

Against the Grain

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Bet You Missed It-Press Clippings – In the News – Carefully Selected by Your Crack Staff of News Sleuths

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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

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Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to *Against the Grain's* attention ... send an email to <kstrauch@comcast.net>. We're listening! — **KS**

HOMESTEAD SOCIAL MEDIA INFLUENCER

Shaye Elliott is the “Gwyneth Paltrow of pioneer living.” Outside Wenatchee, Wash., **Faye** and her husband and homeschooled children live with a pigpen, rabbit hutch, chicken coop, three gardens and a pasture.

A rebel against modern tech, she churns butter and does all the pioneer living things. But she does blog with 100,000 monthly followers. The “retro-agrarian” lifestyle is growing, and **Shaye** has one of the larger audiences. She's had a Food Network pilot and four lushly illustrated books sold in Target and Costco.

But it's not all primitive domesticity. She sells essential oils for **doTerra**, a multilevel marketing company, which nets her a \$500,000 annual income. Her blog is filled with oil use advice. Geranium oil can heal a duck's infected foot.

See — **Bianca Bosker**, “The Homesteader,” *The Atlantic*, Nov. 2018, p.22.

LIT BURRITOS

Dating to 1718, the **Old Corner Bookstore** is Boston's oldest commercial building. It originally housed publisher **Ticknor and Fields** and the **Atlantic Monthly**. In the 19th century, it published classics like *Walden*, *The Scarlet Letter* and *Paul Revere's Ride*. It was a time of books becoming associated with a national identity, and the **Corner Bookstore** did its part.

Now it's a Chipotle. Where **Dickens**, **Emerson** and **Thoreau** once hung out feeds the multitudes.

The building owner, nonprofit **Historic Boston**, is under pressure from the **Nathaniel Hawthorne Society** and other literary purists to turn it into a museum. But of course, museums don't make money. And **Historic Boston** is bent on preserving buildings.

How about a taco?

See — **Jennifer Levitz**, “Boston Offers Tacos With Its History,” *The Wall Street Journal*, Dec. 1-2, 2018, pA1.



FROM BUNCOMBE TO BUNK

Bunkum, later shortened to bunk, actually comes from Buncombe County, NC. In 1820, a Congressman from there made a long, irrelevant speech. He said he was not talking to the House, but to Buncombe.

From pointless oratory, it came to mean claptrap. Humorist **Finley Peter Dunne** shortened it to bunk in 1893. And a 1923 novel *Bunk* by **William Woodward** gave us the word “de-bunker.” “De-bunking is simply an intellectual deflation,” says the protagonist.

Woodward did some debunking himself in his 1926 *George Washington: The Image and the Man* when he dispelled the myth of George chopping down the cherry tree.

See — **Ben Zimmer**, “A 1923 Novel Gave Rise to a Modern Buzzword,” *Wall Street Journal*, Jan. 5-6, 2019, p.C2.

OBITS OF NOTE

William Goldman (1931-2018) is known for pulling screenwriters out of the chained-to-a-typewriter underclass when he received a record \$400,000 for the wildly successful *Butch Cassidy and the Sundance Kid*.

He wrote 21 screenplays including *The Stepford Wives*, *A Bridge Too Far*, *Misery*. His favorite was from his own novel *The Princess Bride*. And “Deep Throat” never said “Follow the money.” **Goldman** wrote that for *All the President's Men*.

See — “The Screenwriter Who Had All the Best Lines,” *The Week*, Nov. 30, 2018, p.35.

Jane Maas (1932-2018). Amidst the 1960s Mad Men of Madison Ave., **Jane** was a stand-out woman. At 5-foot-zero, she was tough and relentlessly cheerful. She smoked two packs of cigs a day, knocked back drinks with the men and fended off sexual harassment before it had a name.

She moved from **Ogilvy & Mather**, to Senior VP at **Wells Rich Green**, to President of **Muller Jordan Weiss**. Her “husband-pleasing strategy” held the best way to sell to women was to persuade them their husbands would like it. Feminists hated her **Maxim Coffee** ads, but they worked.

Her worst client was the “Queen of Mean” **Leona Helmsley**, NY hotel owner who went to prison for tax fraud. **Leona** lambasted **Jane's** ad strategies, clothing choice and hair style. **Jane** dropped the account.

“Don't believe everything you've read about **Leona**,” she said. “She was worse than that.”

See — **James R. Hagerty**, “Plucky Woman in Advertising Thrived in ‘Mad Men’ Era,” *The Wall Street Journal*, Dec. 1-3, 2018, p.A9.

Penny Marshall (1943-2018). The Bronx whine accent turned into an asset when **Penny Marshall** became a star in sitcom *Laverne & Shirley*. It ran from 1976-83.

Then she directed *Big* (1998) and *A League of Their Own* (1992) — the first woman director to make movies that earned more than \$100 million.

Mind you, she came from a showbiz family. Her older brother **Garry** created *Happy Days* and directed *Pretty Woman*.

She professed to liking corny. “I like what moves me.”

See — “The sitcom star who became a big-name director,” *The Week*, Jan. 11, 2019, p.35.

Mary Oliver (1935-2019). What could be more rare than a best-selling modern American poet? **Mary Oliver** had an abused childhood and did not graduate from Vassar. She took refuge in nature and dead poets.

In 1963, she made her debut with *No Voyage and Other Poems*, won the Pulitzer in 1983 for *American Primitive*. She composed during shoreline walks near her home in Provincetown, Mass.

“When it's over, I want to say all my life / I was a bride married to amazement.”

See — “The popular poet who found refuge in nature,” *The Week*, Feb. 1, 2019, p.35.