



CHAIN WITH A velvet touch

WHAT this out-of-the-ordinary chain does may give you an idea—may show you how American Anode can help you solve a problem. For it's typical of the "tricky" production jobs we do.

The chain has a special-type, long-lasting rubber coating that is proof against water and weather—that resists oil, gasoline and chemicals. You can see how those advantages protect metal items.

The chain doesn't jangle at all. The velvet-like coating prevents sparking—won't damage surfaces. One of its uses is safeguarding outboard motors attached to small craft. There are other uses for this unique chain.



Plastisol glove

Decontamination boots



It's another example of the wide range of products we can produce—typical of the applications for American Anode materials. Decontamination boots, plastisol gloves and many other civilian-to-defense items are more examples.

Wherever special coatings or plastisols (vinyl plastic paste) can be used to improve or make products, American Anode can be especially helpful. We can take over the design, manufacture and delivery of the finished product. If you're interested, write Dept. AF-8, American Anode Inc., 60 Cherry Street, Akron, Ohio.

What can AMERICAN ANODE do for you?

CRUDE AND AMERICAN RUBBER LATICES, WATER CEMENTS AND SUSPENSIONS, AMERICAN RESIN PASTES, COMPLETE MANUFACTURING FACILITIES

and got down to work once again.

• **Luck**—The first few months were difficult, although Porsche had started with one great stroke of luck. The firm had still been in Austria at the time of West Germany's currency reform. Thus Porsche escaped the moves that left most companies without investment capital. However, it faced a serious shortage of steel and other materials. Only 20 cars a month could be produced in the spring of 1950. Today the rate is up to 100 to 130 a month.

Porsche today uses 50 tons of steel a month, but has no guarantee of a steady supply. Bottlenecks can easily develop in the industries that supply it with components. For example, the Volkswagen works supplies Porsche with its front axle, steering column, and gears; Bosche supplies the electrical equipment; Reuter furnishes the body, upholstery, and paint job.

• **Initials**—Ferry Porsche, who took over as head of the firm when his father died last year, is one of the few car makers in the world who can truthfully claim that his product is hand-made. Each Porsche 356 motor is assembled by one worker, who stays with the job until the motor is ready to be installed. The worker stamps his initials into the block. If a customer returns the motor because of any basic defect, the foreman checks the initials on the block, then says: "Schmidt! This is one of your motors! You will be good enough to explain to the gentleman why this horrible thing was allowed to leave your bench."

Today 40% of all Porsche cars are exported. Switzerland, Portugal, France, and Belgium are the top markets. But Porsches are beginning to reach the U.S. in increasing volume. Hoffman Motors of New York City has been getting about 10 or 12 a month, sells them as fast as they come in. (The U.S. price is about \$4,000.) Porsche sells all it can produce so easily that it doesn't bother with advertising.

BUSINESS ABROAD BRIEFS

Help from abroad: Consolidated Vultee Corp. says it will hire some British and Canadian aircraft engineers to ease the engineer shortage. They'll work on nonsecret jobs until they get cleared for defense work.

Brazil business: The ports of Santos and Rio de Janeiro are down for an \$84-million facelifting program to include new piers, silos, warehouses, cranes, and equipment. . . . President Vargas has signed a law boosting personal and corporate income taxes 15%. Expected yield is \$100-million yearly; most of it will help pay for a five-year economic

development program. . . . American & Foreign Power Co. plans to spend \$105-million by 1957 to expand electrical generating and distributing facilities of its Brazilian subsidiaries.

American Viscose Co. executives are in Tokyo, talking plans for a partnership with two Japanese companies in the acetate business. If it goes through, Viscose will own 37% of a concern to be called Japan Acetate Co., producing 20 tons of acetate yearly.

Ore from Venezuela: Big Steel's Venezuelan subsidiary, Orinoco Mining Co., has awarded contracts worth \$15-million for dredging a 170-mi. ship channel 26 ft. deep on the Orinoco River, linking the Atlantic with the ore railroad at Puerto Ordaz. Gahagan Overseas Construction Co. and McWilliams Overseas Dredging Corp. got the job.

A \$185-million motor merger in Britain joins Austin Motor Co. and Morris Motors (famous in the U.S. for the MG sports car). Next to the U.S. Big Three, the new company will be the largest auto manufacturer in the world, hopes that pooled resources will lead to more economical production.



Bound for Tasmania

Dartboard and banjo in hand, Harold Joseph Lunn leaves Britain for Tasmania, 12,000 mi. away. He's managing director of Lun-nicks, Ltd., a civil engineering and contracting firm that's pulling up stakes and moving lock, stock, and barrel to set up in business Down Under. Along with Lunn are 70 Britons—workers, executives, wives, and children—together with the outfit's heavy equipment. Reason for the emigration: Lunn figures there's a better future, more work to be done, in the Dominions.