

Crate & Barrel



Photo by Joann Carney

"You almost have to have been in one of the stores in order to understand The Crate & Barrel. The Crate & Barrel's environment is what the advertising is all about. The advertising backs up the way the customers feel about the store.

"I think the greatest strength they've had over the fifteen-plus years is the attitude of the employees and the friendliness of the sales transaction in addition to the merchandise. There's a warmth to the store that got them where they are today. They've got the merchandise to back that up of course. That's what I've tried to get into the communications, warm, informative, not stand-offish or elitist about the high quality design pieces they sell.

"Gordon Segal is very, very selective about the merchandise. That's why they can carry the variety of items they do. So you can really walk in and buy everything for an entire home, minus the furniture, (and they are gradually moving into furniture) even though they are not huge stores."

Tom Shortlidge has been doing the advertising and graphics for 'Crate & Barrel' since 1968, six years after Gordon Segal had opened the first store on Wells Street in Chicago's resurgent 'Old Town' area.

After graduating from the University of Kansas, Shortlidge was working at Young & Rubicam in Chicago. "Not making enough money to support the kind of lifestyle I wanted to be leading, I took a part-time job at the Crate & Barrel in the evenings and weekends. I only worked there about seven months, but during that time I became friends with Gordon Segal and later I would occasionally stop in on a weekend. One Saturday he asked me to evaluate some packaging sketches. The existing packaging was woodsy looking with stencil type styles and the new sketches were based on ligatures of CB. I said the charm of the name was not 'CB.' And that neither the new nor the old looked like his store. I was not looking to redesign his packaging but that was what I felt. He cogitated on this for a couple of weeks and then called and said 'Why don't you do something? Since you feel so strongly that it should be 'Crate & Barrel,' would you show me what you have in mind?' And I did. And the packaging you see now is a result of that and it hasn't really

changed since then. Later he said, 'Since you've done the packaging, how about taking a crack at some ads?' I didn't decide to become a one-man creative band. It just grew naturally and I began writing the ads and catalogs and for a long time, out of budget necessity, I did the illustrations, too. People are constantly amazed at the amount of exposure we get with a very small advertising budget."

Tom handles the copywriting and art direction on his own time, on a freelance basis, with strong back-up from the internal people at Crate & Barrel. An arrangement that has allowed him to remain a creative resource and not become a moon-light agency.

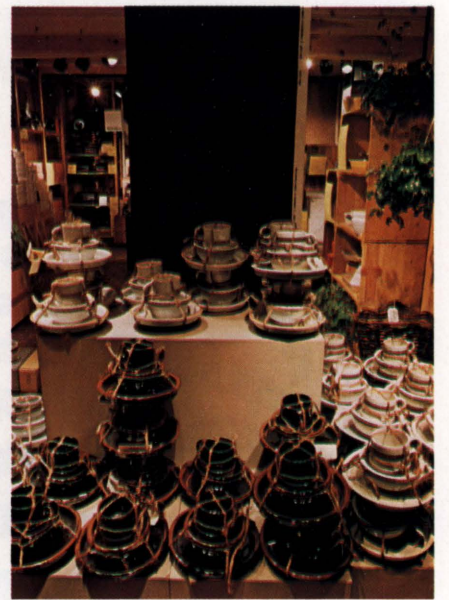
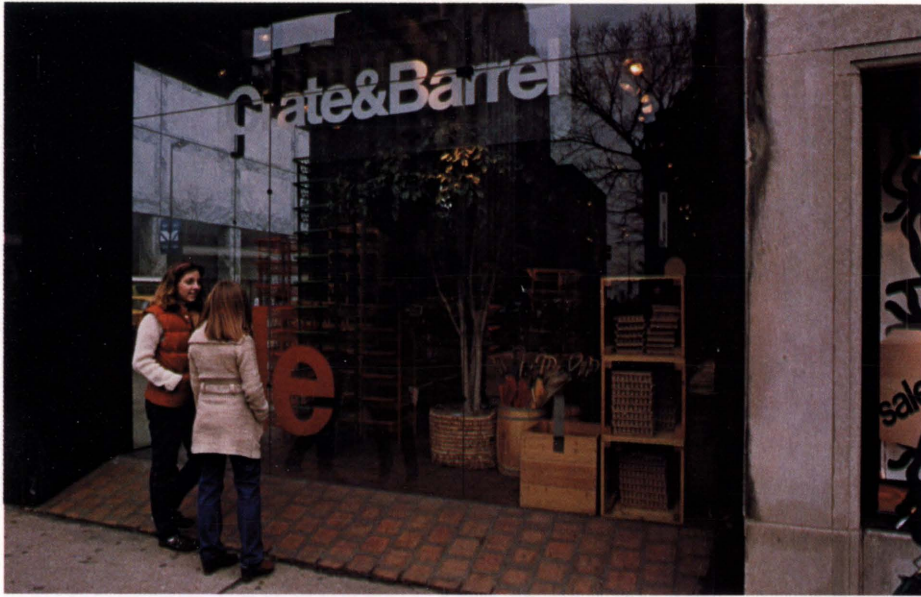
Tom is now the Creative Director and a partner at Hackenberg, Norman, Krivkovich and Partners, a Chicago agency. And he carefully keeps his free-lance work and his job role separate. "Crate & Barrel has come to understand that working with me means keeping strange hours. Saturday morning and Monday night meetings, etc. It has occasionally become frantic."

There are now six stores in the Chicago area and a new store will open soon in the West-suburban 'Woodfield Mall.' There are two more in Boston plus a factory outlet store.

Shopping Mall developers and Chambers of Commerce from all over the country have been after Segal to open more 'Crate & Barrels' for years. He has been careful about not expanding too fast so as to maintain control and not dissipate the Crate & Barrel image. When he has turned them down, they have often spawned a knock-off. None of the attempted copies have ever approached the standards of quality nor achieved the distinctive character of the Crate & Barrel stores because no one else has been able to match Gordon Segal's commitment to the excellence of the merchandise, the store design and the friendly helpfulness of the sales people or Tom Shortlidge's strong, compelling communications. It's a unique operation with a very distinctive image and no one has yet discovered how to clone a Segal, or a Shortlidge either.

—Larry Klein

Michigan Avenue Store in Chicago.
Photos by Joann Carney.





**For two weeks only,
30¢ a stripe.**



What you see above are the stripes of a Marimekko T-shirt called "Tuplaraita". What you can't see above is a tiny pin hole in the color or the stripes not matching precisely front to back. And what you can't see is why what you can see will be on sale for half price at The Crate and Barrel. Because for the next two weeks, The Crate and Barrel is having a sale of Marimekko T-shirt "irregulars," T-shirts with some unnoticeable manufacturing flaw in them. Which means that now you can buy a stylish, colorful Marimekko T-shirt like the ones you saw bicycling through the park, sprawled out on the beach, or bouncing along Michigan Avenue this summer. But you can do it for half the price. Like the long sleeve "Tuplaraita" T-shirt above. This soft, comfortable cotton T-shirt has either olive, navy, or red stripes alternating with unbleached stripes. Normally it would cost \$14.00. For the next

two weeks, it will be \$6.95. Or about \$3.30 a stripe. Or the short sleeve "Galleria" T-shirt. It has even fatter stripes all over in red/white, green/white, or black/white. Or the short sleeve "Uusiraita" T-shirt. It has five thin red, blue, or tan stripes on a white field. It will be \$5.95 instead of \$12.00. Or the sleeveless "Silta" T-shirt long dress. It comes in either red/navy or black/brown with the widest stripes of all. It will be \$10.95 instead of \$22.00 during the sale. In addition to these irregulars at 50% off, other regular Marimekko T-shirts will be on sale for 25% to 40% off. So stop in at The Crate and Barrel on Michigan Avenue, or in Old Town, Plaza Del Lago, Oakbrook Mall, Hawthorn Center, or Northbrook Court. But do it soon. After all, how often can you buy a stripe for less than a bus ride, or a Marimekko T-shirt for less than it's ever been.

**The Marimekko Summer T-Shirt Sale.
At all Crate and Barrel stores. Aug. 21-Sept. 5.**

**Don't you hope this is someone
Christmas shopping for you?**



There are Crate and Barrel stores at 1510 N. Wells and 850 N. Michigan in Chicago, Plaza Del Lago in Wilmette, Oakbrook shopping mall, Hawthorn Center, and Northbrook Court. All will be open until 9:00 P.M. (Old Town until 8) Monday through Friday from Thanksgiving until Christmas, Saturdays until 6 and Sundays until 5.

The Mysterious Bag.

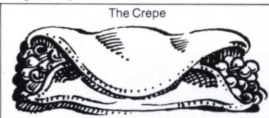


The Mysterious Bag holds a chair.
The frame of the chair that goes in the bag is made of pine.
The back of the chair that is really the bag and the seat of the chair that goes in the bag is made of washable natural canvas.
The canvas seat of the chair in the bag is more comfortable than you can imagine.
But you can imagine sitting on the seat of the chair in a boat, on a beach, at a picnic, or during a parade.
After a parade, picnic, beach, or boat, the chair in the bag folds back in less than a minute.
And a minute, and \$24.95, is all it takes to buy the wonderful chair that goes in the Mysterious Bag, that's sold at The Crate and Barrel.

Crate&Barrel Old Town, Michigan Avenue, Plaza Del Lago, Oakbrook, Hawthorn Center, and Northbrook Court.

It's strange that in centuries of trying to improve the crepe, no one thought to improve the crepe pan.

From the time they originated in European cooking centuries ago, those paper-thin pancakes called "crepes" have been pampered, perfected, and generally fussed with.



They've been stuffed with fish, fowl, fruit, cheese, nuts, and vegetables.
They've been splashed with exotic sauces and smothered under heavy creams.
They've been set on fire to the delighted gasp of a million pyromaniac gourmets.
They've been the dream of thousands of frustrated cooks.
What they haven't been is easy to make.
Crepe cooking has always been considered an art best left to the master chef.

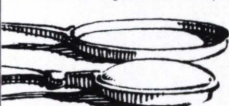
Crepe cooking always seemed to rely on the mystical, and often disappointing, process of swirling, flipping, and prying the delicate crepes without them burning, breaking, or sticking.
Until now.

Now, crepe cooking can rely on a piece of equipment. A strange looking piece of equipment called The Crepe Griddle.

Traditionally, crepes have been made in very shallow pans that weren't particularly easy to handle or particularly fast to cook in.

The Crepe Griddle is different. To begin with, it looks more like a lid than it does a pan. The cooking surface is a convex, spherically shaped dome. Beneath that is a flat finned side that rests on a burner or heating coil.

This familiar thing is the classic crepe pan.



This unfamiliar and somewhat weird looking thing is The Crepe Griddle.

The griddle is made from a cast aluminum alloy that insures extremely even heat distribution. This is then covered with a baked porcelain enamel finish for durability and appearance.

The handle is made from selected hardwoods and sealed with a dishwasher-proof resin.

What all those manufacturing details mean is that The Crepe Griddle has eliminated the intricacy and mystery of crepe cooking.

The griddle is first seasoned. This takes less than an hour and won't need to be repeated for the life of the griddle.

Thereafter, just dipping the griddle into the batter replaces the complex pan and batter manipulations.

The griddle is dipped dome-side-down into the batter to the desired size of crepe. It's turned dome-side-up and moved over the heat. After 20 to 30 seconds of cooking, it's removed from the heat and stacked on a plate. It's never more complicated than that.



The Crepe Griddle has the ability to cause a thin, even film of batter to adhere to the hot surface as the crepe bakes through.

The evenness of heat and the thinness of batter allows the crepe to bake five times faster than with traditional crepe pans. And without loss of moisture.

The crepes are lighter, more delicate, and effortless.

Besides coming with the ability to make all your grandest dessert dreams come true, The Crepe Griddle also comes with a book of recipes that should make your breakfast, lunch, dinner, and appetizer fantasies a little more spectacular.

The Crepe Griddle is available at The Crate and Barrel.

It's strange that for centuries, it took training, co-ordination, and a lot of luck to perfect the crepe. Now all it takes is \$16.95.

Crate&Barrel
Chicago, Wilmette, Oakbrook, Hawthorn Center.

Crate & Barrel

Deep Dish Pizza Set is first of new Crate & Barrel branded packaging. Illustration by Bill Biderbost. Photo by Joann Carney.

Packages designed by Shortlidge in 1968 are in current use. Photo by Joann Carney.

Newspaper ads for Merimekko T-Shirts and Christmas. Christmas illustration by Alex Murawski.

Ad for Folding Chair in Bag has photos by Michael Vollan.

Crepes Pan ad illustrated by Shortlidge.

Chicago Snow scene photo by Bill Sosin.

How to save a lot of money on what has probably become your least favorite color.

White.
A few months ago, you loved its clean, crisp, contemporary look.
Today, you may not be so sure.
But from now until February 28, the color you hated when it filled your driveway will be on sale at The Crate and Barrel.
The color that covered your car will be reduced 30% when it's covering Arabia enamel cookware, 25% when it's covering Yogourmet yogurt makers, and 20% when it's covering Italian cappuccino espresso makers, English earthenware candleholders, and French casserole dishes.
From now until February 28, almost everything you see that's white, whether it's a storage cart, a ceramic canister set, or a waste paper basket, will be on sale at The Crate and Barrel.
Even some things with just a little bit of white on them—like colorful Marimekko sheets, pillow cases, and comforters—will be on sale for 15% to 30% off.
So stop in at The Crate and Barrel soon. Quantities are limited. And, at prices like these, the white stuff in our stores won't last nearly as long as the white stuff in your front yard.

Winter White Sale of Linens and Accessories. Until February 28 at all Crate and Barrel stores.
Michigan Avenue, Old Town, Plaza Del Lago, Oakbrook, Hawthorn Center, and Northbrook Court.

Introducing a collection of foods for Christmas that you'll never find at the local supermarket.

If you're familiar with The Crate and Barrel, you may be surprised to see food items in our stores this Christmas.

But although we've seldom carried them before, we're certainly not strangers to gourmet foods.

While searching the world for gourmet cooking equipment, we've quite naturally discovered foods of all varieties.

And the foods that have intrigued us the most are the ones that could never be found in local supermarkets, but are found instead in tiny Parisian *charcuteries*, provincial *patisseries*, and shops tucked away at the end of country lanes.

So this Christmas, we've made arrangements to have several of these food items produced and packaged for us.

Like this peach jam. It's unlike any jam you may have tried. No preservatives are used, just sugar and fruit that's picked in the French provinces.

It comes packaged in a gift crate with 5 other jams—strawberry, green tomato, raspberry, apricot, and plum.

A smaller crate includes black currant, rhubarb, and strawberry jams.

But our collection doesn't stop with jams.

There's also an earthenware crock filled with Herbes de Provence to season all types of meats, fish, and sauces.

There are red and white wine vinegars from France flavored with shallots, tarragon, or red peppers.

There is a trio of French mustards packed in a gift crate that includes a Burgundy mustard aromatic with wine vinegar and whole mustard seeds, a tangy Dijon, and one ground with fresh shallots.

There are boxes of rich madeleine cakes flown in fresh from France and beautiful bottles of imported olive oil.

There are replicas of old canning jars filled with pears in white wine, Bing cherries

in port, and Italian plums in Burgundy that can be ordered by mail.

There are foods that can be given as hostess gifts.

There are foods to accompany a holiday ham or turkey. And there are foods that any gourmet cook on your gift list will never forget.

You come to The Crate and Barrel to find things you'd never find at a department store. This Christmas, you can also come to The Crate and Barrel to find foods that you'd never find at your local supermarket.



The Gourmet Food Gift Collection. At all Crate and Barrel stores.

Michigan Avenue, Old Town, Plaza Del Lago, Oakbrook, Hawthorn Center, Northbrook Court.



Finally, a dinnerware has been designed just for the fun of it.

New Rainbow dinnerware by Heller was made to be beautiful, practical, sophisticated, and durable.

But mostly, Rainbow was made to be outrageous fun.

Because picnics, boats, parks, summer, cookouts, and dinner parties are fun.

Because sunny yellow, orange, and deep magenta are fun.

Because eating a red apple on a green plate is fun.

Because having a green salad in a blue bowl is fun. Because even a bologna sandwich on a hot pink plate is fun.

And because everyone in a family having his own color dinner plate, salad plate, bowl, or mug is fun.

Rainbow dinnerware is available in the six colors you see. Each piece is sold individually. Come see new Rainbow dinnerware at any Crate and Barrel store. Just for the fun of it. **Crate & Barrel**

Old Town, Mich. Ave., Plaza Del Lago, Oakbrook, Hawthorn Center, Northbrook Court.



In 1962, the first Crate and Barrel opened in what would soon become Chicago's bustling Old Town area.

At the time, no store in the Midwest seemed to offer great, affordable, contemporary merchandise with any distinction.

But we intended to fill that void. The first store was in an old elevator factory. After taking six months to acquire the equipment to leave, we had only two weeks to get ready before the Christmas season began.

Crating hardware was hampered over the battered plaster walls. Shelves were covered with dried hairbag—there was no Maronkko fabric then, just as there was no Swedish Easter or gourmet sections. Crate and Barrel's first customers were forced to buy our first store fixtures. The "Crate and Barrel" wasn't just a clever name; it was a reality.

Could, my wife, had a flair for design and merchandising, and I had an understanding of the organizational and business aspects. We found we could be effective salespeople because of our knowledge of the products.

We could tell people about the merchandise and the great value it represented. We knew how to use our products properly because we had tried them all ourselves.

We knew our merchandise was unique. We knew our prices were fair. We were enthusiastic.

Our collection of merchandise was functional, well designed, and moderately priced. By selling it in a natural, unadorned environment that displayed the merchandise with us, we were almost immediately successful.

We worked at extending our personalities and knowledge of our products to our customers. We believed these relationships would have a greater impact than any merchandising, display, or advertisement we could do.

In 1964, we made our first trip to Europe. We traveled by car, bus, and train to small towns seeking out the best glass and ceramic factories and stores that could produce the unique, inexpensive, yet beautiful, our customers could not find anywhere else.

In our travels, we saw the many glass, wood, ceramic, and stainless-steel factories we had known only through our correspondence. We made new friends like Larsen Orlow in Copenhagen, Herman Zuelberg the potter in Hildesheim, Bernd Hoyer the glass maker in Sweden, and Wolfgang Muehl of Eberhard's cutlery works in Solingen, Germany.

After meeting these owners, designers and craftsmen, each of their products gained new dimensions. Each had a history. Each reflected a personality and a lifestyle. Now we could tell a customer not only how something was made and how to use it, but also why it was designed in the first place.

Even in our first years, we imported merchandise directly to our stores from European factories. By importing directly, we saved our customers money and had a more unique product line.

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We now encompass both the Chicago and Boston marketplaces. New stores have become more refined and now several markets total a store.

Of course, since 1962, thousands of new, well designed, practical, affordable things for the home have been added. New merchandise, furniture, and plastic line, Martonko fabric, canvas and leather bags. And we have extended our culinary equipment to one of the most complete collections anywhere.

But even with this increased growth, the original spirit of the store has endured. The Crate and Barrel is still known as a place where the staff is warm, friendly, honest, and well informed. A place where the atmosphere is casual and where people feel comfortable. A place where the merchandise is priced fairly, positively for its quality. A place that has something for everyone. And a place where we can still have fun.

You see now a part of our original philosophy and can contribute to its continuation. Welcome to The Crate and Barrel.

Gordon Fogel

Who we are

Benefits

Merchandise

Systems and Procedures

Profit Sharing Plan

Who we are

Benefits

Merchandise

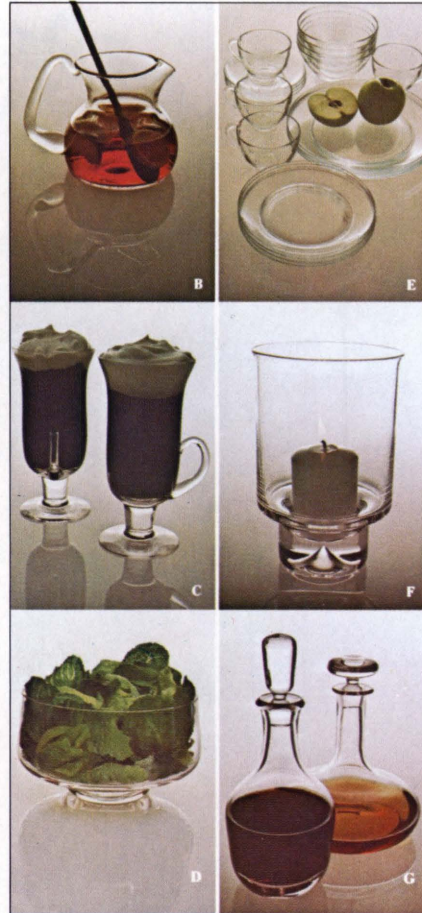


Magazine ads for new gourmet foods line and Heller 'Rainbow' Dinnerware have photos by Dennis Menarchy.

Employee Kit is in box with step-cut dividers holding information. Inside cover copy is letter from owner Gordon Segal. Photos by Richard Tomlinson.

Christmas promotion in form of die-cut shopping bag holds gift items inside. Backs of items have descriptive copy. Gift box opens to become order blank and return self-mailer. Illustrated by Alex Murawski.





A. Boda "Grape" platter (opposite page). Frosty-looking and handsomely-textured, this dramatic serving platter has a bunch of grapes embossed in its hand-blown glass surface. C23-A. \$22.50 (12 lbs)

B. Swedish crystal pitcher. This 3 qt. pitcher is the right size for sangria or Bloody Marys. An ice lip and large handle make it easy to pour. C23-B. \$13.95 (10 lbs)

C. Dartington Irish coffee glasses. These graceful footed glasses were designed especially for Irish coffee. The comfortable handle keeps hands away from the warmth of the glass and the footed stand keeps the heat away from table tops. Set of 2. C23-C. \$5.95 (2 lbs)

D. Swedish crystal salad bowl. Many people think this is the most compatible surface to serve a cool, crisp salad from. This hand-blown crystal salad bowl displays salad in its best light. 9" diameter bowl. C23-D. \$13.95 (5 lbs)

E. Durand glass starter set. The most sparkling thing about this glass dinnerware may be its inexpensive price tag. Imported from France, the set includes four 9" dinner plates, four 7" salad plates, four 6" bowls, and four cups and saucers. C23-E. \$10.50 (18 lbs)

F. Dartington hurricane lamp. This classically-simple hand-blown 7" high hurricane lamp comes with a white pillar candle. Imported from England. C23-F. \$8.95 (4 lbs)

G. Swedish crystal teardrop and captain's decanters. The teardrop decanter on the left is clear and simple to dramatize the color of the wine inside. C23-G1. \$14.50 (6 lbs). The captain's decanter on the right was originally designed with a wide, flat bottom to keep it upright through rough sailing voyages. It has a ground glass stopper. C23-G2. \$18.95 (6 lbs)

6 Heavy gauge aluminum cookware.

Like our heavy gauge copper cookware, our heavy gauge aluminum cookware is made for us in France. Like the copper, aluminum conducts heat extremely well. Aluminum cookware is light, easy to clean, and will never rust. Aluminum is an excellent cookware for everyday use. Because of its excellent heat distribution, aluminum is also used in many specialty cookware items.

A. Hammered aluminum stockpot. This 10 qt. high marmite can be used for making homemade stocks, boiling a lobster, steaming clams, simmering a ham, or making chili for a large crowd. C6-A. \$23.95 (6 lbs)

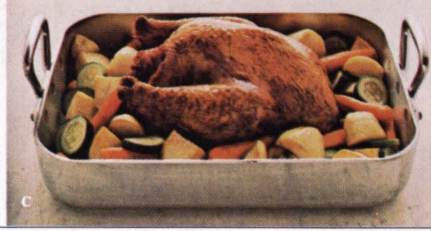
The stockpot is shown with a Chinese farmer's basket which is available in our stores only. \$6.95.



B. Sauté pan. A serious cook will make more use of a sauté pan than any other. This heavy gauge aluminum pan is versatile, conducts heat extremely well, cooks without the risk of sticking, and will last a lifetime. It is large enough to brown several pieces of meat or chicken at the same time, deep enough that liquid ingredients can be added while making sauces, and the sides high enough to prevent spattering. 8" diameter. Cast handle. C6-B. \$8.50 (8 lbs)

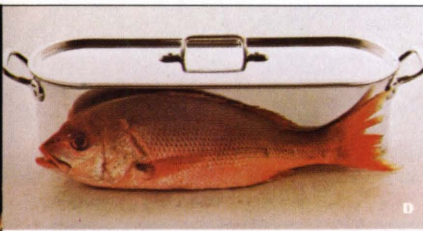


C. Roasting pan. This rectangular roasting pan can be used for baking, gratinéeing, roasting, and serving. Large handles let you remove the dish from the oven easily. C6-C. \$19.95 (9 lbs)

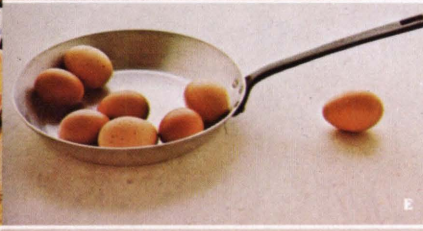


7 Fish poacher.

If you prepare fish often, a fish poacher can be extremely useful. The long narrow shape accommodates a large fish and cuts down the amount of court bouillon needed to cover the fish. A rack inside holds the fish and enables steam to envelope and self-baste it thoroughly. C7-D. \$26.95. (5 lbs)



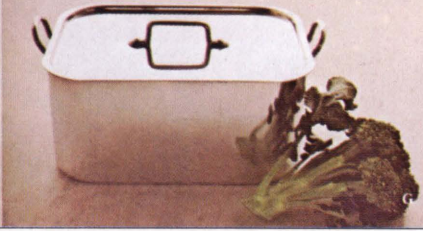
E. Fry pan. The excellent heat retention and distribution of aluminum again are the most important ingredients in this fry pan. The extra long handle lets you manipulate the pan easily. The sloping sides enable a spatula to get at the cooking food easily. C7-E. \$9.50 (2 lbs)



F. Paella pan. This shallow pan can be heated quickly and evenly and was designed for the complex Spanish specialty of chicken, lobster, shrimp, clams, mussels, chorizo sausage, vegetables, rice, seasonings, and saffron. C7-F. \$15.95 (3 lbs)

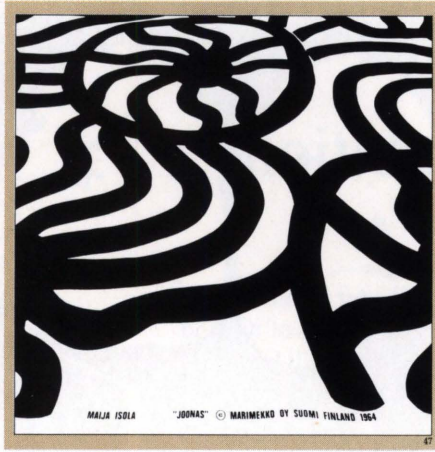


G. Vegetable steamer. This rectangular pan can be used as either a steamer or a poacher. The adjustable rack inside can be set at the lowest level for cooking such vegetables as corn and artichokes. With the rack set above the level of the water, it can be used to steam vegetables like asparagus and broccoli. It can also poach chubs of fish in court bouillon. The rack is easily lifted out when the food has cooked. C7-G. \$19.95 (10 lbs)





The Crate and Barrel Catalogue



MALJA ISOLA "JONNAS" © MARIMEKKO OY SUOMI FINLAND 1964

Christmas catalog has black & white cover and heavy use of color photos inside. Cover photos by Patrick Migneux (France) and merchandise photos by Richard Tomlinson.

Two color Christmas catalog has descriptive copy on left hand pages and photos on right. This photo features a well known Chicago chef from 'The Bakery Restaurant' with merchandise. Photos by Richard Tomlinson.

Christmas catalog photos by Dennis Menarchy.

The Gourmet Kitchen. Chef Louis Stachurski, owner of The Bakery Restaurant, and author of "The Chef's Secret Cook Book" is obviously a gourmet cook. He is also a cuisine scholar, food consultant, psychologist, and a pragmatist in the kitchen.

Chef Louis is practical enough to know that many astonishing gourmet dishes take only the simplest of equipment. He is also expert enough to know that sometimes there can be no substitution for the proper equipment for a certain gourmet recipe.

1. French porcelain pot-de-creme. These heat proof containers are designed especially for the small chocolate puddings and custards which are baked in them. C6-1, \$2.95 each (1 lb)

2. Glazed earthenware quiche plate. This fluted dish is the perfect size to prepare "quiche" in open faced tart with a rich crust, composed of custard, Swiss cheese, bacon and sometimes tomatoes and crabmeat. C6-2, \$4.50 (2 lbs)

3. Copper crepe pan. The unmatched heat distribution of copper is essential to properly prepare the sweet or savory, little pancakes called crepes.

The diameter of copper is appropriate to the serving of the butter, butter, sugar, orange, curacao, and kirsch spectacular called crepe Suzette. C6-3, \$26.95 (5 lbs)

4. French hammered aluminum paella pan. Even best distribution is also the

reason to use this shallow heavy-gauge aluminum pan. Paella Iberic is the complex Spanish specialty composed of chicken, lobster, shrimp, clams, mussels, chorizo sausage, vegetables, rice, seasonings, and saffron. C6-4, \$10.95 (3 lbs)

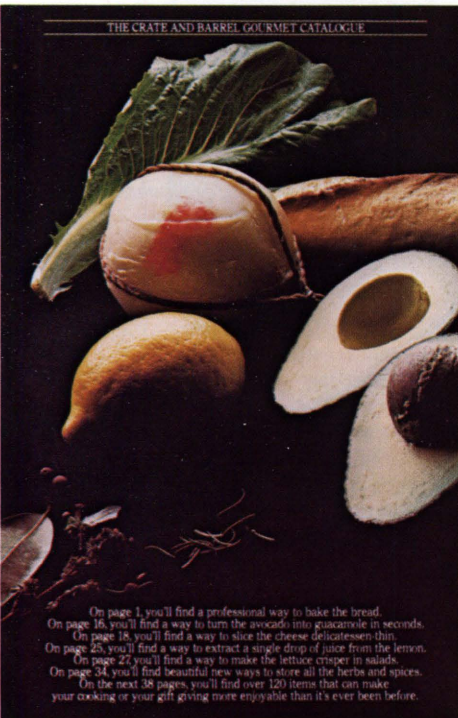
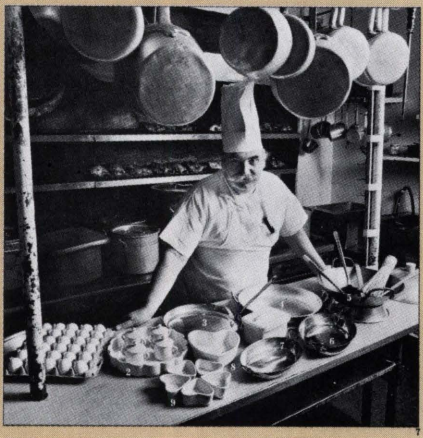
5. Wok set. The wok is the all purpose, quick-cooking pan of the Chinese kitchen. It is used for stir-frying, braising, and deep frying. It is versatile enough for Chinese specialties like Hoop shoo-fu (okra and American specialties like bacon and eggs). The set includes the wok, stand, cover, pot scrubber, skimmer, spatula, cooking chop sticks, and instructions. C6-5, \$22.50 (8 lbs)

6. 7. Copper oval au gratin pans. Specially sized pan for the French dish consisting of sauce, fish or vegetables, lightly toasted bread crumbs, and, in its American variation, cheese. Large au gratin. C6-6, \$24.95 (2 lbs) Medium au gratin: C6-7, \$21.95 (2 lbs)

8. French earthenware pâté terrine. The "terrine" is the dish in which the meat, "pâté" is baked in a pastry to become "pâté en croûte". Confusing, but delicious. C6-8, \$5.95 (2 lbs)

9. French porcelain coque-la-creme mold. This heart-shaped mold is considered essential to the preparation and drainage of the mixture consisting of cream, heavy cream, cheese, cottage cheese, and berry topping. C6-9, \$5.95 (1 lb)

10. Individual porcelain coque-la-creme molds. C6-10, \$3.50 each (1 lb)



THE CRATE AND BARREL GOURMET CATALOGUE

On page 1, you'll find a professional way to bake the bread.
 On page 16, you'll find a way to turn the avocados into guacamole in seconds.
 On page 18, you'll find a way to slice the cheese delicatessen thin.
 On page 25, you'll find a way to extract a single drop of juice from the lemon.
 On page 27, you'll find a way to make the lettuce crisper in salads.
 On page 34, you'll find beautiful new ways to store all the herbs and spices.
 On the next 38 pages, you'll find over 120 items that can make your cooking or your gift giving more enjoyable than it ever been before.

COOKWARE		COOKWARE	
<p>Calphalon cookware. Calphalon aluminum cookware is probably the most unique new cookware to have appeared in the last decade.</p> <p>When it was first introduced, it was available only to restaurants and professional chefs.</p> <p>The uniqueness of this cookware begins with its appearance. It has a handsome charcoal finish, called Calphalon, which is produced by an electrochemical process.</p> <p>This process creates a non-stick surface which, because the finish is integral to the metal, will not be damaged by poking or stirring.</p> <p>Finished this way, the aluminum pans are protected from the pitting caused by some foods. The hardness of the non-stick surface also allows it to be cleaned spotlessly in a few seconds under running water.</p> <p>But the finish is only part of the reason this is such an outstanding cookware.</p> <p>The aluminum used is extremely heavy gauge, but the pans themselves are lightweight and easy to manage.</p> <p>Finished with Calphalon, these pans have all of the remarkable heating and cooking properties associated with good aluminum and none of the drawbacks. It will not discolor foods or leave the slight taste that other aluminum will.</p> <p>The lids are heavy gauge aluminum and the handles are tinned cast iron.</p> <p>All in all, our new Calphalon cookware is unquestionably one of the best investments you'll ever make in your kitchen.</p> <p>A. 2 1/2 qt. saucepan. With lid. C6-A, \$34.95 (\$2.75) B. 3 qt. sauté pan. With lid. C6-B, \$51.95 (\$3.00). C. 1 1/2 qt. saucepan. With lid. C6-C, \$28.95 (\$2.50). D. 8" skillet. C6-D, \$15.50 (\$2.50).</p>			
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