Toymakers

## Face Shortage

More Children,
Fewer Materials
Create Yule Crisis
By Jack obrien
 directive and la ck of supplies.
Even those plants that could keep
going with wood wor even card-
board have woscovered thoses once--
ordinary materials now are preboard have discovered those once-
broinary materials now are pre
cious mid nearil cious and nearly impossible to get
President $T$. W. Smith, of the
tor President T. W. Smith, of the
toy manufacturers of America
says the total toy supply this
Crust Christmas will be sut but per this
of normal. On the other hand, of normal, On the other hand, a
recent survey by the mnaufactur-


 leared completely by December
15.
 roller skates, electric trains, any "The demand is out of all propor- affirmative. True, they are most-
 will heseed fiigures with real hair,
hates hair and paint-
ed eyes, many of them undrested Most toy manufacturers are in
war'work. Some of them 100 per

- buy more war bonds -


## 5EmLER Says

## ENJOY the BENEFITS of TODAY'S

*LIFE-LIKE

der
wit
wit
Hion
tion
 "lifelike" in detail, they tend to enthance rather
than detract from your personal appearance.... par-
ticularly
 sons in public life,
such as Lecturers School Teachers,


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ather Comfo for All the Family!


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