

Law Says You Are Winner Without Subscribing

"Instant Winner Tickets" enclosed in a recent Reader's Digest sweepstakes mailing to thousands of North Carolina residents were worth 50 cents to \$100 with no strings attached, said an official in the attorney general's consumer protection office.

Assistant Attorney General John F. Maddrey said the inserted "Instant Winner Ticket" violates North Carolina's contest law because consumers were told they had won a prize, but were required to subscribe to the magazine in order to receive their money.

While the face of the tickets in question show nine silver-colored spots to be rubbed with a coin to reveal "instant cash prizes" (of 50 cents, one, five, fifty or even a hundred dollars), instructions on the reverse

side indicate that the prize is "...only valid when you say yes..." to a subscription offer.

Reader's Digest officials, notified of the violation in early December, met with Maddrey Dec. 17 and agreed to mail checks in the appropriate amounts to all North Carolina residents who return their "Instant Winner Ticket" to Mari Ann Blatch, Reader's Digest, Pleasantville, NY 10570.

To assure speedier handling, North Carolina ticket holders are advised to use their own envelopes, not the pre-addressed "YES" or "NO" envelopes provided by Reader's Digest in its mailings.

"After all," Maddrey said, "it's North Carolina law that's requiring this special treatment by Reader's

Digest and using one's own envelope assures that mail from North Carolina can be spotted easily and handled faster."

For those who have already responded to the sweepstakes, Reader's Digest has agreed to pull all North Carolina addressees' responses—co-mingled with hundreds of thousands of similar mailings to other states—and send checks for the amount "won."

North Carolinians who previously indicated they wanted to subscribe to the magazine will be given the opportunity to reevaluate that decision after they receive their cash prize.

To save postage, Maddrey suggested that those people sending their instant winner ticket for redemp-

tion of their cash prize also may enclose their computer selection cards for entering the sweepstakes, but warned against using the pre-addressed Reader's Digest "YES" or "NO" envelopes provided in the firm's mailing.

"We are not concerned with the sweepstakes," Maddrey said. "Our target is that so-called instant winner ticket tied to buying something, in this case a magazine subscription. We're also not in the business of preventing people from taking advantage of reduced subscription prices to Reader's Digest. We only insist that Reader's Digest award the prizes they claimed North Carolinians won and that Reader's Digest not require any purchase from them whatsoever."

Roycroft Sells To Kerr; Will Manage New Store

Shallotte Rexall Drug Store has been sold to Kerr Drug Stores, according to announcements this week by owners of the two companies.

Doug Roycroft said he will shut the doors of Shallotte Rexall in Lewis Shopping Center at the close of business Saturday, Dec. 28 and join Kerr as pharmacist and manager of the new Kerr Drug Store which opens Monday, Dec. 30 at Twin Creek Plaza in Shallotte.

Roycroft said Kerr had acquired all the assets of his drug store in Shallotte, including prescription files and records which will be moved to the new 10,000 square foot Kerr Drug Store.

The Kerr Drug chain has 60 stores

and 1,200 employees, according to its founder, Banks Kerr, president and chairman of the board. It is headquartered in Raleigh, where Kerr opened his first store in 1950.

All but two of the 60 stores are in eastern North Carolina. Those two are in Charlotte. The new store in Shallotte is one of two company expansions on the coast. The other is a store now under construction at Wrightsville Beach.

While the Kerr Drug chain may be new to the Shallotte area, its chief executive officer is no stranger to the South Brunswick Islands. He has been a frequent visitor over the past 15 years to Holden Beach, where he owns a cottage.

He and Roycroft have been friends for many years, Kerr said in a telephone interview, and they both are members of N.C. Mutual Drugs, a buying group comprised of some 350 stores. Kerr is also president of this group.

Roycroft's father, William R. Roycroft, came to Shallotte from Wilmington in 1960 to start Shallotte Rexall. When Roycroft graduated from UNC School of Pharmacy in 1966, he joined his father in the firm and has been there for almost 20 years. He bought the store from his father in 1972. Although his mother still lives in Shallotte, his father died in 1979.

"I went to UNC twice," Roycroft

reminded. The first time he studied journalism and English. After working for a time in Charlotte, he went back to UNC to enroll pharmacy school. "My wife and I had two children when I went back to school," Roycroft remarked.

His wife, Carol, teaches kindergarten at Union Primary School. They have three daughters. The youngest, Nancy, is in her second year at UNC where she is following in her father's footsteps to pharmacy school. Tracy, who has helped her father in the business, has recently joined the staff of The Brunswick Beacon as a staff writer intern. The oldest daughter, Jo, is married and lives in Wilmington.

Roycroft said he will keep his interest in Ocean Isle Pharmacy, a second drug store he opened this year at Ocean Isle Beach. It will continue to operate as usual.

"These are the best people I've ever known," Roycroft said of the community in which he has lived and been in business for nearly 20 years. "The community kind of adopted me and I love it," Roycroft remarked, adding that he hopes things stay the same as he begins his new role with Kerr Drug Stores.

Although the new store will be open for business Monday morning, Dec. 30, the official ribbon-cutting will be at 9 a.m. Saturday, Jan. 4, when the grand opening celebration of the new store begins.



DOUG ROYCROFT

Obtain New Commercial Fishing License By Feb. 1

North Carolina fishermen who have 1985 commercial fishing licenses will have the month of January to obtain their 1986 licenses, according to the Division of Marine Fisheries.

The 1986 licenses will be valid through Jan. 31, 1986. Marine Fisheries law officers will be on the lookout Feb. 1 to make sure fishermen have the 1986 licenses.

The 1986 licenses will be available beginning Jan. 1 from license agents open for business on New Year's Day, and beginning Jan. 2 from the Morehead City office, and other license agents located in coastal

counties. For further information contact the Division of Marine Fisheries by calling toll free 1-800-682-1632 between 8 a.m. and 5 p.m., Monday through Friday.

Bids Sought For New Main Post Office At Little River

The U.S. Postal Service is asking for construction bids as well as the offer of a suitable site for the new main post office building in Little River. Postmaster Joan B. Lewis said.

Under the Postal Service "open advertising" program for construc-

tion of leased facilities, prospective bidders are asked to offer site and construction bids as a single package. No public bid opening is held.

Bid packages are to be submitted not later than Jan. 10 to R. M.

DeHainaut, real estate specialist, Field Real Estate and Buildings Office, U.S. Postal Service, P.O. Box 22725, Tampa, Fla. 33622-2725.

The site should have approximately 38,500 sq. ft. of land, or be a lot with dimensions of 175 ft. by 220 ft. The preferred location is along either side of Hwy. 17 from NC/SC State Line on

the north to intersection with Hwy. 90 on the south.

The proposed new building will have 3,360 sq. ft. of interior floor space. It will be built with private funds and leased to the Postal Service for a basic period of ten years with renewal options for additional 20 years.

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At Sunset Beach, NC ... Investors To Make 31.75% On New Fairway Homes

A new Dan Maples Golf Course has just opened at Sunset Beach, NC. It is called Sea Trail Golf Links.

On the 6th Fairway you can play golf par 5, enjoy the exceptional view and make an investment that will return you a minimum of 31.75% in less than a year!

How is this possible? These beautiful spacious one level 1220 sq. ft. 2 bedroom, 2 bath homes are now being offered at PRE-Construction prices.

Only \$3,795 (5% down) will hold one of these fairway homes at the PRE-Construction price of \$75,900.

Once completely finished, each of these homes will be selling for \$80,900 or higher.

This means when you actually close on your garden home at The Woods on Sea Trail Golf Links, you will already have an equity of \$8,795 in this home.

This is a return of 31.75% on your original investment.

This is not an annual return, but one that will come through as soon as the home is completed; most probably within 6 months.

What are the Garden Homes at The Woods on Sea Trail Golf Links like?

The 2 bedroom, 2 bath unit has 1,220 sq. ft. * and the 3 bedroom, 2 bath unit has 1,371 sq. ft. *

Both have tiled ceramic floors in the entry, kitchen and baths. You'll enjoy the plush carpeting and the large closets which have vinyl covered shelving.

In the master bath, you will find a generous walk-in closet and a private bath with a full 5 foot sink and vanity.

The kitchens are finished with European-style Oak trimmed cabinets by Aristocrat, and fully equipped with GE appliances including dishwasher, self-cleaning oven, and an 18 cu. ft. refrigerator with icemaker.

When it comes to energy efficiency, these homes are built to

save you money. At The Woods, double-insulated windows and extra insulation (over code) are standard. So is an energy saving heat pump for heating and air conditioning. In the living room you'll enjoy the spacious feeling of a vaulted ceiling, and to make your energy dollars go even further, you'll find a ceiling fan to circulate the air evenly.

Of course being surrounded by the beauty of the 6th fairway, you will want to enjoy its view. So each home at The Woods has its own private patio and screened porch, the perfect place to enjoy those lovely evening breezes.

Each garden home at The Woods is all on one level — so there are no stairs to climb! There are beautiful wallpaper accents in the kitchen and bath which add to the luxurious appeal of these fine homes.

Outside you will find The Woods on Sea Trail Golf Links offers exceptional beauty and classic styling. The homes are wrapped in stained cedar and roofed with 25 year warranted fiberglass shingles.

In addition, The Woods will be professionally landscaped and offer plenty of parking.

What more could you ask for? Well, though your original investment will return a 31.75% profit in less than a year, if you decide to make The Woods your resort home, there is still more good news!

When you make The Woods your resort home, I will show you how to enjoy a positive cash flow, shelter some tax dollars, and even how to take several vacations each year while deducting your travel expenses.

Call me today. Pre-construction prices are limited to 15 homes only! I want you to get in on this excellent investment in a community that offers all the amenities you could want and the dynamic growth rate of Sunset Beach, North Carolina.

Call collect, 0-919-579-2704 extension 1.

Edmund A. (Buddy) Liles

announces the opening of his law office.

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