

**WHAT'S NEW ON The BUSINESS HORIZON**  
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**THE FIRST WORLD WAR** and its attendant evil, Prohibition, costed the sales of soft drinks beyond the dreams of avarice. And now the second World War, with its attendant prohibition of the free use of sugar, threatens to cut the supply, perhaps in some instances up to 50 percent. Until recently the bottlers of soft drinks have been able to supply the demand, no matter how great. Now his happy business condition has passed. Stores which formerly got and sold five or six cases a day, of 24 bottles each, are now being limited to two and three cases by the bottlers, depending upon conditions. Deliveries to the corner grocers and lunchrooms are usually early in the morning, and sometimes the stock is sold out by noon.

While the Government's rationing of sugar to soft drink manufacturers and bottlers has been cut only 20 per cent. of their 1941 sales, the bottlers tell me that until sugar rationing started it appeared 1942 would be a banner year for them. One local bottler reported that on a basis of the first two weeks of the year, it seemed entirely possible the month of January (always "dog days" for the soft-drink business) would exceed any peak month of the year 1941 just passed. Then came rationing . . .

In a display advertisement in this issue, Dr. Pepper calls attention to the rationing and urges its drinkers not to be mad with the dealer . . . the company, or with Uncle Sam when the dealer is forced to say: "Sorry, sold out." Also, it is pointed out that the company is supplying the dealers *no increase in price*. The same percentage of carton sales are being made to dealers, so that when dealer has cartons on display—and sells the customary six-bottle carton not iced, he should charge the usual price of 25c for 6 bottles. Of course it must be taken into consideration that some dealers have never sold drinks in cartons, and that carton drinks are not supposed to be iced. If the paper shortage assumes the proportions we seem inclined to think it will, the day of the carton may be on its way out too.

I believe the attitude of "Dutch" Mifert, manager of the Weldon Coca-Cola Bottling Works is typical of all of the bottlers of this country, however, when he says: naturally we regret the shortage, but the most important thing at hand is to win this war. There's nothing telling to what extent our business would have soared this year if rationing could have been averted, but if we can do enough to hold our organization together, we will be well satisfied.

**J. H. HEDGEPEATH** is the new Vice-President of the Citizens Bank and Trust Company, and Dr. E. Murphrey became a member of the Board of Directors at the usual January Stockholders meeting of the bank held recently. J. Suiter is the president of the bank and is employed full-time in that capacity. Wilton H. Brown is cashier. In addition to Mr. Mifert and Mr. Hedgepeath, other members of the Board of Directors are: M. C. Newsom, D. L. Wainham, Dr. W. E. Murphrey, J. Wilson, and S. E. Crew.

**COLOR BLIND MOTORISTS** there are more of them than you think) are unable to plead cannot distinguish the difference between the green lights for go—and the red lights for stop in the city's new traffic control lights, because from either direction the red or stop light is the one, while the green light is invariably located at the bottom. It costs more money to build them

that way, I am told, but proves to be the most satisfactory system in the long run. Reminds me of the story of a motorist in a nearby city who recently "picked up" a neat, trim looking girl and offered her a lift downtown. She entered the car and sat down beside him on the front seat . . . she didn't have much to say. The motorist congratulated himself upon his "pick-up" and planned to secure her address as he was new in the city and had not made many feminine acquaintances. They approached a traffic light and he explained to his companion of the fair sex that he was "a little color blind," and asked her whether the light was red or green, as he did not want to be arrested for running a stop light. "Yas-suh," his feminine com-

panion said, "go right ahead, white folks, dat light is green!"

**WELL-NOURISHED!** A patron of one of the city's *super-de-luxe* help-yourself food stores walked over to the refrigerator and drank a half-pint bottle of what he thought was milk. It was good. He drank another, and concluded that rationing of soft drinks wouldn't bother him. The "milk" was so cool and refreshing that he drank his third half-pint. He then walked over to the cashier at the coffee bar and laid down 15c in payment, commenting on the excellent quality and the richness of the milk sold there. "There's some mistake, mister," the cashier said, "we sold out of milk in half-pints early this afternoon. That was whipping cream you drank, and you owe me 63c!"

**"AVENUES"** . . . C. C. Shell, president of the Merchants Association, spent Tuesday in Raleigh where he served as chairman of a committee to obtain speakers for the State Convention of the North Carolina Merchants Association to be held later on in the year. Mr. Shell is vice-president of the N. C. Merchants Association . . . *Taylor's Drug Store* has taken on an entirely new appearance since re-

modelling and adding to their prescription department. There has been considerable improvement both in appearance and working conditions in the store and Manager M. C. Savage is to be congratulated . . . Miss Helen Taylor has returned to the mezzanine floor at *Leggett's* after spending a week in Charlotte where she attended a special course in corsetting given by the Warner Company. The school was attended by 85 salesladies from stores in the two Carolinas . . . B. A. "Butch" Aldridge, of the *Uptown A&P Store* is recuperating in Roanoke Rapids Hospital from an operation for hernia . . . The Jack Cassadas were visitors in the city this week . . . Mrs. J. C. Wells and her daughter, Mrs. Cary Massey, expressed delight over the success of their opening of the *Bakery Cafe*. Many improvements have been made in the uptown eating place and it presents a most attractive appearance . . . *The Herald* carries its first advertisement of a bank soliciting loans this week in many years . . .

**A D D SCREWBALL STATEMENTS:** "The customer was irritable . . . hard to please . . . found fault with the food . . . the service and the surroundings,"

said the waitress, 'so when he left I was not surprised to find he left me a nice, big tip!"

**Foundation For New City Garage Is Being Laid**

Work on the pouring of concrete foundations for the new city garage being constructed on a city lot on 2nd street between Washington and Hamilton streets is now underway, according to Superintendent of City Streets George W. Justice, under whose supervision the work is being done.

The new building, which is to be constructed of concrete and cinder blocks, will be 110 feet wide and 30 feet deep and will cost about \$2,000 when completed. The work is being done by workmen from the street department who are filling in during their spare time.

The garage will house all equipment of the street department, including trucks and tools, formerly parked behind the new city hall.

Mr. and Mrs. W. D. Nance spent the week-end with Mrs. Nance's mother, Mrs. E. C. Murphey, of Roanoke Rapids.



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