

BUSINESS AT HAND

Problem of Safety: Will It Sell Cars?

By KEN HAND

Business Editor, The News

THE automobile industry has known for a long time that it is hazardous to wrap a car around a tree at 80 miles an hour. But now, with the aid of safety studies at Cornell University, there has evolved a single pilot model which incorporates every device the researchers have recommended.

These include safety belts that hold every passenger in place, windshields ahead of the driver's face, low rear seats positioned between fenders and farther away from roof tops, and so on.

Popular Science says that in the Cornell Safety Car it will be theoretically impossible for your head to strike anything, no matter how violent the crash. And Cornell Aeronautical Laboratory scientists at Buffalo, N.Y., believe you will be able to wrap a car around a tree, not at 80, but at 50 mph, and walk away from it.

A NOTHER safety device which this composite safety car maintains is roll-over-bars, horsehoe-shaped bars encircling the body which keep the roof from caving in on you when the car flips over.

Too, the driver's seat is in the front center, rather than the left-hand side, for better visibility. And instead of a steering wheel there are levers which retract in the padded dash while not in use. Bobbed steering, they call it.

Safety door latches which keep the occupants from being rolled out on the pavement like oranges when the car overturns, a simple instrument panel, so the driver doesn't have to take his eye off the road so often—all these things are incorporated in the Cornell car.

Too, bumpers are mounted on springs so that the bumpers absorb some of the shock of impact and a periscope mirror that lets the driver peek ahead of the truck ahead without venturing across the yellow strips to get a better look.

ONE might think that all these devices would result in a car that is a monstrosity, design-wise. Such is not the case. Actually, the artist's exterior sketch of the Cornell car looks something like a cross between the Cadillac of a few years ago and the late Kaiser, nor an automotive orphan which is no longer being manufactured.

It is a far cry from some of the Buck Rogers creations going on the market nowadays, as well as the space-egg-shaped, chrome-encrusted rear ends which resemble a marble table after it is tilted.

No, the occasional objection from Detroit that such a safety car might prove so weird that a conservative public would not accept it is without firm ground.

The real reason for Detroit's possible lack of enthusiasm might be the cost of retooling. And Ford Motor Company, which has been at the forefront of new design, spent a lot of money to find out that safety, in itself, is not an inspiring sales point.

His sales, based on the famous safety package, remained static while you-know-which competitor, sold more cars on the basis of a new model that was "hotter than ever."

WITHIN the next few years auto designers are going to have to make some more revolutionary changes which affect performance and comfort as well as safety. If they make the wrong decision, their respective companies may wind up in puddles of red ink.

If I but knew what the public would accept, I wouldn't have to write another piece like this. DeWitt-Chestnut or Wall Street—would pay me handsome fees for telling them what will go and what will not. It isn't a bad idea for all so-called experts to remember this.

Auto Market Analyses Contradict Each Other

DETROIT, Mich. (UP)—Auto builders—American Motors and Chrysler—are trying to keep up with the trend of car buying, have opinions which auto buyers are seeing in at least a dozen different directions.

Within the past fortnight auto experts have announced people want more:

Shorter cars, lower cars, smaller cars, compact cars, higher horsepower, lower horsepower, fuel economy, jet injection, hardtops, station wagons, more priced cars and low priced cars.

Now, a lot of these experts believe so strongly in their own opinions of what people want that they've put millions of dollars into their guesses—market analyses.

For instance, Ford Motor Company spokesmen are strong on the fact that Ford's cars were not only among the lowest, but Ford has a new drive train—transmission, drive shaft, rear axle—design which it figures will be a big lead in auto streamlining.

Ford's chief research engineer, Victor G. Raviolo, has predicted that in 30 years the height of cars will be down to 52 inches. Raviolo said people want lower cars because they look better, ride better and have less wind resistance.

Ford also is a die-hard of the medium priced car—and it had better be, because it has several hundred million dollars invested in production of the new "Edel," which will appear next fall, and will sell over a wide range of the medium priced field.

But George Romney, president of American Motors Corporation, will tell you that trend which sent buyers into the medium priced field for bigger cars a few years ago is all over now. Romney believes the U.S. is entering the era of the small car, the compact car, fuel economy and low-priced cars.

And it had better be, because Romney has hired a large part of his company's product program on this idea. He calls it "Big long cars of today," "discussors" and points to traffic congestions, parking problems, high fuel prices, minor shortcuts and suburban driving as factors working for smaller, more compact cars.

Edward T. Pagnade, general manager of Buick, has made study, a few specialties lately to assure his dealers that although the 1957 Buick so far has lost third place in Buick's third place when the year ends. Pagnade says one big reason this is so is because people want hardtops, and Buick which has led the way in popular hardtops, is geared to produce them faster than Plymouth.

But while Buick and Plymouth are fighting the battle of hardtops, the two smaller domestic

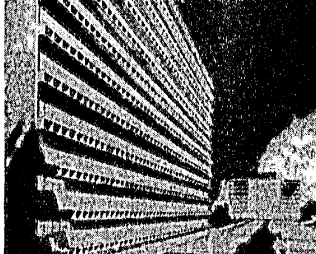
Sprawling Exchange Park Soon Will Enter New Stage

By JAMES A. COCKRELL

Real Estate Editor of The News

most of that building until May, when it will be completed, and the building nearby that will be Braniff's headquarters after it is finished this fall.

Next to come at the 120-acre development on Irving 115th Boulevard is this impressive list: Two more office buildings, one being planned for 13 stories; a major factory department store that will introduce a new nationally-known



Exchange Park's Bank building, left, soon will get its first occupant—Braniff Airways—which is moving temporarily into the uncompleted skyscraper before its own building, right, is completed this fall.

SCALING DOWN AVERAGE

U.S. Builders Planning Promotions on Savings

WASHINGTON (UP)—The payment on a house or a lot on the home builders' faced with the fact that they are last on the average American's shopping list, are hoping to do something about it.

The plan hinges on the receipt of the builders' receipts from financial institutions. Many are barred by law from offering any more elaborate than a ballpoint pen for a new account.

But the association points out that the premiums would be awarded on the basis of regularity of saving—not as an inducement for opening an account.

Off The Wires

Buyers and sellers of steel scrap differ in their views on whether scrap prices are headed up or down. Associated Press reports from Pittsburgh, those who sell think scrap prices, at \$34 a ton for top grade, have hit the bottom. Steel producers, who buy

even prices probably will drop further. Top grade scrap has dropped \$13 a ton in one month from a record high of \$47.

Hammers and nails, also taps and bolts, are going like hotcakes. The National Retail Hardware Association has advised that independent hardware company sales increased 7.5 per cent in January.

From Chicago J. Stanley Baughman, president of the Federal National Mortgage Association, predicted that the federal government's second mortgage purchases would double in 1957 unless FHA conditions improve.

Other premiums under consideration are all or part of a down-

retaining name to Dallas, a 1,000-seat luxury hotel; medical research center with its own 150-bed hospital, some 150 other shops, a restaurant and—possibly most important of all, enough parking to accommodate 15,000 cars at one time and an almost unlimited amount of air conditioning.

Exchange Park is the idea and property of William A. Blalock, perhaps better known today as Texas' Interim U.S. Senator.

Exchange Park reportedly evolved from a plan to establish some of the Senator's various business interests that include Exchange Bank & Trust, which provided the name for the project.

Today, the project presents a task to the world investors. It definitely isn't a shopping center, as some of the officials on the site today hastily point out. There's nothing like that anywhere in the world, they add.

Briefly, it might be described as a new downtown, planned for a way of life that is currently being by the thousands and the need for vast amounts of air conditioning.

The immensity of this parking lot is to be noted in the recent national survey of shopping centers. Of the 90 largest, only one had as many as 12,000 parking spaces and the next largest had only 6,000.

One Exchange Park spokesman said another way to describe the project is to point out that a person who lives all his life there without ever leaving and still have a rather full life.

And if that mythical "phantom" life is to be a real life, he likely will have it. Plans now call for such plants to decorate the huge shopping center.

Negotiations are under way for a second major store, one exclusively in high fashion and known all over the world.

One shop definitely planned will be for gourmet and will feature food, delicacies and connoisseur's delicacies, imported delicacies to Exchange Park.

The international atmosphere also will be found in a world gift shop to be located in the center.

For those who also are stored in the home, familiar nature and a garden shop. And by the time the project is completed in 1959, there'll even be a bowling alley.

SEC Chief Cites Rise In Frauds

NEW YORK (AP)—The Securities and Exchange Commission today said that the number of fraud cases rose in 1956.

Addressing the New York Society of Security Analysts, Armstrong said a huge increase in public financing in recent years has attracted many new brokers and dealers to the securities business.

Some of these are "inexperienced and unfamiliar with the obligations owed their customers," he asserted, while some "have been drawn into the business in the hope of quick profits" and some are downright dishonest.

To meet this problem, the SEC "has expanded its broker-dealer supervision program," he said. "We are making more frequent broker-dealer inspections and investigations of irregularities by brokers discovered in inspections."

As a result of complaints received from the public, and we are presently instituting more disciplinary proceedings for broker-dealer irregularities and actions in the federal courts, and are referring more cases in which violations have been willful to the federal grand jury.

Armstrong said there has been a "marked increase in the number of cases of 'high pressure' salesmen."

He said the SEC is also looking for legal changes which will give it more power, and certain disclosing complete financial and other facts about the securities they sell. As a result, the SEC is now studying the "no sale" rule. This is a device where a corporate merger is brought out and the stocks of the surviving company are sold to the public without having first been registered with the SEC.

Armstrong said at least 100 million dollars of securities have been sold in this fashion with great loss to the public.

Armstrong said the SEC sees a need to have a new law to identify the true owners of American securities held by them and to protect them.

Hotel Appoints Banquet Manager

Benson D. Martin has been promoted to banquet manager of the Statler Hilton Hotel, Joseph A. Harper, the hotel's general manager, reported.

Martin, a native of Ireland, received his training in banquet departments of hotels in England and on the Continent.

He came to the United States in 1931 and joined the Statler Hilton Hotel staff as assistant banquet manager in November of 1935.



Clarence Talley, left, discusses the Volkswagen with the service engineer for Volkswagen, Jochen A. Kahrs, Talley has opened an exclusive Volkswagen agency at 2121 Pacific, including a service department.

SEC Chief Cites Rise In Frauds

Building in Texas Nears 1956 Peak

By DAWSON HUNGAN, Austin Bureau of The News

AUSTIN, Texas.—Construction in Texas started the year at a flat clip only a shade under the 1956 peak, a University of Texas researcher reported Saturday.

Richard C. Henshaw Jr., statistician for the University's Bureau of Business Research, made the report in a review of construction in Texas during January.

Residential construction authorized in January was 13 per cent higher than in the preceding January and only slightly behind the year's peak in August and the value was 99 per cent higher than that of December.

Nonresidential construction started the year at a rate of 67 per cent above the January preceding and only a fraction below the 1956 peak in November. It was 65 per cent higher than the 1955 rate in December.

Figures were based on building permits, indicating, said Henshaw, that Texas building activity is almost certain to be high this year.

"If both residential and nonresidential building continue at levels similar to those of this January," forecast Henshaw, "non-residential building will exceed the all-time annual peak of last year."

Henshaw construed the rapid pace being set by the construction industry in Texas as particularly encouraging because other phases of economic activity are showing a tendency to remain stable or decline slightly.

"The strong showing of the construction industry is even more significant when the current high levels of interest rates and the tightness of money are considered."

"On the other hand, cancellations and delay by private business in actually starting large scale construction is even more significant when the current high levels of interest rates and the tightness of money are considered."

Per capita building authorized in Texas during January was \$22.83, very high compared to the \$10.83 registered in December, he said.

Piney Point Village in the Houston metropolitan area was the highest in rate of permits issued. It resulted, however, in permits issued for 10 educational buildings for a private school costing \$1,812,200. North Richland Hills in the Fort Worth area was second with \$1,285.

Pringo cities in the Dallas metropolitan areas with high per capita figures included Richardson, 3,377; Mesquite \$333 and Irving, \$274. Others in the high bracket were Spring Valley near Houston, \$25, and Benbrook near Fort Worth, \$29.

Houston was highest among the six largest cities with permits valued at \$28,300, a per capita average of \$7.53. Dallas ranked next with \$3,805,000 averaging \$27.27 per person. Values of permits valued at \$2,820,000, Austin, \$5,585,000; San Antonio, \$1,785,000; and El Paso, \$1,658,000.

Henshaw noted that construction of swimming pools will set a strong pace this spring. He mentioned bids taken or requested for pools in Dallas, Bryan, Bellville, Houston, Lake Marquis and Andrews.

He listed numerous major educational construction projects and indicated that such construction would continue at a high level.

Simon David Store Sets 68th Year Celebration

One of the oldest retail grocery stores in Texas will begin its 68th anniversary celebration on Monday.

The firm is Simon David Grocery, 4311 Oak Lawn, founded in 1889 by Simon David, who died in 1924. The original store was at Leonard and Colby.

Carrying on the business for the family since his father's death in 1924, David's son, Stanley M. David, grandson of the founder, and store manager is Melvin Samuels.

Simon David's 68th anniversary celebration will be held at the home of W. J. Chambers, 1111 W. Phyllis, which is at family life.

Home Show Panel Named

Chairman of this spring's home show will be W. J. Chambers, 1111 W. Phyllis, and other building executives.



Bank Promotes Two Officers

City State Bank directors have promoted two of the bank's officers to vice-presidents, R. J. Home, chairman of the board, reported.

Home was J. B. Lindquist, formerly a cashier, and Rex Sanders, formerly an assistant vice-president.

Lindquist started with the bank in 1924 when it was known as the Morris Plan Company.

Sanders joined the bank's staff in 1949.

TOMORROW'S REFRIGERATOR

The housewife of some future year may show such a refrigerator as the one above, part of a recent display by Kelvinator. By pushing a button, the shelves come down out of



refrigerated compartment. Researchers indicate that foods preserved with the help of atomic energy may be stored safely longer and at a warmer temperature than they can do today.



of the building until May, when it will be completed, and the building nearby that will be Braniff's headquarters after it is finished this fall.

1st Showing Of Tele-Sell Set Tuesday

The Dallas Sales Executive Club will hold the first of its two closed-circuit television sales classes at 6 p.m. Tuesday at the new Dallas Memorial Auditorium Theater, president W. W. Clements reported.

Final class will be set for March 5 at the auditorium. Clements said the sessions would be held in New York City. The 2-orientation school has been titled the Tele-Sell.

An even dozen of America's leading sales executives will tell how they reached the top in their fields. Professional actors will present the TV screen.

Vice-President Richard M. Nixon opens the first session; Secretary of Commerce Sinclair Weeks, the second. Total fee of \$12 covers both sessions.

For Atom Plants in 5 Years

WASHINGTON (UP)—Atomic power plants now planned or being built in the United States will total 15 million kilowatts of electricity by 1962.

And by 1965, Atomic Commissioner Willard F. Libby believes it will hit three or four million. Will state power, generated with heat from splitting atoms, be economically competitive with power from burning coal or oil?

Some industry groups are gambling millions that it will. Some government experts believe the bet is safe. Others prefer to wait and see. The fact is that the answer probably will be found in the next few years.

To find out the answer privately, industry is spending as of now about 30 million dollars in different types of research. Some plants to be financed without government help. The government is spending perhaps twice that on experimental plants to determine what type is most efficient for what purposes.

Meanwhile, conventional power plants fueled with coal or oil now are being replaced more than 10 million kilowatts of electricity.

The big question is cost. Conventional power costs about 3 cents a kilowatt-hour, as cheaply with nuclear power as with electricity generated with coal or oil.

Which America the answer is now is an unqualified no.