

WHAT'S NEW ON **The BUSINESS HORIZON**
 by HOWARD HANCOCK
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I missed a week . . .
 of writing this column last week, though chances are you didn't miss much by it not appearing. Two of the "very best" of reasons were responsible: (1) I didn't have any time, and (2) I didn't have anything to write about . . . so why "bore" readers if you have nothing to say. Perhaps if you stick with me for the balance of this one you will think the same circumstance is true this week. There is an item or two, however . . . 'rinstance — a so-called

"Shopper's Dictionary" was recently sent me by a friend (who prefers to remain anonymous — and I don't blame him, or her, as the case may be—). It appears my anonymous correspondent has a few slightly distorted ideas about present-day business, tho' some of them are amusing. Among other things, he contends that:

"A butcher shop is a place where they suggest that you have chicken for dinner.

"A laundry is a place where you have to prove your pedigree; unless you are related by previous patronage they will have nothing to do with you.

"A shoe store is a place where they have it in brown or black — and that's all.

"The place where you used to buy coffee is now (even before actual rationing) a place where you are told to come around next Friday, and maybe you can get a pound.

"A state-supervised ABC store is a place where you can buy only one bottle of liquor a day (regardless of whether it is a half-pint, full-pint, fifth or quart) in spite of the fact state laws allow any adult person not otherwise unqualified the right to purchase a gallon in any one day.

"A restaurant is a place that should specialize on easy terms if they expect to continue to sell steaks.

"A watch repair shop is a place where they tell you they think they can have it finished in about a month.

"A hardware store is a place where they will be glad to order it for you, but hasten to explain they doubt if they can get it, then mention something about a 'priority' . . .

which may be true
 in a lot of instances, but I see little to be gained in complaining. The important thing is that tho we often have to wait, we can get what we need, even if we can't get what we want, and that's more than any other people in the world can do.

Increased Taxes
 took on new forms the first of the week. As a result, the war may be brought even "closer home" to thousands of men as they are asked 16c for a package

of cigarettes, and 6c for the usual "nickel cigar." Many city stores were reluctant to add the tobacco tax; in fact a great many of them have not yet added to their prices, tho' chances are they will come around to it.

Clerks in local ABC stores tell me that Monday's sales surprised them in the amount of business done at the stores. The increased Federal tax went on all alcoholic beverages as of November 1st, raising the price from 20c to 25c per pint; 40c to 50c per quart. Coupled with last week's heavy buying (in spite of rationing a-bottle-a-day) the ABC employees thought they would have ample time to mark up all of the prices on liquors in stock Monday, tho' they say the final result was that they did almost as much business as on the previous Saturday.

Which provokes the thought that perhaps "rationing" makes for **"Good Business!"**

I know of one instance where this point might be easily proven. It seems that Pimentos invariably get scarce during the last few months of the summer . . . has something to do with "supply and demand" I suppose, coupled with the fact the new crops have not been harvested and canned.

Recently, however, they made their re-appearance on the local market . . . not in cans, but small glass jars. The price was slightly higher. One uptown food store displayed the new stock, pricing the jars at 11c each, and attached one of the familiar cards: "Limit — One to a Customer." The manager of the store told me he encountered no little trouble with housewives wanting to buy several jars. The same company has identically the same merchandise in their downtown store — priced only 10c with "no limit." The manager of that store says Pimentos is still a "slow seller", with him.

Thieves get "fortune"
 Yes-sir that's a fact. A thief who recently broke the glass on the scales in front of the Ben Franklin Store got a "fortune" all right, but he had to read it, — he couldn't spend it! It came about this way; Bill Proctor has a pair of scales in front of the store that not only tells your correct weight, but also tells your fortune as a little card appears in the slot at the top of the scales. Recently some culprit busted the glass at the top of the scales hoping to tap the bank, but it so happens the little container that receives the coins was not located at that spot, so the would be thief had only a fortune in theory for his trouble, and it is doubtful if he waited to read it. Proctor had a "busted glass," but it has been repaired now, and the scales are handing out weights and fortunes as usual.

It surprised me when Bill told

me those scales took in on an average of \$10 a week or better; also that it was not uncommon to find many "dimes" in the kitty when he emptied it.

An interesting item
 is sent me by Mrs. J. H. Kennemur, widow of the late J. H. Kennemur, pioneer residents of Roanoke Rapids. Mrs. Kennemur is in possession of a history book of the Kennemur family. And it contains nearly 400 pages in which the name is spelled 12 different ways. In this book is found two brothers: Judge Charles Brent Kennamer, U. S. District Judge of Alabama; and Franklin Elmore Kennamer, U. S. District Judge of Oklahoma. He is now retired from the bench. They are the only brothers to ever occupy the Federal bench at the same time. There are over 50 members of the family in the Armed forces.

RICKS GIVES REPORT FOR ABC QUARTER

Eddie H. Ricks, Supervisor of the Halifax County Board of Alcoholic Control, reports the following financial condition of the Board as of the quarter ending Sept. 30, 1942:

Assets: \$148,550.60; Liabilities and Reserves: \$21,710.82; Net Worth: \$126,839.78.

Net income for the quarter is \$33,702.25, on a gross profit of \$70,215.53.

During the quarter (July, August, September) the Board paid State Sales Tax of \$17,850. It also provided for Law Enforcement \$3,282.27. And the Towns of Halifax County which have ABC stores received as their proportion of the net earnings \$6,779.09.

Balance of undistributed profits on June 30 was \$93,137.53 but there is no statement in the report as to the disposition of these profits. This figure is included in the net worth total reported above.

Cost of sales is reported as \$140,

660.47 and expenses as \$11,916.36 Total sales for the quarter were \$210,876.

Certification of the audit is made by A. Lee Rawlings & Co., of Norfolk.

Charles Horne of Hargrave Military Academy spent the week-end here with his father.

SERVICE MEN HOME
 Pfc. Richard Cooper of Paterson, N. J., and Pfc. Carnal Cooper of Temple, Texas, spent last week with their parents, Mr. and Mrs. J. J. Cooper.

Mrs. J. R. Melton of Norfolk was the guest of her sister Mrs. R. J. Rightmyer this week.

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