

Newspaper Ads Draw Shoppers; Study Shows Effectiveness Over State

By OWEN BISHOP
UNC-G News Bureau
GREENSBORO — Consumers in North Carolina's major cities "consistently respond" to newspaper advertising for downtown stores, but generally do not visit those stores in response to merchants' radio and television commercials.

This is the chief conclusion of a statewide study conducted by Charles R. Hayes, geography lecturer at the University of North Carolina at Greensboro. The study suggests that the comparative ineffectiveness of broadcast advertising is due to the fact that people tend to remember brand name messages from manufacturers rather than ads from retailers.

With radio, however, ineffective use of the medium may also be partly responsible, Hayes notes.

Radio advertising has a definite "impact" on downtown shopping and could be made into an effective "sales tool" for central business district (CBD) retailers, he says.

Television, on the other hand, has "only small impact" on downtown shopping, apparently

because most consumers watch all available stations and direct their loyalty "toward the network rather than to the city originating the signal."

The study is one of four carried out by Hayes and Dr. Gordon Bennett, assistant professor of geography at UNC-G, for the State Planning Task Force. It was published recently by the State Department of Administration.

Data for all four studies was gathered in a survey of Downtown shoppers in 24 Tar Heel cities during the summer of 1968. In each city, 120 customers were interviewed in CBD stores between 9:30 a.m. and 5:30 p.m. on weekdays. Hayes, Dr. Bennett and four student assistants made up the survey team.

Cities Covered
The cities covered in the survey were Asheville, Asheville, Burlington, Chapel Hill, Charlotte, Durham, Fayetteville, Gastonia, Goldsboro, Greensboro, Greenville, Hickory, High Point, Kannapolis-Concord (considered one city for statistical purposes), Kinston, Lexington, Raleigh, Rocky Mount, Salisbury, Statesville, Wilmington, Wilson and Winston-Salem.

In discussing the effectiveness of newspaper advertising, Hayes points out that most North Carolinians read a newspaper regularly.

"Only 3 per cent of the people questioned said they did not read a newspaper and this ratio did not exceed 6 per cent in any market."

In the survey, "almost 40 per cent of the respondents had come downtown in response to a newspaper ad. In some markets this ratio was over 70 per cent and in others below 20 per cent. Nevertheless, people do consciously and consistently respond to newspaper advertising concerning downtown stores and products."

"Department stores, clothing stores and supermarkets were the advertisers mentioned most often and in that order. Want ads, especially for jobs, were also important to the potential customers. Downtown merchants are reaching potential customers through the newspaper communication medium."

Comparison Cited
Meanwhile, a comparison of newspaper service areas and downtown trade areas showed a positive "association."

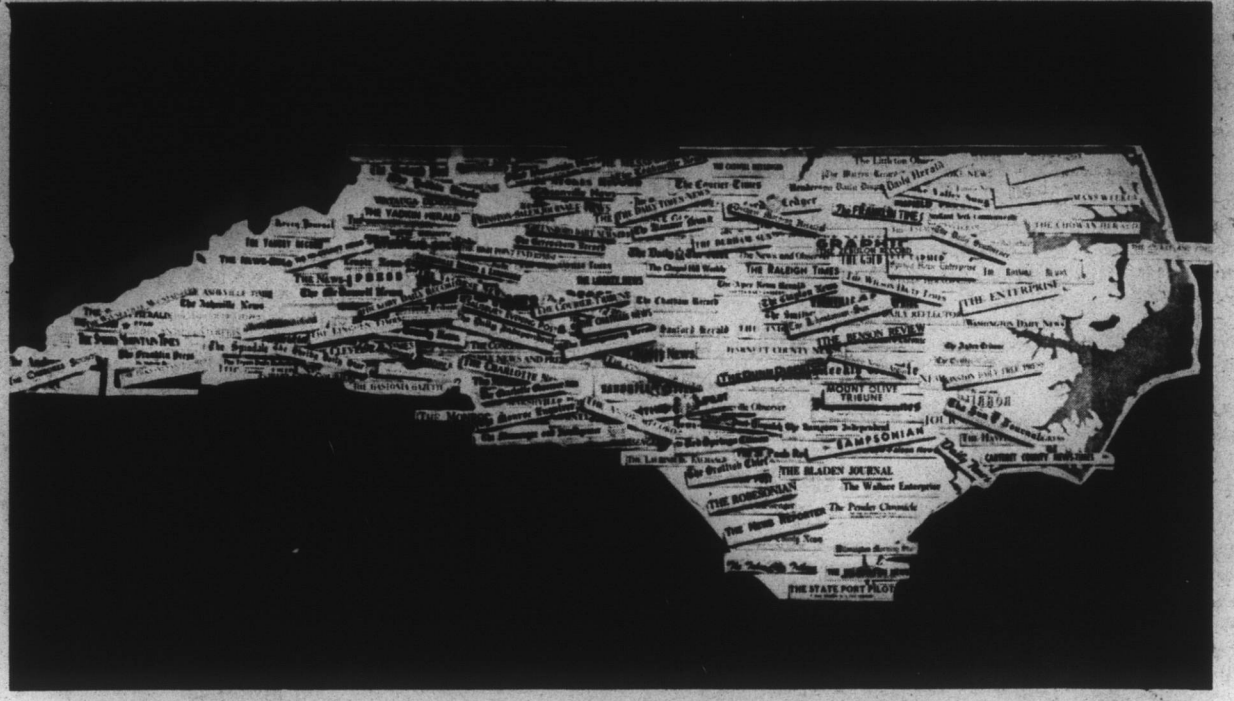
Hayes notes that "where newspaper service areas are large, trade areas are large; where newspaper service areas are small, trade areas are small... When a newspaper service area increases in size so does the downtown trade area 83 per cent of the time. This association is too close to have occurred by chance."

A similar relationship was found to exist between radio service areas and the CBD's. "As a city's radio service area increases in size, its downtown trade area will show a corresponding increase 70 per cent of the time. This 70 per cent correlation is evidence of a fairly close association between the two."

Very Few Shoppers
Despite this association, very few shoppers in the survey were visiting the CBD in response to radio advertising by downtown stores.

"Only 2 per cent of the respondents admitted to being downtown in response to radio advertising... Typical radio advertising recalled by respondents primarily involved brand name advertising for beverages and clothing."

(Continued on Page 3)



NEWSPAPERS BLANKET STATE — Advertising in North Carolina newspapers is more effective than radio or television commercials in drawing shoppers to downtown stores of the state's major cities, according to a study conducted by Charles R. Hayes, geography lecturer at the University of North Carolina at Greensboro. The study, which was published recently by the State Department of Administration, is based on a survey of downtown shoppers in 24 North Carolina cities. It also shows that most Tar Heels are regular newspaper readers.

Old Shoes Fit Wes Chesson's Style

DURHAM — Many have wondered why Duke flanker, Wes Chesson, tapes his shoes like former Baltimore Colt receiver, Lenny Moore. It seems that the only pair of shoes that feels comfortable to Chesson is an old set he has worn for several years. In order to keep them from falling apart, he has to tape them.

"We have given him new shoes to wear; in fact, he has warmed up prior to a game with new shoes on, but goes back to the old shoes at the start of the game," remarked Duke receiver coach Stan Crisson.

Chesson is about to re-write the Atlantic Coast Conference record book on pass receiving. In Saturday's loss to Georgia Tech, Chesson caught eight passes for 142 yards and became the career record holder for yardage gained by pass receiving. He now has a total of 1,989 yards.

Chesson, a senior from Edenton, needs just three catches to set a new all-time career mark of passes caught. He has 144 and needs the three to break Fred Ziegler's record of 146 career catches set last season.

With three games to go, Chesson needs 12 catches and season receiving mark. The old record of 85 catches for 892 yards is held by former Duke receiver, Henley Carter.

Churchwomen Plan Food Fair

A food fair is being sponsored by the St. Paul Episcopal Churchwomen on November 10 from 10 A. M. to 2 P. M., at the Parrish House on Gale Street. Items for sale include pickles, preserves and baked goods. The public is cordially invited to attend and encouraged by the churchwomen to stock the pantry shelves with the homemade goods.

B. A. TALLEY
GENERAL CONTRACTOR

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HOMES

Superior Blending of Quality and Design

Builder of New Homes
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CALL AFTER 6:00 P. M.

Phone 426-7081 — Hertford, N. C.

LONG TERM LOANS TO FARMERS

102 W. Eden St., Edenton, N. C.
Each Thursday from 10 A. M., to 12 Noon
Phone 482-4904

FOR QUICK RESULTS, TRY
A HERALD CLASSIFIED AD!

FREE

\$10.00 PRIZES

5 Each Day

— MONDAY THRU SATURDAY —

Drawing Each Day At 6 P. M.

Come Join The Fun

The Chowan Herald Legal Advertising

EXECUTOR'S NOTICE
In the General Court of Justice
Superior Court Division
Having qualified as Executor of the estate of Myrtle Davis Watson, late of Chowan County, North Carolina, this is to notify all persons holding claims against the estate of said deceased to present them to the undersigned on or before the 16th day of April, 1971, or this notice will be pleaded in bar of any recovery thereon. All persons indebted to said estate will please make immediate payment.

Book 69, page 135, in the office of the Register of Deeds of Chowan County, North Carolina, and under and by virtue of the authority vested in the undersigned as Substitute Trustee, by instrument dated September 10, 1970, recorded in Deed Book 28, pages 698 and 699, in the Chowan County Public Registry, default having been made in the payment of the indebtedness thereby secured, at the direction of the holder of said indebtedness, the undersigned Substitute Trustee will offer for sale at public auction to the highest bidder for cash, at the Courthouse Door in Edenton, North Carolina, at 12:00 Noon, on the 13th day of November, 1970, the property described in said deed of trust, and described as follows:

required to deposit with the undersigned Substitute Trustee ten (10%) per cent of the bid at the sale.
This the 12th day of October, 1970.
(s) GERALD F. WHITE, Substitute Trustee.
Exp Nov 5

the Secretary of Agriculture, Washington, D. C. 20250, or the Rural Electrification Administration, Washington, D. C. 20250, or this organization, or all, a written complaint. Such complaint must be filed not later than 90 days after the alleged discrimination, or by such later date to which the Secretary of Agriculture or the Rural Electrification Administration extends the time for filing. Identity of complaints will be kept confidential except to the extent necessary to carry out the purposes of the Rules and Regulations."
Nov 5c

wife, Dinah Lewis Valentine, Helen Valentine, widow, Charles Valentine, unmarried, and Sherman Valentine, unmarried, and Town of Edenton, Defendants," the undersigned Commissioner will on the 2nd day of December, 1970, offer for sale and sell for cash, to the last and highest bidder at public auction at the Courthouse door in Chowan County, North Carolina, at 12:00 o'clock noon, the following described real property lying and being in the Town of Edenton, Chowan County, North Carolina, and more particularly described as follows:

This 7th day of October, 1970.
L. P. WILLIAMS, JR.,
Executor of the Estate of Myrtle Davis Watson, Deceased.
Exp Nov 5c

That certain lot located on the West side of the Center Hill Road leading from Center Hill to Cisco Station, and being also on the West side of the old right-of-way of the Suffolk and Carolina Railroad Company and beginning in the Western edge of said right-of-way at the corner of the A. L. and Bertha L. Twine and C. F. Coston property, thence Westwardly and along the C. F. Coston property line one hundred eleven (111) yards to a point in the said C. F. Coston property line; thence Northwardly forty-four (44) yards to a point; thence Eastwardly and keeping exactly forty-four (44) yards between this call and the first call described above one hundred eleven (111) yards to the Western edge of the aforesaid right-of-way; thence Southwardly and along the Western edge of said right-of-way forty-four (44) yards to the place of beginning and containing about one (1) acre, and being the same property conveyed unto the parties of the first part by deed of A. L. Twine and wife, dated April 2, 1905, and recorded in Deed Book 11, page 208, in the office of the Register of Deeds, Chowan County, North Carolina.

United States Department of Agriculture
Rural Electrification Administration
APPENDIX A
Statement of Nondiscrimination
"Roanoke Electric Membership Corp., Rich Square, N. C., has filed with the Federal Government a Compliance Assurance in which it assures the Rural Electrification Administration that it will comply fully with all requirements of Title VI of the Civil Rights Act of 1964 and the Rules and Regulations of the Department of Agriculture issued thereunder, to the end that no person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, or be denied the benefits of, or be otherwise subjected to discrimination in the conduct of its program and the operation of its facilities. Under this Assurance, this organization is committed not to discriminate against any person on the ground of race, color or national origin in its policies and practices relating to applications for service or any other policies and practices relating to treatment of beneficiaries and participants including rates, conditions and extension of service, use of any of its facilities, attendance at and participation in any meetings of beneficiaries and participants or the exercise of any rights of such beneficiaries and participants in the conduct of the operations of this organization."
Exp Nov 26c

Administratrix Notice
Having qualified as Administratrix of the estate of Evelina Knight, late of Chowan County, North Carolina, this is to notify all persons holding claims against the estate of said deceased to present them to the undersigned on or before the 5th day of May, 1971, or this notice will be pleaded in bar of any recovery thereon. All persons indebted to said estate will please make immediate payment.

EXECUTOR'S NOTICE
In the General Court of Justice
Superior Court Division
Before the Clerk
Having qualified as Executors of the estate of Thomas E. Bunch, late of Chowan County, North Carolina this is to notify all persons holding claims against the estate of said deceased to present them to the undersigned on or before the 22nd day of April, 1971, or this notice will be pleaded in bar of any recovery thereon. All persons indebted to said estate will please make immediate payment.

This 16th day of October, 1970.
LENA I. BUNCH and LEWIS E. BUNCH,
Executors of the Estate of Thomas E. Bunch, Deceased.
Marjill Evans, Jr., Attorney at Law, P. O. Box 74, Edenton, N. C.
Exp Nov 12

NOTICE OF SALE
State of North Carolina, County of Chowan,
Chowan County,
Plaintiff
vs.
William Valentine and wife, Dinah Lewis Valentine, Helen Valentine, widow, Charles Valentine, Unmarried, and Sherman Valentine, Unmarried, and Town of Edenton, Defendants.
Under and by virtue of an Order of the Superior Court of Chowan County, North Carolina, made and entered in the action entitled "Chowan County, Plaintiff, versus William Valentine and

This 5th day of November, 1970.
CLARA K. SIMONS,
Administratrix of the Estate of Evelina Knight, Deceased.
John F. White, Attorney-at-Law, Edenton, N. C.
Exp Nov 26c

That lot or parcel of land adjoining the lots of Mrs. M. F. Bond, Mrs. Etta Coffield lot, 180 feet from Broad Street; thence Southwardly 80 feet along the late Mrs. M. F. Bond's line to Mrs. Etta Coffield's line; thence Westwardly along said line 54 feet to the Coffield Lane; thence Northwardly along said lane 80 feet to Cartaret Street; thence Eastwardly along said street 54 feet to the point of beginning.

This sale will be made subject to all outstanding City and County taxes and all local improvement assessments against the above described property not included in the judgment in the above entitled cause.
The highest bidder at said sale shall be required to make a deposit of 10 per cent of the first \$1,000.00 bid and 5 per cent of any amount in excess thereof.
This sale shall stand open for 10 days for advance bid. This 2nd day of November, 1970.
JOHN W. GRAHAM, Commissioner.
Exp Nov 26c

This 16th day of October, 1970.
LENA I. BUNCH and LEWIS E. BUNCH,
Executors of the Estate of Thomas E. Bunch, Deceased.
Marjill Evans, Jr., Attorney at Law, P. O. Box 74, Edenton, N. C.
Exp Nov 12

This sale will be subject to lien of all unpaid taxes. The highest bidder will be

Under and by virtue of the power of sale contained in that certain deed of trust executed by Lloyd Alvin Twine and wife, Katherine Twine, to Kenneth G. Cummins, as Trustee, dated May 10, 1959, and recorded in

Buy and Sell With Want Ads Phone 482-2221

Here's All You Have To Do... Register On Every Visit — NO OBLIGATION — Drawings Will Be Held At 6 P. M. Daily. If You Are a Winner You Will Be Notified. Winners' Names Will Be Posted In The Store.

(If Not Claimed in 7 Days from Drawing Date New Names Will be Drawn).

New Registration Begins Each Monday Morning
Must be 18 Years or More to be Eligible!

REGISTER OFTEN WIN OFTEN

Don't have to be Present To Win!

REMINDER... We Give Double Top Value Stamps Monday and Tuesdays