

THE BEAUTIFUL

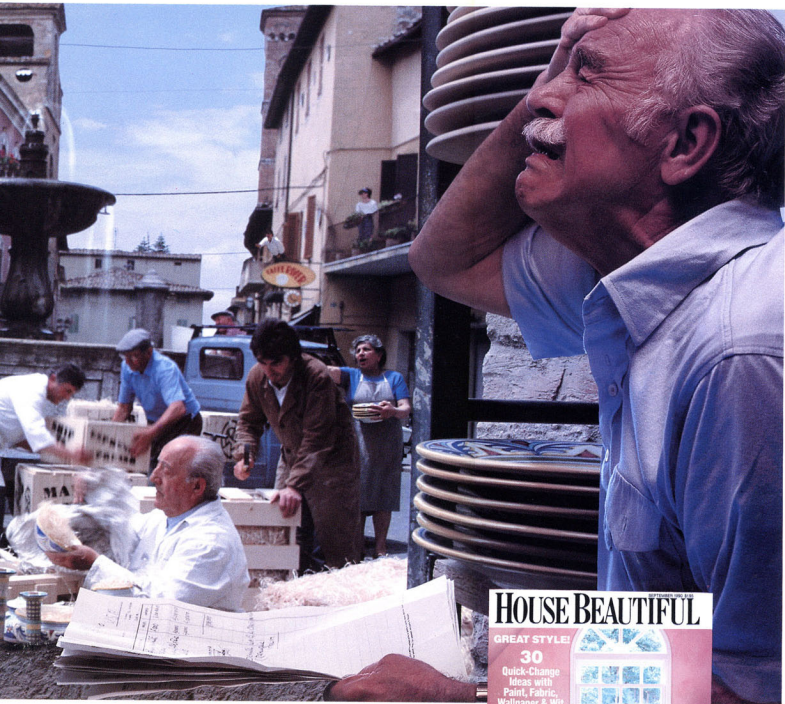


Outstanding Italian majolica (right), produced by hand in five small factories in Umbria is the specialty of the shop Ceramica. Place settings: \$94 to \$153; candlesticks: \$75 to \$150. Ceramica, 59 Thompson St., New York, NY 10012; 800-228-0858.

15 HOUSE BEAUTIFUL

**It appeared in House Beautiful.
There was PANIC in Umbria.**

REACTION



The Italian craftsmen of Umbria have been making majolica the same way for three centuries. Very slowly. But then our readers discovered their art in the pages of *House Beautiful*. Umbria hasn't seen such chaos since the 3rd crusade! That's what we call "The Beautiful Reaction." *House Beautiful* is the only magazine that is totally designed, cover to cover, to generate an active, immediate response from readers. We'd like to show you why your advertising will generate a beautiful reaction in *House Beautiful*. Call Tony Hoyt, Publisher, at 212-903-5114 or your *House Beautiful* representative.

