

Our Opinion

Word To All Drivers: Any Fool Can Go Fast

Every person who has ever driven a car has, at one time or another, had the experience which Sidney J. Harris, Chicago Daily News columnist, reported in a recent column. We doubt, however, whether any of us have ever considered it in the same light as Mr. Harris.

Believing that it's worthy of reading and re-reading by all drivers, young and old, we're reprinting Mr. Harris' remarks in full.

"This is an open letter to a boy, about 18, who forced me off the road while cutting in sharply and passing me on a hill yesterday afternoon."

"Dear Son: You may think you are a good driver, and perhaps you are. But I'd like you to keep in mind that most of your 'skillful' driving is due to other motorists."

"Anybody can whip along the road as fast and as carelessly as you were going. There's no trick to that—the new cars are loaded with power and pickup—too much so, I'm afraid."

"Just remember that it was MY alertness that prevented an accident on the hill, not yours. And the driver who was approaching us also had to brake suddenly and swerve in order to save your life and his."

"It is not your courage or dexterity that has kept you alive as long as this, but the prudence and politeness of other motorists. You have been trading on our good will and sense of self-preservation."

"If it were possible to point out to you that your kind of driving is nothing but bad manners—it is not heroic, or adventurous or manly."

"Suppose you ran down a crowded street, pushing people out of your way, knocking packages out of ladies' hands and kicking children into the gutter. What would be so heroic or manly about that?"

"Nothing, of course. Then why do you suppose that having 2,000 pounds of steel under you makes it any better? There's nothing to be proud of in driving fast—any fool can do that. It's a form of cowardice to threaten other drivers with courage."

"Suppose you beat me at the getaway, or up the hill? What does that prove? Nothing, except that the car you BOUGHT is faster. You didn't make it; it's a commercial product. Anybody can buy one like it—and anybody can drive with a maniacal disregard for safety."

"So don't take any pride in your deadly accomplishment. A REAL man is considerate and polite—and takes chances only when it counts, when his honor and conscience call for it. On the highway, most of all, it's easy to tell the men from the boys—for the men have to save the boys from the consequences of their foolish and needless bravado."

Other Editors Say: How Much Tar?

(Greenboro, N. C. News)
When a local girl got involved in a scandal some place else, the hometown folks get a malicious pleasure out of talking about it. They gossip while the girl's kin-folks suffer humiliation.

Ava Gardner got kicked out of a hotel in Rio De Janeiro recently because of a little party she pitched soon after her arrival there. On her way out, she was presented a bill for a broken table, splintered glasses, smashed pictures and other stains on the wall.

We are burning with a kind of malicious humiliation; malicious because Ava's a local girl and humiliation because we've always wanted to claim enough kin with her to qualify as a kissing cousin, anyhow. On her way out of the hotel, Miss Gardner declared loud and justifiably, we believe: "I will not stay one more day in Brazil."

At that point, we would have liked to say, "That's telling them, honey. Come on back to North Carolina." But she didn't leave Brazil. She just went to another hotel. And that raises the question: Has cousin Ava got too much tar on her heels to leave Brazil or not quite enough to stick to her words?

Other Editors Say: Even So, We'll Make It

(The Coalfield Progress, Norton, Va.)
Last week our newspaper friends over at Bristol published a lovely editorial, calling Norton "A Prodigy Child," but also commending the Old Town for its progress in changing to a city.

Then last week, the Roanoke Times put us in the orphan class, neglected and forgotten. They published a big map, of a part of Southwest Virginia, with the caption, "All Roads in Western Virginia Lead to Roanoke."

But they didn't include any of Wise, Lee, Scott or Dickenson County, in Western Virginia, and only a small portion of Washington County. The map only showed out as far as Salville, and Glade Spring, and Rixie and Claypool Hill.

Down around Richmond way, we know, they don't think Virginia extends much beyond Roanoke, or Salem, or Bedford perhaps, because of the Bedford division of V. P. I., or even perhaps to Marion, because of the State hospital there. Maybe Richmond will recognize Wise County now, with a division of the University of Virginia out here.

But we never thought Roanoke would throw us out, lock, stock and barrel, as a neglected, orphan child. If that is the way they feel about us, we can make it for the next 100 years, as we have for the past 88. With one reservation: We do want accommodations, and highway, when we come down to Roanoke, each Thanksgiving day for the V.M.I.-V.P.I. football game. We can always depend on Kenneth Hyde and his assistants, at Hotel Roanoke, for those accommodations. Otherwise, the bypass around Roanoke is just as convenient as the through traffic route, with no parking spaces left for visitors.

Business Today Spiffs Used In Retail Competition

By Elmer Roesser

More than half the stores answering New York University questionnaire do not pay "spiffs" to store employees. Manufacturers used to pay retail salespersons cash awards for selling higher priced goods. The practice has spread so much that these spiffs are being used as a competitive weapon on an increasing scale.

The N. Y. U. School of Retailing asked 686 furniture and department stores what they think of the practice. Of the 140 stores replied, 52 per cent said they didn't like it, and 48 per cent said they did.

Reasons given for opposing spiffs or "pin money" or "pin money" include these: Stores feel spiffs force the sale of wrong merchandise; salespersons push inferior products to get higher spiffs. The amount of the spiff must necessarily be added to the price; hence the customer actually pays it or it must come out of the store's margin.

Spiffs cause stores to lose control of sales efforts; a salesman may be reluctant to try an advertised product if another one carries an award to the seller. For the same reason, store promotions are confused.

Spiffs are not in ratio to either selling price or profit; therefore, salespersons may be tempted to sell low-margin items for the sake of the cash award, instead of for the merchant's profit.

Spiffs are not in ratio to either the profit margin or the total price, hence they tend to interfere with sound marketing programs.

Spiffs are murder on department stores' private brands that do not carry them.

Spiffs switch employee's loyalty from employers to manufacturers. There were many other reasons given. One not cited is that if customers ever learn that salespersons' commission is based on personal gain—and that the customer herself puts up the money for that gain—spiffs can wreck sales.

However, it may be noted that despite these factors, 48 per cent of the stores responding perhaps a larger per cent of those that do not want to go on record, like the idea of spiffs, but as long as they make sales, most of them will go along with them.

Personal Loan Costs
A system creating previously impossible personal loan departments has been evolved by Bankers Trust Co., New York. The system is based on automatic segregation from others, permitting intensified collection efforts. Further, it is said to make it impossible to dun a borrower who has already paid, even if he doesn't contribute Porter will be able to enable each employee to handle the work formerly done by two or three clerks, thereby reducing manpower costs considerably. However, lower loan costs will mean an increase in dividends or a reduction in loan rates are things that have not yet been worked out.

Acacia Juice
Costs of Vitamin C may be reduced sharply as a consequence of the discovery that a Puerto Rican fruit has 80 times as much as orange juice. The fruit, called acacia, is the size of a crabapple.

Acacias are now on foot to blend acacia juice with other juices, enhancing both vitamins and palatability. The fruit also has vitamin C and could eat that much less.

Long-Range Forecasts
An ingenious extra has been developed by Omakel Service, a truck and bus insurer. The company supplies clients with long-range weather forecasts so that ample precautions can be taken before storms.

Palmars For GIs?
One way of making a draffed feel at home is to give him a pair of pajamas. The suggestion comes from the Palmars Institute. It says the Air Force is studying the proposal. The institute says that many GIs will increase GI's use of pajamas and, hence, soften the transition from civilian to military life. The institute has not yet been heard from.

New Products
PAN SIZE: Bacon slices to fit the frying pan rather than sized according to the hog's waistline are being marketed by Wilson & Co., Chicago. Slices are half as long and a bit thicker than standard.

TOY: A professional-looking toy that plays real music is being announced by the Toy Standard Stocks and Rough Handling by Emence Industries, Inc., 200 Fifth Ave., New York 100. Like other toy instruments brought out last year, it's golden plated. It's lightweight and stands about three feet tall. A carrying case contains music holder and instruction booklet.

TRACTOR: Development of a gas-powered industrial tractor with electric transmission has been announced by the American Transportation Co., 149 W. 87th St., Chicago 20. It's said to provide a means of saving fuel by having high speed with mild inflections. The attacks come on at any time, particularly when the person is under strain of some type, whether mental or physical. They usually do not occur before breakfast.

Fortunately, the attacks do not occur frequently, but especially in children, tend to lessen and often may disappear entirely.

Protein Beneficial
It is believed that this condition of insulin due to the taking in of too much sugar. On the other hand, the attacks may be prevented or lessened by using a diet high in protein foods, such as meat, milk and eggs, together with fatty foods, and low in starchy foods and sugars.

It is also helpful to avoid excitement and anxiety, and to have children lead a normal life with plenty of rest and proper relaxation.

Persons who suffer from fainting spells or attacks of weakness should have a careful study, including a laboratory test, to determine if the body is utilizing sugars satisfactorily.

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