

"EVERY MONTH IS CHRISTMAS"

HOW MISSISSIPPI IS ADVANCING ITS CHEESE AND DAIRY INTERESTS

(From Manufacturers Record)
In a letter to the Manufacturers Record telling of recent progress in Mississippi in the development of the dairying and cheese industries of that State and the increased interest in pure-bred stock, L. J. Polse, general manager of the Mississippi State Board of Development, writes as follows:

"The Borden Milk Company's condensery at Starkville, Miss., paid out \$150,000 recently to the farmers in that territory. The interesting fact about the rapid development of that valuable plant is that approximately 40 per cent of the milk is being furnished by negro farmers, tenants and owners. Every month is Christmas for the farmers within a radius of 24 miles of Starkville.

In the territory around Tupelo, where the Carnation Milk Company is operating a large condensery, you will find the same story. After operating for only four months, the Carnation people have decided to practically double the capacity of this condensery.

"We count the Krait Cheese Company as one of our most valuable acquisitions. They have under construction cheese plants which will cost nearly \$100,000 when completed at the following points in Mississippi: Durant, Wesson, Louisville, Houston and Water Valley; they will soon erect a cheese plant at New Albany, also one of our thriving dairy communities. In addition A. H. Barber, of Chicago is putting in a cheese plant at Columbus, Miss., and is investigating other localities in that territory. X. A. Kramer of McComb, will build five cheese plants adjacent to McComb, one being practically ready for operation.

"We have several ideal locations for dairying industries in North Mississippi and the only apprehension we have is that our people will try to grow too fast. We are cautioning them and it would be interesting to you to see the methodical and businesslike way everybody is co-operating in surveying their respective counties and districts to find out exactly the supply of milk and the deficiency in dairy cattle and pure bred bulls.

"As an illustration of what business men can do, the Exchange Clubs of this city, through one of its members, T. Mitchell Robinson, surveyed Hinds County, of which Jackson is the county seat. They visited every farm, and tabulated the number of cattle on hand and estimated the number of cows each farm would take care of. As a result of this survey they will distribute throughout Hinds County twenty pure-bred registered bulls from high producing stock. The significant thing about this is that a druggist contributed one bull, a hotel proprietor another, an insurance agent one and, in fact Mr. Robinson reports that without a planned program to raise the money he called on 20 people and got 20 bulls.

"The Exchange Club plans now to distribute 60 pure bred heifers among the club boys of Hinds County each year. We are fortunate in having wonderful co-operation from our clubs.

"The Illinois Central Railroad and the Gulf, Mobile and Northern Railroad, especially, are stressing dairying development. As you know the Illinois Central for several years past has distributed pure-bred bulls throughout Mississippi, and the other railroads are now taking up the work.

"Wherever business men demonstrate an interest in rural problems in their respective territories we find a prosperous rural community. Where a rural community is backward and the farmers are making but little progress, we find an absolute lack of interest in the business men of such communities.

"The example of the Exchange Club of Jackson is being followed and there is an active campaign on in every county to supplement the scrub bull with a pure-bred bull.

"Frank W. Foote, a director of this board, and president of the First National Bank, of Hattiesburg, is running a series of ads in all the daily papers of South Mississippi headed, "A Factory on Every Farm," calling the attention of the farmers in that territory to the tremendous progress made by the farmers in North Mississippi, and urging them to co-operate in the adoption of the Stock law and the eradication of the cattle tick. We have only 24 counties left which are tick infested, and now

EVERYBODY WINS IS SLOGAN

IN THE CASWELL MESSENGER BIG CIRCULATION DRIVE JUST INAUGURATED

Fulfilling the most optimistic anticipation of the Messenger, Yanceyville and its surrounding territory to all agog over the announcement of this newspaper's \$2,000 Free Gift Distribution. The liberality of the offer, the fact that everybody wins something, and the ease with which even the biggest of the awards may be won, has already fostered intense interest among readers of The Messenger.

That it provides an unprecedented opportunity for people to share in a distribution of gifts through an old established business as The Messenger is freely admitted to be in every one of the many inquiries flooding our office. With the announcement that there will be given away within the next few weeks two beautiful motor cars, hundreds of dollars in cash and gifts, busy business men, energetic housewives and ambitious boys and girls all gave pause and considered such possibilities as applied to themselves.

Particularly notable is the feature that everybody wins something in this campaign. There will be no losers. There is no subterfuge in this campaign. The only thing required of anyone to become a participant in this gift distribution is for him or her to be ambitious and willing to grab the golden opportunities of life when they are presented upon such a scale as is now offered under our profit-sharing plan.

that the bankers and business men appreciate that eradication is fundamental we believe it is safe to say that by November, 1929, all of Mississippi will be tick free and completely under stock law, and with the program inaugurated in the north half of the State for pure bred bulls and in some of the southern counties, I am confident that by 1932 a scrub bull be hard to find in Mississippi.

"Mississippi is awake and moving forward and the future looks bright."

DANVILLE FOWL PUZZLES ITS OWNER
According to the old cynic who stated that the end of the world would not come until roosters began to lay eggs, the end of the world is near at hand. L. C. Francisco, of Wall Street Barber Shop claims to have a rooster that has accomplished the impossible feat.

He called the Register early last night and stated that he had a rooster that had laid an egg. A reporter immediately went to the barber shop and was carried up the stairs to a vacant room over the shop where the rooster was cooped. Before the rooster was taken out of the coop, the reporter was shown the egg that the rooster is said to have laid. When the rooster was taken from the

coop it was found that the rooster was sitting on top of the second egg that he is supposed to have laid. Regardless of whether he laid it or not it was most assuredly in the coop and Mr. Francisco claimed that no one had been up the stairs except him since the early morning and that no egg was there then.

The rooster is a fine looking bird of the Black Minorca species. He, or is it "she" is about six months old, but the owner states that he has never known the fowl to crow. He stated that he had two roosters who were of the same brood and neither of them had ever crowed, to his knowledge.

The rooster developed some kind of sickness about a week ago and r. Francisco, together with Mr. Richardson, of the Peruna Feed company performed an operation on the crow of the bird and found lodged there a large ball of wire grass. This was removed and the crow sewed up.

The only way that the owner of the fowl can account for the egg-laying, is that the rooster was fed Peruna laying mash in order that it have a light diet.—Register.

Miss Mary Jane Jones, of Averette College, Mr. Frederick Upchurch, of Wake Forest College, were at home with their parents during the holidays.

Costs Nothing to Enter
Nor does it cost anyone a single cent, now or any time during the campaign to enter and win. It is for honest efforts well expended that the stupendous prize list is being offered to the people of Yanceyville and country which it is the center. Anyone will be proud to claim success for each and every one of the gifts listed are well worth the time and work it takes to acquire them.

To become a candidate for gift distribution is an easy matter. To win even the biggest of the prizes is just as easy. If you apply your self during spare moments.

Elsewhere in this issue there appears an entry or "nomination" blank which properly filled out and mailed or brought to the campaign department of the Messenger will start you in the campaign with 5,000 votes. Additional votes are obtained in two ways; one by clipping the free vote coupon which will appear in every issue of the Messenger and the other by obtaining new and renewal subscriptions to the Messenger. Votes are issued in large numbers for each subscription payment whether it be from a new subscriber or old one, according to the length of the subscription. Each free voting coupon now will be good for 100 votes and must be brought or sent in to the Messenger office before the expiration of the date printed thereon. Thus, it will be seen that the nomination blank, together with 10 of the free cou-

pons will start a candidate right off with 6,000 votes. It makes no difference where a candidate resides, so far as his or her chances of winning the biggest gifts are concerned. The distribution of the automobiles and all the cash and other gifts have been so arranged that each candidate will have an equal opportunity.

Disinterested Judges Count Votes
The campaign is a very short one and under no circumstances will it be extended beyond the date advertised. At the end a committee of judges of high standing will count and tabulate the vote totals, and those who poll the greatest number of votes will whisk away to their homes in their own luxurious machine. All others will receive gifts in cash in proportion to their vote total as explained in the announcement.

The Messenger is the home paper of this entire section and it already enjoys a large circulation all over this territory—but it is expected to continue to build and add to its great family of readers until there is a Messenger in every home in Caswell County and adjacent territory. There are two ways of building circulation. One is by the routine method of sending out solicitors and the other is by a big, liberal prize campaign. The Messenger is choosing the latter because it enables us to get a large circulation more quickly (even though the cost is greater) and also to share with those who are

willing to assist in the growth of this paper.

The Messenger is an established newspaper in this territory. This feature alone will make it a "ready seller" in every home and candidates in the Messenger gift distribution will find it easy to secure new subscriptions and renewals.

Votes Pile Up Quickly
People who have never taken part in a voting campaign of this magnitude are unable to realize how rapidly their vote totals accumulate. Once the start is made they pile up like magic. Subscriptions and coupons will secure thousands of votes in the Messenger campaign. And it is not expected that the candidates will depend wholly upon their own efforts—friends will help them to gather votes—and what a merry past time it will be—with beautiful rewards at the end.

There are plenty of prizes to go around among the hustlers—indeed there is a prize for every active participant. The plan is a competitive one, and will be conducted on a business basis. The bigger your effort, the bigger your prize.

Get an Early Start
Get an early start for one of the automobiles by sending in your nomination blank or that of a friend today. The Messenger is placing a golden opportunity before you.

Advertise in the Messenger.

FREE VOTING COUPON

IN THE CASWELL MESSENGER "EVERYBODY WINS"—GRAND GIFT CAMPAIGN—

GOOD FOR 100 VOTES

I hereby cast FREE VOTES to the credit of

Mr. or Mrs.

Address

Coupon, neatly clipped out, with name and address of the candidate and mailed or delivered to the Campaign Department of the Caswell Messenger, Yanceyville, N. C., will count as 100 FREE VOTES. It does not cost anything to cast these coupons for your candidate, and you are not restricted in any sense in voting all you can and send them in—they all count.

This coupon must be void on or before January 14, 1928.

NOMINATION COUPON

Nomination Blank in the "Everybody Wins" Campaign.

I hereby enter and cast 5,000 votes for—

Miss, Mr. or Mrs.

Address

as candidate in the Caswell Messenger "Everybody Wins" Gift Distribution.

NOTE—Only one nomination blank accepted for each candidate nominated.

MAIL OR SEND THESE COUPONS FOR INFORMATION

The Caswell Messenger, Yanceyville, N. C.

Gentlemen:—Please send me detailed information. I am interested in your Gift Distribution.

Phone

Address

Name

MRS. T. J. HAM, SR., DIED LAST MONDAY AT HER SON'S HOME

On last Monday about six o'clock in the afternoon, Mrs. T. J. Ham, Sr., of Richmond, mother of Thomas J. Ham, Jr., of Yanceyville, was translated from the church militant to the church triumphant, following her husband who had passed on before her about a year ago, her death occurring at the home of her son, W. H. Ham, in Richmond, Va.

Several months ago Mrs. Ham was critically ill, and her life was extended at that time by the infusion of some of her son's, T. J. Ham's, blood into her veins. She rallied at that time and grew strong enough to come to Yanceyville and spend some weeks with Mr. and Mrs. Ham.

Two or three weeks ago, Mrs. Ham became critically ill again, and since then everything has been done that could be done to prolong her life. But, weakened as she was, her hold on the tenuous thread of life gradually relaxed and on last Monday evening she slipped away, surrounded by her sorrowing children.

Funeral services were held in Richmond on Wednesday and interment was made beside the grave of T. J. Ham, Sr.

Mr. and Mrs. T. J. Ham, Jr., left Yanceyville last Sunday for Richmond, though Mr. Ham had made several visits to his mother's bedside prior to that.

The heartfelt sympathy of this community goes out to the grief stricken children of Mrs. Ham.

FIRST SUBSCRIPTION COUPON

GOOD FOR 20,000 VOTES

NAME

as contestant to The Caswell Messenger campaign.

Street and number

Town or City

Signed

Address

This coupon will count for 20,000 votes when properly filled out and brought or sent to the Campaign Department. Only one of these coupons will be credited to one contestant.