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**Change of Address:** Report any change of address direct to *Better Homes & Gardens*, Des Moines, Iowa, rather than thru your local post office, giving old address as well as the new, and allow five weeks for the first copy to reach you.

**The Picture on the Cover** is of the home of Dr. Dennis Kelly, child specialist frequently consulted by *Better Homes & Gardens*. It's a study in harmonizing grays, blues, and greens against a background of soft white shingled walls, illustrating what color can do for the exterior of a house. Notice that the predominating color note is in the variegated natural-slate shingles of the roof and is effectively recalled in the shutters. In the graceful metal canopy over the doorway, which is supported on delicate latticed supports, the contrasting color is again carried toward the ground.

**Bildcost and TruCost:** The principles incorporated in *Better Homes & Gardens'* Bildcost Gardened-Home Plan Service (see page 29), which we introduced into the magazine six years ago last January, are now recognized as the only practical answer to your question, "How much will it cost me to build this house?"—any house, we mean. . . . More evidence indicative of this appears in a recent issue of an excellent magazine—*American Builder and Building Age*, published for contractors, builders, and building-materials dealers, but interesting to all of us. Bernard L. Johnson, its editor, announces that magazine's "TruCost" service, saying: "This new . . . service will give our readers all necessary information as to the quantities required in each of the designs we will illustrate; and using these quantities the local builder or dealer quickly supplies his own unit costs to make up his accurate estimate or bid." . . . Strong endorsement of Bildcost principles, and certainly a very real service to American Builder readers. We congratulate Editor Johnson.

**Home Into Museum:** There's hardly a home in the United States that doesn't have at least one piece of furniture made in Grand Rapids, Michigan, for this city is one of the largest furniture-manufacturing centers in the country. If you go anywhere near it this summer on your vacation, go out of your way, by all means, to see the Furniture Museum there. It's the only one of its kind in the world devoted solely to furniture. . . . The museum is unlike anything you've ever seen, for it's an old home of splendid proportions. The large basement floor is devoted to showing construction of furniture, the first floor to excellent reproductions of today, the second floor to rooms beautifully and completely furnished, and the third floor to old furniture dating from 1800.

**News Well Told:** You undoubtedly read in the newspapers last fall that a new immunization method had been developed and was being used in the infantile-paralysis epidemic. How effective it was and what has been done since to find out all about it is well told this month in "News About Infantile Paralysis," on page 34. . . . This article, by Gladys Denny Shultz, *Better Homes & Gardens'* child care and training director, is approved and enthusiastically endorsed by Dr. Morris Fishbein, editor of *The Journal of the American Medical Association*. Of it he says, "It is an excellent job."

**Bill Benson Says "Help":** The staff member who culls contributions for "Whims and Hobbies" (page 50) just laid this memorandum on my desk: "Are 99 out of every 100 people who 'ride' a hobby engaged in *collecting* something? Contributions for the W&H column would indicate just that. But for goodness' sakes, what's become of all the thousands who have hobbies of doing unique little things which help to make a better home and home a better place to live? Why don't readers tell us about them?" . . . I haven't replied to the note. Won't YOU do it for me?

**We're 16 Next Month:** Sixteen years ago next month many of you who are charter subscribers to *Better Homes & Gardens* read it for the first time. In that first issue E. T. Meredith, Sr., its founder, to whose ideals we re-dedicate ourselves, said, "The bigger it grows, the better we can make it editorially." . . . You know of its amazing growth and I hope it has each year since 1922 become increasingly helpful and interesting to you. For next month, celebrating the anniversary of its founding, the postman will bring you a BIGGER page-size *Better Homes & Gardens*. How much bigger? No bigger than will permit you to handle and read it easily, and yet enough bigger to permit us to print and show you *more* about the features you keep telling us you enjoy most. . . . To get an idea of the new size, take a ruler, or if you haven't one handy, a yardstick will do. Measure this copy of *Better Homes & Gardens*. It's 8½ by 12 inches, you'll find. Well, from next month on the size will be 9¾ by 12¾ inches—still easy to hold and you'll say not much larger, but just wait until you see how much more we're able to give you on a page and how much more interesting we make that page to you. Until September—

*Editor*

AUGUST 1938

# BETTER HOMES & GARDENS

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