

Travel Information In Heavy Demand

The N.C. Travel Development Section received 25,346 "Please Me" letters during the month of January and 22,591 in February.

What is a "Please Me" letter?

It's please send me information on travel, golf, fishing, camping, events in North Carolina!

And March started off with a bundle of inquiries. On March 1, the Travel Development Section received a record breaking 4,564 inquiries.

Breaking down the month of January: 18,923 of the inquiries were generated by the state's new advertising campaign. The travel ads were prepared by the

McKinney Silver and Rockett agency of Raleigh. How does the number 18,932 for one month compare with previous inquiries generated by advertising? There were 23,885 in all of 1976 and 10,885 in 1975.

If the ad inquiries continue at their present rate... "And we think they will," says Travel Development Director Bill Arnold... 1977 could surpass the record-high efforts of 1970 (86,992) and 1965 (85,164). "We are looking for our strongest year yet," he added.

Several innovations have been put into effect by Travel Development's Inquiry Section to streamline the handling of

large volumes of requests for information.

"We have installed a computer which cuts out a great deal of hand sorting and which will help us determine the best direction for the state's advertising campaign," points out Eleanor Lambert, supervisor of the Inquiry Section. "It will also allow us to use the information for research and automatically establishes a record of names, addresses, requests, and so forth for future reference," she said.

The Travel Development Section is also using "bulk mailing" which reduces considerably the cost of postage. Example: A package of general information previously cost 72 cents to mail. It would cost \$72,000 to answer 100,000 inquiries. This same material sent bulk rate costs 26.5 cents per package to mail and process, or \$26,500 for 100,000 inquiries — a savings of \$45,500.

For every dollar spent for print advertising in 1976, \$20 was generated in actual expenditures by visitors to North Carolina. This \$20-to-one ratio was derived from an advertising conversion study conducted by Travel Development and is \$10 better than the average rate of return nationally.

The study was based on questionnaires sent to 3,587 persons who responded directly to North Carolina ads placed in nine national magazines between October, 1975, and May, 1976. Fifty-eight per cent of those respondents ultimately visited the state as a direct result of the ads and travel material received in response to their inquiry.

It was concluded from the study that the \$113,323 spent on print advertising in 1975 actually resulted in \$2,200,000 in spending in North Carolina that would not otherwise have been forthcoming.

The study also projected that with the \$384,000 currently scheduled in print media for 1976-77, the industry can expect a return of \$7,680,000 in expenditures. "With the computer we will be able to continually monitor our advertising efforts and our promotional programs," Arnold pointed out.

North Carolina in 1976 recorded its second straight \$1-billion year for the travel industry. Total spending by travelers was \$1,280,000,000 with \$855-million being spent by out-of-state visitors.

Aging Office Division Holds Area Meetings

The N.C. Office For Aging and the Division of Community Assistance, sponsored two meetings in Region "R" this week to obtain the views of senior citizens concerning their needs.

The meetings were held Wednesday in Perquimans and Dare counties.

Mrs. Naomi C. Hester, program administrator in the region, said information gathered at these meetings will help to shape the upcoming State Conference on Aging which will be held July 7-8 in Raleigh.

Holms Backs Carter Food Stamp Move

WASHINGTON D.C. — U.S. Senator Jesse Helms has endorsed the main thrust of the Carter food stamp proposal presented to the Senate Agriculture Committee by Secretary of Agriculture Bob Bergland. Helms stated, "Although I do not agree with all the provisions of the Administration's proposal, taken as a whole, I feel that it is moving in the right direction."

The Carter proposal would lower the net income eligibility limits to the poverty guideline. It would eliminate the complicated itemized deductions which, under existing law permits a family making \$16,000 a year to receive food stamps. It includes incentives to encourage individuals to obtain work. It encourages state and federal officials to investigate and prosecute those who illegally participate in the food stamp program.

"The Administration obviously has made a sincere effort to stop the increasing cost of the food stamp program, which has grown in cost to the taxpayers from \$2.8-billion in 1974 to an estimated \$5.7-billion in fiscal year 1978," Helms said. The main thrust of this proposal is to eliminate or reduce food stamp benefits to citizens with higher incomes, and assure that the truly needy have sufficient resources to obtain food.

Helms stated that the two main provisions included in the Carter proposal which he could not support are those allowing food stamps to strikers and eliminating the purchase requirement. "I simply do not believe that the federal government should subsidize a strike. Elimination of the purchase requirement would transform this nutrition program into an income supplement program. When families have very low incomes or no income at all, under present law they are not required to purchase their food stamps; therefore I see no reason to eliminate the purchase requirement."

Secretary Bergland stated that the major reform proposal, "is designed to tighten up the program, to eliminate or reduce benefits to households with the highest incomes to reduce errors, and to curb the possibilities for abuse."

Helms remarked, "I commend President Carter on his proposal and with a few modifications I would support his food stamp proposal."

Army Promotes Thomas L. Bulls To Staff Sergeant

TORREJON DE ARDOZ, Spain — The son of a Tyner, N.C., couple has achieved the rank of staff sergeant in the U.S. Air Force.

Sgt. Thomas L. Bulls, whose parents are Mr. and Mrs. Sidney W. Bulls, Route 1, Tyner, is a security police specialist at Torrejon AB, Spain, and serves with a unit of the U.S. Air Forces in Europe.

The sergeant is a 1970 graduate of Chowan High School.

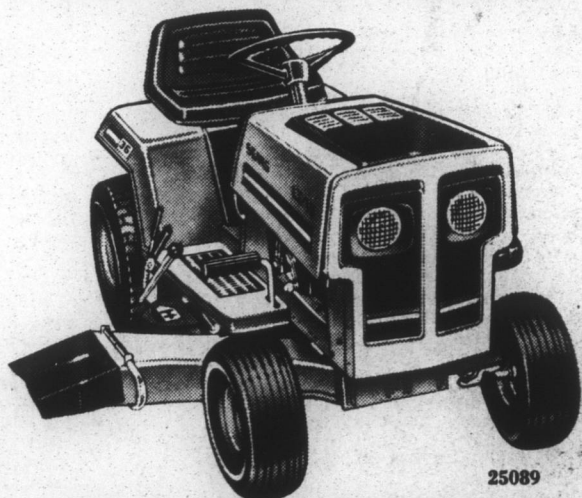


LOTS OF MAIL — Those cards and letters just keep coming in. Department of Natural and Economic Resources' Inquiry Section staffers Jill Burtnett, Jan Ellington and Eleanor Lambert are busy processing a "normal" day's mail which ranges from 1,200 to 2,000 travel inquiries a day. The inquiries are in response to the N.C. Travel Development Section's travel advertising program which invites tourists to spend their vacation in the Tar Heel State. (N&ER Photo by Jim Page).

Sears

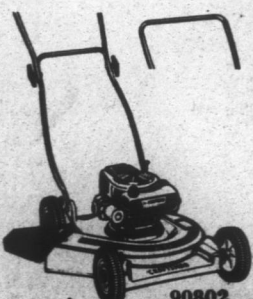
Spring lawn and garden SALE

SAVE \$20 TO \$100



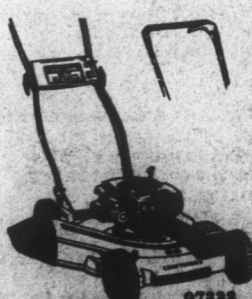
\$100 off 10-H.P. tractor with mower

Briggs & Stratton® engine is synchro-balanced. 3 forward speeds plus reverse. 36-in. mower. Electric start. WAS \$779.00 **\$679.00**



\$20 off 3.5-RP Eager-1® mower SALE \$99.00

Lightweight die-cast aluminum housing! 5 height settings, 2-position handle.



\$25 off 4.0-RP propelled mower SALE \$139.00

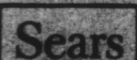
Eager-1® mower has four drive speeds, solid-state ignition, 6 height settings.

Shipping extra

Sears has a credit plan to suit most every need

Prices are Catalog prices • Now on sale

Satisfaction Guaranteed or Your Money Back



NORTHSIDE SHOPPING CENTER Edenton, N.C.

Convenient Shop Hours

Catalog by Phone 482-2185

SEARS, ROEBUCK AND CO.

HOLLOWELL'S ELECTRICAL SERVICE

ROUTE 3, EDENTON

ALVIN HOLLOWELL OWNER (Licensed Electrician)



Call After 3:30 P. M. PHONE 482-2608 FREE ESTIMATES

New Work Contractor Old Work Repairs

Belk Tyler

downtown edenton



AFTER EASTER SALE

Half-Price Now! Ladies' Dresses and Pantsuits!

Regular \$20 to \$56 **\$10 to \$28**

Long and short sleeve dresses and 2-piece jacket dresses. Some pantsuits included. Misses and half-sizes.

One Group of Famous Maker Jr. Sportswear

Regular \$18 to \$21 **\$9 to 11.50**

Skirts, slacks, sweaters and vests. In assorted colors and styles. Junior sizes 5 to 13. Hurry in!

Ladies' Super Suede Coats Now at a Low Price!

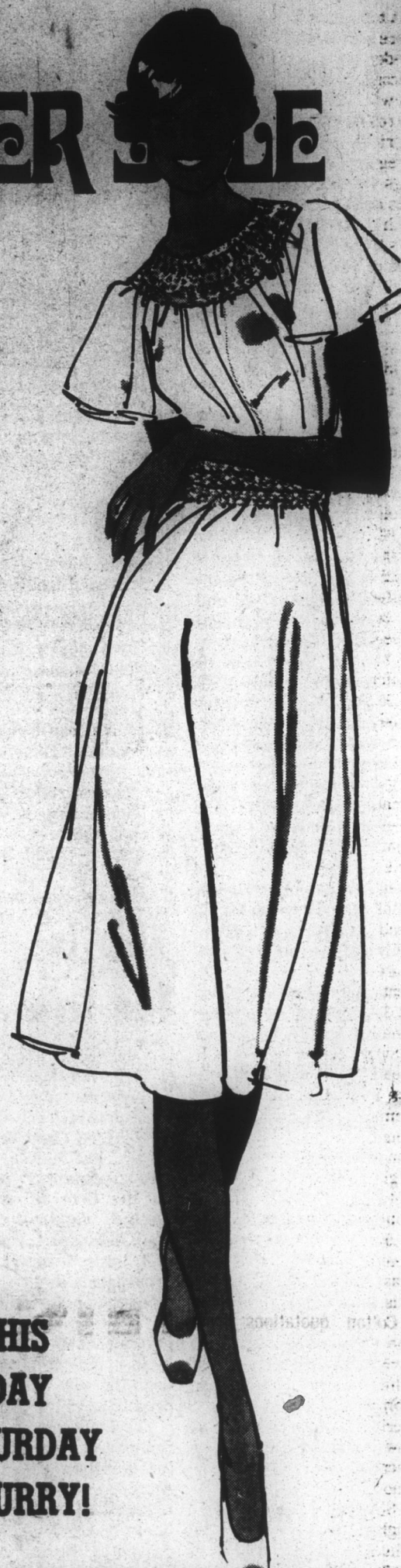
Originally \$69 **34.88**

80% Arnel® triacetate and 20% nylon. Light blue and beige. Sizes 8-18. Machine washable. Easy-care!

Famous Maker Bras Now a Big 1/3 Off. Hurry In!

Regular 7.50 to 11.95 **5.03 to 7.93**

From a famous maker, you'll recognize. Shop early for best selection and savings!



SALE THIS THURSDAY THRU SATURDAY ONLY! HURRY!

Half Price Sale! A Group of Men's 2-Piece Suits!

Originally \$80 **39.88**

Good-looking 2-piece polyester suits in new spring colors. Sizes 37 to 48.

Sale! Save Now On a Group of Men's Dress Shirts!

Regular \$5 **3.97**

Polyester/cotton blended in spring solids and prints. Sizes 14 1/2 to 17.

Entire Stock of Boys' Suits and Sportcoats Now 20% Off!

Regular \$22 to \$45 **17.62 to 36.02**

Spring and summer colors in plaids and solids. Easy-care fabric blends in sizes 4 to 20.

One Group of Boys' Slacks Now on Sale! You Save Big!

Regular \$8 and \$11 **5.88 and 6.88**

Choose from blue, tan and green. Sizes 4 to 20, regulars and slims.

Large Group of Piece Goods Now At a Big Savings!

Regular 1.99 and 2.99 yd. **1.44 and 1.97 yd.**

Solids, fancies and stripes in new spring patterns. Shop early!

Special Purchase on a Group of Ladies' Hose & Pantyhose

Regular \$3 to \$4 **97c pr.**

Super savings! All first quality. Several good shades to choose from!

Shop Daily 9:30 - 5:30 P.M. Except Friday 9:30 - 9:00 and Saturday 9:30 - 6:00. Phone 482-3221

