



Next Last Chance

We at Viva Kittery are investigating whether there's a difference between being the "last one" or the "only one" .. This is a very important investigation as it seems to be relevant to just about everything and it may set a new standard in creating values worldwide.



It also gets to the heart of what it is to be unique and therefore questions standards as a whole..assuming there are no standards when it comes to being unique anyway.

Years ago we would hear the call of this.. This is the last chance to buy.....something... When in fact its the first chance to buy if you haven't bought yet... and it would be the only chance to buy if it was in fact the "last one" .. or the only chance if it were the "only one" ... the difference being now if its even legal to sell the last one of anything if everyone needs it!! Now under consideration..you might hear..this is the only chance to get shovels before the storm. Whats the difference if its the last storm or the only storm anyway, because it will be over soon anyway. So congress has just appointed a new committee to study the "legal aspects" of advertising "the last chance" to buy. ..anything... the new law will finally settle this dispute and consumers can move forward with the knowledge that its probably not the last chance to buy. but the wording will now say.. take your chances it

might either be the last chance to buy or your last chance to buy before we run out of product and before you run out of chances.

Everyone is happy about this new wording in consumer legislation and Viva Kittery simply wanted to report on it! Hopefully for either the only time or in fact the last time...