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**“Women... A Sucker For Bargains”**

by

Tom Holbrook

Well, before we get into the real heavy political season let's have a little fun in this space. I continually find myself amazed at the marketing techniques of some stores who unabashedly cater to the vanity of women. (Okay, there are stores that do the same to men, but they're not as funny.) I went shopping with my wife the other day and as I sat on a bench outside the store I made some interesting observations. I won't name the store but I'll bet a donkey against a washtub that you ladies out there will recognize which store I'm talking about because you've been there.

As I looked at the rack sitting on the sidewalk at the entrance door with large tote bags hanging there for the customers to take inside with them, I knew this store was inside the female psyche and buyer better beware.

After a slight wait—I mean all she was going to buy was some needed Body Wash—I went inside to see if I could speed the process along. All through the store the typical signs read as follows: 75% off if you buy 3 different flavors of Body Wash; Buy 2 and get 2 free or 4 for \$20 and 10 for \$35; Buy 6 more and you get a \$10 coupon good off next purchase of \$30 or more. Did you ever think you would live to see the day you would buy something that would allow you to come out of the shower smelling like a Cucumber... Mango Melon... how about Dried Fig or Persimmon Parsley? From where do they get these ideas to lure unsuspecting ladies?

Finally my wife was in the check out line which was comprised of 10 ladies waiting for the first cashier to become available, and as I was making some trite conversation with her about the ingenious marketing allure the store had, and how glad we had finally made it to the check out line, the lady behind me in line started laughing. As I turned to her, her hands full of products, she said, "I hate this store—there ought to be a law against putting all this stuff in front of us. I've been in this freaking line three times and still haven't gotten out of the store." Another lady across the aisle was trying on a bath robe and was talking to her friend so loudly I couldn't help but listen in—"I can't believe this place—these robes are 50% off their normal price and I have the \$10 coupon from a previous purchase I can apply to it. I would be a fool not to buy it—they're practically giving it away." I wanted to suggest to the store that they put up another one reading "Buy the store and we'll let you take the employee of your choice home with you to raise." I'm happy to say we got out of the store fairly unscathed and without the "almost free" robe.

The following was sent to me by a reader who is a West Virginian who knows that I like to poke fun at myself and other fun-loving West Virginians who know how to laugh and not take themselves

too seriously.

**This could be a Jeff Foxworthy script:**

**If your local Dairy Queen is closed from September through May, you may live in West Virginia.**

**If you've worn shorts and a parka at the same time, you may live in West Virginia.**

**If you've had lengthy telephone conversations with someone who dialed a wrong number, you may live in West Virginia.**

**If "Vacation" means going anywhere south of Charleston for the weekend, you may live in West Virginia.**

**If you measure distance in hours rather than miles, you may live in West Virginia.**

**If you know several people who have hit a deer more than once, you may live in West Virginia.**

**If you have switched from "heat" to "A/C" in the same day and back again, you may live in West Virginia.**

**If you can drive 75 mph through 2 feet of snow during a raging blizzard without flinching, you may live in West Virginia.**

**If you install security lights on your house and garage, but leave both unlocked, you may live in West Virginia.**

**If you carry jumper cables and your wife knows how to use them, you may live in West Virginia.**

**If the speed limit is 55 mph... you're going over 80 and everyone is passing you, you may live in OHIO! (Sorry, I just had to throw that in.)**

**If driving is better in the winter because the potholes are filled with snow, you may live in West Virginia.**

**If you know four seasons— Almost Winter, Winter, Still Winter, and road construction, you may live in West Virginia.**

**If you find 10 degrees a "little chilly," you may live in West Virginia.**

**Hope you enjoyed the humor and find time to laugh a little every day—it's good for the soul and the body. See you next week.**