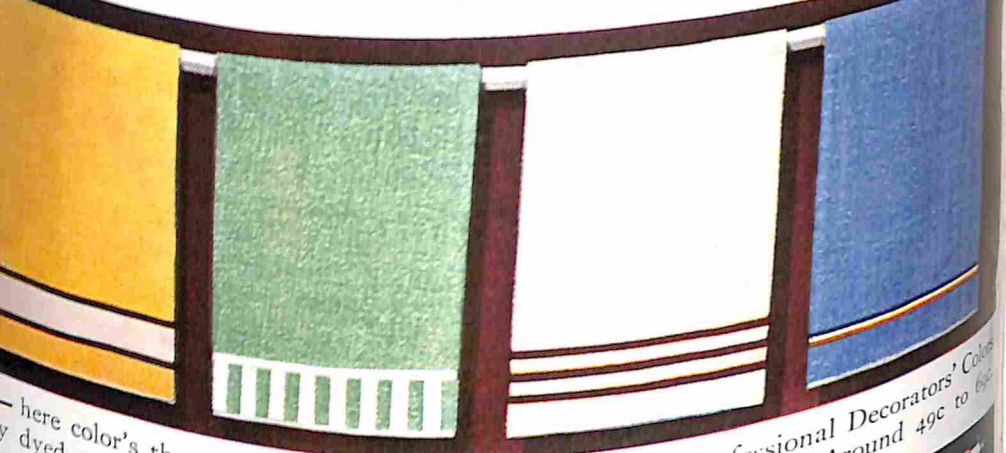


New Cannon Towels

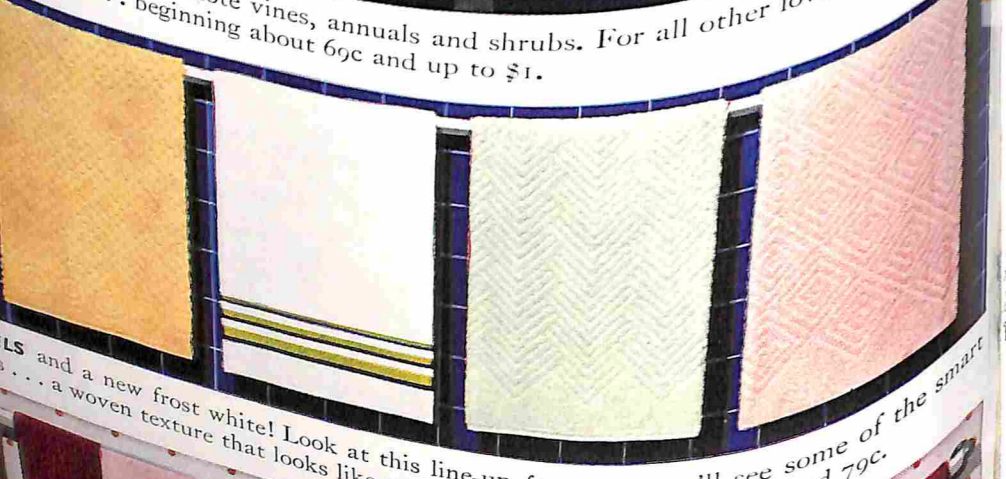
LOOKING BATHROOMS!



... here color's the whole story . . . a first edition of professional Decorators' Colors dyed to sample. You can do things with tones like these. Around 49c to 69c



Garden lovers will note vines, annuals and shrubs. For all other lovers . . . true lovers begin about 69c and up to \$1.



LS and a new frost white! Look at this line-up for news; you'll see some of the smartest . . . a woven texture that looks like sculpture. Their prices begin around 79c.



... ready today for modern tiled bathrooms. Clean lines, brave colors, about \$1 to \$1.25. Don't forget face towels to match.

Towels
FROM CANNON MILLS—MAKERS OF CANNON TOWELS, SHEETS AND PURE SILK HOSIERY
Full-fashioned, ringless, triply-inspected and sealed with thread-count and suggested use.

BETTER HOMES & GARDENS

VOLUME 17 NOVEMBER, 1938 NUMBER 3

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Cover Photograph by Charles Kuoni, Donnelley Studio

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BETTER HOMES & GARDENS, NOVEMBER, 1938

Tattle Tales



DR. FRANK HOWARD RICHARDSON, left, who inspired the straightforward message about tuberculosis and tuberculin-testing on page 42, has himself given many tests to children, and this includes his own, of which there are five.

Privately, he indulges in gardening at his close-to-Nature hilltop home at Black Mountain, North Carolina, takes particular pride in the plain-dirtiness of his garden proclivities, and (but betray him not to his colleagues and contemporaries!) on no provocation at all will sit down and write for days on end about rock gardens and how to landscape a home in the hills. But inspired informants on health subjects are rarer than garden-in-June effusionists; so for the time being such Richardson horticultural effervescence must be restrained, even at the risk of nipping a potential Burbank in the bud.

WAINWRIGHT EVANS, who dissertates on the Therapeutic Theater, page 13, once addend-ed a postscript in such small handwriting that your current correspondent, who had to transcribe it for the BH&G editor, could translate only a part of it (and this scribe has labored over many a longhand concoction!). Said correspondent's heated protest brought forth from the dusty archives this anecdote which, if true—and who are we to doubt Mr. Evans' tales?—recommends him to Robert Ripley.

It seems that New Yorker Evans and spouse were visiting in a little Missouri town. A grocer there, name of Jacobi, helped business by giving away pianos. To help the giving away of pianos and the sale of groceries still more, he offered to give away a set of dishes to the person who could write on one side of a postcard the greatest number of times the sentence, "Jacobi's, the piano-contest store."

Penman Evans couldn't resist. "I sent to a mail-order house and got a lithographic pen," he relates. "Then I went to work with a magnifying glass and that pen. I got the sentence into a space about 3/4-inch long; and I think my score was around 900. My nearest competitor was a woman who made 400. . . . So we got the dishes, and I think there're still a few pieces left."

This doesn't have anything to do with the article on page 13, but it just gives you some idea of the versatility of the gentleman.

HELEN WEIGEL BROWN (How to Cure Room-atism, page 14) has a profound conviction that any home, first of all, should express the personalities of the people who live in it.



"And therefore, the most successful house," she thinks, "is the small house, because it's pretty difficult to express one's personality very intimately in sixteen rooms, six baths, and servants' quarters."

This writing homemaker, who wasn't satisfied with her education until she'd attended four universities (Pittsburgh, Northwestern, Southern California, and U. of C. at Los Angeles), also thinks that "nothing is colder and more uninviting than an obviously 'decorated' looking house."

All of which is introduction to the disclosure that Mrs. Brown (so she says) gave up a "career" of ad-writing for department stores to take on a husband, have two children, seriously take up homemaking and, subsequently, write about it. And here we pose you a question: If successfully making a home and writing reams about it isn't a career, then after all these years has our best dress been worn shiny on a desk chair for naught?

We quote again: "I've written newspaper and direct-mail publicity for various firms here in Los Angeles, home-furnishings copy for the Los Angeles Times, and articles for women's, educational, movie, and decorating magazines."

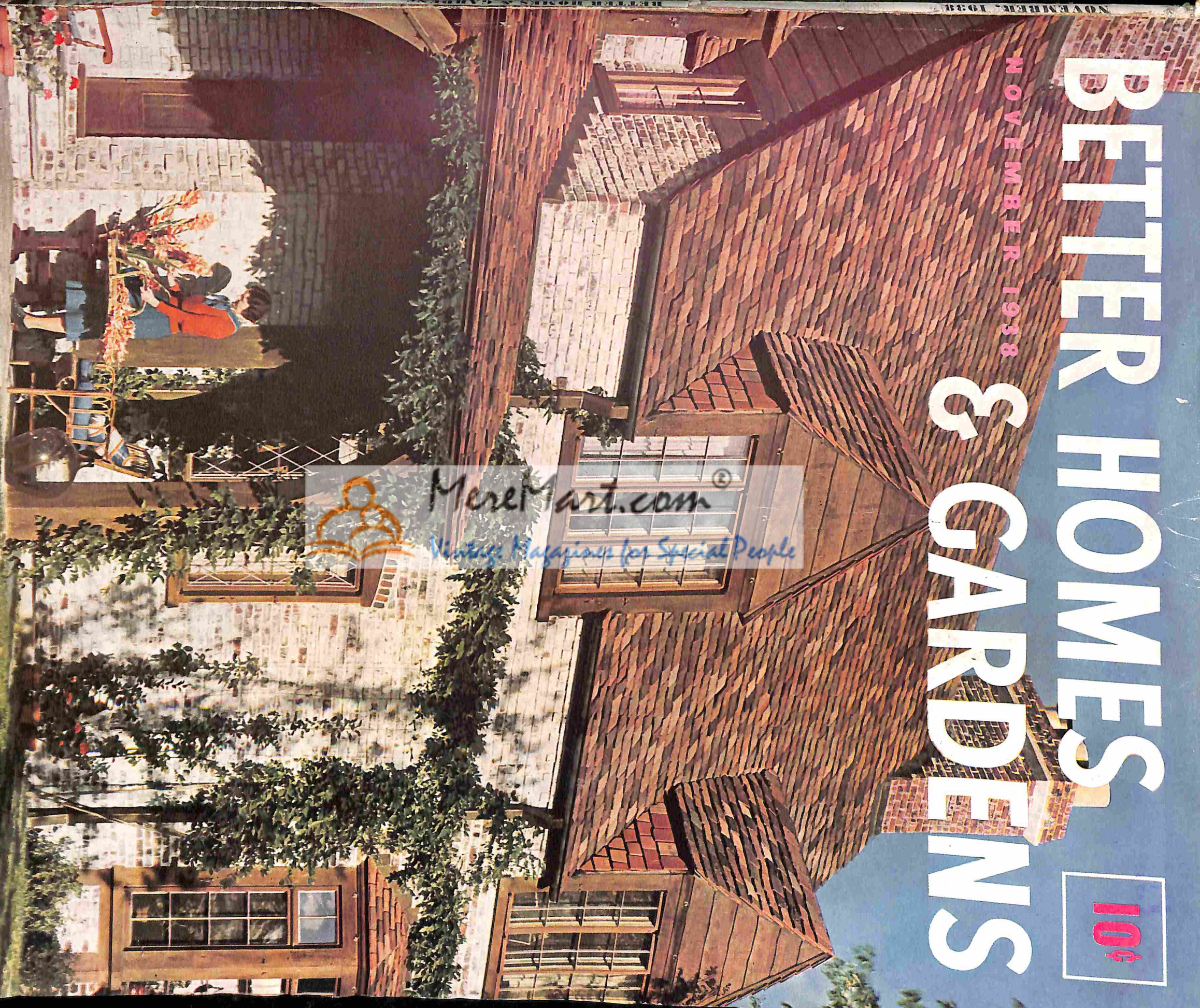
Well, we'll agree to one thing. H. W. B. likes to write about houses. We know—we have to read her manuscripts.—The Editor's Secretary

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BETTER HOMES & GARDENS

NOVEMBER 1938

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In This Issue: BETTER HOMES FOR LESS COST • COLOR IN THE KITCHEN