

The Daily Mail Brings Many Requests

Raleigh, N. C., June 8.—Among the hundreds of letters which pour into the offices of the agricultural workers at State College each day, there are always items of interest and stimulation. The usual letter says that the writer wants information on certain topic and please send a bulletin or some definite facts. Other letters are more conversational in tone and tell some facts about the farm work or marketing experiences of the writer and sometimes give the agricultural workers a priceless bit of information. Some are merely letters of doubt or criticism.

And then there are the rarely received letters of commendation or praise and thanks for some definite service rendered. These are all too few. Not because the people are not appreciative of the aid given but because they take it for granted that the State supports the College and its agricultural workers and they must render a service. Lately, however, these letters of thanks have become more numerous. A poultry breeder writes today, "You folks have been a great help to me in my work with my poultry and I appreciate it very much, though I have failed to express it in elaborate terms." Another person writes that certain information put out by one office is worth the cost of maintaining that

office through the years. Another comments on an article appearing in a certain paper and thanks the college workers for circulating such information.

Lately, there are more letters asking for information and help in selling certain farm produce. One writer has 230 pounds of wool that he wishes to sell to advantage; another has some extra fine poultry; another, pure strains of farm seeds; another, a pure bred animal and so on down the list, even to wild ferns and cut flowers.

To each of these letters careful at-

ention is paid and the proper specialist is asked to give the information requested.

Dairymen Of State Form New Associations

Raleigh, N. C., June 6.—Indicative of the increasing interest in dairying throughout North Carolina is the movement to organize the creamerymen, the formation of a new cow-testing association, and the better dairy sire campaign.

All the managers and operators of

creameries throughout the State met in Salisbury on Wednesday, June 6, to organize a State Creamerymen's Association. There are now 30 such plants in North Carolina and from replies received to a letter sent-out by A. C. Kimrey of State College before the meeting, it was evident that each of these plants were represented at the Salisbury meeting. The organization was formed by a demand from the creamery manufacturers that they have an association which would help them in meeting their problems and in improving the quality of butter manufactured.

Twenty dairymen organized to form the new Guilford Cowtesting Association. These men own about 650 cows and were concerned about the profits secured from the individual cows in the herds. The old Piedmont Cowtesting Association already organized in Guilford County had proven to the unorganized dairymen that it pays to know the records made by the animals kept. The new association was formed through the efforts of Mr. Kimrey and J. I. Waggoner, county agent of Guilford County.

Announcement was made recently

that commercial dairymen and dairy manufacturers in the State would donate sufficient funds to continue the dairy sire campaign which was waged so successfully during the past two years. Last year, the county agents engaged in this campaign placed 350 pure bred registered bulls and replaced about 230 scrubs. The five county agents most successful in the movement this year will have all or part of their expenses paid to the National Dairy Show which meets at Memphis, Tennessee, in October.

ADVERTISE IN THE COURIER

N. & W. Norfolk & Western

Schedule Effective November 21st, 1926.

A. M. P. M. P. M. P. M.
8:45-1:15 Lv. Durham, ar. 1:35-8:25
A. M. P. M. P. M. P. M.
8:32-1:23 Lv. Roxboro, Jr. 12:27-7:17
10:19-4:49 Lv. Denhamton ar. 11:36-6:49
10:40-7:10 Lv. S. Boston ar. 11:36-6:28
10:52-7:23 Lv. Halifax ar. 11:24-6:15
P. M. P. M. P. M. P. M.
1:00-3:35 ar. Lynchburg, Lv. 9:15-4:05
Connections at Lynchburg for Washington, Baltimore, Philadelphia and New York.

Parlor and sleeping cars, dining cars. The best route to the west and northwest. Rates and information upon application to agent or

J. N. BLANDON,
General Pass. Agent,
Roanoke, Va.

cattle, including several calves, sold at Asheboro recently brought \$3,560 to the owners making the consignments.

J. J. WOODY
Licensed Embalmer
Roxboro, N. C.

DR. E. J. TUCKER
Dentist
Office in Hotel Jones.

ROBERT P. BURNS
Attorney-at-Law
Office in Old Post Office Building

DR. O. G. DAVIS
Veterinarian,
Offers his service to Roxboro and surrounding community
Phone 87.

W. T. BUCHANAN
Surveyor
Roxboro, N. C., Route 6.

DR. H. M. BEAM
Physician
Offers his service to Roxboro and surrounding country
Office over Sergeant and Clayton's Store.
Day or Night - - - Phone 31

DR. G. C. VICKERS
Dentist
Office in Wilburn and Satterfield Store Building on Main Street, up stairs, corner rooms.

DR. J. H. HUGHES
Dentist
Office in Hotel Jones, next door to Dr. Tucker's Office

B. B. BLALOCK, O. D.
Registered Optometrist
South Boston, Va.
Eyes tested and glasses fitted, Prescriptions filled, Lens duplicated, also broken lens duplicated and replaced. 17 years experience.

N. LUNSFORD
Attorney-at-Law
Office over Garrett's Store
Roxboro, N. C.

\$30,000.00 in cash prizes

Find Six Keys to the Popularity of Coca-Cola.



THIRST

The only real drink is a thirst-quenching drink. Coca-Cola, a pure drink of natural flavors, quenches thirst as nothing else can.

THROUGH a national survey the public has given us six outstanding reasons why everybody likes Coca-Cola—over 7 million a day. We have named them "six keys to the popularity of Coca-Cola." And they are being illustrated and presented in Coca-Cola advertising between the first week in May and the middle of August.

How to find them

You'll find all these "keys" (one "key" to each advertisement) in each of the following weeklies at intervals between the first week in May and the middle of August: The Saturday Evening Post, Literary Digest, Liberty, Collier's Weekly, and Life. You'll also find them in posters and outdoor signs throughout the country, and in the show window displays and the soda fountain and refreshment stand decorations of the many thousands of places that serve Coca-Cola.

"Key" number one has already appeared. Did you find it? If you did not, you may still enter

Just three things to do to enter this \$30,000 cash prize contest

1. Find and write down the "six keys" and tell where you found each one. (See rules.)
2. Pick out the one key that appeals to you most and tell in one paragraph why it is a good reason for the popularity of Coca-Cola.
3. Then write an answer (in one paragraph) to this question: Other than magazine and newspaper advertisements, what Coca-Cola advertisement (a

wall, poster, red sign or any one of the various pieces used to decorate show windows, soda fountains and refreshment stands) best illustrates or presents to you one or more of the "six keys"? Tell why—and also where you saw the advertisement.

For the correct naming of the "six keys" and the best answers to the questions, the following cash prizes will be awarded:

1st prize	\$10,000
2nd prize	5,000
3rd prize	2,500
4th prize	1,000
5th prize	500
10 sixth prizes (each)	100
20 seventh prizes (each)	50
200 eighth prizes (each)	25
400 ninth prizes (each)	10
A total of 635 prizes	\$30,000

this \$30,000 cash prize contest by looking through one of your magazines of last month. The second "key" is illustrated and presented in the picture and the copy that goes with it above. All "six keys" are easy to find if you just keep

your eyes open to Coca-Cola advertising.

Note that there are just three things to do to enter this \$30,000 cash prize contest. You'll find it simple and interesting. And the first prize is \$10,000.

Follow these simple rules

Do not mail any entry before the first week in August. You must see all "six keys" before you can write correct answers, and the final "key" will not appear until then. Contest closes August 25, 1927. All entries must be mailed by midnight of August 25, 1927, to Contest Judges, The Coca-Cola Company, Atlanta, Ga. The contest is open to everybody except those connected with The Coca-Cola Company, a Coca-Cola bottling company, or their families. Write on only one side of paper. Use typewriter, pen or pencil, but please write plainly. Write your name, occupation and address plainly at the top of the first page of your entry. Prizes will be awarded strictly on merit, including the correctness, neatness and clearness of your answers.

All answers become the property of The Coca-Cola Company and may be used in advertising or otherwise. None will be returned.

Address all answers to

CONTEST JUDGES

The Coca-Cola Company, Atlanta, Ga.

Announcement of the winners and a warding of the prizes will be made as soon after the close of the contest as the judges can complete their work.

The judges will be three former Presidents of the International Advertising Association (formerly Associated Advertising Clubs of the World) and the President of the Coca-Cola Bottlers' Association, and their awards shall be final.

For the benefit of our customers in this city and section, we are making this special presentation of the \$30,000 Cash Prize Coca-Cola Contest. Visit our plant and we'll be glad to give you further information about it, and help you get started if you have not already entered. Watch for Coca-Cola advertising and mail your entry direct to Contest Judges, The Coca-Cola Company, Atlanta, Ga.

Coca Cola Bottling Co., ROXBORO, N. C.