

WHAT'S NEW ON The BUSINESS HORIZON

By HOWARD HANCOCK
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The "bare-leg fad"

might have been alright during the past few hot summer months, and many of the ladies will tell you adamantly that it was "no fad" . . . that they were driven to it by necessity. Be that as it may, it would seem that according to the best medical belief today the girls' feet should be covered when they are trying on new shoes. In the Nation's Capitol, Health Officer George C. Ruhland has gone so far as to request all retail shoe dealers to prevent stockingless women from trying on shoes. Yeah, I know, you might say that is not the only "hair-brained" ruling you have heard of emanating from Washington, D. C. recently, but this recent one has to do with the prevention of spread of the fungus infection known as "athlete's foot."

Now it would appear those pretty bare legs the girls have been exhibiting since the stocking shortage should be covered—at least when their owners seek a new pair of shoes.

One alternative for the stores would be for their dealers to keep a supply of sterilized socks of various sizes for ladies who want a new pair of shoes but who simply "haven't a thing to wear" as to hosiery. Many stores in Roanoke Rapids selling children's shoes have been doing this for years, it is said, though I do not know of any yet to provide anklets or hosiery for their grown-up lady customers.

Seriously, it is pointed out that in addition to athlete's foot, there are ulcerated lesions around toes and toenails (even those pretty, red, polished ones) in many instances that might cause spread of infection unless the proper precaution is taken.

Wednesday Closing

at noon wound up this week for most city stores. To date no agitation has been heard to induce the Merchants Association to extend the half-holidays the year round, altho' I believe a lot of salespeople in the city stores would approve such a move. No doubt it has its advantages—and disadvantages, tho' it is my opinion that confining the practice to the three summer months works to a better advantage than to try it on a 12-month basis.

A half-day off on hot afternoons during the summer is no doubt very nice for people who work in the stores; yet there are employees of some city firms who are actually penalized by the practice because of the fact they must work a given number of hours a week, month or year; when those hours are subtracted on a basis of 4-to-6 a week it robs them of a week's or two-weeks' vacation. Besides, these are times when all of us should work harder!

Dial telephones

like most machines, are not imperfect. Add to this the human element for making a mistake and there is little wonder why your 'phone rings so many times when the party calling has received a "wrong number."

I believe most residential numbers in the city are on "two-party" lines, with the last number ending with a "one" or "six." I learned some time ago the "code" for party line ringing. If, for instance, your number is 516-1, upon dialing that number correctly the called telephone will give one short ring; should you dial 516-2 you will get two short rings, thus up to four short rings for the corresponding last digit dialed; should you dial 516-5 the called

telephone gives one long and one short ring. When you dial 516-6 you ring the other party on the line for the customary one short ring.

I have recently been annoyed with my telephone ringing four short rings at all hours of the night. (It really doesn't worry me so much, tho it is hard on the baby). Invariably the person calling would inquire if they were connected with the bus station. My number at the house is R-538-1. Investigation disclosed the fact the bus station is R-384. I was at a loss to figure how even a "screwball" could make the mistake of dialing my house for the bus station when there was such a small similarity in the numbers.

I finally arrived at the solution a few evenings ago when in the "wee small hours" the 'phone awakened me with four short rings to have the caller inquire when the next bus left for Norfolk. I informed him he had the wrong number. I had just about settled back to sleep when it rang again four times and the same voice made the same inquiry. I again told him his mistake. Upon settling back to bed I was really mad when the incident was repeated a third time. The caller was almost as irate, and told me that he was talking from a pay station; that he had only 15c when he started calling the bus station; that now he had "squandered" his last nickel and still didn't know when the bus left for Norfolk; that moreover he had dialed the number information had given him as being that of the bus station, which she had plainly said was "5-384." Naturally, if he dialed R-384 from any number in the city he would ring my 'phone four times. To satisfy my curiosity I called information and inquired the number of the bus station. I can see why the man made the mistake, for it certainly sounded to me like the operator said "5-384"—instead of R-384.

I've heard a lot of criticism of many of us who hail from West of the Mississippi for our "hard" pronunciation of the letter "R", but I wish the Carolina Telephone & Telegraph Co. could acquire one or two information clerks who could pronounce their R's so harshly they wouldn't be mistaken for 5's. I am quite positive the fellow who spent his last 15c for bus information wishes the same thing.

However . . . dial systems are not perfect . . . as a matter of fact, so few things are!

ENTERTAINS CLUB

Mrs. L. B. Brown was hostess on Wednesday afternoon to the members of her bridge club. Mrs. W. G. Cherry, Jr., who leaves soon for Rocky Mount to make her home, was presented a parting gift by the club members. Mrs. Jim Joyner of Kinston, house guest of Mrs. Brown, was remembered with a gift and the high score prize went to Mrs. Edwin Akers. Those making up the tables were: Mesdames D. E. Bennett, W. G. Cherry, Jr., Wilmer Collier, Clayton Gurley, W. D. Hall, C. D. Liske, Roderick Meikle, Thornton Wilson, Jr., Edwin Akers, Johnnie Martin, William Thorne, Jr., and Jim Joyner. For refreshments a desert course was served.

Warwick G. Hockaday, Coxswain U. S. Coast Guard of New Orleans, La., has returned after spending his furlough with his parents, Mr. and Mrs. W. G. Hockaday, Sr.

Miss Edna Campbell spent last week in Richmond with friends and is spending this week in Washington with friends.

PENNEY'S

QUARTERMASTER TO AMERICA'S SCHOOL ARMY

EVERYTHING FOR BACK-TO-SCHOOL

Millions of America's youth turn again to school, outfitted from head to foot in Penney clothes!

You'll have many a reason to be glad you outfitted your children at Penney's. Not only for the dependable quality for which our school needs are famous, but, in addition, savings to put into War Bonds!

SHOES FOR THE FAMILY



With Tailored Things!

SPECTATORS

Smooth antiqued Turftan pump you'll dote on! Grand heel!

3.49

That Campus Look! OXFORDS

Moccasin toe and harness stitching! Soft brown glove leather for comfort!

3.49



Smart Bump Toe!

SPECTATORS

A classic with high heels! Turftan, to wear with your tailored fall clothes.

2.98

Shoes You Must Have! SADDLES

Brown - and - white glove leather - rubber sole and heel! A requirement this fall!

2.49



You'll Like These!

OXFORDS

Antiqued brown glove leather loop lather shoe! Ties for fit! Really new and smart!

3.49

Little Girl's Pets!

PUMPS

Black patent leather, faille trimmed. Sanitized* lining for health. Sizes 12-3.

2.29



For School Days!

OXFORDS

1.69

Sturdy brown leather, fine-grained trim! Sanitized* lining! Sizes 8½-2.

Variety for Little Girls!

OXFORDS

1.98

Detachable kiltie tongue! Like having two pairs! Brown or black leather. Girls 8½-3



Durable and Smartly Conservative!

OXFORDS

Practical; straight-tipped. The kind of shoe you want for wear!

3.79

Young Men's Favorite for Fall!

OXFORDS

A good, durable Fall style in dark brown antique finish. Goodyear welt! Smart heavy detail!

4.79



It's Just Like Big Brother's!

OXFORDS

A swell shoe for active boys—they'll stand plenty of hard wear. Sizes 1 to 6.

2.29

Long-wearing Favorite for Boys!

OXFORDS

Brown corded moccasin toe blucher! Sanitized* lining! Wear value! 1-6.

2.98



Grand for Active Play!

HIGH SHOE

Flexible cord soles to keep them sure-footed. Built for wear! 8½ to 2.

1.49

With the Popular Scuffless Tip!

OXFORDS

Long-wearing! Cordovan tip! Sanitized* lining! 12-3, 8½ to 11½.

2.49

Jim Penney*

SWEATERS

1.49

Warm and rugged for school! Good-looking two-tone styles slide fastener front closing!



BOYS' SLACKS

Rough herringbones! Hard finish stripes! Grand values!

1.98

BOYS' DRESS SHIRTS

Every boy's favorite patterns—all in fast colors! Percale!

.69

CORDUROY JIMMIES

Toughies! Bib style long-ies—adjustable straps, pockets!

1.69

GIRLS' JACKETS

Tailored of wool flannel or tweed. Plaid or plain. 7 to 14.

4.98

GIRLS' SPORT SKIRTS

Gored or flared styles! Bias stitched pleats! 7 to 14.

2.29

For School In Any Weather!

REVERSIBLE COAT

Shetland type or plaid — gabardine on reverse! 7-14.

7.90

"Miss Prep" Sweaters

Slip-overs or cardigans! Sizes 8 to 16.

1.49

*Reg. U. S. Pat. Off.

