



THE
CONTINENTAL
MAGAZINE

Villas For Rent in Jamaica

FALL 1975

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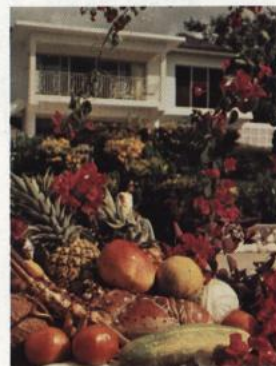


Hood ornament of today's Mark IV, with the greyhound hood ornament of past Lincolns in the background

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MAGAZINE

Vol. 15 No. 2

Fall 1975



Behind the group of island foods is a villa named Andante, at Ironshore Estates, near Montego Bay, Jamaica.
A story on renting villas in Jamaica begins on page 2.
Photograph by Leonard P. Johnson

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Villas for Rent in

JAMAICA

No island of the West Indies has such a variety of homes available for vacationers

by Virginia Radcliffe

In 1967 about fifty owners of rental cottages in Jamaica met to form an association. When a Jamaican speaks of a "cottage," he is usually referring to a luxurious, or at least very comfortable, place by the sea or in the country. Many of the people gathered at the meeting had such three- and four-bedroom homes complete with swimming pool, adjacent tennis courts or golf courses and spectacular views of the Caribbean Sea. Others had simple apartment units or modest two-bedroom villas on or near a beach. One or two could even claim a "great house," a term applied in the islands to the mansions of an estate.

The owners agreed that there must be a market in North America for every kind of house among seekers after an informal vacation in Jamaica, particularly families with children. But how was a couple in Pittsburgh or Omaha or Seattle to know what was available in the Caribbean? Mainland travel agents had no way of knowing, either, and making arrangements by mail or cable was often a complicated and frustrating process.

The outcome was the formation of JAVA, the acronym for Jamaica Association of Villas and Apartments. What has happened since 1967 is a rather remarkable arrangement that lets anyone wanting to rent a vacation home in Jamaica

book it either through a travel agent or by direct contact with the Jamaica Tourist Board. There is no charge for the service in either case. Everything is set up in advance: a car, if the people want one—and it is recommended, because Jamaica is a big island—a staff of servants (usually maid, cook and gardener) and food and drinks for two days waiting in the refrigerator. Almost all the houses have access to a good beach, if they are not directly on one, and in some areas temporary membership in the local golf or country club is included.

What is not spelled out in the rental contract is the ambiance of Jamaica itself. There is no one way of describing the kind of experience cottage renters seem to have, whether they be two or more couples pooling expenses or families vacationing with children, who, if teenagers, may arrive resenting the whole idea. But the theme has been played back again and again in conversations with neighbors at home later, the showing of color slides and even letters to JAVA.

It is the novelty of living, if only for a week or two, in a foreign country, being a householder, a "resident," meeting and talking with people whose whole way of life is different, discovering what they think and believe. More than one story is on record of the bridging of the



Left: Half Moon—Rose Hall
Golf and Country Club

photographs by Leonard P. Johnson





generation gap: Johnny going out with a local fisherman in his dugout canoe for red snapper or jack or lobster and having the time of his life; mother and daughter being guided by the cottage housekeeper through the intricacies of shopping in the Saturday market, encountering all kinds of new fruits and vegetables, and ways to cook them.

Most rental places—JAVA currently lists upwards of 350 of them—are strung along the 145-mile north coast of the island, some spilling over into the Negril, to the west, and Port Antonio, to the northeast. Best known are around Tryall golf club, Montego Bay, Rose Hall, Ironshore, Runaway Bay and in the central section known as Ocho Rios, Mammee Bay and St. Ann's Bay. It is wise to consult a map before choosing.

The island, in fact, is as varied as any continent, and the people living in different areas of Jamaica have been conditioned by their

Left: Villa and its pool near golf course at Sandy Bay; below, left and right: the outside and interior of a villa available at Tryall; on preceding page, Castle Peak, at Runaway Bay



Top: Entrance to a villa at Tryall; above: view of a villa at Ironshore Estates, near Montego Bay

surroundings, and so one finds a delightful variety of accents, ways of life and points of view. But wherever one travels there is likely to be a friendly greeting, an eagerness to give directions. Of course, it all depends on the visitor's attitude; condescension won't do and taking pictures of people without their consent is a no-no.

Despite a general impression that the West Indies have nothing to compare with Europe's ancient cultures, there are fascinating remnants of the past to be discovered all over the Caribbean, especially in Jamaica: old sugar mills and great houses, charming 18th century villages, caves where the Spanish hid from the invading British in 1660. The very folk tales, dances and music, painting and crafts are deeply set in traditions

which for centuries were rooted in plantation life and slavery. One hears words and pronunciations dating from the time of Shakespeare. Artisans still carve from native hardwoods as they did when they built the plantation houses, fishermen still hollow out their canoes from the silk cotton tree.

Among expatriates who have loved these aspects of Jamaican life was the late Ian Fleming. He is said to have written most of his 007 novels while floating in a rubber raft in the sea outside his home at Port Maria called Goldeneye. Advertisements for vacation rentals of the villa claim that "James Bond was born here."

Prices on houses listed and regularly inspected by JAVA are by the week and quoted as Summer: April 16-December 15, and Winter: December 16-April 15. Some prices include car and airport transfers, still others are contained in "packages" by which the traveler buys airfare and everything else in one parcel. Because of these various arrangements, it is impossible to state an average cost, but it is safe to say that four people occupying a house with two bedrooms and two baths during the summer season may find themselves living in well-served luxury for ten dollars a day each. In winter this would increase to fourteen. Very luxurious 3-bedroom, 3-bath mansions run as high as \$1000 a week in winter including car and airport meeting service. Some villas or apartments are as low as \$175 during the "high" season.

These costs do not include food which, because so much of the kind of food North Americans demand must be imported, is substantially higher than the same items would be at home. This is another good reason for establishing a rapport with the cook of the house. Also, she or the maid may be hired as nannies for the young children of the vacationing family.

Whether the chosen vacation spot is Mont Ego, in exclusive Tryall west of Montego Bay or a villa called Castle Peak, at Runaway Bay or Carib Vista in Ironshore Estates, the Jamaica experience will be the total result.

MARVELOUS ELECTRONIC GIFTS

Our highly sophisticated technology has spawned some remarkable items for entertainment at home by Stephen Michaud and Pamela Ellis-Simons

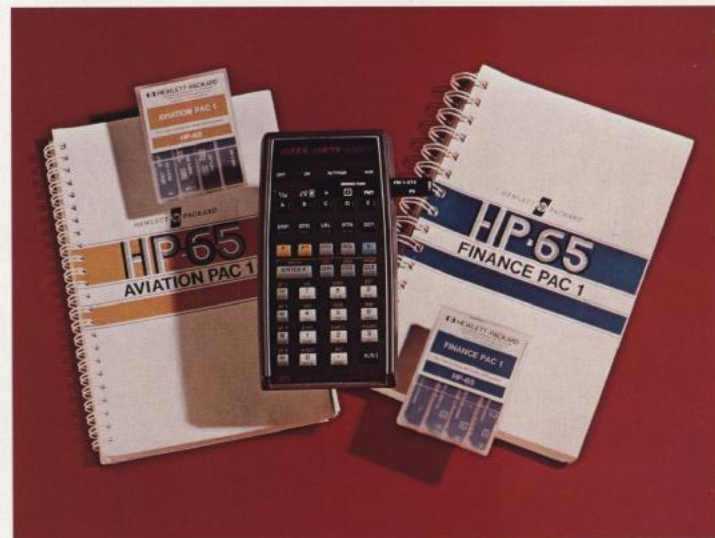
Photographs by Tom Geoly



Betamax, a home entertainment center from Sony



Sequerra's one-knob tuner



The HP 65 is barely six inches long but it can do the work of a computer

America's appetite for more and better electronic gear is huge. Just to keep up with the market, manufacturers return again and again to the drawing boards for sharper images, better sound, sturdier equipment and new ideas. This year the field is crowded as never before with new products and improved old ones. Having determined to give someone an electronic gift, the giver is faced with many choices, some of them quite astonishing.

At one time the trend in television was to miniaturization (a

screen the size of a large postage stamp, requiring a magnifier for viewing) but that has been dramatically reversed. The Advent Corporation of Cambridge, Massachusetts, has introduced Videobeam, a two-piece television system that provides a 24-square-foot picture. The image is beamed to a stationary screen from a receiver stationed about eight feet away, much in the way that movies are projected. With optional remote control, Videobeam retails for around \$4,000.

This fall, Sony is introducing

Betamax, a complex home entertainment center combining a 19-inch Trinitron color set with a player/recorder unit designed to tape programs off the air. The system, which costs about \$2,300, includes a digital timer, a video camera and a microphone with which home movies can be taped and then replayed on the TV set.

You'll also be playing more games with your television. Magnavox's hot-selling Odyssey game, in which players chase a point of light across their picture tube, will be up-dated this year with two new

models, the #100 and #200. No longer must a plastic playing field be attached to the screen. Instead, all controls are packaged in a console and game backgrounds will be electronically produced on any size screen. Sound effects are another addition on both models. And for around \$100 the #200 model will include an on-screen scoring device and a new game called "Smash," in which two people play a hybrid of Jai Alai and handball, using three playing "walls."

Home sports fans are going to be ecstatic. Zenith has unveiled some-

thing it calls "The Greenbrier," which is a 19-inch, remote-control television set that features a "Zoom Space Command" button which will allow the viewer an instant close-up of the center two-thirds of the screen. The 50 per cent enlargement can zero in on whizzing hockey pucks, soaring footballs or any individual player that the viewer wants to look at more closely. For armchair quarterbacks, persons with a leaning toward politics (the conventions of 1976), next year's Olympics or any other action, this device will attract at-

tention. It costs around \$550.

Meanwhile, the search for the ultimate FM radio tuner and stereo components may have ended with the Sequerra Model 1 built by the Sequerra Company, 143-11 Archer Avenue, Jamaica, Queens, N.Y. 11435. The Sequerra Model 1 is deceptively simple-looking for a \$2,500 tuner. It has but one tuning knob plus a digital readout for stations and an oscilloscope to monitor the precise qualities of the signals. Experts have called it the best tuner available. Radio stations use it as a broadcast monitor.

After four years on the market, the hand calculator has established itself as something more than a nifty toy. Businessmen, students, scientists, housewives and nearly anyone else who deals with numbers can use one. Over 12 million have already been sold. Now comes the Continental of calculators, the HP 65, built by the Hewlett-Packard Co. of Palo Alto, California. Retailing at \$795, the HP 65 is program-

mable like a little computer. It is in fact a computer. It comes with a standard pack of preprogrammed cards plus a few blanks for personal programming needs. Mathematicians, surveyors, aviators, businessmen, statisticians or electrical engineers may buy specialty programs to fit their needs. The victorious U.S. entry in the last America's Cup yacht race carried an HP 65 on board for ready calculations of her

relative position as the ranges and bearings between Courageous and her Australian challenger, Southern Cross, were constantly changing. Two of them flew with Apollo-Soyuz.

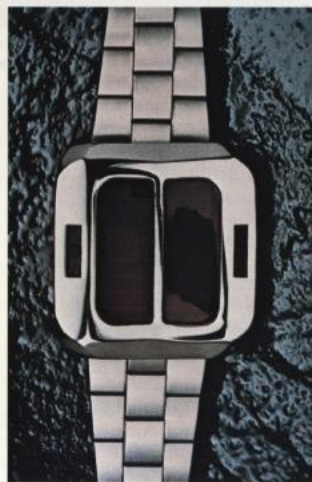
The next step in electronic wrist-watch engineering has already been taken by Ragen of New York City. Jewelry stores and better department stores around the world carry the Ragen Synchronar 2100, a digital read-out watch which is powered by the sun. It weighs only 3 ounces, has no replaceable batteries, gears or tuning forks and hums along on a silicon solar cell which renews itself from natural indoor and outdoor light, and from plain old lightbulbs, too. It also has a calendar programmed for 125 years and a unique viewing screen which highlights the date (and international time) on a vertical field. As if that weren't enough, it's waterproof to a depth of 600 feet. The stainless steel model sells for \$500; a gold edition is available at \$1750.

Even the homely telephone has undergone a face-lifting. There are a number of telephone-answering recorders on the market, but of special interest is the Record a Call Remote 80, made by TAD Avanti, Inc., of Paramount, California. Available for around \$300, the Remote 80 has a built-in Authorized Protective Connecting Module (APCM) which eliminates the need for a phone-company-installed "coupler" which must be rented. Besides answering your telephone with a pre-recorded message, it will play back your calls for you if you simply dial your home number and sound a decoding beep into the machine. It is also voice-activated so that callers can take their time composing a message.

Coming up are video disks for playing your favorite movie at home while right now you can purchase a portable cordless telephone that connects you with the world up to 300 feet from a receiver set. The size of your pocketbook and your patience in sorting out the bewildering array of new electronic gear are the only apparent obstacles to enjoying at home the kind of technology which put Americans on the moon.

Cartier, Pucci, Bill Blass, Givenchy.
They've made a mark for themselves.

In 1976, they'll help you make a Mark for yourself.



The Ragen watch doesn't need much more than a sliver of light to work forever. Photos courtesy Ragen of N.Y.

Top: Record a Call will answer your phone for you, then you can call it from anywhere and it will play the calls back.



The Pucci Edition Mark IV

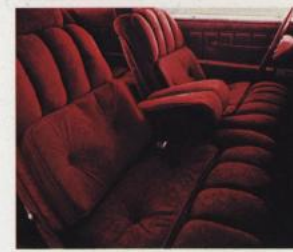
For 1976, there's something noticeably new about America's classic personal luxury car, Continental Mark IV. Some of the most significant designers in the world have coordinated the colors and put their names on limited editions of the Mark IV.

The Cartier Edition Mark IV.



Cartier has made its mark with precious jewelry. So the new 1976 Cartier Edition Mark IV is a creamy grey—the color of fresh water pearls. Its interior sustains the monochromatic look with grey velour or leather-and-vinyl. The opera window bears the golden Cartier signature, as does an identifying plate for the instrument panel. This plate will be engraved with your own name as well.

The Pucci Edition Mark IV.



Emilio Pucci has made his mark with unique color combinations in luxurious fabrics. The new 1976 Pucci Edition Mark IV is just such a statement in color and luxury. A deep, vintage burgundy with a landau roof in gleaming silver vinyl. Inside, velvety burgundy velour with a loose pillow-back look. On the opera window and your personalized instrument panel plate, Emilio Pucci's renowned signature.

The Bill Blass Edition Mark IV.



The Bill Blass Edition Mark IV has the dash and distinction of a Bill Blass blazer—superbly cut and crafted with classic elegance. Deep, lustrous blue, pinstriped

in cream and gold, with a cream-colored landau roof. Navy velour upholstery. Or choose dark blue and cream leather-and-vinyl. The Blass signature on the opera window and instrument panel plate... along with your own name.

The Givenchy Edition Mark IV.



Hubert de Givenchy has made his mark many times over as one of Paris' premier designers. His Mark IV Edition is the sparkling turquoise of the Mediterranean Sea. Matching velour upholstery. From its black-and-white pinstripes to the Givenchy signature on the opera window and instrument panel plate, a brilliant example of couture design.

For 1976, at slight extra cost, you can make your Mark with Cartier, with Pucci, with Bill Blass, with Givenchy. Or with any of the new combinations of colors and decor, described overleaf. Or, as for the last several years, you may simply choose a basic Mark IV with its unmistakable silhouette, its superb engineering, its renowned prestige. Any one of them will help you make a mark for yourself.

Introducing the Mark IV Designer Series



The Givenchy Edition
Mark IV

The Cartier Edition Mark IV

The Bill Blass Edition Mark IV

More ways to make your own Mark.

You can custom design your own Mark for 1976. First, choose an interior in one of 29 standard or extra-cost color schemes. Then design an exterior to match or coordinate with interior tones, varying paint color, vinyl roof color, bodyside molding, even pinstriping. And you've made a Mark for yourself!



This cream and gold interior is available with an all-cream exterior, an all-gold exterior, gold body with a cream vinyl roof, or cream body with a gold vinyl roof. Illustrated below are five other available extra-cost two-tone color combinations.



1976. The year to make a Mark for yourself.

CONTINENTAL MARK IV

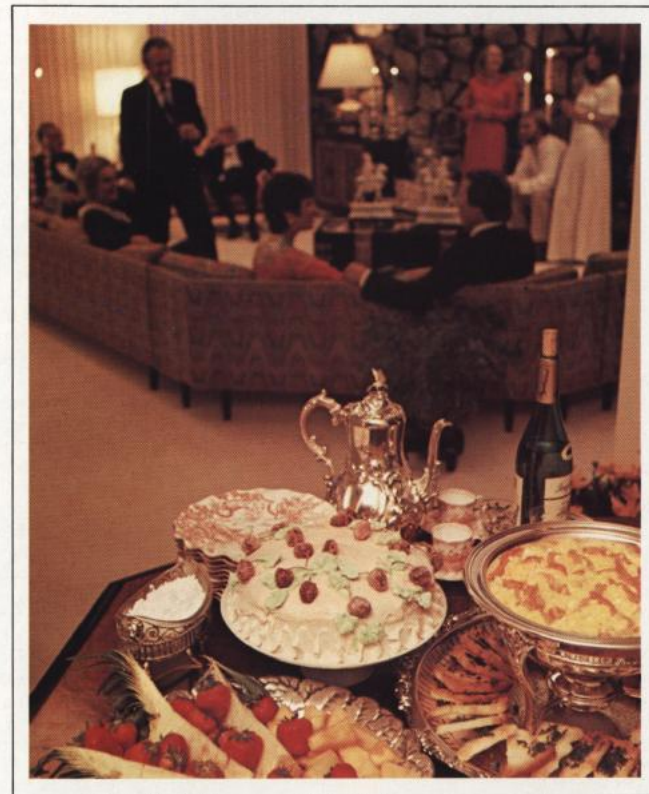
LINCOLN-MERCURY DIVISION



"Come for Late Supper"

The philosophy and some menus of one of the evening's more subtle meals

by Anne Marie Churchill



Dish at right holds eggs scrambled with lox; sweets are ranged around

The last few years have seen the tremendous proliferation of public entertainment outside large cities. Few communities are out of reach of summer theaters, movie houses showing important films, or repertory groups performing at universities and their branches. Concerts of all kinds, dance recitals, and even regional opera are widely available. People often buy tickets to such events

in groups, adding a social dimension to a cultural event. One of the nicest parts of such evenings-out is sharing reactions with friends afterward. The perfect setting for this is the after-theater party.

Such parties should be perfection in miniature. A few good friends, a little delicious food, and a modest amount of appropriate drink accompanying



Cheese blintzes, with apple sauce, sour cream and champagne

Right: The platter at the right holds the small Russian pancakes called blini, on which caviar and sour cream are to be spooned

photographs by Arthur Head

there are never enough. Make enough filling for thirty crêpes by combining $\frac{3}{4}$ lb. cottage cheese with $\frac{3}{4}$ lb. farmer's cheese. Add and mix in well two egg yolks, 3 tbs. sugar, a pinch of salt, a very light grating of lemon rind ($\frac{1}{4}$ tsp.) and a discreet grating of nutmeg. Fill crêpes with this mixture, folding the browned side inside. Either roll up or form the more traditional square blintz package. Refrigerate. At serving time brown the rolls or bundles slowly on two sides in plenty of butter. Serve the very hot blintzes topped with ice cold apple sauce and a blob of sour cream. Serve your best champagne. This dish deserves it.

Other categories suggest themselves: sea foods such as scalloped oysters, or even steaming mugs of oyster stew if you are deft at combining this very simple but surprisingly tricky dish. Seafood Newburgs are appropriate if you go light on the sherry and are sure to cook off all the alcohol. They reheat well in a double boiler. Or on cold winter nights mugs of good hearty soup might be welcome. In any case, strive for positive, lively flavors and present all in a glitter of crystal, best china and silver.

If there is no suggestion of sweet in your principal dish, have in the background some *petits fours* or a small, very special cake for those who feel left hanging without a little dessert.

Just bear in mind that this late supper should not be carried to excess. It should have very few items on its menu, each item should be the best of its kind and it should be the sort of menu prepared easily and quickly (so that the hostess can be part of the party). The net result will be the very height of late-evening elegance.

plenty of easy talk. Everyone should leave feeling not satiety, but a rich sense of satisfaction and friendship. Simplicity is the key. Limit food to one good dish, something that can be prepared in ten minutes or something prepared earlier which can be finished in that time.

Choose foods with care. Late parties once got a bad reputation because excesses of the chafing dish were producing nightmares on a grand scale. Welsh rarebit, cheese fondue and wine and brandied kidneys were often a digestive disaster taken late in the evening. Too often bad dreams and insomnia were experienced through headachy memories of unresolved hot alcohol vapors.

And yet sharply defined flavors and well-combined textures are in order. Here are three suggestions, all somewhat allied. Simplest of all are eggs perfectly scrambled with slivers of lox or other soft-smoked salmon, garnished with crisp toast points. Pass sour cream or incorporate some in the eggs if you wish. Make

toast in the broiler, keeping a sharp eye on it while you slowly cook the eggs. Beer goes well with the saltiness of the lox.

Then there are soft blini made early in the day and rewarmed in foil in the oven at serving time. Spread them with red caviar and top with sour cream. Pass a small pitcher of melted butter. This combination of bland and salty, hot and cold is stunning. Offer icy vodka taken neat, or beer or white wine. Recipes for blini, which are Russian pancakes, are in most cookbooks.

The third suggestion raises cheese blintzes, already luscious morsels, to the height of elegance. This version calls for topping them with homemade applesauce, pink from having been made from apples with the skins on. Jonathan apples are unsurpassed for this. Blintzes are available frozen, but for the very best version make a large stack of crêpes, a lighter variation of this middle European pancake. Brown on one side only and make at least five per person. Experience has shown



Gentlemanly Birdhunting Along the Southern Coast

The sport of taking rails is increasing. Here's a guide on when and how

by George X. Sand

The phrase "thin as a rail" was used originally in this country to compare a person's size not to a fence post but rather to a particular game bird that is slender enough to squeeze through seemingly impenetrable marsh growths. During the 1800's and early 1900's, gentlemen hunters pursued the Virginia, king, and clapper rail in the salt marshes of both the Atlantic and Pacific coasts and throughout inland swampy areas from Canada to the Gulf of Mexico. Today these furtive wetland birds, which prefer running to flying, still frequent much

of this range, although in considerably reduced numbers, because of uncontrolled gunning in the past. (Audubon writes of searchers in New Jersey coastal marshes customarily stealing a thousand or more eggs in a single day from clapper rail nests.)

Rail bird hunting is becoming popular again. Once a favorite sport of Southern gentlemen, the sport fell away sharply when local skiff polers found they could earn more elsewhere. Today a pair of hunters will take turns poling their own skiff, using an eight-foot oar or matching pushpole, should no guide be available.

The coastal areas of Florida, Georgia, and the Carolinas offer good clapper rail hunting (with some seasonal variation) from September into December. This period

provides at least three "good" (maximum) tides. Bag limits are usually 15 birds daily, 30 in possession. Non-resident seasonal hunting licenses cost about \$25 (about half that for a three-consecutive-day permit). It is unlawful to shoot from a boat that is underway. Although rails are migratory, no \$5 federal wild-fowl stamp is required.

Low brass, 20 gauge loads from 7½ to 9 are ample, although the 12 gauge gun remains most popular. The writer sometimes uses a .410

gauge Remington Model 1100 shotgun for fine sport.

Flushing and retrieving dogs can be used to advantage when hunting without a boat in areas of little tide change. On the upper Gulf coast of Florida, for example (Gulf, Franklin, and Wakulla counties), the change is only about a foot and hunters usually depend upon close-working dogs to make the rails fly. Since boots or waders, must be worn, such sport can prove exhausting and one should prepare himself beforehand by exercising.

Conversely, on Florida's upper Atlantic coast, there is a four-to-six foot tide (Nassau, St. Johns and Duval counties) and sportsmen pole skiffs, as already described. Fernandina Beach, near Jackson-



ville, is a favorite site and good restaurants and accommodations are available in that city.

In Georgia, clapper rails are found on coastal islands like Sapelo and St. Catherines, but access (like accommodations) can prove a problem. Write the Brunswick, Georgia, Chamber of Commerce. Rails can also be shot in North Carolina lowlands, mainly north along the coast from Wilmington.

My favorite Atlantic coast spot is a beautiful salt marsh—approximately 15 miles long and three miles deep—near Beaufort, South Carolina. When I first hunted this marsh in 1970, Dan Upton and I each quickly got our limit of 15 birds. And this was accomplished within sight of the crab fishermen's

launching ramp that we used on St. Helena Island to put our small boat in.

I had not seen so many clapper rails in one place since boyhood. Hundreds of the stubby-tailed, long-legged birds swam unhurriedly about, clucking audibly as they moved through what few clumps of golden marsh grass still protruded above the nine-foot tide (six feet is the normal high water level).

I have hunted this marsh every season since then and I have shot my limit always by lunch hour. Sometimes not another boat will be seen in this majestic marine setting of colorful dawns, swimming mink and many wildfowl and shore birds.

Edisto Island, north of Beaufort,

also provides good rail bird hunting sites, as do also the Rockville, Folly Beach and Isle of Palms marshes in the Charleston area. Tidal changes diminish, however, as one proceeds north along the coast. If you elect to hunt in the Georgetown, South Carolina, area (where there is about 10 miles of good north river marsh), I suggest you stay at the Litchfield Inn, 14 miles north of that city, on U. S. Highway 17. This ocean-edge inn offers ample accommodations and fine seafood. Try the stuffed flounder and baked oyster pie.

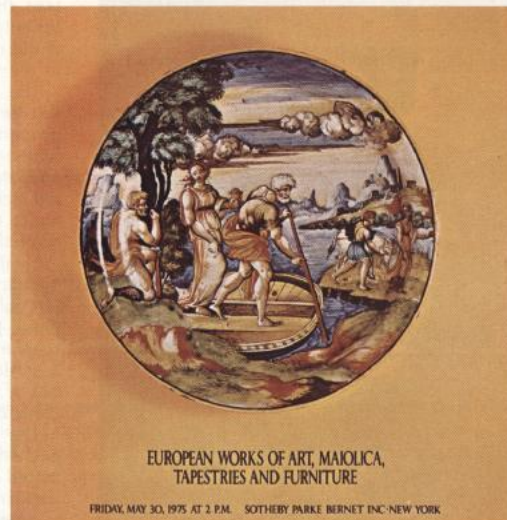
To engage guides in this area, query the Georgetown Chamber of Commerce. For guides to hunt the Beaufort marsh, write Charlie Stockell, care of the Beaufort Chamber of Commerce. Danny Brown, of nearby Frogmore, can still arrange for some polers, men who are mainly available on weekends. They charge around \$25 per day, and provide the boat.

It's a wonderful part of the country, and there is a lot to see, to do and to enjoy once the hunting is over. After a morning of taking birds, a hunter can try fishing, like going after brown cobia with a fly rod. Or there is sightseeing. At Beaufort there are the ruins of a very old church, with some of the exquisite stained glass windows still intact. And nearby there are interesting tombstones to explore.

The food of the region is pure heaven—assuming that visitors love seafood. Many of the habitual bird hunters like to go to the 250-year-old John Cross Tavern in Beaufort, where one of the appetizers is oysters wrapped in bacon. If the visitor stays at Hilton Head Island, a dozen miles south of Beaufort as the bird flies but 45 via the meandering roads, he will find she-crab soup and roast oysters at the Hilton Head Inn.

Rails are the sole migratory waterfowl one can still hunt in worthwhile number in this country. That the hunting should be available in such beautiful surroundings and with such superb accommodations is a bonus for any sportsmen.

photographs by George X. Sand



EUROPEAN WORKS OF ART, MAJOLICA, TAPESTRIES AND FURNITURE

FRIDAY, MAY 30, 1975 AT 2 P.M. SOTHEBY PARKE BERNET INC.-NEW YORK

photographs by Don Rockthey

How to Read an Auction Catalog

Study it before you bid. Its information is priceless

by Cathleen McGuigan

In the larger art auction houses, when the voice of the auctioneer rings out "Sold!" and his gavel falls, the transaction is the end of a marketing process that began months before, and its primary selling tool was the auction catalog. Although fevered excitement in the auction room may have provoked some impulsive bidding, the knowledgeable buyers made selections beforehand, relying heavily on the auction catalog as their guide.

Shopping via auction is a growing trend, partly for economic reasons. Dealers buying at auction are likely to mark up a piece 30 to 50 per cent when they sell it, so private collectors can usually expect that auction prices will be lower than those in shops. The buyers most satisfied with their purchases—after the dust has settled in the auction room—are those who prepared for the sale with the auc-

tion catalog. Indeed, a surprising number of clients of major auction houses place advance bids on the basis of the catalog alone.

Sotheby Parke Bernet, the nation's largest art auction house, publishes a complete catalog for every sale. Available about a month before each auction, it is sent to subscribers according to the category in which they have expressed an interest—Old Master Paintings, American Decorative Arts, 18th century French furniture, etc.—and to others on request; there is a charge. Catalogs are prepared by the highly knowledgeable staff of the auction house.

Catalog entries are numbered to correspond with the lot number in which the property will be auctioned. Generally, a lot is confined to one item or set of items. A lot will contain, for example, one painting, one tall case clock, a

matched pair of glass candlesticks, a set of Chinese Export plates, or a set of Federal dining chairs.

The lot is identified in a heading as specifically and precisely as possible, and the exact terms used here are crucial. In an Americana sale, "Chippendale Style Mahogany Side Chair" indicates by using the word "style" that the design source for the chair is Chippendale; it was probably, therefore, an intentional reproduction made in a later period. If the heading includes a date, "C. 1760-80," it was made in that period, in the opinion of the auction house, and has undergone no extensive alteration since that time. Headings occasionally include modifiers—"Important Chippendale Carved Walnut Tall Case Clock" or "Rare Shaker Corner Chair." These are terms used judiciously by reputable auction houses to indicate especially fine pieces.



The heading will include the name of the maker, if known, or an attribution to an artist, in the case of a painting. Again, the terms are crucial. "Attributed to Rubens Peale" in the case of a painting, is a probable but less certain attribution than simply stating the artist's name. The scope of the terms of description, style and authorship are included in glossaries in the front of the catalog.

At Parke Bernet, statement of authorship is frequently qualified by the use of an asterisk beside the artist's name. This qualified attribution is the result of the policy of guaranteeing authenticity that Sotheby Parke Bernet pioneered among major auction houses in 1973. For up to five years after a sale, the original purchaser has a warranty of authorship (maker, period, culture, source or origin of the piece) as identified in the heading. Guaranteed attributions of painters are not made for works executed before 1870; reasonably certain attributions are therefore made preceded by the asterisk.

The lot number and headings of

each catalog entry are followed by brief descriptions, including size of object, materials used ("oil on canvas," "embroidered on a linen ground," or "bronze, gold patina"), location of any signature or date, colors, secondary woods used, etc.

Important to note in any entry for antiques are statements of damage or repair. Auction houses sell an item "as is," and though auctioneers usually refer to major damage of property on the block, there is generally no recourse if a buyer was ignorant of existing flaws when he bid on a piece. Parke Bernet notes "major repairs and damages" on lots of European and American ceramics and Chinese Export porcelain in the catalog.

In furniture and decorative arts, the note "restored" in an entry for a dated piece indicates a repair or repairs, but not the replacement or addition of a major component. In a recent sale of Americana, for instance, a Queen Anne dining table, dated 1750-70, was marked "restored." The top had been reset at a later date to close a gap created by shrinkage of the wood.

Had the top or part of the top actually been replaced, the piece could not justifiably carry the date in the catalog heading.

The catalog entry may include references to the history of the property. For works of art, the exhibition history is listed as well as any references to the work in standard scholarly books. The provenance of the object is given at the discretion of the house staff.

Finally, any document or supplementary article to accompany the lot will be listed in the catalog entry—perhaps a letter from a scholar authenticating the artist of a particular painting or an original bill of sale or family record for a piece of antique furniture.

The catalogs of many major auction houses carry lists of estimated prices for each lot, a service particularly valuable to new collectors unfamiliar with current trends in the art market. Estimates are based on recent comparable auction values. Parke Bernet lists these with the note that "in no case does the reserve placed on a lot exceed the range of the estimate." Reserves, which are placed by the consigner, indicate the lowest price acceptable on the lot at auction. If bids on the property do not reach the reserve, the object is withdrawn from sale by the auctioneer. Reserves are not published. Some auction houses conduct only unreserved sales and will note this in the catalog.

Elsewhere in an auction catalog will be found Conditions of Sale, schedules of commission rates, information on appraisals and subscriptions, and how to obtain a list of prices achieved at the sale afterwards. "Advice to Bidders" in Parke Bernet catalogs describes the procedure for placing advance bids if the client is absent.

Though many clients use the auction catalog to order in advance, the best procedure is obviously to attend the sale in person. The catalog is the crucial guide—it should be studied in advance, used to frame questions on authorship and condition of pieces, carried as a guide in inspecting property at the exhibition preceding the sale, and finally used as the program in the auction room.

Presenting The 1976 Lincoln Continental

More than 50 years have passed since the first Lincoln automobile was built and a tradition begun . . . a tradition of styling distinction and engineering excellence in motor car design. For 1976, the Lincoln Continentals continue the distinctive lines that have set these prestigious motor cars apart from the ordinary.



The Lincoln Continentals are offered in two-door or four-door models. The Town Coupé, pictured above, is shown with the popular Landau vinyl roof option. New for 1976, the Lincoln Continental offers a Forged Aluminum Wheel option (shown here). An added touch of distinction is offered by the new Coach Roof option illustrated on the four-door Town Car shown on the inside fold.

The Lincoln Continentals . . . timeless styling . . . precise engineering . . . superb riding comfort . . . lasting value. Now, more than ever, the choice of those who perceive and demand the finest in automotive luxury.

The 1976 Lincoln Continental Town Car

The unique Coach Roof option, shown here on the Lincoln Continental Town Car, is a first for four-door models and is exclusive with the Lincoln Continental (also available on the Town Coupé). The Coach Roof is thickly padded, and where it meets the window in the rear the vinyl is neatly rolled and tucked for a clean, finished appearance devoid of metal trim. The wide molding which extends over the roof at the center pillars is padded with vinyl which is matched in grain and color to any of the 14 colors available for the Coach Roof.



Town Car seat design features a distinctive loose-pillow effect; available in leather and vinyl or rich velour

Coach Roof vinyl is neatly rolled and tucked around the rear window glass for a distinguished formal appearance





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