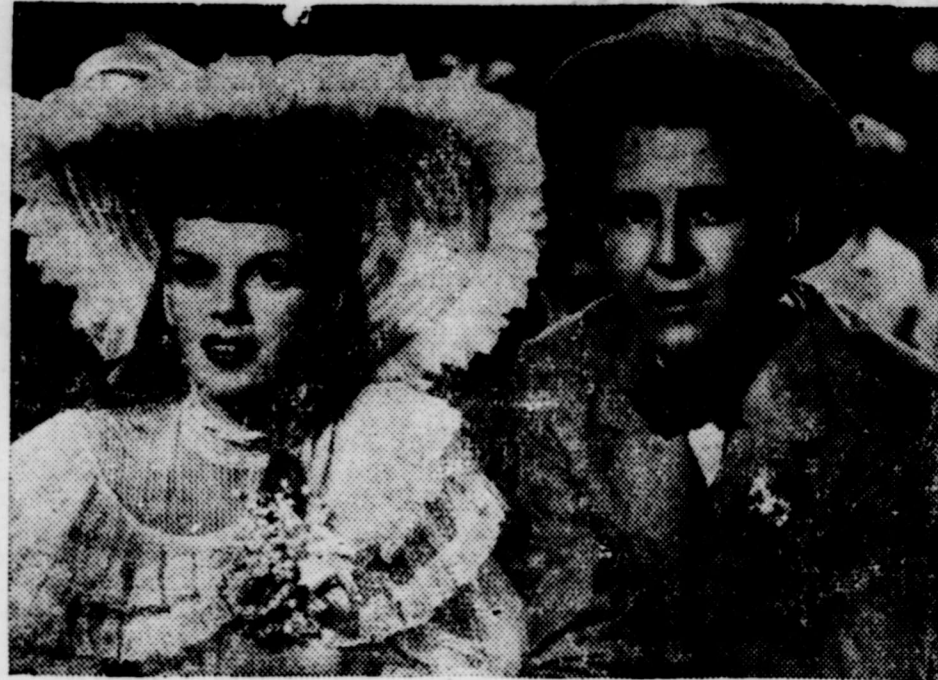


Post-war Jobs in Conn. Factories

Jobs for 39 per cent more workers in Connecticut factories after the war than before is indicated by a survey recently completed by the National Assn. of Manufacturers.

state in 1939. After the postwar reconversion period there should be a rise to 325,000 industrial workers, the survey reveals. Eighty-nine per cent of Connecticut manufacturers are planning for an increase in jobs after the transition to peacetime production.

Judge Lindsay said he had never tried gin and ginger ale but he had tried several who had.



Judy Garland and Tom Drake in a scene from "Meet Me in St. Louis," the Technicolor hit, with Margaret O'Brien and Mary Astor.

Film Reviews Query: St. Louis or St. Louie?

Whether it's tomato or tomahawk, either or eyether, St. Louis or St. Louie is no nearer being solved in this year of 1945 than it was in 1903 when the country awoke to the fact that it was about to witness a spectacle of spectacles. This was to be the Louisiana Purchase Exposition, held in the city of St. Louis, Mo. That was forty years ago.

According to eyewitnesses, the controversy over Louis or Louie was at a fever pitch. Song writers took the bull by the horns and whittled a tune entitled, "Meet Me in St. Louis," as a means to plug the Fair. The opening line went something to the effect that all would be well if those concerned "Would Meet Me in St. Louis, Louis, Meet Me at the Fair." The repetition of "Louis, Louis" immediately put the song-pluggers at a disadvantage by the suggestion, however slight, of a definite hiss. As a result the popular rendition of the number

discarded good old American for the more highbrow Louie.

Now Metro-Goldwyn-Mayer has revived the argument by filming Sally Benson's "5135 Kensington" series under the title of "Meet Me in St. Louis." And we do mean . . . St. Louis. The picture, in Technicolor, stars Judy Garland with Margaret O'Brien and opens Sunday at the Palace Theatre.

According to the author, no other pronunciation will do, in spite of the fact that "Meet Me in St. Louis, Louie," is sung by star Judy Garland and the rest of the cast. That is the only instance in which the city is referred to with reference to the French.

"It is definitely St. Louis," Miss Benson explained to Director Vincente Minnelli and Producer Arthur Freed. "That's the way the real natives pronounce it . . . the way they want to hear it pronounced."

BEHIND THE SCENES IN AMERICAN BUSINESS

BY JOHN CRADDOCK

NEW YORK, July 2.—In the early days of the defense program, the course of production was chocked with bottlenecks. Everybody talked about them. A few did something, and the result was the enormous volume of material that gave our armies quantitative and qualitative superiority over our enemies. But now, in the early days of reconversion, bottlenecks are back with us again. They are of extreme interest to every retailer. Because of them civilian goods will not be plentiful until 1946. For instance, shortage of textiles will delay such varied products as refrigerators (wrapping coils and wires), vacuum cleaners (cloth for the bags) autos (upholstery), and Venetian blinds (tape to hold them together). Manufacturers are anxious to get their models back on the market as soon as possible. Because of this desire, WPB officials believe that wares made in the last half of 1945 will be similar to 1942 models. But because of bottlenecks, production this year will be small. Volume production will not be reached until 1946. Until then, your shelves will continue to show bare spots.

RADIOS BY FALL—In the midst of reports that shortages of most civilian goods will carry on into 1946, comes an optimistic prediction that radios will be on the market this fall. Leonard C. Truesdell, general sales manager for radio and television, Bendix radio division, predicts that radio receivers and radio-phonograph combinations in limited numbers will be available sometime before 1946. Recent orders of WPB which removed some restrictions on manufacture of cabinets and spare parts should speed reconversion of the industry by several months according to Truesdell. The relaxed restrictions will enable parts, cabinets and tubes lines set to meet anticipated remanufacturers when the WPB gives the "go ahead" signal to the industry. Truesdell stated. This early start for the component parts manufacturers will aid the industry in overcoming its first critical reconversion problem, according to Truesdell.

THINGS TO COME—Another instantaneous "concentrated" coffee, being readied for the post-war market . . . A big increase in the number of stores handling electrical appliances . . . A machine that will be both a clothes washer and a dish washer . . . A new insecticide to fight the boll weevil . . . A machine that mechanically separates lean meat from fat, will work for any meat: beef, ham, mutton or veal . . . A new process of making gasoline from coal and oil shale, being tested at the University of Kentucky . . . Paper diapers in a handy roll similar to present-day kitchen towels . . . White glove fuel—cubes of anthracite and bituminous coal, neatly packed and sold through grocery stores . . . New canned goods of the future, including minced ham and scrambled eggs, pork with apple sauce, roast beef with gravy.

HIGHWAY FLYING—The close cooperation of the aviation and automotive industries in war production is expected to show some interesting results in peacetime. The perfect combination product of the two industries—"a flying automobile"—is still among unscheduled things-to-

come. But cars to be produced within the next year will have more in common with aircraft construction than ever before. Joseph W. Frazer, chairman of Graham-Paige Motors Corporation, believes that "the real post-war American automobile should be born from the wedlock of the aviation and automobile industries." Recently his company secured the services of William B. Stout, noted aviation and automotive designer, and chief of the research division of Consolidated-Vultee Aircraft, to direct the development of a new car which will utilize light metals, plastics

and other wartime developments. The engine of this car, built to use high-octane fuel, will probably be the lightest in the industry. Aluminum parts will reduce the weight by about 100 pounds. Taking another leaf from the book of aviation, Frazer believes that automobile bodies—walls, roof and floor—will be put together in one piece.

BITS O' BUSINESS—New Yorkers rubbed their eyes. Accustomed to reading of such spectacular war production centers as Detroit, Los Angeles, Chicago, Buffalo and other centers in the news day by day, Gothamites last week got a pleasant shock. Their power and light company, Consolidated Edison, told them from a survey that New York was still the leading manufacturing city of the U.S. They were not surprised to find Manhattan leading all others in retailing. But they are still not sure the manufacturing figures are right. And maybe they're not—as of today. The survey, a gigantic thing reckoning the cities retail business at \$3,200,000,000 annually, was based on 1939 figures . . . American business men plan to spend a record-breaking \$4,500,000,000 for plants and new equipment during the new fiscal year . . . That sum will make a lot of new jobs.

Millions Needed For Sales Forces

Selling forces in the United States should furnish 3,000,000 more jobs after the war than in

prewar, Arthur H. Motley, publisher, said recently at the first of a series of distribution clinics sponsored by the National Assn. of Manufacturers.

Urging research and market analysis of consumer wants, he declared that by intelligent selling we can keep high-level employment through the same principles learned and used by industry in war production, adding: "Jobs are created by wants, which in turn are created by selling."

They are feeding us so little in restaurants nowadays that when they invite us to come again we feel like accepting the invitation immediately.

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