

36 Items you can buy now

14 FOR YOUR HOUSE

7 TO EAT

3 TO WEAR

12 TO READ

ALL FINE FOR GIFTS



Vermont headquarters for Vermont products

**THE VERMONT
COUNTRY STORE**

VREST ORTON, prop.

**SALES AGENTS FOR THE VERMONT GUILD
WHOLEGRAIN GISTMILL PRODUCTS**

Weston, Vermont



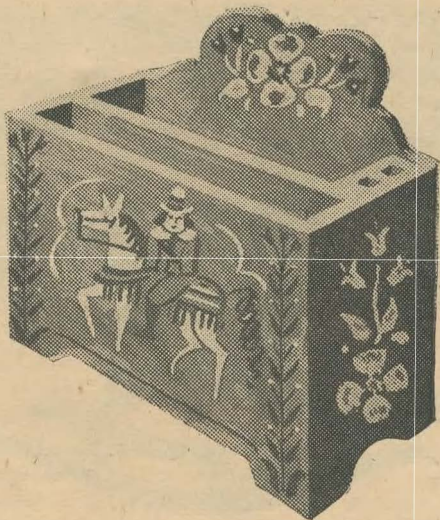
Sewing Chest

I want to tell you about Baird & Steven Hall who live down the road from my place a piece. Baird makes things of good Vermont pine and Steven decorates them by hand. Together they give you the rugged but tidy rural New England in native wood and bright calico colors. Three items they have made for me . . . you can't buy them anywhere else.

This chest, modeled after an old fashioned blanket-chest, comes in French Blue or Black background. It has a space at the top (the cover tips back on leather hinges) for your mending or sewing, and below is a little drawer for thread, pins & needles.

It measures 14 inches long, 12 high and 8 deep. I don't say it has got to be used for sewing . . . maybe you'll think of other uses.

I can only describe it as *lovely* because it makes you think of someone you love: a nice gift and useful. *The SEWING CHEST is \$12.75.*



Desk Box for Stationery

Here is another bright hand-decorated piece made by Mr. & Mrs. Hall. I always hankered for something to hold personal letter-heads, envelopes, pencils, *etc.*, so I got Baird to make this box and Steven to decorate it. Now you either *like* this kind of thing or you don't. If you *do*, you will be enthusiastic over this example of real folk-art . . . gay, pert, and with just the right touch of humor . . . all done in the inimical Vermont provincial style.

It's very useful as well as handsome. You can hang it on the wall beside your desk if the desk hasn't room for it. Or you can use it in the hall for out-going letters. . . .

Brilliant vermilion red, the box is like a ray of morning sunshine in a room . . . it goes with any kind of furniture. You can also have it in a black background with the same colorful decorations. *The DESK BOX is \$5.00.*



Rocking Horse

I found a man who was making this rocking horse. It was graceful, but it was *just* a rocking horse, until I got Steven Hall to decorate it. She painted it black, with a pink seat, and some great big audacious *flowers!*

Gosh darn it, it makes my heart ache. It makes me think of Little Boy Blue.

It's a good rideable little horse for up to a four-year but it's something more: folks are also buying it as an elegant *work of art* for the nursery. Set this little fellow down in the youngone's room some morning and you'll be surprised how it brightens up things, as well as the little boy or girl. *The ROCKING HORSE is \$12.00.*



Children's Trestle Table Set

Charlie Davison comes of a long line of Vermont cabinet-makers. He was educated, and worked down country as a chemical engineer for some years, but at last he learnt better and came home to take up cabinet making. I am glad to say I have got him to build three pieces exclusively for the VERMONT COUNTRY STORE.

The Trestle Table was patterned after a famous original early American design. It's hand-made of cured Vermont pine and all hand-planed, then stained and hand rubbed in wax, a handsome and practical finish. Charlie has taken great care with this set; the pieces are put together with wooden pegs. It's a sturdy table and bench set that will last like an heirloom.

Just right now for the children to eat or play on. And when they grow up, why you'll find the table just right for coffee in the living room, and the seats just right for fireplace benches. *The TRESTLE TABLE with 2 benches is \$30.00.*

Tubbs Snowshoes

I haven't got the space to tell the whole story of the famous Tubbs Snowshoe, originated in Maine and brought to Vermont some years ago. Old-time hunters and trappers swear by the genuine Tubbs shoe. I am glad to report that three young men, two Vermonters and one York Stater (we'll forgive him if he'll move to Vermont soon) have started to make the real Tubbs shoe again here in Vermont. Tubbs shoes are guaranteed not to sag. They are made of the best straight-grain second growth white ash, and are finished with waterproof varnish, and are laced with the best quality hide.

More and more folks (of my age at least) are finding it's just *as much* fun to go snowshoeing as skiing. You can take the whole family out for a hike on snowshoes and bring them all back whole!

This is the *Maine Model*, the best for all around family use.

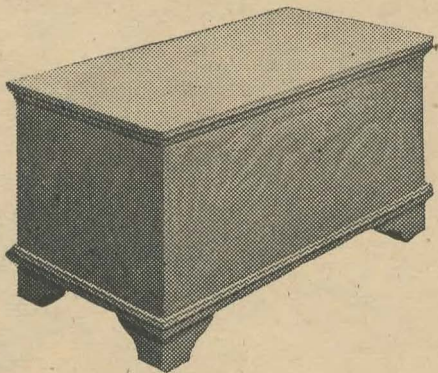
Men's size, 13 by 48 is \$12.75

Women's size, 12 by 42 is \$11.25

Children's size, 11 by 40 is \$10.00



You'll want the *foot-rigging* and the Tubbs improved style is the best on the market. Adjusts easily to all sizes. Made of top quality leather, and snow does not pack under feet when in use. \$1.75 pair.



Pilgrim Dower Chest

I forgot to say that Charlie Davison is a craftsman who spends days finding the right kind of *wood* . . . he tramps out into the woods and picks the trees he wants cut.

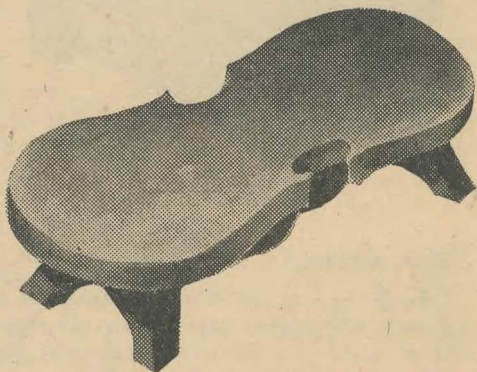
This old-fashioned Dower chest, modeled after a Pilgrim chest Charlie found in an attic, is a good example of his work. All hand-made, of course, and even the moulding he shaved out with hand-planes. Finished in hand-rubbed wax, after medium staining.

What is it for? Well, it's dandy for a child's room to guard clothes or toys. It's neat for a little girl's hope-chest, or an individual clothes chest to sit at the foot of adult twin beds. It has a dozen uses, and it adds to any room of fine furniture.

Mind you, this is not a full-sized grown-up blanket chest . . . and I don't want to give the impression that it is. It measures 25¼ inches long, 12½ inches wide and 15 inches

high with hinged top. You can see for yourself about how big it is. And what a number of uses you can find for it.

Above all, it's a beautiful piece of cabinet-making. *The PILGRIM CHEST* is \$19.00.

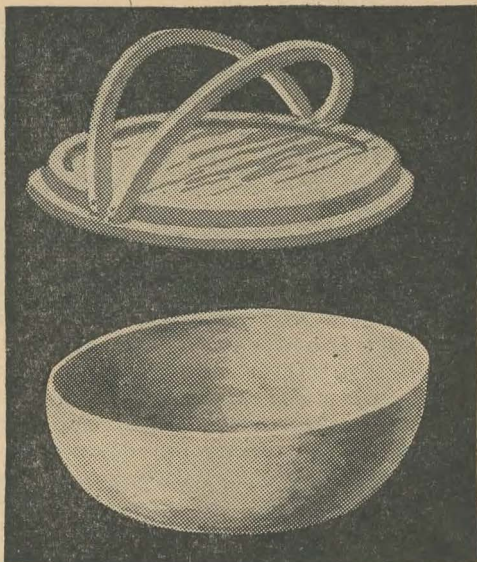


Violin Top Cricket

This one Charlie didn't model after anything. He made up the design himself, and I think he did a good job.

The violin top makes it different from the usual cricket. It's quite big too . . . measures 16½ inches long and 8 wide, and is stoutly constructed to hold *anything* that rests on it. Made of pine, stained and hand-rubbed in wax.

Every child ought to have a cricket . . . they like to sit on them. And big folks need one to rest feet on. *The VIOLIN CRICKET* is \$4.75.



Hand-turned Salad Bowls

Marcus Woodbury is the kind of Vermont craftsman we need more of in Vermont . . . he's crotchety particular. Every piece he makes must be *just so* . . . in design, in wood, and in workmanship. Time means nothing to him, he does everything by hand . . . finish and all.

Such bowls are scarce as hens' teeth. Do you know why a hand-turned bowl is better? Let me tell you. Each one is slowly turned out on a lathe by hand, carefully following the natural grain of the wood . . . hours of work. And you must have a big sound

noggin of heart wood, perfectly dry. And you get only ONE bowl from each noggin. (Contrast this with the whole nest of bowls sliced out of one block by an automatic bowl-cutting machine.) Furthermore, the hand-turned bowl has a shape that can not be duplicated by machine, and it will *keep* its shape!

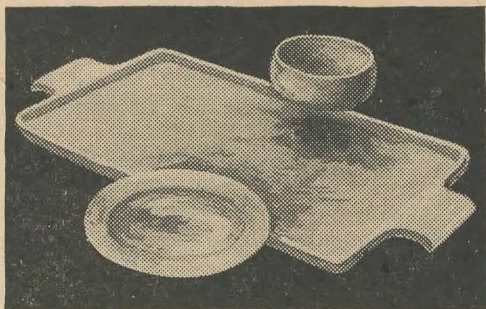
I've been dickering with Mr. Woodbury for weeks. Trouble is, he can sell now more bowls than he can make in the cellar of his house where he works. But he *likes* the idea of the VERMONT COUNTRY STORE spreading the good word about high-class Vermont things. So he agreed to make me a reasonable number of bowls. I don't know what his idea of a *reasonable* number is, but I hope I don't run out of Woodbury bowls before you order.

Important: Woodbury bowls are finished with the best water-proof lacquer and then rubbed down by hand with wax . . . a beautiful soft finish. *The 9 inch BOWL is \$4.00. The 11 inch BOWL is \$6.00. (Approximate sizes.) Servers to match first bowl, \$1.25. Servers to match second bowl, \$1.75.*

Round Tray with Handles

This *round* tray, illustrated on p. 9, has two handles which fold down out of the way. Mr. Woodbury says it's a "utility tray," but I claim it's a perfect tray for holding those doodads folks serve with drinks, though he says some use it for passing cakes too.

Anyway, it's a hand-made tray of birch, you can hold on to it and pass folks what you *want* to pass them . . . or you can set it on the table. It's pretty and it's useful. *The TRAY is \$5.00.*



Long Birch Tray

This oblong cherry-birch tray is another good and useful thing the Kennedys make . . . the beauty of it is it's cut out of one solid piece of carefully selected wood (don't confuse hand-made trays like this with the thin machine-stamped plywood trays now on the market). This big solid hand-made tray is 23 inches long and 11¼ inches wide. Everybody ought to have a tray of this size and quality in the house, as there are so many uses for it, and it's a beautiful piece of grained wood. *The LONG TRAY is \$4.25.*

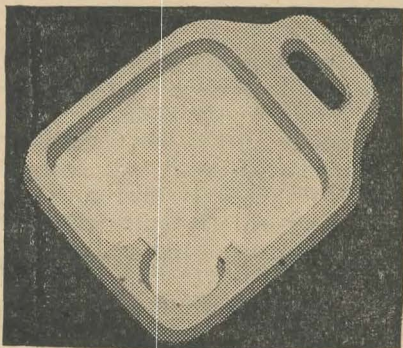
Plates, Bowls and Servers

The Kennedy boys have been turning out hand-made woodenware in Vermont now for several years and I am glad to get these few items from them. All their work is finished in a high-gloss lacquer, the best obtainable,

and water-proof. The hand-turned plates are fine for salads, cakes, cheese, or sandwiches. My wife and I have used a set of six for over five years now and they're just as good as ever. *The PLATES are \$1.50 each.*

The small eating bowl is carefully hand-turned of cherry birch, and is for folks who like to pass out food in individual servings. *The SET of 4 BOWLS costs you \$5.00.*

The servers for salad are made with a hand-grip you can get hold of, also shaped to fit curvature of your salad bowl. *The set of UTILITY SERVERS is \$1.25.*



Individual Hand-Trays

Have you ever tried to balance a sandwich, 3 cookies *and* a cup of scalding tea on a small saucer? Or a cold tall glass in *one* hand, and a dozen things in the *other* . . . and have folks still pass you *more*?

This tray is a sound and sensible invention of the Kennedy boys to meet a long felt need . . . you hold it with one hand and *it* holds a glass or cup *and* anything else you need . . . plenty of room and a pretty piece of grained birch. People usually buy them by the dozen to meet the needs of parties or guests. *The TRAY is \$1.00.*

Vermont Bearpaw Popcorn

More and more folks are taking to *popcorn*, not only as a snack, but as a supper meal with milk, or, indeed, as a confection. When I was away in Washington these last 3 years I thought I'd never stand it until I got back to Vermont where I could pop some old-fashioned Bearpaw in my iron kettle and have a good meal. (Also there are lots of vitamins in popcorn).

But I found popcorn almost impossible to get. The dealers haven't got *any* Bearpaw. I looked for weeks and at last, lucky for me, I found Fred Abbey who had sense enough last year to raise about 15 acres of the genuine *Vermont Bearpaw* (so-called because the cob is shaped like a bear's paw).

It pops fluffy, light, white . . . *and tender!* The flavor is the best I have *ever* tasted, and I am a crabby fellow who insists on something pretty special in popcorn. I can do without meat, but I have got to have my popcorn three times a week!

I'm glad I can share some of this Bearpaw with you . . . when it's gone there won't be any until Fred's crop is next cured. *Case of 4 lbs. of Bearpaw is \$1.00.*

Books

If you're stumped on everything else, and want to buy something for a particular person, you can do what I always do, fall back on BOOKS. Of course I don't mean *any* books. . . . I mean special books. Here are a dozen such books published by my friend John Lowell Pratt in New York who owns a farm here in Weston where I hope to get meat and chickens if I sell enough of his books!

COME AND GET IT: *The Compleat Outdoor Chef*. For a feast at your backyard fireplace, a club picnic, camping, and general outdoor cooking: menus, recipes, ideas, suggestions. By George W. Martin. 190 pp., 8-vo. \$2.00.

HOW TO GROW FOOD FOR YOUR FAMILY. by Samuel R. Ogden. A timely manual by a plain dirt farmer who grows food for *his* family right in the next town of Landgrove, Vermont. . . . I know Sam and I know his book is sound and of the greatest assistance to a man who wants to have a good garden. 140 pp., 8-vo. \$2.00.

THE COUNTRY COOK BOOK. By the Browns. Cooking, canning, and preserving victuals for country home, farm, camp and trailer, with notes on rustic hospitality. 220 pp., 12-mo. \$1.50.

THE COUNTRY ROD & GUN BOOK. By Arthur Wallace Peach. A friendly and philosophical Guide of successful methods and lore of taking fish and game in rural regions. Peach, another good friend of mine, lives in Vermont and this is a charming book. 225 pp., 12-mo. \$1.50.

THE COUNTRY CRAFT BOOK. By Randolph Johnston. How to work with wood, clay, metals, stone, and color, with new recipes and secrets of the crafts. 200 pp., 12-mo. \$1.50.

THE COUNTRY DANCE BOOK. By Beth Tolman. The first and still the best book on the country dances, how to do them, what they are, their history. 200 pp. 12-mo. \$1.50.

RETRIEVER GUN DOGS. By William F. Brown. History, breed standards and training of upland game and waterfowl dogs, many photos and drawings, advice on dog selection, etc. 144 pp., 8-vo. \$3.00.

POT LUCK. By Roland Clark. Six matchless tales of marsh and field by well known artist-author-sportsman, with beautiful colored plates. 144 pp. 8-vo. \$3.50.

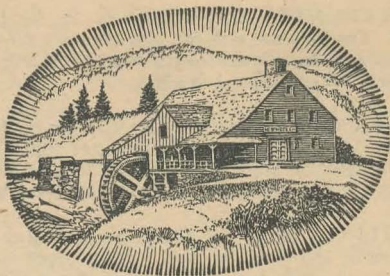
CURRENTS & EDDIES. By William J. Shaldach. Nostalgic and helpful book on fishing with fly-rod by one of America's best known artists and experts, former editor of *Field & Stream*, with colored plates and drawings. Big quarto size, beautifully printed. 140 pp., \$5.00.

COVERTS & CASTS. Field Sports & Angling. Another fine collection of entertaining adventures by William J. Schaldach, with original black and white drawings and full-size color plates by the author. Quarto, 140 pp. \$5.00.

SHOTGUNNING IN THE UPLANDS. By Ray P. Holland. With 8 plates in full color from oil paintings and many line drawings by Lynn Bogue Hunt. A beautiful gift volume, dealing with all species of upland birds by this splendid story-teller. 214 pp., quarto (boxed) \$7.50.

SHOTGUNNING IN THE LOWLANDS. By Ray P. Holland. Foreword by John Taintor Foote, full colored plates and line drawings by Lynn Bogue Hunt, a fit companion to the above volume, covering lowland species. 214 pp., same size (boxed), \$7.50.

**NOTE: Order-Form for all the foregoing items
(pp. 2 to 15) appears on back of my letter.**



*The mill of the Vermont Guild on the
Wantastiquet River in Vermont*

**The Vermont Country Store is sales agent for
all Guild products**

A Vermont Museum that came alive

THE STORY OF VERMONT'S
OLD MILL & ITS PRODUCTS

Why do thousands of people, in every state of the Union, send to a little hill village miles from nowhere to get cornmeal, wheat flour, and breakfast food, when they can buy cornmeal, wheat flour, and breakfast food right in their own town?

There is a reason . . . and a good reason: the products of the Vermont Guild's 150-year old stonemill are *wholegrain*.

What is Wholegrain?

WHOLEGRAIN is the complete (100%) kernal of the grain, ground to include the embryo or "germ." (Commercial white flour, is now doctored up . . . "enriched" *they* call it . . . by adding some synthetic vitamins. BUT this stuff has no resemblance, in any way, to Vermont Guild *wholegrain* products.)

What Makes it Better?

WHOLEGRAIN is better because it contains all the germ, and the germ, being the life of the grain, contains the vitamins and minerals. Dumb animals know it's better . . . at least this is the theory of a distinguished college professor. Squirrels know, he proved, because it's all they DO eat! Yes, he sent us some kernals of corn and, what do you know . . . the *germ* had been eaten clean out by these dumb little creatures and the rest of the corn left!

Equal to Best Cuts of Meat!

The *New York Herald Tribune*, this year, carried a dispatch which said:

"A discovery that the germ in corn, the embryonic new corn plant, is a protein food equal to the best cuts of meat, and rich in vitamin B-1, was announced today in SCIENCE, official journal of American scientists. . . . The corn germ is rich in protein and also thiamin . . . when processed in such a manner as to preserve its inherent nutritive properties. . . ."

The question is: how can these nutritive properties be preserved? We are going to tell you. . . .

Why Can't I Buy it at Home?

Commercial cornmeal, white flour and cereals (with one notable exception) do NOT contain all the germ! Why not? Because, 100 years back, the old slow stone mills gave way to high-speed steel mills in order to produce more. BUT these new fast steel mills turned the germ rancid in the heat of speedy grinding. So commercial millers threw out the valuable germ. Again, they had to have a sales product that would *keep* on grocery shelves. Germ-content corn or wheat wouldn't. So they threw out the rich germ.

That's why you can't buy *wholegrain* products in your neighborhood shop.

Where can I Buy Them?

You have to find a stonemill. Yes, it's just as GOOD HOUSEKEEPING magazine advised.

"Probably very little cornmeal sold in regular retail markets is wholegrain. The shelf life of wholegrain products is short because the presence of the germ of the grain makes the product spoil more quickly. You can buy wholegrain cornmeal from a local miller, or special food store or by direct mail from a mill that has wholegrain products."

That's simple, isn't it?

Trouble is, there are only a very few old-fashioned stone-mills still working. Fortunately, there's one in Vermont. Here in the

Green Mountains there has sprung to life a unique country enterprise now attracting national attention. This non-profit Society was formed to revive the best early crafts and self-contained village industries that made the Vermont economy of 1791 the staunch way of life it was.

On the Wantastiquet River they have carefully reconstructed the old mill that stood there in 1791. In this beautiful building, authentically erected with hand-hewn timbers and wooden dowels, they are collecting original craft tools and industrial apparatus for museum display, education, and *actual use*. In this *Working Museum* (where tools and machines are made to do the work they were designed to do), one of the most interesting is the 150-year-old gristmill of French Buhr stones, turned by the water-wheel. Here is ground an honest-to-goodness 100% whole-grain wheat and cornmeal in precisely the fashion our grandfathers ground it 150 years back. The wholegrain drops between two mill-stones in which are cut sharp grooves. Turned very slowly by waterpower, the *cold* stones crush the wholegrain like a huge pair of scissors. The germ is thus saved.

Multum in Parvo

So much in so little is a happy way to describe wholegrain meal and breakfast cereal. One loaf of wholegrain bread, or one pan of wholegrain johnnycake, contains as much natural nourishment as 14 loaves of white bread, or 14 pans of ordinary cornmeal johnnycake! One dish of Samp Cereal contains more vitamins than one barrel of ordinary breakfast food!

Do You Have Nerves?

We all know that the Vitamin B *complex*, with which *Vermont Guild Meal* is so rich, is one of the absolutely necessary elements in a healthy diet. Food containing it gives us an appetite, protects against fatigue, fretfulness, nervous tension and mental strain. That's why they call it the *Anti-Nerves Vitamin*. Then, of course, there are other vitamins in whole-grain. We must not forget Vitamin E, the anti-sterility vitamin. I can't help relate again the story of the couple who had been married for some years yet remained without issue. About two years ago they began eating *Vermont Guild* cornmeal. Some months ago their friends were surprised to receive tiny announcements in the post. Twins . . . two great big bouncing boys! Yes sir.

Of course the Vermont Guild can't guarantee this *every time!*

Six Wholegrain Products

The Vermont Guild grinds *six* different *wholegrain* products:

Yellow Cornmeal

Wheat Flour

Ryemeal

Muffin Meal

Samp Cereal

Cracked Wheat Cereal

Samp Cereal

Did you ever hear of Samp? Well, few have nowadays because *Samp* was the name originally given by the Massachusetts Indians to a native corn they pounded into coarse meal with a pestle and mortar, said mortar being a hollowed-out tree stump and said pestle being a large wooden club hitched to a bent-over sapling to lift it up. Samp mortars could be heard up and down Cape Cod and Long Island so that fog-bound sailors often found their way home on the Samp sound beam!

After some months of experiment, the VERMONT GUILD has found the right blend. We have made a breakfast cereal suited for modern taste, out of Indian Samp and crushed wheat. Samp Cereal contains *all* the vitamins of both the wholegrain corn and wheat. Therefore it gives you double-barreled nourishment.

Warning: No matter how long you cook Samp Cereal you'll never get a gooey mushy liquid breakfast food. Samp cereal when properly cooked is like a steamed rice. You can chew it. Eaten with butter and cream or with cream and honey or maple syrup, it's a rare dish that you'll become enthusiastic over and incidentally one that will put meat on your bones . . . giving you double energy for a hard day's work. It's also grand for kids—to eliminate the between-meals snack. And what a taste . . . there's nothing like it!

Muffin Meal

Many good things happen by chance. So it was that, after long experiment, we invented

MUFFIN MEAL, an *amalgamation* of whole-grain corn, wheat and rye, ready to cook into the most delicious and nourishing muffins you ever ate (and other dishes too).

We discovered that by grinding together in the same grist the wholegrain corn, wheat and rye we got, . . . NOT a mixture . . . but an *amalgamation* or *blend* of grains. Our stonemill process *fused* together all the vitamins and important elements of America's three most important, most nourishing grains! In VERMONT GUILD MUFFIN MEAL something brand new has been added to our culinary delights.

Muffin meal is as easy and quick to use as any of the modern prepared (germ-less) mixtures for pancakes, muffins, rolls, etc. . . . and in addition Muffin Meal contains 14 times more nourishment, as well as a genuine natural taste!

Cracked Wheat Cereal

For special customers who like a breakfast cereal the same consistency as Samp but *without* the corn, we now make a *Cracked Wheat Cereal* composed of pure 100% wholegrain wheat, cracked on the stone-mill.

A SUGGESTION

With every bag of corn or rye, we suggest you buy a bag of *Wheat Flour* as there is nothing so good to mix with corn or rye as this stoneground, rich grist flour. It can be used not only for bread, rolls, waffles, etc., alone . . . but also in place of white flour to obtain a 100% *wholegrain* mixture.

The VERMONT Country Store

VREST ORTON, *prop.*, Weston, Vermont

Please send the following order to:

NAME

STREET

CITY

STATE

| <i>Number Wanted</i> | PACKED IN 5-LB. BAGS | <i>Amount Total</i> |
|--------------------------|---|-------------------------|
| | Wholegrain Cornmeal @ \$1 (packed in a 5 lb. case) | |
| | Wholegrain Wheatflour @ \$1 | |
| | Wholegrain Ryemeal @ \$1 | |
| | Wholegrain Muffin Meal @ \$1 | |
| | Wholegrain Samp Cereal @ \$1 | |
| | Cracked Wheat Cereal @ \$1 | |
| See | other side for extra postage → | |
| | TOTAL ENCLOSED | \$ |

Wholegrain sent POSTfree in all
states *not* listed here

Extra POSTAGE RATES

PER 5 pounds

| | | |
|------------|-------------|-------------|
| 30c-Ala. | 30c-Kan. | 15c-Penn. |
| 30c-Ark. | 25c-Ky. | 20c-Ohio |
| 50c-Ariz. | 30c-La. | 30c-Okla. |
| 50c-Calif. | 15c-Md. | 50c-Ore. |
| 40c-Colo. | 20c-Mich. | 20c-S. Car. |
| 15c-Del. | 30c-Miss. | 30c-S. D. |
| 15c-D. C. | 30c-Minn. | 20c-Tenn. |
| 30c-Fla. | 40c-Mont. | 40c-Texas |
| 20c-Ga. | 30c-Mo. | 50c-Utah |
| 20c-Ill. | 30c-Neb. | 15c-Va. |
| 20c-Ind. | 50c-Nev. | 50c-Wash. |
| 50c-Idaho | 50c-N. M. | 15c-W. Va. |
| 30c-Iowa | 30c-N. D. | 20c-Wis. |
| | 20c-N. Car. | 40c-Wyo. |

Free RECIPE BOOKLET furnished with
Cornmeal or Wheatflour
Recipes for other products are
printed on container

All Vermont Guild products sold exclusively
by

The VERMONT Country Store
VREST ORTON, *Prop.*, Weston, Vermont