

POST'S *Raisin* BRAN GOLDEN FLAKES OF

WHEAT AND BRAN COMBINED WITH SUGAR-SWEET TENDER RAISINS

## delicious NEW breakfast idea

 Nut-brown, crisp-toasted Post's 40% Bran Flakes plus sweet, tender raisins—right in the same package. It's a flavorful combination to set your mouth to watering. Your whole family will love it. Ask your grocer for Post's Raisin Bran in the big blue-and-white package





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· Maca requires no special methods or recipes. It acts so fast, rises so quickly-your baking is all done in a few hours. And what a baking it is! Maca Yeast gives bread and rolls a rich, golden beauty, a smooth, even texture and a delicious old-fashioned flavor.



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NORTHWESTERN YEAST COMPANY

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# Agricultural Tools Rationing Called Off, But War Demand Will Limit the Supply Looking at Looking at

## Big Increase in Parts, However, Will Be Available

The farmers of America are continuing, as usual, to do a magnificent job of producing foodstuffs. In 1944, for the eighth successive year, they produced a record food total despite a steadily dwindling manpower supply that reached its lowest point in 35

Agricultural tools are no longer rationed, but that doesn't mean that the farmer, though he has the money, is going to be able to get that new tractor or combine he wishes so he can improve on the production miracle he has already accom-

It's the same old trouble we've had since Pearl Harbor. There's a war on! Manufacture of farm machinery, although recognized as an essential civilian "must" program, has to be balanced in relation to direct war production.

Here is the way the government sums up the situation: During the 1945 crop year it is expected that American farmers will obtain approximately the same amount of new farm ma-

Corn pickers ...... 11,436

Hay loaders ...... 22,977

Manure spreaders ...... 49,425

Four and five bottom..... 2,509

Two bottom ..... 23,259

Combines ..... 43,816

Milking machines ...... 31,526 

Planters, horse and tractor-drawn .... 81,320

Planters, tractor mounted ...... 14,166

1 Production through September 30, 1944.

chinery and attachments as they

did in 1944. There will be, how-

ever, nearly \$20,000,000 more in

In other words, there is still not

enough new farm machinery to go

around. Farmers, in many cases,

are going to have to conserve and repair and get along the best they

Approximately 90 per cent of the

new farm machines (except trac-

tors) that will be made in the United

States during the 1945 production

year July 1, 1944, to June 30, 1945,

will be available to American farm-

ers. About 10 per cent will go

Foreign Economic administration.

totaled only 2.5 per cent of the en-

to step up food production for our

boys fighting overseas. This farm

machinery export not only helped

to feed our boys, but saved ur-

gently needed shipping space for

munitions instead of thousands of

tons of food grown on the wrong

side of the ocean. The chief recipi-

ents of Lend-leased farm machines

have been Australia, New Zealand

and the British Isles, the latter hav-

than buy new replacements.

repair parts.

nanters, potato ...... 4,142

\* Includes production carried over from WPB Limitation Order L-170,

plus all production from appeals and supplemental authorizations.

Moldboard plows, tractor:



A Potato Digger That Handles Two Rows at a Time.

1944-45

(Planned)

1-44-6-30-45

155,128

27,511

38,952

22,936

10,792

42,951

50,940

95,221

3,859

16,535

12,232

238,410

45,763 57,525

70,446

209,338

32,885

Schedule B

eaten by American troops stationed there. Australia has supplied nearly all the food for American troops in the South Pacific.

21,338

14,315

71,852

42,413

American farmers will be able to

obtain no more new tractors, side

1943-44

**Actual Production** 

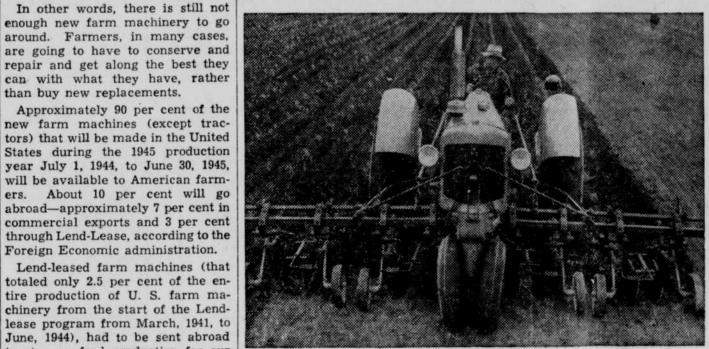
1940: 7-1-43-7-31-44\*

ing supplied 20 per cent of the food | as cast iron, rubber, zinc, copper, that had gone into farm machines in pre-war days, had to be diverted to make tanks, military trucks, landing craft, guns and other war

> In 1939 American farmers were able to buy 161,000 new tractors. But that was a year when this country made only 2,141 planes. In the calendar year of 1943, when American farmers were able to buy a mere 85,000 new tractors, the United States manufactured more than 85,000 planes-mainly for war.

The critical shortage of raw materials that put a ceiling on manufacture of new farm machines in 1942 has been superseded by a short- him." age of manpower and components) During the first quarter of the 1945 fully, "was well received." farm machinery production year, manufacture of new machinery-exclusive of wheel tractors, repair parts and attachments-was approx- it. imately 25 per cent behind sched- Just Can't Miss

This lag in production was caused by manpower shortages and the difchiefly malleable and gray iron cast-In the Middle West, where most of American farm machinery is made, the labor supply is inadequate, a condition that will not change while war goods are still urgently needed. One concern, that delivery rakes, combines, or other | before the war made approximately haying and harvesting machinery 35 per cent of American farm ma-



Cultivating Corn, Four Rows at a Time, Saves Labor.

ing the 1944 crop year.

Considering the types of machines in use on American farms, the replacements required and the crop shifts necessitated by war, WFA's current farm machinery program continues to emphasize the manufacture of such labor-saving machinery as corn pickers, side delivery rakes and pickup hay balers. WFA, however, has requested the manufacture for the 1945 crop year of more planting, fertilizing and tillage equipment than for 1944. Included are such items of farm equipment as corn and cotton planters, listers, potato planters, beet and bean drills, endgate seeders, fertilizer distributors, tractor plows and cultivators, disc harrows, walking cultivators and rotary hoes.

During the war, manufacture of farm machinery, although recognized as an essential civilian "must" program, has had to be balanced in relation to direct war production.

When the United States entered the war, production of farm machinery was sharply curtailed because munitions production had become an exacting demand on this country's supply of steel. The steel, as well or the armed forces.

215

Total

14,569

22,751

178,996

12,196

253,478

515

651

1,846

263

3,480

Hay Baler Saves Labor.

Special purpose

Special purpose

All purpose

under 30 h. p..... 2,873

30 and over..... 6,645

All purpose under 30 h. p....157,877

30 and over ..... 21,495

Garden tractors .... 10,131

TRACTOR PRODUCTION

For the Period-July 1, 1943, to July 31, 1944

235

199,021 19,688

WFA Canada FEA Army Navy Farm

2,066

4,057

7.935

1,470

26,683

during the 1945 crop year than dur- | chines, reported in October, 1944, that by March, 1945, it would probably be short 6,000 workers needed to keep production up to schedule.

In effect, during the war this

country has asked its farmers to raise more crops with less men to do the work, to keep their farm equipment in working order somehow without counting too heavily on replacements, and to share their machines with other farmers whenever and wherever possible.

To help farmers keep their machines going, manufacture of repair parts and attachments has been in- ished the day shooting begins. He creased considerably. In 1944 the says from then on it's a matter of scheduled production of repair parts interpreting what has been created, and attachments amounted to ap- and that it's possible to get into the proximately 28.3 per cent of the to- finished film only about 75 per cent tal farm machinery output, as com- of what the mind has pictured. pared with 14 per cent in 1940.

Twenty-one per cent more farm

left agriculture for war industries 'em.

Approximately 1,700,000 farm men No, Fans Don't Forget had entered the military service up to January 1, 1945.

American farmers have been getting more use out of individual farm machines during the war. The exchange and cooperative use of some machines, such as tractors and combines, has increased markedly. One corn picker, for example, might be used to harvest as much as 1,200 acres of corn in a year. Combines have been hauled a thousand miles to harvest crops on farms in county after county.

L work." That's what Ingrid Bergman said to me one day outside the sound stage at Selznick's studio while Alfred Hitchcock was filming 'Spellbound."

The actors in his pictures will always tell you that Hitch gives the best performance of any one on the set, just like Lubitsch. And the "Hitch-

cock touch' or the "Lubitsch touch" has made their pictures a "must see" with millions. Hitchie quips and drolleries make smart dinner conversation for Holly-

And yet he told Alfred Hitchcock me the other day

there was nothing extraordinary about the suspense-packed pictures he makes. What passed for inspiration with him was observationwatching what actually happens, filming only what could happen.

We were in the living room of his Bel-Air home, looking through the window at golfers passing on the course a hundred yards distant. I'd gone up to welcome him back from England. I wanted to hear how the Hitchcock technique had been applied to propaganda pictures he directed over there.

He started right off by saying that one of these pictures wasn't propaganda at all. "'Bon Voyage,' " he explained, "was just a way of saying thanks to the French people and the underground for all they'd risked in helping so many of our boys escape during the occupation. It's a three-reel feature that tells the true story of the escape of an English flier and assistance given

"'Bon Voyage,' " he said pride-

The English government did a mighty intelligent thing getting this "master of suspense" over to direct

Hitch's new picture is the muchtalked-of "Spellbound," with Gregory Peck making love to Ingrid ficulty in obtaining components, Bergman, mystery, suspense, psychiatry, fantastic sets by Sa Dali, and music by the symphony composer and conductor Miklos Rozsa.

> Hitch has his own theory about music. He gets a celebrated composer to write music for him just so he can stop it. But just why, sir, do you get all that expensive music just to stop it?

"You've seen people in danger?" asks Hitch. "People at some high point of tension? Let's do a scene: We're sitting in this room talking, when bang! just like that a burglar enters and points a gun at us. "We freeze. We don't move or

breathe. Certainly we don't talk. At any dramatic moment like this there comes a hush. When the danger is over everybody starts jabbering. It's a release to talk. They talk louder, laugh louder.

"So in a psychological mystery there are appropriate intervals at which I want the music dramatically stopped—with a hush!

"Only 'Spellbound' isn't just a mystery story. It's a love story. There's nothing unusual about it. It's based on truth, psychiatric truth." "What about 'Foreign Correspond-

ent' and 'Lifeboat'?" I asked. "Same thing. In 'Foreign Correspondent' it was a man hammering away at events, and the woman didn't help things. There isn't anything in there that couldn't happen. 'Lifeboat' is the same way."

### Some More Plans "After 'Spellbound,' what?" I

wanted to know. "'Notorious,' " he said. "Just finished working on the script with Ben Hecht."

Then he went on to tell what a great guy Ben is. Says they collaborate so well that dialog becomes a kind of verbal shorthand, almost mental telepathy.

Hitch feels his pictures are fin-

In a world where 6 foot invisible rabbits can star in Broadway shows commodities were produced in 1944 and in which the true story of an than in 1940 with 5 per cent fewer English flier's escape from occupied France furnishes material for a The annual employment on Amer- Hitchcock chiller I can believe that ican farms decreased from 10,585,- there is nothing unusual in a Hitch-000 in 1940 to 10,037,000 in 1944. Ap- cock picture-nothing, that is, exproximately 4,000,000 workers have cept the flair of the man who makes

Robert Cummings, who's doing

'You Came Along" for Hal Wallis, says actors who are in the service don't need to worry about keeping their fans. Says his fan mail actually increased while he was out of pictures for about two years. . . Jeanne Crain gets the good part, with Gene Tierney playing the bad girl in "Leave Her to Heaven." . . Darryl Zanuck's next will be "Razor's Edge" with the same staff he had for "Wilson." Lamarr Trotti will write the screen play.

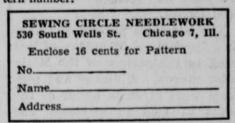


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To obtain complete cutting, sewing and finishing instructions for Davenport Slip-covers (Pattern No. 5835) send 16 cents in coin, your name, address and the pat-







tions or hoarseness resulting from

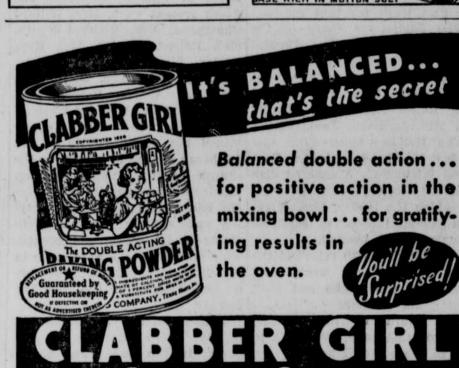
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