

Edmisten Gets Restraining Order Against Fla. Firm

Atty. Gen. Rufus L. Edmisten was granted a court order on Jan. 11 prohibiting Florida-based American Marketing Services, Inc. from making false claims in telephone calls to businesses "from one end of our state to the other," Edmisten said. "The firm's salespeople are pushing their wares by telling prospective customers they've won (or are eligible to win) a prize if they'll place an order, but there never was a contest," Edmisten said. "We have a state law that protects consumers from phony contests that are in any way connected to sales promotions." The temporary restraining order issued Jan. 11 by Wake County Superior Court was requested in a state consumer protection lawsuit against the Pompano Beach firm which is accused of multiple misrepresentations in sales of ballpoint pen, key chains and similar im-

printed marketing merchandise. "It's just another twist to an old routine. They call our business and professional people and high-pressure them into buying their products. 'We've received complaints about this scam from Boone to Salter Path,' Edmisten said about the seventh lawsuit filed within recent months in a continuing crackdown on frauds against North Carolina businesses. (Complaints have also come to the attorney general's office from Belevs Creek, Kinston, Rutherfordon, Thomasville and Winston-Salem). Edmisten attributes the growing success of his crackdown to "people reading or hearing about it in the news" and to the "constant vigilance" of Better Business Bureaus, merchants' associations and chambers of commerce in the state who forward complaints to the attorney general's consumer

protection office. The court order temporarily restrains the firm from violating any elements of the state contest law, misrepresenting the quality of its products (including gifts or prizes), making false claims about "discount prices", substituting gifts or prizes with items of lesser value than promised and threatening legal action against dissatisfied customers who refuse or return merchandise they were led to believe was purchased with a money-back guarantee. "A typical complaint against American Marketing from a consumer states that a salesman implied in a telephone call that a valuable "prize" (a half-carat diamond on an 18-inch, 14K gold chain) would be shipped if he would agree to place an order for promotional items imprinted with his business name. The customer said he became suspicious when his alleged "investment quality diamond necklace" and his \$378 order arrived in the same C.O.D. package insured for only \$300. Shortly after he refused the shipment he was threatened with legal action and was told, in a call to the firm's salesman, that there never was a contest, that he was not a "top prize winner" as initially claimed, that the necklace was actually valued "up to \$300" and that "this is just the way we do business."

Edmisten said, "They cannot do business in North Carolina this way. Our consumer law clearly protects our citizens from deceptive sales practices." North Carolina's year-old "contest law" provides that if a seller or promoter says "You've won!" or "Congratulations!" then a person can presume that a contest was held and expect to receive the prize within ten days at no obligation, including not listening to any sales talk. If the terms "may win" or "are eligible to win" are used, the seller or promoter must tell the actual dollar value of the prize, the odds of winning it and how many are to be awarded. The words "selected" and "chosen" can only be used if the person's name was selected from an actual drawing of names to select winners, but not from a telephone book, a mailing list or similar common source. A hearing in the state's suit is scheduled for January 21 in Wake County Superior Court when the state will ask for a preliminary injunction against the firm.



Great Seal of U.S.



Three-toed Sloth

History Of Dollar Bill

If you've ever studied the backside of a dollar bill you know that America's national bird, the bald eagle, clutches an olive branch in his right talon and 13 arrows in the left - symbolizing America's desire for peace and its willingness to fight for freedom. And nearly every schoolchild knows that the bald eagle is now an endangered species throughout most of its former range. Once abundant from coast to coast, these big, fierce-looking birds are now numerous only in Alaska and Canada. But few people realize that the bald eagle wasn't even on the list of contenders when three of the nation's founding fathers - Thomas Jefferson, John Adams and Benjamin Franklin - were named by the Continental Congress to design our national seal and symbol. That was on July 4, 1776, the same day the colonists declared their independence from England. It took six years, three committees, and several artists to come up with a seal featuring the now-familiar spread eagle, according to the current issue of National Wildlife magazine. The original blue-ribbon committee leaned toward mythological and Biblical figures, the magazine reports, and apparently the only other animal considered for appearance on the seal was the sloth - a slow-moving, tree-dwelling tropical creature associated with laziness and indolence. The story of how the bald eagle beat out the sloth - and other characters - is told in the bimonthly publication of the National Wildlife Federation as the nation prepares to observe 1982 as "The Year of the Eagle." Resolutions are pending in both houses of Congress to commemorate June 20, 1982, as the 200th Anniversary of the day the Continental Congress adopted the eagle as our national symbol. The sloth, a native of Central and South America usually seen hanging upside down, appeared in a seal design suggested by John

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College Computer Course Available

A college credit course which gives an introduction to computers and their use in business establishments will be available to area residents through their home television sets and Beaufort County Community College started January 16. This four-credit-hour telecourse, "Making It Count," will be aired on WUNC-TV every Saturday morning from 9 A. M. until 10 A. M. and may be viewed in this area on Channel 2, Columbia. In addition to viewing the telecourse for twelve weeks, students will read assignments in the textbook and complete the quiz for each of the 23 lessons.

On Campus Workshops are also required during the twelve weeks to permit students to discuss the televised lessons, visit the computer center and view actual hardware, and ask any questions that may have arisen during the course.

Registration fee for the course - EDP 251 - Introduction to Data Processing - is \$13 and may be paid by mail. Textbook cost is \$20.35.

Heart Attack Victims Sought

One-time heart attack victims ages 29 through 64 are currently being sought to participate in a study which lowers cholesterol to unprecedented levels. With heart disease claiming 800,000 lives annually, the National Institutes of Health is funding four research centers across the country to explore the role of lowered cholesterol in the treatment of heart attack victims. The East Coast Center, which opened a short time ago, is located in Philadelphia, Pa. The center provides transportation and lodging for all prospective participants and an interested family member to come in for a screening visit. Persons 29 through 64 who have suffered one heart attack within the last five years are urged to contact the Hyperlipidemia Study for more information. Call toll-free 1-800-362-5244 (Pennsylvania only) and out-of-state 1-800-345-1057. Mexico is estimated to have enough oil to supply all U.S. needs for the next 40 years.

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New Listings:

- MORGAN PARK - 3 BR, LR, 2 baths, kitchen, den. \$61,900.
- FOREST PARK - 3 BR, 2 baths, LR, den w-fireplace, kitchen, hardwood floors, screened back porch. Attractive assumable mortgage at 9 per cent. \$54,000
- HWY. 32 N. - Commercial building, central H-AC. Adaptive to several commercial uses.
- FOR RENT - 3 BR, 1 bath, Morris Circle. \$250.00. Available February 1.
- BUILDING lot on Soundshore Dr., near country club; beautiful view of Sound. \$42,500.
- COUNTRY CLUB DR. - With water privileges; features LR, DR, kitchen, 2 full baths, 3 BR plus 4th. BR or den. Attached 2 car garage with AC workshop; cedar paneled back porch; super storage. \$85,000.
- COLONY DR. - Neat 4 yr. old home on large lot. Features family room (fireplace), Florida room, 3 BR, bath, utility room, carport. This one is uniquely different. Call me. \$39,000.
- FOR SALE OR RENT - Arrowhead; LR, kitchen, 2 BR, bath. Furnished, \$17,000.
- QUEEN ANNE - Attract on large corner lot. Features LR-DR combo, kitchen, family room **SOLD** LR, 2 baths, garage.
- HWY. 17 - Brand new! 1750 sq. ft. brick construction. Features great room with fireplace, DR, kitchen, 3 BR, 2 baths, utility room, deck. \$89,500.
- HWY. 17 S. - Only 1 mile from t **SOLD** me with LR, kitchen, DR, bath, 3 BR, screened front porch.
- HWY. 17 - Owner financing. 12 year old home on large wooded lot; features LR, den, dining area, kitchen, 3 BR, 1 1/2 baths. \$42,000.
- \$339 PER MONTH will purchase this brick, 8 yr. old home on 1/2 acre lot featuring L.R. den, kitchen, 3 BR, 2 baths. Located in Riverton. \$55,900.
- MORGAN PARK - Luxury home with 3,000 ft. including LR, DR, kitchen, 3 BR, 2 baths, solarium, library, rec. room, workshop, full acre lot. More. \$88,500.

- COUNTRY CLUB DR. - 3 yr. old brick home located in prime residential area. Two stories features 3,000 ft. with LR, kitchen, DR, den w-fireplace, library, recreation room, 3 BR, 3 baths, double garage plus many extras. Beautiful wooded lot and ASSUMABLE mortgage at 9 1/2 per cent. \$115,000.
- BERTIE COUNTY - Only 12 mi. from Edenton, 8 acres including fish pond; country home. \$40,000, owner financing at 12 per cent or \$35,000 cash.
- SWIMMING POOL - 2700 sq. ft. brick home with LR, family room w-fireplace; kitchen, 4 BR, 2 1/2 baths plus a sewing room. Patio area. OWNER FINANCING. \$85,000.
- MONTPELIER DR. WITH WATER PRIVILEGES - Brick construction on large lot. Only 2 yrs. old, features LR, kitchen-DR combo, den (fireplace, 4 BR, 2 baths, double garage. \$78,000.
- ALBEMARLE SOUND - Brick ranch with LR, DR, kitchen, den w-fireplace, 3 BR, 2 1/2 baths, double garage on large lot. Lots of tall trees. \$79,500.

- CAPE COLONY - Shingle home on canal features LR, kitchen, 3 BR, bath, garage. Private boat ramp. \$39,000.
- BASE ROAD - Very neat brick construction features LR, kitchen, 3 BR, bath, carport on 1/2 acre lot. \$39,000.
- RIVERTON - Attractive brick **SOLD** features LR, den, kitchen, utility room, 3 BR, 2 baths, carport.
- BELLA VISTA - 1/2 acre, wooded. \$12,500
Others, too numerous to list.

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