



TOT TALK

Not until the other day did we learn that the leading toymaking nations of the world concentrate on specific types of playthings. Each prefers to remain, year in and year out, within a certain field.

Japan, now exporting \$120 million worth of juvenile gadgets annually, prefers to concentrate on mechanical toys. Most manufacturers in the United States, currently exporting \$50 million in items for kids, lean toward scientific creations.

Germany, third in line among the toy exporters, has the market cornered on stuffed animals. England's big take is in military toys, while France depends chiefly on electric trains and dolls.

Foreign toys aren't new on the scene. Half a century ago, when we were of tender age, many of the inexpensive things that Santa Claus brought were made in a far-off land.

We can still remember, in fact, the mouth harps (harmonicas if you insist) that sold for just a nickel apiece despite a

label indicating their origin in Germany. Even in those days, when a nickel was real money to a small boy, it seemed like a cheap price for something made thousands of miles away.

Of course, if you wanted a mouth harp that could be classified as a costly musical instrument you had to part with a whole dime. Some of the kids quickly learned to play numerous songs. The best we ever did was almost all of "Home Sweet Home."

Mastering this melody, we must admit, required a minimum of talent. No kid of our acquaintance failed to accomplish the feat. Frankly, we did much better with a fine-tooth comb encased in tissue paper.

Getting back to the toymakers, here and abroad, business is on a firmer foundation today because youngsters are showered with gifts the year around, not just at Christmas.

Somehow, we can't help but believe that the thrills were bigger in the old days, when toys were few and far between.



MUKLUK MAKER . . . In Alaska, U.S.A., leather soles of Eskimo fur moccasins were once softened by the artisan's teeth. Modern tools have taken the bite out of the task. In seal skin parka, this Eskimo woman from Nome, Alaska makes mukluks to warm the feet of lucky visitors.

Looking Glass—

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and soul of a happy juvenile, and no motorist should forget this fact for a single instant.

He must accept, with compassion and infinite patience, the responsibility for not only his own acts but the acts of youngsters who run unexpectedly into the street or on a highway. To do less is following a pathway that leads to tragedy, as surely as the night follows the day.

Preaching traffic safety to the young as well as the old is as it should be. Parents should exert extreme care in permitting their offspring to roam at will, and the very young ought to be kept under surveillance.

However, no adult acquainted with the delightful but sometimes disastrous quirks of childhood is going to depend upon a little fellow chasing a ball for predictable behavior.

In all likelihood he will be at fault when your automobile strikes him. That will be small comfort. Drive as if every child is your very own.

Wonder what makes it taste so good?



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This magazine will have but one axe to grind and the fine edge of that axe, properly honed, is truth. We will not slant, shade, or hedge. We intend to offer hard news in a concise, captioned form: To report the "hard gem-like flame" of things. We will avoid propaganda, and we will leave smart language to essayists in "little magazines." And we leave dishonesty for those to take who deem it valuable. We will not affect poses, attempt humor where it does not exist, or manufacture supporting "news" for any of the myriad of ideological causes. We will lay it out straight.



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