

Grocery Shoppers Dislike Waiting In Long Lines At Supermarket Counters

WINSTON-SALEM—Grocery shoppers in the South dislike waiting in long lines at their supermarket checkout counters even more than they object to high food prices according to a national survey conducted recently by RJR Foods, Inc.

Shoppers in eight Southern cities included in the telephone survey disagreed with shoppers in the Northwest whose primary objections were stores not having advertised items on hand and high food prices.

On a national level, shoppers in 24 cities were asked in

open-ended questions to list their complaints or pet peeves about supermarket food shopping. Although high prices dominated many lists, many shoppers also cited uncleanliness, unfriendly attitude of clerks, out-of-stock items, crowds, poor arrangement of merchandise, and confusing electronic checkouts. Other findings in the national survey were:

- 60 percent of those polled shop at a supermarket a mile or less from their homes;
- consumers tend to shop once a week usually on Thursday, Friday or Saturday. Few

regularly shop on Sunday; -when asked to rank factors important in selecting a supermarket, those answers were:

1. Quality of meat
2. Prices
3. Attitude of clerks
4. Diversity of produce
5. Number of checkout lanes
6. How groceries are sacked
7. Operating hours
8. Frozen foods
9. Advertising
10. Coupons
11. Delicatessen foods
12. Gourmet foods

-72 percent of those polled shop with a list yet 88 percent of those who stop from a list

buy impulse items not included on the list. -45 percent of those who said their children accompanied them while grocery shopping said their young ones influence what they buy. Results showed that children are able to persuade parents to spend an additional \$500-\$10.00 per trip in response to special requests. RJR Foods conducted the survey because of its high interest in every aspect of food marketing and thought that by doing the survey it could help supermarket operators provide better service to their

customers. RJR Foods, Inc., a subsidiary of R.J. Reynolds Industries, Inc., produces Hawaiian Punch canned fruit drinks and powdered drink mixes, Milk Mate, a chocolate-flavored milk enricher, Chun King Oriental food, Patio frozen Mexican food, Brer Rabbit molasses, Vermont Maid syrup, My-T-Fine puddings, College Inn products and Davis baking powder.

Cable Named Director Of Special Projects

Boyd F. Cable, a grantsman in the Charlotte-Mecklenburg Utility Department, has been appointed director of the City's Office of Special Projects. The Office was recently established by the Charlotte-City Council to provide support for grant applications, urban development and local transportation programs. Cable's appointment is effective January 2, 1979.

From 1974 to present, Cable has served as administrative assistant to the director of the Charlotte-Mecklenburg Utility Department (C-MUD). He has been responsible for the coordination and administration of a \$60 million capital improvements program. Cable and his wife, Doris, have a son, Bo. They live at 1919 Bonnie Lane in Charlotte.

Merchants
Who
Advertise
In The Post
Are Telling You
They Appreciate
Your Business!
Patronize Them!!

CUTTERS

LEAD YOU TO
GREATER SAVINGS

COST CUTTER COUPON

KROGER WHITE OR Sandwich Bread
24-oz. Lvs.
3 \$1

WAS 37

SHANK HALF OR WHOLE Smoked Ham
lb.
\$1.09

WHOLE HAMS 19 TO 22 LBS. AVG.

Genuine Ground Round
lb.
\$1.58

Duncan Hines Cake Mix
18 1/2-oz. Box
29¢

SAVE 37¢

WITH COUPON AND \$7.50 PURCHASE OF HOME EXCLUDING BEER, WINE AND CIGARETTES

LIMIT ONE PER FAMILY WITH COUPON COUPON GOOD SUNDAY, DEC. 10 THRU SATURDAY, DEC. 16, 1978 SUBJECT TO APPLICABLE STATE & LOCAL TAXES

REDUCED ITEMS

GREEN GIANT Cut Green Beans
16-oz. CANS
3 \$1

WAS 37

U.S.D.A. CHOICE HEAVY WESTERN BEEF CENTER CUT Rib Roast
lb.
\$1.99

Pork Neck Bones
lb.
48¢

Pork Chops
lb.
\$1.48

KROGER BROWN SUGAR OR Confectioner's 10X Sugar
1-lb. Box
22¢

SAVE 16¢

WITH COUPON AND \$7.50 PURCHASE OF HOME EXCLUDING BEER, WINE AND CIGARETTES

LIMIT ONE BOX PER FAMILY WITH COUPON COUPON GOOD SUNDAY, DEC. 10 THRU SATURDAY, DEC. 16, 1978 SUBJECT TO APPLICABLE STATE & LOCAL TAXES

Streak Sauce	16-oz. Btl.	\$1.15	99¢
Aunt Jemima Pancake Syrup	24-oz. Btl.	\$1.24	\$1.19
Strawberry Preserves	16-oz. Jar	85¢	79¢
Grape Jelly	48-oz. Jar	\$1.67	\$1.39
Soft Drinks	12-oz. Cans	65¢	61¢
Tomato Juice	46-oz. Can	69¢	64¢
Dinner Napkins	60-Ct. Pkg.	57¢	2/51

COUNTRY CLUB Canned Ham
3-lb. Can
\$6.49

HOLLY FARMS Mixed Fryer Parts
lb.
52¢

FRESH SLICED Pork Steaks
lb.
98¢

COUNTRY CLUB Ice Cream
1/2-Gal. Ctn.
59¢

SAVE 70¢

WITH COUPON AND \$7.50 PURCHASE OF HOME EXCLUDING BEER, WINE AND CIGARETTES

LIMIT ONE CTN. PER FAMILY WITH COUPON COUPON GOOD SUNDAY, DEC. 10 THRU SATURDAY, DEC. 16, 1978 SUBJECT TO APPLICABLE STATE & LOCAL TAXES

KROGER Applesauce
16-oz. CANS
3 88¢

WAS 33

HOLLY FARMS U.S.D.A. INSPECTED GRADE A Whole Fryers
lb.
48¢

WISHBONE BASTED Turkey Breast
lb.
\$1.59

REGULAR OR MINT Crest Toothpaste
7-oz. Tube
88¢

SAVE 11¢

WITH COUPON AND \$7.50 PURCHASE OF HOME EXCLUDING BEER, WINE AND CIGARETTES

LIMIT ONE TUBE PER FAMILY WITH COUPON COUPON GOOD SUNDAY, DEC. 10 THRU SATURDAY, DEC. 16, 1978 SUBJECT TO APPLICABLE STATE & LOCAL TAXES

Frozen Favorites DEEP DISH Kroger Pie Shells
2 2-Ct. Pkgs.
\$1

88¢

Jeno's Pizza 13-oz. Pkg. **88¢**

Whipped Topping 2 9-oz. Cups **88¢**

Orange Juice 3 Pak. 12-oz. Cans **\$1.88**

Fried Chicken 2-lb. Pkg. **\$2.19**

Breccoli Spears 2 16-oz. Pkg. **89¢**

Beer & Wine

Budweiser Beer	12 12-oz. Cans	\$3.29
Rose, Rhine, Chablis, Burgundy Taylor California Cellars	1.5-Liter Btl.	\$3.09
Rose, Chablis, Burgundy Inglenook	3-Liter Btl.	\$4.59
Hearty Burgundy, Rhine, Red Rose, Chablis Blanc, Zinfandel Gallo Wine	1.5-Liter Btl.	\$2.55
Dry, Brut, Pink, Sparkling Burgundy, Cold Duck Taylor Champagne	1/5 Btl.	\$3.98
Champagne, Cold Duck Paul Masson Wine	1/5 Btl.	\$4.48
Pink, Emerald, Ruby, Gold Chablis Colony Wine	1.5-Liter Btl.	\$2.29
Liebfraumilch Blue Nun	1/5 Btl.	\$3.49

U.S.D.A. Choice Bottom Round Steak lb. **\$2.28**

Rib Steak lb. **\$2.39**

Rib Eye Steaks Pkg. **\$14.88**

Sirloin Tip Steaks Pkg. **\$11.88**

Top Sirloin Steaks Pkg. **\$11.88**

6-FOOT GREEN COLORADO SPRUCE Christmas Tree
\$36.88

A BEAUTIFULLY SHAPED TREE TO LAST FOR YEARS AND YEARS

6 1/4-FT., 149-TIP, WHITE BAVARIAN MOUNTAIN KING Christmas Tree
\$42.88

MOUNTAIN KING — THE NATURAL LOOKING TREE THAT'S SO EASY TO ASSEMBLE. STRONG, STURDY BRANCHES FOR YOUR DECORATIONS.

6 1/4-FT., 149-TIP, GREEN DELUXE CRYSTAL MOUNTAIN KING Christmas Tree
\$49.88

FLAME RETARDANT, PERFECTLY SHAPED BRANCHES, FULL, FULL SHAPE IN RICH GREEN COLOR, EXTRA STRONG BRANCHES, EASY TO ASSEMBLE

48" CHRISTMAS PLAQUES Noel Santa or Three Kings
\$3.49

Each

48" NOEL SANTA OR THREE KINGS PLAQUE TO ADORN YOUR WALL OR DOOR.

20" DELUXE Wreaths
\$7.88

Each

GREEN, FLORID AND TOASTED WREATHS WITH AN ASSORTMENT OF DECORATIONS.

2 1/4" Water Globes
59¢

IN A CHOICE OF CHRISTMAS SCENES

CONTINUOUS FOLD Heavy Duty Paper
69¢

20 SHEETS, 20 X 30 IN. WHITE & ASSORTED PRINTS

FLAT TISSUE Wrap
2 \$1

20 SHEETS, 20 X 30 IN. WHITE & ASSORTED PRINTS

LIQUID Tree Saver
99¢

16-oz.

ADD TO TREE WATER HELPS KEEP TREE FROM DRYING OUT

EXTRA STRONG Tree Stand
\$8.99

EXTREMELY STURDY & UNUSUALLY TIP-PROOF WITH 27 LEGS. HOLDS UP TO 4 1/2" TREE THICK. EASY TO ASSEMBLE, NO TOOLS NECESSARY.