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CATALOG NO. 50939

MARKET COMPARED

|                          | July 25 | July 24 |
|--------------------------|---------|---------|
| Number of advances.....  | 703     | 660     |
| Number of declines.....  | 293     | 294     |
| Stocks unchanged.....    | 234     | 248     |
| Total issues traded..... | 1230    | 1202    |
| New 1958 highs.....      | 219     | 158     |
| New 1958 lows.....       | 5       | 2       |

NEW YORK, July 25 (UPI)—Following is the complete tabulation of today's stock transactions on the New York Stock Exchange:

Sis In hundreds High Low Close N.ch.

—A—

|                   |         |         |         |         |
|-------------------|---------|---------|---------|---------|
| 12 AbbottL 1.80a  | 57      | 57      | 57      | + 1/2   |
| 39 ABCVend 1      | 18      | 17 1/2  | 17 3/4  | —       |
| 56 ACFind 1.62e   | 42 3/4  | 42      | 42 3/4  | + 3/8   |
| 20 ACWrig 40b     | 18 1/2  | 18 1/8  | 18 1/8  | + 1/4   |
| 10 AcmeStl 1      | 24 1/4  | 23 3/4  | 24 1/4  | + 1/2   |
| 6 AdamsExt.30e    | 24 3/4  | 24 3/4  | 24 3/4  | + 1/2   |
| 4 Addresso 4b     | 224 3/4 | 222     | 222     | —3      |
| 90 Admiral        | 10 3/4  | 10 3/4  | 10 1/2  | —       |
| 19 Aeroquip 40b   | 19 1/2  | 19 3/8  | 19 3/8  | + 1/8   |
| 5 AetnaStl.50b    | 24 3/4  | 24      | 24 3/4  | + 1/4   |
| 64 AirRedc 2.50   | 64      | 62      | 62 3/4  | + 1 3/8 |
| 1 AlaGas 1.60     | 32 1/2  | 32 1/2  | 32 1/2  | + 1/4   |
| 27 AlaskaJun      | 3 3/4   | 3 3/4   | 3 3/4   | —       |
| 52 AlcoProd 1     | 18 1/2  | 17 3/4  | 18      | + 1/4   |
| 10 dopf 7 as      | 115 1/4 | 115 1/4 | 115 1/4 | —       |
| 1 Aldens 1.20     | 19      | 19      | 19      | —       |
| 20 dopf 4.25as    | 77      | 77      | 77      | + 1 1/2 |
| 314 AllegCp       | 7 1/8   | 6 3/4   | 6 3/4   | + 1/8   |
| 239 dopf.60       | 19 3/4  | 19 1/2  | 19 3/4  | + 1/2   |
| 640 dopf.5.50as   | 277     | 276     | 276 1/2 | + 1/2   |
| 50 dopprf 4as     | 111 1/2 | 111     | 111 1/2 | + 1 1/2 |
| 89 AllegLud 2     | 39 3/4  | 38 3/4  | 39 3/4  | + 1/2   |
| 6 AllenInd 1a     | 14 1/4  | 14 1/4  | 14 1/4  | —       |
| 61 AlliedCh 3     | 88      | 87      | 88      | + 5/8   |
| 1 AlliedKd1.60a   | 29 1/4  | 29 1/4  | 29 1/4  | —       |
| 30 AlliedLab 1a   | 39 3/8  | 39 3/8  | 39 3/4  | + 3/8   |
| 13 AlliedMills 2a | 39      | 38 3/4  | 39      | + 1/4   |
| 39 AlliedPd .50t  | 12 1/2  | 12 1/2  | 12 1/2  | + 1/2   |
| 11 AlliedStrs 3   | 45      | 44 3/4  | 45      | + 1/2   |
| 90 dopf 4 as      | 82      | 82      | 82      | + 1/2   |
| 92 AllisChal.75e  | 26 3/4  | 26 1/2  | 26 3/4  | + 1/2   |
| 2 dopf 4.08       | 102 3/4 | 102 1/2 | 102 3/4 | + 1 1/4 |
| 19 AlphaPC 1.50   | 35 3/8  | 34 1/2  | 35 1/8  | + 1     |
| 257 AlumLtd. 70   | 29      | 28 3/4  | 29      | + 3/8   |
| 50 Alcoa 1.20     | 77 1/2  | 76 1/4  | 76 1/4  | + 3/4   |
| 4 Amerace 1b      | 44 1/4  | 44 1/4  | 44 1/4  | —       |
| 19 Amerada 2      | 109 1/2 | 108     | 108 1/2 | + 3/4   |
| 140 AmAirlin 1    | 21 3/4  | 21 1/4  | 21 1/4  | + 1/4   |
| 3 dopf 3.50       | 103 3/4 | 103     | 103 3/4 | — 1/4   |
| 3 AmBakr 2.40     | 55      | 43 3/4  | 43 3/4  | + 1/8   |
| 2 AmBkNt 1.20     | 34 3/4  | 34 3/4  | 34 3/4  | + 5/8   |
| 31 AmBsch .60a    | 24 3/4  | 24      | 24      | — 1/8   |
| 20 AmBrSh.240a    | 39 3/4  | 38 3/4  | 38 3/4  | + 1/8   |
| 108 AmBdPar 1     | 19 1/2  | 19      | 19 1/2  | + 1/4   |
| 87 AmCbl&R .30e   | 5 3/4   | 5 3/4   | 5 3/4   | + 1/8   |
| 59 AmCan 2        | 49      | 48 3/4  | 48 3/4  | — 1/8   |
| 2 dopf 1.75       | 40 3/4  | 40 1/2  | 40 1/2  | — 1/8   |
| 7 AmChn 2.50b     | 46 3/4  | 46 3/4  | 46 3/4  | —       |
| 3 AmChicle 3a     | 77 3/4  | 77 1/2  | 77 3/4  | — 1/2   |
| 2 AmCryS 1.60     | 36 1/4  | 36 1/4  | 36 1/4  | + 3/8   |
| 184 AmCyan1.60a   | 48 3/4  | 47 1/4  | 48 3/4  | + 3/4   |
| 81 AmDistil 1.60  | 35 3/4  | 34 1/4  | 35 1/4  | + 1     |
| 19 AmElPw1.60b    | 44 3/4  | 44      | 44 1/2  | —       |
| 19 AmEnc's .60a   | 20 3/4  | 20 3/4  | 20 3/4  | + 1/8   |
| 6 AmEnka          | 21      | 21      | 21      | —       |
| 5 AmExport 2      | 26 3/4  | 26 1/8  | 26 1/8  | — 1/8   |
| 67 AmFFW 1        | 15 3/4  | 15 3/4  | 15 3/4  | + 1/8   |
| 1 AmHdwr 1.50     | 23 3/4  | 23 3/4  | 23 3/4  | —       |
| 1 AmHawSS         | 82 1/2  | 82 1/2  | 82 1/2  | + 1/2   |
| 20 AmHmpd 3a      | 103     | 102     | 103     | + 2     |
| 4 AmIlice .75e    | 17 1/4  | 16 3/4  | 17 1/4  | + 3/4   |
| 1 AmIntl .20e     | 14 1/4  | 14 1/4  | 14 1/4  | —       |
| 13 AmInv 1        | 20      | 20      | 20      | + 1/8   |
| 194 AmM&Fy 1.60   | 38 1/4  | 36 3/8  | 38      | + 1     |
| 10 AmMM 2.80a     | 53 1/4  | 52 1/2  | 53 1/4  | + 1/2   |
| 98 AmMtCl 1.20    | 24 1/2  | 24 1/2  | 24 1/2  | — 3/8   |
| 17 AmMtPd 1.60    | 22 1/8  | 21 3/8  | 22 1/8  | + 5/8   |
| 1 dopf 1.10       | 24      | 24      | 24      | + 1/4   |
| 1790 AmMotors     | 15 1/4  | 14 1/2  | 14 5/8  | + 3/8   |
| 32 AmNGas 2.60    | 60 3/4  | 60 3/4  | 60 3/4  | + 5/8   |
| 1 AmNGas1.60      | 25      | 25      | 25      | + 1/4   |
| 4 AmOptical 2     | 37 3/4  | 37 1/2  | 37 3/4  | + 1/2   |
| 47 AmPotash 1     | 45 1/4  | 44 3/4  | 44 3/4  | + 5/8   |
| AmSeat1.20a       | 30 3/4  | 22 1/4  | 29 1/4  | + 5/8   |
| 150 AmShipBdas    | 60      | 59 3/4  | 60      | —       |
| 94 AmSmIt1.25e    | 45 1/2  | 44 3/4  | 45 1/2  | + 5/8   |
| 2 AmSnff 2.80a    | 53      | 52 3/4  | 53      | + 1/4   |
| 105 AmStd 45e     | 13 1/4  | 13      | 13      | + 1/8   |
| 18 AmStFd2.40     | 36 3/4  | 36 1/4  | 36 1/2  | + 1/8   |
| 7 AmStores 2b     | 75 1/4  | 74 3/4  | 75 1/4  | + 1/2   |
| 19 AmSug 1.60a    | 34 1/4  | 32 3/4  | 33 3/4  | + 1 1/4 |
| 320 AmSug 1.75as  | 34 1/4  | 33 3/4  | 34      | —       |
| 4 AmSumTob        | 12 3/4  | 12      | 12 3/4  | —       |
| 155 AmTel&T 9     | 180 1/4 | 179 3/4 | 180     | + 1/4   |
| 22 AmTob 4a       | 89      | 88 3/4  | 89      | —       |
| 90 dopf 6 as      | 128 1/2 | 128     | 128 1/2 | + 1 3/8 |
| 98 AmViscl.25e    | 29 3/4  | 28 3/4  | 29 3/4  | + 3/8   |
| 7 AmWWks.60       | 14 3/4  | 14 1/2  | 14 1/2  | + 1/4   |
| 11 AmZinc .37e    | 13 1/4  | 13      | 13 1/4  | + 1/4   |
| 115 AmphEl 1.20   | 28 3/4  | 26 3/4  | 27 3/4  | + 1 1/2 |
| 57 Anaconda 1e    | 47 3/4  | 46 3/4  | 47 3/4  | + 7/8   |
| 150 AnWC.50p as   | 51      | 51      | 51      | + 1/4   |
| 2 AnchHG 2a       | 54      | 51      | 51      | —       |
| 9 AnderClayt 2    | 36 1/2  | 36 1/4  | 36 1/4  | + 1/8   |
| 11 AndPriOI.20    | 30 3/4  | 30 3/4  | 30 3/4  | + 1/8   |
| 1 AndesCop        | 29      | 29      | 29      | + 1     |
| 7 ArchDan 2       | 34 3/4  | 34 3/4  | 34 3/4  | + 3/8   |
| 21 ArgoOil 1b     | 34      | 33 3/4  | 33 3/4  | — 1/8   |
| 71 ArmcoStl 3     | 57      | 56 1/2  | 57      | + 1/4   |
| 59 Armour&Co      | 17 3/4  | 17 3/4  | 17 3/4  | + 1/4   |
| 17 ArmsCk 1.20a   | 28 1/4  | 27 3/4  | 28      | + 3/8   |
| 164 Artloom       | 12 3/4  | 11 3/4  | 12 3/4  | —       |
| 7 ArvinInd .75e   | 24 3/4  | 24 1/4  | 24 1/4  | — 1/8   |
| 34 AshlOil 1      | 18 3/4  | 18      | 18 3/4  | — 1/8   |
| 3 dopf 1.50       | 31 3/4  | 31 1/4  | 31 1/4  | — 3/4   |
| 230 ASRProd .40   | 9 3/4   | 9 1/2   | 9 3/4   | + 1/8   |
| 9 AssdDryG 2      | 36 3/4  | 36 1/4  | 36 3/4  | + 1/8   |
| 100 dopf5.25 as   | 104 1/2 | 104 1/4 | 104 1/2 | + 1/2   |
| 1 AssocInv 2.60   | 76 1/2  | 76 1/2  | 76 1/2  | —       |
| 138 Atchisn 1.20a | 23 3/4  | 23 1/4  | 23 3/4  | — 1/4   |
| 42 dopf .50       | 10      | 9 3/4   | 9 3/4   | — 1/8   |
| 2 AtlCityEl 1.40  | 37 3/4  | 37 3/4  | 37 3/4  | + 1/8   |
| 23 AtlCstLine 2   | 36 3/4  | 35 3/4  | 35 3/4  | + 1/2   |
| 107 AtlRefin 2    | 41 3/4  | 41 1/2  | 41 3/4  | —       |
| 40 dopf3.75 as    | 85      | 84      | 85      | + 1     |
| 59 AtlasCp .15r   | 7 1/4   | 7       | 7 1/4   | + 1/8   |

| Sls | Stock           | High    | Low     | Close   | N'ch.   |
|-----|-----------------|---------|---------|---------|---------|
| 6   | Ches&Oh 4       | 60 1/4  | 59 3/4  | 60      | — 3/8   |
| 16  | Chi&EIII        | 13      | 12 3/4  | 12 7/8  | + 1/4   |
| 15  | Chi&GTW 1e      | 41 1/4  | 40 3/4  | 41 1/4  | + 1 1/4 |
| 145 | CMSP&P 1.50     | 17 3/8  | 17 1/4  | 17 3/4  | + 5/8   |
| 4   | dopf 5          | 56      | 56      | 56      | —       |
| 78  | Chi&NW          | 22 1/2  | 20 3/4  | 22 1/4  | + 2 1/8 |
| 40  | dopf            | 31 1/8  | 30 1/2  | 31      | + 3/4   |
| 41  | ChiPneut 1a     | 26 3/8  | 26 1/8  | 26 3/8  | + 1/4   |
| 138 | ChiRI&P 1.60    | 27 1/4  | 26 1/8  | 27 1/4  | + 1 1/4 |
| 8   | ChickCot        | 11 1/2  | 11 1/4  | 11 1/2  | + 1/2   |
| 10  | ChileC 1e as    | 44 1/2  | 44 1/2  | 44 1/2  | — 1     |
| 296 | Chrysler 1 1/4e | 49 3/4  | 49 1/8  | 49 3/4  | + 5/8   |
| 10  | CinG&E 1.50     | 33 1/2  | 33 3/8  | 33 3/4  | + 1/8   |
| 100 | dopf 4 as       | 95 1/4  | 94      | 94      | + 1 1/2 |
| 11  | CinMilM 1.60    | 40      | 38 1/2  | 39 1/4  | + 1 1/4 |
| 14  | CITFin 2.40     | 53 3/8  | 52 5/8  | 53      | + 3/8   |
| 14  | CitiesS 2.40b   | 61 1/4  | 60 3/8  | 60 1/2  | — 3/4   |
| 4   | CityInv .40     | 16      | 16      | 16      | + 1/4   |
| 1   | CityProd 2.60   | 41 3/4  | 41 3/4  | 41 3/4  | + 1/4   |
| 2   | CityStr 1.40    | 16 3/4  | 16 3/4  | 16 3/4  | —       |
| 27  | ClarkEquip 2a   | 50 1/4  | 49 1/4  | 49 1/4  | + 1/2   |
| 17  | ClevElIII 1.60  | 43      | 42 1/2  | 42 1/2  | — 1/8   |
| 10  | dopf 4.50 as    | 103     | 103     | 103     | — 1/2   |
| 20  | Cl&P 3.50 as    | 64      | 64      | 64      | + 1 1/4 |
| 14  | Clevis .50e     | 18 3/8  | 18      | 18 3/8  | + 1/8   |
| 25  | CluettP 1e      | 38 1/2  | 37 1/4  | 38 1/2  | + 1     |
| 3   | Coca-Col 4a     | 118 1/4 | 117 3/4 | 117 3/4 | — 1/4   |
| 12  | ColgPalm 3a     | 63 1/2  | 62 3/4  | 62 3/4  | — 1/4   |
| 14  | Coll&Aik .30e   | 18      | 17 1/2  | 17 3/4  | + 1/8   |
| 43  | Colof&R 1.50r   | 21      | 20 3/4  | 21      | + 1/4   |
| 1   | dopf 2.75       | 45      | 45      | 45      | —       |
| 100 | Col&Slpr as     | 55      | 55      | 55      | + 1     |
| 31  | ColBrdA 1b      | 30 3/4  | 29 3/4  | 30 3/4  | + 1     |
| 19  | do B 1b         | 30 3/4  | 29 3/4  | 30 3/4  | + 7/8   |
| 112 | ColGas 1        | 19 1/4  | 19 1/4  | 19 1/4  | + 1/8   |
| 7   | ColPict 7st     | 17 1/4  | 16 3/4  | 17 1/4  | + 1/4   |
| 10  | ColCarb 2.40    | 42 3/4  | 42 1/4  | 42 1/4  | — 1/4   |
| 5   | Col&SOE 1.60    | 34 1/4  | 33 3/4  | 34      | —       |
| 103 | CombEn 1.12     | 26 3/4  | 26 1/2  | 26 3/4  | + 3/4   |
| 10  | ComlCrd 2.80    | 55 3/4  | 54 3/4  | 54 3/4  | — 1/8   |
| 42  | ComlSlv .17e    | 13 1/4  | 12 3/4  | 13      | + 1/4   |
| 18  | ComwEd 2        | 49 3/4  | 49 3/4  | 49 3/4  | — 1/8   |
| 1   | dopf 4.64       | 102 1/2 | 102 1/2 | 102 1/2 | + 1     |
| 18  | Comptometer     | 7       | 7       | 7       | —       |
| 2   | CondeNast       | 5 3/4   | 5 3/4   | 5 3/4   | + 1/4   |
| 18  | ConMills .80    | 12 3/4  | 12 3/4  | 12 3/4  | + 1/4   |
| 19  | Congoleum       | 12 3/4  | 12      | 12      | — 1/8   |
| 15  | ConCigr 1.40    | 35      | 33 3/4  | 35      | + 1 3/8 |
| 2   | ConCop .25e     | 12 3/4  | 12 3/4  | 12 3/4  | —       |
| 36  | ConEdis 2.80    | 55 1/4  | 54 3/4  | 55      | + 1/8   |
| 2   | dopf 5          | 104 3/4 | 104 1/4 | 104 1/4 | —       |
| 16  | ConFlt .40      | 34      | 33 1/2  | 33 1/2  | —       |
| 8   | ConElInd        | 24 3/4  | 24      | 24      | —       |
| 26  | Conroods 1b     | 20 3/4  | 20 3/4  | 20 3/4  | + 1/4   |
| 7   | ConGasU .90     | 18      | 17 3/4  | 17 3/4  | —       |
| 1   | ConLaund 1a     | 18      | 18      | 18      | + 1/2   |
| 23  | ConNGas 2       | 47      | 46 3/4  | 46 3/4  | —       |
| 10  | ConRRCP pf as   | 31 1/2  | 31 1/2  | 31 1/2  | + 1/2   |
| 20  | ConCoal 1.20    | 39 1/2  | 38 3/4  | 39 1/4  | — 1/8   |
| 5   | ConsmP 2.40     | 52 1/2  | 52 1/2  | 52 1/2  | + 1/2   |
| 170 | dopf 4.52 as    | 102     | 101 3/4 | 102     | + 1/2   |
| 160 | dopf 4.50 as    | 99      | 98      | 98      | — 1     |
| 38  | Container 1     | 23 1/2  | 23      | 23 3/8  | — 1/8   |
| 3   | ContBak 2       | 39      | 39      | 39      | — 1/8   |
| 30  | dopf 5.50 as    | 105     | 104 1/2 | 104 1/2 | + 1/2   |
| 21  | ContCan 1.80    | 49 3/4  | 49 1/4  | 49 3/4  | + 1/4   |
| 10  | dopf 3.75 as    | 87      | 87      | 87      | — 2     |
| 2   | ContC&S .35r    | 11 1/4  | 11 1/4  | 11 1/4  | —       |
| 2   | dopf 1.25       | 21 1/2  | 21 1/4  | 21 1/2  | + 1/4   |
| 29  | ContIns 2       | 53 1/2  | 52      | 53 1/2  | + 5/8   |
| 30  | ContMot .40e    | 9 3/4   | 9 1/4   | 9 3/4   | + 1/4   |
| 30  | ContOil 1.60    | 56 1/2  | 56      | 56 1/2  | + 1/4   |
| 20  | ContStl 2b      | 43 3/4  | 42 3/4  | 43 3/4  | + 1     |
| 79  | CoopBss1.60     | 27 1/4  | 27      | 27      | — 1/8   |
| 6   | CopperRn .50    | 23 3/4  | 23 1/2  | 23 3/4  | + 1/8   |
| 32  | CopwStl .50p    | 23 3/4  | 22 3/4  | 23      | + 1/8   |
| 43  | CornPd 1.80     | 44 1/4  | 44      | 44 1/4  | + 1/8   |
| 40  | dopf 7 as       | 163     | 162     | 162     | — 2     |
| 4   | CornellID .40e  | 17      | 16 3/4  | 16 3/4  | — 1/8   |
| 39  | CorningGl 1a    | 88 1/2  | 87 3/4  | 88 1/2  | + 1/2   |
| 39  | CosdenPt 1b     | 19 3/4  | 19 1/2  | 19 1/2  | —       |
| 3   | CotyInc         | 6 1/2   | 6 1/2   | 6 1/2   | + 1/4   |
| 3   | CotyIntl .15e   | 2 3/4   | 2 3/4   | 2 3/4   | + 1/4   |
| 33  | CraneCo .70e    | 30 1/4  | 29 3/4  | 30 1/4  | + 3/8   |
| 3   | CrmoW1.60a      | 35 3/4  | 35 3/4  | 35 3/4  | —       |
| 28  | CrescentP.25d   | 17 1/4  | 17 1/4  | 17 1/4  | + 1/8   |
| 14  | CrownCork       | 21 3/4  | 21 1/4  | 21 1/4  | — 1/4   |
| 2   | dopf 2          | 35      | 34 3/4  | 34 3/4  | — 3/8   |
| 60  | CrownZ 1.80     | 50 3/4  | 49 3/4  | 50 3/4  | + 1/8   |
| 100 | dopf 4.20 as    | 100 1/2 | 100 1/2 | 100 1/2 | —       |
| 154 | CrucStl .20e    | 24 3/4  | 24      | 24 1/4  | + 3/8   |
| 110 | CubrRr pf as    | 22 1/4  | 21 1/2  | 22 1/4  | + 1/4   |
| 12  | CubASG .75e     | 27 1/4  | 26 3/4  | 27      | — 1/4   |
| 15  | CudahyPk        | 10 1/2  | 10 3/8  | 10 3/8  | + 1/8   |
| 1   | dopf 4.50       | 66      | 66      | 66      | —       |
| 2   | CuneoPress      | 9 1/8   | 8 7/8   | 9 1/8   | + 1/8   |
| 47  | CurtisPb .35e   | 8 3/4   | 8 3/4   | 8 3/4   | —       |
| 4   | do4pf 3a        | 54      | 54      | 54      | + 1/4   |
| 1   | do1.60pf .60a   | 20      | 20      | 20      | — 1/4   |
| 104 | CurtssW 2.25e   | 29 1/4  | 28 3/4  | 29      | + 1/4   |
| 1   | do A 2          | 35 1/2  | 35 1/8  | 35 1/8  | — 1/4   |
| 18  | CutlerH 2a      | 52 3/4  | 52      | 52      | — 1/4   |

## Your Money's Worth

# The Business Payoff Is Here to Stay

Sylvia Porter

**EXACTLY** how widespread is the payoff in business today? Are payoffs by businessmen to prospects, customers, influential associates—in the form of cash, goods, vacation trips, lavish entertainment—on a bigger or smaller scale now that five years ago?

Are under-the-table deals among businessmen seeking profitable favors from each other the commonplace thing in our land?

Suddenly the above questions are news again—because, as you are well aware, of the admission by presidential assistant Sherman Adams that he was “imprudent” in accepting favors from his friend, Bernard Goldfine, and the statement by the New England industrialist that he has “a very long list” of people outside of politicians and Government officials to whom he gives gifts.

The Adams-Goldfine relationship is the sort of thing which makes nationwide headlines. Scandals over a deep freeze or a free hotel suite, over a mink coat or an oriental rug can and do play vital roles in national elections.

☆ ☆ ☆

**BUT** LET'S GET AWAY from the politics of it and into the aspects of influence-seeking which are part of the business scene every hour of every day of every year in this country. Some of the answers to the questions I posed at the start of this column have just been uncovered by “Sales Management” through a poll of its Sales Leadership Panel—consisting of executives who know as much or more about current business ethics as any other group. To give you a quick rundown:

*More than one-third of the sales executives report that they have lost business when they have turned down payoff requests. Although this is a minority percentage, it's a hefty one—and the odds are many of the panelists weren't nearly as frank in their answers about giving payoffs to buyers as they could have been.*

A full 52 per cent of the executives said their salesmen are getting as many demands—or hints—for payoffs from buyers of their products as five years ago. And 18 per cent said the payoff situation is worse than it was back in 1953.

The balance of 30 per cent, though, reported “less frequent” requests for payoffs—maybe a sign of modest improvement.

The big reason for the payoff is to break into the prospect's firm; the second key reason is to obtain a larger share of the business; the third is to keep the business the salesman has.

☆ ☆ ☆

**WHAT** struck me hardest after studying the results of this poll was the unspoken implication that “influence seeking” among businessmen is even more widespread than a cynic might have guessed. One of the sales executives actually said that combatting under-the-table deals is “my most important long-range problem”.

Perhaps the very extent of the payoff in private business life explains why Congressmen have received comparatively few letters from the public about the Adams-Goldfine revelations.

But if any of this has shocked you, here's a modicum of cheer: The poll “does not indicate that our public or business morals have deteriorated in the past five years.”