



Francis Lynde Illustration by O. Lewis Ayler

"The thinking is hard enough to make me see the inside of this wagon to get in touch with that thinking. Right reasoning, indeed of it."

NEW HYDROFINED MOTOR-OIL ANNOUNCED BY STANDARD OIL

Essolube is refined by famous hydrogenation process

Discovery of process won 1913 Nobel Prize

Motorist throughout the South will be interested to learn that the Standard Oil Company has announced the discovery of a new method of refining motor oil...

Essolube is not only a new oil, it is a new method of refining oil. It is made by an entirely new process of refining. This is the hydrogenation process...

Essolube is not only a new oil, it is a new method of refining oil. It is made by an entirely new process of refining. This is the hydrogenation process...

Price Is Merely What You Pay; Value Is What You Get

We have never found it possible to give you something for nothing and doubt that we ever will...

YOUR SUMMER CLOTHES REQUIRE EXPERT ATTENTION

Can You Rely On Us

Phone 290 Robert Mann, Agt. LEXINGTON LAUNDRY COMPANY



you can get essolube

WE are pleased to announce the introduction of a new motor oil - Essolube.

Because Essolube is so superior to all other motor oils on the market the Standard Oil Company will replace the well known "Standard" Motor Oil with this new product.

Essolube will be sold at no extra cost to the motorist and is available at all of our service stations and dealers.

STANDARD OIL COMPANY, INCORPORATED IN KENTUCKY

National Guard Picked On Efficiency Basis

Gov. Patton has a report that the Kentucky National Guard will be reorganized on an efficiency basis...

Gov. Patton has a report that the Kentucky National Guard will be reorganized on an efficiency basis...

Gov. Patton has a report that the Kentucky National Guard will be reorganized on an efficiency basis...

Gov. Patton has a report that the Kentucky National Guard will be reorganized on an efficiency basis...

OUR CONGRESSMAN Good Mules Seared; Breeding Indicated

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

John H. Hays, Kentucky's congressman, is reported to have been seared by a mule...

30 Years Ago

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

On July 20, 1902, the late John Hays, then a member of the Kentucky House of Representatives...

Lightning Dies Tobacco Damage

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

Lightning strikes caused damage to tobacco crops in the area...

No Let-Up in Production Here

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

Production of tobacco continues at a steady pace in the area...

33 YEARS AGO

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

On August 18, 1899, the late John Hays, then a member of the Kentucky House of Representatives...

PREHISTORIC KENTUCKIANS

Dr. W. D. FUNKHOUSER University of Kentucky

The prehistoric inhabitants of Kentucky lived in the area...

The prehistoric inhabitants of Kentucky lived in the area...

The prehistoric inhabitants of Kentucky lived in the area...

The prehistoric inhabitants of Kentucky lived in the area...

The prehistoric inhabitants of Kentucky lived in the area...

VOILES

Fast colored voiles, in a wide range of patterns --guaranteed fast colors

at 10 and 15 cents

R. T. KIRKLAND & COMPANY

"The Store of Real Value"

Lots of Good Lighting Will Make Your Home So Much More Inviting!

KENTUCKY UTILITIES COMPANY

Printing

The Mercury job printing department is now equipped with the latest machinery...

The Mercury job printing department is now equipped with the latest machinery...

The Mercury job printing department is now equipped with the latest machinery...

The Mercury job printing department is now equipped with the latest machinery...

The Mercury job printing department is now equipped with the latest machinery...

The Mercury job printing department is now equipped with the latest machinery...

Auction Sale of G. O. P.

The following list of fun has been given for the benefit of the G. O. P. party...

The following list of fun has been given for the benefit of the G. O. P. party...

The following list of fun has been given for the benefit of the G. O. P. party...

The following list of fun has been given for the benefit of the G. O. P. party...



A. T. GARDNER Optometrist

MATHIAS INSURANCE AGENCY

Students at International Home...



Lend cheeriness, beauty, restfulness to your home with adequate electric illumination.

The difference in cost between stinky lighting and satisfactory lighting is only a few cents a month for the average size residence.

KENTUCKY UTILITIES COMPANY

SOUTHERN BELL Telephone and Telegraph Co.