

AT FAIRCHILD FASHION GROUP, WILL SCHENCK IS NOT SKIPPING A BEAT...

He is used to being daring, when, as 2005-2008 Men's Journal publisher, he was about to swallow a Madagascar cockroach to fulfill a "dare" (min, January 29, 2007). So, Schenck leading the band in the first sales meeting in his new capacity as FFG vp/chief revenue officer under president (since January 2010) Gina Sanders is relatively sedate, even when his musical accompaniment includes performers (pictured with him) who have worked with Lauryn Hill/Jewel/Billy Squier/Carole King and Bono. After honing his musical skills as September 2008-April 2010 Rolling Stone publisher, Schenck can, in the words of the immortal Chuck Berry, *play a guitar just like ringing a bell*.

...IN ADVANCE OF THE JACKIE ONASSIS-STARRING "WOMEN'S WEAR DAILY" CENTENNIAL.

WWD was launched by the Fairchild family in 1910 and by the 1960s, when John Fairchild and the late Jim Brady, among others, were in charge, it was the fashion world's must-read. As shown by the Sanders-authorized trade campaign with classic photographs from that time. Most memorable was the late WWD photographer Tony Palmieri showing Jacqueline Kennedy Onassis at her radiant best in 1969 outside Manhattan's **Colony** restaurant (the **Michael's** of its time before closing in 1971). Considering Mrs. Onassis' famed camera-shyness after Ron Galella would chase her around the world to get the "perfect" picture for the paparazzi, Palmieri's work was memorable, and his legacy continues through daughter/WWD men's senior editor Jean Palmieri.

Other 1960s' WWD photographs in the campaign are of Bill Blass, Greta Garbo (appropriately shielding her face with a newspaper), and Diane von Furstenberg--the only one of the four still living. Anniversary issue will be released on Monday, November 1.

**RICHARD SNOW'S A MEASURELESS PERIL IS HIS--AND OUR'S--"AMERICAN HERITAGE."**

His expertise, as 1990-2007 American Heritage editor-in-chief and editor-at-large since, is the history of others, but in Richard F. Snow's recently released *A Measureless Peril* (**Scribner**), the "other" is his late father Richard B. Snow (1905-2000). One legacy of his father's was serving in the U.S. Navy during **World War II**, where in the **Battle of the Atlantic** he faced the threat of U-boats under the direction of Admiral Karl Doenitz, whose effectiveness was a reason that he was *der Führer* for the week between Hitler's suicide and Germany's surrender in April/May 1945. The other was his father's near-daily letters to his late mother, Emma Snow, and they are a component of the son's book on a wartime theater that killed 80,000 Americans.

But not the only component. Much, says Snow, has been written about the Allied campaign to keep the Atlantic shipping lanes clear (and even more on the Pacific naval war against Japan), but "Britain's role in this immense task seems better remembered than America's. In some cases this is just; in some, it isn't."

The "isn't" is what *A Measureless Peril* is all about. There would have been no **D-Day** (and the North African campaign before that) had U.S. soldiers and sailors not been able to cross the Atlantic safely. Further, there was always the worry that U-boats would attack the East Coast, which Snow documents. How history might have changed, which Churchill, in coining *A Measureless Peril*, well understood.

This **Memorial Day** (May 31), we--as Reader's Digest did in July 1942 (below)--remember the millions of American servicemen and women from all wars who risked and gave their lives for us. Thanks to Richard B. Snow for sharing his chapter, and to Richard F. Snow for writing it.

In tribute to our veterans this Memorial Day,

The Editors

Steven Cohn, Editor-in-Chief; Greer Jonas, Managing Editor;
Steve Smith, Digital Media Editor; Scott Van Camp, PR News Editor
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