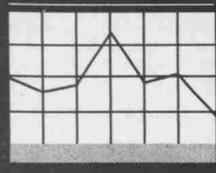


# BUSINESS

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## BUSINESS BRIEFLY



### From staff and wire reports

#### Average N.C. income rising

North Carolina's per capita income is on the rise as it is going up faster than in most other states.

But it is rising unevenly, with certain urban areas showing sharp gains while many rural areas lag far behind, according to a report compiled by Roy Carroll, vice president for planning with the UNC system in Chapel Hill.

Data compiled by Carroll put the state's per capita income in 1988 at \$14,304—almost 15 percent below the national average, but a significant improvement over previous rankings.

The 1988 figure ranked North Carolina 35th among the 50 states. In 1980, the state ranked 40th.

Since 1980, North Carolina's per capita income has grown at a faster rate than all but seven other states. "We've really made some remarkable progress," Carroll said Monday. "But still, we've got a long way to go."

The darker side of the figures is that the higher income is not pervasive statewide. The greatest increases were limited to nearly 20 urban counties.

The statewide average masks some wide discrepancies between rich and poor counties. Some of the richer counties' average incomes were almost twice those of the poorest counties, most of which were rural.

Only 18 of North Carolina's 100 counties exceeded the statewide average. Most of those were urban counties.

#### Trolleys to run in Carrboro

Chapel Hill's two trolleys will finally run in Carrboro next month—but not because the Board of Aldermen had a change of heart.

The trolleys will run three consecutive Saturdays beginning Dec. 2 from the Morehead Planetarium along Franklin Street to Carrboro on the route the Downtown Commission originally planned the buses to travel. The trolleys will travel along Main Street, then past Carr Mill Mall to the Carrboro Town Hall and back again to the planetarium.

The trolleys will run for three Saturdays this December, thanks to a deal between the Chapel Hill-Carrboro Downtown Commission and the owners of Carr Mill Mall.

Downtown Commission Co-director Debbie Dibbert said earlier this month the runs would be supported by the Carr Mill Mall in Carrboro.

"It's kind of a preliminary test by the owners of Carr Mill to see if the market is there," Dibbert said.

#### Housing market easing

The national real estate market looks like it will be ripe for those buying homes in the next decade.

Home sellers have had an advantage over buyers in much of the country through the 1980s, but that situation is likely to change in the early 1990s.

Among the chief reasons are a large inventory of unsold homes in many parts of the country, falling mortgage rates and expectations of cuts to come, and a relative decline in the home-buying population between the ages of 25 and 34.

The mid-20s to mid-30s age group that produced a bulge of demand and higher prices in the 1980s is now shrinking as a percentage of the population.

#### Eight N.C. companies in top 400

Eight North Carolina companies were on Forbes' new list of the nation's 400 largest private companies.

Three Greensboro firms made the list: Burlington Industries, with sales of \$2.2 billion; Cone Mills, \$688 million; and Halstead Industries, \$499 million.

Charlotte also was home to three companies on the Forbes list: the Belk department store firm with \$2.4 billion; McDevitt & Street, a contractor with \$868 million in sales; and Hendrick Management, an auto dealership ownership with \$589 million in sales.

Other N.C. firms on the list included Merchants Distributors, a Hickory-based food wholesaler with sales of \$867 million; and Investors Management, a Raleigh-based restaurant operator with sales of \$474 million.

## Experts: Ads affect underage drinking

By CRAIG ALLEN

Staff Writer

A commercial flashes onto the screen, touting a certain brand of beer. The commercial, 30 seconds of "the good life," a life to be found in a 12-ounce can of beer, attempts to show drinkers, especially underage drinkers, what they are missing.

They are missing either the pleasure or the pain of alcohol.

"There is absolutely no doubt in my mind that through its seductive appeal, advertising affects underage consumption of alcohol," Jeff Georgi, director of counseling at Chaps-Koala Center in Durham, said in a telephone interview. Georgi said beer companies targeted the underage drinker and often based

advertising campaigns on qualities which young people hold in high regard, including peer acceptability, sexuality and a fun, carefree lifestyle.

"Those are the high points of Madison Avenue's focus when selling alcohol," Georgi said.

A report prepared by Fleishman Hillard Inc., a public relations firm representing Anheuser-Busch, said the company's advertising was typified by ads which promote responsible drinking.

The report said there was "much work to be done discouraging underage drinking. But there is no indication that beer and wine advertising are causes of this problem."

Paul Nagy, director of the Duke Day

Hospital for Youth at Duke University, disagreed. The Duke Day Hospital specializes in the treatment of adolescents who suffer from both alcohol and drug addiction.

"We have talked to young people about certain advertisers who, although they will not admit it, are directing their products at them," Nagy said. "For example, the ads tend to show good-looking people having a good time."

Nagy said commercial spokesmen tried to portray alcohol as the key to a "good time." Just as the Marlboro cigarette man is a symbol of manliness, encouraging youngsters to smoke as a statement of their maturity, young, tan, attractive spokesmen in a party setting sell beer to underage drinkers as a

symbol of "good times."

"For vodka, for beer, for some fortified wines, for malt liquors, folks (in the advertisements) are always in the early-20's age group," Georgi said.

Although the raising of the drinking age from 19 to 21 in 1986 makes high school and college student markets largely off-limits, Georgi said, beer companies still focused on these groups.

Before the change in the drinking age, beer companies openly targeted the college age group, Georgi said, even coming onto campuses to sponsor parties complete with liquid refreshment.

He cited the traditional rush to Ft. Lauderdale, Fla. during Spring Break as an example of a marketing campaign

by a national beverage company which began years ago.

"They have just gotten more clever," Nagy said. Brewers made their advertisements more subtle, but still target young drinkers, he said.

A trend in advertising which alarms Georgi is the portrayal of drinkers having a special one-on-one relationship with their beverage of choice.

"You get the real feeling from print advertising that there is a special relationship between the drinker and his alcohol," Georgi said. "For the addicted drinker, that is the real situation."

"They (advertisers) direct the ads at young people who are ready to cross the line from abusive to addictive use," he said.

## Merchants' hopes high for holiday season

By JUAN OSUNA

Special to the DTH

Expectations for this year's holiday sales varied among area retail store managers and sales personnel, but most store managers said they foresaw or hoped to see at least some increase in sales over the last holiday season.

Ellis Perry, manager of Belk Leggett at University Mall, said sales on the weekend after Thanksgiving indicated the season was off to a healthy start.

Some businesses rely more than others on increased sales during November and December. Mac McCullen, manager of Kerr Drugs in the mall, said there was usually at least a 40 percent increase in sales during the two months.

In many of the mall's retail stores, managers and salespeople said they expected sales to double during the holiday months. Predictions for the seasonal increase ranged from 40 percent at Kerr Drugs to 150 percent at Dollar Tree.

Some store managers, such as Robert Little of Radio Shack, were reluctant to give holiday sales estimates.

But gift buyers are not the only ones driving the increase in sales, McCullen said. People tend to spend more time shopping indoors when cold weather sets in, he said.

Among the many popular gift categories were clothing, jewelry, fragrances and lingerie. Jewelry and fragrances were among the most expensive gift items. Jeff Faulkner, manager of Gordon Jewelers, said the average sale at his store was between \$500 and \$600. Valerie Schiano, a saleswoman in Belk's fragrance section of Belk's, said the store's most expensive fragrance was Joy by Jean Patou, which sold for \$265 an ounce.

Schiano also said men were becoming more sophisticated and knowledgeable in choosing a fragrance for their wives or girlfriends, although the great

*"I'm making my gifts. I hate the commercialization of Christmas. It is a big money game."*

— Claudia Greene

variety of fragrances available can confuse many buyers.

Ivey's lingerie saleswoman Teresa Wells said, "Garter belts are back."

She also said not all males who buy lingerie buy it for a spouse or girlfriend.

"A little boy who came in the other day wanted to buy a bra for his mother," she said. The boy was only 3 or 4 years old, she said.

Denise Torain, assistant manager of University Mall's Night Gallery, said men should not feel so uncomfortable about buying lingerie as gifts. "Our staff is really trained to help men choose quickly, because we know they feel uncomfortable," she said.

Many retail salespeople find the holiday season to be a challenging period. Perry said, "When they're busier, they're at their happiest."

Increased sales often mean increased earnings in commission for salespeople. For example, Belk's employees can earn from 7 percent to 11 percent in commission.

Kim Bergman, a saleswoman at the mall's Record Bar, said selling was not as big a hassle as buying.

"I'd rather be in here working than doing the actual shopping," she said.

Many retail salespeople said they simply enjoyed being with people.

"I wouldn't work anywhere else but retail," said Joyce Kelly of Kerr Drugs. "I love the general public."

Salespeople are not the only ones affected by the holiday rush. Mike Smith, University Mall's security director, said shoplifting was definitely a

problem during the holiday season.

Many consumers also get ripped off when they buy things and then leave them in their cars while they continue shopping.

People can deter thieves from breaking into cars by hiding these items in the trunk, Smith said.

Consumer attitudes towards the holiday season also varied.

Andrew Williams, a UNC student, said he would spend only about \$30 on some Christmas cards and small gifts to put in stockings. He said he didn't like shopping too much.

"I'm poor," Williams said. "If I had a million dollars, I would undoubtedly spend more."

But not everyone enjoys the spirit of holiday shopping.

Claudia Greene was critical of the tradition of buying gifts during the Christmas holiday.

"I'm making my gifts," she said. "I hate the commercialization of Christmas. It is a big money game."

She said people forgot that the true meaning of Christmas lies in the birth of Jesus Christ.

"It's his birthday, but he's not the guest of honor," she said.

But often, the holidays are the most gratifying time of year for children.

David Boyce, otherwise known as Santa Claus, said kids really believe in him. It is not until about age 10 that they wave and say, "You're not Santa."

These days, kids ask for electronic toys such as musical keyboards and computer games, he said.



DTH/Evan Eile

Seniors Lori Dreyer and Suzanne Stewart check out evergreens

## Triangle labor shortage may create job options

By KEVIN GREENE

Staff Writer

Triangle businesses are experiencing a labor shortage that could turn the area into a seller's market, according to a summer survey of the fastest growing businesses in the area.

According to the recently released survey by the Kenan Institute of Private Enterprise, businesses in the Raleigh, Durham, and Chapel Hill areas have had difficulties finding capable workers for certain jobs in the last five years.

The results of the first Triangle Area Business Survey, directed by Arne L. Kalleberg, a UNC sociology professor, highlight new constraints faced by area businesses in recruiting and retaining productive employees.

Triangle businesses are offering added incentives such as daycare, health insurance and bonuses to adapt to shortages of qualified labor and to help reduce employee turnover.

The study asked questions about the personnel policies and practices of 153 fast-growing businesses located in Wake, Durham and Orange counties. The study focused on firms' recruitment and hiring practices, training programs and efforts to retain and motivate qualified workers.

The Kenan Institute and the University's Division of Academic Affairs and sociology department funded the survey, which was conducted last April and May.

The businesses surveyed included construction, manufacturing, retail and wholesale trade companies and service-oriented businesses. Sixty-eight percent of these companies were located in Wake County, followed by Durham with 23 percent. Orange county businesses accounted for 9 percent of those surveyed.

Selection of the companies was based on Dun and Bradstreet's Dun's Market Indicators (DMI), which indicated the "high growth" businesses in the Triangle.

The survey reported that 80 percent

of the companies questioned had difficulty finding capable workers for certain jobs in the past five years, while 60 percent of the businesses had difficulty retaining capable workers for some jobs in the past five years.

The survey noted that the Triangle's record low unemployment rate -- less than 3 percent in 1988 -- made it harder to recruit and hire qualified workers, and some businesses experienced a labor shortage.

Nearly 25 percent had difficulty filling technical, professional and managerial positions.

According to the companies surveyed, Triangle businesses had the most difficulty in filling the following jobs: secretaries, stenographers, computer programmers, bookkeepers, billing and accounting clerks and technical sales workers.

The median annual salary of the hardest-to-fill jobs was \$23,500, compared to an average annual salary of \$16,000 for occupations identified as easy to fill.

Jim McMahan, manager of the Raleigh/Wake County Employment Security Commission agreed with the survey's conclusion that a labor shortage exists in the Triangle.

"Yes, there is a labor shortage in our area, especially in service and retail areas," he said. "With recent large developments, such as out at RDU airport, there are a large number of service and retail companies that are not fully staffed."

The survey indicated a shortage of qualified employable candidates as the most common reason Triangle businesses have a problem filling positions.

"The survey is also useful to students," Kalleberg said. "Because companies are having difficulties hiring capable employees, especially in the labor market, the opportunities are great for students in this area."

"Hopefully, this survey is the first of an ongoing project that will publish results every other year."

## Career Corner

Resume Drop Dec. 6

Date	Company	Job	Major
<b>PRESCREENING COMPANIES</b>			
1/22	First Citizens Bank	banking	ANY/BA/BS
1/22-23	First Union National	Banking	ANY/BA/BS
1/22-24	General Foods	Finance Sales	BU/BS, ECON/BA, ENGL/BA SPCH/BA
1/22	Morgan Stanley Realty Inc.	Real Estate	ANY/BA/BS
1/23	Salomon Brothers	Finance	ANY/BA/BS
1/23	Village Publishing Corp.	Sales	ANY/BA/BS
1/24	First Wachovia Corp.	Banking	BU/BS, ECON/BA, ENGL/BA HIST/BA, INDR/BA, POLI/BA
1/24	Hewitt Associates		ACTS/BS, APMA/BS, STAT/BS MATH/BA/BS/MS
1/25	Aetna Life & Casualty	Insurance	BU/BS, ECON/BA, PHIL/BA
1/25	Morgan Stanley & Co.	Math	COMP/BS/MS/PHD, INFO/MS
1/25-26	NCNB	Statistics Finance	ANY/BA/BS
		Accounting	BU/BS, LIBA/BA
		Banking	
		Finance	
		Operations	
1/26	Goldman, Sachs & Co.	Banking	COMP/BS
1/26	Public Financial Management	Finance	ANY/BA/BS
1/29	First Wachovia Corp.	Banking	BU/BS, ECON/BA, ENGL/BA HIST/BA, INDR/BA, POLI/BA
1/29-30	Proctor & Gamble	Sales	ANY/BA/BS
1/30	Norton Co.	Sales	ANY/BA/BS
1/30-31	Trust Company Bank	Banking	BU/BS, ECON/BA
1/31	David Michael & Co. Inc.	Sales	BU/BS
1/31	Provident Life & Accident	Sales	ANY/BA/BS
1/31	United Carolina Bank	Banking	BU/BS, LIBA/BA
1/31	Vista Chemical Company	Chemist	CHEM/BA/BS, ENV/BA/BS ANY/BA/BS
2/1	Bank South Corporation	Banking	BU/BS
2/1	Bankers Trust	Finance	ANY/BA/BS
2/1-2	Burlington Industries	Finance	SU/BS, ECON/BA, INDR/BA CHEM/BA/BS, COMP/BS
		Accounting	
		General Mgt.	
2/1	Norfolk Southern Corp.	Mgt. Infor. Systems	BU/BS, INDR/BA
2/2	Pillsbury Company	Marketing	BU/BS
		Sales	
<b>OPEN SIGN UPS</b>			
1/22	Defense Comm. Agency		
1/23	Electronic Data Systems		
1/26	Speech, Language, Pathology Serv.		
1/30	Ford Motor Company		
2/1	Gallo Winery		
2/2	Burlington Industries	Manuf. Mgt.	BU/BS
2/2	F.N. Wolfe & Company	Sales	ANY/BA/BS
2/2	SAS Institute, Inc.	Software design	COMP/BS/MS/PHD
		Statistik	BIOS/BS/MS/PHD MATH/BS/MS

DTH/Graphic

Source: University Career Planning and Placement