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Woman's Day

DECEMBER, 1970 • THIRTY-FOURTH YEAR • THIRD ISSUE
 AND THEY SHALL CALL HIS NAME EMANUEL, WHICH BEING
 INTERPRETED IS, GOD WITH US." MATTHEW 1:23

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IT'S ALL IN A WOMAN'S DAY



Glenna McGinnis, Charlotte Scripture, Olivia Risberg, Anna-Lisa Olsson, Janet Kuhlemeier

PLUM PUDDING IN JULY, cold cuts in January . . . that's the way of things if you're a food editor on a monthly magazine, working nearly half a year ahead. But our fabulous five food editors are just as enthusiastic and imaginative about dreaming up seasonal goodies in unseasonal weather as they are about their year-round testing, tasting and researching. Since department head Glenna McGinnis is from the south (Florida), Charlotte Scripture from New England (New Hampshire), Olivia Risberg from the Midwest (Minnesota), Anna-Lisa Olsson from Europe (Sweden) and Janet Kuhlemeier from the Southwest (Arizona), they really bring a wide and regional knowledge to their culinary work.

On a normal day ("which we never have") in the *Woman's Day* kitchen complex, the staff devotes mornings to cooking. For example, for the five "Best of All Holiday Cakes," page 80, they baked fifty-five experimental models, testing every possible variable in the recipes, from pan size to new product, to make them fail-safe. Lunch, eaten in a family-like dining room, is always a business lunch, in that samples of the morning's cooking are served and evaluated. Afternoons are used to continue a cooking project, to catch up on record-keeping and to research and plan ahead.

The group regards itself as a "think tank," and each one counts on the others for criticism and creative assistance. As Mrs. McGinnis puts it, "We all have a finger in each other's pie, cake and pot roast."

THE DINOSAUR BEHIND THE DESK in our offices a few months ago was not an apparition, merely a trophy from our editors' search for new and unique Christmas presents ("150 Just-right Gifts for \$1 to \$10," pages 60-65). Nearly the whole staff worked on the project, scouring showrooms, catalogs and designers' studios to find the best possible items at the most reasonable prices. And briefly, on the theory that all work and no play make a dull editor, some of us took time out to enjoy the more playful gifts we'd accumulated—see the picture below. P. S. The dinosaur, poor critter, just didn't fit into the final selection.



Research Editor Joanne Barton, Editorial Intern Carole Cheely, Assistant to the Editor Barbara K. Moran, Office Manager Ann Teatom, Writer-Editor Louise Tallmer

DECEMBER, 1970

100
just-right
gifts to buy
for \$1 to \$10



New!
Sesame Street's
play guide
for the month

Our Merriest Christmas Ever! ^{STILL} 20c

Woman's Day ^{DECEMBER 1970}

Busy-day cook book plus 100 holiday work-savers
from our good but lazy housekeeper & hostess!
Decorations to make... Needlework to relax with



Our 5 great
holiday cakes