The Auto Industry:
Slowdown in Sales,
Stall in Jobs

By Clara Prevo

CHART 1

CONSUMERS HAVE RECENTLY SEEN THEIR INFLATION-ADJUSTED SPENDING POWER DROP . . .

Billions of Constant (1967) Dollars

Disposable Personal Income

0 500 525 550 575 600 625

I II III IV I II III IV I
1973 1974 1975

(Annual Rate Seasonally Adjusted)

SOURCE: U. S. Department of Commerce.
CHART 2

AND THEY RESPONDED IN PART BY CUTTING BACK ON THEIR PURCHASES OF DURABLES.

Billions of Constant (1958) Dollars

Personal Consumption Expenditures (Durable Goods)

SOURCE: U. S. Department of Commerce.
CHART 3

AUTOMOBILES WERE ONE OF THE BIG-TICKET ITEMS HIT HARD . . .

Percent Changes
Annual Rate (Seasonally Adjusted)
1958 Dollars

Expenditures for Durable Goods and Automobiles

<table>
<thead>
<tr>
<th></th>
<th>Total Durable Goods</th>
<th>Automobiles</th>
</tr>
</thead>
<tbody>
<tr>
<td>II 1973</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>III 1973</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>IV 1973</td>
<td>15</td>
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<td>I 1974</td>
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</tbody>
</table>

SOURCE: U. S. Department of Commerce.
CHART 4

WHICH HELPED PUSH THE JOBLESS RATE IN THAT INDUSTRY ABOVE THE OVERALL RATE.

Percent

Unemployment Rates
(Seasonally Adjusted)

United States

Auto Industry