

## Operator's pride

**YES!** For the operator of a 'Load Lifter' Hoist knows that there's no load, within its lifting capacity, too tough for a 'Load Lifter' to handle—and keep on doing it twenty-four hours a day.

Special features contained only in 'Load Lifters' make them outstanding for the tough jobs.

- "One-point" lubrication
- Two-gear reduction drive
- Anti-friction bearings throughout
- "Foolproof" upper stop
- Ball bearing motor

In no other electric hoist can you find all these advantages embodied in a design to give lifting efficiency and such long-time, trouble-free service.

If you have a difficult lifting job, write us about the problem and we will tell you the type of 'Load Lifter' that is doing the lifting on a job like yours.

'Load Lifter' Electric Hoists are built with lifting capacities of 500 to 40,000 lbs. in all combinations required for industrial needs. They are adaptable to almost every working condition within their capacities. Send for Catalog No. 215.



**'LOAD LIFTER'**  
**Hoists**

**MANNING, MAXWELL & MOORE, INC.**  
MUSKEGON, MICHIGAN

Builders of 'Shaw-Box' Cranes, 'Budgit' and 'Load Lifter' Hoists and other lifting specialties. Makers of Ashcroft Gauges, Hancock Valves, Consolidated Safety and Relief Valves and 'American' Industrial Instruments.

any degree for the grave inequities they have already experienced."

WPB and OPA are gently nudged on by the cost-of-living index. Between Dec. 15 and Jan. 15 it rose one-tenth of 1% as a result of "scattered price increases for cotton clothing and for housefurnishings."

## Stockings Scarce

Production of rayon hose will be reduced by deeper cut in supply of synthetic fiber for civilian output.

Hosiery manufacturers never thought they'd see the day when they would become even temporary boosters of bareleg fashions, but last week it happened. Roy E. Tilles, president of Gotham Hosiery Co., staged a spring fashion show which actually included a couple of models without stockings.

• **Output to Drop**—Gloomily predicting that output of women's hosiery in 1945 probably will be as much as 30% below last year's production, Tilles called upon public and trade media to help avert an outbreak of panic buying by teaching consumers methods of prolonging the life of hose and even by encouraging barelegs when possible.

The trade believes that a sharp reduction in 1945 shipments is inevitable. On Jan. 1 WPB reduced available rayon yarn supplies for women's hosiery and manufacturers are now allowed only 69.7% of the yarn used for turning out hose during the first six months of 1941. Further curtailments of hosiery may be expected because of increasing demands for rayon by the armed forces, greater production

of other essential goods for lend-lease and relief in liberated areas.

• **Stocks Dwindling**—The hosiery industry is convinced that only an "Act of Providence" has kept the average consumer in ignorance of hosiery shortages—which is considered fortunate because a consumer-panic could wipe out store stocks in a few hours. Retailers are employing all sorts of devices to keep customers unsuspecting. The use of empty boxes has been adopted by some stores to keep a "full stock" appearance.

But the secret is getting out. In many a specialty store as large a shipment as 300 or 400 pairs will be gone in one morning. Customers rove from one store to another, snapping up even 75 and 100 denier.

The shortage isn't only in women's hosiery. For the first time since the war began there is a real shortage in men's hosiery that will become acute as the year progresses with the lowest price grade finally disappearing almost entirely. The supply of children's hose is holding up nicely—thanks chiefly to WPB's knit goods program which assigns yarn priorities to manufacturers who agree to produce in a volume equal to output in the base period.

• **Inventories Depleted**—Federal Reserve Bank reports on 1944 year-end department store hosiery sales and stocks are just beginning to come in, and they show inventories down as much as 64% (Atlanta) from the close of 1943. The Chicago district, for instance, reported a carryover into January of only a two-week supply in ratio to sales. The Philadelphia district reported 1944 sales up 10% and year-end stocks off 40%. St. Louis district stocks were off 52%.

Shipments of all types of hosiery last year fell off 5.5%, according to the

## Civilian Hosiery Supplies Decline

On the figures, total hosiery shipments in 1944 seem to have been higher than in 1940. But examination of the breakdown reveals that the only increases were in anklets and men's hose, the latter largely for the armed forces. This indicates that civilian supplies were down sharply, with the brunt of the cut being borne by women's hosiery—both full-fashioned and seamless.

	Shipments, Doz. Pairs		Change	
	1940	1944	Doz. Pairs	Percent
Women's full-fashioned	43,266,917	38,640,418	-4,626,499	-10.7
Women's seamless	15,401,363	10,666,949	-4,734,414	-30.7
Men's*	48,979,354	59,848,364	+10,869,010	+22.2
Infants' and children's (excluding anklets)	6,087,119	4,775,312	-1,311,807	-21.6
Anklets	22,397,961	30,603,331	+8,205,370	+36.6
Total, all types	136,132,714	144,534,374	+8,401,660	+6.2

\* Includes half-hose, slack socks, athletic socks, and bundle goods.

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national Assn. of Hosiery Manufactur-  
 ers. Shipments of women's full-fash-  
 ioned totaled 38,640,418 doz. pairs—  
 1% more than in 1943; and women's  
 seamless totaled 10,666,949 doz. pairs  
 a drop of 19.1% from 1943. Heavy  
 loss in women's seamless shipments is  
 signed by the trade to the shutdown  
 many of the coarser-needle circular  
 machines.

**Future of Silk Debated**—On the  
 whole, the trade is taking a philosophic  
 attitude toward its troubles, focusing  
 its hopes on the postwar period. Hope  
 No. 1, of course, is the return of nylon  
 (BW-Jan-20'45,p93).

Paul Kroener of Textile Machine  
 Works, manufacturers of full-fashioned  
 equipment, in a recent address said  
 that 95% to 98% of the future full-  
 fashioned hosiery business will be in  
 the sheer 51 gage and that the im-  
 proved machines may make it possible  
 eventually to produce nylons to retail  
 below \$1 a pair.

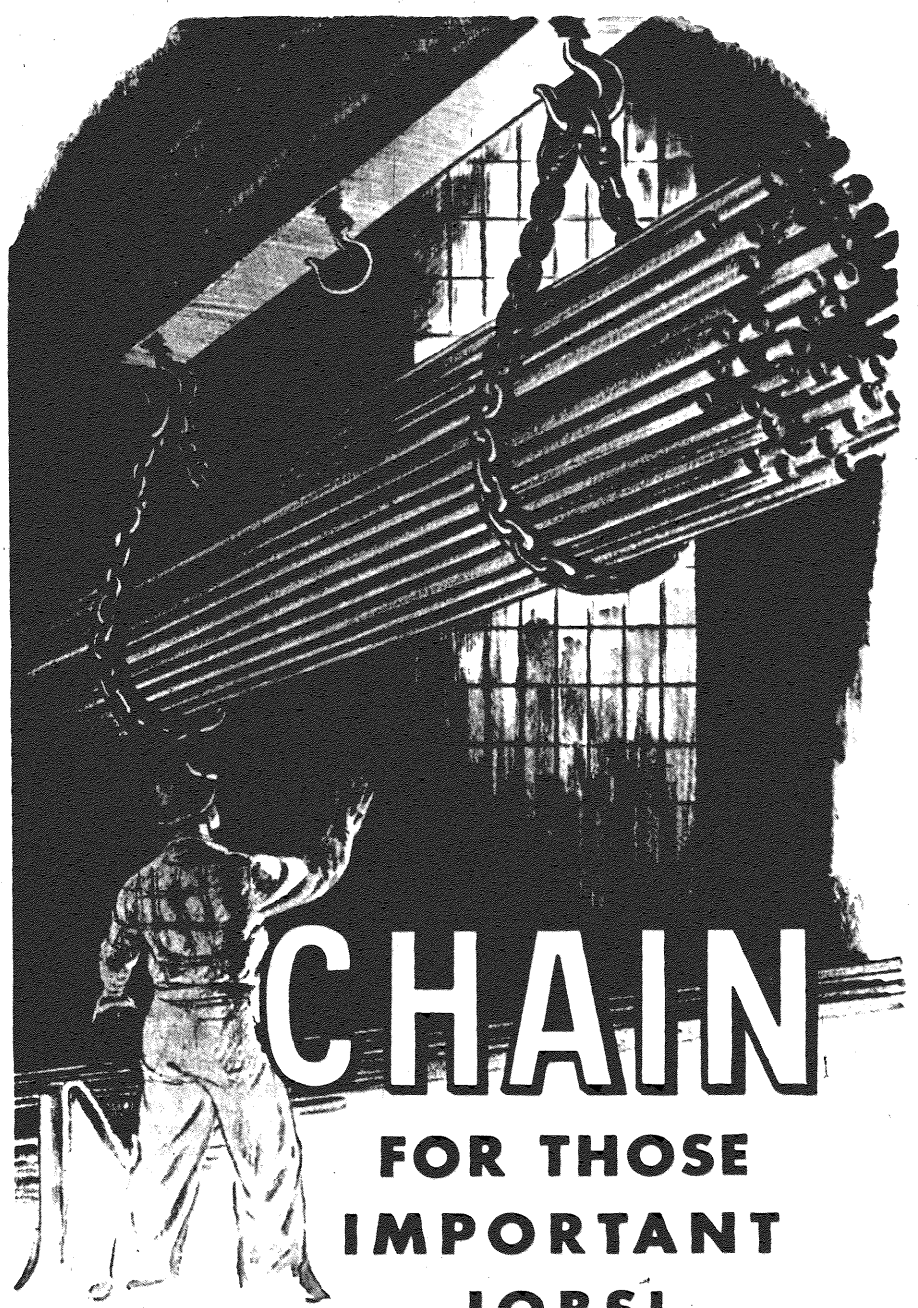
The Hosiery Industry Postwar Plan-  
 ning Committee has voiced the ex-  
 pectation that even with the return of  
 nylon there will be a place for silk and  
 rayon in the manufacture of women's  
 hosiery. As for the future of silk, the  
 committee estimated that as much as  
 20% of postwar production may be of  
 this yarn. However, many who have  
 studied the situation disagree. Amaz-  
 ing progress has been made in the  
 production of high-tenacity synthetic  
 yarns. These yarns now are going into  
 tire cord, but some manufacturers be-  
 lieve they may largely displace silk  
 after the war.

### RADIO SALES MAKER

Crosley Corp., owner of the 50,000-  
 watt radio station, WLW, is expanding  
 the operations of its subsidiary, Specialty  
 Sales. This unusual broadcasting auxil-  
 iary, organized to help build dealer dis-  
 tribution in WLW territory for station  
 advertisers—and for promising nonadver-  
 tisers who enlist its services—has now  
 moved into its own enlarged quarters in  
 downtown Cincinnati and is increasing  
 its sales staff toward an eventual total of  
 16 men in two divisions—groceries and  
 drugs. Representatives carry a maxi-  
 mum of four noncompeting products at  
 any one time. Clients' use of this ser-  
 vice is limited to drives of 13 weeks at  
 any one time, a total of 26 weeks in any  
 one year.

### KFI DROPS COMMENTATORS

Only two of the nine local commen-  
 tators who have been airing news and  
 views over Station KFI, Los Angeles'  
 big 50,000-watt NBC outlet, survived  
 the station's change in policy this week



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