellent profits come to the producers of prunes, wheat, oranges, beans and eggs. Judge Bingham brought Mr. Sapiro to Kentucky to outline these co-operative plans to a selected committee of men, all of them interested in the production of tobacco; for two days, March 25 and 26.

When Mr. Sapiro had outlined the California plans, had practically applied them to the Burley tobacco growing condition and had answered all the questions addressed to him, the meeting enthusiastically and unanimously declared for the feasibility of his plan and authorized Judge Bingham, as chairman of a Committee on Organization, to name such a committee and to proceed with the movement. Judge Bingham named W. E. Simms of Woodford, James C. Stone of Fayette, Ralph M. Barker of Carroll and John T. Collins of Bourbon to serve with himself as the nucleus of the committee to be increased later.

In this section today there is published substantially in full the address made by Mr. Sapiro which persuaded a representative, clear-headed group of Kentucky tobacco men that there is a way to stabilize the price and marketing of Burley tobacco. It is a brilliant and masterly presentation of the general subject of commodity marketing by the greatest expert in that line in the world. It is as valuable a document as this newspaper has ever had the privilege of publishing.

Very soon organization of the various Burley counties is to begin as the basis of such an association as Mr. Sapiro has outlined below; and, when that has been achieved, contracts will be published and distributed and signatures will be solicited.

When and if at least seventy-five per cent of the Burley tobacco acreage has signed, the greatest rehabilitation movement in the history of this State will begin.

Expert Who Proposed Plan

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The plan was based on the principle of co-operation among the growers, and it was designed to meet the needs of the market.

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The Carlisle Mercury  
Carlisle, Ky., Thursday, May 26th, 1931

AARON SAPIRO EXPLAINS MARKETING PLAN TO SOLVE KENTUCKY'S TOBACCO PROBLEM

The low prices offered for Kentucky Burley tobacco when it was placed upon the block at the opening of the current season impelled Judge Robert W. Bingham, president and publisher of The Courier-Journal and The Louisville Times, to attempt to form a co-operative marketing association among the growers.

He knew from various sources that such growers' movements had been successful elsewhere in stabilizing marketing and price conditions. He had learned from a friend, Mr. Bernard M. Baruch, former chairman of the War Industries Board, that this great financial genius had patriotically been interesting himself in ameliorating the condition following low prices to the cotton growers of Mr. Baruch's native State of South Carolina. So Judge Bingham asked Mr. Baruch if he would discuss tobacco growers' organization with a selected committee, and Mr. Baruch quickly consented.

The committee that went to New York to see Mr. Baruch was composed of Mr. John W. Newman of Versailles, Dr. Samuel H. Halley of Lexington, and Mr. Ralph M. Barker of Carrollton. Judge Bingham was represented by Mr. Arthur Krock, editor of The Louisville Times. At that meeting the good offices of Mr. Baruch were definitely obtained and close study was applied to the situation.

Later Judge Bingham had several conferences with Mr. Baruch and confirmed his judgment to bring to Kentucky for a conference with tobacco men. Mr