

Says Russians Have Failed To Learn Well Lessons Of History

BY WALTER J. BROWN

MOSCOW—Russia is so vast and her peoples so varied and her political system so complicated no observer can visit the country for a limited period and come away with anything more than a smattering of information about what is really going on behind the iron curtain.

But one fact is crystal clear: the leaders of the Soviet Union are failing to read the lessons of history.

Russia, more than any other country, should know what history teaches when any power or individual dreams of world domination.

Napoleon set out to rule the world and even occupied Moscow for a period in 1812. He saw he could not remain and began his famous retreat from Moscow which cost him most of his Grand Army of 600,000 men and paved the way for Waterloo.

In Moscow is a triumphant arch over one of the main streets commemorating Napoleon's retreat.

Hitler forgot history and thought he could succeed where Napoleon failed. But winter likewise caught his army at the gates of Moscow. He was forced to retreat, and the cream of his army was lost before being driven back into Germany.

Since the Allied victory in World War II the leaders of the Kremlin have been dreaming of world domination through international Communism. Not satisfied with governing their own nation and using their vast resources to provide a better life for their own people, they have continued to snuff out the liberties of free people in countries throughout Europe and Asia. Hungary and Czechoslovakia are prime examples of their use of brute power to deny peoples any semblance of the right of self-determination.

Now Kremlin leaders find themselves in deep trouble with their own neighbor, Red China. Unless the two great Communist powers can come to some kind of understanding, the Soviets will have two fronts to worry about, and the people may see further curtailment of consumer goods.

Standing in Moscow is a building which should forever remind the leaders of the Kremlin what happens when a country smokes the opium of world domination. After Hitler invaded Russia he had quarried in Finland reddish stone blocks for the monument he intended to erect to himself on Red Square. The blocks were transported to the outskirts of Moscow; when Hitler's army retreated, they

were left behind. The blocks which were to be used for Hitler's monument now

serve as the walls for an apartment building in downtown Moscow.

Broyhill Speaks Out On Prize Promotions

BY CONGRESSMAN JAMES T. BROYHILL

For more than two years, the House Small Business Committee on which I serve has been delving into sales promotion gimmicks that may be bilking the American people and stifling the climate in which the nation's small enterprises must operate. Our initial investigations of games of chance in grocery stores and gasoline stations clearly showed the high degree of deception involved in these operations. Chances of actually winning prizes in these so-called games were almost non-existent with the promoter of one of the major oil company's games revealing that the chances of winning the major prize offered were almost one in a million. As we broaden the investigation, the Committee is uncovering some interesting information about the so-called "sweepstakes" operations that have become so common recently.

In most sweepstakes, many valuable prizes are offered with winning numbers pre-selected and a huge volume of stubs or cards bearing these numbers mailed out. Prizes include automobiles, color television sets, expensive vacations, and money. When a private citizen receives one of these promotion announcements through the mail, he is led to believe that he is a winner. Many people are astonished and angered to find that this is not the case. In fact, our investigation shows that there are few winners. Under the circumstances, the sweepstakes become highly profitable operations since they appear to be effective in beefing up large mass sales of the sponsoring product.

To obtain more specific information about this widespread practice, our Committee polled 523 companies which have operated sweepstakes or contests since July 1, 1967. Their replies show that a vast array of prizes is offered and few are awarded. In one promotion, the prizes were \$10,000, a 1969 automobile, 50 color television sets, etc., totaling \$200,000. None of the major prizes were given and only 6 prizes, worth less than \$1,000 were granted. A mailing list of 4 million customers was used

by another company to offer \$50,000 in cash prizes, all of which resulted in no prizes at all. Another sweepstakes offered prizes worth \$1,150,000 with actual awards valued at \$8,635.

Another company mailed out over \$3 million pieces of promotional mail at preferential postal rates costing about \$2 million. It offered 550 top prizes valued at \$445,000 and it actually paid out \$17,240.

Our investigation has not revealed wrong doing or rigging. Prizes are not awarded because those holding the so-called winning numbers do not respond. However, there is considerable deception in the bright promise of winning that is a part of the wording of these advertising flyers. The fine print makes it clear what kind of contest is involved although there is great effort to imply otherwise.

From all of this, a number of serious questions arise. Should these sweepstakes promoters be required to distribute all of the prizes they advertise? Should there be a requirement that such operations be carried out fairly with public disclosure of lists of winners? Do the sweepstakes promotions need to be abolished? These are issues that probably do not require any new laws. In fact, the Federal Trade Commission has broad legal authority to prohibit false and deceptive advertising as part of its mission of protecting the American consumer and American business from unfair practices in the marketplace.

SEEK END TO MORATORIUMS

The Veterans of Foreign Wars Eastern States Conference passed a resolution calling for a "moratorium on moratoriums," which, it said, accomplish "just one end—aiding and abetting the enemy."

COUNCIL ADDS 46 MEMBERS

Forty-six more members have been appointed to the Democratic Policy Council, created to chart long range positions for the party on national issues. Senator Fred R. Harris, the Democratic national chairman announced.



When It Comes To

CHRISTMAS

... Come To

STALLINGS



For a third of a century, Stallings has brought Boone a wide selection in quality merchandise. You'll find 163 patterns in Silver, 54 patterns of China and 42 patterns in Crystal... and hundreds of Watch and Diamond Gifts. Too, Stallings has always been identified with friendly service and low prices. When it comes to Christmas... come to Stallings!

Orange Blossom
DIAMOND RINGS
LYRIC FROM \$100
CAPRI FROM \$145
Give The Perfect Christmas Gift

All You Need Is Love!
REGISTERED
Keepsake
DIAMOND RINGS
\$125 to \$1200

Coast To Coast . . . New . . . Free Fall Catalog

NO. 574—100 ACRES of rolling to steep land, on hardtop state road, 4 miles from Watauga Lake, 7-room 2-story home in good condition, barn, smoke house, storage shed. \$16,700 with terms.

NO. 733—85 ACRES of rolling and mountain land. An in leader with frontage on an old state road and only 6 miles from town. Good area near Howard's Creek. Prime development land with excellent views. Price \$25,000 with good terms.

NO. 770—10 ACRES of flat to rolling land. Branch, springs, tobacco base, and good stand of timber. 2 acres cleared and tillable. Priced to sell at \$5,000.

NO. 700—335 ACRES of beautiful rolling woodland, streams, springs, excellent views, and good location on state road. Joins national forest. Low price of \$48,000, terms.

No. 706—24 ACRES, rolling to steep, on Price Creek, on state road. Good for farming or developing. Low price of \$5,000.

NO. 786—88 ACRES of beautiful rolling land with 1 mile of frontage on state road. 3 branches, 3 springs, good stand of timber, and beautiful views. Priced to sell at \$22,500 with low, low terms.

NO. 769—15 ACRES of flat to rolling land, beautiful stream, woodland, tobacco base, fine pastures, 3 springs and beautiful views, on state road. Low, low price of \$5,700, terms.

NO. 773—7 ACRES of level land, excellent location, 5 acres of improved pasture, creek and spring, plank fencing, tobacco allotment; fruit trees, frame house and barn. Low price of \$13,900.

NO. 772—70 ACRES of beautiful mountain land, excellent building sites, one of the most spectacular views of the area, good elevation, about 10 miles to Boone, 3 springs, tobacco base. \$335 per acre by survey.

NO. 754—EXCELLENT HOME with 2 1/2 acres; beautiful view toward Boone. 3 bedrooms and 2 baths. Winterized. Low price \$25,000

Bill & Faye Wakeman, Representatives
24 Hour Answering Service.
PHONE: 267-2349
MAIL: Route 1, Box 33-D, Vitas, N. C. 28692

UNITED INVESTING
OFFICE on U. S. 321 & 421 North—2 1/2 miles from Courthouse

A fashionable thing happened on the way to the Forum
The ROMANS
by CARAVELLE Division of BULOVA

"THE ROMANS I" Gold tone. Precision jeweled movement. Shock resistant. \$22.95

"THE ROMANS II" Gold tone. Precision jeweled movement. Shock resistant. \$18.95

"THE ROMANS III" Gold tone. Precision jeweled movement. Shock resistant. Gold-tone case. \$22.95

A Gift of Love FOR Mother by Van Dell
A beautiful bracelet with a birdstone for each member of the family. She will cherish it forever. For Only \$21.50

From \$45.00 Per Place Setting

Diamond Watches \$70 to \$500

Stallings
Your Jeweler Since 1933
221 E. King Street

When something happy happens it's Bulova Watch Time!
Bulova
Ladies' from \$24.95
Men's from \$40.00

Give more than just time. Give this kind of excitement. The Hamilton Watch Company is worthy of any special gift occasion. From \$9