

TOO MANY CARS?

Saturation - the spectre that stands at the elbow of every boom - now haunts Britain's car industry. In the huge Midland factories, skilled workers who for years have been turning out as many cars as they can, find themselves working short time. On open spaces, on disused airfields, thousands of brand-new vehicles are lined up with nowhere to go. Competition on the world market, and the credit squeeze at home, have hit the industry hard.

Waiting lists for new cars are a thing of the past - and this in turn has hit the second-hand markets. Dealers are offering every kind of inducement to customers - including the most obvious one.

A pleasant sight for a prospective buyer - but all the same, the symptom of an alarming situation in a vital industry. Old cars are cheap, because there are too many new ones - which the public can't afford. Something wrong somewhere! Meanwhile, the bait gets more extravagant day by day.

No, not her - she's a customer!