



NEWSPAPERS BLANKET THE 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.

Study Says Newspaper Ads Bring Shoppers Downtown

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.

The cities covered in the survey were Asheville, Asheville, Burlington, 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 percent of the people questioned said they did not read a newspaper and this ratio did not exceed 6 percent in any market."

In the survey, "almost 40 percent of the respondents had come downtown in response to a newspaper ad. In some markets this ratio was over 70 percent and in others below 20 percent. 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."

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 percent 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 percent of the time. This 70 percent correlation is evidence of a fairly close association between the two."

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

"Only 2 percent 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."

Still, Hayes says, "the association between radio advertising and trade area suggests that radio could be an effective advertising medium for downtown retailers. It is unlikely that this association occurred by chance."

"Perhaps radio listeners do not recall radio advertising because it is not as entertaining as National brand advertising. Perhaps customers come downtown in response to a national brand clothing ad because of the functional diversity of the central retail area."

"It is possible that radio advertising is effective in raising the value of downtown as a place to shop, even though responses do not so indicate."

The study shows that 12 percent of the respondents said they had come downtown in response to television commercials. Hayes believes many of them were responding to national brand advertising, just as the radio listeners did.

"Evidently this 12 percent segment of the downtown shoppers made the trip in order to purchase a national brand but selected downtown in preference to an outlying center in order to take advantage of the functional variety of the central business district."

This observation is based on the fact that "nationally distributed packaged items available at most shopping centers and automobiles...account for almost all the television ads recalled by respondents."

"Perhaps downtown merchants do not advertise on television. Perhaps the message is lost in the redundancy of national brand advertising."

Hayes calls this finding "somewhat surprising" in light of the "widespread appeal and sales impact" that television is presumed to have.

The reasons for tv advertising's minor impact on downtown trade areas "are not fully known," Hayes points out, adding:

"If this powerfully persuasive medium could be put to work in behalf of the downtown areas scattered throughout the state, all would benefit."

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Bond Sales Set Record

September sales of U.S. Savings Bonds in N.C. were at a 25-year high - The largest dollar volume since September 1945. Series E Bond sales alone totaled \$5,150,322 which is more than a 15 percent increase over sales for September a year ago.

Cumulative sales for January - September were the highest

recorded since Series H Bonds were placed on sale in 1952. Amounting to \$49,252,735, bond sales for the first 9 months were 4.4 percent over the same period in 1969. This amounts to 77.8 percent of the state's 1960 dollar goal of \$63,300,000.

At the end of September, 12 counties had achieved 100

percent or more of their 1970 goal. They are: Alleghany, Ashe, Beaufort, Clay, Gates, Hertford, Perquimans, Robeson, Sampson, Stokes, Tyrrell, and Yancey. Closely following are 47 other counties which had attained 75 percent or more of their annual goal.

In making this release R.B. Lewis, Volunteer Chairman,

reported that September sales in Hoke County were \$35,805.00. Sales for the year reached \$297,514.00 or 79.3 percent of the annual goal of \$375,177.00.

"We are proud of the remarkable growth of Savings Bonds sales in N.C. and commend those counties which have already achieved their dollar goal for this year."

POPES

POPES

POPES

BIG 39th ANNIVERSARY SALE

MAIN STREET RAEFORD, N.C.
SALE STARTS FRIDAY SATURDAY
60 STORES IN NORTH & SOUTH CAROLINA
SHOP THE STORE NEAREST YOU

LAYAWAY NO SERVICE CHARGE
NOW! Selections are complete

<p>WINDOW SHADES 34 x 6 - WHITE, IVORY, GREEN REG. \$1.00 ANNIVERSARY PRICE 88¢</p>	<p>WELCOME MATS 12 ASSORTED COLORS 12" x 18" ANNIVERSARY PRICE 57¢</p>	<p>DINNER PLATES PLAIN AND DECORATED REG. \$1.00 ANNIVERSARY PRICE 6 FOR 97¢</p>	<p>GIRLS DRESSES LATEST STYLES REG. \$10.00 ANNIVERSARY PRICE 2 FOR \$5.00</p>
<p>SPRING CLOTHES REG. \$1.00 ANNIVERSARY PRICE 47¢</p>	<p>WASTE BASKETS LARGE SIZE PLASTIC ASSORTED COLORS REG. \$2.00 ANNIVERSARY PRICE 2 FOR \$1.00</p>	<p>LAUNDRY BASKETS REG. \$1.00 ANNIVERSARY PRICE 37¢</p>	<p>KNEE HI SOCKS REG. \$1.00 ANNIVERSARY PRICE 3 FOR \$1.00</p>
<p>TRANSMISSION FLUID QUAKER SUPPLIES REG. \$1.00 ANNIVERSARY PRICE 4 FOR \$1.00</p>	<p>POLO SHIRTS REG. \$2.00 ANNIVERSARY PRICE 2 FOR \$1.00</p>	<p>FLUFFOUT TISSUE REG. \$5.97 ANNIVERSARY PRICE 5/97¢</p>	<p>FLANNEL PAJAMAS REG. \$1.00 ANNIVERSARY PRICE \$1.00</p>
<p>ELECTRIC BLANKETS REG. \$10.00 ANNIVERSARY PRICE \$10.00</p>	<p>COMBINETS REG. \$1.00 ANNIVERSARY PRICE 97¢</p>	<p>DUNGAREES REG. \$2.00 ANNIVERSARY PRICE \$2.00</p>	<p>Padded Bras REG. \$1.00 ANNIVERSARY PRICE \$1.00</p>
<p>CLING REG. \$1.00 ANNIVERSARY PRICE 2 FOR \$1.00</p>	<p>RUGS REG. \$6.66 ANNIVERSARY PRICE 66¢</p>	<p>BED PILLOW REG. \$1.00 ANNIVERSARY PRICE 88¢</p>	<p>FIBER GLASS DRAPES REG. \$3.00 ANNIVERSARY PRICE \$3.00</p>
<p>CHOCOLATE PEANUTS REG. \$3.75 ANNIVERSARY PRICE 37¢</p>	<p>COLGATE TOOTHPASTE REG. \$1.00 ANNIVERSARY PRICE 67¢</p>	<p>Efferdent TABLETS REG. \$1.00 ANNIVERSARY PRICE 87¢</p>	<p>LISTERINE ANTISEPTIC MOUTHWASH REG. \$1.00 ANNIVERSARY PRICE 77¢</p>
<p>DRISTAN DECONGESTANT NASAL MIST REG. \$1.00 ANNIVERSARY PRICE 77¢</p>	<p>BAN ANTI-PERSPIRANT Roll-On Deodorant REG. \$1.00 ANNIVERSARY PRICE 47¢</p>	<p>EXCEDRIN PM REG. \$1.00 ANNIVERSARY PRICE 57¢</p>	<p>ANACIN TABLETS REG. \$1.00 ANNIVERSARY PRICE 97¢</p>
<p>MODRESS HAIR SPRAY REG. \$1.00 ANNIVERSARY PRICE 12's \$1.00</p>	<p>VITALIS SM REG. \$1.00 ANNIVERSARY PRICE 17¢</p>	<p>BAYER ASPIRIN REG. \$1.00 ANNIVERSARY PRICE 97¢</p>	<p>COUGH SYRUP REG. \$1.00 ANNIVERSARY PRICE 67¢</p>
<p>SILK 'N' SATIN REG. \$1.00 ANNIVERSARY PRICE 57¢</p>	<p>SUAIVE HAIR SPRAY REG. \$1.00 ANNIVERSARY PRICE 47¢</p>	<p>2 PLY PAPER TOWELS REG. \$1.00 ANNIVERSARY PRICE 4 FOR 97¢</p>	<p>ALKA SELTZER REG. \$1.00 ANNIVERSARY PRICE 37¢</p>
<p>CARRY ALL SEAT REG. \$1.87 ANNIVERSARY PRICE \$1.87</p>	<p>WASH CLOTHS REG. \$1.00 ANNIVERSARY PRICE 6 FOR \$1.00</p>	<p>KITCHEN TOWELS REG. \$1.00 ANNIVERSARY PRICE 4 FOR \$1.00</p>	<p>BATH TOWELS REG. \$1.00 ANNIVERSARY PRICE 2 FOR \$1.00</p>
<p>PANTY HOSE REG. \$1.00 ANNIVERSARY PRICE 59¢</p>	<p>TABLECLOTH REG. \$2.00 ANNIVERSARY PRICE \$2.00</p>	<p>PILLOW CASES REG. \$1.00 ANNIVERSARY PRICE \$1.00</p>	

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WE OFFER A VARIETY OF SAVINGS ACCOUNTS

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BONUS CERTIFICATE - (Minimum \$2,500) - periods of 6 months. Automatically renewable. Dividends paid quarterly

5% paid quarterly, one year term, minimum amount \$5,000, automatically renewable. A penalty of 90 days interest for premature withdrawal.

6% paid quarterly, two year term, minimum amount \$15,000.00, automatically renewable. A penalty of 90 days interest for premature withdrawal.

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