



Your butcher will help you meet the problems of rising food prices. See page 14 for the way to get "more for less"

"Johnny inherits that from his father," you say. But does he? Page 44 explodes some popular superstitions on family ills

## Be Selfish!

**D**OES this sound like extraordinary advice at a moment when from every side comes the plea to forget self and give to the war effort our utmost in time and money?

Not if you analyze it. For it is our belief that until you've straightened out your own personal problems, lifted your own life to the peak of its power and efficiency, you can be of little lasting aid to either your nation or your neighbors.

In short you can't be truly unselfish until you've learned the sensible way to be selfish.

Look for a moment at a busy friend of ours. She is a perfect homemaker for her successful husband and their active twelve-year-old son. No household we know of is more smoothly managed, no home lit so brightly by affection and loving care.

Yet her domestic duties are only one part of this woman's purposeful life. She is the chairman of an AWVS committee on defense. She contributes generously of her time and talents to the war work of the Red Cross. Her private charities are large, her cultural interests wide and varied, her social obligations frequent.

You'd be justified in thinking her the least self-centered person imaginable. And yet, of her own admission, it is her very self-concern which secures her success. Her perfect grooming, her fresh, blooming health, her assured poise, all are proof that she makes her own well-being the first requisite of a well-rounded life.

It is the woman who first helps herself to good health and charm who can best help others!

This issue is packed with guides to better living: a complete book of etiquette, a detailed and clarifying discussion of the magical new sulfa drugs, an illuminating look at the role your children's doctor plays in the development of your young ones, authoritative articles on make-up and manners, diet and health.

On page 28, you may review some of the symptoms and treatments for ordinary ailments in "What To Do Till The Doctor Comes." Next month we will publish a companion piece on home nursing which will tell you what to do after the doctor leaves—and between his visits.

Keeping fit, keeping your family fit, has become a point of patriotism in these demanding days. Which is why we say, to be of real service be selfish!

THE EDITORS.

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COVER DESIGN: CARBRO PRINT BY VICTOR KEPPLER

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