



## Let's Take a Look

By  
WHITT NORTHMORE SCHULTZ

(SPECIAL TO THE HIGHLAND PARK PRESS)

### She Makes Your Home Better! Or We Meet Gretchen King

DES MOINES, IOWA:—

Each month hundreds of you Highland Parkers faithfully read America's leading home publication, "Better Homes & Gardens".

Any newcomer to Highland Park can quickly see this.

Not only because "Better Homes & Gardens" sells so swiftly on local newsstands but also because Highland Park homes reflect the many positive ideas and plans so beautifully and effectively presented in this great magazine, created to make your home and garden better, your life finer.

#### MEETS EDITORS . . .

For years I've wanted to meet the editors of "Better Homes & Gardens."

I wanted to see how they put this magazine together.

I wanted to study their extremely successful methods of editing.

And so one morning last week, after persuading my new bride to rise and shine, we sped to Des Moines—Iowa's capital and the home of "Better Homes & Gardens".

#### PLEASANT TRIP . . .

The ride from Highland Park to Des Moines is pleasant over excellent highways that roll through a beautiful Iowa countryside.

Arriving in town in the early afternoon, we registered at the Brown Hotel. We wanted to stay at the Commodore, kind of a junior grade edition of Moraine-on-the-Lake, but it was filled, so we settled for the Brown, a nice residential hotel.

My bride, a stickler for neatness and a veteran traveler, approved our 9th floor suite and so we got out our new Duncan Hines book and studied the eating situation.

We learned that the tea room on the 5th floor of Younkers, Des Moines leading department store, was the best place to eat.

#### WINDOW-SHOPPING . . .

We window-shopped (what don't women buy?) our way over and arrived at the green and white tea room where we were courteously greeted by likeable Jenny Preston and Mrs. Cecil Philips, hostesses.

Thanks to these helpful ladies we were able to get a reservation to the style show, scheduled the following day.

The exclusive show, we thought, would please our guest—one of the most charming women Pat and I have ever met.

**MEET GRETCHEN KING!** . . . She is Gretchen King, attractive editor of the widely-read "It's News To Me!" and "Thru The Shops" departments of "Better Homes & Gardens".

(These two features, by the way, are read by more of the millions of subscribers than any other feature in the magazine.)

You've got to have lots of ability to so expertly and consistently edit sections that have such an impact and such a profound influence on the homemakers of America.

Gretchen King has this ability.

**WRITES LIKE SHE TALKS . . .** Without question, she can say more in fewer words than any

writer I've ever read.

She writes simply, interestingly and persuasively.

She writes as she speaks—clearly, crisply, intelligently.

She has a beautiful choice of words and she effectively blends them with the skill of a master.

Gretchen King's writing is warm, incisive, clever, conversational and, best of all, positive.

She's always looking for items that'll make your life happier, your home better.

She's outstanding in her field and she has done a great deal to raise American standards and show us how to make our homes the finest in the world.

**MODEST WITH KEEN SENSE OF HUMOR . . .**

With all her fame in the writing field, Gretchen (and she likes to be called by her first name) is modest.

On top of that she has a sparkling personality and a smile that's surely catching.

We can go on and on with this

praise 'cause she surely deserves it.

But, suffice it to say, I know you Highland Parkers would like her and like her a great deal. **SEE MAGAZINES MADE . . .**

Gretchen's secretary, pretty Frances Callan, whom we also met, helps her "boss" in the many duties that press against an editor with a national reputation.

She, too, has the warmth and friendliness that appear on the pages of "Better Homes & Gardens".

Gretchen introduced us to John Du Vall, one of the ace advertising men. He took us on a tour of the production department housed, incidentally, in a huge building resembling a Williamsburg, Va. structure.

Watching the giant color presses and the tons of high quality paper roaring through these intricate machines was most impressive. So, too, was the assembly line where magazines are put together, page by page, with great skill and speed.

As we departed John asked us if we would like to write a testimonial letter someday on the tremendous pulling power of "Better Homes & Gardens".

Pat and I responded that we'd be happy to anytime for our editorial mentions in this great magazine have brought hundreds of orders to Highland Park from countries all over the world.

**SHOPPING BY MAIL . . .**

Later in the day we chatted about many things with Gretchen: How mail order buying is increasing; how convenient it is to shop by mail; how many friendly and conscientious folks are in the mail order business; how the future for mail order is bright.

As we said goodbye to the popular editor, we invited her to Highland Park, telling her she would like our town and the folks here. It surely was pleasant meeting Gretchen and spending so much time with her.

We hope we see her again soon—this time at our new Braeside home!

Thanks again, Gretchen, for all the time you gave us and for all your help!

**Ed's Note:** The day following that on which this column was submitted our columnist suffered a great loss. We know that the deep sympathy of his many read-

ers will help him to bear this sorrow. Whitt and his father were very close. But knowing Whitt as we do, we feel that he will be given the strength to bear his loss with true Christian fortitude.

#### Library Notes

Among the many new books which are available for the summer reading program of the children's department of the Highland Park Public Library are the two which received coveted awards at the annual meeting of the American Library Association held recently in Atlantic City.

Winning the 1947 Newbery prize was William Pene duBois with his unusual story "The Twenty-One Balloons". This fascinating narrative, which will be of special interest to children within the age group of 10 to 15, concerns the fabulous adventures of a retired professor who is experimenting with travel by balloons.

The other outstanding award for children's literature, the Caldecott medal, given annually for the best picture book, went to Roger Duvoisin, illustrator of "White Snow, Bright Snow" which was written by Alvin Tresselt. This book will be particularly enjoyed by children between the ages of four and eight.

Representing the Highland Park Public Library at the recent convention in Atlantic City where these awards were made was Mrs. Inger Boye, children's librarian.

#### M. F. Goldsmith Taken By Death

Moses F. Goldsmith, 80, of 1250 Stone st., Chicago, former Highland Park resident for 23 years, died Monday in Michael Reese hospital, Chicago.

A stock broker with the David Noyes Co., Chicago, Mr. Goldsmith resided here from 1910 to 1933.

He is survived by his wife, Florine; two daughters, Mrs. Mary Jane Wanger, Mrs. Florine Oppenheimer, both of Highland Park; a brother Simon, three sisters, Mrs. Nannie Mier, Mrs. Lena Wallerstein and Mrs. Ernestine Rothchild, all of Chicago, and five grandchildren.

Private funeral services for Mr. Goldsmith were held Tuesday.

#### Babette Mandel Bird Marries In New York

Babette Mandel Bird, daughter of Benjamin Leonard Bird of Lake Worth, Florida and the late Mrs. Bird, was married to Richard Waring Lent, son of Mr. and Mrs. Harold A. Lent of Highland, New York, at the home of her grandmother, Mrs. Benjamin Franklin Bird, 125 E. 72nd Street, New York City, on Saturday afternoon, June 26th, 4 p.m.

Rev. Richard E. McEvoy rector of St. Marks in the Bowery, performed the ceremony in which the bride was given away by her grandmother. Carrying eucharist lilies and stephanotis, the bride was attired in a period gown of chantilly lace over white satin, with a small cap of antique rose point from her grandmother's wedding costume. Mrs. Edwin Abell Friend, Jr., of Salem, Virginia was the bride's only attendant, while David S. Lent was best man for his brother.

The former Miss Bird is the eldest great-grandchild and namesake of the late Mrs. Emanuel Mandel of Highland Park. Her family lived for many years in Highland Park and Winnetka, where she attended North Shore Country Day School.

Mrs. Lent graduated from Wellesley College and received her Master's Degree from Columbia University. The groom, who served as a 1st Lt. in the Army Air Corps, received the Purple Heart, the Air Medal with three clusters, and the Presidential Unit Citation, was graduated from Union College, Schenectady, N. Y. and is now completing his studies at Albany (N. Y.) Law School.

After a wedding trip to Canada, the young couple will reside in Albany.

#### Telephone Girls Play Public Service In Softball Game

Highland Park Telephone Company girls will meet the Public Service girls on the Sunset Park diamond Tuesday, July 6th, at 6:45 p.m.

Dorothy Berube is captain of the Telephone Company team.

This game is a part of the girls softball program sponsored by the Highland Park Playground and Recreation Department.

#### Lena Burg Cox Is Laid To Rest

Last Rites were conducted on Saturday at Kenosha for Mrs. Lena Burg Cox, former resident of Highland Park, who passed away the preceding Wednesday at Bethlehem hospital, Chicago, following several years' illness. She had recently returned from a winter in Florida.

Born in Kenosha 70 years ago, she had lived since the death of her husband at 922 No. St. Johns avenue, with her sister-in-law, Mrs. Ellen Sawyer.

She is survived by two daughters, Mrs. Ewald Zinnen, living in Florida, and Mrs. H. J. Vetter of Chicago; two sisters, three brothers and one grandchild. Interment was made at Kenosha.

#### DOOR-FILE SPICE RACKS



Keeps Cupboards Neat

File your spices on the inside of cupboard doors... in sturdy lightweight aluminum spice racks. Holds five spice cans, small bottles, etc. Satin finish back contrasts with mirror finish bar and lip giving two-tone beauty. Anyone can quickly fasten to door or wood wall... everything supplied. Length 12 1/2", extends into cupboard only 1 1/2". Solid back prevents scarring door. **79¢ ea.**

#### New Day Stores, Inc.

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decorator's dream (and yours!)

CHATHAM'S new

*Caravan*  
blanket  
in 100% WOOL

Chatham takes a pure white blanket, lavishes decorator colors in three-inch bands at either end, to bring you the high-style blanket of the season. As serviceable as it is handsome, "Caravan" is made of 100% wool woven for years of comfort and wear. And befitting such a decorative blanket, "Caravan" comes packed in a smart white closet box with floral motif.

White striped in pink, blue, chartreuse; beige, apricot, turquoise; lime, cherry, chartreuse.

Bound in rayon satin. Extra long (72" x 90") **\$14<sup>95</sup>**

## GARNETT'S

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