



WQDR Springsteen petition

Would you like to see Bruce Springsteen? WQDR radio station in Raleigh is sponsoring a "Bring Bruce" campaign to persuade the performer to appear in the Raleigh area during his upcoming tour.

WQDR is asking listeners to write postcards and circulate petitions and mail them into the station to be forwarded to Springsteen.

If you want to let WQDR and "The Boss" know that you're "Born to Run" send your support to:

Bring Bruce
c/o WQDR
P.O. Box 1511
Raleigh, N.C. 27602

"I see a Steak
in your near
Future.."

**Sizzlin Jr.
and Salad Bar**
with Piping Hot
Baked Potato or
Homemade French Fries
and Texas Toast
11 am-4 pm Mon.-Sat.

only
\$2.99



**Western
Sizzlin**
324 Rosemary St.
Chapel Hill

signs

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off for me." He said the restaurant had run out of food some of the days at lunch when the coupons were valid. He estimated that 15 percent to 20 percent of the distributed coupons were redeemed.

Sadlack's Heroes owner-manager Don McLennan said his return rate is also in the 15 percent to 20 percent range. He has been using Talking Signs three days a week since Easter.

"It's a very high average. Combined with more seating in the restaurant and Blimpie's closing, it's made a big difference in our business," McLennan said.

Walters said many of his clients refer new customers to him. About 80 percent of his business is made up of repeat customers, he said.

Part of Walters' success may be related to his policy of working until a method produces results. "I'm very result-oriented," he said.

He charges a preset hourly rate for his services. We try to come up with a unique idea for each individual customer," Walters said. One of his salespeople works out the idea with the merchant, and a signboard and coupon are then designed for the business.

Walters said this form of advertising is effective because of the way the message is reinforced. People read the board from a distance, they receive a

coupon and then the carrier gives them a verbal message.

Walters and his wife agreed that people are now starting to look for the carriers and the coupons. "We've had a very good acceptance," he said.

"Instead of ignoring us, people are walking up and asking about the day's special," Mrs. Walters said.

But Walters hasn't slowed down with the success of Talking Signs. He's begun putting out a flyer called The Clipper once a week. It has space for seven advertisements with clip-out coupons on one side and a single one on the other. Mrs. Walters said they've had an excellent response and have been selling out the space a week in advance. Walters has plans for beginning a similar flyer in Durham in the next few weeks.

Walters has also begun a shoe-shine service called Shine On. Walters has plans for the service to be spread throughout a four-state area with shoe-shine stands in hotels, motels and airports.

He is also working on developing Flyin Signs which would be flown by airplane over Kenan Stadium during football games.

Success does have its price. "We're putting in 18 hours a day," Mrs. Walters said. "It's all happening so fast I guess I'm in shock. But Joe's still going strong—it hasn't fazed him bit."



- Pizza Buffet \$2.95
- Spaghetti \$1.95
- Lasagna \$2.95
- Salad Bar \$1.95
- Great Potato \$1.95

Open Mon.-Thurs. 11 a.m.-midnite, Fri. & Sat. 11-1 a.m., Sun. 4-11 p.m.

**PRESENT THIS AD FOR
2 FOR 1 PIZZA SPECIAL!**

208 W. FRANKLIN ST. • 942-5149

3 Nightly Specials

- Monday and Tuesday
Pizza Buffet—All the Pizza
and salad you can eat
only \$3.20
- Wednesday—Lasagna and
Spaghetti Buffet—All the
spaghetti and salad you
can eat or one serving of
lasagna and all the salad
you can eat
only \$3.20



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