

WHAT'S NEW? 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.



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

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 years.



A Potato Digger That Handles Two Rows at a Time.

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.

ing supplied 20 per cent of the food eaten by American troops stationed there. Australia has supplied nearly all the food for American troops in the South Pacific.

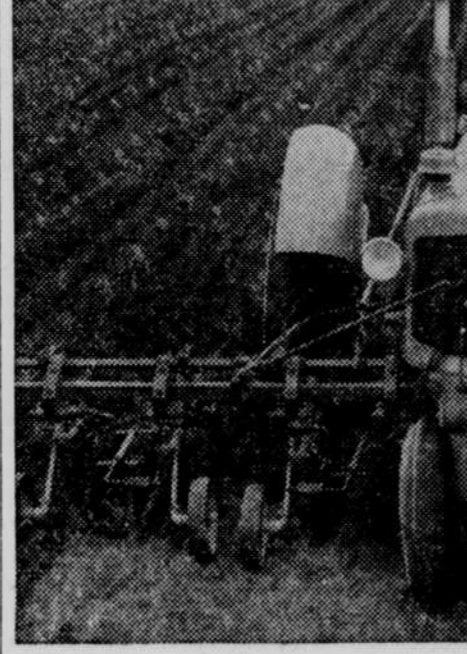
as cast iron, rubber, zinc, copper, that had gone into farm machines in pre-war days, had to be diverted to make tanks, military trucks, landing craft, guns and other war goods.

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.

Table with 4 columns: ITEM, 1943-44 Actual Production, 1944-45 Schedule B (Planned), 1944-45 Schedule B (Planned) 7-1-44 to 6-30-45. Rows include Tractors, Corn pickers, Mowers, Rakes, Hay loaders, etc.

* Includes production carried over from WPB Limitation Order L-170, plus all production from appeals and supplemental authorizations. Production through September 30, 1944.

chinery and attachments as they did in 1944. There will be, however, nearly \$20,000,000 more in repair parts.



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

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 can with what they have.

during the 1945 crop year than during 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.

Lend-leased farm machines (that totaled only 2.5 per cent of the entire production of U. S. farm machinery from the start of the Lend-lease program from March, 1941, to June, 1944), had to be sent abroad to step up food production for our boys fighting overseas.



Hay Baler Saves Labor.

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

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 increased considerably. In 1944 the scheduled production of repair parts and attachments amounted to approximately 28.3 per cent of the total farm machinery output, as compared with 14 per cent in 1940.

The annual employment on American farms decreased from 10,585,000 in 1940 to 10,037,000 in 1944. Approximately 4,000,000 workers have left agriculture for war industries or the armed forces.

TRACTOR PRODUCTION For the Period—July 1, 1943, to July 31, 1944. Table with 6 columns: WFA, Canada, FEA, Army Navy, Non-Farm, Total. Rows include Special purpose, All purpose, Garden tractors.

Hedda Hopper: Looking at HOLLYWOOD

"LET'S go in and watch him 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 "Hitchcock touch" has made their pictures a "must see" with millions.



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 observation—watching what actually happens, filming only what could happen.

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.

"Bon Voyage," he said pridefully, "was well received." The English government did a mighty intelligent thing getting this "master of suspense" over to direct 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."

"Some More Plans" "After 'Spellbound,' what?" I wanted to know. "Notorious," he said. "Just finished working on the script with Ben Hecht."

Hitch feels his pictures are finished the day shooting begins. He says from then on it's a matter of interpreting what has been created, and that it's possible to get into the finished film only about 75 per cent of what the mind has pictured.

No, Fans Don't Forget 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.

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