

TRADE WINDS

BY BOOTS SCHNEIDER

AUTO OUTLOOK
NEW YORK—There'll be fewer new autos this year, and they'll cost more than last year.

There were three months of auto price boosts in 1951, and most all will win at least one more this year. A few have already done so.

First-quarter passenger car output is limited to 500,000 units—a 15.7 per cent cut from last year. Expected second-quarter output to be cut to about 600,000 units.

Henry H. Fowler, National Production Authority deputy head, answers the industry's squawks that it expects the impending cut with a smile; that the first-quarter cut was given special consideration of materials because of the employment factor.

What he points out is that while other hard-goods lines are down to 50 per cent, auto production has been holding at about 60 per cent.

OUTLOOK DARK
Defense Chief Charles E. Wilson gives the industry very little encouragement of avoiding a substantial second-quarter output cutback. Defense materials are scarce, and defense-supporting industries are making greater demands than expected.

This year's automotive output is estimated at four million passenger cars, and 1,500,000 trucks and civilian trucks and buses. The 1951 total was 3,535,000 cars, and 1,417,000 trucks. The 1950 total was 3,458,000 cars and 1,344,000 trucks.

Studebaker Chairman Harold S. Vance suggests that the government give the industry all the metal it can remove output ceilings, and allow the boys to shift for additional supplies. The trade likes that idea.

Ford Motor Executive Vice President Ernest R. Borch predicts elimination of most government controls on auto output early next year—the international situation doesn't darken.

Some of the trade's leaders say they're not as real shortage of cars; that the market is temporarily saturated. They note that 26,000 new cars have rolled off the assembly lines since the war ended.

40 MILLION CARS
Did you know that about 40 million passenger cars are now registered—almost one for every family in this country?

New car selling is difficult. Note that 1952 models are styled for competitive reasons. And beginning late 1952 models will have even more changes in design and engineering.

True, all 1952 changes were blue-printed several years ago. But they wouldn't be put into use if sales were running at zero. It costs many millions of dollars to retool.

And note that lightweight cars are coming: Kaiser-Frazer's Aero-Jet; Nash Rambler; Willys Aero; Willys Seabrook's Allstate; and one, in June, from Hudson. It costs many millions of dollars to retool.

Buy the armament shares. That's what Wall Street's big tip these days. It's based on General Dwight D. Eisenhower's nod to be named the public presidential candidate. The uppers already have the nomination and election. They say there'll be no letup in the vast spending for military supplies.

With new home construction restricted, this year's available supply will be limited. Potential buyers will save headaches, and considerable money, by buying completed homes. And the government now grants on profits from the sale of a home will undoubtedly increase the number of older homes to be offered.

CHICAGO CASH GRAIN

CHICAGO, Jan. 12 (AP)—Corn No. 3 yellow 1.87; No. 4 1.75-1.85; No. 5 1.65-1.80; No. 6 1.55-1.80; No. 7 1.45-1.75; No. 8 1.35-1.70; No. 9 1.25-1.65; No. 10 1.15-1.60; No. 11 1.05-1.55; No. 12 1.00-1.50; No. 13 0.95-1.45; No. 14 0.90-1.40; No. 15 0.85-1.35; No. 16 0.80-1.30; No. 17 0.75-1.25; No. 18 0.70-1.20; No. 19 0.65-1.15; No. 20 0.60-1.10; No. 21 0.55-1.05; No. 22 0.50-1.00; No. 23 0.45-0.95; No. 24 0.40-0.90; No. 25 0.35-0.85; No. 26 0.30-0.80; No. 27 0.25-0.75; No. 28 0.20-0.70; No. 29 0.15-0.65; No. 30 0.10-0.60; No. 31 0.05-0.55; No. 32 0.00-0.50; No. 33 0.00-0.50; No. 34 0.00-0.50; No. 35 0.00-0.50; No. 36 0.00-0.50; No. 37 0.00-0.50; No. 38 0.00-0.50; No. 39 0.00-0.50; No. 40 0.00-0.50; No. 41 0.00-0.50; No. 42 0.00-0.50; No. 43 0.00-0.50; No. 44 0.00-0.50; No. 45 0.00-0.50; No. 46 0.00-0.50; No. 47 0.00-0.50; No. 48 0.00-0.50; No. 49 0.00-0.50; No. 50 0.00-0.50; No. 51 0.00-0.50; No. 52 0.00-0.50; No. 53 0.00-0.50; No. 54 0.00-0.50; No. 55 0.00-0.50; No. 56 0.00-0.50; No. 57 0.00-0.50; 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