

WASHINGTON REPORT

SWEESTAKES

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 nonexistent 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 thru 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 what is happening, 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. One of the major prizes were given and only 6 prizes, worth more than 1,000 were granted. A mailing list of 4 million consumers 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 53 million pieces of promotional mail at preferential postal rates costing about \$2 million. It offered 550 top prizes valued at \$225,000 and it actually paid out \$17,246.

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 fillers. The fine print makes it clear what kind of contest is involved although there is a 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. Plans now call for the conclusions and detailed investigation of the House Small Business Committee to be submitted to the FTC to augment a study the Commission began a few weeks ago. It is likely that action will be taken to provide rules to prevent mis-

LETTERS TO THE EDITOR

Dear Editor:

THE FLUORIDATION FRONT CITIZENS SPEAK OUT — By Mrs. MOFFATT WARE, Sr.

A PHARMACIST KNOWS POISON: Statements in the newspapers to the effect that the Medical and Pharmaceutical Association have endorsed fluoridation of our city's water supply (Allentown, Penn.) have aroused my interest. For over 40 years I have served as a pharmacist in this community and am presently a member of the Pennsylvania Pharmaceutical Association and the Lehigh Valley Pharmaceutical Association, and to my knowledge there has never been a discussion or vote on this question - certainly my vote was never asked for. Several weeks ago I wrote the A. (Pennsylvania Pharmaceutical Association) asking them if they, or any local pharmaceutical organization had ever endorsed fluoridation in the state of Pennsylvania. To date I have had no reply.

Sodium fluoride is one of the most violent poisons known to mankind and is an active ingredient in rat and roach poisons because of its cumulative and insidious method of killing. This poison is said to prevent cavities in teeth, especially in very young children, and is administered usually in conjunction with their vitamin drops or small tablets taken orally. In middle-aged and elderly

leading promotions in the future. Whether sweepstakes should be banned must be decided later. However, I strongly believe that if a company decides to offer prizes to sell its products, those prizes should be given. I am glad to say that as a result of the Small Business Committee hearings, some of the biggest and most reputable companies using sweepstakes promotions have come to the same conclusion voluntarily.

people this poison has no beneficial effect, and is said to cause bones to become very brittle, a condition certainly dangerous to people of these age groups. In my long experience selling drugs there has been practically no over-the-counter demand for fluoride preparations, so I am at a loss as to why a small minority wants to ram this enforced medication down our throats, especially after such a very decisive vote against it a few years ago.

If the program were put into effect, who would be the responsible party to add this poison to our water each day? How could there be assurance that the proper amount is added to a water supply that is forever changing and never constant? What assurance is there that there could not be a mistake made some day in an overdose being added to the water supply with dire results?

It took us 30 years to find out the insidious damage done by DDT spray for many years, killing not only flies and mosquitoes, but birds, fish, wildlife, valuable insects, bees, butterflies, fireflies, etc. When DDT was first brought out, we were told it was perfectly safe. Used over a period of many years, even in small doses, poisons can accumulate in the body and cause sudden death. Economically, any program where 99% of a product is wasted is poor business, especially for a city not blessed with an oversupply of money. Most of our fluoridated water would go literally "down the drain" to fill swimming pools, bath and laundry tubs, car washes, sprinkling lawns and streets, and then drug what few fish are left in our streams.

Actually we are being drugged to death with all the present-day chemicals added to our foods and vegetables in the name of good health, so please do not add a diluted rat and roach poison to

Foundation Declares War

DURHAM—The Arthritis Foundation declared war on public apathy against the nation's number one crippler, Mrs. Nick Galifianakis, 1968 Strike Out Arthritis Chairman, says that December is Arthritis - Know About It Month.

Mrs. Galifianakis declared that public and official apathy toward the problem of arthritis and its thousands of victims must be overcome. She emphasizes that the Arthritis Foundation needs public financial support for its work.

Mrs. Galifianakis urged that our good water supply. Robert D. Good, Reg. Pharm. Prevention Magazine, August 1969, p. 142.

Mrs. Moffatt A. Ware, Sr.

public and the medical profession to become more aware of the urgency of the problem of arthritis. She stated that free patient manuals are available to physicians and that a special booklet, Today's Facts About Arthritis, is available free to anyone upon request from The Arthritis Foundation, Drawer 311, Chapel Hill, N. C. 27514.

Arthritis afflicts 446,000 North Carolinians and seventeen million Americans.

Having A Wedding? Call Paul Lemmon. Phone...

As seen on TV

SHE WILL APPRECIATE TOTES

New! Chic! Really waterproof stretch boots by "totes". Fit like a glove over low heel shoes. So light they fold to take along.

Easy on, easy off "totes" shape. To your shoes for a slim, slender look. Feel unbelievably trim and light as you walk. Made of soft pure rubber, "totes" are seamless, 100% waterproof. Non-skid soles. Black, sizes S (4-5 1/2), M (6-7), L (7 1/2-8 1/2), XL (9-10 1/2).

\$4.95



Open Friday Night 'til 8:30

PLONK'S

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GIANT DECEMBER

Stock Reduction Sale

PUBLIC AUCTION

THURSDAY DECEMBER 4TH


910 Shelby Road - Used Car Lot - 3 P.M. To 5 P.M.

15 USED CARS WILL BE SOLD AT PUBLIC AUCTION Thursday, December 4th at Southwell Ford Beginning At 3 P.M. Until All Are Sold.

Here Is Your Chance To Buy At Your Price. Bank Financing Available On The Spot - Prior Credit Approval Necessary.

Doug Eubanks, Mike Arrowood, Eddie Arrowood, & Bob Southwell Will Be There To Help You.

Southwell  Ford



Col. KM Saver Says: Come Earn While You Sleep Your Choice Of Three Great Savings Plans

5 1/4%	5%	4 1/2%
BONUS SAVINGS	BONUS SAVINGS	PASSBOOK SAVINGS COMPOUNDED QUARTERLY
\$10,000 Minimum \$1,000 Multiples 6 Month Term	\$5,000 Minimum \$1,000 Multiples 6 Month Term	Save Any Amount Anytime!
5 1/4% Quarterly Dividends	5% Quarterly Dividends	
<small>(earlier withdrawals earn 4 1/2% passbook savings plan)</small>	<small>(earlier withdrawals earn 4 1/2% passbook savings plan)</small>	

DEPOSITS BY DECEMBER 10TH
EARN FROM DECEMBER 1ST



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