

# Prize Winner of Defiance, Ohio

by Terry Ryan (Foreword by Suze Orman)



Q & A with Tuffy











TUFFY AS PUBLISHED AUTHOR!

### What inspired you to write this book?

My mother did. Just before she died, I lifted a book from a chair at her bedside, and a small handwritten poem fluttered to the floor. It contained precisely 25 words:

Every time I pass the church I stop and make a visit So when I'm carried in feet first God won't say, "Who is it?"



This contest entry perfectly describes my mother's sense of humor, her skill with words, and her approach to life. When she died, I knew I had to write her story. Luckily, Mom made it easy for me to do. She left a paper trail of her "contesting" years. I found dressers full of 50-year-old entry blanks, her workbooks, and letters announcing her prizes from contest sponsors as diverse as Bazooka bubble gum (a fishing rod and reel), the Ed Sullivan Show (a G.E. television), the Bob Hope radio show (a Bulova watch), and Western Auto Supply

(\$5,000, a new bike, a washer and dryer). That's when I knew that I had the goods to write a book. Mom had supplied the inspiration long before.

# 2. How many contests did your mother win? Do any of the prizes exist today? She had an astounding batting average, winning a prize in one out of four contests she entered. I have confirmation letters showing that Mom won over 200 contests, but she won a lot more, and her prizes are almost innumerable, ranging from a Triumph TR3 sports car, a Ford Mustang, trips to Europe, multiple televisions, radios, and refrigerators to gold watches, scores of appliances, toasters, coffee makers, blenders, wall clocks, shavers, and thousands of dollars in cash. We used up or wore out most of those prizes, but I still have four of the watches.

# 3. Why was your mother so good at winning contests? Was she just lucky? "Luck has nothing to do with it," my mother used to say. She loved playing with words, perhaps because, at 18, she had worked as a typesetter on her hometown payments. The Sherwood Chronicle. She used a manatype stick (long before

newspaper, the Sherwood Chronicle. She used a monotype stick (long before linotype machines) and set every sentence of that paper, letter by letter, by hand. (I think she was the last of the monostick typesetters in America, but that's another story.)

She did the same thing with her contest entries — casting and recasting words until they said what she wanted them to say. She composed at the ironing board all day, often falling asleep over her notebooks at night. She had a knack for writing short, witty pieces, and over the years she honed that knack into a small but lucrative profession.

# 4. Of all the prizes and contests your mother won during your childhood, which was the most exciting?

The most memorable prize was the Dr Pepper win, when Mom single-handedly won enough money to keep the bank from foreclosing on our house. But Mom always thought that even the smallest prize was memorable and exciting. She never knew whether an unopened envelope might hold a dollar (she won many of these) or a trip for 2 to Switzerland (she won one of these). In that way, every prize was equally thrilling.

### 5. What prize do you think your mother was most proud of?

The three grand prizes are hard to ignore, each one coming in the nick of time to save the family from eviction, hunger, or foreclosure, but I think that Mom was personally most proud of her Poet Laureate awards from the Toledo Blade. One year, the editors removed authors' names from 1500 submissions, and the judges picked the 12 best of these. After replacing the authors' names on the winning poems, the judges found that 10 of the 12 had Mom's name on them.

### 6. Your mom has been compared to Erma Bombeck — do you think she might have had a career as a writer?

Yes, I certainly do. She told us that as a young woman, she dreamed of writing her own newspaper column or working for a magazine in New York. Mom had always loved writing (short stories, poetry; she wrote her own small-town newspaper column when she was 20). The irony is that she *did* create a writing career for herself in contesting. With ten kids, the contest format suited her needs perfectly — she could write a quick 25-words-or-less entry, put a stamp on the envelope, and feel intellectually satisfied, not to mention make a few dollars in the process.

### 7. Although your mom's experience was unique, do you think it relates to other mothers' experience?

I think all moms try to figure out how to give their children the best shot at life. This book is really one woman's story of how she did that. It's unique to my mother, but it's also universal. Every mother has her own way.

### 8. Do you see your mother's experience as relevant today?

Oh yes. The big trend these days is the work-at-home mom — the mother who builds her career at home through telecommunications while she's raising a family. My mother did exactly that, except that she didn't have a computer.

### 9. What would your mother have thought of the TV hit "Who Wants To Be a Millionaire"?

It probably would have been her favorite show. She not only would have watched it, she would have taped it to study the host, the questions, and the contestants. Then she would have done everything possible to be a contestant herself, if only to meet Regis Philbin in person, and she would have convinced her ten kids to do the same.

### 10. Are contests requiring language skills making a comeback?

I almost hate to say this out loud for fear of jinxing a new trend, but I think so. Mainly on the Internet, where word skills are a given. Last spring, I noticed an NBA Finals-related haiku contest, of all things, judged by Reggie Miller of the Indiana Pacers. If basketball fans can write haiku, the world is in pretty good shape.

### 11. Do you enter contests yourself?

Yes, but only the kind my mother used to enter. Sweepstakes require only enough

luck to get your name pulled out of a hat, so I ignore those. There aren't that many contests of skill anymore, but when I find one, I enter it, including the above-named haiku contest (I didn't win).

12. Which of your mother's jingles or poems is your favorite? It's hard to choose, considering how many she wrote, but this one always makes me smile:

#### Hippo Poem

Behold the hippopotamus bestowing hippo kisses Upon a hippopotamiss Who's not his hippomissus.

But he's no hippocrit, is he, This hippopotamister Because the hippopotamiss Is his little hipposister.

# 13. Did you learn anything surprising about your family or yourself in the course of writing the book?

The biggest surprise was learning that my mother was even better at writing entries than I thought. For her, double entendres (highly rewarded by contest judges) were commonplace. She could squeeze a *triple* entendre into two words, as in this last line of a Curtiss candy bar jingle:

Where beau ties I'd renovate.

In that entry, beau ties refers to bow ties, boyfriend connections, and beauties.

### 14. Was there anything you hesitated to reveal about your family?

At first, I had doubts about describing Dad's drinking and abusive behavior. In the end, I told the truth about him despite a family's natural reaction to keep certain things secret. Glossing over the threat he represented to all of us would have presented an inaccurate picture of life at 801 Washington, weakening the power of the real story. And I wanted to show that humor did exist even in the worst moments, as when a big bowl of Jell-O flips into the air during a fight, and all we can think of is Mom's latest contest entry:

For picnic or party, Jell-O's a boon — Made by nine, all "set" by noon — With taste and shimmer-shake appeal, Jell-O jollies any meal.

## 15. What was the most important lesson your mother taught you and your siblings?

That the greatest poverty is poverty of the mind. That money doesn't necessarily buy a rich life. She told us that having a winning spirit is both essential to winning and more important than winning. A winning attitude will outlast any prize you win, no matter how valuable.

### 16. Your mother died in 1998, at the age of 85. What would she think about being the subject of this book?

I think my mother secretly believed in the timelessness of her poems and jingles — even the 25-words-or-less statements. There's a spirit as well as a talent that many people found memorable in Mom, which is probably why she left all her contesting records behind. I think she would see this book as a testament to that hidden spark inside us all — that spirit we give to our kids that helps them overcome adversity. In that way, Mom might see this book as her biggest win yet.

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### SFGate.com

# Terry Ryan's book on her resourceful mother made its way to the movies. Then came cancer.

Jane Ganahl Wednesday, September 28, 2005





Terry Ryan walks slowly, carefully, into an alcove of the Metreon movie theater. If her slightly stooped posture and nearly bald head tell of her illness, her magnanimous smile does not. Holding the arm of her longtime partner, the publishing guru Pat Holt, Ryan is quickly surrounded by friends and media. She beams like a toddler; a new phase of her life begins tonight.

"Terry! How are you doing, Tuff?"

Jane Anderson, director of "The Prize Winner of Defiance, Ohio" -- the movie based on Ryan's best-selling memoir of the same name -- rushes up and gathers Ryan's thin body in for a tight hug. Anderson has come up from Los Angeles for this screening, a private affair for media and friends of the San Francisco author, who seem to number in the hundreds.

Asked about her nickname, Ryan smiles. "Because I was born into the middle of a pile of boys, I had to learn to be tough. My friends still call me Tuff. I like it."

And it has served her well, this toughness. In that sense, she is a chip off the maternal block. Ryan's book, which is subtitled "How My Mother Raised 10 Kids on 25 Words or Less," is a paean to Ryan's remarkable mom, Evelyn, a stuck-at-home housewife whose skill with words enabled her to win countless advertising contests in the middle of the past century and helped her provide for her large family what her alcoholic husband could not. She won everything from toasters to deep freezers, cars to washing machines to trips to Switzerland -- most of which she would sell. And despite bouts of near-poverty (she convinced her children that the bugs in their soup were spices) and a near-abusive spouse, Evelyn maintained a Zen-like composure.

"She wasn't a saint, but she was an amazing woman," Ryan smiles.

Ryan has served as consultant on the film version of the book, and enjoyed the odd experience of seeing her parents come alive through actors Julianne Moore and Woody Harrelson.

"We met Julianne on the set and she was just a delight," Ryan says, eyes sparkling. "She introduced herself and said, 'What can I do? How can I be a better Evelyn Ryan?' She also apologized for having prettier hair and I said, 'Are you kidding? My mother would have given her right arm to have your hair.' Woody was also magnificent."

Ryan is elated to see Ellary Porterfield, the young actress who plays the teenage Tuff in the movie. "How are you, young lady?" she asks, giving her a hug. Porterfield has yet to see the film, which opens Friday. "You can ask me after the screening how I liked it, but I doubt I'll be very objective," she giggles.

"This will be my second time watching the film," Ryan says. "The first time I saw it I was so amazed at how much hair I had that I was totally distracted."

Without giving away too much, in one of the film's most moving moments, Ryan makes a brief appearance, along with her nine siblings -- all of whom are still alive and very close as a family.

Watching the audience fill up with well-wishers, Ryan murmurs, "Exciting times. The best and worst of times are happening at once. But what are you gonna do?"

She smiles contentedly.

Anderson, observing Ryan with awe, says, "Terry has a remarkable spiritual life and the ability to cherish every second. She is very much like her mother that way."

It's come in handy in the past year. Soon after the film wrapped last fall, Ryan, 59, found out she had cancer.

"The movie was done; it was a week later that I was diagnosed. I was having physical problems -- I couldn't speak consonants very well, and there aren't that many vowels in words," she laughs, sitting at the dining table in her Diamond Heights home days before the movie screening. "So I went in and had a CAT scan, and they found cancer in each lung and six lesions in my brain."

Ryan underwent aggressive treatments, including radiation and chemotherapy. She says it's been almost harder on Holt than it has been on her. "She's had to do everything. And it's really affected my ability to think: I remember some things but not others. During the first chemo, I was listening to my iPod, and the nurse took the earpieces out of my ears and said, 'Do you want me to explain what it is we're doing?' And I told her, 'It's my job to remember where we parked the car; it's Pat's to know everything else.' "

Far from bitter, the indefatigably cheerful Ryan sighs with gratitude. "Everyone at UC Med Center has been so sweet and nice. These days I'm like, 'Wow, look at all the things I can do.' And you have to always, always look at the positive side and don't get lost in the negative."

She is grateful that her illness came after the filming was complete. "Oh that was a highlight of my life," she says, patting the head of a female pit bull she and Holt adopted when it was abandoned at a veterinary clinic. "They found a town outside Toronto that looked like Defiance of the 1950s. I was not there the whole time, but I went there twice -- once with my sister Betsy -- to meet

everyone. And they were all so kind."

The directing job was handed to Anderson when prominent director Robert Zemeckis realized he didn't have Evelyn Ryan's gift for managing mobs. "The book came out in 2001 and Zemeckis, who says he had always wanted to do a movie about a big Irish family, bought the rights. He hired Jane to write the script. But he changed his mind about directing -- said he couldn't handle all those kids."

She laughs out loud.

"I don't blame him. Anyway, Jane was perfect for the job. She is so detail-oriented. She got real linoleum, she had a house built that looked just like our place at 901 Washington. And all the little doodads sitting around were all period pieces. The sets are so vivid they are like a character in the movie. She even had Julianne Moore wear one of my mother's dresses. We sent them four dresses and she actually wears one through most of the movie, and they copied the other three and she wears them too."

Of Harrelson, she marvels: "He's a fine actor and such a fine person. Do you know how he spent all his off time when we were not shooting? He would go visit hotels nearby and talk to their maintenance crews about how to clean without toxics."

She and Anderson became friends, and the director called on her frequently to help write jingles, in addition to the dozens of Evelyn Ryan ditties that adorn the film. Although the Ryan children were well aware during their youth that their mother was an ace contester, it wasn't until her death in 1998 that they fully appreciated the scope of what she had done.

"We found cedar chests full of her jingles, and all her notebooks, which she carried everywhere," Ryan says. "One of the reasons I collected all these papers was so that my brothers and sisters could have copies of her writings. But that didn't take my anguish away, so I wrote the book. And that helped a lot."

It was her first book in 30 years -- and it became a best-seller. "Every job I've had -- they all seem unrelated, but they all helped me write this book. Technical writing helped me be organized. Being a poet gave me an appreciation for the pretty line."

Asked about her book of poetry published in the '70s, Ryan chuckles. "Such things are better left in the past. I have a small talent for the clever phrase, but nothing like my mother's."

For obvious reasons, Defiance, population 16,000, is eager to embrace its moment in the cinematic sun. Ryan is headed for her hometown in a few weeks for a kick-off event. "They are having a screening and a party -- and a black-tie dinner," she says, rolling her eyes. "I told them the Ryans don't own any black ties -- but we'll come in regular clothes."

Terry Ryan's book on her resourceful mother made its way to the movies. Then came can... Page 4 of 4

As for all the other gala openings, Ryan just shrugs. "Well, the one in Ohio is important. As far as the others go, it just depends on my energy level. I'm feeling better than I did, but I still get awfully tired."

She brightens. "But things are looking pretty good. It's amazing. People thought I had at most a couple months to live. And here I am; I have no hair but here I am."

Back at the theater, the audience is sniffling as the film draws to a moving, upbeat end. As the lights come up, Anderson brings a microphone to the front of the theater.

"I'd like to introduce to you, Miss Tuff, Terry Ryan."

Ryan leaves the side of a tearful Holt, and ventures slowly to the spotlight.

As the audience applauds wildly and rises to its feet, Ryan grins, does a little curtsey and bows nonchalantly. Tuff indeed.

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http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/09/28/DDGNPEU89A25.DTL

This article appeared on page E - 1 of the San Francisco Chronicle









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### **Memoir Discussion Questions**

Biography

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Religion & Spirituality

- 1. For the person who chose this book: What made you want to read it? What made you suggest it to the group for discussion? Did it live up to your expectations? Why or why not?
- 2. What do you think motivated the author to share his or her life story? How did you respond to the author's "voice"?
- 3. Do you think the author is trying to elicit a certain response from the reader, such as sympathy? How has this book changed or enhanced your view of the author?
- 4. Discuss the book's structure and the author's use of language and writing style. How does the author draw the reader in and keep the reader engaged? Does the author convey his or her story with comedy, self-pity, or something else?
- 5. Were there any instances in which you felt the author was not being truthful? How did you react to these sections?
- 6. What is the author's most admirable quality? Is this someone you would want to know or have known?
- 7. Compare this book to other memoirs your group has read. Is it similar to any of them? Did you like it more or less than other books you've read? What do you think will be your lasting impression of the book?
- 8. What did you like or dislike about the book that hasn't been discussed already? Were you glad you read this book? Would you recommend it to a friend? Do you want to read more works by this author?







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Remembering Terry.(THE ADVOCATE REPORT)(Terry "Tuff" Ryan)(Obituary)(Brief article). Jane Anderson. The Advocate (The national gay & lesbian newsmagazine) 988 (July 3, 2007): p18(1). (210 words)

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Terry "Tuff" Ryan, author of the memoir The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or less passed away May 16 at the age of 60. Her memoirs title alone gives an indication of Terry's delight in wordplay which she inherited from her mother Evelyn Ryan who kept her and her nine siblings fed clothed and sheltered by entering jingle contest. I had the honor of adapting her wonderful book into a feature film. I put Terry in the last scene, where she played herself sitting on the front Stoop of her old house with her mother's beloved old typewriter on her lap. Like her mother Terry was an optimists who faced the most devasting circumtances with stunning grace. A few weeks after filming her scenes in Prize Winner she was diagnosed with stage IV brain cancer. But even as the cancer progressed, her wit never let up, as evidenced by this quip: "It's hard to tell the difference between brain cancer and advanced menopause, in both cases you're always walking into a room and wondering why you're there She died peacefully at her home in San Francisco, with Pat Holt her beloved partner of 24 years by her side. Godspeed sweet Tuff.

Source Citation: Anderson, Jane. "Remembering Terry. (THE ADVOCATE REPORT) (Terry 'Tuff' Ryan) (Obituary)(Brief article)." The Advocate (The national gay & lesbian newsmagazine) 988 (July 3, 2007): 18(1). General Reference Center Gold. Gale. Farmington Community Library. 23 July 2008 <a href="http://find.galegroup.com/itx/start.do?prodId=GRGM">GRGM</a>.

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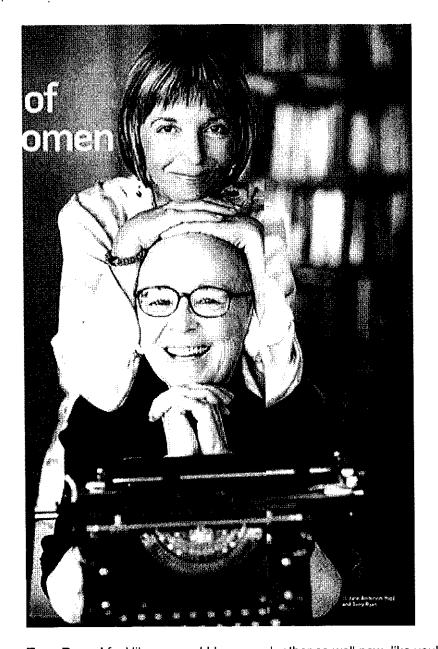
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The power of positive women: two out talents--filmmaker Jane Anderson and memoirist Terry Ryan-unite to film the true story of a '50s mom who kept her family fed by ... writing jingles?(FILM)(Interview).Dave White. The Advocate (The national gay & lesbian newsmagazine) (Sept 13, 2005): p58(3). (681 words)

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The Prize Winner of Defiance, Ohio is the story of a woman who won jingle-writing contests during the 1950s and saved her family of 10 children--plus an alcoholic husband--from financial ruin. But the loving memoir of her daughter, Terry Ryan, paints a portrait of a mother who succeeded not only in feeding her children's stomachs but their souls too. Director Jane Anderson, whose film adaptation of Prize Winner (starring Julianne Moore and Woody Harrelson) opens September 23, sat down with The Advocate and Ryan, who's in the midst of chemotherapy, to talk about the journey from book to film and the power of optimistic joy.



Terry Ryan: I feel like you and I know each other so well now, like you're my mother's 11th child.

Jane Anderson: I thought your dad was your mother's 11th child.

Ryan: Well, if she'd known about you, she'd have preferred you.

Anderson: Sometimes the more you get to know a person, the less you want to write about them, but the more I got to know Terry and her partner, Pat, the more determined I was to do this story justice. Robert Zemeckis hired me to write the script for him to direct. He has an enormous heart and the pull here in Hollywood. It took me two years to get the script right, and finally Bob said, "You know, I don't know if I could stand directing all those kids."

The Advocate: There were close to 20 kids in the movie, is that right?

Anderson: And I cast them all out of Canada. Canadian kids are less wrecked.

Ryan: They're like 1950s Americans! And they were a family unto themselves. My sister and I went there to watch some scenes being filmed, and they were so sweet to each other, calling each other by their character names--Bub and Dick, etc.--I was just thrilled.

Anderson: Terry, you remember when I first sat down with you? Terry's a ball of light. She's funny and not an ounce of bitterness in her. I remember saying, "Did you go to therapy?"

Ryan: You know the Irish don't do therapy. They're too far gone. [Laughter]

Anderson: I said, "Aren't you angry at your dad? Weren't you damaged by that?" And you just laughed and described how your dad would let loose with a string of hideous drunken expletives and your mom would just burst out laughing. I call it Midwest Zen, and your morn and you invented it. Some people call it denial. It's not that. It's moving forward. Evelyn Ryan had an optimism, an ability to extract the joy and the beauty out of any given moment, and it's hard to show that on-screen.

The Advocate: Because if this were fiction, it would seem crazily unreal.

Ryan: And Morn really did win these contests, often just in the nick of time. I believe she created her own miracles. To create one in your life is hard enough. And she just did it over and over. And she would be so thrilled now about the book and the film. Both my parents would be. When I'd lie in bed at night while writing the book, I'd think, Oh, gosh, how much should I say? and I heard my dad's voice saying "Tell it all, Tuff [Terry's family nickname], tell it all."



Anderson: A phrase popped out of Bob Zemeckis early on. He said, "Pain is inevitable. Suffering is an option." If you ask what the film is about, then that's what it's about. I learned from Terry and her mother's philosophy [that] life is marvelously complex and dreadful and beautiful at the same time. If you embrace that, then you will have the richest life on earth.

Ryan: I don't think I taught you anything. You knew it already.

Anderson: Tess, my partner, is like that too. It's what we try to teach our own child.

Ryan: That Tess is a sweetheart!

Anderson: We're both blessed with great partners. Love, raising kids, and making art. Isn't that what happiness is all about?

White writes about film for E! Online.

Source Citation: White, Dave. "The power of positive women: two out talents--filmmaker Jane Anderson and memoirist Terry Ryan-unite to film the true story of a '50s mom who kept her family fed by ... writing jingles?(FILM)(Interview)." The Advocate (The national gay & lesbian newsmagazine) (Sept 13, 2005): 58(3). General Reference Center Gold. Gale. Farmington Community Library, 23 July 2008  $<\!http://find.galegroup.com/itx/start.do?prodId\!=\!GRGM\!>\!.$ 

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### Terry Ryan



Books by this author at BookBrowse: The Prize Winner of Defiance, Ohio

### Biography

Terry Ryan was a technical writer, book editor, reviewer, poet, and coauthor of the long-running Chronicle cartoon "T.O. Sylvester." However, the work for which she is best known is her 2001 memoir, The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less, about her mother, Evelyn Ryan, a 1950s housewife with 10 children and a husband with a habit of drinking his paycheck, who wrote product jingles for contests to keep her family afloat.

Terry Ryan, the sixth of 10 children, was born on July 14, 1946, in Defiance, Ohio. Growing up in the middle, with five brothers, she earned the nickname "Tuff." Always athletic, she was the first girl pitcher in the town's summer baseball league and led the Defiance team to intramural victory.

She earned her bachelor's degree in the late '60s from Bowling Green State University in Ohio, and moved to Chicago where she worked as an editor at the Journal of the American Medical Association. There she met Irene Ogus; anxious to see the United States, they contracted to take "drive-away" cars across country.

"We got in a car one night in Chicago when it was about 40 below," recalled Ogus, now a San Francisco mortgage broker. "We had all our possessions in this big old Buick and drove for 30 hours to deliver it to Fort Lauderdale." From there, they went west, settling in San Francisco where they joined the Daughters of Bilitis, a social group founded in 1955 that was the first lesbian rights organization.

Ryan met Pat Holt in 1983, who was then editor of the San Francisco

Chronicle Book Review. Holt had been requested to "brighten" up the book review section - the result was Terry and Sylvia Mollick's cartoon, which ran for 16 years.

Holt and Ryan were married by Mayor Gavin Newsom on Valentine's Day weekend in 2004. She recorded an account of the day in "We Do!" published by Chronicle Books.

The Ryan kids "were always encouraged to be ourselves," Terry's sister Betsy recalls. "I was not expected to be like Tuff. Barb was not expected to be like me. Mom waited for some indication from us of who we were, and she helped us go there. Today we differ on every last thing because we were never expected to fit into a mold."

When her mother died in 1998, Ryan knew she had to write her story. She hauled home a chest full of 50-year-old contest entries, workbooks and letters, and her mother's parrot, Clancy, who still speaks in her mother's voice. *The Prize Winner of Defiance, Ohio* was an instant success and was soon optioned for a movie. It was while Ryan was visiting the film set in a small town near Toronto that she first showed symptoms of what was to be diagnosed as Stage IV cancer, with lesions in her lungs and brain. She underwent surgery, chemotherapy and radiation.

When she appeared at a screening of *The Prize Winner of Defiance* in San Francisco in 2005, cancer was clearly sapping her energy, but not her outlook. She told a reporter, "You have to always, always look at the positive side and don't get lost in the negative."

She died in May 2007 at her home in San Francisco. She was 60. She is survived by her nine siblings, their children and Pat Holt, her partner of nearly a quarter-century.

This biography was last updated on 05/24/2007.

Terry (alias Tuffy) Ryan was born and raised in Defiance, Ohio, the sixth of Evelyn Ryan's ten children. She spent her childhood watching the parade of prizes coming through the front door as a result of her mother's quick humor and "knack for words."

She inherited her mother's love of language and, after graduating from Bowling Green State University with a degree in English and Journalism, she began her working career with the American Medical Association in Chicago, editing the journals of ophthalmology, neurology, and children's diseases.

From there, she worked as a driver delivering drive-away cars throughout the country and landed in San Francisco in 1969, where (way before today's high-powered printers and copiers) she made \$2.10 an hour as a human collator. In 1972, Terry became a copy editor for a large insurance company, and for the past sixteen years has worked as a technical writer for application software.



Terry is the author of two books of poetry (*Recipes* and *Amaranth*, Druid Heights Press) and has contributed article to the San Francisco Chronicle, The Writer, and Bay Guardian. She has been a book reviewer for the San Francisco Chronicle and an editor of books for California publishers, including Chronicle Books, The University of San Francisco, Ten Speed Press, Arcus, and Booklegger Press.



She is the writing half of the cartooning team of T.O. Sylvester, whose single-panel cartoons have appeared in the pages of the San Francisco Chronicle, Ms. Magazine, Mother Jones, Saturday Evening Post, Saturday Review, Boy's Life, Datamation, Vegetarian Times, Bay Guardian, San Francisco Magazine, Women's Glib Cartoon Calendars, and a number of text books and anthologies — Comic Power of Emily Dickinson (University of Texas), Got Milk? (Prima Publishing), Terra Non Firma (Portable Stanford), Women's Glib (Crossing Press), among others. T.O. Sylvester's literary cartoons ran weekly in the San Francisco Chronicle for 16 years (1983-1999). In 1993, the cartoons of T.O. Sylvester were featured in a three-month exhibit at the Cartoon Art Museum in San Francisco.

After her mother's death, Terry adopted Evelyn's African Gray parrot, Clancy, who offers invaluable daily insights o life's ups ("You're so funny!") and downs ("That's not FUNNY!") in the exact voice of Evelyn Ryan.

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### Prize Winner of Defiance, Ohio

### by Terry Ryan

### About the book...

The Prize Winner of Defiance, Ohio introduces Evelyn Ryan, an enterprising woman who kept poverty at bay with wit, poetry, and perfect prose during the "contest era" of the 1950s and 1960s.

Stepping back into a time when fledgling advertising agencies were active partners with consumers, and everyday people saw possibility in every coupon, Terry Ryan tells how her mother kept the family afloat by writing jingles and contest entries. Mom's winning ways defied the Church, her alcoholic husband, and antiquated views of housewives. To her, flouting convention was a small price to pay when it came to securing a happy home for her six sons and four daughters. Evelyn, who would surely be a Madison Avenue executive if she were working today, composed her jingles not in the boardroom, but at the ironing board.

Graced with a rare appreciation for life's inherent hilarity, Evelyn turned every financial challenge into an opportunity for fun and profit. From her frenetic supermarket shopping spree -- worth \$3,000 today -- to her clever entries worthy of Erma Bombeck, Dorothy Parker, and Ogden Nash, the story of this irrepressible woman whose talents reached far beyond her formidable verbal skills is told in *The Prize Winner of Defiance, Ohio* with an infectious joy that shows how a winning spirit will triumph over the poverty of circumstance.

### About the author...

Terry (alias Tuffy) Ryan was born and raised in Defiance, Ohio, the sixth of Evelyn Ryan's ten children. She inherited her mother's love of language and graduated from Bowling Green State University with a degree in English and Journalism. For the past sixteen years she has worked as a technical writer for application software.



Terry is the author of two books of poetry (*Recipes* and *Amaranth*, Druid Heights Press) and has contributed articles to the *San Francisco Chronicle*, *The Writer*, and *Bay Guardian*. She has been a book reviewer for the San Francisco Chronicle and an editor of books for a variety of California publishers.

She is the writing half of the literary cartooning team of T.O. Sylvester, whose single-panel cartoons ran weekly in the San Francisco Chronicle for 16 years (1983-1999).

After her mother's death, Terry adopted Evelyn's African Gray parrot, Clancy, who offers invaluable daily insights on life's ups ("You're so funny!") and downs ("That's not FUNNY!") in the exact voice of Evelyn Ryan.

### **Discussion Questions:**

- Could the events described in the book have taken place at any other time in our history?
- 2. Are there still contests like those mentioned in the book, today?
- 3. Has anybody ever entered or won that type of contest?
- 4. Are there any other memorable characters in the book besides Evelyn?
- 5. Could the family have made it without Evelyn's winnings?
- 6. Do you think the author played up or down the hardships of the family?
- 7. How does this book compare to Angela's Ashes?
- 8. Why was Evelyn so successful at winning contests?
- 9. What attracted Evelyn to such an unsupportive man?
- 10. What traits made Evelyn such a good mother?

### Terry Ryan



### Recommended at BookBrowse:

The Prize Winner of Defiance, Ohio (2001)

### Biography

Terry Ryan was a technical writer, book editor, reviewer, poet, and coauthor of the long-running Chronicle cartoon "T.O. Sylvester." However, the work for which she is best known is her 2001 memoir, *The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less*, about her mother, Evelyn Ryan, a 1950s housewife with 10 children and a husband with a habit of drinking his paycheck, who wrote product jingles for contests to keep her family afloat.

Terry Ryan, the sixth of 10 children, was born on July 14, 1946, in Defiance, Ohio. Growing up in the middle, with five brothers, she earned the nickname "Tuff." Always athletic, she was the first girl pitcher in the town's summer baseball league and led the Defiance team to intramural victory.

She earned her bachelor's degree in the late '60s from Bowling Green State University in Ohio, and moved to Chicago where she worked as an editor at the Journal of the American Medical Association. There she met Irene Ogus; anxious to see the United States, they contracted to take "drive-away" cars across country.

"We got in a car one night in Chicago when it was about 40 below," recalled Ogus, now a San Francisco mortgage broker. "We had all our possessions in this big old Buick and drove for 30 hours to deliver it to Fort Lauderdale." From there, they went west, settling in San Francisco where they joined the Daughters of Bilitis, a social group founded in 1955 that was the first lesbian rights organization.

Ryan met Pat Holt in 1983, who was then editor of the San Francisco Chronicle Book Review. Holt had been requested to "brighten" up the book review section - the result was Terry and Sylvia Mollick's cartoon, which ran for 16 years.

Holt and Ryan were married by Mayor Gavin Newsom on Valentine's Day weekend in 2004. She recorded an account of the day in "We Do!" published by Chronicle Books.

The Ryan kids "were always encouraged to be ourselves," Terry's sister Betsy recalls. "I was not expected to be like Tuff. Barb was not expected to be like me. Mom waited for some indication from us of who we were, and she helped us go there. Today we differ on every last thing because we were never expected to fit into a mold."

When her mother died in 1998, Ryan knew she had to write her story. She hauled home a chest full of 50-year-old contest entries, workbooks and letters, and her mother's parrot, Clancy, who still speaks in her mother's voice. *The Prize Winner of Defiance, Ohio* was an instant success and was soon optioned for a movie. It was while Ryan was visiting the film set in a small town near Toronto that she first showed symptoms of what was to be diagnosed as Stage IV cancer, with lesions in her lungs and brain. She underwent surgery, chemotherapy and radiation.

When she appeared at a screening of *The Prize Winner of Defiance* in San Francisco in 2005, cancer was clearly sapping her energy, but not her outlook. She told a reporter, "You have to always, always look at the positive side and don't get lost in the negative."

She died in May 2007 at her home in San Francisco. She was 60. She is survived by her nine siblings, their children and Pat Holt, her partner of nearly a quarter-century.

This biography was last updated on 05/24/2007.



QUEEN OF THE CONTESTS. (Evelyn Ryan, Defiance, Ohio, housewife) (Brief Article) (Interview) (Statistical Data Included). Libby Estell. *Incentive* 175.9 (Sept 2001): p24. (1196 words)

Full Text: COPYRIGHT 2001 VNU Business Media

From sandwich jingles to soda slogans, the "contest era" of the 1950s made it possible for one family of 12 to survive on 25 words or less

It was the golden age of consumer contests, and Evelyn Ryan had the Midas touch. With 10 kids at home and an alcoholic husband who drank his factory salary as quickly as he earned it, the Ohio housewife provided for her family through "contesting," entering and winning hundreds of the corporate-sponsored slogan, jingle and poetry contests so popular in the 1950s and 1960s. In her new book, The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less (Simon and Schuster, 2001), Terry Ryan, the sixth of Evelyn's 10 children, blends her mother's resourcefulness with the kitsch of 1950s consumer culture. Evelyn's positive outlook and contesting prowess combined to keep the family afloat, winning more than 200 contests. Prizes, which often arrived just in time to save the Ryans from hunger or homelessness, ranged from



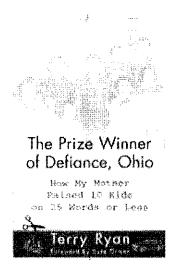
jewelry and vacations to sports cars, every appliance the family ever owned and thousands of dollars in cash. Recently, Terry Ryan spoke with Incentive about what it was like to grow up in a household powered by consumer promotions.

Incentive. Which contest win is most memorable for you?

Terry Ryan: Almost every contest Mom won came in the nick of time. The first money she won, \$5,000 in 1953 (the equivalent of about \$35,000 today), came just as we were about to be evicted and was enough for a down payment on our house. She had to win that house again 12 years later in a Dr Pepper contest. Dad had taken out a second mortgage without telling anyone and spent all the money. A week before the foreclosure, Dr Pepper called to say that Mom had won a two-week trip for two to Switzerland, a new Ford Mustang, \$3,440.64, and his and her Longines gold watches. Truly she was just a miracle worker.

- I. Which was the most lucrative or biggest win?
- T.R.: Beech-Nut gum sponsored a "Name that Sandwich" contest on American Bandstand. Mom won a 1961 Triumph TR3 sports car, a trip to New York to be on Merv Griffin Saturday Prom show and a full-size Seeburg juke box, which she, of course, had to sell for the money. She stayed at the Waldorf-Astoria and never stopped talking about it. Years later she and Dad were flown to Dallas to accept the Dr Pepper prize. First prizes were very rarely just a single thing. They wanted to just bury you in prizes. We liked to call it a parade of prizes. She would hide a lot of the smaller prizes and pull them out for birthdays and Christmas when she didn't have a lot of money, which was most of the time.
- I: Which of the prizes still exist today?
- T.R.: I have four watches. That's about it. Almost everything she won, from toasters to toys, eventually broke down, except for the freezer, which was still running after at least 50 years when she died in 1998.
- I: Were there some prizes your mother would work harder to win? Did she value cash prizes over merchandise or travel?
- T.R.: She worked the same on every single contest, whether the prize was a case of candy bars or a new car because she loved writing. I think she would have written all of those poems, even if there were no prizes.
- I: Why was your mother such a successful contest winner? How much did luck have to do with it?
- T.R.: She always said she was not a lucky person and luck had nothing to do with her wins. She figured out what all of the judging companies wanted and gave it to them. But even though she was really good at what she did, you have to attribute some of it to divine intervention because lots of people are good at things and are never recognized for it. Mom won first prize in three major contests, which is almost unheard of.
- I: What would your mother think of today's consumer promotions, such as sweepstakes that are mostly about luck?
- T.R.: She didn't like sweepstakes because she felt that all the fun had gone out of it. There's no real action on the contestants' part. She entered a few in the beginning, of course, but she stopped when she didn't win anything.
- I: Would It be possible for your mother to do what she did for your family today, now that sweepstakes have replaced contests of skill?
- T.R.: I don't think so. There are a few contests of skill left out there though, usually on the Internet. Last year during the NBA Finals, AOL and Reggie Miller of the Indiana Pacers sponsored a haiku contest. First prize was an autographed pair of Reggie Miller's sneakers. They got at least 20,000 entries and some of them were really great. I sent in about 30 entries, all of which I thought were exceedingly clever, and I didn't win anything. But I bet you Mom would have won and sold the shoes on eBay.
- I: How also have contests changed?
- T.R.: You used to have to submit a box top or proof of purchase. We were never allowed to throw

anything away unless she had supervised the removal of the label. We had entire cupboards filled with labels, all organized by product type. You should have seen all the naked bars of soap. And sometimes she'd do a "qualifier search" at the dump to look for packages with box tops and labels still attached. Now they've passed a law to make contests "no purchase necessary." But back then it was different and people were really faithful to the products they used. Mom always sent thank you letters to the contest sponsors and insisted we use their products. She saw it as a way of supporting those who supported us. When she won that Dr Pepper contest, we weren't allowed to drink anything else for a really long time.



1: Did your mother ever work the system or bend the rules to increase her chances of winning?

T.R.: She would use aliases, every variation of her own name, my dad's name, make up initials for herself and use all the kids' names. We had all won a contest by the time we were old enough to walk. Mom did it so she could keep track of which entry had won. She would enter dozens of times, especially if she thought it was something right up her alley. The contests actually encouraged it: They made money off the contests because you had to buy the product to enter. In those days you'd walk down the aisle at the supermarket and almost be battered to death by entry blanks. Almost every product had a contest going on.

I: What did your mother's contesting teach you and your siblings about work and winning?

T.R.: If you're persistent and do what you like, you can't help but succeed. Even if you don't win anything, but you have that winning attitude, you're still a winner.

Named Works: The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less (Book) Authorship

Source Citation: Estell, Libby. "QUEEN OF THE CONTESTS. (Evelyn Ryan, Defiance, Ohio, housewife) (Brief Article) (Interview) (Statistical Data Included)." <u>Incentive</u> 175.9 (Sept 2001): 24. <u>General Reference Center Gold</u>. Gale. Farmington Community Library. 23 July 2008 <a href="http://find.galegroup.com/itx/start.do?prodId=GRGM">http://find.galegroup.com/itx/start.do?prodId=GRGM</a>.

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PRIZE FIGHTER: She immortalized her mother in her memoir, The Prize Winner of Defiance, Ohio. Now author Terry Ryan, battling cancer, brings the story to the screen. Susan Schindehette, Alexis Chiu and Ashley Williams. *People Weekly* 64.15 (Oct 10, 2005): p93. (800 words)

Full Text: COPYRIGHT 2005 Time, Inc.

Byline: Susan Schindehette; Alexis Chiu / San Francisco; Ashley Williams / New York City

As late-morning light filters into her San Francisco sun room, Terry Ryan runs a hand over her formerly bald head, touching the hair just beginning to grow in wispy patches after nine rounds of chemotherapy. "It's like peach fuzz gone wild," she says, a smile spreading across her thin face. "I shaved it off anticipating it would fall out, but I liked the cut. I should have done it years earlier."

That kind of cheeriness would be noteworthy in anyone, let alone someone diagnosed with stage 4 lung cancer that has metastasized to the brain. But then, 59-year-old Terry Ryan's spirit is no superficial thing: It's in the genes. Ryan's inspiring 2001 memoir, The Prize Winner of Defiance, Ohio, tells the real-life story of her mother, Evelyn Ryan, who supported her family of 10 kids and an alcoholic husband by winning '50s-era jingle-writing contests. Now being released as a feature film starring Julianne Moore, Ryan's memoir is Terry's way of "bringing her mother back, immortalizing her in a way," says Moore, who plays Evelyn in the film. "It's the most beautiful thing a child could do for a parent."

As Terry sees it, it's the least she can do. The sixth of Evelyn and Kelly Ryan's kids, she began her childhood in 1946 in a tumbledown frame house in Defiance, 50 miles southwest of Toledo. Her father, who worked in a machine shop, drank up a third of his paycheck with a daily fifth of whiskey and six-pack of beer. "He wouldn't have hurt a fly when he wasn't drinking," says Terry's brother David, 51. "It was just when he got into his alcohol, the littlest thing could set him off."

Struggling to find a way to help support her brood, Evelyn joined the ranks of "contesters"—enterprising housewives who made spending money by entering promotional jingle contests for products from Dial soap to Tetley tea. At first, Evelyn won small prizes—a dollar here, a toaster there. But in 1953, just as the family was facing eviction, Evelyn won a Western Auto competition grand prize—a washer and dryer, a bicycle and \$5,000 that she used as a down payment on a new house. Over the years Evelyn won more than 200 such contests, racking up cars, refrigerators and trips to Switzerland. Often as not, she traded the prizes for cash to pay for the mortgage, doctors' bills and school clothes.

In time, companies abandoned these promotions, and Ryan took a job as a sales clerk in the local JCPenney, where she worked until she retired in 1983. She died in 1998 at age 85. By then, Terry, a technical writer and sometime cartoonist, was living in San Francisco. But when she and her siblings returned to Defiance to sort through her mother's belongings, they found a cedar chest containing 24 notebooks filled with jingles, along with entry forms and hundreds of letters of congratulations ("Dear Mrs. Evelyn Ryan. Here's your television . . ."). As a way of dealing with the pain of her loss, Terry spent six months organizing the material, and with the help of her partner of the past 22 years, Pat Holt, now 61, a manuscript editor, shaped it into a book. "At first, people

said, 'If this were fiction, no one would believe it," says Terry.

But the book found its audience, and DreamWorks gave Terry a movie deal. Then, last November, just after she filmed a cameo for the movie, she discovered what had been causing her recent double vision and loss of balance. She went to a doctor and "they found six lesions in my brain and a tumor in each lung," she says. Today, though her cancer is not curable, with treatment, she says, "I get a little tired, but I feel great. Isn't that a miracle?" Despite her illness, Terry is obviously infused with her mother's unyielding spirit. And now, thanks to her efforts, "everyone will know my mother and be influenced by her life. This is her biggest win of all time. She'd be in heaven," says Terry. "Oh, wait," she adds with a smile. "She already is."

By Susan Schindehette. Alexis Chiu in San Francisco and Ashley Williams in New York City

[BOX:]

JINGLE BELLE

In a 1965 contest to complete a Dr Pepper jingle, Evelyn Ryan won a Ford Mustang, two Longines watches, a trip to Switzerland and \$3,440.64 cash--which saved the family home from foreclosure.

The "time of your life" you can win With Dr Pepper, the flavor that's in. It's distinctive and bright It's lively and light There's no time like NOW to begin!

[QUOTE:]

It's the most beautiful thing a child could do for a parent"-- JULIANNE MOORE on Terry's book

Source Citation: Schindehette, Susan, Alexis Chiu, and Ashley Williams. "PRIZE FIGHTER: She immortalized her mother in her memoir, The Prize Winner of Defiance, Ohio. Now author Terry Ryan, battling cancer, brings the story to the screen." People Weekly 64.15 (Oct 10, 2005): 93. General Reference Center Gold. Gale. Farmington Community Library. 23 July 2008  $<\!http://find.galegroup.com/itx/start.do?prodId=GRGM>.$ 

Gale Document Number: A136852667

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A winner in the contest of life.(Author's daughter pays tribute in book)(Brief Article).HEIDI J. STOUT. *Business Journal-Portland* 18.23 (August 3, 2001): p54. (662 words)

Full Text: COPYRIGHT 2001 Business Journal of Portland, Inc.

I recently made the acquaintance of a woman whose nimble, intuitive pen could write circles around the rest of us. But Evelyn Ryan never made it to the upper echelons of journalism or publishing--instead, she raised 10 children.

Ryan carved a career out of writing for contests in the 1950s and '60s, including jingles, songs and reasons why she liked a product in 25 words or less. With an ever-present notebook laid open on the ironing board, she wrote lighthearted poetry that twisted inventive rhymes into punch lines.

Burma Shave, the verse on six sequential signs by the road, was especially suited to Ryan's talents: Hairpin turn/Hotrod ditched/Lost control/His whiskers/Itched/Burma Shave.

I never had the opportunity to meet Evelyn Ryan in person because she died a few years ago. But her daughter Terry Ryan is introducing her mother to thousands in the book "The Prize Winner of Defiance, Ohio" (Simon & Schuster, \$24). Since Terry Ryan's book was published April 4, she has appeared on all the major television networks and National Public Radio. She spoke about her book recently at Powell's City of Books.

Three days after Evelyn died, Terry found a chest and seven dressers full to bursting with contest notebooks, entry forms and letters of congratulations.

"My brothers and I had been telling anyone who would listen about my mother's incredible story," said Terry Ryan. "But when I found the notebooks, I knew I had enough material to do her story justice."

How good was she? The Toledo (Ohio) Blade newspaper once ran a poetry contest and kept the 1,500 entrants' names secret from the judges. The judges selected 12 winning poems--and Ryan had submitted 10 of them. Here's an example:

Behold the hippopotamus

Bestowing hippo kisses

Upon a hippopotamus

Who's not his hippomissus.

But he's not hippocrit, is he

This hippopotamister

### Because the hippopotamiss

Is his little hipposister.



Ryan's entries were so good that she won trips to New York, Dallas and Switzerland, two cars, bicycles, a jukebox, every household appliance the family ever owned, birthday and Christmas presents and a supermarket shopping spree.

Terry Ryan said the "most useless prize of all" was three sets of accordion lessons. All 10 kids refused to take them.

While Evelyn Ryan was cashing in on contests, her husband Leo Ryan lived under the thundercloud of alcoholism, drinking a fifth of whiskey and a six-pack of beer every night. Terry Ryan estimated that a least one-third of his earnings were spent on alcohol, stretching his family's already tight finances to the breaking point.

Through contests, Ryan became the breadwinner. "Mom saw herself as a feminist," said Terry Ryan. "She saw herself as an executive in her home, and her desk was an ironing board. She always knew she had the power to inspire us and the power to fix her own situation."

The marvel of Evelyn Ryan's contest-winning ways was her consistency and timing. "She won absolutely everything in the nick of time, especially the big wins," Terry Ryan said.

When a landlord asked the family to move out, Ryan beat 65,000 other entries to win a \$5,000 down payment for a new home. When the bank was days from foreclosing on the new house, Evelyn won the "American Bandstand" "name that sandwich" contest with the words "My frisk-the-Frigidaire, clean-the-cupboards-bare sandwich."

Contests of writing and rhyming skill have died out since the '60s; judging was incredibly expensive and it's no longer legal to require a proof of purchase for entry. Contests have been replaced by sweepstakes that require only luck, not talent.

Although Ryan entered--and won--hundreds of contests, she refused to enter one very popular contest. "Queen for a Day" pitted miserable women against one another, each attempting to prove her life was the most wretched. The worst circumstance won pampering fit for a queen. But Ryan never saw herself as a victim of circumstance. Perhaps she was royalty after all.

HEIDI J. STOUT is a reporter at The Business Journal.

Source Citation: STOUT, HEIDI J. "A winner in the contest of life. (Author's daughter pays tribute in book)(Brief Article)." Business Journal-Portland 18.23 (August 3, 2001): 54. General Reference Center Gold. Gale. Farmington Community Library. 23 July 2008 <a href="http://find.galegroup.com/itx/start.do?prodId=GRGM">GRGM</a>.



Getting By, One Jingle at a Time. (Terry Ryan discusses memoir) (Brief Article) (Interview). ROXANE FARMANFARMAIAN. *Publishers Weekly* 248.17 (April 23, 2001): p21. (630 words)

Full Text: COPYRIGHT 2001 Cahners Business Information

It's not every day that an author takes two sisters, a brother and three nephews along on a national book tour, but then, Terry Ryan's is not your ordinary family. In The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less, released April 10 by Simon & Schuster, Ryan recounts her impoverished childhood with an alcoholic, violent father. Her mother, with the optimism so characteristic of women in the 1950s, wrote commercial ditties that won the family refrigerators and bicycles just as the old ones broke and \$1 bills just as the creditors came knocking at the door.

In many ways, the Ryan family's story is typical of "ordinary" life in those days, when women stoically hung on without a thought to leaving a bad marriage, children were born one after another without the brake of the Pill, and America's grand corporations hosted competitions on product labels and box tops. If Evelyn Ryan hadn't projected what author Terry, her sixth child, describes as "an attitude of inner wealth, believing that the attitude was more important than winning and that the attitude itself meant you were a winner," this would be a sobering indictment of "Mom, America and Apple Pie."

But it is not. Instead, it is a paean to a family that still laughs and plays together, and that has rented a pair of vans in order to caravan through 11 cities together on Ryan's tour. "Everywhere we go, people are thrilled to meet the characters in the book," said Ryan, who is "flabbergasted" by the surge of interest and publicity the book is generating. During its first week in the stores, Ryan received a flurry of media attention, including an appearance on the Today show and features in the New York Times Home Section and on Salon.com.



"All my brothers and sisters gave memories for the book," she said. Ryan's sister Betsy, who wrote the afterword, observed: "In the past it was Mom who always held us together, but when she passed away two and a half years ago, we realized we'd have to do it ourselves. In fact, the book has helped tremendously to keep us together."

Ryan, 54, who has written two volumes of poetry, and was the writing half of a cartoon called C.O. Sylvester that was published for 16 years in the San Francisco Chronicle, started the book after all 10 siblings got together to go through the house in Defiance after their mother died. (Incidentally, it

was the same house that Evelyn bought with \$5,000 down, which she won as first prize from Western Auto). "She never had a driver's license, she never had a job, but she kept everything," said Ryan. "I went home with boxes of her contest stuff."

Back home in San Francisco, Ryan realized that those boxes contained real treasure. Inside were all of Evelyn's contest entries (she often entered different ditties under several names), along with poems and acceptance photos (two next to cars!). "we'd all been telling this story orally since the '50s," said Ryan. Now, with all the dates, all the jingles and all the illustrated contest rules in hand, she felt ready to write it down.

While The Prize Winner of Defiance, Ohio is attracting a national audience, the locals haven't been left behind. Ryan said: "The whole town of Defiance is going crazy. They proclaimed April 10 Evelyn Lehman Ryan Day. The town feels as proud as though they'd written it themselves." And that's because Evelyn Ryan did something so extraordinary: despite Madison Avenue's skewed view of women at the time, despite the want, she gave her children the best gift of all--a love of life so deep that they grew up knowing that they, too, were winners.

Named Works: The Prize Winner of Defiance, Ohio: How My Mother Raised 10 Kids on 25 Words or Less (Book) Authorship

Source Citation: FARMANFARMAIAN, ROXANE. "Getting By, One Jingle at a Time. (Terry Ryan discusses memoir)(Brief Article)(Interview)." Publishers Weekly 248.17 (April 23, 2001): 21. General Reference Center Gold. Gale. Farmington Community Library. 23 July 2008 <a href="http://find.galegroup.com/itx/start.do?prodId=GRGM">GRGM>.</a>

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