

House & Garden

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In this issue

the way magazine articles to being. We were in Boston in the Spring; it must have been April 19, the anniversary of the battle of Lexington. It is not heard 'round the world." And Lexington Day is a tradition around Boston, and Hal- loween is the end of our New England office year. What a time they had had in some town of Sudbury get-together for a celebration on the anniversary. Like other American towns, Sudbury had its gasoline rationing and the inhabitants had as much chance to come as they should have liked. By the whole community put municipal foot down and the Lexington Day dance was an assured success.

Small town in wartime

We returned to New York and were brooding over the problem of community get-togethers that gasoline is a precious commodity. At our first editorial meeting after, another member of the staff remarked on how urgent a problem this had become in Westchester County. So we decided we would do something to tell our readers how other towns were maintaining morale in these difficult times. Everybody thought of Sudbury, the site of Longfellow's house and Henry Ford's— Wayside would be a good choice. Hence this feature six months later.

New England reflections

As while our editors and photographers were covering the Sudbury story that they ran into that quaint old Boston store, Jordan Marsh, which you will find described further on in this issue. The story on W & J Sloane which we published in our March issue, the Jordan Marsh article seems to cover not only an era but a culture. For almost a century it has served New England. Thus it provides a good picture of New England today and yesterday.

Home brighteners

"So Nice To Come Home To" section covers the many unusual things you can do to make your home an attractive one this Fall. The cover shows one thing anyone can do to make a shabby floor look new and beautiful. The rug on the floor is from Quaker Maid Mills, the paint from Devco & Rayl- ands. Our charming artist is wearing clothes from Lord & Taylor.

Coming next issue

The psychological theory of the association of ideas receives one of its strongest confirmations in the editorial plan for our November issue. When we were thinking of this issue back in those superheated and super-humid days of last Summer, we thought of November and we thought of Thanksgiving, we thought of Thanksgiving and we thought of New England—and of entertaining. So we built our issue around two suggestions that all of our readers will surely be interested in. The leading article will present to you an unusual story of those famous New England handcrafts. The other feature in November will be eight pages on entertaining in the holiday season of 1943.

New England handcrafts

Our faithful readers will well remember the series of regional issues which House & Garden inaugurated with Williamsburg in November 1937 and continued with Charleston, the Deep South, Pennsylvania Dutch and the Southern Highlands, to mention only a few.

We are continuing the series in November with eight pages on carefully selected handcrafts of New England which are to be exhibited at the Worcester, Massachusetts, Museum at the time our issue goes on sale. The material has been in the course of preparation for three months and we have covered many of the towns and most of the county fairs of New England in order to make the information as complete as possible. These handcrafts combine traditional methods with creative design. The craftsmanship is old, the themes are entirely new, the sum total is fascinating.

Entertaining 1943

Also in November we bring you three full pages of photographs of attractive tables in color and nine unusual centerpieces illustrated in full color which anyone can make from materials available today. They are inexpensive, they are practical and they are of outstanding beauty. We wish we had a little more space to even hint at a few of the other outstanding things in our November issue. We can only suggest that if you are a newsstand buyer you put in your reservation with the news dealer now.

Back the attack with War Bonds.

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The
HOW-to
MAGAZINE
of Building,
Decorating,
Gardening

*So Nice
To Come Home To*

Decorating tricks
to make your home attractive—
for now and after the war

**FALL PLANTING
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