

## Across the Editor's Desk

WITH the coming of a new year we have thoughts that we may write a new story, a new chapter of achievement, upon the white pages of life's book.

You who are makers and conservers of homes are especially solicitous for the future. You are thinking of your families, the safeguarding of all those dear institutions which make for a happy life. You are thinking of the new white pages.

What is in store for you? Does it seem to you that the years merge together so imperceptibly that 1934 will be much like 1933 and the preceding years that stretch into the hazy past?

As I view the scene, there never was a time when a new year gave so much promise of being almost totally unlike its predecessors. Incidentally, 1934, as I see it, will abundantly bear out the assertion, made in our December issue, that *Better Homes & Gardens* could not have been planned more wisely by its founders if they had known exactly what was to take place in this economic readjustment period.

One of the most significant things we face at this time is what is known as the New Leisure. Concerning it, John H. Finley, associate editor of *The New York Times*, says, "The use of free time will become the chief social problem when the whole nation has been put to work for a shorter day and week."

There are two angles of approach to the problem he states. We will have shorter hours of work to the end that work may be distributed to a larger number, thus relieving unemployment. The immediate question is, "What shall we do with our leisure?" Then there is that other very important angle—the need to curtail production of necessary things and increase production of luxuries and semi-necessities.

"We live today in a world of plenty undreamed of by our forefathers," says Edwin R. Embree, president of the Julius Rosenwald Foundation. "Thanks to the marvelous efficiency of machines, we can produce enough food and clothes and supplies to meet the material needs of the entire human race."

What, then, shall we produce? The two angles fit together very nicely. We have more leisure time. What shall we do with it? Shall we use it to produce more wheat or vegetables?

WE MAY use a homely illustration. In the new economic era, if you have an income, it is better to grow dahlias than cabbages. It is well to produce less wheat and more paint.

There will never be an over-production of dahlias and other

beautiful flowers, but there can easily be an over-production of cabbages. If the home gardener grows cabbages he deprives the truck farmer of a part of his market. In some cases this is justifiable. Certainly no one can blame a poor man if he grows vegetables for subsistence. But if a man has a job and can well afford to buy vegetables, it is better for the welfare of the nation that he use his spare time to make a garden or to beautify his home or to indulge in some wholesome recreation or creative work.

The new leisure is sure to cause the development of much hidden talent—musical, artistic, literary, architectural, scientific. And exercise of creative talent has a very definite relationship to the whole philosophy of *Better Homes & Gardens*. It makes the individual stand out more importantly in our civilization. It tends to center our civilization more in the home. Already this process has gotten well under way in the form of home-gardening, home decoration, toolcraft, cookery, needlecraft, and other home and family arts.

Walter B. Pitkin said to me, almost a year ago: "The new era will cause people to study architecture—not so much as a profession, but because of the joys of appreciation and self-culture. They will study landscape architecture for the same reason. They will set up home chemical and physical laboratories and perform experiments. Perhaps some of our greatest discoveries and inventions will result from small home laboratories and workshops, just as was the case in England a century or two ago. They will become more proficient in all the arts, not for money-making—not to increase general production—but for self-improvement and the release of creative energy."

IN THE older countries perhaps one man plays a 'cello moderately well. Another plays a harmonica. With the least suggestion, they get together, and soon there is a group of happy people, singing, playing, enjoying life, informally and spontaneously. We in America have had an absurd timidity about indulging in such things. How much we have been thus cheated of happiness! The result has been to make this almost a nation of hard-driving, grim-faced bridge-players or jigsaw-puzzle workers, according to fad and fancy. Instead of taking up creative enjoyments, we tend to indulge in some strenuous competitive game, confined by rigid rules or customs. Many of us have almost lost the power to entertain ourselves and each other except by some ready-made, standardized device. We have not been satisfied with quiet meditation on the beauties of Nature or the undiscovered riches within our own souls. This will be changed. We are going in for new ways of living.

As we enter the new year, I suggest that you study the adventure that is before you. It is going to be fascinating. The world is being made over, and it is going to be a mighty fine, attractive, and happy one for all of us.

Editor

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# This Bill Concerns You

YOUR favorite toilet preparations and long-used family remedies which you buy by brand names and for which you accept no substitutes may be no longer available to you if the Tugwell Bill, introduced in Congress last summer, becomes law. Sponsors of the bill claim that, among other things, it will prevent manufacture and sale of adulterated food, drugs, and cosmetics, and prevent false labeling and advertising of these products.

The stated purpose of the bill is commendable, but its provisions are so sweeping and dictatorial that it appears likely to do more harm than good. According to one writer, the bill's definition of adulteration is so general that under it even the manufacture of ordinary bread flour could be prohibited. Very broad powers and much authority apparently are given by the bill to Government officials and employees. Consumer protection requires legislation to supplement the old Foods and Drugs Act. We favor such legislation, but we are against legislation so drastic that it holds grave possibility of crippling the honest manufacturer in order to get the crook.

We are opposed, therefore, to the bill in its present form, and we believe you are opposed to that type of legislation. If you are, drop a line to us expressing your views and we'll see that your congressman gets it. (Send us a stamp to cover postage and we'll mail you a copy of the bill, if you haven't read it.)

Many publishers of magazines and farm papers are careful to keep fraudulent and even misleading advertisements out of their publications. Besides being right, that is good business.

*Better Homes & Gardens* considers carefully each advertisement offered it for publication, and accepts only those we believe to be truthful. We go even further and place a cash guarantee back of our statements regarding reliability of advertisements published in the magazine. The guarantee appears on this page. The editorial pages and the advertising pages in *Better Homes & Gardens* supplement each other.

Both merit your careful reading.

The Editors

## Our Guarantee To You

WHEN you purchase any article advertised in *Better Homes & Gardens*, whether you buy it from your retailer or from the advertiser direct, and it is not as represented in the advertisement, we will on receipt of your complaint make a thorough investigation. And we guarantee that your money will be returned or that satisfactory adjustment will be made if you mentioned *Better Homes & Gardens* when you purchased the article. We do not guarantee, however, accounts of bankrupts.

## Where To Find Them

### Guide to Advertisements of Merchandise for the Home, Family, and Garden

Foods Products, pages 27, 33, 35, 37, 50,

Home-Furnishings and Household Supplies, pages 26, 28, 32, 36, 39, 42.

Building and Remodeling Materials, pages 40, 41

Druggists' Supplies and Toilet Articles, pages 3, 8, 30, 31, 34, 41, 44,

Garden, Lawn Tools and Supplies, page 30, 34, 42, 43, 46, 47

Kitchen Equipment and Supplies, pages 43

Laundry Equipment, pages 7, 29

Seeds, and Plants, pages 2, 30, 34, 38, 40, 41, 42, 44, 46, 47, 49

Miscellaneous, 30, 38, 42, 43, 44



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