

The Early Shopper Gets the Toys— There Aren't Enough for Everybody

Stock of Playthings Is Larger Than Last Year, but Still Short

Eager-eyed kiddies will have to be content with about half as many toys this year as they used to get before the war, when they come dashing in to the parlor on Christmas morning. As everybody knows, all kinds of civilian goods are scarce, including toys. It's a wonder, in fact, that there are any toys on the market, in the midst of a great war.

Both toy factories and toy makers are busy making war materials—percussion caps for torpedoes and shells, gas masks, and a thousand other things. They make toys out of scraps and leftovers, and substitutes like wood and pasteboard. But at best they couldn't make nearly enough to satisfy everybody this year.

With wartime prosperity putting money into everyone's pocket, fathers and mothers, uncles, aunts and cousins have a good deal to spend on presents for the children in their families. But they can't buy all they want to, because there just aren't enough toys in the stores to go around. Besides this, there are two million more youngsters in the country than usual—a result of the rising birth rate of the war years.

Few Metal Playthings.
Metal toys will be represented by a few articles, but in general steel and iron playthings will be missing.



Wooden playthings like blocks are not so hard to get, but it's still a good idea to shop early. A record-breaking demand for toys of all sorts is anticipated, and many children are going to be disappointed, because of shortages.

utensils are being offered, and tiny furniture can be had.

Hobby sets, such as chemistry outfits, are in "fair supply," manufacturers say. Apparatus made of glass, porcelain, plastics, wood or pasteboard is being substituted for metal articles. For instance, a microscope included in some of the science sets has a plastic tube and base.

A survey of the toy supply situation conducted by the Toy Manufacturers of the U.S.A. reveals such shortages as these:

Less than 15 per cent of the normal supply of sleds with steel runners will be on sale. Sleds with wooden runners will be fairly plentiful.



Planes and tanks and siege guns naturally dominate the childish mind in these war years. These models of fighting machines are made of wood and cardboard. They are simple but sturdy. The WAC uniform the little girl wears is a novelty this year.

Steel-runners sleds, tricycles and bicycles, coaster wagons, construction sets, and a thousand other things will be very scarce. Some manufacturers have been able to find left-over stocks of metal, fabricated before the war restrictions went into effect, and others are using scrap material, so a small quantity of metal toys are on the market. Back in peace times, playthings made of cast iron, steel, copper, aluminum and so on, constituted nearly half of all the Christmas presents.

Toys made of rubber are very rare. So are plastic goods. Tires for doll buggies are being made of "mud" which is residue from re-processed rubber, but these are about the only such articles on the market.

Wood is being used to make lots of things formerly made of metal and other scarce materials. There are trucks, for instance, of polished hardwood on sale. Tanks and siege guns, battleships, steam shovels and many other mechanical toys are made largely of wood, with a few metal parts. Cardboard and wood combinations are also numerous, particularly in the games division. A cardboard and wooden circus is a favorite this year.

Enough Dolls and Teddy Bears.
Girls are more fortunate than boys this year, for dolls are being turned out in sufficient quantities to meet the demand. There are both hard and soft bodied dolls in the stores, made of everything from cotton to porcelain. The fancy models have moveable eyes, curly hair, pretty dresses and all the other trimmings. Stuffed animals are on hand in sufficient numbers to take care of ordinary demands. Teddy bears are plentiful, it is said.

Carriages for dolls are offered to early Christmas shoppers, at least, since there are 100,000 buggies on sale throughout the country. These are made of wood, with metal wheels. Doll dishes, of china and scrap plastic, and cast-iron cooking

Among the playthings available this year that were unobtainable last year are cast-iron cooking utensils for dolls. This three-piece set will retail for about a dollar.

There is some swing away from the armament theme in toyland this year. Construction machinery has regained some of its former position. This good-sized all-wood steam shovel with moveable boom will sell at about \$3.95. The dump truck, made of hardrock maple and smoothly finished, is priced at \$5.00.

toy lines, these companies were enabled to handle their war contracts more efficiently, because they could operate their entire plant at near capacity.

Another organization busily at work on the toy situation is the Office of Price Administration. This government agency has to set fair ceiling prices on every toy item that is to be offered for sale. More than 3,000 articles have been examined and priced and many others are pending a decision. In a big warehouse in Washington OPA officials look over samples of all sorts of things many of them new to the market, such as transparent plastic ducks and giraffes, wooden telephone sets, and pasteboard dolls. It's a big job to put fair price tags on all these things, but the OPA hopes to complete its task before Christmas.

FOLKS GATHER 'ROUND FOR PARLOR GAMES

Games that all the family can enjoy together take the spotlight in Santa Claus' 1944 pack. Catering to the wartime necessity to "stay at home and like it," a variety of easy-to-learn, quick action parlor sports are ready to help the juvenile and grown-up contingents forget about limitations on the family car and relax from worries and responsibilities.

Revolutions of old favorites that were crazes in the horse and buggy age head the list of escape-time games that will be relatively abundant in a season when Santa Claus' Yuletide pack is short of a great number of familiar play materials. While great numbers of games are being sent to servicemen overseas, there are some left for the home market.

Among the parlor pastimes back in favor are ROOK, PIT and FLINCH. But MONOPOLY, the real estate trading game, continues to hold craze honors. FINANCE is another of the robber baron speculation games that appeal to both families and service men as a happy escape.

SORRY, the English board game that won top favor during the Blitz, is another best seller this winter with American families.

For arm chair strategists there are game inventions inspired by the



"Monopoly," the classic real estate trading game, is still the favorite with family groups this Christmas.

exploits of America's armed forces. CAMELOT, the lively battle game, is a favorite with service men which has a large family following, too.

Some of the Christmas games will be a helpful adjunct to spelling as well as arithmetic. DIG, a streamlined word-building game that uses miniature gold miner's picks with sticky tips to grab the letters, offers opportunity for keen competition that incidentally inspires Junior to improve. CROSSWORD LEXICON based on four-letter words built with cards, is another spelling game that provides good competition for all ages.

More than 200 of the largest toy manufacturing plants are turning out war materials in the main, and making toys on the side. By maintaining some volume in their

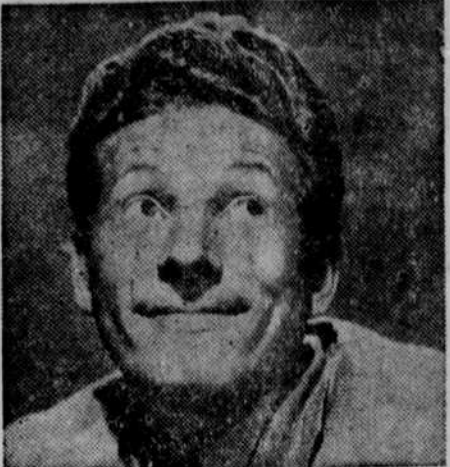
Star Dust STAGE-SCREEN-RADIO

Released by Western Newspaper Union.

By VIRGINIA VALE

AT ONE of the first committee meetings of the "American Scriptures," intermission feature of the Philharmonic Symphony Sunday afternoon concerts, the distinguished council waited and waited for Carl Carmer. They swapped stories of his absent mindedness—there was the time he'd completely forgotten a faculty meeting, the time he'd interviewed a famous actress, and worn one white shoe and one black one. The famous gentlemen of the council were in something of a tizzy over the absence of the famous author who's heard in "American Scriptures." Finally they phoned him—and discovered that the meeting had been called for the following day!

Danny Kaye says he makes love in two styles, wolf and dove, in "The Wonder Man," his second picture.



DANNY KAYE
He plays identical twins of completely opposite temperaments, and woos Virginia Mayo and Vera-Ellen by different techniques.

Chungking, capital of wartime China, played an important role in the first American air raid on Tokyo, in 1942; it was there that Doolittle and his men were to meet after bombing the Jap capital. So Metro's "Thirty Seconds Over Tokyo" was booked for a world premier in Chungking as well as in New York. Spencer Tracy has the brief but important role of Doolittle.

All top roles for Columbia's picture of the radio show, "I Love a Mystery," have been filled. Jim Bannon, former announcer on the program, plays one of the two detectives; the second is played by Barton Yarborough, who created the role in the original radio show. The two leading feminine roles go to Nina Foch and Carole Mathews; George McCreedy has the most important male role.

Johnnie Johnston, rising young movie and radio star, is proving that performers have to have the stamina of a coal heaver these days. Recently out of a hospital bed after an appendectomy, Johnston, who sings romantic songs with Paul Baron's orchestra on the new CBS "Music That Satisfies," appeared at five shows a day at the theater where Lana Turner's "Marriage is a Private Affair" was playing.

Phil Baker, star of CBS' "Take It or Leave It," claims he was the highest paid movie actor in Hollywood. He got eight weeks' pay for one week's work—when he reached Hollywood, the "Take It or Leave It" film was complete except for his sequence.

Johnny Morgan seems to have grabbed top place among the new comedians of 1944. In addition to his Monday evening show he will soon be seen in a new Broadway musical comedy, and is headed for Hollywood in the spring.

A talented new crop of top-line performers, scribes and technicians will emerge from veterans of this war, a survey of the results of the first few weeks of NBC's "Welcome Home Auditions" reveals. One of every three veterans interviewed has been found worthy of professional employment. Auditions are held Wednesday and Saturday mornings, and interviews are held in Radio City all week.

Goodman Ace, of "Easy Aces," once named a character for two of his friends, and innocently offended an individual of the same name in Brooklyn. Now, whenever possible, he has each actor use his own name. Judge Begley, Florence Halop, the secretary, and all the others are real people.

ODDS AND ENDS—Tom Andrea, first member of the "This Is the Army" troupe to receive an honorable discharge, has been signed to a long-term contract by Warner Bros. . . . Jack Carson sets the leading male role in "Mildred Pierce" opposite Joan Crawford. . . . "The Legend of Sleepy Hollow" will be produced by RKO as a musical. . . . The air's "Grand Ole Opry" celebrates its 19th anniversary in radio November 28. . . . Film stars Lloyd Nolan and Claire Trevor take a radio flier to cope with crime and criminals in the Mutual network thriller series, "Results, Inc.," he plays a detective agency boss, and Claire, his secretary.

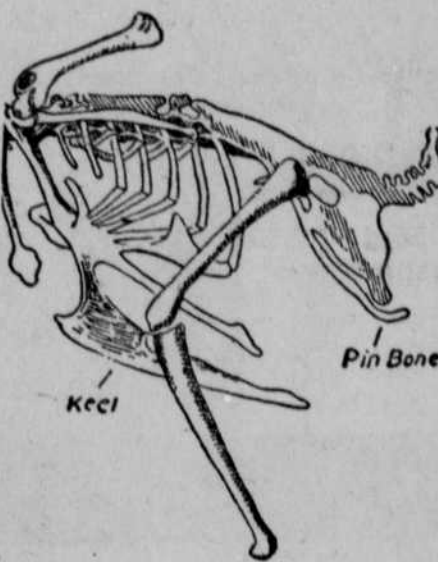
Farm Topics

Culling Out 4-Fs Will Insure Winter Profits

It's Easy to Pick Out Loafers in Any Flock

Culling of laying hens should start the day they are hatched. Weak and deformed chicks will never pay for their feed. Slow maturing, slow feathering pullets are a liability.

Poor layers will molt early, slowly, and will have coarse, meaty, or



Broad back, deep body, straight keel and pin bone—mark of good layer.

very thin, weak-looking heads. Those with yellow, coarse, beefy flesh are not good layers and should be culled out, as should those with small sunken eyes.

When in good health, a poor layer will have rounded, fat shanks and will retain their yellow color in shanks and beak.

A poor layer will be shallow-chested and round-bodied and have thick, meaty, rigid laybones with a rounded narrow back and hard abdomen. The slacker will also have a narrow spread between the pelvic bones, one or one-and-a-half finger widths.

The wise poultryman, even though he does not trapnest, will know of the past performance of families and will breed only from those that have proven themselves for health, vigor and egg laying. When he purchases baby chicks or pullets, he will purchase only those tested and of a proven high-producing egg strain, as well as from a strain free from disease.

Most culled pullets and hens will bring a good price on the market, or can be utilized for home consumption or canned. Where locker plants are available, it will be profitable to store them until they are needed. Locker plant rental will cost less than feeding a non-producer.

Improve Dairy Ration With Proper Minerals

Natural feeds should supply enough of most minerals needed by dairy cows. However, mineral elements might be deficient in some farm rations, in which case dairy cattle may require supplements of calcium and phosphorus in addition to the regular farm-grown hay and grains. Timothy is sadly lacking in calcium, alfalfa and clover containing three to four times as much of this mineral. It must also be remembered that some excellent legume hays may be deficient in phosphorus if grown on soils that lack it and on which phosphorus fertilizers are not used.

When little or no grains are fed, dairy cows may benefit from phosphorus supplements. Usually the grains will furnish all the phosphorus needed by live stock.

New Farm Facts

The giant Entelodont was the earliest known hog, often reaching a height of five feet.

When pigs are confined to a pen or floor, even for a week or two, anemia is likely to develop.

Lime lost from the soil by drainage is equivalent to more than 700 pounds of limestone an acre a year.

A dollar will buy thousands of matches, and a single match can destroy millions of dollars worth of farm property.

Burning off weeds is condemned as a pasture practice—it injures desirable grass plants, mulch, and leaves ground exposed to erosion.

DDT, the new powerful insecticide, promises to be one of the greatest gifts to farmers of the century. Supply will be limited as long as the armed forces need it so great.

Surplus Fat for Soap

Following butchering operations there is usually a surplus of fat as well as fat that has become old and rancid which can be used to make soap. Heat the fat until it is well melted, adding one pound of lye in three parts of water to every seven pounds of fat. Mix and stir slowly until the mixture resembles honey, pour into granite or wooden containers and cool. The fat should not be heated more than 150 degrees Fahrenheit.

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Needlework you'll hate to put down. Pattern 933 contains a transfer pattern for doll and clothes; complete directions.

Where Americans Talk As in Days of Chaucer

According to a survey made by Lester V. Berrey and published by the Columbia University Press, Americans living in the Southern Appalachian and Ozark mountains use figures of speech much like those of characters from Chaucer's Canterbury Tales (14th century). Moreover, they pronounce words as in the days of Alexander Pope and William Shakespeare.

These Americans, for example, say a thing "admires" them when they mean it astonishes them, and their pronouncing peculiarities include: "jine" for join, "bile" for boil, and "sallet" for salad.

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