

All Records Broken!

THIS issue of *Better Homes & Gardens* is the most notable published since the first copy was printed, a little less than 15 years ago.

It has the largest circulation of any issue yet published—more than 1,520,000.

It contains the largest number of pages.

It contains the largest amount of editorial material.

It contains the largest amount of advertising.

It contains the largest number of four-color pages.

It contains the largest amount of editorial material about building and decorating homes ever published in a single issue.

It is the best issue ever published (at least that is what we hope you will say).

It is you, the readers of *Better Homes & Gardens*, who have the last word about what your magazine shall contain. Our editorial content is based upon frequent investigations in which many of you have been asked a lot of questions to ascertain your opinions. Many of you have voluntarily written us of your likes and dislikes. This issue, therefore, represents the climax, up to date, of the knowledge, enterprise, and executive ability of the management, the experience of the editors, the investigations of readers' desires, the voluntary advice of readers, the skill of artists, photographers, typesetters, and printing pressmen, a determined and ceaseless effort to find the material desired, a tremendous amount of money expended by the management, and all the ingenuity and industry we can muster in assembling this material in attractive and readable form.

But there are other climaxes to be attained. There are still higher peaks to climb. We—and that includes you—shall never be satisfied with one record broken. We shall continue to try for still greater records, for that is what you, our readers, desire.

Last month you read the story of the attainment of a new high mark in circulation—more than 1,500,000 net paid. But we all believe that a still larger number of the American people are home-minded and devoted to the ideal of improving their homes and gardens to the extent that they will come to *Better Homes & Gardens* for information and inspiration on this extremely important subject.

Because of your loyal support and co-operation, *Better Homes & Gardens*, immediately after its beginning, assumed a position of unquestioned leadership in its field, and the stories told in the March and April issues furnish the proof of the strong, confident, forward march of the magazine.

It has been an amazing experience. I wish we could all visit together and compare notes, for the story of your thousands of personal letters and your personal visits and your encouragement and help in various ways is one of the most magnificent in the annals of American journalism. No magazine in the world ever received a more enthusiastic, constant, loyal evidence of interest and good will, arising from a genuine family-like sentiment. I cannot take you all by the hand, but, in behalf of the entire Meredith family of executives and employees—more than 800 in number—I do want to thank you in a very personal way, and congratulate you upon the record YOU have made.

Editor

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

Fred Bohen, *President*; E. T. Meredith, Jr.,
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Editor; Frank W. McDonough, Jean
Guthrie, Christine Holbrook, Paul Freese, *Associate Editors*; Edna Van Horn, *Assistant Editor*;
Wallace F. Hainline, *Art Director*.

Home 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.

Advertising Branch Offices: New York City, 420 Philadelphia, 133 So. Twelfth St.; Lexington Ave., 1000
Michigan Ave.; Detroit, 5-145 General Motors Bldg.;
Minneapolis, 635 Palace Bldg.; San Francisco, 100 Bush
St.; Los Angeles, 1212 Lincoln Bldg.; Atlanta, Georgia,
417 Grant Bldg.

Subscription: United States and Canada rates, one
\$2. Other countries, \$1.50 a year; two years, \$1.50; three years,
\$2.00. Single copies, 10 cents. Entered as second-class
matter at the post office in Des Moines, Iowa,
under act of Congress, March 3, 1879. Copyrighted 1937
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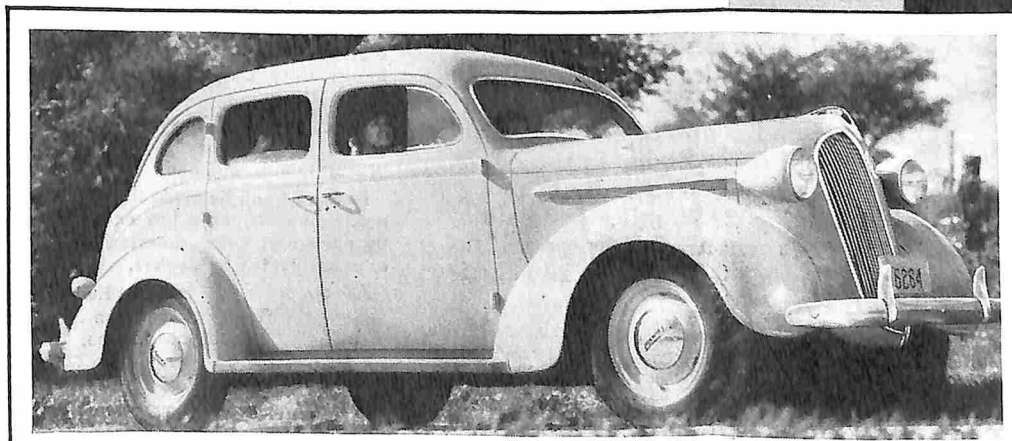
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