

NEWS OF THE WEEK IN BUSINESS AND INDUSTRY

AUTOMOBILE IS
SEEN NATION'S
'SAFETY VALVE'

Safeguard Against Drop in Living Standards, Summary Shows.

By Times Special
NEW YORK July 17.—The automobile is revealed as a bulwark safeguarding American standards of living from the attacks of unfavorable business conditions in the 1933 edition of Facts and Figures of the Automobile Industry, released recently by the National Automobile Chamber of Commerce. The book is a 96-page statistical summary of the manufacture, sale and use of motor vehicles.

As evidence of the unwillingness of American families and business concerns to dispense with their use of the highways, it was disclosed that the decline in the number of vehicles in operation and in the quantity of gasoline which they consumed during 1932 was only about 6 per cent—much less than the curtailment which occurred in the consumption of many other essential commodities.

Also of encouragement to the motor industry is the disclosure that at the beginning of the current year approximately 6,400,000 vehicles still in service were over six and one-half years old—the age at which their retirement from use and replacement by new vehicles normally would occur.

Position Is Maintained

The industry maintained its position as one of the nation's largest manufacturing industries as measured by the value of finished products sold. Capital investment in car and truck factories alone amounted to \$1,489,900,000. Motor factories gave employment directly to 229,841 workmen, who received in salaries and wages \$282,929,203. The industry provided work directly and indirectly to 3,900,000 wage-earners.

The motor industry continued to be the largest single consumer of such raw materials and commodities as steel, malleable iron, gasoline, rubber, plate glass, nickel, lead, mocha hair and upholstery leather.

Over 17 per cent of all steel produced during the year was used in the manufacture of motor vehicles and their accessories. The motor industry absorbed 77.6 per cent of the total output of alloy steel and 53.2 per cent of the total output of strip steel.

1932 Decrease Small

In addition, the industry consumed 80.4 per cent of the year's rubber output, 43 per cent of the plate glass output, 53 per cent of the upholstery leather output, 33 per cent of the lead output, 28 per cent of the nickel output, 85 per cent of the gasoline output, and 14 per cent of the mohair output.

At the close of last year, there were 24,136,879 motor vehicles registered for operation, of which 20,903,422 were passenger cars and 3,233,457 were trucks. This marked a decrease in total registrations of 16 per cent under the preceding year.

Average Life 7 Years

The average useful life of motor vehicles increased during the year from 7½ to 7½ years, a study based upon production, sales and registration statistics disclosed. Of the total number of vehicles in operation at the close of 1932, 58 per cent were more than 4½ years old, 46.2 per cent were more than 5½ years old, 36.5 were more than 6½ years old and 30.2 per cent were more than 7½ years old.

Although there were fewer motor vehicles in operation last year than there have been for any year since 1927, the total special taxes collected from highway users reached a new peak—\$1,076,022,000, or 10.7 per cent of all taxes collected for federal, state and local governments in the United States.

It is estimated that highway users paid taxes at the rate of \$2,947,992 a day, or \$2,041 a minute. Collections of state registration fees and gasoline taxes alone last year amounted to \$3,470,000—an increase of 300 per cent since 1919 when the gasoline tax was first introduced.

LOWER DOLLAR VALUE
AID TO RADIO SALES

Encouraging Reports Received From Distributors in New Zealand.

By Times Special
WASHINGTON, July 17.—Lower value of the dollar in terms of the New Zealand pound is giving distributors American-made radios a decided advantage in that field as the new radio season opens, according to a report to the electric equipment division of the commerce department from Trade Commissioner Julian B. Foster, Wellington.

The report stated that local trade circles believe that a further decline of the dollar of even a few points would eliminate many of the New Zealand assemblers and leave the market virtually in control of importers of American-made sets.

Improved business sentiment and optimism among consumers indicate that the current season, June to September, will be much better than last.

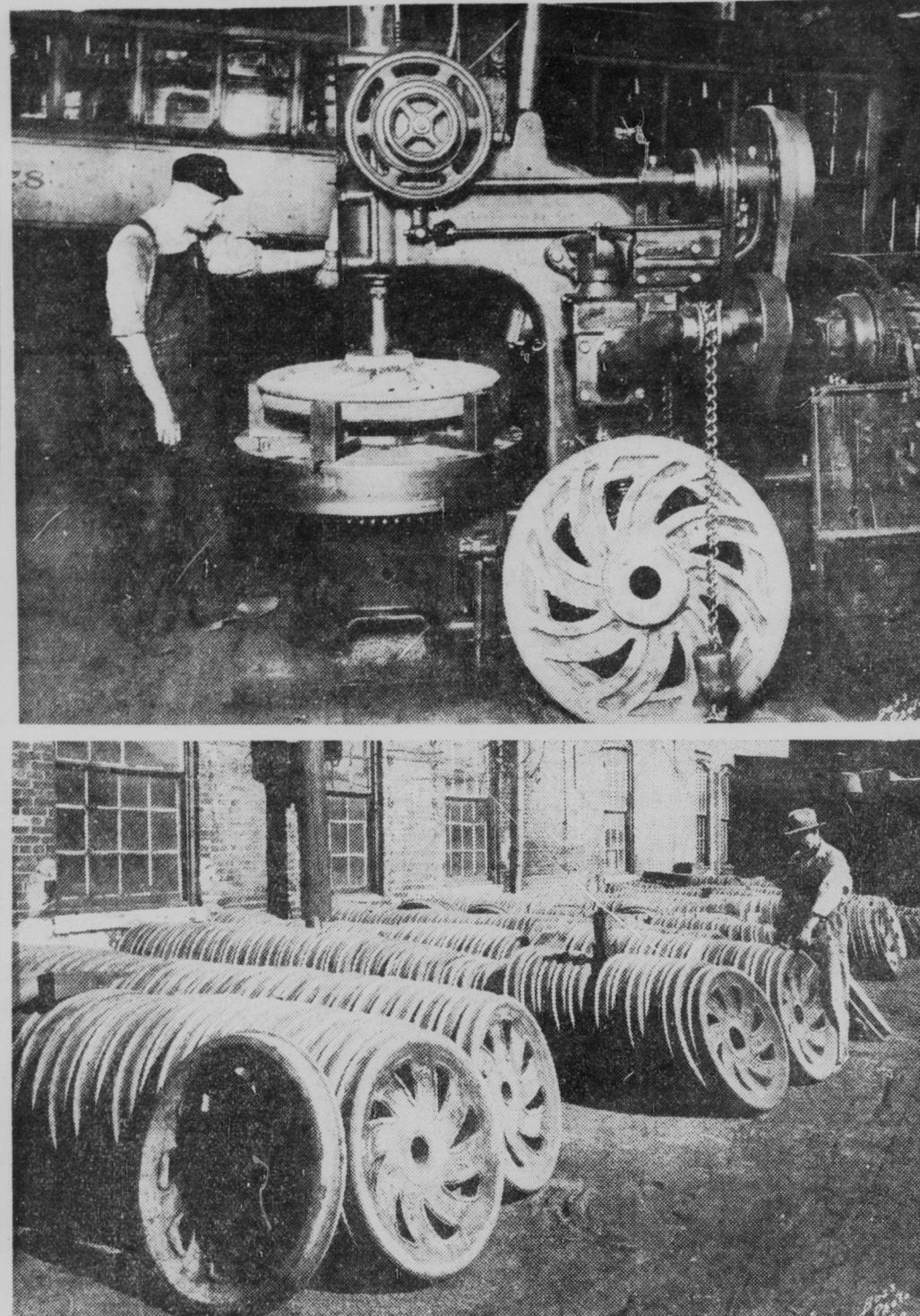
LONE STAR RAISES PAY

Cement Company Announces Sliding Scale of Increases.

The Lone Star Cement Company with offices in the Continental Bank building, has announced an increase in wages for all employees.

George E. Pierson, vice-president said that the increase affects all employees earning less than \$5,000 a year. The increase was scheduled on a sliding scale starting at 20 per cent for the smallest wage earner, and gradually down to 10 per cent for the larger wage earners. A maximum of forty-two working hours a week has been put in effect.

Indianapolis Railways Has Huge Task in Keeping Thousands of Wheels Fit



Scenes in shops of the Indianapolis Railways, where wheels are being placed in shape. Some of the work is done out of doors, to aid in "seasoning."

Expert Workmen Busy on Equipment Jobs; Mileage Hits High Figure.

The raucous grind of flat wheels will be a thing of the past on city street cars, if the Indianapolis Railways can end it. And its campaign for nearer noiseless operation is bearing fruit.

In its shops expert workmen are kept busy keeping wheels in good condition and working on new wheels for the scores of cars used on city lines.

The car mileage in Indianapolis in 1932 was 10,205,561. With eight wheels to the car, this means wheel mileage of 81,644,488. This, it might be interesting to cite for the comparison sharks, is not far from the distance from the earth to the sun—29,000,000-plus miles. It is equal to 171 round trips to the moon, approximately 238,800 miles each way.

Both cast iron and steel wheels are used on city cars, and more than 2,000 new ones are needed each year. An average of 225 cars is operated each day, in addition to ninety buses.

All wheels are bored, turned down and pressed onto car axles in Indianapolis Railways shops by Indianapolis workmen.

More than 45,000 miles is average life of a cast iron wheel! More than 150,000 miles is the life of a steel car wheel!

The average street car runs about 150 miles a day.

If tires on buses of the Peoples Motor Coach Company are added, the figures are even larger. These buses operated 4,478,312 miles in 1932. At six tires to the bus, 28,839,187 tire miles were operated.

When added to the 81,644,488 wheel miles, we find that a total of 110,484,360 wheel miles were operated under Indianapolis public transportation units last year, or equal to the whole distance to the sun and part of the way back.

CITY MAN GETS PATENT

Electrical Connector Plug Device Invented by W. T. Anderson.

By Times Special

WASHINGTON, July 17.—G. W. Mason, president, announced today that the new connector device, developed by the Kelvinator Corporation, has been given an increase in compensation, averaging 10 per cent, effective July 1. All factory employees and those on salary as well as those on wage are affected, both in the United States and in leading cities of other countries of the world.

JUNE BEST MONTH IN HISTORY OF COMPANY

Advertising Credited With Sharp Gain in Sales.

By Times Special

WASHINGTON, July 17.—A award of a patent by the United States government to William T. Anderson of Indianapolis, covering advances in electrical connectors, plug construction is now in effect.

According to A. F. Head, manager, June exceeded all months in sales volume, including predepression periods, Head said.

The information about this invention by O'Brien indicates that it is an ingeniously simplified form or means for incorporation in connector plugs, outlet sockets, and the like for efficiently connecting the necessary electrical wires thereto without the use of screws, and in such way that the frayed or spread portions of the wires within the plug or socket are positively prevented from coming into contact and creating a short circuit.

BARGAIN DAYS

MONDAYS and FRIDAYS

Two may play for the price of one.

Speedway Golf Course

For further information call BELMONT 3570

SPEEDWAY GOLF CORPORATION

Flying Sleeping Berth' Is Airways' Innovation

Locomotive Is Used to Speed Brew Outfit

By Times Special

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