

Homemaking More Joy Than Burden In Age Of Science

What Every Young Bride Should Know

Housekeeping Is Really A Business, Says Author

By C. M. RIPLEY

Well-Known Writer and Lecturer On Domestic Problems

AN UNMARRIED person is like one blade of a pair of scissors," said Benjamin Franklin. Most of us agree with him. At least most of us are married, or will be, some day.

Many young people will take the matrimonial plunge for the first time this month, "for better or for worse"—and for thirty years—if the marriage is of average duration. During that time, approximately \$18,000 may be paid for rent, \$4,600 to have the clothes washed, \$6,000 for two different kinds of fuel, and perhaps \$20,000 for food—



C. M. Ripley

just to mention a few items. Housekeeping, when you analyze it, is really big business! Like all businesses, it requires good management on the part of its partners. Unlike the old days, when housekeeping

was a ceaseless round of drudgery, homemaking today requires but a tenth of the labor, if you call in modern science and engineering as a third partner. At the mere press of a button here and there, an army of tireless electrical servants go to work, quietly, smoothly and efficiently. They never "talk back", and never ask a day off. Best of all, it has been proved that they actually pay for themselves. Sounds unbelievable, but it's true; I've proved it right in my own home, and have seen it demonstrated in many others.

Get Important Things First

Old-fashioned equipment will waste twice over the money that would pay for the modern appliances. So start right—get the important things first. Insist on having an electric kitchen, home laundry, air-conditioning, and an automatic heating system. You will live better, and at less cost, when your equipment is complete. Thousands of families have found this to be true. Fortunately for today's homemaker, liberal finance plans making ownership of these labor-saving devices practically burdenless are available.

Too many married couples invest only the crumbs of their incomes in these essential things, spending the bulk of their earnings on a round of profitless pleasures that are not really pleasures at all, since they produce no lasting happiness.

The prospective homemaker of today need not be a "bride for a day, and a servant for the rest of her life." The old, obsolete methods of our grandmothers were not only tiring and monotonous, but were actually more expensive than those of the modern electrical age. Happy indeed are they who recognize this fact and profit by it!

This Year's June Bride is Luckiest of All

By Constance Hart

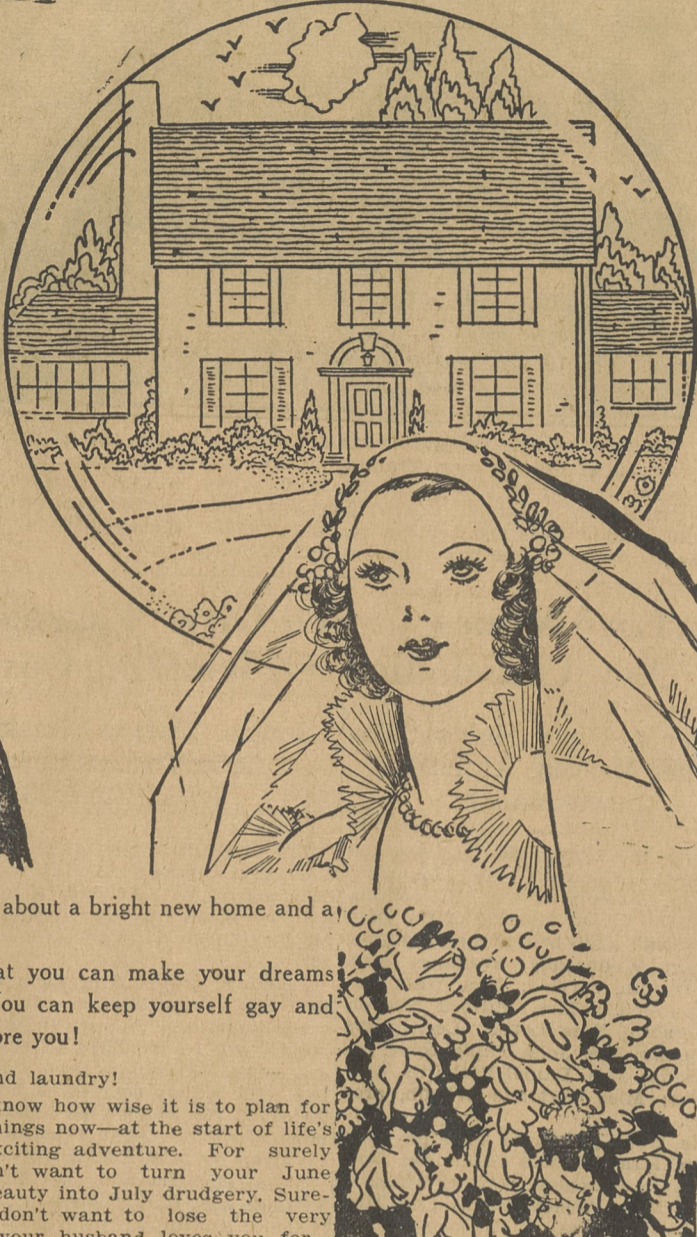
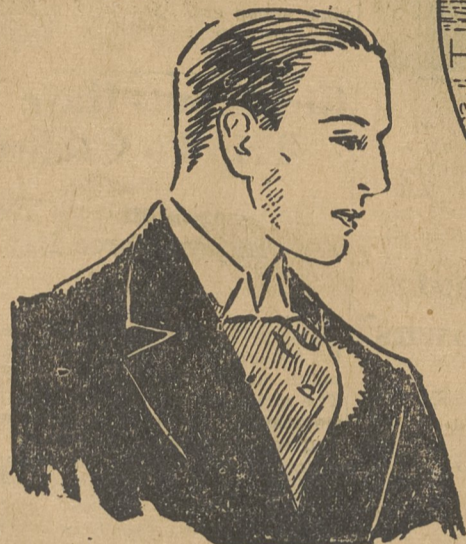
Modern Science Has Brought

New Ease of Living With

Host of Aids

That Contribute to Health

and Freedom



SHOW ME the June bride who isn't dreaming about a bright new home and a husband who will love her forever.

The nicest part of dreaming today is that you can make your dreams come true. You can have that lovely home. You can keep yourself gay and charming, so that your husband will always adore you!

Science Contributes

Never did science contribute so much to happiness as it does this very day. Begging Aladdin's genie, it stands ready to aid in a thousand and one ways, every minute of the day.

I don't think I have to tell you how hard housework used to be, before the days of electricity. Your mother knows. She heated flatirons on her stove. She labored over wash tubs. She grew tired and weary in a big old-fashioned kitchen that took her strength and robbed her of her beauty.

But 1936 June brides can keep young for years to come. They have at their fingertips numerous servants that work at an instant's notice—that never tire, never go on strike, and never complain!

So I suggest you plan your new home carefully. See that it has adequate wiring and all the outlets you will need. Consider the comforts of air-conditioning. And do, I beg you, budget your income to include an electric kit-

chen and laundry!

You know how wise it is to plan for these things now—at the start of life's most exciting adventure. For surely you don't want to turn your June bride beauty into July drudgery. Surely you don't want to lose the very things your husband loves you for—freshness, youth, companionship and a readiness for fun.

You know how speedily electrical servants work. An electrical ironer turns out men's shirts in four minutes flat, without a wrinkle or crease—as perfect, in fact, as the custom laundry does it. And if you've ever seen an electric dishwasher work, you know how housework's most beauty-robbing task becomes a pleasant, speedy job—how dishes gleam with undreamed-of brightness! You know, too, how carefully modern kitchens are planned, to save steps and minimize work!

And here's a suggestion you both might follow—for the valuable aid it will prove in planning your home. If

you ever have an opportunity to see the "New American" Demonstration homes which are being constructed under the Federal Housing Act be sure to study them. It will truly be a "house that works", for it's planned from the inside out, to insure the best possible working and living arrangements. In this home you'll see a whole array of electric servants... a kitchen that will thrill you to your toes—a laundry that is the very last word, and a heating system that's simple, economical and highly efficient! This home will open your eyes to a whole new pattern of living. Study the really modern homes before you build your own. Then plan for one like them.

Simplicity Should Keynote Entertainment, Says Expert

HOSTESS SHOULD EXPRESS INDIVIDUALITY

By EDWINA NOLAN
Popular Authority On Home Economics

SUMMER TIME is party time—impromptu parties, when friends drop in casually on newly-weds, also invitation parties which may be as informal or as elaborate as you choose. The secret of success, however, is not to make hard work of hospitality—let simplicity be your keynote.

Select your parties according to tastes. Invite people who like to play old-fashioned games—their number is greater than they themselves imagine, if once they can be started. Another evening, have bridge players. On another ask those who like to talk seriously; and on another, invite those who like to turn on the radio and dance. It's really very simple; always have a plan for entertainment of your guests—a flexible plan which will serve as an impetus to keep your party going and still allow people to follow their own inclinations to a degree.

Food is an important part of any party. Here time spent in careful planning will pay dividends. Use your imagination—food should have style and beauty. It must please the eye as well as the appetite. Emphasize contrasts in flavor, texture and color—have foods both hot and cold. Yes, one hot course is desirable even in the warmest weather. If good digestion is to wait on appetite and good health or both, we must not change our diet too radically from hot foods to all cold foods, so serve a hot soup, vegetable, bread or maybe a hot fish or meat dish. Accent your bland foods with a bit of something crisp and sharp. Garnish carefully with a nice eye for color, but



Edwina Nolan

don't be too lavish and smother things under a blanket of parsley—pimento-sliced egg, radish roses, cucumber rings or stuffed olives.

In choosing the refreshments you will serve, it is well to decide on foods which can be prepared before the party and which will need a minimum of last-minute preparation. Your electric refrigerator will prove to be your right hand man—salads, desserts, sandwiches, canapes, beverages—all may be prepared hours ahead of time and will be crisp and fresh, ready to serve when you need them.

As for the matter of table settings here the hostess has an opportunity to express her individuality. She may choose between dainty voile, organdy or net or the sturdy brilliantly colored peasant weaves of both linen and cotton for her table cloth or doilies and napkins. Delicate china and glassware versus heavier, brilliantly decorated and vividly colored dishes and glassware—and the new vogue for metals. Clever hostesses are using the smart new articles of chromium, aluminum, copper and pewter as a gleaming accent. Mirror accessories are also smart—they give an illusion of space and brightness.

With such a varied and vivid choice before her—the homemaker will do well to stop—look—and listen. Choose carefully—plan your entire table setting—and then assemble it.

Automatic Hot Water



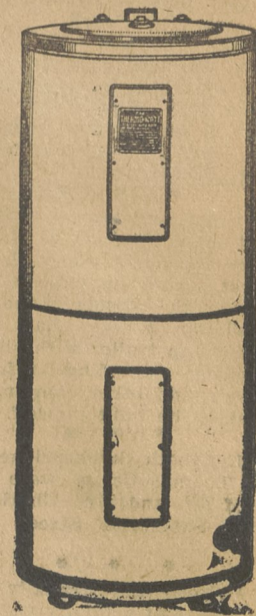
"Let's get it Electrically"

That's a wise decision which will reflect sound judgment every time a hot water faucet is turned on, particularly as this electric service can be had for as little as

14c a day

With an endless supply of hot water available automatically for dishes, baths, laundry, other uses, things do run smoother around the home and dispositions remain happier.

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Start right with electric cookery.

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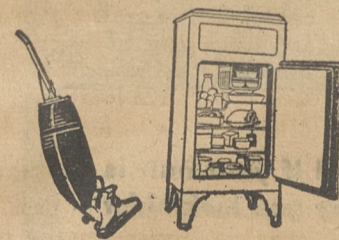
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