In other words, the di

ad was stopped. But the FDA not only failed to require that

another ad be published to cor-

rect the false one, but also fail-

ed to require that the correct

information be transmitted to

prescribing physicians by other

means. FDA did not more than

this, because it had carelessly

approved the false labeling

This was a serious case and

if, in the future, FDA takes no

more effective action than this,

then it's unlikely that any last-

ing improvement of prescrip-

prescription drug manufac-

turers, who, by and large, do

a commendable job, In addition,

FDA enforcement policies

should be justly and uniformly

These and other related ac-

tions must be taken, and our

subcommittee intends to main-

tain surveillance to see that this

is done. The health and well-

being of every member of every

home depends upon truthful drug

fd datw

claim in the first place.

achieved.

administered.

advertising.



Dear Santa:

I would like for you to bring me lots of food stamps and some aid checks if you have some to

I worked hard for many years like every good American boy should but, somehow, what I saved doesn't go very far any more. There seem to be too many hands in Uncle Sam's pot these days.

HUGH W. HOLT

Warrenton, N. C. Route 2, Dec. 16, 1970

Dear Santa: I am a little boy, three years old. I have tried to be very good this year. I share my toys with my friend, Troy.

For Christmas I want a bicycle, a "pick-up dirt" truck, and a doll baby that says, "Mommy, I don't want to go night-night."

MEN'S AND BOYS' SWEATERS CHRISTMAS



THURSDAY ONLY!

DECEMBER 17, 1970

TO THE LUCKY PERSON WHO GETS HERE FIRST-WE WILL OFFER ONE OF THE FOLLOWING STYLES ON SPECIAL DURING OUR CHRISTMAS BONUS SALE!

VIRGIN ORLON

CARDIGAN

RIO BLUE OR BOWLING GREEN Regular \$9.95 THURSDAY SPECIAL .

\$8.00

100% GENUINE PERUVIAN

ALPACA

FAIRWAY GREEN OR GINGER Regular \$18.95

THURSDAY SPECIAL .

\$15.00

100% GENUINE PERUVIAN

ALPACA

FAIRWAY GREEN, GINGER, BAY BLUE MAPLE OR WHITE

Regular \$15.95

THURSDAY SPECIAL

Nine Additional Styles Cardigan And One Style

ONE STYLE BOYS' STRIPE PANEL

CARDIGAN

Regular \$7.95

\$6.00 THURSDAY SPECIAL

ONE STYLE BOYS' CLASSIC

CARDIGAN

MOSS GREEN, PIONEER BLUE, TILE

Regular \$9.95

THURSDAY SPECIAL

WARRENTON, N. C.

I had a birthday party on Dec., so Mommy said I could not

I will leave you some dough-nuts and milk on the table. Mommy doesn't like a lot of toys in the living room, so keep them all together, please.

JAY CARTER

Dec. 14, 1970

Dear Santa Claus, I am seven years old and in the second grade at Macon. I like my teacher, Mrs. Drake, very much. My report card was

Please bring me a Baby-Go-Bye-Bye, a stroller, a watch and some games.

Don't forget all the children in my class and also Mrs. Haynes, the principal at Macon.

Love,

BETH FRAZIER

Dec. 14, 1970 Warrenton, N.C.

Dear Santa Claus, I am a little boy three years old. I have three sisters. Please bring me a tractor, a combine, a Big Wheels and anything else

you want to give me. I have been as good as little boys usually are this year.

Love, HEATH FRAZIER

> Dec. 14, 1970 Warrenton, N. C.

Dear Santa Claus, My name is Robin. I am almost four years old. My big sister plays basketball for Hawkins. Please bring me Baby Tender Love, a carriage, a tea set and a nice surprise.

I have been a smart girl. Love,

> ROBIN FRAZIER Vaughan, N. C.

Box 134 Dec. 15, 1970

Dear Santa: How are you today? Please bring me a snow sled, skates, a talking telephone, a transis-

tor radio and a walking doll. Thank you for the nice things you brought me last year. I hope you will have a nice trip back to the North Pole.

> Your friend. BRAVETTA WATSON

Norlina, N. C.

Dec. 14, 1970

Dear Santa Claus: I am a little girl, four years old. I have been a good girl. Please bring me a Peggy Pen Pal Doll, doll high chair and

anything else you have for a good

little girl. Love. TRACEY HOLTZMAN

Dear Santa Claus:

Please bring me a tent, John West Crazy Car, and Indian bedroom shoes. I have been a good boy.

Don't forget my sisters. DAVID LEWIS PASCHALL

Dear Santa Claus:

I want a Baby Tender Love, a typewriter and a Barbie case and clothes. I have been a good girl.

> Love DONNA PASCHALL

SHARON'S CHRISTMAS LIST Record player, records, record holder, glass horses, watch stapler, skates, a green scarf.

My name is John McRae Pitchford, Jr. I am five years old. I have a little four-monthold sister named Kelly Mamie.

I would like for you to bring me a record player, a Big Wheel, a cowboy suit, hat, boots, guns and gloves, a bicycle and two hot-wheel cars, I would like for you to bring Kelly a doll and a Winnie the Poo clothes hamp

I have been a good boy.

Box 123, Norlina, N.C. Nov 28, 1970

I am 2 1/2 years old. Please bring me a helicopter, dump truck, and a train. I love you.

RAY HAYES

I don't care what I get for Christmas, but there are three things I want the most, Francie, Dawn Fashion Show, Super

ANOTHER HAYES

ne is Terri and I'm

oni, too. Thank you for the

my school, my teacher and helper, and all the other little girls and boys. Remember, Nanny, Paps, Mom, Pop, Mama

I love you Santa and I'll be looking for you on Christmas

TERRI RICHARDSON

Dear Santa.

I am a little girl three years of age. My name is Jerry. I try to be good.

Will you please bring me a baby doll, carriage, stove, re-frigerator and a dishwasher and clothes for my doll.

I have a little sister named Jennifer. She is 17 months of age. Bring her a baby doll and

tea set, table and chairs. We will be good little girls and share our toys. Be good to all girls and boys for we all

love you. Merry Christmas to you and your helpers.

JERRY CARROLL. Warrenton, N. C.

Norlina, N. C. Dear Santa,

I am a little girl in a housefull of boys but I try to be good most of the time. We have a lot of fun so bring me something we can play with. I do

Don't forget my sister, Rita, and my big brother, Bobby. Love.

want a "Cissy" doll that grows

TAMMY RIVERS P. S. I will have some Pepsi and lots of pie for you to eat.

Wise, N. C.

Dear Santa, I am three years old and have been a very good little boy. I want you to bring me a big truck and some race cars, too.

Bring my brother, Tim, something, too.

MARK WOODY

Wise, N. C. Dear Santa.

I am three years old and have been sick. My daddy has been sick, too, so I won't ask for much. I want some race cars, and bring my brothers, Randy and Tommy, a race track.

> Love, PAUL CLARK

> > Wise, N. C.

Dear Santa, I am 10 years old and am an exceptionally little boy, at least "Lane" thinks so. Just bring me something that makes a noise and I will be happy.

Love, TIMMY WHITE

Dear Santa.

I am a little girl, 21 months of age. My name is Pamela Dianne (Pam, for short) Please

bring me a table and chair, teaset, stove, sink, refrigerator, baby doll and baby bed.

I have four sisters, Janet, Annette, Karin, and Lynette. Please remember them, be good to them, old Santa, for they have been good girls and have helped my mother all the year. Love,

PAMELA VAUGHAN Norlina, N. C. P. S. Merry Christmas, Santa.

Anti-Poverty Agency To Hold Public Meeting

HENDERSON- Franklin Vance-Warren Opportunity, the local anti-poverty agency, will hold a public hearing on its plans and priorities for the next three years Thursday, December 17, at the Vance County Offices Building at 7:30p. m. At this meeting the Board of Directors will act upon its plans and priorities.

The funding document pre-pared by the staff proposes efforts to alter the basic economic structure of the area by seeking to further industrialization. suggests that opportunity for upward mobility of the poor may

Noting immediate needs in ity, state, and Federal rerces to aid the poor in the areas of nutrition, housing,

MH FOUNTAIN

TO THE PEOPLE WASHINGTON, D. C. - The ner. \$1 out of every \$3 or \$4 each of us spends for medicine goes for advertising in one form or another.

That's why the Government Operations Subcommittee on Intergovernmental Relations, which I serve as Chairman, keeps a close check on the way in which the Food and Drug Administration (FDA) is administering the law.

Unfortunately, our most recent investigation revealed that FDA's regulation of prescription drug advertising is considerably less effective than it should be. And, it isn't pleasant to have to publicize such inefficiency - Generally speaking FDA does a good job, but public exposure of bureaucratic mistakes like Congressional ones is often the only way to get corrective action.

It is imperative that drug advertising be absolutely honest and factual. The good health and even the lives of millions of people are at stake. And, it must be remembered, that prescription drug advertising is different because it is primarily directed at doctors - not those who take the drugs.

As the late Sen. Estes Kefauver put it: "He who orders does not buy; and he who buys does not order." Consequently, if our doctors are misinformed by improper drug advertising, whether intentionally or unintentionally, the results can be catastrophic.

Drug advertising is big business in America. Hundreds of millions of dollars are spent each year for ads in medical journals and magazines, direct mail, movies, samples, printed reports, symposia and for detail men, who call on doctors to promote drug brands. With so much advertising activity there are many opportunities for mistakes and sometimes exaggeration by over-enthused promotion agents. The FDA must

be continually on the alert. However, our investigation revealed many inconsistent FDA actions in correcting or failing to correct misleading ads. Some times they required corrections to be run; sometimes they did not, even though the cases were similar. Other times they merely wrote letters asking that the offending ad not be run again and on occasion they failed to even write letters for similar offenses.

An illustration of poor handling by FDA is pointed out in a report just issued by the Subcommittee I head through our parent Government Operations Committee. It says; "A recent example. . . . is FDA's request on Sept. 24, 1970 to Sandoz Pharmaceuticals, the manufacturer of Serentil, that it stop advertising the drug as a treatment for alcoholism. FDA's letter alleged that the ad falsely and misleadingly represented or suggested that Serentil "diminishes the need for drink" and is useful as a prophylaxis against or treatment

for alcoholism. "Complicating FDA's objection to the ad is the approved claim in the first paragraph of the package insert stating the drug is effective in the treatment of alcoholism (among many other conditions). Else-where in the "Indications" insert, the claim is modified to limit use to the amelioration of anxiety, tension, depression, nausea, and vomiting in acute and chronic alcoholics."

edical service, recreation and the problems of the aged. Continued efforts at community organization and development are proposed as a communicameans as well as a way community residents may work together to solve some of their own problems.

A specialist is a man who has trained his patients to bec ill during office hours.

FOR BLUE CROSS AND BLUE SHIELD HEALTH CARE PLAN

- CALL OR WRITE -FARM BUREAU AGENT

WADE SHORT

PHONE 257-3305

BOX 584 WARRENTON, N. C. 27589 Warren School Menus

NORTH WARREN

Monday -Sliced bologna, mix-ed greens, himapple upside-down cake.

Tuesday - Turkey dressing. den peas, candied yams, rolls,

Wednesday - Vegetable soup sandwiches, orange halves cake squares.

NORTHSIDE

Monday - Sausage patties, uttered corn, green beans, hot rolls, butter, peach cobbler,

Tuesday - Fried chicken, garden peas, sweet potato fluff, cranberry jelly, hot biscuits, butter, ambrosia, milk.

JOHN GRAHAM

tion drug advertising will be Monday - Sausage patties, Unquestionably, FDA ought to grits, steamed cabbage, apple set up clear and consistent sauce, hot biscuit, butter, guidelines for the benefit of our

> Tuesday - Turkey, dressing, gravy, cranberry sauce, stringbeans, candied yams, milk, butter.

SOUTH WARREN Monday - Barbecued pork, steamed cabbage, beets, rolls,

butter, prunes, milk. Tuesday - Baked turkey, dressing and grayy, green beans, orange halves, pineapple cake, rolls, butter, milk.

Monday - Hot dogs, Franch dries, slaw, chocolate mandy, milk.

Tuesday - Turkey, dressing, gravy, peas, cranberry sauce, ice cream and cookies, rolls, milk. rolls, milk.

Warren Student Is be Honored At Reception

GREENSBORO-One Warren County student was an the 270 sophomore scholars honored at a special reception on campus Dec. 9 at the University of North Carolina at Greensboro.

She is Miss Gwendolyn Y. Davis, daughter of Mr. and Mrs. George Friday Davis of Rt. 2, Box 199, Norlina,

The purpose of the reception was to acknowledge outstanding scholarship by the students and to give them an opportunity to talk informally with various faculty members about areas of study in which they have an interest.

KOREAN RULE

Mothers in Korea tell their small sons that if they persist in holding their chopsticks in the middle when eating, they will grow up to marry ugly girls, the National Georgraphic Society



FREE 5-lb. FRUIT CAKE

Our sincere best wishes for a Joyous Christmas and a Happy New Year. As a token of our appreciation, we are giving you this delicious 5 lb. fruitcake - - FREE - - for the Christmas season with your purchase of only \$39,850 miore. Your fruitcake is packed in a Christmas decorated container for using - - or giving. Hurry down today and get your fruitcake.



Gifts For Her CARPET BEDROOM FURNITURE BOUDOIR CHAISE BOUDOIR CHAIR LINGERIE CHEST LANE CEDAR CHEST LANE RECORD CHEST **BOSTON ROCKER** PHILCO STEREO PHILCO COLOR TV

PHILCO ELECTRIC RANGE PHILCO NO-FROST REFRIGERATOR KITCHEN AID DISHWASHER PHILCO AM-FM RADIO ZENITH STEREO ZENITH COLOR TV ZENITH AM-FM RADIO WAFFLE IRON

PERCOLATOR TOASTER BLENDER ELECTRIC BLANKET FIRE PLACE SETS PICTURES CANDY RECORDS - ZENITH ALBUMS

SOFA, LOUNGE CHAIRS

SIMMONS HIDE-A-BED

DINETTES OPEN MONDAY, TUESDAY AND

WEDNESDAY

LA-Z-BOY ROCKER, RECLINER

Gifts For Him

LA-Z-BOY ROCKER, RECLINER PHILCO COLOR TV ZENITH COLOR TV PHILCO FM RADIO

ZENITH FM RADIO ZENITH STEREO PHILCO STEREO BOOKCASE DESK HASSOX

ON THE PROPERTY OF

VALET CANDY ELECTRIC BLANKET DOWN PILLOWS ELECTRIC HEATER

SUPER COLORTRON ANTENNA

KING SIZE BED **MATTRESS & SPRING BY SIMMONS** MATTRESS & SPRING BY KINGSDOW MATTRESS & SPRING BY SEALY

GIFTS FOR BOYS' AND GIRLS'

STEREO RECORD PLAYERS RECORDS RECORD CABINETS LANE CHEST RADIO FM TRANSISTORS CLOCK RADIO

ROCKERS TAPE RECORDER BED ROOM FURNITURE CARPET DESK

TV - COLOR, BLACK & WHITE 8 TRACK PORTABLE STEREO TAPI PLAYERS

CASSETT TAPE PLAYERS

NIGHTS 'TIL 9 P. M.