EDITORIALS

Autos Important

The new model cars, being introduced beginning this month, are signs of a crucial phase in the automotive trade. In the next five or six months the retail automobile dealer is

In the next five or six months the retail automobile dealer is sure to experience a critical period in his business operations.

At the end of that time, an analysis indicates, some dealers will have been eliminated, and others will have pulled through the crisis to improve their competitive positions.

In 1954, the retail automobile dealer, selling new cars, earned less on his investment than he has since records have been kept. In 1946 dealers made 9.39 per cent of their sales volume, in the form of profits, while in 1954, that percentage dropped to 1.9. In 1953, it was 2.2.

It is no scert that many automobile dealers will con-

age dropped to 1.9. In 1953, it was 2.2.

It is no secret that many automobile dealers will consider themselves lucky this year if they break even, and more automobile dealers went into bankruptcy in 1954 than ever before since the National Automobile Dealers' Association

before since the National Automobile Dealers' Association began keeping records.

Although many automobile dealers made unusual profits in the years immediately after World War II, they will not hang on indefinitely at the 1.9 per cent return. If conditions continue to deteriorate through February, as they have for the last year, the largest turnover in retail automobile dealership seen in decades will occur and manufacturers will be faced with a real problem in maintaining strong retail organizations throughout the country.





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