

# Industry Appears Divided On Impact Of Automation

By DARDEN CHAMBLISS  
NEW YORK (AP)—The head of Chrysler Corporation says his company has gone about as far as it wants to go in replacing men with machines. "We've already over-automated in some ways," says Chrysler President Lynn Townsend. "It reduces our flexibility."

Accordingly, he said, new plants will need as many men as existing plants. Many other industry lists, he guessed, are reaching a similar conclusion.

Recent interviews with U.S. businessmen and economists uncovered a strong feeling that unemployment will not increase materially and that the present burden may not be so heavy after all.

"An economy as strong as ours can carry the present load (about 4 1/2 per cent of the labor force is jobless) without structural damage if the politicians will merely keep quiet," says Vice-President Benjamin Stacey of Boston's First National Bank. There is a vigorous dissenting view.

SEE SOCIAL UPHEAVAL  
Many say a growing unem-

employment among the young unskilled that threatens dangerous racial and social upheavals. It could also, they warn, destroy this decade's brightest economic hope: The push that's supposed to come when the post-war baby crop starts buying houses, cars and appliances.

"It's hard to rationalize the roaring '60s when you realize we have to find jobs for all these people before they can buy anything," says Thomas Moses, president of Investors Diversified Services in Minneapolis.

The racial danger is cited by President Howard Johnson of the Atlantic Hotel Company in Atlanta, Ga. He says Negroes have for decades made up 25 to 30 per cent of his work force, as they have in the general population locally.

"But as we go to new machines, Johnson says, 'the colored are losing a little ground, and I'm afraid.'"

They tend to have the kind of low-skill jobs that are being eliminated, he says.

CALLS IT A CURSE  
(President George Meany of the AFL-CIO has termed auto-

mation a curse, saying industry is in a "mad race" to install push-button machines without proper regard for the impact of society.)

Some other businessmen say it is easy to exaggerate the job-destrating threats of automation.

Chrysler's Townsend says his firm has many operations that could run almost unaided by humans. But humans are by far the cheapest way to make the changes required to provide variety of style and model-carbuyers demand.

Accordingly, Townsend said Chrysler sets up a plant to make 900 cars a day. It will use at least as many workers—about 2,500—as it uses in such plants now.

Furthermore, some businessmen are taking a new look at the people previously displaced and added to the rolls of unemployment. There were fears that these workers would be left behind, even in booming times, because of low education, low skills or racial disadvantages.

However, many of them have been snapped up in the current auto upsurge, says Woodrow Ginsberg, research director for the AFL-CIO United Auto Workers Union in Detroit.

EFFORT PAYS OFF  
Dean George Schultz of the University of Chicago studies school of business says a new

Fort Worth, Tex., program shows it's "pay to make an effort with disadvantaged people."

He said many of these workers involved couldn't qualify for government training because of low education or other factors. Still, he said, the Fort Worth program, by the Armory and Company labor-management Automation Fund of which he is co-chairman, placed 85 per cent in new jobs. The government's batting average is about 67 per cent.

Many businessmen concur in the comment of Reed O. Hunt, chairman of Crown Zellerbach Corporation in San Francisco: "You've got to look on the other side, at the segment that is employed. With so many people working, things can't be too terrible."

**Fewer Births, More Deaths Mark This Year**

OTTAWA (CP)—This year has been one of fewer births and an increasing number of deaths.

By the end of October, there had been 398,922 births registered in provincial offices compared with 400,788 a year ago, the Dominion Bureau of Statistics has reported.

A total 124,379 deaths were registered compared with 120,168 in the first 10 months of last year.

There were more marriages, 190,412 compared with 107,290.

## ADB Projects Announcement Is Forecast

ST. JOHN'S, Nfld. (CP)—Ian MacKeigan, chairman of the new Atlantic Development Board, said here he is hoping the board will be in a position to announce substantial projects for all the Atlantic provinces before the end of this year.

Mr. MacKeigan, a Halifax lawyer, made the statement in an interview following two-day closed sessions of the board's first meeting here.

He said some of the projects have already been recommended to the federal government, but did not indicate the nature of them.

Board members later left for Corner Brook, on the province's west coast, and were to return to their homes today.

The next meeting of the ADB will be held in Halifax, but no date was set.

Mr. MacKeigan said the Halifax meeting would follow the same pattern as the one in Newfoundland, with members first holding talks with the provincial government.



## Quebec Law Student Forms Economic Clubs In Colleges

By REFORM MACDUGALL  
MONTREAL (CP)—Young French-speaking Canadians are forming economic clubs in the world, says Claude Jean, 20-year-old law student who has organized more than 15 economic clubs in colleges throughout the province.

"The older generation lived in fear of English and American companies and refused to take economic risks," Mr. Jean said in an interview.

"But thanks to Quebec's new dynamism and improved educational system, the famed French Canadian inferiority complex has disappeared from my generation. We are ready to take positive steps both here and outside the province."

Mr. Jean now is organizing economic clubs in classified colleges throughout Quebec. He got the idea of branching out a successful economic and political science study group at his college, Brebeuf.

complement business leaders in the future."

Mr. Jean has rallied some of Quebec's most important business and government leaders behind him. Men like Eric Kirchner, Quebec revenue minister, and Rene Pare of the General Investment Corporation will lecture and give advice to the clubs.

Students will tour factories, banks, insurance companies and stock exchanges.

"This way they'll get a first hand view of business and businessmen," Mr. Jean says.

"We are also trying to interest them in international finance. Quebecers have looked inward for too long and it's now time for them to see what's being done elsewhere."

## French Canada Study Promoted By McGill U

MONTREAL (CP)—McGill University has announced a new program to promote the study of all aspects of French Canada.

The program calls for courses dealing with French Canada in departments of economics, geography, anthropology, history, political science and Romance languages. It is to be launched officially Nov. 26 by Governor-General Vanier.

"We feel that the studies on French Canada offer a legitimate area of academic investigation," said Michael Oliver, associate professor of political science and director of the program.

**EMPTY BOTTLES GOTO W. AFRICA**

HALIFAX (CP)—The freighter Shesboro has sailed from here for West Africa with 6,000,000 empty beer bottles.

Capt. Bob Wood said the bottles were in big demand in West Africa, "drought has been so down at all."

Capt. Wood said Africans considered a bottle of beer something of a status symbol.

## RUSSIANS PLEASUED WITH CANADIAN GRAIN

Russian ambassador Ivan F. Shpedko checks a handful of Russian grain during an inspection of Montreal's grain-handling facilities. He gratified F. C. Oppen, freight assistant port manager, by saying the Russians are entirely satisfied with quality of shipments and services since the Canada-Russia wheat and flour sale was arranged. (CP Wirephoto)

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of Crush International until 1947 when its stock in the company was acquired by J. William Horsley of Toronto, who is a director of Salada - Shirriff-Horsley Limited and Dominion Stores Limited, among other companies.

J. M. Thompson of Toronto, president of Crush International, told a press conference Pure Spring would continue its business as before and that Norman and Mervin Mirsky would continue as vice-presidents.

Pure Spring, founded in 1909 by their Russian-born father, David Mirsky, who died in 1962, now estimates it sells more than 150,000,000 bottles of its products a year in the Ottawa area, elsewhere in Canada, the U.S. and Europe.

## Crush Drinking Company Buys Pure Springs (Canada) Ltd.

OTTAWA (CP)—Crush International Limited became the sole national Canadian beverage organization in Canada and the United States. It now has about 800 bottlers in Canada, the U.S., South America, Europe and the Middle East.


Only remaining Canadian companies in the field are regional operations, such as the Sussex organization in the Maritimes and the Winking Well company in southwestern Ontario. Several others were acquired by Crush International during and after the Second World War.

Argus Corporation had con-

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Hours of pick-up—9 A.M. to 6 P.M. Money raised by this blitz will be used for fireman's tournament and Centennial celebrations.

**NO ECONOMICS**

"Economics doesn't appear in the curriculum of most of these colleges," he said, "and that's why economic clubs are so important if Quebec is to have how to hold FALSE TEETH More Firmly in Place"

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