



# Bonds of Friendship

## --At 7.5 Per Cent



Arthur Hoppe

LET THE church bells ring! Let there be dancing in the streets! After 26 long and fright-filled years, the Cold War is over at last!

Associated Press broke the news. The news, of course, is that the Russians are dickering with a Wall Street brokerage firm to sell Soviet government bonds to private American investors.

Any fool can see at a glance what this means. I can see at a glance that this means we'll have a big stake in an expanding Soviet economy. And once we have a big stake in their economy, we're certainly going to think twice before we blow them up.

A few Nervous Nellies may contend that American capitalists will also think twice before they invest in the future of Communism. Nonsense. They don't know American capitalists.

American capitalists are going to think once. "Does the long-term yield offer such an attractive investment opportunity," they are going to think, "that I should add these bonds to my portfolio?"

So peace, as Dr. Kissinger is fond of saying, is at hand.

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BUT WITH so much at stake, we must be careful not to limit the sale of these bonds to a few fat cats. As many Americans as possible should have a vital concern in Russia's future. What's needed obviously is a nationwide marketing and promotion campaign.

First of all, the bonds themselves should be attractive, suitable for framing as Christmas gifts. The picture of Lenin is, of course, mandatory — over the legend, perhaps, of "In Lenin We Trust."

To add a true Russian flavor, they should be inscribed with some authentic native slogans, such as: "Workers of the

World, Unite!" Or: "All Power to the Soviets!"

Next we'll need to saturate the airwaves with public service commercials showing happy Russian workers building thermonuclear missiles and submarines. "You, too, can have a stake in the Russian Revolution," the message might say. Or, "Buy a share in Communism today."

There's also no reason that we can't have Giant Bond Rallies at our defense plants as we've had in the past. Hollywood stars like John Wayne could exhort our workers to "Keep Russia strong! Sign up for your payroll deduction plan." And factories that went over the top would get little hammer-and-sickle pennants to fly from their flagpoles.

With a little effort, the day will come when every good American will read reports of Soviet economic growth with a warm glow of satisfaction, knowing that his nest egg is safe in Kremlin hands and that his net worth is increasing, thanks to the labors of the Soviet workers.

It's too bad old Joe McCarthy couldn't be alive to see the day. He'd drop dead of apoplexy.

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WELL, it may seem like a rosy dream. But don't forget, we expect to turn a pretty penny on the wheat deal. And they expect to turn a pretty kopek peddling us vodka, furs and caviar. These bonds are merely the frosting on the new cake of friendship.

For centuries, mankind has tried to achieve peace through hate and war. For centuries, mankind has tried to achieve peace through love and brotherhood. But at last we've harnessed the one universal human emotion that will achieve the only kind of peace we mortals seem capable of:

Peace through Greed.