

**WHAT'S NEW ON The BUSINESS HORIZON**  
 By HOWARD HANCOCK  
 Advertising Manager, Roanoke Rapids Herald

**Lady Lieutenant . . .**  
 Lieutenant Virginia Pair, R. N., stationed at Camp Lee, Virginia, visited her parents, Mr. and Mrs. J. H. Pair, who live in the Belmont section of the city, over the week-end. Looking neat and trim in her dress uniform, an attractive blue with the coat slightly darker than the skirt, Miss Pair (pardon, please, I meant *Lieutenant Pair*) is one of the first *lady Lieutenants* to visit the city.

The *Roanoke Rapids Hospital Nursing School* has sent three girls to the service and Miss Janie Lassiter, supervisor, is rightfully proud of "her girls". Miss Pearl Howell is serving at Fort Bragg, while Misses (I'm off again—I should say *Lieutenants*) Dorothy Drake and Ella May Lassiter are in the service at Camp Forest, Tennessee. None of the latter have visited the city since entering the service of the U. S. Army and consequently being commissioned second lieutenants, so Miss Pair is the first to wear the new uniform in the city, so far as is known.

Miss Pair received her training at Stuart Circle Hospital, Richmond, Virginia. She volunteered for service in the U. S. Army two-months ago and has since been stationed at Camp Lee. She says she likes army life fine. She has two brothers in the armed services; Robert Walton Pair is a staff sergeant at Camp Livingston, La., having served in the Army for ten-years; G. W. Pair, another brother, recently enlisted in the Navy and is expecting his call momentarily.

**Jones Transferred . . .**

W. H. "Bill" Jones, who has served as assistant manager of the local J. C. Penney store since its opening here in November of last year, has been transferred to a similar position at the Henderson store operated by the company. The job comes as a promotion, since it is to a larger store. Temporarily, at least—it leaves Howard Bawer, store manager, without an assistant. Young Jones started with the Penney organization three-years ago, serving as a clerk at the Johnson City, Tennessee, store before being transferred here as assistant manager. He and Mrs. Jones made many friends during their short stay in the city who regret seeing them leave, though congratulate him upon his promotion.

**No. 1 Best Seller . . .**

for the J. C. Penney Company for the month of July proved to be *War Stamps and Bonds*, according to a report just released by Walter Reynolds, of the sales department. During the month of July the J. C. Penney stores sold \$34,682,840. worth of merchandise (which represented an increase for them of 32.65%) and \$8,422,553.-85 worth of *War Stamps and Bonds*, representing almost 25% of their total merchandise sales for the month. This figure is 20.28% above Penney's original quota for this drive, as only 4% of their merchandise sales was assigned to them by the Treasury Department—or, putting it another way, it is over seven times the original quota of \$1,200,000.00.

That record constitutes a grand job—an amazing performance for the Company and its officers and directors, and goes to show what one of the finest sales organizations in the country can do with the nation's No. 1 Best Seller!

**News 'tips' appreciated**

People should never hesitate giving a newspaperman a "tip" on

a good story on the simple assumption that he already has the story, or "knows all about it." Too many times that would prove to be untrue. Even with all of our "spies," tipsters and correspondents it is comparatively easy for a big news break to get by. I have reference to no particular incident, for I hope *nothing big* has gotten by me the last few weeks (outside of Bloys Britt). Since I have been holding down the news end as well as the advertising all by myself (after losing 285-lbs. of manpower to the AP) it is entirely possible. I suppose every newspaperman lives in dread fear of the fact that one of these days he will "put the paper to bed" only to find out about ten-minutes after the last run has been made, that a murder has been committed right in his "back yard," and that the neighbors did not mention it because they thought it was "too commonplace," and that he had already heard.

Bill Tucker, ace newspaperman who helps Tom Phillips run the *Daily News* out in *Holdenville, Oklahoma*, from whom I learned a lot about newspapering (and could learn a lot more—at least you can vouch for that statement) once told me that a man working the news end had the toughest job on a paper. Bill reasoned that there could be some excuse for missing an advertising contract. A salesman might easily explain to the publisher that "So-and-So (I like that word) of the opposition sells Such-and-Such an account because he teaches his kid in Sunday School, or because they play golf together, or drink out of the same bottle, or their wives went to the same school—or any other number of reasons (and I haven't half included some of the tactics used by my 'opposition') and *make it stick*, but let a young cub reporter let the opposition scoop him on an important news break and he would never hear the end of it from his Editor"—(to say nothing of the subscribers). That is all very true. Another thing to remember is that a doctor buries his mistakes—but a newspaperman exposes his to the four corners of the world.

All of which is deviating slightly from the original subject: "*Never hesitate to give a newspaperman a tip on a story on the assumption that he already knows it.*" I do not know a single member of the *Fourth Estate* who would come back with the wisecrack "*I already know that, why don't you get wise*" (or words to that effect) but I believe most of them would appreciate your interest. At least I can speak for myself and say that "*I do!*"

**First Methodist Church**

DANIEL LANE, Pastor

Services for Sunday, August 23:  
 9:45 Church School. Harvey Woodruff, Superintendent.  
 11:00 Morning Worship. Pastors  
 Sermon Topic: The Church Is Of God Under Orders.  
 7:00 Youth Fellowship Devotional.  
 8:00 Evening Worship. Pastor's Sermon Topic: Selling Our Birthright.

**Our Job Is to Save Dollars**  
 Buy War Bonds Every Pay Day

**GUMBERRY NEWS**

Mrs. Willard Whitehurst and daughters of Portsmouth arrived Monday to spend some time with relatives here.

Z. L. Davenport Jr. spent several days here last week.

Misses Bettie and Jackie Boykins of Norfolk visited their uncle, Richmond spent the week-end with

D. M. Boykins, last week.

Wilkins Barrett of Norfolk spent the week-end with his parents here.

Miss Helen and Felecia Taylor spent Sunday in the home of Mr. and Mrs. D. T. Taylor.

Misses Ethel and Lucy Capel and Nancy Stephenson are spending the week with Mrs. Dudley Barnes in Severn.

Miss Lallah B. Watts arrived Monday to spend some time with Virginia Stephenson.

Miss Hattie Mason Capel of Richmond spent the week-end with

her parents.

Mr. and Mrs. Roger Parker and family spent Sunday with his mother, Mrs. Sallie Parker. Luther Parker returned with them to spend some time.

Miss Alice Powell spent last week at White Lake.

Are you entitled to wear a "target" lapel button? You are if you are investing at least ten percent of your income in War Bonds every pay day. It's your badge of patriotism.

THE OWNERSHIP AND MANAGEMENT OF —  
**JOHNSON'S LAUNDRY**

WISHES TO SAY —



*Thank You*

to their hundreds of friends and customers in this territory who have reacted so splendidly to the losses suffered in our recent

**FIRE**

We wish it were possible for us to return your clothes in first-class condition!

**HOWEVER --**

since that is utterly impossible, we point out —

**THERE IS NO NEED TO GRIEVE OVER YOUR LOSS!**

If you haven't already done so, we urge you to



**FILE YOUR CLAIM AT ONCE**

as Saturday, August 22nd, is the absolute deadline on filing claims. After that date we cannot accept claims.

You may secure the proper blanks necessary at our temporary office — at the old location of our plant at South Rosemary Corner. Fill them out promptly and honestly — and we pledge ourselves to do everything within our power to see to it that you get a prompt, fair settlement from our insurance company.

**JOHNSON'S LAUNDRY**

INCORPORATED

— C. T. JOHNSON, Owner & Mgr.  
 Roanoke Rapids, N. C.