

## EDITORIAL: ONE MORE TIME

Somewhere between the last issue and this one, the United Way campaign began and ended. The sign at the front walk reported a total gift well above the goal; a letter was published to thank the people who worked on the campaign and there was a paragraph in staff notes listing groups with 100% participation. Enough said. But there were some things unsaid, and I believe they're worth mentioning.

The United Way has some critics. That's no big deal; I've yet to see a club, a church, a family of any sort where everyone agreed with the way everything gets done. But it's worth mentioning in order to point out that being a solicitor can be a tough job. It's more than just taking cards to names on a list. Solicitors get lots of complaints about unfavorable charities. They have to listen to the same old excuses time and time again, and people often use the solicitor as a target for years-old resentment. It's a person-to-person job which can be downright uncomfortable.

So, thank you, solicitors. It couldn't happen without you. And thanks to John Stroup and Tom Bailey, who took the biggest solicitor jobs of all. Thank you, Dot Osborne—you kept things on time, on target and running smoothly.

But most of all, thanks to you, the giver. There were fewer of you this year, yet you gave more of your hard-earned money to help others. Inflation has cut into your spending money; maybe you didn't really care for all the agencies in the fund—but you looked around the problems and saw the needs. You dug deep to provide our communities with vital services.

Thanks to you, the United Way Agencies will continue working, for all of us, another year.

—Hale

*There are two basic types of Christmas toys: the childrens' favorite, which breaks before noon on Christmas Day, and the one which requires 24 hours for assembly - that's the one Dad begins on Christmas Eve.*

### FOTOFAX

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AN EQUAL OPPORTUNITY EMPLOYER  
M/F

## WELCOME, NEW EMPLOYEES!



CHARLENE GOSNELL



BARBARA JONES



JUDY KILLIAN



CHRIS LEVI



JAMES PACE



JACK PERRY



SUE ELLEN SHARPE



DAPHNE STATON

## BUY WISELY WITH BETTER BUSINESS BUREAU INFORMATION

Uninformed consumers, says the Better Business Bureau, make shady operators able to stay in business.

"Those who can't make ends meet", says a recent BBB Newsletter, "may very well be the ones who don't know how to buy."

The newsletter goes on to state that costly consumer protection laws have done little to protect the buyer. Inadequately informed consumers continue to lose to unscrupulous businesses which operate on the fringes of the law, if not outside it.

How do you get informed? One way is to write or call for information which is available from the BBB. A number of pamphlets is available, for the asking. They are penetrating, factual, and easily understood. Topics available are:

- Buying a Home
- Buying Furniture
- Hearing Aids
- Buying a Mobile Home
- Buying a Swimming Pool
- TV Sets
- Consumer Credit
- Buying a Used Car
- Carpets and Rugs
- Home Fire Protection
- Home Study Schools
- Mail Order Profit Mirages
- Microwave Ovens
- Multi-level Selling Plans
- Renting an Apartment
- Sales Contracts
- Tires
- Work-At-Home Schemes
- Life Insurance
- Aluminum and Vinyl Siding
- Home Remodeling Construction
- Free Mail Offers
- Sewing Machines
- Tape Recorders & Players
- Electronic Calculators
- TV Repairmen
- Retail Advertising
- Office Machines
- Truth In Lending
- Employment Agencies
- "I want my money back"
- Appliance Service
- Home Insulation
- Bait & Switch
- Buying on Time
- Car Care on the Road
- Guarantees and Warranties
- Service Calls
- Debt Adjusters
- Hospitalization Insurance
- Real Estate Promotions
- Door-to-door Selling Gimmicks
- Dry Cleaning and Laundering

For any of these booklets, write the Better Business Bureau of Asheville/Western North Carolina, Inc., 29½ Page Avenue, Asheville, N.C. 28801. The 15¢ for postage may save you a costly mistake in buying products or services.