

Subscription letter that launched *Bon Appetite*

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Dear Reader:

First, fill a pitcher with ice.

Now pour in a bottle of ordinary red wine, a quarter cup of brandy, and a small bottle of Club soda.

Sweeten to taste with a quarter to half cup of sugar, garnish with slices of apple, lemon, and orange...

... then move your chair to a warm, sunny spot . You've just made yourself Sangria -- one of the great glories of Spain, and the perfect thing to sit back with and sip while you consider this invitation. It's from all of us here at

BON APPETIT

... the new magazine about wining, dining, entertaining, the good life at home and abroad. The magazine for the innovative you. The magazine that's designed to help you put even more life, even more style, in your lifestyle.

Enjoy new places? New experiences? Come board the Northern Pacific with us and journey back to the 30's -- when dining cars served you for breakfast such eye-openers as fresh oysters on toast, and mutton chops with mushroom sauce.

Come cruise the Thames as we dine at the Anchor Inn at Shepperton, established in 1158, and maybe the only place in the world where you can still have authentic Entrecote de Vignerons --- steak in a sauce made with wine, herbs, chopped onions, and snails, topped with a perfectly poached egg.

Enjoy people? Parties? The good life? Come join the Captain's table with BON APPETIT aboard the Royal Viking Star when they open the "line" aquavit -- the fiery Norwegian schnapps that must, by definition, have traveled aboard the ship for a year, and have crossed the Equator at least once.

Come watch the wizardry of Chuen Look Chang. In a matter of minutes, using only his hands, he can transform a thick ball of heavy flour dough into 265 perfectly symmetrical noodles as fine as angel hair just by pulling, stretching, and throwing.

Enjoy discovering new restaurants? New dishes? Try the Beef Wellington at The Bakery in Chicago. The Scampi alla Griglia at the Ristorante Chianti in Los Angeles. The Oysters Bienville at the Commander's Palace in New Orleans. The Rack of Lamb at Tony's Wife in New York. The Mandarin Duck at Kona Kai in Kansas City.

In San Francisco, sample the Coquille St. Jacques at the Ritz Old Poodle Dog. In Boston, the Lobster Savannah at Locke-Ober's. In Detroit, the Dover Sole at the London Chop House. In Fort Lauderdale, the Filet Mignon at The Wharf.

Or try any of the dozens upon dozens of culinary experiences BON APPETIT tips you off to each month. Wherever you're dining, whatever you choose, you'll

be in good hands -- we promise. We know the places. We know the people.
They're good, or we wouldn't send you!

Enjoy fine wines? Come tour the châteaux of Bordeaux, where they've been exporting "les grands seigneurs" since 1152 A.D. Come tour the wineries around Lodi, California, where the soil is so rich in organic matter that you can set it afire, and where they grow the fabled Flame Tokay grape.

Come learn from a professional taster some pointers for keeping track of them all -- more than 5,000 different wines from France, half again as many more from Germany, and at least 1,500 from Italy, not to mention all the reds, whites and pinks we produce here at home.

In BON APPETIT's wine pages, you'll not only become more knowledgeable about varieties you've already tried, but also discover new labels and vintages. You'll meet the growers, tasters, collectors. You'll go to auctions, get tips on investing!

Enjoy puttering about the kitchen? Entertaining? Next time, spring this on your guests -- BON APPETIT's Chilled Avocado Soup:

3 fully ripe avocados	1/4 teaspoon onion salt
1 cup chicken broth	Pinch of white pepper
1 cup light cream	1 teaspoon lemon juice
1 teaspoon salt	Lemon slices as garnish.

Halve avocados lengthwise, remove seeds and peel. Blend with chicken broth in electric blender until smooth. Combine and mix with cream and seasonings. Pour into glass container, cover and refrigerate for three hours or overnight. Stir in lemon juice, garnish with lemon slices, and serve chilled.

It's different, delightful, delicious -- and see how easy BON APPETIT makes preparation? No fancy foreign phrases you don't know. No exotic ingredients to go searching for. Our recipes are written in easy-to-follow English. They call for materials you can find in any properly stocked market. And what a range they cover.

With BON APPETIT, you'll expand your repertoire in no time to include new appetizers, new breads, new desserts, new sauces, new ways with meat, fowl and fish. You'll get a better hold on the world's great cuisines -- French, Italian, German, Scandinavian, Mexican, Japanese, Chinese, Indian, and regional American cooking!

You'll hit on new ways to give parties -- with new foods and drinks to serve up! You'll discover new places to go -- and learn what to try when you get there! You'll pick up new ideas, broaden your perceptions, gain added sophistication and expertise. And we also predict -- you'll enhance your lifestyle.

No other magazine is more passionately dedicated to fulfilling the inner you --the you that gets satisfaction out of inventing, experimenting, creating ... and in the process, bringing pleasure to others. And isn't pleasure what it's all about? Making life more rewarding for your family? Gratifying and gladdening good friends?

BON APPETIT comes to you monthly in one of the most stunning formats of any magazine we know. But don't take our word -- see the folder. Color portfolios showing food, table settings, beverages,

international cuisine and celebrity recipes. Color candids of people and parties! How-to sequences to help you learn! Drawings! Sketches! Nostalgia!

This magazine is for collecting. Save your issues, and in no time, you've got yourself a permanent, near-encyclopedic source of recipes and reference -- a lasting fount of ideas!

Where (and when) you can find it on newsstands, BON APPETIT costs 75 ¢ a copy. A year's subscription is regularly nine dollars. But by mailing the enclosed card promptly

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Cordially yours,

Cleon T. Knapp
Publisher

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