



## Business & Finance

By Robert Seltzer

**Sees New Tire Chain Made  
Here Installed in Minute**

This is a story of the revolutionary new "Minit-On" tire chain which is snapped on by a cable. And it is the story of the man whose faith made its production possible after major competitors had rejected it for five years.

The new tire chain for passenger cars which can be applied in only one minute, without moving the car, getting under the car or jacking up the wheel and without tools and attachments, is made by the Round Chain Companies of Cleveland. I saw the chains put on in less than one minute.

The man who made their production possible is husky, hustling James W. Dickey, 38, executive vice president of Round Chain Companies, a group of 11 chain-producing companies founded here 83 years ago. He also is general manager of Cleveland Chain & Manufacturing Co., Broadway and Chainercraft Rd., one of 11 units in the group.

Secret of the new "Minit-On" tire chain, a hit at the Automotive Service Industries show last week at Atlantic City, is a patented two-piece, semi-rigid cable, with two fasteners, which replaces the usual liner side chain.

Specially designed, the cable permits application of the chain quickly, easily and safely from a position directly facing the wheel, even when the car is on a hill or ice or in snow. Even a woman can apply them, and quickly.

Big advantage of the new chain, said Dickey, is that they can be used only when needed. They can be removed as quickly and easily as they are applied. This feature lengthens the life of the chains.

"Minit-On," available with two types of cross chains, T-bar reinforced and regular chains, is priced about the same as premium priced, conventional type chains.

Instead of the usual bag, "Minit-On" chains are marketed in an octagonally shaped box, with two "extras." One is a set of rubber adjusters which slip on the side chains to help hold chains snugly on tires and equalize wear on chains. The other is a pair of plastic sleeve protectors, specially designed to protect coat sleeves from wrist to elbow while applying and removing chains.

Step-by-step photographic instructions are included by Round, the oldest and largest chain company in the nation.

Application of "Minit-On" was demonstrated for me by Melford D. Clark, a Round salesman. It was Clark who sold Dickey the idea for production from a hand-built model and himself as a salesman. Inventor is William Henry, a Pittsburgh steelworker. Dickey proclaims "Minit-On" the "greatest and only really new development in tire chains since their introduction nearly 50 years ago."

Dickey, an Alabaman and former attorney licensed to practice before the U. S. Supreme Court, joined Round Chain four years ago. He added technical and merchandising know-how to his legal background, and has spark-plugged Round Chain's progress. He jests about marrying the boss' daughter. For he is married to the daughter of R. L. Rounds, company chairman and grandson of the founder, David Rounds.

Round Chain is producing millions of pounds of 1½-inch iron and steel chain to anchor nets around coastal waters as protection against submarines. It is making thousands of pounds of bronze chain and attachments—swivels, turn buckles and other fittings—for the Navy. This is used around explosives, for it is non-magnetic, non-sparking and non-corrosive.

The bronze chain is 1 inch to 3 inches and is used for couplings, towing, lifting and mine laying.

Round Chain, in addition to welded and weldless chains for every purpose, produces electric and hand hoists, cranes and winches for material handling.

## OPENS NEW FACTORY

Round Chain Cos. Has Plant Near Toronto, Ont.

Round Chain Cos. With main office at Broadway and Chainercraft Road S. E. and 11 affiliated companies in the United States, is opening a plant at Brampton, Ont., just west of Toronto.

According to James W. Dickey, executive vice-president, the Canadian plant will contain 12,000 square feet of floor space and will make available to Canadian consumers products manufactured and distributed by Round Chain Cos. which in Cleveland include the Cleveland Chain & Manufacturing Co., the Ohio Hoist & Manufacturing Co. and Round Metal Finishing Co.

Round Chain Companies