

WHAT'S NEW ON The BUSINESS HORIZON
 By HOWARD HANCOCK
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ADVERTISING . . . as well as most other forms of business enterprise, must undergo a radical change during these wartimes! It does not occur to me to be in the least far-fetched to assume that the advertising profession will emerge as the leader in the new business reforms that must necessarily be worked out to fit the tempo of the times. Advertising is always a leader in the business world . . . it's a safe bet it will find a place in the new world of tomorrow . . . few of us in the profession are worried on that score. While it is true there is little need of advertising new automobiles when their production has been so drastically curtailed . . . that it would not be good business for a tire manufacturer to advertise his wares when he is restricted by law from selling them . . . while undoubtedly these restrictions will grow in proportion as our war efforts increase . . . there is little doubt that advertising will find a place in the American business structure. It always has . . . it always will . . . it is the American Way of Life!

A NEW PHASE of advertising is evidenced in this week's issue of the Herald in the large display advertisement of the Great Atlantic & Pacific Tea Company. It has long been the policy of this company to state its position on important public issues in the public forum provided by newspaper advertising, and the public relations statement of A&P carried in this issue of the Herald appears in more than three thousand other newspapers over the country. I am calling their statement to your attention because it is more than simply an expression of a point of view — it is a working program designed to help achieve the objective to which the statement pledges the Great Atlantic & Pacific Tea Company. This objective is to help in the prevention of any unwarranted price spiral in the cost of food.

Obviously, no retail merchant can control the wholesale price of food, or any other commodity. All retailers can, however, work to reduce the retail margin to a minimum by increasing their efficiency and by avoiding speculative purchases. With regard to this last, and perhaps most important, point, successful action requires the full cooperation of consumers, for consumer hoarding puts an undue strain on retailers' inventories and consequently on the entire retail price structure.

THE BOYS IN UNIFORM are certainly the "heroes of the day" so far as most of us are concerned, and I would say rightfully so! I had occasion to make a business trip to Durham last week-end. I invariably stay at the Malbourne Hotel there. As I walked up to the desk to register there were five men in uniform who had just been assigned rooms. It is my impression the clerk had informed them the tariff for the accommodations agreed upon would be \$1.25 per person. Having no baggage, the soldiers were preparing to pay off. At this juncture E. I. Bugg, owner and manager of the hotel, stepped over to the clerk and informed him the soldiers money was counterfeit. Turning to the boys he explained he wanted them to be his guests for the evening; that the hotel had some 15 or so extra rooms which he hoped would be filled with soldiers as his guests that night. If the word got around, there is little doubt but what Mr. Bugg was privileged to entertain 15 more fellows in uniform. I went up on the same elevator with the soldiers and they were having some little discussion about southern hospital-

ity . . . they were obviously from the North . . . at any rate, I didn't mind paying my bill so much the next day.

 OPINIONS are often-times dangerous (when voiced too freely) particularly on controversial issues. Your opinion, or that of Joe Doakes, is just as good as mine (perhaps better) the only difference is that the Herald happens to print mine (and they'll do the same for you if you sign your name and address) . . . but, among other things, it is my opinion that the new parking ordinance has given scores of out-of-town shoppers a chance to park and shop in Roanoke Rapids this year . . . that the situation has been well and intelligently handled by the police force, and that it has worked very little hardship on anyone . . . it is also my opinion that we will see an even bigger improvement in traffic conditions when the signal lights are installed . . . it's strictly a matter of opinion also, but it is mine that the practice of Roanoke Rapids civic clubs and organizations taking over the needy families at Christmas-time works out to a better advantage than their being taken care of by individuals. So often families apply for aid at this season of the year who are not honestly entitled to it, and by the efficient handling and investigation by the clubs, the worthiness of the applicants may be thoroughly checked upon. Then too . . . there are no doubt a lot of really destitute families thoroughly deserving of aid whose pride would prevent their applying for aid to the general public. And, while on the subject of voicing opinions, I believe few people will disagree when I say that those who seem to derive a certain satisfaction out of shooting fireworks (I have reference, of course, to noisy fire-crackers, bombs and torpedoes) at this season of the year were looked upon with greater disdain this Christmas than ever before . . . In fair-

ness, however, I believe that less of it occurred this Christmas than any other in my memory. It has always been a mystery to me why anyone would elect to celebrate or observe Christmas, of all holidays, with noisy fireworks. A Roman Candle or two . . . a few sparklers for the kiddies may be okay . . . but throwing firecrackers under the feet of passersby is hardly my conception of an appropriate observance of the birthday of The Prince of Peace, and is far from exemplifying the spirit of "Peace On Earth—Good Will To Man!" Perhaps the next Yuletide season will see the custom so thoroughly frowned upon that it will disappear entirely, and we will save that bit of powder to help us "At the Axis!"

 C. D. WILLIAMS, local sportsman, recently shot a goose at Swans Quarter, and found that it had been "banded" by the famous Jack Miner's Bird Sanctuary at Kingsville, Ontario, Canada. A friend accompanying Mr. Williams on the trip returned the band to Miner, and last week Williams received a letter of acknowledgment from Miner thanking him for reporting the bird. Miner is said to be the pioneer bird bander on the continent. He tagged his first bird which was a duck at his bird sanctuary at Kingsville in August, 1909, and it was reported shot by Dr. W. E. Bray, of Anderson, South Carolina, in January 1910. His object in banding birds is to study their exact migration route. To learn how long they live. To learn how far they travel. All such information is valuable to the country from an educational and scientific standpoint.

Scotland Neck Negro Dies Of Injuries

Fletcher Hedgepeth, 56-year-old Negro of Scotland Neck, died on Tuesday afternoon of last week from injuries he received when he was caught in a machinery shaft at Phillips Milling Company. Hedgepeth was fatally hurt the day before his death, and taken to a Tarboro hospital. According to witnesses at the mill, Hedgepeth's sleeve apparently was caught in the shaft while he was working. His efforts to free himself were fruitless, and he was dragged into

the machinery. Before he could be freed, his arm was torn off and he was badly injured.

Ends Training

Pvt. Woodrow Wright, who prior to his induction into the army several weeks ago lived at Route 1, Roanoke Rapids, has completed

his basic training at the Cavalry Replacement Training Center, Fort Riley, Kansas.

Pvt. Wright will now take his place in one of the U. S. Army Units.

Rudolph Williams, Geo. Hayes, Nick Long and Charles Davis have arrived from Carolina to spend the holidays.



TO EVERY PATRON AND FRIEND WE SAY HAPPY NEW YEAR, AND WE SAY IT WITH ALL THE HEARTINESS AT OUR COMMAND.

WHATEVER SUCCESS WE HAVE ENJOYED DURING 1941 HAS BEEN OF YOUR MAKING. WITH THAT THOUGHT IN MIND WE PLEDGE RENEWED ENDEAVORS AND DETERMINATION TO SERVE YOU STILL BETTER DURING THE YEAR AHEAD.

WHITE

MOTORS, INC.
 FORD — MERCURY — LINCOLN-ZEPHYR
 Roanoke Rapids, N. C.

THE "EASY WAY"



for you to
Have Plenty of Money Next Year -
 is for you to -

Join Our Xmas Club!

IT'S wise to deposit small weekly amounts in our Christmas Club, from now until next year — for Christmas gift money. It's the only way not to feel "pinched" when gift buying — it's the modern way — join today!



There's still plenty of time to get in on our—
1942 Club
 Ask Us For Details!

Denominations as low as — **25c Weekly**

CITIZENS

BANK & TRUST CO.

Member Federal Deposit Insurance Corporation

OUR WISH FOR YOU



Holiday Greetings

- ... more sunny hours
- ... more joy and gladness
- ... more peace of spirit
- ... more true friendships
- ... more opportunities
- ... more health and happiness
- ... new joy in living

W. C. WILLIAMS
 Funeral Director
 Roanoke Rapids, N. C.