

WHAT'S NEW ON The BUSINESS HORIZON
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NINETY-EIGHT PERCENT SUCCESS was the way Civilian Defense Commander Frank Sherry summed up Sunday night's blackout in Roanoke Rapids. With the exception of only a few lights left burning in stores and residences while the occupants were not at home, the city really *blacked out* last Sunday night.

It will be recalled that some famous general from the North in the War Between The States made the classic remark in describing a certain area in the South that "that land is so devastated that a crow flying across there would have to take his own rations or starve to death." In comparison Sherry contends that "a lightning bug flying from Camps' Store to South Rosemary last Sunday night would have had to carry a flashlight or surely be lost!"

AT LEAST ONE BLESSED EVENT occurred during Sunday night's *blackout*. A colt was born at the Dennis Hitchens farm just across the river near the Gaston community. Hitchens' property was in the blackout area, and he did not discover the new arrival until after the time was up. The colt and its mother are reported to be doing nicely. Hitchens plans to name the animal "*Blackout*" owing to the odd circumstances of its birth.

IF THE WAR in which we are now engaged cures us of one of our greatest national vices—wasteful waste—it may some day be looked upon as a "*blessing in disguise*!" (After writing the foregoing I seem to recall my dad saying much the same thing about World War I, tho' I was 'most too young at the time for it to impress me, so I've gone along like most of us just "*wasting away* . . .") Seriously, tho', it is a fact that we are the most *wasteful people* in the world today. It was only a few years ago we were plowing under food and killing young pigs because we had too much food, while people in other lands were literally starving. Today, we are not so wasteful. Today we're saving aluminum, metal of all kinds, rubber, paper and other valuable material which we formerly tossed into the trash can. "*Wasteful waste*" is said to make "*Woeful want*", I am told, and the same is true in reverse.

Many of us will learn *small lessons in economy* this year that will perhaps stick to us for the rest of our lives. If so they may be counted as one of the few "*blessings of war*" and even from this point of view it appears there are indeed few "*blessings*." We might follow the example of a friend of mine in saving our shoes, for instance. This particular acquaintance habitually keeps an extra pair of shoes at his office. He wears the shoes he puts on in the morning all day, but before going home in the afternoon he changes to another pair he keeps at his place of business. Thus, he tells me, he *more than doubles* the life of his shoes. He oftentimes buys two identical pairs of shoes at the same time (something the ladies would not dream of, bless their hearts) and by rotating them in this manner he says they will practically outlast five pairs of shoes worn continuously. It has something to do with perspiration, I believe, tho' the scientists undoubtedly have a better name for it. Anyway, this particular friend happens to be in the shoe business . . . his salary is such that he could easily afford to buy shoes for a four-legged tap dancer if such a person existed (perish the thought—two legs is more than enough for a tap dancer) but it happens to be a *hobby* with him to make his shoes last longer. And, it is a hobby we might all well ac-

quire . . . particularly during *wartimes!*

THE INCOME TAX DEADLINE is causing many of the boys to look at their "hole card" these days and *squirm!* We had an income tax back in the days of World War I, too, I am told . . . I was too young to worry a great deal about it then, and from a standpoint of *income* I haven't a great deal to worry about this time, tho there's the old adage about "Nothing is great or small except by comparison . . ."

Anyway, my *I. T. expert* informs me we had two income taxes in World War I days . . . there was what was called the "old" tax and the one levied under the War Revenue Act of 1917. Each levied 2 per cent. upon income, and certain surtaxes.

Under the "old" tax, there was an exemption of \$3,000 and under the War Revenue Act an exemption of \$1,000. If the owners of the income were married, there was an additional exemption of \$1,000 under each tax. Thus there was a total exemption of \$4,000 under the "old" tax and of \$2,000 under the War Revenue Act.

There was also an exemption of \$200 for each dependent child. Now, let us compare the double income Tax of 1917 with that under which we labor today.

Suppose a man was married, had no children and had an income of \$10,000 in 1917. He was allowed \$4,000 exemption under the "old" law and was taxed 2 per cent. upon the remaining \$6,000, or \$120. He was allowed an exemption of \$2,000 under the War Revenue Act and was taxed 2 per cent. upon the remaining \$8,000, or \$160. Thus he paid a total tax of \$280.

But in this year of grace and World War No. 2, a married man with no children and an income of \$10,000 will pay a tax of \$1,305, or thereabouts, according to allowable deductions.

However, here in North Carolina we pay two income taxes today—one to the Federal Government and one to the state. All of which bears out another "*old adage*" that at least we are certain of two things . . . *death and taxes!*

NEW HEELS! The United States Rubber Co. announced this week with a pretty straight face that it was about to come out with something new in a *civilian heel*.

Anyway, *United States Rubber* says it's perfected a process by which reclaimed rubber will be used, and that the first batch is already on the way.

They'll be serviceable, the disclosure says, but concedes that "the new civilian heels will not be the equal of the quality heels" of old. Oh, well. The taxpayers are fairly toughened up now. We can take a few run-of-the-mine heels, likely.

NEW ASSISTANT MANAGER at Roses 5-10-25c Store is Wallace Wishart, native of Lumberton, transferred here last week from the Suffolk, Va., store of Roses. Wishart replaces W. H. Jones, who has been assistant manager at Roses here for about a year now.

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 Plumbing Contractors
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Jones was transferred to Suffolk to the same position, so in reality the Rose men literally "swapped jobs".

ADD SCREWBALL STATEMENTS: "I could plainly see the approaching car was a taxi," said the pedestrian, "so I did not have the slightest hesitancy in crossing the intersection, for I knew my life and limbs were safe."

Rites Are Held For Mrs. Cullom

Mrs. Rebecca Hockaday Cullom, 47, wife of Henry Cullom, prominent local jeweler, died at her home here on Friday night after an illness of 14 months.

Funeral services were conducted from Bethlehem Church on Sunday afternoon, with Rev. F. W. Haney, pastor, in charge, assisted by Rev. Paul H. Fields, pastor of Rosemary Methodist church. Interment followed in the Powell family cemetery.

Surviving are the husband, three sisters, Mrs. Walter Smith, Misses Kate and Nellie Hockaday, all of Roanoke Rapids, and two brothers, Sam and Jerry Hockaday, of Roanoke Rapids.

Mrs. Cullom had been a resident of Roanoke Rapids almost all of her life. She was a member of Bethlehem Baptist church and was well known and respected in the city and section.

Active pallbearers at the funeral were Louis Johnson, W. C. King, A. N. Martin, P. I. Powell, D. P. Wike, John Ferrell, John Crutchfield, and R. I. Starke.

Breaks Hip In Fall At Home

Mrs. Eva Bishop of Weldon is in the Roanoke Rapids hospital with a broken hip suffered in a fall at her home early this week. The well known Weldon woman is said to have fallen down the stairs in her home. She is resting comfortably after receiving treatment.

CARD OF THANKS
 May I take this opportunity of thanking our friends and neighbors for their kindness to us during the illness and death of our wife and mother, and also may we thank Dr. Weathers and the nurses for their kindness.
 Henry Cullom.

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 EXCEPT STRAWBERRY & RASPBERRY ~ **2 LB. JAR 29c**
Grape Jam Ann Page 2 lb. Jars **25c**
IT'S DATED! IT'S ENRICHED!
SANDWICH Marvel Large 1 1/2-lb. Bread Loaf **11c**
8 O'Clock Mild & Mellow COFFEE 2 1-lb. Bags **39c**
Fresh Eggs Crestview 1-Doz. Ctn. **35c**
CHEESE Mild American lb. **30c**
MACARONI Ann Page 8-oz. Pkg. **5c**
Hot Cross Buns Jane Parker Pkg. **15c**
Heinz Soups With Exc. 2 Med. Cans **27c**
FLOUR Plain or Self Rising SUNNYFIELD 24-lb. Bag **97c**
PICKLE Wilder Sweet Qt. Jar **25c**
LIMA BEANS Stalkeys No. 2 Can Small **19c**
SALAD DRESSING Qt. Jar Ann Page **35c**
PURE LARD Sunnyfield 4 4-lb. Pk. **57c**
 8 lb. Pk. \$1.13
PRUNES Tenderized Medium Size A & P 2-lb. Pk. **21c**
IONA PEACHES 2 No. 2 1/2 Sliced or Halves Cans **35c**
TALCO SCRATCH FEED 25-lb. Bag **67c**

***PRODUCE DEPARTMENT**
ORANGES 2 doz. **29c**
 Contains Vitamins B and C
POTATOES Irish 10 lbs. **33c**
 Contains Vitamins B and C
BEETS 2 bunches **13c**
 Contains Vitamin C
TURNIPS 2 bunches **15c**
TOMATOES lb. **19c**
 Contains Vitamins A, B, and C
BANANAS 2 lbs. **15c**
 Contains Vitamins A, C, and G
BEANS string 2 lbs. **35c**
 Contains Vitamins A, B, C, and G

***MARKET DEPARTMENT**
BEEF ROAST Branded lb. **29c**
BACON Sliced, Rindless lb. **31c**
FRANKS skinless, lb. **27c**
PICNICS Sunnyfield, Hockless lb. **29c**
BOLOGNA Wafer Sliced, lb. **21c**
FRESH FISH - OYSTERS - SHRIMP