



Over Nine Million Sold A Day



COCA-COLA BOTTLING WORKS HAS MODERN AND UP-TO-DATE HOME

Plant Of Today Is Far Different From First Of Its Kind Established Here

Sanitary Handling Of Coca-Cola Developed To High Point Of Efficiency

The new home of the Coca-Cola Bottling Works whose formal opening will be held on Thursday night of this week, is one of the most complete and up-to-date establishments of its kind anywhere in this section. Mr. McBroom, owner and manager, has spared neither effort nor expense to give his customers the very latest in sanitary methods of putting up Coca-Cola, and an efficient service that is a far cry from the original bottling plant established in Roxboro.

In the early months of 1909 Mr. Osteen of Florence, S. C. opened a bottling plant in Roxboro, running it for about three months, when he was bought out by Messrs. O. B. McBroom, George W. Thomas and N. Lunsford. At that time the plant was located in the basement of the building now occupied by L. L. Lunsford on Court Street. After two years the plant was moved to a frame building on Main Street that stood on the present site of Central Service Corporation. In 1912 Mr. McBroom bought out the other two partners and after two more years of operation on Main Street Mr. McBroom built his Coca-Cola plant on Long St. near the Norfolk and Western Railway station, from which site he moved a few weeks ago into his modern plant on Broad Street.

When the business was first opened in 1909 capacity production was sixteen cases per hour and it took a real expert to get as many as eighteen cases in that period. Today capacity production in the new plant is sixty cases per hour.

Bottles into which Coca-Cola is to be placed for sale are never touched by hand from the time they enter the washing machine until they emerge, full and capped, ready to be sent out to retail merchants. They are placed at the rear of the washing machine and from there they are carried on an automatic conveyor into the machine where they are first subjected to a spray of water that removes all trash and foreign matter. Then they start through the solution tanks. In the first tank it enters a solution heated to 120 deg. with a 5 per cent caustic solution. It remains in this tank for seven minutes. As it comes out it passes into Tank No. 2 where it is subjected to a solution heated to 150 deg. with a 4 per cent caustic solution. Then it passes into Tank No. 3 where it is subjected to a 60-pound hydro-pressure.

After the bottle has undergone the

above treatment it passes to brushes that thoroughly brushed the outside of the bottle, water passing over the exterior in the meanwhile. Then it goes to brushes that brush on the inside, with water going into the bottle along with the brush.

When they have passed from the washing machine they are automatically put on a conveyor that carries them to the filling machine, where they are filled with the proper amount of syrup, the proper amount of carbonated water and crowned. Then, and only then, are they ready to be taken from the filling machine and placed in crates, ready to be sent out on trucks.

From the time the bottle is placed at the rear of the washing machine and has been thoroughly cleansed, filled and crowned, no hands touch it. Thirty minutes is consumed while a bottle is passing through the washing machine, which uses five gallons of water per minute in cleansing. This water goes into a waste pipe and is never used more than once.

The carbonated water used in bottling Coca-Cola is not taken just as it comes from the city mains. Rather it is filtered through a hydrocarco filter to remove all chlorine and discolorations. It is cooled to 36 deg. before being used in bottled Coca-Cola. Mr. McBroom maintains a competent force that consists of Miss Margaret Jackson in the office, Messrs. Clayton Owen and W. B. Humphries and Herbert Hayes, colored.

AN UNIQUE AUTOMOBILE

Mebane, N. C. Nov. 1—Stopping at the Sinclair Service Station here this evening about seven o'clock was an automobile that attracted the attention of everyone who happened to see it. It was driven in for some little repair. The mechanic looked it over and said he did not know anything about such an automobile. The motor was built somewhat like the Chevrolet, but all other parts were something new and different from our American made autos. It was a Wolsley, built on a size between the American Austin and the Standard Chevrolet, having the steering on the right hand side instead of the left like our automobiles. It had all the necessary equipment an auto needs. It was built on a low line and had a wheel width of little narrower than the Chevrolet and not as narrow as the Austin. The upholstery being genuine leather. The drivers name was not learned, but it was learned that he was from England, headed for some place in the country of Mexico and went direct to a hotel; no one had an opportunity to interview him but the station operators.

Plumbing And Heating Put In By J. T. Bradsher

Complete Knowledge Of Work And Thorough Understanding Of Owner's Wishes Go To Make A Successful Plumbing Job

The plumbing and heating units in this new structure were put in by J. T. Bradsher, plumbing contractor of this city.

The owner and the contractor must work out together the location of the plumbing units and the heating plant. The plumber must be thoroughly familiar with the inside of the building and must know just where he can contact the town's water line.

Much water will be used in this new plant, for the sterilization unit calls for a great amount of it, as well as being used in other places in the operation of keeping the place looking clean and sanitary.

When J. T. Bradsher does the work the owner may be assured that it has been done right. He is a man who has been in the plumbing and heating business for many years, and is thoroughly familiar with his work.

HELENA HIGH SCHOOL NEWS

Interesting Debate Is Held By The Eleventh Grade Sociology Group

A very interesting debate in the 11th grade Sociology class was given on Friday morning at the class period. The query was: Resolved that school attendance should be made compulsory for all children of normal ability under sixteen years of age. Those upholding the affirmative side of the question were: Virginia, Moore and Toliver Blackard; those upholding the negative side were John Whitfield and Margaret Mooney. Arthur Tillet presided over the debate. Many good points were brought out on both sides, but in the end the judges, Gertrude Tilley, Jennie Lou Day and Flint Hamlin, decided in favor of the affirmative. It was unable for both sides to win so the judges had to give it to one side, but the losers lost well.

Editors: Edith Pearce and Virginia Moore.

Ginko—Spendit used to have a car that cost \$3,000.

Gumbo—What kind of a car does he use now?

Gumbo—A street car.

Ca-Vel School News BETHEL HILL SCHOOL NEWS

This letter given below has been mailed to friends and patrons in the Ca-Vel Community.

Ca-Vel Graded School October, 31, 1935

Dear Parents; friends and patrons:

You are cordially invited to attend a meeting of the Parents and Teachers of Ca-Vel Graded School Wednesday, November 6th at 3:30 P. M. in the School Auditorium. The purpose of this meeting is to organize a Parent-Teacher Association.

The object of a local Parent-Teacher Association is: First—to promote child welfare in home, school, church, and community; to raise the standards of home life; to secure adequate laws for care and protection of children.

Second—To bring into closer relation the home and school that Parents and Teachers may cooperate intelligently in the training of the child, and to develop between educators and the general public such united efforts as will secure for every child the highest advantages in physical, mental, moral and spiritual education.

Mrs. N. L. Walker, North Central District President of the North Carolina Parent-Teacher Association will be present at this meeting to help organize the Association.

The parents, friends and patrons are urged to be present and partici-

Did you ever see a Health Ship? Would you like to travel on one? If so, you can find the requirements for riding on such a ship by visiting Mrs. Hayes' second grade room. These little folks are studying the different things that produce goods health, and food; health habits, exercise, sleep and other things. They also show you the effect that the wrong things children eat and the wrong habits they take up have upon a child's development. This work is interesting and instructive to the children.

Mrs. Glenn's fourth grade presented a play, "Sambo's Party," cleverly in chapel Friday.

The Halloween Carnival held in the High School Gym was well attended. The proceeds will be used for the benefit of the athletic association.

The Agriculture Department won first prize on their display at the Roxboro Fair. The Fair Association gave passes to the school children on Wednesday. The Fair was enjoyed by all.

Mrs. O'Brian, the County Health Nurse, has been giving the scholastic test and diphtheria toxin-anti-toxin to

participate in this meeting.

Sincerely,
The Faculty of Ca-Vel Graded School, Mrs. R. W. Trowbridge, Principal.

the school children.

The different grades have been engaged in a contest in raising subscriptions for the McCall's magazine. The proceeds of this contest will go toward buying equipment for the grades. The Sixth grade won the contest by raising the most money in subscriptions. The Seventh grade won second place.

BETHEL HILL ENGLISH CLUB MET WEDNESDAY

The third meeting of the Bethel Hill English Club was held on Wednesday, Oct. 31. The roll was called and the minutes of the last meeting were read. During the business meeting a refreshment committee consisting of Daisey Smith, Musutt O'Brian and Nellie Gravely, was appointed by the president.

The following program on poetry was given:

The Definition of Poetry—H. S. Barnette.

The Origin and Development of Poetry—James Duff.

Classification of Poetry—Bessie Laura Todd.

Some Famous Poets—George Murray.

Reading—Alice Humphries, Ellen Coxie Merritt and Miss Starling.

SUIT OVER 4 INCHES OF LAND

Ottumwa, Iowa.—Mr. and Mrs. Thomas Laney have brought a damage suit over the ownership of a strip of land four inches wide. They charge that a two-story brick drug store encroaches on their land by four inches.

DISTINCTIVE ROOFING...

IT AFFORDED US MUCH SATISFACTION WHEN MR. MCBROOM SELECTED OUR ROOFING FOR USE IN THE CONSTRUCTION OF HIS COCA-COLA BUILDING.

WE CONGRATULATE HIM UPON THE COMPLETION OF HIS PLANT THAT HAS BEEN SO WELL CONSTRUCTED AND WHICH WILL BE A LASTING TRIBUTE TO THE PROGRESSIVENESS OF THIS FIRM.

Budd-Piper Roofing Co.

DURHAM - - - - NORTH CAROLINA

Electrical Wiring..

The electrical wiring in the modern plant erected by Mr. O. B. McBroom was installed by our firm. We are happy have had this small part in the erection of this structure, which is one of the most modernly equipped buildings in town.

Our congratulations to Mr. McBroom and his Coca-Cola firm in this forward step of theirs in giving the latest and most efficient service to their patrons in this section.

FRED LONG

Roxboro - North Carolina

PRIDE...

A Great Deal Of Pride Went Into The Building Of The Coca-Cola Bottling Works Plant.

It Was Constructed With The Sole Idea Of Better Service For The Area It Serves.

GEO. W. KANE

BUILDER-CONTRACTOR

Durham - - - - ROXBORO - - - - Greensboro