



"... The universal attack on drudgery." This photograph and the one opposite are from the O.W.I. collection of "American types."

way, we developed through the generations almost a cult of labour. No one was respected who did not earn his own living, who could not wield an axe or handle a plough. This cult of labour, with the dream that a man could with his own hands carve out his destiny and be the equal of any man, has dominated the conscience and heart of America. There developed with it a contempt for a leisured class; a revolt against leisure.

"While on the one hand we over-rated, perhaps, the merchant as the captain of industry, and gave him a higher status than he received anywhere else in the world, the captain of industry himself became only too keenly aware of the fact that to survive in American society he would have to put on a pretty good show of working.

"A story is told of the Rockefeller sons at their summer home not far from where we live in Maine. When someone asked the Rockefeller boys why they did not have cars of their own, one of them answered, 'Who do you think we are—the Vanderbilts?' It is a commonplace in America for the sons of rich people to start in life working their way to the top.

#### No Primogeniture

"We have no such thing as primogeniture in America. We may worship the dollar, but we do not seek to perpetuate the unity of property which primogeniture imposes. Property is split up among the children and fortunes are thus dissipated.

"It is this tendency on the part of Americans to dissipate their property that has sometimes made a wrong impression. Money comes easy and it goes easy, and Americans spend it readily. It was this feeling that somehow a rich man must earn his riches, and when he has them he must do something with them that led to the dissipation of some of our greatest fortunes. Andrew Carnegie said that he was determined to die poor, and began to give away his money. The Rockefellers have been giving away hundreds of millions of dollars. The head of Sears-Roebuck, the mail-order house, left a fund of some 25 to 50 million dollars, with the proviso that every cent of it was to be spent within 25 years after his death. He did not want, as he said, the clutch of the dead on the living.

"Americans want to do things. With the increase of leisure and free time, we are training our people more and more, not merely in the skills of making things, but in the skills of using things. The art of consumption is as important

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## ANOTHER EGGLESS WEEK Women Feel the Strain

Every time they read that newspaper headline—No Eggs This Week—it is another worry for women's already top-heavy housekeeping problems. Perhaps you don't realise that shortages, rationing and the strain of war years can play havoc with nerves.

Are you "jumpy"? Do you feel "washed-out" and listless? Are your days weary, your nights spoiled by broken sleep? Then you are living in the shadow of half-health and you need a course of Bidomak Tonic. Bidomak enriches the blood, builds up the bone and nerve tissues you draw on for strength and energy, because the Bidomak formula contains large quantities of calcium, phosphorus and iron. These and other vital minerals in Bidomak quickly restore ragged nerves, strengthen your constitution and give you the feeling of health and vitality which flows from a well-nourished body.

Thousands of women have proved that Bidomak is a rich, vital tonic. In fact, Bidomak is guaranteed to do you good or money refunded, on return of the empty bottle to the distributors: Fluenzol Pty. Ltd., Thorndon Quay, Wellington.



Wise washing will let your precious Lustre undies come smiling from the tub wash after wash. They'll stay shapely and clear-coloured if you use only mild soap and lukewarm water . . . dry in the shade and press with a moderately hot iron.

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