J. FIX BAYONETS!



Rollicking Singers and Entertainers Chautaugua Feature



KITCHEN KANNEL

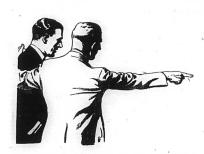
quick fire for breakfas Leaves

A little ash and no clinker

CARLISLE COAL & FEED

Open War **Against Cheaters**

one No. 20



Looking Into The Future

When you spend a dollar for advertising, do you look into the future to see what far reaching results, what wonderful possibilities are opened up in the future. We want our advertisers to get immediate results, of course, but immediate results from advertising are never so satisfying as are the results obtained through the use of CONSISTENT ADVERTISING over a long period.

It is the constant growth of good will that makes advertising a good investment in your business

Use The Columns Of The Mercury Every Week In The Year

The Fayette Tobacco Warehouse Company

wishes to announce to the growers of Burley Tobacco that it will open its doors in the fall of 1027 for the sale of tobacco for the high dollar at Auction.

The Fayette Tobacco Warehouse Company was organized in 1909 by 21 tobacco growers in order to market in an open and orderly fashion their own and their neighbor's tobacco; to correct and to avoid the abuses that had developed in the older markets; to pack, weigh, sell and deliver all tobacco consigned to it on the square and to forbid speculation by any officer or employee of the organization on any tobacco received by the Company for sale at auction

On this simple platform, this Company grew from one small warehouse with a sales capacit ty of 75,000 pounds in 1909 to three large, modern warehouses in 1920, one covering three and one-half acres, and all three having a daily sales capacity of 1,250,000 pounds of tobacco. The planter stockholders of the company had during this same peroid increased from 21 to 131-

It is of record that the Fayette Tobacco Warehouse Company sold during the twelve years of its activity 1909--1921-(the Company's property having been leased to the pool for the six . years 1921-1927), 69,909,465 pounds of tobacco, good crops and bad, for the general average of \$22.11 cash per hundred pounds-the highest price ever paid over a term of years by any farmers' selling agency since Burley tobacco was introduced in Kentucky. It is of record, also that the Fayette holds the season's high average price for the State of Kentucky for five out of the last seven successive years it operated, the high day average, the high house average, and the high crop average (\$1.16 1-2 per pound) to the present time. Furthermore, it contributed materially to the making of Lexington the worlds' largest tobacco market.

The Fayette's policy has always been to engage the services of the best men possibleecretaries, floor managers, bookkeepers, weighmasters, calculators and packersto handle the business which came to it in the most efficient manner possible; to gain and to hold the good will and confidence of the buyers and planters alike and to keep its customers in

For thirty years Burley tobacco has been the chief money crop for all Central and Northern Kentucky. During this peroid the planters have tried four systems of marketing tobacco. First, the sale in hogsheads on the large city markets; later, the sale to one buyer, at the harm door; then the first pool, which was followed by a long period of selling over loose leaf warehouse floors, which system, long in vogue in the older markets of Virginia and the Carolinas, had its small beginning at Lexington in 1906, which grew so rapidly that at the forming of the Burley Co-operative Association in 1921, there had been built over the entire Burley district 133 loose leaf warehouses and 57 markets, nearly all of which were organized and run by the Burley planters themselves. In the comparatively short time of fifteen years, Lexington became the largest loose leaf market in the world, with seventeen large warehouses, many manufac turing receiving plants and redryers, and in 1920, the peak of this market, more than 63,000,000 pounds of tobacco were sold to 33 buyers from all over the world, bidding on the tobacco man

The stockholders and the old customers of the Fayette Tobacco Warehouse Company have tried all these systems, but they have come to the conclusion that the loose leaf system of marketing tobacco for cash on the day of delivery, is to the planters the most satisfactory and

Lexington, the hub of the Burley Belt, with good roads leading in every direction, can once again regain the leadership of the world as a loose leaf market, both in price and pounds, and to that end the Fayette Tobacco Warehouse Company solicits the patronage of its old friends and customers, as well as all new ones who may favor it with their trade.

Mr George Akers, of Glasgow, Kentucky, and Greenville, N. C., one of the most fa tabacco auctioneers of the United States, and Lewis Baker of Lexington, Kentucky, favorably known on the home market, will cry our sales for the scason of 1927-1928.

The Fayette Tobacco Warehouse Company. Inc.

By Its Directors

James A. Hulett, Henry L. Martin, Jr., R. F. Offut, R. W. Spurr, John M. Brennan Samuel H. Halley, President and Managing Director

"Try to Get In"

ter take up feneing instead of bei ing? If I were attacked I abouldn have my folia with me. Wife (triumphantly)—That's n argument. You probably wouldn have your boxing gloves with yor either.

A. T. GARDNER CARLISLE, KENTUCKY

Renew Your Health by Purification

14,000,000 Pounds

DuMond Concert Company



to Present "Stephen Foster"



CROWN GASOLINE

IT IS EASY to play safe in buying gasoline. Crown pumps are everywhere, and Crown Gasoline is uniform. It is all tested and retested to insure you full power

STANDARD OIL COMPANY

1927 AUTOMOBILE ROAD MAPS of Alabama,
may be had Free at any of our service stations.