

Across the Editor's Desk

IN THIS Thanksgiving season I am sure you are all thankful that our form of government is elastic enough, and was so wisely planned by the fathers of the Republic, that great and sweeping changes can be made without violent revolution or the stifling of free press and free speech. So many nations these days are undergoing great hardship, and their people are submitting to injustice and violence because of the demands of change, that we of this country can feel a special sense of deep gratitude for the blessings of our own form of government.

The past six months have seen a remarkable era of change in the United States. New economic trends have been met by aggressive and far-reaching acts. Industry has been in the process of remaking. Naturally there have been a few misunderstandings and some friction. But as a whole the changes have been accomplished with a remarkably small disturbance.

Out of the many elements of change there emerges the clear and unmistakable fact that the new economic trends signify a period of greater attention to what A. A. Berle calls "the full, free life." This thoughtful and analytical economic expert, a foremost member of President Roosevelt's advisory group, shows, in a recent article, that the emphasis hereafter must be placed upon the more intelligent use and consumption of our present flow of goods and services rather than in increased production of these goods and services.

We of *Better Homes & Gardens*, of course, have the conviction that "the full, free life" plainly means greater attention to the things of the home and garden, and greater emphasis upon the comforts and gracious things of life. This emphasis is of the most profound economic significance, for it means maintenance of prosperity in other ways than by production of bare necessities. Production of home comforts has economic value.

In this season of Thanksgiving, the *Better Homes & Gardens* family, therefore, views the future with optimism. In the development of a more complete home atmosphere and tradition lies the secret of the greatest happiness for the nation, not only because of the sentimental values but because of the gradual change in the economic outlook.

THE N. R. A., which is one of the vehicles of the program for industrial recovery, reminds us of one of the points we have made during the past year—namely, that it is to the best interest of everybody that people buy what they want and can afford. This fact should remove the hesitancy that some people

feel about purchasing commodities which they are very anxious to buy, knowing that higher prices are sure to come.

ONE of the provisions of the new public-works bill is the allotment of considerable amounts of money to roadside beautification.

California has made a very substantial appropriation, Kansas has half a million dollars. Illinois has a quarter of a million. Many other states will have fallen in line before this appears in print. Some have organized Roadside Beautification Councils.

Local projects are eligible to enter the More Beautiful America Contest, sponsored by *Better Homes & Gardens*. If you desire particulars we will be glad to send them to you.

BECAUSE of recent developments in the national economic situation, *Better Homes & Gardens* has decided to add another division to the classifications in the More Beautiful America Contest.

This division is a special one for the Junior Chambers of Commerce of the United States. Special plaques, for first, second, and third awards, will be given to the local Junior Chambers accomplishing the best projects of beautification during the remainder of the present contest period. The national officers of this admirable organization have expressed great interest in the general beautification campaign, realizing its profound economic significance as well as its effect upon the welfare and happiness of the people, and have warmly endorsed it.

Anyone interested will be given full particulars. Write to the More Beautiful America Contest Committee, care of *Better Homes & Gardens*.

MOST monthly magazines are \$1 or more a year. For a number of months we have considered an increase in our subscription rates, but in compliance with the spirit of NRA we have refrained from taking this action. However, it now seems an increase in our rates must be made before long. I urge you to send your subscriptions promptly to enjoy our old rate of two years for \$1.

SOME of you have been kind enough to call my attention to a passage in the September fire insurance article which does not hold true in all cases. It seems that various state laws have different ways of treating the matter of removal of household goods in case of fire. It is not true in all cases that removing household goods lessens the amount of damages paid for fire losses just that much. In this respect and others the safest thing is to read your policy, consult your agent or company, and act accordingly.

Editor

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"Lickin' Good Frosting" Direct-Color Cover Photograph by Valentino Sarra

Editorial Offices: 1714 Locust Street, Des Moines, Iowa. Manuscripts submitted to the magazine must be accompanied by postage for their return, else we cannot be responsible for them. Letters to The Junior Garden Clubs of America, which organization is sponsored by *Better Homes & Gardens*, should also be sent to this address.

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"Bobby, won't you ever learn to wipe your feet outside?"

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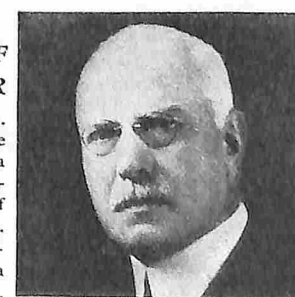
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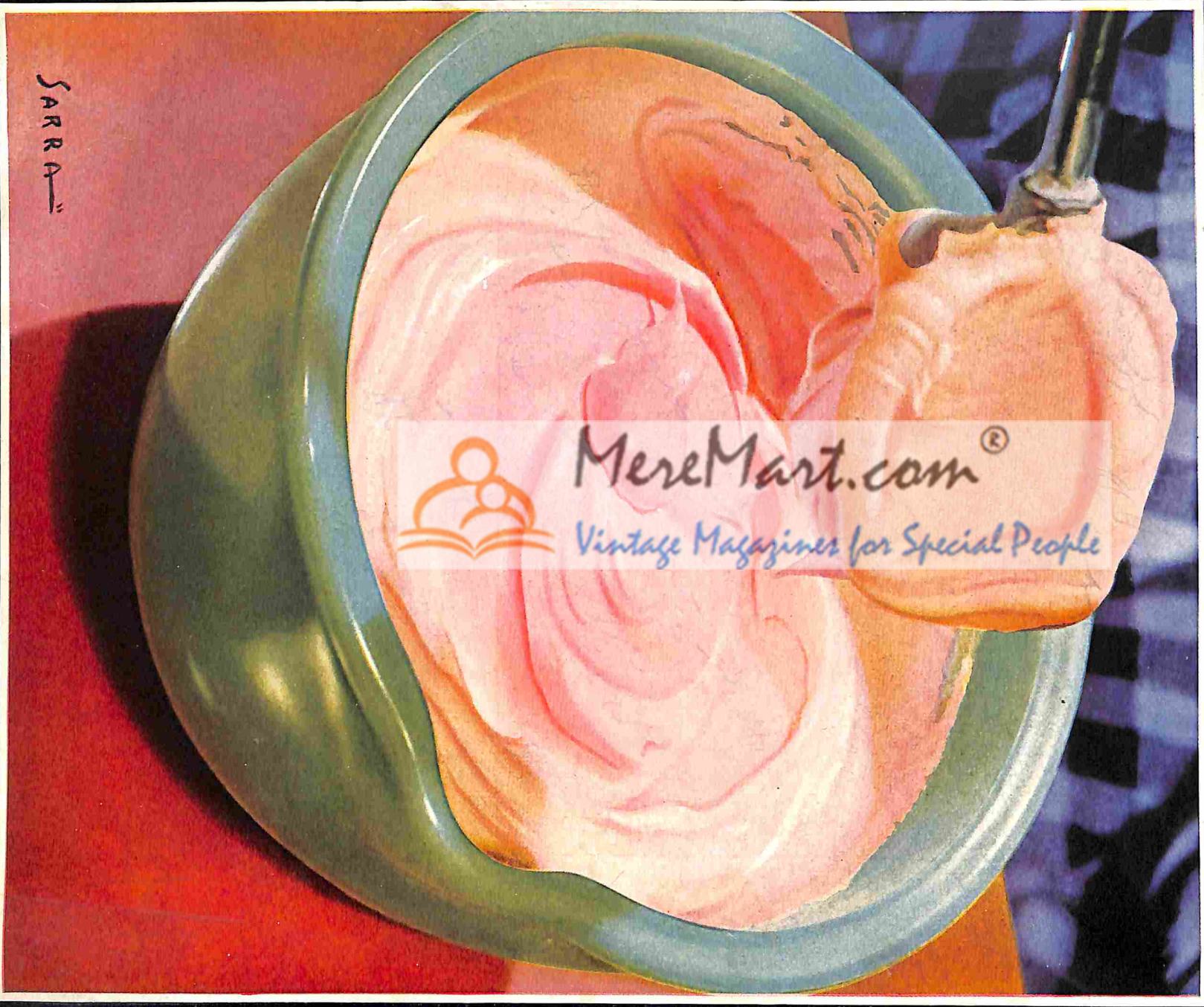


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