

Way Retail Clerks Make Extra Money Reviewed by Dick West

By DICK WEST
 United Press International
 Washington—UPI—By now we all know all about "payola." But how about "spiffs?"

When I say "spiffs" I'm not just making cat noises. I'm talking about the way that retail clerks make themselves a little extra scratch.

Suppose I go into a department store to buy someone a bottle of perfume for Christmas. I have a stupid look on my face and the sales lady sizes me up—correctly—as a bloke who knows nothing about perfume.

She waves a scent called "Love in the Hayloft" under my nose, extolls it as the Eve's apple of perfumery and sells me a hot couple of ounces before I can consider the consequences.

Chances are the sales lady is on somebody's "spiff" list. That is, in addition to drawing her salary from the store she is getting paid by a perfume manufacturer to tout "Love in the Hayloft" over other brands the store carries.

Takes Many Forms
 I am told that such payments, known as "spiffs" or "push money" are widespread in the retail trade. I used perfume as an arbitrary example; it happens on many products. It also takes many forms.

For instance, a drug store clerk might be told that if he sells a certain number of bottles of a certain headache remedy he can have four bottles for himself. Then he can sell the four bottles and pocket the proceeds.

This also can figure in the allotment of display space in a store. The manufacturer who is paying "push money" is likely to get his product on the front row of the shelf.

The Federal Trade Commission, as you know, has been cracking down on "payola." Well, I can't see that paying a disc jockey to plug a certain record is much different from "push-money."

Called McCauley
 I called Daniel J. McCauley Jr., the FTC general counsel, and learned that he has been having some thoughts along the same line. In fact, he raised that very question recently in a speech to a business group.

Under present rules, it is okay for a manufacturer to pay push money to a clerk so long as the clerk's employer knows about it. So far, there is no requirement that they let the customer in on their little secret.

McCauley told me there was a good possibility the FTC would reconsider, in the light of the fuss over payola, whether a consumer disclosure rule should apply to "spiffs" as well.

Personally, I am all in favor of this. I buy a lot of things besides perfume in ignorance, and I figure a customer should give the clerk the business—not vice versa.

BRAWL IN PARLIAMENT
 Ankara, Turkey—UPI—Turkish members of Parliament brawled on the floor of the National Assembly Wednesday and opposition deputy Ismail Inan was sent to the hospital with a bloody nose. Fist fights and kicking broke out during debate on the administration of Industrie Minister Samel Agaoclu.

Try and Stop Me

By BENNETT CERF

EMMETT KELLY, America's number one clown, recalls with nostalgic delight the days when the Barnum and Bailey circus played under canvas.

"Every town we hit," smiles Kelly, "we know that dozens of excited, but underprivileged kids were all set to sneak into the Big Tent. The management would gladly have invited many amusement-starved youngsters in free, but we also realized that kids would get an infinitely bigger bang out of 'pulling a fast one' on us. So we always had a mustachioed 'cop' who chased them when they caught them crawling in under the tent. He never caught a kid. The reason? The 'cop' was just a clown giving the audience added thrill."

A mama mouse was describing heaven to her little baby mice, who were much intrigued with the idea of flying angels. Suddenly a bat flew down from the attic. "Look, mom," squeaked an excited baby mouse. "There goes one of those angels now!"

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Washington Report

By WILLIAM S. WHITE

STORM AROUND LYNDON
 Washington—One of the greatest struggles in modern political history between a man and his circumstances now unfolds in the spotlighted arena of the United States senate for Lyndon B. Johnson of Texas. Senator Johnson, as Democratic leader, is under pressures and cross-pressures of a force and savagery never to be seen in this correspondent's lifetime at any rate, upon any member of the senate in any party for any reason.

It is an intense drama, of humanity, of politics, of hope and gain, of risk and loss, that is for long weeks to be played out upon the floor of the senate.

THE task Johnson has assigned himself is to pass a civil rights bill that will genuinely and totally guarantee the voting right of the Negroes in his native south but also will not:

1. Destroy his own prospects as a Democratic presidential aspirant.
2. Break up beyond repair in an election year the party he must continue to lead in the Senate, at least.
3. Mortally estrange the southern support without which he would be lost from the start at the July Democratic national convention.
4. Deny right and honorable protection to the Negroes on the one hand; or, alternatively, hysterically treat the South as an outlaw province.

Senator Johnson promised last year that on Feb. 15, of 1960 the Senate would "proceed to the business" of civil rights. He has kept that promise and won the first round by boldly and harshly forcing

the issue up just as he said he would do. Now the great box of troubles for him has been opened and spilled out in the well of the Senate.

ON HIS right flank, old southern friends cry that in bluntly bypassing their delaying power he is "lynching orderly procedure." They accuse him of going intolerably far for civil rights.

On his left flank, the liberal Democrats are assisted by his skillful action, but will give him no credit for it, now or later. They will say at length that he was intolerably unwilling to go nearly far enough on civil rights. And they will use his talent for beating off southern extremists only as a weapon to enable them later on to try to go much farther on civil rights than he himself will be willing to go. And then they will use his refusal to go that far to cut him down as a presidential possibility if they can.

He personally was the decisive force in the Senate's passage in 1957 of the first real civil rights bill in 80 years—though admittedly a moderate bill it was. But the Democratic liberals, who would not themselves ever have been able to get the Senate even that far along the road, have spent most of their time since in booing him for not having gone farther.

The Republicans, naturally, will hit him from the start. For, politics is, after all, politics.

WHAT of Johnson himself, in the middle of this extraordinary storm? Tall, dark, wryly grinning, he is perhaps the most contained man now in the Senate—because he knows he must be. Any commanding general—and that is what Johnson is in the battle now engaged—must bear those ultimate blows which must fall with ultimate shock on

Wall Street Chatter

New York—UPI—The psychology of the recent decline was not the anticipation of bad business as much as a suspicion that the stock market had discounted too much too soon, says Lucien O. Hooper of W. E. Hutton & Co.

There was the feeling in some high quarters rather than among that portion of the trading community known as "the public," he points out, that stocks were too high in relation to bonds, earnings, dividends and immediate growth.

Hooper notes there was a "toning down" of estimates for auto and steel production this year, but even the lower estimates are not "too bad."

It is a well known fact that there are times when the stock market influences business expectations more than business expectations influence the stock market.

Allied Paper looks attractive, says Purcell & Co. Its net has been climbing and the possibility of a "spin-off" of its subsidiary, Phillips Control Corp., adds speculative interest, the firm points out.

American Cyanamid offers sound long-term value, says Reynolds & Co. It is one of the "quality companies in the ethical drug and chemical fields. Acquisition of Formica

Co. has broadened the scope of its activities in the plastic industry... Entry into the synthetic fiber field also holds long term promise," the investment advisory service notes.

CONSULTANT DIES
 Atlantic City, N.J.—UPI—Dr. Harold S. Davidson, 68, past president of the American Therapeutic Society and a consultant in medicine at the Atlantic City Hospital, died Thursday.

MRS. MASEFIELD DIES
 Burcote, England—UPI—Mrs. Constance Masefield, wife of British poet laureate John Masefield, died Thursday.

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TOUGHER, MORE TWIST RESISTANT FRAMES
 They're closest to "unbreakable" a truck frame ever came. More rigid, more twist resistant—with a new X-member reinforcement in 3/4- and 1-ton frames; greater beam strength in many of the bigger models. Chevy's bulldozer build starts right here!

CABS FOR BIG GUYS
 Big guys get a bigger break in a Chevy cab. There's stretch of space inside to stretch out and relax; more room for hats and hipers, more room for wide shoulders and long legs. There's horizontal visibility through a windshield with 26% more glass area; a new see-at-a-glance instrument panel. Cabs are safer, too, up to 67% more rigid.

BRAKES ARE BIGGER
 Bigger brakes bring loaded Chevies to safer stops. Extra-wide linings wear longer, reduce maintenance expense. Chevy gives you the best in braking—from efficient torque-action brakes in light-duty models to powerful full-air brakes in heavyweights.

SLICK NEW SUBURBAN CARRYALLS
 These handsome new handy haulers "double in brass"—can transport eight passengers or up to 950 lbs. of payload. Rear and center seats are easy to remove and replace when necessary. For work or for pleasure, these double-duty beauties are best for both!

6'S SWORN TO SAVE
 Chevy's 6-cylinder engines are set to squeeze extra miles out of every drop of fuel. They're long famous for low fuel consumption, high performance.

SHORT STROKE V8'S
 Power-packed for peak performance, Chevy's husky V8's make child's play out of the toughest hauls. They have a mind tuned to economy, too, that keeps costs down, profits up.

NEW DOLLAR-SAVING PRICES
 Chevy's low prices make big truck news for '60. They mean money in your pocket on model after model. Step-Vans, 4-Wheel Drives, many light-duty models with automatic transmissions—all are lower priced. Also, prices have been reduced on all optional V8's.

SEE YOUR DEALER
 It could be the most important visit you make in '60. When you've seen these new Chevies, you'll agree they're the world's most advanced trucks. Then drive one and find out why.

CRUISE WHERE OTHERS CREEP
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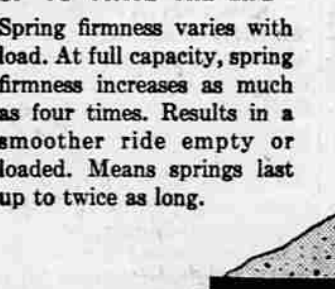
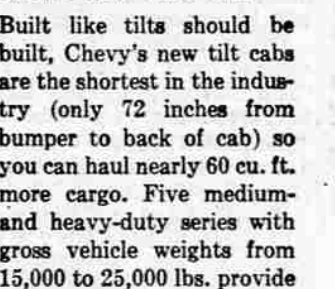
NO SHIMMY, NO WHEEL FIGHT
 Drive a '60 Chevy. Just once. Right away you'll notice the absence of I-beam shimmy and wheel fight common on ordinary trucks. With independent front suspension there's a brand-new, smoother, easier handling feel behind the wheel.

CAB'S CUSHIONED ON RUBBER MOUNTS
 New four-point cab mounting, with rubber cushions to isolate road shock, quiets the ride, keeps down sheet metal vibration.

EASIER TO HOP IN
 Chevy doors are wider and floors on many models are a whole seven inches lower (without sacrificing road clearance), so it's a lot easier to hop in and out of these cabs. This new cab design pays off big by adding comfort and convenience to reduce driver fatigue.

LIGHT-HANDED STEERING
 A new steering linkage system that cuts vibration means easier driver control with less effort. Coupled to a low friction ball-gear steering mechanism, steering is light, firm and positive. Greatly reduces driver fatigue. Power steering is available at extra cost on many models.

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