

It's a miracle of clever planning that gives you SO MUCH space, so conveniently arranged! There's a 25 lb. built-in Frozen Food Locker, and loads of meat storage space. Three Quick-Release Ice Trays-(pop out 2 cubes or all 14) will freeze 42 big cubes. There's a big Crisp-O-Lator for vegetables and extra room for tall or gallon bottles. Let Coolerator solve your space problem ... phone or visit your nearest Dealer or write, TODAY.



Flavor-Saver REFRIGERATORS AND FREEZERS The Coolerator Company, Dept.W.D. -127, Duluth 1, Minn.

# **WOMAN'S DAY** • DECEMBER

WHAT GOES ON HERE by Payson S. Wild In
WHAT GOES ON HERE by Payson S. Wild, Jr. Page 3   THE PRIM HOUSE by Marguerite Barze Page 3   MISS PRINCLE AND THE ANGEL by Margaret I 18
Miss PRINGLE AND THE ANGEL by Margaret I
THE LIGHTHOUSE – A painting by And Manley
I THOUGHT I HEARD THEM SPIGNER I REAL Wyerh
THE CHRISTMAS TREE by Ceorge Shall
VERY CAPABLE GIBL by Ann Cibbers
My Miguels by Bernice Dunn
Our HANDWRITING by Paul Standard
OUR HANDWRITING by Paul Standard. 36   ICELANDIC CHRISTMAS TREE by Lida Siboni Hanson. 40

#### needlework

EMBROIDERED CHRISTMAS GREETINGS FOR M	
EMBROIDERED CHRISTMAS GREETINGS FOR VERY SPECIAL FRIENDS A BIT OF TATTING Virginia Savage	25
"B""" Dubuge	49

# home decoration and workshop

fashio	n and beauty	
	New Designing Tricks (Cost 1	
	New Designing Tricks (Coat, Leggings and Snow Suit)	
	ENCHANTING QUICKLY-MADE DAVIS	
	ENCHANTING QUICKLY-MADE DANCE SKIRT by Margaret Parker Gary	
forl	48 COAT	

## food

Dollar DINNERS by Botty II	
Dollar Dinners by Betty Hutt Ten Apple Recipes (Prize-Winning Recipes)	60
TEN APPLE RECIPES (Prize-Winning Recipes) HOLIDAY PARTY SUPPER by Glenna McGinnis departments FOUND MONEY	em
departments	46
Found Money. News and Gossip.	
News and Gossip. Listen Here (Radio) by Jack Cluett.	
TENE ( Badio) has I I as	
NEIGHBORS Education	10
LISTEN HERE (Radio) by Jack Cluett NEICHBORS Edited by Dorothy Blake How To BE A GIRL (Teen Age) by Susan Bennett H THE HOLLYWOOD PICTURE by Sallie Belle Cox	12
THE TOLLY WORTH DIGINARY I O II	interior and a second s
THE HOLLYWOOD PICTURE by Sallie Belle Cox THE HOW TO SECTION	

MARGUERITE DODD, Decorating MARTHA ANDERSON, Art LUCINDA BARDSLEY, Needlework MARGARET PARKER GARY, Fashion WILLIAM WHITLOCK, Workshop

SALLIE BELLE COX, Movies SUSAN BENNETT HOLMES, Teen Age

ANNE L. STEVENS, GRACE PRATT,

BEN CALVO, CONSTANCE MANSS

ANNE MCCAUGHEY, HELENE BAUER,

Contributing Editors

Editorial Assistants

JACK CLUETT, Radio

THE HOW TO SECTION..... • COVER PHOTOGRAPH BY JOHN MECHLING Editorial Board MABEL HILL SOUVAINE, Editor CORA ANTHONY, Managing Editor (Director Food Department) KIRK WILKINSON, Art BETTY FINNIN, Fiction DOROTHY BLAKE, Neighbors SIDONIE MATSNER GRUENBERG, Consultant on Family Relations

Associate Editors JANET UNDERHILL, VIRGINIA SAVAGE, ELAINE WHITE GLENNA MCGINNIS, BETTY HUTT, Food

Published monthly by Stores Publishing Company, Inc., 19 W. 44th St., New York 18, N. Y. D. P. Hanson, Publisher. Elizabeth Rankin, Business Manager. Jerry Ryan, Advertising Manager. R. W. Burger, Secretary. Betty Finnin, Treasurer. Contents Copyrighted, 1947, by Stores Publishing Company, Inc. Printed in U. S. A. All unsolicited manuscripts and photographs must be accompanied by self-addressed, stamped return envelope. We cannot assume responsibility for their safety. Nothing that appears in "Woman's Day" may be reprinted either wholly or in part without written permission of the Publisher. Woman's Day Magazine is on sale at all A&P Food Stores throughout the country. Back

After eight bleak years of "austerity," the British are facing a changed position in the world. Professor Wild tells us what's behind their difficult situation and why aiding them now is vital to our own security

been having a for it in England is "austerity," but that cold expression means in human terms that

the outlook is pretty bleak and that real privations are the order of the day. The English themselves always hasten to say that they aren't starving and that they are getting along, but their traditional habit of understatement can't hide the fact that life is extremely uncomfortable in many respects.

If American housewives had to get along with about twenty cents' worth of meat, two ounces of butter and two ounces of bacon per person a week, they would probably be tempted to use some words more colorful and explosive than "austere." In addition, with only one fresh egg per person a month, little sugar and an extremely limited milk supply, planning meals and preparing food for a family would tax the ingenuity and patience of a saint. But that's the way it is in England now, Furthermore, standing in line ("queuing up") for vir-tually everything that's sold is a regular part of the daily routine.

And clothes: They're strictly rationed too, on a point or coupon system so stringent that the purchase of a suit just about exhausts the allowance for fourteen months. Gasoline (petrol) for pleasure driving was no longer available after October 1, and money for travel abroad was likewise out of the question. Fresh fruit is rarely obtainable and canned goods, including fruit juices, are rationed on a point basis. A can of salmon, for example, takes more points than one person is entitled to for a whole month. The British have to "make do" with potatoes, vegetables (very often Brussels sprouts), slender bits of meat and unappetizing (to many Americans) puddings for dessert. On top of all this is the matter of heat. Coal is short, electric DECEMBER, 1947

Almost every- power uncertain and, therefore, trying body knows that to keep warm becomes almost a fullthe British have time occupation.

Living isn't much fun under these conditions. If you have to be forever standtough time at ing in line for meager bits of food, if you home. The word can't get warm in your own house, if small pleasures like smoking or an oc-casional cocktail or other drink come too high, if using the car is impossible, and if your clothes become patched and threadbare, then it takes a superhuman disposition to remain cheerful or to discover anything besides drab monotony in the daily round. And income taxes are terrific.

> Of course this somber state of affairs in Britain is only part of the larger situation in Europe as a whole, and that's a subject to be discussed another time in connection with the so-called "Marshall Plan." Our relations with Britain - political, economic, historical and intellectual-have been so special, and the United Kingdom occupies such a key position in our global strategy, that par ticular attention to England alone is virtually a must if we are to keep our bearings in this muddled world. Prob ably most Americans are aware of the fact that Britain is in trouble, but the reasons for her current plight are more obscure. Why is it that the British suffer from such shortages more than two years after the end of hostilities? What's the matter, and what does it mean to us?

> Britain for so long was top-dog in the world, the greatest power throughout the 19th century, that adjusting to the changed circumstances isn't easy, particularly for Englishmen. To find themselves dependent upon the United States, which in the past was very much the junior partner and also a fairly constant critic, is perplexing and humiliating, but most British people are plodding doggedly on, weary and worn after nearly eight years of very plain living, and struggling to prepare themselves for a totally different kind of world position from anything they have previously known.

### The "Why" of Austerity

As to the basic weakness there is virtually no dispute: Britain is like a family [Continued on Page 91]

WOMAN'S DAY

2

DECEMBER, 1947 December, 1947 Day 50

100 Jart.com