

# ACROSS THE Editor's Desk

ONE Pasadena, California, *Better Homes & Gardens* reader became so anxious to secure plans and specifications for a Bildcost Gardened Home that he put in a long-distance call which cost \$10. At 12 o'clock noon the following day he had received, by airmail, all the material he had requested.

"It was certainly speed," he said. "I am very anxious to get started on our new home. The fact is that lumber has increased \$8 a thousand since I ordered it."

This incident illustrates several things—the speed of modern communication, the coming of the building boom, which is bringing increasing prices, and the widespread recognition of the value of our home-building service.

DID you know there is a way of making tough steak tender? An enterprising manufacturer is now bottling an extract made from the juice of the papaya (pronounced somewhat like Popeye-ah), and when put on tough meat it softens up the fiber; in fact, it has a tendency to digest it, for pepsin is an active principle in this fruit. Once I ate some papaya in Florida. It looks something like a cantaloupe, but it grows on a tree. Imagine that—a melon that makes steak tender, growing on a tree!

PEOPLE who like symphony music, grand opera, talks or debates on social and economic subjects, and other serious types of broadcasting may not be naturally as free about writing fan mail as those who prefer swing or torch songs, and crooning. The result is likely to be that the latter types seem to have the larger following, when, as a matter of fact, the opposite may be true. If you are a fan for the more serious and cultural things, it's a good idea to let your wishes be known. You may be able to exercise great influence, if you will take the trouble to write a letter occasionally.

ONE of the things of which I am most proud is being called an excellent homemaker," writes one of our readers. "When I hear women say you must be trained and educated to it, I tell them to read good magazines such as *Better Homes & Gardens*, with beautiful and sensible illustrations, and become one.

## THE PICTURE ON THE COVER

IT'S a direct-color photograph of a corner in the living-room of a *Better Homes & Gardens* family. It tells its own story of people who appreciate the quiet and comfort of a convenient chair drawn up beneath a good reading light. Curtains cover the entire windows to form part of the wall background in the evening. Notice, too, how these book-lovers have arranged their books, matching the colors of the bindings so they form large areas of massed color.

the city hall, sponsoring four successful flower shows, furnishing shoes for unfortunate children, and many more projects. We feel proud of this club, for a very obvious reason, tho we had no part in its achievements.

SIR HERBERT SAMUEL, distinguished British statesman, recently said: "It is the duty of the community, as far as it can, to relieve motherhood of its burdens, to spread the knowledge of mothercraft that is so often lacking, to make medical aid available when it is needed, to watch over the health of the infant."

Gladys Denny Shultz, *Better Homes & Gardens'* child-health expert, has just received a letter from a mother saying that her advice has saved her child's life; and this is only one of many similar letters. Mothercraft—yes, and fathercraft, too—should be a matter of national concern, and we are proud of pioneering.

SPAIN furnishes much news of a frightful nature these days, so it is refreshing to read a poster about trees that is found in Spanish public parks. Here are a few words from this poster: "I am the heat of your hearth... the friendly shade screening you from the summer sun; my fruits are refreshing draughts... I am the beam that holds your house, the board of your table, the bed on which you lie and the timber that builds your boat... I am the bread of kindness and the flower of beauty. Listen to my prayer: Harm me not."

That, to my mind, is real homemaking education."

HAVE you climafied your home? Yes, this is a new word, coined to take the place of the longer term—air-conditioned. You may hear a great deal about it during the year. Anyhow the idea back of it all is most important.

BORGER, Texas, has a "Better Homes and Gardens Club" which has an imposing list of accomplishments to its credit, among which are: two Christmas-lighting contests, singing of Christmas carols at a hospital, a clean-up campaign, installing a water fountain near

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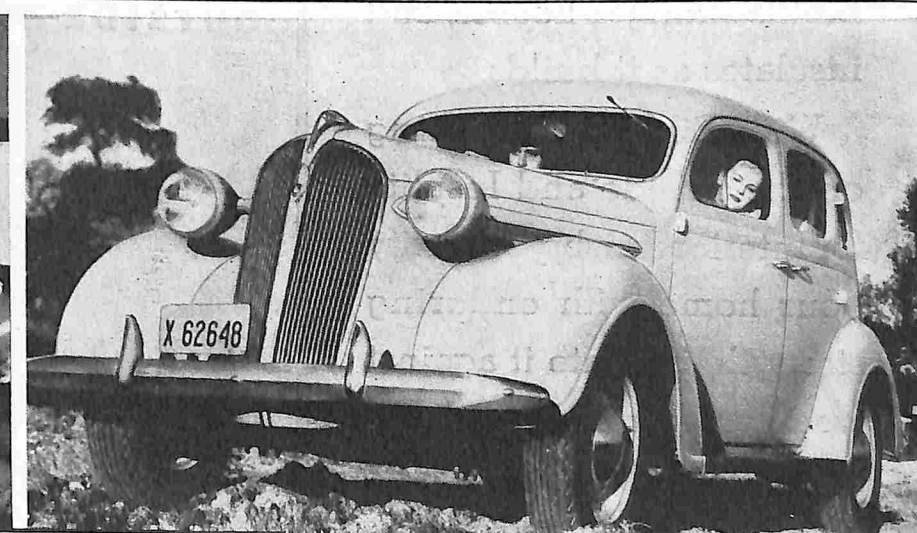
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Editor

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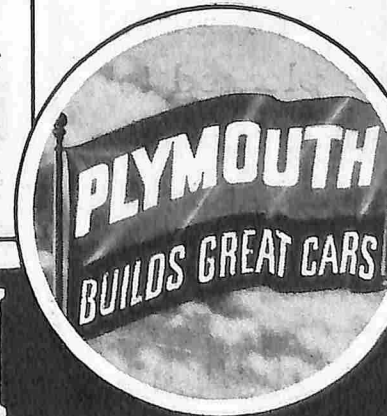
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