

A Frank Talk With You

THE usual title of this page, "Across the Editor's Desk," is omitted this month because I want to tell you of a business detail of our very pleasant relationship.

On March 1, according to present plans, the subscription rate of *Better Homes & Gardens* will be increased to \$1 a year. In a previous issue I mentioned this possibility. However, be sure to read this clear to the end, or you will miss that part of the new program which will enable you to go right along as a reader without extra expenditure.

Now for a little history: When the magazine was first established, more than eleven years ago, it was realized from the very start that the subscription price did not begin to cover the cost of paper, editorial service, postage, engraving, and printing.

This has always been a cause of comment among our subscribers. Personally I have heard it so often that it has become an everyday commonplace. One of our good friends, Mrs. R. J. Thain, of Evanston, Illinois, recently wrote us: "I have read in the current issue of your magazine that you are going to increase your subscription price. For a long time I have wondered how you have been able to publish the good magazine that *Better Homes & Gardens* is at such a low rate. I am sure that your subscribers won't object to your advancing the price to as much as other magazines are charging. For my part, I think *Better Homes & Gardens* is worth at least a dollar a year and am glad to have my subscription extended at the old rate. Here's my dollar for two more years. I am also sending a dollar of a friend."

We had planned to increase the subscription rate in 1930, but postponed doing so. However, there have been changes in the economic picture, and the compelling reason for the increase at this time is the rising cost of manufacturing, coupled with the fact that an era of larger issues is upon us.

You will note that this issue of *Better Homes & Gardens* is much larger than any issue for a long time. All indications are that the size will continue to increase.

We have great plans for you. I want you to know that even if you put off subscribing, and have to pay one dollar a year, you will get more for your money than ever. *Better Homes & Gardens* is coming into its own. The economic era is one that emphatically DEMANDS such a publication, for you are going to have more leisure, and you are going to pay more attention to acquiring more comfortable and gracious living. You are going to spend more time in gardening, in decorating your home, in planning for the welfare of your family. You, who are typical of the most substantial element of American life, love your home. You want it to be a better home, and you want a better garden, for you are taking your rightful place in the new scheme of things in which the home is, more than ever, the center of life and living.

This is your magazine. You have helped spread its influence by telling your friends and neighbors about it and forwarding their subscriptions. We are deeply grateful, and nothing will be left undone to make *Better Homes & Gardens* the magazine you want it to be.

REALIZING the new demands, we have enlisted the genius and intelligent effort of the most competent authorities in America. Information on making a home and garden you will have in greater abundance than ever, and it will be information presented in a more pleasing manner than ever. Every page will sparkle.

And now for the important announcement. Altho the price will be raised, you can subscribe as far ahead as you wish at the old rates, which are 60 cents a year, \$1 for two years, \$1.50 for three years.

There now! Isn't that a fair proposition? If you wait, you will pay one dollar a year, but if you want the present rate, all you have to do is to subscribe or renew right away. With your renewal or extension subscription, send along the subscriptions of friends and neighbors. They will appreciate the favor and so will we.

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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 Bldg.; Minneapolis, 635 Palace Bldg.; San Francisco, 530 Russ Bldg.

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NEWS about things you need

"I HAVE no hesitancy in predicting that . . . developments in the realms of the physical sciences, discovery, and invention will be even greater in the years to come. . . . Modern manufacturing methods have brought about tremendous savings to the consumer. Thru modern technique, products undreamed of by our forefathers have been brought into being and placed within the reach of everybody."

Thus spoke Alfred P. Sloan, Jr., president of General Motors Corporation, in a recent letter to stockholders.

And where the scientist and the inventor and industry lay down the new or better product devised to serve mankind, there advertising and the salesman assume responsibility for distribution to the millions who need it.

Advertising does a grand job for all of us in telling us about new labor-saving conveniences and other things that add to the fullness of life and the joy of living. You'll agree advertising is useful to all of us in our day-by-day living. But in his enthusiasm, anyone is likely to stretch the truth a bit in word-of-mouth conversation or advertising, even to the extent of becoming untruthful. And there are catch-penny offers of things that are of no value at all to anyone.

Better Homes & Gardens does not accept misleading or fraudulent advertisements of any kind. We read and consider each advertisement with great care before we accept it. Our judgment is supported by the definite and positive guarantee appearing in next column. This magazine is one of two in America that places a dollars-and-cents guarantee back of the truthfulness of its advertisements.

Scan the advertisements in each issue; feel free to ask advertisers for the descriptive booklets and folders they offer you. You can depend unreservedly upon what each advertiser in *Better Homes & Gardens* tells you.

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 Advertisements of Merchandise for the Home, Family, and Garden

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- Building and Remodeling Materials, pages 41, 52, 54, 57, 58, 64, 66, 68, 69, 70, 78
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