

BACK OF "KOLLEKTIVHUSET" FACES ON LANDSCAPED COURT USED AS PLAYGROUND. BALCONIES, BIG WINDOWS AND ROOFTOP SUN DECK GIVE TENANTS PLENTY OF LIGHT AND AIR



FRONT OF KOLLEKTIVHUSET ALSO HAS BALCONIES, ONE FOR EACH OF THE APARTMENTS

## SWEDEN'S MODEL APARTMENTS

Stockholm building is wonderful for wives who work

For ten years some 15 middle-class families in Sweden have had most of the problems of daily living solved for them. They live in "Kollektivhuset," or "Collective House," a cooperative apartment building in Stockholm especially designed by Architect Sven Markelius to provide for the needs of husbands and wives who work and have children. Going away for the weekend, a couple may leave its 4-year-old in a day-and-night nursery right in the building. Older children stay in a dormitory on the ground floor and get their meals in the cafeteria. Coming home tired on Sunday night, the couple may order a meal for two for about \$1 and have it sent up from a central kitchen to their apartment on a dumb-waiter. During the week a wife can get all her housework done for 25c an hour by salaried maids who are a part of the apartment house staff. The apartments themselves are designed for maximum utility. Each living room, for example, is provided with screens and couches so that it may be converted easily into a guest bedroom.

All these conveniences may be had in the U. S. but only at fancy apartment-hotel prices. Rents in Kollektivhuset, which was built largely with private capital but is now run on a cooperative basis, vary each year according to the operating cost of the building. They range from about \$30 a month for a one-room apartment to approximately \$75 for four rooms. For U. S. wives who may want to keep on working after the war, houses patterned after Kollektivhuset would be like a small bit of Utopia.



Combination nursery-kindergarten is bountifully supplied with toys, is in charge of trained nurses. It is always open. Charges are about \$1 per day per child with meals.



Baby sitters, members of the apartment-house staff, are always available to spend the day with children while father and mother are at work. Building has 80 occupants.



On apartment balcony children play in sun, parents grow flowers. Kollektivhuset was privately financed. Tenants now buy shares, own and run the building cooperatively.

CONTINUED ON NEXT PAGE

**FOR HAPPY MOMENTS**



Good taste will confirm your good judgment when you drink HIRES... a refreshing thirst quencher... a delicious snack-chaser



...Owes its great popularity to its consistent high quality and fine flavor.



**Beech-Nut GUM**

Until final Victory, you may not always find this delicious gum at your dealer's. Our fighting men are now getting most of it.



**Westminster**  
AMERICA'S FINER SOCKS

GIRLS GATHER 'ROUND men who wear Westminsters. They have what it takes... classic patterns, handsome colors, trim fit! In short, they're RIGHT 'ROUND THE ANKLES!



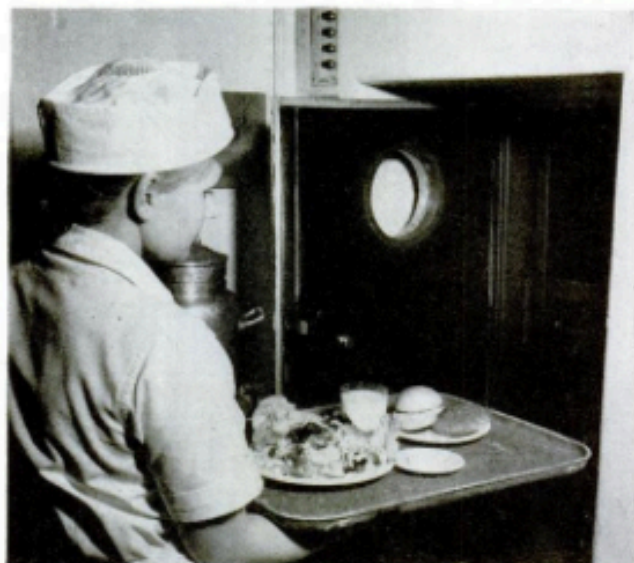
IT'S PRETTY COZY wearing Westminsters. Feet keep snug and warm while March winds blow. Get the socks that look right, feel right, fit RIGHT 'ROUND THE ANKLES!



**Westminster**  
AMERICA'S FINER SOCKS



Cafeteria on the ground floor serves meals to tenants as well as to general public. Dinner costs 50¢. Kollektivhuset is proud of its low divorce rate: two cases in ten years.



Dumb-waiters lead from the main kitchen to all six floors and to almost all of the apartments. Each apartment is also equipped with a kitchenette for home cooking.



Chutes lead from each floor to basement laundry operated by Kollektivhuset. Tenants hold monthly meetings, discuss efficiency of services, suggest improvements.



"Honest, Boss, we like MILK-BONE!"

Puppy hearts... and big-dog pulses, too...beat faster when they see Milk-Bone Biscuit coming their way in the morning! It's so crunchy and chewy that it's like a real bone to your dog! Good clean exercise for teeth and gums besides!

Remember... feeding your dog Milk-Bone makes your work lighter... your dog happier!

Milk-Bone foods... made especially for dogs... are sold at your dealer's.

Milk-Bone foods contain nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D and E... Meat Meal... Fish Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY  
**GET THIS ENDERS KIT AND GET EASIER SHAVES**



Here's streamlined shaving... smooth, fast, simpler than you ever dreamed shaving could be. Cushioned blade action, new type one-piece razor head, scientific balance—these assure you effortless, feather-touch shaves. Blade clicks into razor instantly like magic. Nothing to take apart. Quick, easy shaves from start to finish! Kit includes razor, 10 blades, soap, comb and STROP for "new-blade" smoothness every shave. Switch to easier shaving.

Mail \$2.50 direct, if not available at dealers. Money back guarantee. Strop alone \$1.00. DURHAM-ENDERS RAZOR CORP., Dept. A, MYSTIC, CONN.



**IRON GLUE**  
MENDS FURNITURE

Easy to use. No mixing. Also mends toys, models, wood, china, glass, leather, most anything. Sold "most everywhere"—10¢ bottles or larger sizes from 1/4-pint up. McCormick & Co., Inc., Baltimore 2, Md.

AN ELEPHANT FOR STRENGTH