Rubber Tires and Tubes.

The principal employers in this group are the "big four" of United States tire production: Firestone, Goodyear, Goodrich and U. S. Rubber. Exclusive of office employees these organizations employed 5,050 workers in their plants in 1937. There is no evidence that the market now served will expand to any great extent in the future despite decentralization of the industry now occurring in Akron, Ohio. The value of tires and tubes produced in 1937 ($65,023,500) is but 15.5% above the 1929 output, and this increase is accounted for by the increased numbers of cars and trucks in use. Employment in 1937 was actually nearly 6% less than in 1929.

Automobile Assembly.

The three major automobile manufacturing companies all maintain assembly plants in Los Angeles, in addition to the large independent Studebaker Corporation and the Willys-Overland Company. No data is available locally on the numbers employed by these various organizations other than the General Motors, which employs about 1,700 persons with a yearly payroll approximating $2,000,000. Most of the plants are more than just assembly units, for General Motors, Ford and Willys do their own plant work locally.

Aircraft Manufacturing.

The principal employers in the aircraft manufacturing group are: The Douglas Aircraft Co., Inc., Lockheed Aircraft Corp. and its subsidiary, Vega Airplane Co., North American Aviation, Inc., Vultee Division of Aviation Manufacturing Corp., and the Northrop Aircraft, Inc. Employment in this industry has increased by leaps and bounds during the past two years and at this writing comprises between 20,000 and 25,000 workmen. During 1938, the volume of business was in excess of $53,000,000, exclusive of engines and propellers, and at the close of May 31, 1939, unfilled orders on hand totalled $99,000,000. As previously stated, a substantial portion of these incompleted orders is now blocked by the working of the Neutrality Act and, unless revision of this Act is undertaken in the near future, a heavy slash of personnel will be necessitated. (Note: There is some talk among the heads of the various plants that a possible alternative will be to go ahead, complete the orders and hold the planes for delivery when the Neutrality Act is revised, which revision they deem to be almost certain).

Corollary to the production of airplanes is the airplane parts industry which has grown to substantial size. The principal employers in this group are: The Aluminum Company of America, the Bendix Aviation Corp., the Interstate Aircraft and Engineering Corp., and the Cleveland Pneumatic Tool Co.

Other Manufacturers.

Other large industries accounting for a substantial portion of the total industrial employment and the number employed by them in 1937 are: Steel works and rolling mills (2,899), canned fish (3,327), men's and boys' clothing (2,497), planing mills (2,378) and electrical machinery (1,938).

F. RETAIL AND WHOLESALE TRADE

Los Angeles is the sixth ranking metropolitan area in the United States in the value of both retail and wholesale sales. Retail trade serves an area extending 50 miles south and east and about 35 miles north of the city, the area comprising in all a total population of about 2,800,000 people. The wholesale market encompasses an area composed of 10 counties in Southern California, 12 counties in Arizona, and 2 counties in Nevada, the population for which, in 1930, totalled about 3,390,000. In both the retail and wholesale areas outlined, Los Angeles trade meets with little, if any, competition.

As stated before, it is apparent that trade is of major importance and ranks second only to manufacturing in the employment opportunities offered. Trade in the area is favorably affected by several basic factors, the first of which is the heavy annual tourist traffic which has been discussed in detail in preceding pages; secondly, California and Los Angeles rank exceedingly high in the per capita incomes. The