

# Across the Editor's Desk

**T**HIS month an army of men larger than the American Expeditionary Force, armed with spades, shovels, hoes, rakes, trowels, and other implements is out in the open, stirring the soil, raking and burning rubbish, making their home grounds more attractive.

There was once a day when men were heard to say, almost proudly, "I do all my gardening in my wife's name."

True enough, the women were the pioneers of the American garden. If it had not been for them there is no telling how long it would have been before Americans had achieved attractive homes. The men were under the ban of a silly tradition—a relic of superstition—that ordained that women should do the gardening. Who started it? No one knows.

All that has been changed. Last month I mentioned the greatly increased interest in cookery among men. The same is true of gardening.

ON page 7 of *Better Homes & Gardens* for November, 1929, was a full-page editorial concerning the "New Frontier of Civilized Ugliness," which is gradually being conquered. For more than four years we have frequently used that phrase, as indicating the new task that confronts American men.

That phrase was employed at the very time of the market crash, and was prophetic of the new era which was being born.

It is now more than ever apparent that the men of the nation, in the new scheme of things, are going to spend more and more time in their gardens—out in the open—building up their health and morale—utilizing time that would otherwise be devoted to production of commodities of which there is now a surplus. That is good, hard common sense.

The garden therefore takes on a new significance. It is perfectly obvious now that national prosperity is dependent upon an increasingly high standard of living, for the nation cannot live upon the employment furnished by the production of necessities alone. The garden is an economic factor. It utilizes products which mean a higher standard.

A part of the "New Frontier" is a mental attitude. It is the

accidental that gardening and home beautification in general are eliminate, unnecessary, and trivial. If we are to conquer that new frontier, we must beat down that absurd idea. The pioneers in the new movement find it necessary to demolish silly prejudices and hoary superstitions and taboos. This new task is not simply an esthetic adventure. It means hard dollars and cents. It means prosperity. In fact, when the project is amplified to include civic beautification and better housing and better living conditions in general, it means the biggest factor for prosperity, and, in fact, the only way out. It shows the way to a permanent and substantial prosperity. Men must have work. They can be given work in nurseries, seed-growing establishments, carpet mills, linoleum factories, paint factories, in the implement trade, in plant-food factories—in hundreds of other places that could be listed—if those who can afford to pay for home and civic beautification will do this obvious thing that is necessary for national prosperity.

But this need not be a great altruistic adventure alone. It has a very substantial element of self-interest. Just think what satisfaction comes to the man who keeps in close touch with the soil! If the studies of psychologists as to the sources of true happiness are worth anything, gardening stands highest in production of actual and lasting happiness.

And that is why the army of men gardeners is increasing. It is one of the important things of this era.

THE month of May, by common consent, has been adopted as emblematic of the life of children. It is the month of children. May 1 is celebrated every year as National Child Health Day. This day is an appropriate one for devoting special attention to child health. This year the American Child Health Association has taken for its watchword, "Mothers and Babies First."

Each community, each individual, will decide just how it is to commemorate this great idea. It is certain that all intelligent and forward-looking people will pay a great deal of attention to the subject, on this day, all the year.

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BETTER HOMES & GARDENS, May, 1934

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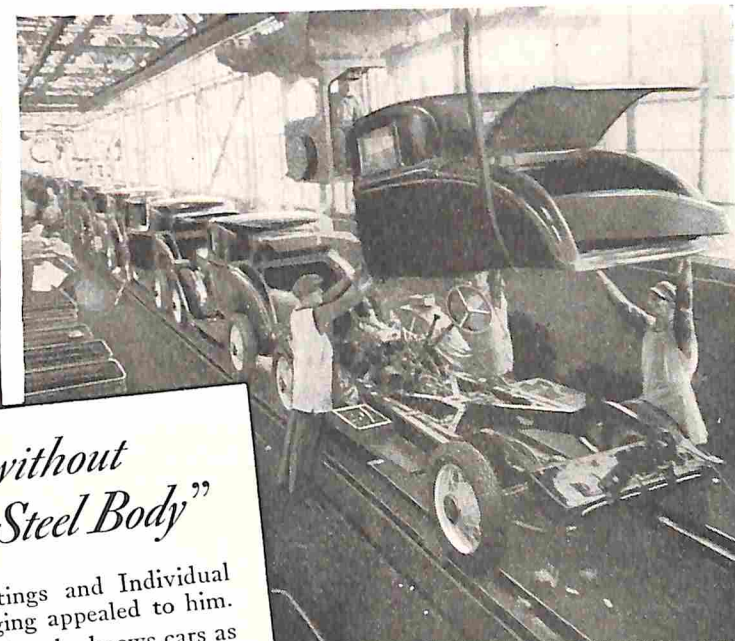
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Cover painting by Lynn Bogue Hunt

# "I HELPED Build All THREE —I KNEW WHICH LOW-PRICED CAR TO BUY"

READ THIS CERTIFIED INTERVIEW WITH B. V. FRIEDMAN OF DETROIT, MICHIGAN



*"Let the other fellow drive without Hydraulic Brakes and a Safety-Steel Body"*

MR. FRIEDMAN practically lives in his car... averaging 150 miles a day in his business.

We asked if he "looked at All Three" before buying Plymouth.

"Looked at them? Mister, I've helped build All Three!"

This owner says he demands two things in a car. He wants comfort and he wants a car that's safe!

So Plymouth's Floating Power

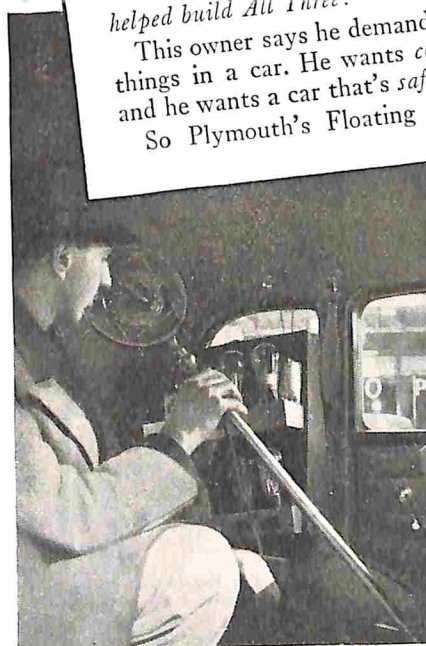
engine mountings and Individual Wheel Springing appealed to him.

And anybody who knows cars as he does is sold on Hydraulic Brakes and Safety-Steel Bodies.

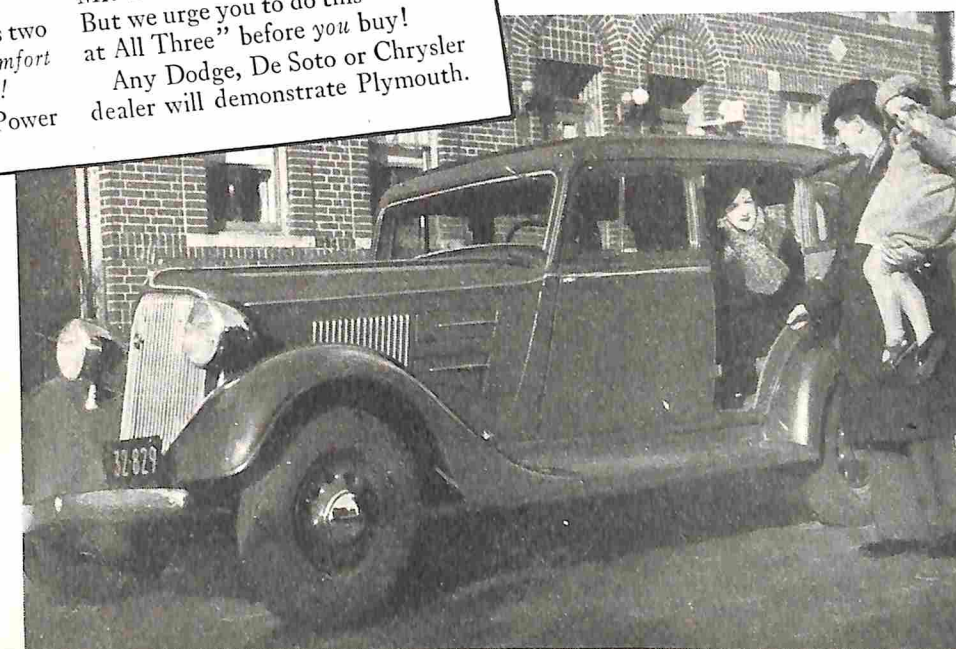
There's not much we can add to Mr. Friedman's convincing story. But we urge you to do this—"Look at All Three" before you buy!

Any Dodge, De Soto or Chrysler dealer will demonstrate Plymouth.

"I WAS BORN in the 'Motor City,' Detroit's my home town, and I've worked in the shops of 'All Three.' So you see I know the three leading low-priced cars inside out!"



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