



Joe Lanier

**SON of A
GUN**

Advertisers are sometimes a little sneaky in the way they advertise their wares. Automobile manufacturers, for example. They put the name of the car on its side and rear. They do not ask the buyer if it is OK. They do not reduce the price of the auto due to the fact it is a rolling billboard and the design of the auto is such that it is a must. Pickup trucks are the worst. The tailgate sports the name in big bold letters. When you purchase the truck or car, you have to pay extra due to the advertising the "company" has decided to put on it. The foreign pickup trucks are the worst; you can't see the truck for the sign on the tailgate. I think the tailgate should be blank unless the company will reduce the price of the vehicle and send out a check each year to the owner as long as the advertisement stays on it, or until it is junked.

Another advertiser who irks me. . . Those ads on TV — the ones you mail off your money for a product or call an 800-number with your credit card in hand. . . During and before the Christmas holidays, we were shown record albums, wrenches, pots and pans, knives, rings, watches and so on. The ad would say. . . Send \$19.95 for this product plus \$3 for handling and shipping. . . Now, there is no way to get this product without having handling and shipping, so why isn't this handling and shipping added to a single price? . . . The reason, of course, is that it sounds cheaper. . . \$19.95 plus \$3 for handling does not sound as high as \$23, which is the cost. . . That being the case though, it would seem they should sell the item for \$3 and have a handling and shipping cost of \$19.95. . . If they did it that way, the buyers could at least see they are being ripped off. . . Oh, let's not leave out the free items given if you buy "right now." How do they know if I send my order off tonight at 6 p.m. or tomorrow at 4 p.m. . . "Right now?" Ha. . . "We will give you, if you mail your order right now." . . . There are no gifts, everything is paid for.

I should not leave out the magazine "Win a Million" advertisers. . . During the past several weeks I have had at least 10 different offers from companies wanting me to win large sums of money. . . "Old Joe Doe in Hodgepodge, Mississippi, used to say he never won anything. . . Didn't even fill out the forms and mail them in. . . But last year Old Joe won half-a-million dollars in this giveaway sweepstakes. When Joe goes down to the pig pen to slop his hogs in the morning, he rides in a red Cadillac convertible." . . . What this fellow failed to say was that the other 85 million people who entered, still did not win anything. These people try to cover all possibilities, too. . . From the same company, I got a sweepstakes entry form addressed to Joe T. Lanier, another addressed to J.T. Lanier, and another to J. Lanier. In addition, another was addressed to my wife, Donna Lanier and another addressed to Joe and Donna Lanier. . . They all had the same street address — just name changes. . . I returned all in the "no" envelope. . . Even though I believed I would not win, I just couldn't take that chance that just maybe. . . This just may be the year they choose to pick a winner from the "no" envelope file. . .

Last, but not least, these items that carry a rebate. . . Fooie. . . or is it Phooie. . . In any case, my luck on these mail-off rebates thus far is Zero. . . I forget to include a serial number, or at least they say I do, or some other thing, and they mail back in six to eight weeks and ask some question that I can't answer due to the fact I threw away the package some 10 weeks ago. . . After a couple of letters to some computer somewhere in the frozen north, I give up. . . It took half an hour to fill out and read all the instructions, so they sent me another set of different instructions to read and fill out and mail off, so I now have at least an hour invested in trying to get a \$2 rebate. Had I put that same time in my job, I would have made more than the \$2 I am trying to outwit some computer for. . . So, if the rebate is not up-front, to heck with it. . .

I don't usually say I told you so. . . but, I am this time. . . You remember Sharon Overton. . . She worked at the Duplin Times a couple of years ago. . . I told you she would go on to bigger newspapers. . . Well, she is now working at the News and Observer. . . I don't believe she will stop there, either. . . She will probably sharpen up her talent with some experience on the big daily and move again. . . And then you will hear me say, "I told you so" once again. . . Son-of-a-Gun. . .

Computer Gear Stolen At JK

Computer equipment valued at \$3,500 was stolen from James Kenan High School near Warsaw on Friday night, Principal Bill Taylor said Saturday.

The computer terminal and printer were part of \$42,000 worth of equipment installed Thursday for a computer technology course to be offered by the school's

business department, Taylor said. The course will not start Monday as scheduled because the thief cut wiring that was connected to other terminals, the principal said.

The Duplin County Sheriff's Department is investigating the theft, he said.

The equipment was insured, Duplin County School Superintendent L.S. Guy Jr. said.

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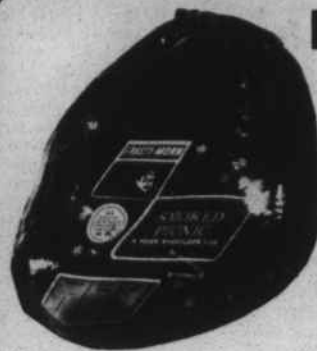
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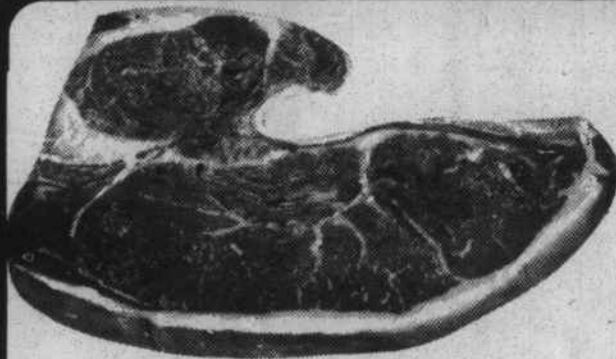
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**FROSTY MORN
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