

FUN - FACTS AND FICTION

'In This World,' A Popular Feature, Idea Of Norwalker Clemens Gretter

By JAMES T. WHITE

To say that "In This World," an illustrative historical panel feature offered for newspaper release on Nov. 3, 1952, by its creator, Clemens Gretter, who organized his own syndicate, Gretter Features, in Norwalk, to handle national distribution of the feature, has been a commercial success, would be somewhat of an understatement. Appearing in approximately 1,500 newspapers throughout the United States and Canada (400 daily and 1,100 weekly publications) it began as a syndicated two-column cartoon panels including text and drawings covering interesting historical events as reported in the newspapers of former years.

It was later turned into a public relations vehicle for carrying important information and for the last 15 years has been featuring the interesting and the odd and unusual concepts of industrial, social and scientific activities of our times.

Mr. Gretter, who says that his widely-syndicated feature spotlighting memorable and unusual events was conceived from his life-long interest of probing into the past, had since 1926 been planning and developing material for his files in anticipation of his own syndicated cartoon feature. And in selecting "In This World" as the copyrighted name for his unique cartoon, a combination of educational value and interesting information, he successfully launched his long-planned artistic project after three years as co-author and illustrator

of the New York Herald-Tribune Syndicate's feature, "Where in the World," preceded by eight years (1941-49) as a "ghost artist" drawing the daily syndicated feature, "Believe it or Not," created by the late renowned cartoonist, Robert L. Ripley.

Mr. Gretter says he got his first encouragement in creative drawing from his high school teacher in Avery, Iowa, Mrs. Winifred Lager, who for many years served as both teacher and principal of the school. The aspiring young artist studied assiduously in the hope of gaining recognition. And, while still a youngster in his early teens, his efforts were rewarded when the editor of the Avery weekly newspaper, noting the young lad had talent and special ability to draw plus a marked aptitude for sculpturing, ran a story about him with a picture of one of his figures executed in clay — a remarkable likeness of President Warren G. Harding.

Mr. Gretter, the eldest in a family of 10 children (six boys and four girls), grew up on a farm in Iowa. Determined to seek a career in the art world either as an illustrator or designer, he worked his way through the Art Institute of Chicago and the Chicago Academy of Fine Arts by attending evening classes and being employed during the daytime as a factory hand, salesman, laborer, and at various other jobs.

After starting his commercial art career with the Chicago Tribune as an illustrator and cartoonist, he freelanced in the



CLEMENS GRETTER

Chicago area for 12 years, illustrating text and history books for a number of publishers, and between 1936 and '41 designed all the covers of text books published by the Allyn and Bacon Co. In the early 1930s, Mr. Gretter also inaugurated a cartoon panel of historical picture puzzles for the Western Newspaper Union. In 1936, his first of a number of books, "Glimpses of American History," was published by the Grosset and Dunlap Co.

Hour Feature

Encouraged by the immediate response to his new syndicated feature, "In This World," which was released for national distribution in 1952, Mr. Gretter, a man of ideas and inventions (he holds numerous copyrights and patents), created a factual guide and memory pamphlet, a manual especially intended for use by students of middle and junior high school years. An accumulation of odd and unusual historical facts, the graphic drawings symbolizing some action, subject, event or person of popular interest, the "Self-Tutoring Encyclopedia Research and Memory Book" was written and designed in correlation with "In This World."

Mr. Gretter, who has spent a life-time gathering useful information and knowledge for readers of all ages until he has accumulated a sizeable file that is virtually bursting for want of necessary space, numbers among his clients many leading publishers, newspapers, advertising agencies and industries. His cartoon panels have been carried in the Hour for the past 10 years.

Mr. Gretter, who came to Norwalk in 1938, and has commuted to his studio in New York for more than 20 years, has also found time to put his inventive mind and expert skill with pen and drawing paper to work and develop a number of practical items for use about the household. Foremost among his present inventions is the "Glass Aggregator," designed for ecology-minded people in neatly, safely and quickly disposing of discarded glass bottles (up to gallon size). Through use of the Gretter glass-pulverizing apparatus the glass object is thoroughly shattered and automatically deposited for disposal in a plastic garbage bag.

For some time now Mr. Gretter has been busily working on one of his more multi-faceted projects — an unusual technique producing compact-type structures such as emergency aid-stations and field hospitals

for use in areas struck by flood, earthquake or other disaster; field offices and housing quarters for construction workers, emergency school rooms, etc.

Mr. Gretter and his wife, the former Alice Wolter of Chicago, designed and built their present home. The attractive concrete, wood and stone ranch structure, situated in a rural woodland atmosphere, was constructed of interlocked and insulated concrete blocks which Mr. Gretter designed and cast on the building site with the aid of his wife and son, Gary, features a beautiful, paneled living-room with a huge stone fireplace and a 13-foot picture window which looks out across a densely-wooded two-acre site.

Mr. and Mrs. Gretter, who celebrated their 45th wedding anniversary on Apr. 28, have three children — Mrs. Robert (Alice) Bedell, Mrs. Frank (Ann) Kozar, and Gary Gretter, a magazine art director in his own rights all of whom reside in the area — and nine grandchildren.

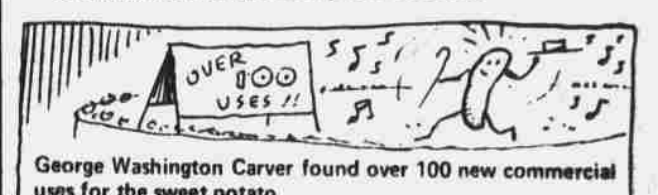
ABOUT YOUR HEALTH...

ASTRONAUTS ON LONG SKY-LAB MISSIONS HAVE DENTAL FLOSS AND TOOTHBRUSHES ON BOARD FOR DAILY CONTROL OF DENTAL PLAQUE BUILDUP

PLAQUE IS A STICKY, ALMOST COLORLESS FILM OF HARMFUL BACTERIA THAT IS CONSTANTLY FORMING ON TEETH, BOTH FOR PEOPLE IN EARTH ORBIT AND HERE ON EARTH.

TO PREVENT TOOTH DECAY AND GUM DISEASE, BACTERIAL PLAQUE SHOULD BE REMOVED FROM ALL SURFACES AT LEAST ONCE A DAY, SAYS THE AMERICAN DENTAL ASSOCIATION.

THE ADA RECOMMENDS THAT CHILDREN AND DECAY-PRONE ADULTS SHOULD REGULARLY USE AN ACCEPTED FLUORIDE TOOTHPASTE IN ADDITION TO DRINKING FLUORIDATED WATER. SWEET SNACKS BETWEEN MEALS SHOULD BE LIMITED.



IN THIS WORLD

GIRL SCOUTS
HAVE LONG BEEN LEADERS IN PRESERVATION OF OUR NATURAL RESOURCES...

JULIETTE GORDON LOW
(OCT. 31, 1860 - JAN. 17, 1937)

ORGANIZED THE FIRST GIRL SCOUT TROOP IN THIS COUNTRY AT SAVANNAH GEORGIA IN 1912. THERE WERE 18 GIRLS.

TODAY, MORE THAN 3,250,000 GIRLS AND 670,000 ADULTS BELONG TO GIRL SCOUTS OF THE U.S.A. (60,000 ARE MEN!)

ECOLOGY IS A POPULAR WORD TODAY...
BUT GIRL SCOUT CONSERVATION AND BEAUTIFICATION ACTIVITIES SPAN MORE THAN HALF A CENTURY!

FREEDOM..!

FREEDOM..! SAID HERBERT HOOVER, "IS THE OPEN WINDOW THROUGH WHICH POURS THE SUNLIGHT OF THE HUMAN SPIRIT AND OF HUMAN DIGNITY."

MOTORCYCLING IS SAID TO PROVIDE A FEELING OF FREEDOM..! HOPPING ONTO A KAWASAKI AND ZIPPING TO THE HORIZON PROVIDES AN EMOTIONAL FREEDOM FOR MEN AND WOMEN WHO, WITHOUT SUCH AN OUTLET, MIGHT FEEL OVERLY CONFINED BY THE DISCIPLINES OF SCHOOL AND CARVING OUT A CAREER.

In Our Time

HISTORY'S FIRST MENTION OF RICE OCCURRED IN 2800 B.C. WHEN A CHINESE EMPEROR WROTE A CEREMONIAL ORDINANCE FOR RICE PLANTING. RICE IN CHINESE MEANS "AGRICULTURE" OR "CULTURE."

BASIC BROWN RICE... THE FIRST STAGE IN THE PROCESSING OF THE RICE GRAIN, ONLY THE OUTER HULL HAS BEEN REMOVED, HAS A CRUNCHY, HUT-LIKE TEXTURE, AND FLAVOR. SERVE IT FOR BREAKFAST, LUNCH OR DINNER.

CHOLESTEROL-FREE AND LOW IN FAT, BROWN RICE IS NUTRITIOUS, TOO.

BROWN RICE IS PART OF THE NEW FASHION IN FOOD, "NATURAL NUTRIENTS, WITH LITTLE PROCESSING AND AS FEW ADDITIVES AS POSSIBLE."

WRITE TO: RICE COUNCIL, BOX 22802, HOUSTON, TEXAS, 77027, FOR A FREE COPY OF "BROWN RICE" FILLED WITH FACTUAL INFORMATION AND TASTY RECIPES.

Crossword Puzzle

ACROSS

- Rapid
- Crowds
- Bleat
- Musical instrument
- Image
- Perform
- Iota
- Spanish "lady"
- Pecan
- Form
- Rip
- Myself
- Warmer
- Stalks: bot.
- Year: abbr.
- Wolf
- Holy person
- In
- Shallow dish
- Exist
- Jellied dish
- Ball game
- Sun god
- Related again
- Devoiced: slang
- Argon: chem.
- Christmas
- Musical instrument
- Jewel
- Cut quickly
- Crustacean
- Single
- Serf
- Pinnacle
- Fresh
- Bristle: bot.
- At this time
- Tilt
- Prohibit
- Acquiesce
- Conger
- Fiendish
- Knock
- Tast
- Tree juice
- Suitable
- Clay houses
- Thick
- Mockery
- Thread bits
- Cat's sound
- Vegetable

DOWN

- Gaudy
- Originator
- Ermine
- Enticement
- At the center
- Fragrance
- Skeleton parts
- Calm
- Shuts
- Cut off
- Beapoint
- Clay houses
- Thick
- Mockery
- Thread bits
- Cat's sound
- Vegetable

THE FIZZLE FAMILY

YOU PROMISED TO TAKE ME CANOEING AND NEVER DID!

LET'S GO NOW!

BOY! ARE YOU AN ABSENT-MINDED NINCOMPOOP! YOU FORGOT TO DRY THE DISHES AND SCRUB THE KITCHEN FLOOR!

NOW LOOK AT THE MESS YOU GOT US INTO! AND YOU SAID YOU COULD HANDLE A CANOE!

IF YOU WEREN'T COMPLAINING ABOUT THIS YOU'D BE COMPLAINING ABOUT SOMETHING ELSE, RIGHT?

THE FIZZLE FAMILY

THERE'S AN URGENT CALL FOR YOU, MR. FIZZLE!

WHOEVER IT IS... SAY I'M IN CONFERENCE... OR I'M OUT... ANYTHING... I'M TOO BUSY TO TALK TO ANYBODY!!

THIS ISN'T ANYBODY... IT'S YOUR WIFE!!

SHE INSISTS ON YELLING AT YOU PERSONALLY!

THE FIZZLE FAMILY

WHAT DID YOU EAT FOR DINNER?

CHEF SALAD AND LOBSTER THERMIDOR

ONE THING PUZZLES ME, DOC! WHY DO YOU ALWAYS ASK PATIENTS WHAT THEY HAD FOR DINNER?

SURELY THAT DOESN'T HELP IN DIAGNOSING A CASE!

YOU'RE QUITE RIGHT.

BUT IT DOES HELP IN DIAGNOSING A PURSE!

THE FIZZLE FAMILY

WELCOME, CHIEF! YOU HAVEN'T VISITED THIS BRANCH IN YEARS!

AND HOW IS THAT FELLOW FIZZLE MAKING OUT?

FIZZLE IS ABOUT TWENTY YEARS AHEAD OF HIS TIME, CHIEF...

HE ACTS LIKE HE'S RETIRED!

It's a question of maturity.

A lot of people don't buy U.S. Savings Bonds because they think it takes them 10 years to mature. Take another look. The old green Bond ain't what it used to be. Now Bonds mature in less than 6 years.

That's one reason Bonds are so popular nowadays. They're simple to buy, and one of the surest ways to build a nest egg for something (or someone) special.

U.S. Savings Bonds. Maturity at 5 years, 10 months. If you don't want to use that money right away, there's a 10-year extension privilege. Either way, you'll find that Bonds mature at just the right age for you.

Take stock in America.

Bonds mature in less than six years. \$100 matures in 5 years, 10 months. \$500 matures in 10 months. \$1,000 matures in 10 months. When you buy them, you can be confident that your Bonds are insured against loss of principal by the U.S. Government.

U.S. Savings Bonds are sold by all banks, savings and loan associations, and other financial institutions.

TELL ME

HOW DID ALL THE SAND GET ON THE SEASHORE?

SAND IS GROUND UP ROCKS! WIND, WATER AND EROSION HAVE BEEN PULVERIZING ROCKS FOR AGES AND IN TIME THEY BECAME SAND!

TELL ME

WHO INVENTED THE SWIVEL CHAIR?

THE INVENTIVE THOMAS JEFFERSON... THIRD PRESIDENT OF THE UNITED STATES!

TELL ME

HOW MUCH RAW MATERIAL IS REQUIRED TO PRODUCE ONE POUND OF RADIUM?

AS MUCH AS 2,680 TONS!

TELL ME

HOW LONG DOES IT TAKE COSMIC RAYS TO REACH THE EARTH?

BEFORE COSMIC RAYS REACH THE EARTH THEY WANDER IN INTER-STELLAR SPACE FOR 10,000 YEARS!

TELL ME

HOW MANY DIFFERENT LANGUAGES DID THE VARIOUS AMERICAN INDIAN TRIBES SPEAK?

135 DIFFERENT LANGUAGES.... (NOT INCLUDING DIALECTS)

TELL ME

WHAT IS THE INTERIOR OF THE EARTH MADE OF?

SCIENTISTS BELIEVE THAT THE CORE OF THE EARTH IS METALLIC! HOWEVER, THE RANGE OF RELIABLE OBSERVATION (10 MILES) IS INSUFFICIENT TO DETERMINE EXACTLY WHAT COMPOSES THE EARTH'S INTERIOR!

TELL ME

HOW LONG DOES IT TAKE TO MAKE A GOOD PANAMA HAT?

THE FINEST GRADE PANAMA HATS, WHICH ARE MADE IN ECUADOR, REQUIRE A FULL YEAR TO COMPLETE ONE! HAND-MADE BY EXPERT CRAFTSMEN, SUCH PANAMAS SELL FOR ABOUT \$1500 EACH!

TELL ME

WHAT AND WHERE WAS THE WARMEST TEMPERATURE EVER RECORDED BY A THERMOMETER?

ON THE OASIS OF TOALREBS, NORTH AFRICA, THE THERMOMETER REGISTERED IN 1927 159 DEGREES FAHRENHEIT!