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for 20 years and it
still runs like now!"

BUILDERS OF QUALITY CRANES

FOR OVER 60 YEARS

Dependable Quiet Running Durable

WHITING
Overhead **CRANES**
Traveling

Offices in Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, St. Louis, and Washington, D. C. Also in other principal cities.
Canadian Sales Office: Whiting Corporation (Canada) Ltd., Toronto, Ontario.

for slugs, the company assumes the risks for phony nickels.

• **Cut Commission**—To compensate for such possible losses and for the inconvenience to proprietors of selling and redeeming slugs, the company whittled the state owners' commission from 22½% to 20% of the money paid into booths.

Toys Are Scarce

Retailers will get one-half normal Christmas requirements. Toymakers hope to reach full production for 1945 season.

Cardboard soldiers, wooden guns, voiceless dolls, and other wartime Christmas toys are headed for what the trade fervently hopes is their last ersatz roundup. Even if restrictions on heretofore critical materials should be lifted between now and Dec. 25, manufacturers couldn't swing into production in time for this year's holiday business.

• **Hopeful for 1945**—But by next March, when buyers flock to New York City's American Toy Fair to buy for Christmas, 1945, they hope to have enough metals, lumber, leather, and textiles to offer samples that will bear reasonable resemblance to prewar lines.

Toy manufacturers do not qualify for spot production authorizations by WPB, since production of toys was never specifically prohibited; hence they must wait for general lifting of restrictions. Normally, about 40% of the industry's volume is derived from metal toys. Given materials, reconversion will be no problem for the industry.

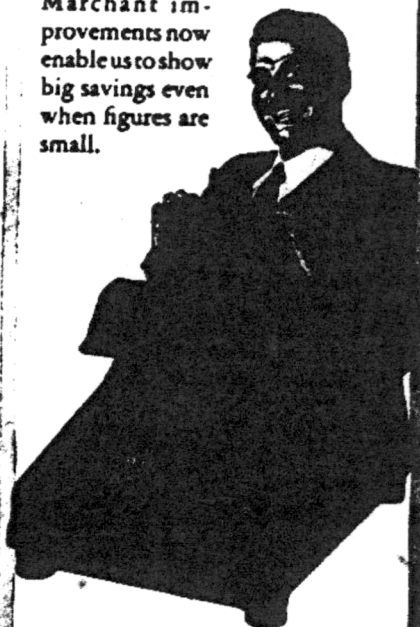
• **Some in War Work**—Some plants are still tied up with war work, but only about 150 of the country's 400 manufacturers succeeded in adapting their nonprecision equipment (such as stamping machines and punch presses) to war work. Of these, only about 30 firms got into war production on a large scale.

Meanwhile, this year's Christmas toys will be much like last year's—but fewer. Manufacturers' quotas to establish customers vary upward from 40% of prewar purchases, and most retailers will probably get about half their normal requirements. Competing for this diminished supply is a bigger army of buyers than ever, thanks to increased purchasing power and the higher wartime birth rate which has brought an estimated 2,000,000 additional children into the toy market.

• **Sales Drop Expected**—Despite inevitable upgrading, with attendant emphasis on high-priced merchandise, retailers' total sales this year are expected to drop

"I've found a NEW USE for MARCHANT!"

"We always thought rotary calculators were suitable only for multiplying large figures, but recent Marchant improvements now enable us to show big savings even when figures are small."



"Yes, on figures like 37 hrs. x .95 = 35.15 we've found our Marchant to be the best.... just as it always has been for larger figures."

P.S. Our operator says—

"It's easy to turn out 500 copied answers per hour like the one the boss talks about... and with some spare time, too!"

Deliveries according to WPD schedule.

MARCHANT
SILENT SPEED ELECTRIC
CALCULATORS

THIRTY-FOURTH YEAR

Marchant Calculating Machine Company
Home Office: Oakland 2, California, U.S.A.
SALES AGENCIES AND MANUFACTURERS
SERVICE STATIONS GIVE SERVICE EVERYWHERE

about 20% from last year's \$200,000,000. (By contrast, normal prewar retail volume was about \$240,000,000.) This is partly because of actual merchandise shortages, partly for lack of big-ticket items like velocipedes.

A few early buyers may find an occasional doll carriage with metal frames and wheels, small metal items like toy animals, wagons with metal axles, or sleds with metal runners. But these do not represent reconversion, but a production O.K. wrung from WPB by manufacturers with stocks of partially completed toys. Inventories may still contain a little prewar merchandise.

• **Toys From Scrap**—Most toy seekers this year will have to be satisfied with tanks, jeeps, airplanes, and ships made from mill scraps and short lengths of lumber, or the same kinds of toys made from paperboard. With fewer toys of all kinds available, the proportion of dolls, other stuffed merchandise, and games will loom larger, because their raw materials are less critical.

The swing toward children's books as a substitute for other kinds of playthings was evident as early as March, 1942. No sales figures are available, but trade reports indicate that the demand for children's stories is even greater than that for adult books.

• **Decline in New Titles**—Publishers Weekly, trade magazine of the book business, reports that while the total number of new titles published during the first eight months of the year was 4,503, compared with 5,527 in the same period last year, the decline in new juveniles was proportionately less: from 359 to 344.

This may also be a result of paper restrictions: Children's books are expensive to produce because of many illustrations, but they require less paper than an adult book of comparable price.

Boom Town, Wis.

Eau Claire sees rising employment after the war resulting from early "reconversion" of U. S. Rubber Co. plant to tires.

The 35,000 citizens of Eau Claire, Wis., believe that theirs is the luckiest city in America, that it has the rosiest postwar prospects.

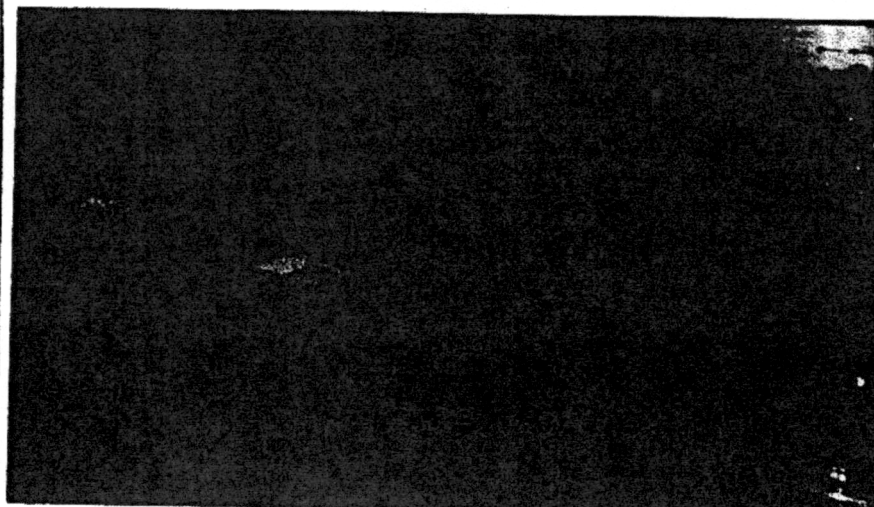
• **Back to Tires**—Their justification for this belief is that the Gillette division of United States Rubber Co., long the biggest employer of labor in Eau Claire, is rapidly nearing the end of its \$20,000,000 job of reconverting from ordnance to tire production; its reconverted capacity will be double the prewar output, its facilities among the most modern in the industry.

What has been classed by the War Production Board as the largest reconversion to date is actually not a reconversion in the accepted sense but an adaptation to the changing needs of war. It has been accomplished during a period when outside labor demands provided ready employment for the plant's 2,500 rubber workers who otherwise might have been idle.

• **Byproducts of Expansion**—Even conservative individuals predict a 50% increase in employment, a demand for 3,000 new homes, a 15,000 increase in population, within five to ten years.

Pearl Harbor brought a crisis to Eau Claire. The crude rubber shortage made shutdown of the Gillette plant inevitable. The 2,500 rubber workers were threatened with layoffs. Stagnation faced the city's economic structure.

• **Converted to Ammunition**—U. S. Rubber offered the plant to the govern-



Greatly expanded and newly equipped, U. S. Rubber Co.'s sprawling tire plant at Eau Claire, Wis., contains the city's confidence of postwar prosperity.