



CHEESE **OVERS**

INTERNATIONAL

invites you to join ...

the world's greatest cheese club (over 10,000 members) and save up to 40% on delicious imported cheeses by ordering "DIRECT" through us!

Look at these MOUTHWATERING CHEESES!

- Prize French CAMEMBERT, smooth and creamy gold. A perfect "love-match" for fresh fruit and rich red wine. (Reg. retail up to \$4.25/lb. Club price only \$2.38/lb. with any order!)
- Mellow Norwegian JARLSBERG from the • Mellow Norwegian JARLSBERG from the crystal fjords. A luxury snack or cocktail treat full of "Swiss" holes. (Reg. retail up to \$2.09/lb. Club price only \$1.29-\$1.59/lb.!)
 • Seductive French "GRAPPE" coated with velvety black vintage grape seeds. Chaste white-gold within—a hedonist's delight!
- Rare Colonial WHITE CHEDDAR from Ver-
- mont with NO color or chemicals. Virgin uncut 3-lb. wheel for connoisseurs!
- Piquant snow-white Welsh CAERPHILLY beloved of poet Dylan Thomas. Ideal on crusty black bread with hearty ale!

AND TRY THESE SPECIAL DELIGHTS!

• Spicy ROQUEFORT from France • Creamy HAVARTI from Denmark • Robust PARMIGIANO from Italy • Golden BUTTERKAESE from Germany • Exotic CHIBERTA from Basque country • Mellow DUNLOP, the "Scottish Cheddar" • Rich caramel-hued GJETOST from Norway • LAPPI from Finland • BRIE from France • ZOMMA from Turkey • DOMIATI from Egypt • and hundreds more!

Look at these EXCLUSIVE BENEFITS!

FREE "Concise Encyclopedia of the World's Great Cheeses." Everything You've Always Wanted to Know About Cheese. But Never Knew Where to Find in One Place! The 100 most wanted (and delicious) cheeses displayed by country and type, with quick-reference tables on flavor, color, sizes, shapes, usable "life," how to serve & store, buying tips, matching cheese to food and wine—PLUS a treasury of drawings, photos, cartoons, anecdotes, recipes and extensive GLOSSARY OF FOREIGN & TECHNICAL CHEESE WORDS.

FREE "How to Hold a Successful Cheese & Wine Tasting." Short, simple, sound advice—and so much fun to follow.

FREE "How to Love & Care for Your Fine Cheeses." No-nonsense do's and don'ts for serving, wrapping, cutting, cooking, freezing, melt-

*Turophile: a Greek-derived word meaning (what else?) cheeselover; what our Clubmembers call each other. FREE "How to Throw a Fondue Party at Home." Classic continental recipes and shortcuts for a few guests to an army

FREE "Cooking-with-Cheese Recipe Guides." Exciting sauces, soups & salads. Savory meat, fish & game dishes. Lavish buffets, barbecues, picnic treats, champagne suppers, etc.

FREE Lifetime subscription to the "Overseas Arrivals Option List." Profusely illustrated "insider's" newsletter. Mailed to you date-limited by U.S. Post Office & unavailable outside the trade except to Club members. Features latest shipments & just-arrived dockings of rare & popular cheeses. Order them direct through Club—no middleman. Some cheeses as low as 3c to 4c above importer's wholesale! Each cheese illustrated, described by type, flavor, origin, uses, etc. in fascinating 1000-word

FREE Gourmet Consultation - your personal questions answered graciously by experts.

FREE Gourmet Utensils & Other surprise gifts with special orders.

PLUS Cheese & Wine Tasting invitations from the Club.

AND Lovely Christmas & Holiday Gift Packages beautifully wrapped from foreign lands to solve all your personal and business gift needs.

No obligations, only benefits

Membership does not obligate you to buy anything. To join, mail coupon with membership fee of only \$5. This is good for life—never another fee! It helps defray acquisition and programming your name into computer fulfilment network that makes our Club and your benefits possible. You may save more than this nominal member fee on your first order alone Send to: alone. Send to:

CHEESELOVERS INTERNATIONAL Dept., JB-84, 25 W. Merrick Rd., Freeport, N.Y. 11520

FREE GIF FOR PROMPT ACTION



FIVE "MYSTERY" CHEESES

(1) New luxury Armignoit "raisin" cheese unveiled by Fromagerie Picon de Paris. (2) Zesty Dutch "finger" cheese almost halfa-foot long. (3) Sinfully delicious French dessert cheese wickedly laced with Kirsch (cherry brandy) (4) Unstander "maintent" dessert cneese wickedly laced with Kirsch (cherry brandy). (4) Unorthodox "varietal" of famed Swiss. (5) Creamy cocktail cheese taking Denmark by storm. KEEP THIS GIFT EVEN IF YOU LATER CANCEL MEMBER- Cheeselovers International Dept. JB-84, 25 W. Merrick Rd. Freeport, N. Y. 11520

YES, enroll me in CHEESELOVERS INTERNA-TIONAL. Here is my low \$5 member fee. It is good for life (never another fee!) and entitles me to order cheese "DIRECT" at special member prices. I will also receive, at once, my Concise Encyclopedia of the World's Great Cheese; subscription to the Overseas Arrivals Option List; Wine-and-Cheese Tasting Guide; Fondue Party Guide; Cheese Care Guide; Recipe Cooking Guide, etc. Membership does not obligate me to buy anything, ever. And I may return any purchase for a full refund—no questions asked. If not happy with the Club, I may cancel by returning my club materials within 10 days for a full refund of my member fee.

| YES, send me free gift at left for prompt

 \square YES, send me free gift at left for prompt action.

____Initial here if retailer, or intend to resell cheese bought through Club at higher price.

☐ Check enclosed or charge to my		
☐ Master Charge Expiration Date (Located above your name)	☐ Bank Am Interbank N	ericard ımber
(Located above your name)	(Located above	your name)
Your Acct. Number		
Signature		
Name		
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"There is an energy crisis." ERGY ENERGY: A DIALOGUE

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"There is <u>no</u> energy crisis."

ELERGY ENERGY

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ENERGY AND THE FUTURE, a new and authoritative AAAS book, takes a long-range look at energy. Based in part on the recent series in *Sciencè*, this book surveys current and future sources of energy and describes the relevant technologies. It also assesses their potential environmental problems and identifies the technical obstacles to their development. The broad scope and balanced perspective of *Energy and the Future* make it a valuable resource for anyone wishing to explore the scientific and technological basis of the energy dilemma.

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