

## Across the Editor's Desk

IN THIS closing month of the year I wish to say "thank you" for the wonderfully fine spirit you have all shown in helping us toward realization of our ideals. As I have often said before, this is your magazine, and in reality, thru your suggestions and expressions, you are making it what it is.

The turn has come. There is a world-wide improvement in progress which cannot be stopped by temporary setbacks. You have a part in this far-flung drama. In a very practical and important way, you, by establishing and keeping up your homes and gardens, are doing an important thing for the nation.

The founders of the magazine, even before they established it in 1922, had a prophetic vision. It almost seems that they foresaw the recent depression and the new economic era, for *Better Homes & Gardens*, as one of the wisest economists in the nation has told us, is more nearly keyed to the new economic era than any other publication.

The year 1929 marked and dramatized the end of one of the greatest eras in the world's history, that of a newly colonized, youthful, and rapidly expanding America. During this period, a new race, made of many races, plunged into a process of what was taken for granted to be an indefinite process of developing and exploiting natural resources. This stimulated invention and the progress of science and culture, not only in America but in the whole world.

How firmly fixed was this grand theory! Only recently the average farmer believed the value of his land would increase indefinitely and the average city man thought the same of city real estate. Nearly every manufacturer thought his and all other companies could go on indefinitely, producing more and more and more of the essentials. Production was the fetish.

Production of what? Gradually and imperceptibly conditions had shifted from the days when much hand labor was needed to produce food, shelter, fuel, clothing. The harvester-thresher combine operated by three men took the place of fifty scythe-wielders. The surplus laborers had to seek other fields. As the machine process advanced and the land was brought to greater yield, a surplus of necessities arose which was relieved only when people bought more of those marginal products which are not absolutely necessary to life. This affected every factory, farm, mine, forest, office, and bank, the professions, the arts. The World War and its feverish consumption only postponed the reckoning which was as inevitable as the march of years.

Four-fifths or more of the goods and commodities used by Americans are of the marginal kind, including flowers, home decoration, fine foods and clothing, comfortable housing, medical care, books, cultural arts, equipment for hobbies, and so on. If all of us are to have steady employment it means that the onward march of the machine must be met by constantly increasing consumption of those marginal products which we call the gracious things of life. It means that we must take the leisure time given by the NRA and similar programs and use that time in such a way as not to add to the over-production of necessities. There is a limit to the consumption of necessities, but consumption of marginal products is very elastic. Fear in 1929 caused people to cease buying many marginal products. That is primarily what caused unemployment.

WE now realize, as Walter B. Pitkin has so ably said, that schools should not teach us how to produce more, but how to consume more intelligently. That means we must spend more time in our homes and gardens. It means more people must have homes and gardens. In our amazing new era, ushered in by an explosion and far-spread disaster, we find a great new truth—namely, that an artistic, esthetic, and spiritual adventure is essential to dollars and cents prosperity. The employee of the silk factory buys bread. His dollar is as good as anybody's. It enables the farmer to buy an automobile. And so on, in an endless chain.

*Better Homes & Gardens*, wholly devoted to the adventure of a more comfortable and gracious living, fills a unique need. It points to a more evenly distributed prosperity, since it creates, among those who can afford to buy, a desire for the gracious things of life—the things that bring a happier family life—the things that build the best American citizenship—the things whose purchase gives employment to the millions otherwise idle. It furnishes leadership to bring the new truth to the nation.

THE upward climb has begun. I greet you in a common adventure as we stand and watch for the new sunrise, over the peaks which once seemed dark and forbidding. At this holiday season there is new hope and good cheer. The evergreens that blanket the hills are emblematic of growth and the undying hope and courage that persist thru all the wintry ages. There are new dreams now. They are dreams of a more serene and tranquil home life, more flowers, more time for the things that are really important. Let the red and green lights twinkle, within the window nooks, and outside, over the snow, and in the parks, and on the busy business streets, once dedicated to commerce alone. A new Christmas peace comes to a tired but courageous world.

## IN THIS ISSUE

<i>A Number of Things for the Family</i>	
Across the Editor's Desk	4
Company (Frontispiece)	6
For Young Homemakers and Gardeners	13
The Earth Does Queer Things	14
New Books You'll Want	19
Among Ourselves	22
It's News to Me!	24
The Fascination of the Everyday	29
Quickly Made Gifts	33

<i>Home Cooking, and Oh! SO Good!</i>	
Call Out the Reserves!	20
Cooks' Round Table	26
Walter Damrosch's Favorite Recipe	26
You Can Have Your Recipe Endorsed	27
Foods Romances (Cranberries)	36

<i>Remodeling and Building Ideas</i>	
Fireplaces—Friendly Companions	10

"Poinsettia—Mexico's Christmas Gift to the World" Cover Painting by Walter K. Frame	
---	--

### Furnishings for Your Home

Let's Make It a Home Christmas!	12
Commonest Room-Arrangement Errors	21
What's It All About?	28

### How to Manage the Home

... and All Thru the House	9
Perfect Stitches	37
For Mothers and Mothers-to-Be	39

### That Gardens May Flourish

Grow Your Own Christmas Holly	16
The Diary of a Plain Dirt Gardener	18
Along the Garden Path	44

### Especially for Boys and Girls

The Junior Garden Clubs of America	17
------------------------------------	----

MEREDITH PUBLISHING COMPANY  
E. T. MEREDITH, Founder, 1876-1928

FRED BOHEN  
President and General Manager

ELMER T. PETERSON, Editor

FRANK W. McDONOUGH, Associate Editor  
JOSEPHINE WYLIE, Associate Editor  
ALFRED CARL HOTTES, Associate Editor  
WALLACE F. HAINLINE, Art Director

**Subscription:** 60 cents a year; two years, \$1.15. At news stands, twenty-fifth of the month, 10 cents a copy. Entered as second-class matter at the post office in Des Moines, Iowa, under act of Congress, March 3, 1879. Additional entry as second-class matter at Harrisburg, Pennsylvania; Springfield, Massachusetts; Binghamton, New York; Owatonna, Minnesota; Madison, Wisconsin; Mitchell, South Dakota; Guthrie, Kentucky; Guthrie, Oklahoma; Waco, Texas; Bloomington, Illinois; Ionia, Michigan; Zanesville, Ohio; Manhattan, Kansas; Cheyenne, Wyoming; Ogden, Utah; Alameda, California; San Bernardino, California; and Vancouver, Washington. Copyrighted by the Meredith Publishing Company, 1933. United States and Canada. Trademarks for *Better Homes & Gardens* have been registered in the United States and Canada.

**Advertising Branch Offices:** New York City, 122 East Forty-second St.; Philadelphia, 133 So. Twelfth St.; Chicago, 919 No. Michigan Ave.; St. Louis, 1411 Syndicate Trust Bldg.; Minneapolis, 635 Palace Bldg.; San Francisco, 530 Russ Bldg.

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.

# \$100 for Best Letters

WE WANT you to write us a 50- to 150-word letter on the subject, "How I (or my family) Have Benefited by Reading Advertisements in *Better Homes & Gardens*." A copy of "My *Better Homes & Gardens* Garden Helper"—our 160-page year-round garden book—will be sent with our compliments to each person who enters the contest and complies with its conditions.

In addition to those awards, the following cash prizes will be awarded for the best letters: first prize, \$25; second prize, \$20; third prize, \$15; fourth prize, \$10; fifth prize, \$5; sixth to thirtieth prizes, \$1 each.

Letters should be addressed to Advertising Contest Editor, *Better Homes & Gardens*. They must be mailed before midnight, December 20, 1933. The contest is open to all readers of this magazine, except employees of Mere-

dith Publishing Company, and except professional advertising men and women.

*Better Homes & Gardens* is one of two magazines in America which guarantees its subscribers that merchandise advertised in its columns will be as represented in the advertisements.

Before we accept an advertisement for *Better Homes & Gardens*, we give careful consideration to the financial and moral responsibility of the advertiser. The advertisement itself is read with great care; it must conform to our standards for truthfulness. We therefore recommend to you the products advertised in *Better Homes & Gardens*. We place behind each advertisement the guarantee below.

*The Editors*

## Our Guarantee To You

WHEN you purchase any article advertised in *Better Homes & Gardens*, whether you buy it from your retailer or from the advertiser direct, and it is not as represented in the advertisement, we will on receipt of your complaint make a thoro investigation. And we guarantee that your money will be returned or that satisfactory adjustment will be made if you mentioned *Better Homes & Gardens* when you purchased the article. We do not guarantee, however, accounts of bankrupts.

## Where To Find Them

Guide to Advertisement of Merchandise for the Home, Family, and Garden

Foods Products, pages 7, 23, 32, 35, 41, 46

Home-Furnishings and Household Supplies, pages 26, 31, 34, 37, 45

Building and Remodeling Materials, pages 39, 41

Druggists' Supplies and Toilet Articles, pages 3, 27, 28, 30, 33, 36, 38, 40

Garden, Lawn Tools and Supplies, page 40

Kitchen Equipment and Supplies, pages 25, 30, 41, 45

Laundry Equipment, pages 8, 29, 30

Seeds, and Plants, pages 38, 43

Miscellaneous, 30, 32, 34, 36, 38, 39, 40, 43

BETTER HOMES & GARDENS, December, 1933

DECEMBER 1933



10 CENTS

# BETTER HOMES & GARDENS



Meredith Publishing Company - Des Moines, Iowa  
More Than 1,400,000 Circulation