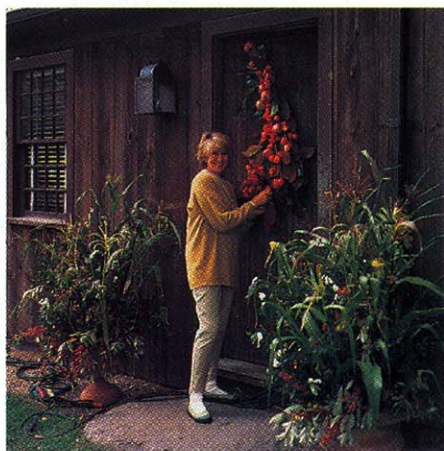


WITH A NEW BOOK, A MONTHLY MAGAZINE, AND AN EYE ON THE INFORMATION HIGHWAY,
MARTHA STEWART IS CLEARLY NOT JUST ANOTHER "SUZIE HOMEMAKER." AS AMERICA'S LIFESTYLE GURU OF
THE '90s, SHE SETS THE PACE FOR A FUTURE GENERATION. AND WHO BETTER TO LEAD THE WAY? SHE'S

LIVING PROOF!



She's been described as everything from the homemaker from heaven to a modern-day Betty Crocker with a past. And for as many fans that drool over her culinary incarnations, she has her share of enemies. (Well, not really enemies. They're just jealous.)

To those of us who lack the cooking gene, she is a savior: While we were trying to figure out how to get the lumps out of the gravy, Martha was cutting her teeth on more difficult maneuvers, like "A Neoclassic Dinner for Eight."

Now, at age 52, the tenacious one-woman show is busy conquering new territory—the bridal industry—with her special edition how-to wedding issue due out in December, and a marketing partnership with R.H. Macy & Co., the exclusive department store sponsor of Martha Stewart Living Weddings bridal registry. As if this weren't enough, Stewart couldn't keep her rollerblades off the information super highway. She's working on plans to sell exclusive merchandise for the home via television.

While preparing lunch in the kitchen of her Westport, Connecticut home, Martha talked exclusively with PBI about her career both in the kitchen and in front of the camera.

BY JUDY DIEDWARDO

PBI: *The proverbial home economics course: were you the classmate we all wished we could be like?*

STEWART: Oh, I don't know about that! I did, however love my home economics teacher, Miss Baer from Nutley Junior High School. From her I learned how to turn a collar, how to make a skirt, etc. Today, I can tailor an Armani jacket! Some people are amazed by that. But it's not so amazing when you consider that I was raised around all of these skills. They weren't a mystery to me.

PBI: *How do you feel about perpetuating the stereotype of the female homemaker?*

STEWART: Great! I am the embodiment of that—of the woman who *didn't* have to leave home to pursue her career. I enthusiastically celebrate the raising of children and those who devote themselves to it.

PBI: *Do you ever get tired of what you do and wish someone would cook for you?*

STEWART: No, not really. If I had to do it every day for a table full of people, that might be another story. But you have to remember that I grew up doing all of this. Each member of my family was involved with everything inside and outside the house. Today, it's all about experimenting, trying new things. In fact, I wish I could get into other people's kitchens when I travel because there are things that I see in the marketplace that aren't available here.

PBI: *You received your business training on Wall Street, where you worked as a stock broker after graduating Barnard College. Is growing gardenias or making a killer pasta salad akin to building a financial portfolio?*

STEWART: Indirectly, yes. The knowledge and training I received helped with my catering business, which I began when I left Wall Street and moved to Westport, Connecticut with my husband and daughter. I went into that business venture knowing what a profit was; I knew how to do a balance sheet. As a result, I was successful. The same is true for the modeling that I did while in high school. My ability today to pose on the covers of my magazines and work in front of the camera are all due to that early training.

PBI: *You stepped into the limelight in 1982 with your first book, Entertaining—which has since gone into 25 printings in addition to the more than 600,000 copies in print—followed by 11 more titles, all winners. But the real news from the Martha Stewart camp is your most recent book, Menus for Entertaining, available in bookstores now. What's all the excitement about?*

STEWART: I started working on this book right after finishing my first book. What's so exciting is that it captures the essence of relaxed enter-

taining, which I do a lot of. As I say in the introduction, I don't bake my own French bread or make my own croissants any more. I don't have time. But I have found good sources for such items, which frees me up to focus my creativity elsewhere. Today's entertaining is more relaxed and casual; you don't have to freak out anymore about every detail. It's okay to delegate.

PBI: *The real triumph of this book, though, is its packaging. Each chapter is divided into themes, such as "Twilight Dinner for Ten," and "North Carolina Barbecue." I think this helps solve the menu dilemma.*

STEWART: Well, this book is designed to give the reader ideas: To help with the menu planning by giving some really good, simple recipes as well as giving ideas for table settings.

PBI: *What was this inspiration for this book?*

STEWART: All of my books are designed to fill a void. And aside from my first book, there wasn't anything else like it on the subject of practical menu planning.

PBI: *I understand that you didn't have the full confidence of your publisher before your first book was printed.*

STEWART: I was the *only* one who had confidence! But I strongly believed that it was just what people wanted and needed and I was right. Because I have a good sense of what's available, I can see what's needed. As a result, I have a tremendous library that I have been collecting ever since I was old enough to read. I especially love buying cookbooks in foreign countries—even if I can't read them! I can always find someone to translate. As a result, I have a substantial collection of books on cooking as well as gar-

The Stuffing

1 pound basmati rice cooked with a bay leaf and chicken or turkey stock

4 apples, peeled, cored and cut into chunks

1/2 pound Shiitake mushrooms, sliced

5 white onions, diced

4 cloves of garlic, finely chopped

10 celery stalks, chopped (including leaves)

1/4 cup dry sherry

2 cups breadcrumbs (flavored)

fresh herbs

olive oil

Sauté garlic in 1 tablespoon of good olive oil for about one minute using a large pan. Add onions and sauté over a low heat until translucent. Be careful not to brown. Mix in celery.

In a smaller pan, sauté mushrooms over a medium-high heat in 1/2 teaspoon of olive oil. Add sherry to mushrooms, stir, and let simmer. Combine with onions and celery in the larger pan.

Using the same small pan with remaining sherry and olive oil, add apples and cook until they begin to soften. Add to onion mixture.

In a large bowl mix together cooked (and cooled) rice and breadcrumbs, then fold in the mixture. Season with parsley, sage, tarragon, marjoram, salt and pepper, as well as any other spices. Let cool before stuffing turkey.

dening, wildlife, horticulture, decorating. I'm a student. If I can't learn, I can't teach. And teaching is my job.

PBI: Let's talk about your television series, *Martha Stewart Living*, which debuted as a nationally syndicated weekly series last September. Was it a natural crossover for you to make from your work in print?

STEWART: Yes, especially since I had already been doing *Today Show* segments for the past two years.

PBI: ...and your television shows hit pretty close to home.

STEWART: They do! Barring field trips and other excursions, all of the filming is done at my Westport home, which has pretty much been turned into a studio.

PBI: What would you say to the woman (or man) who loves the domestic arts but doesn't have the time to indulge in them?

STEWART: You have to make the time. Let's face it, we all waste a lot of time and we all have our priorities. I prefer being in my garden to shopping.

PBI: What is your average day like?

STEWART: Today, I got up at five, wrote a column for my magazine, jumped on a plane and visited two of my projects in East Hampton. I did one other interview this morning and my television producer is coming here to the house for lunch to discuss the upcoming holiday shows—Halloween, Thanksgiving and Christmas. Before the day is over, I have a second column to write for the magazine, plus visit with my daughter, who I haven't seen in three weeks. Then, I'll fly back to Westport for a dinner meeting with my advertising director. And in the midst of everything, I'm thinking about what I'm doing, what props to bring, for tomorrow's *Today Show* segment, which I do every other week.

PBI: Does your busy schedule impede your creativity.

STEWART: No. Being creative is all I do. That's my life. Sometimes I have to force myself. After all, it's hard to talk about Christmas on the most beautiful summer day in East Hampton! But generally, I never have a problem coming up with new ideas. Lifestyle is such a limitless

subject. Executing the ideas is another matter. That is where the main challenge comes from.

PBI: Your magazine, *Martha Stewart Living*, published by Time Inc. Ventures, has been a tremendous success since it began in 1991, with more than 750,000 subscribers. You've just gone from six to 10 issues a year, plus you've added two special issues, one of which debuts this December. Tell me about it.

STEWART: On *Weddings* is absolutely gorgeous. If you're not married, you'll want to be by the time you finish the issue.

Tackling this subject was a departure for us in the sense that it was a bold move to intrude on an area that's well run by the industry. But I saw a void. I wanted to see real, definitive how-to information, not a catalog of fashion. So, we put together what I call the elements of a wedding: chapters on everything from cake making, ring selection and invitation design, to flower arrangements and wedding dress construction. It's very different from anything else on the market.

PBI: Some of the segments were shot in Palm Beach: the Flagler Museum, Bethesda By The Sea and Lakeside Castle. Why?

STEWART: It was February when this segment was shot and we needed a beautiful location with beautiful weather. Palm Beach was the perfect backdrop.

PBI: I understand that your passion for key limes was cultivated as a result of your frequent trips to Palm Beach. Did you gather a supply when you were here last?

STEWART: You bet! I took them home, squeezed them and froze the juice. I love fresh key lime pie, key lime tarts—in fact I just made a wonderful key lime icing for a cake. I would love to have some key lime trees, but they don't grow in Connecticut.

PBI: If you lived in South Florida, what would your garden look like?

STEWART: It would be a new adventure for me because I've never had a tropical garden. It would be full of fruit, bromeliads and definitely orchids. Lots of orchids.

Pumpkin Souffle

Ingredients: (Serves 12)

12 hollowed-out jack-be-littles (baby pumpkins)
4 large eggs (with whites and yolks separated)
Eggwash (make by whisking together 2 large eggs)
1/2 cup dark brown sugar
1/2 cup white sugar
2 1/4 cups evaporated milk
3 cups pureed pumpkin
2 1/2 tsp. cinnamon
3/4 tsp. salt
1 1/2 tsp. ginger
1/2 tsp. cloves
3/4 tsp. nutmeg
1/2 tsp. allspice

Preheat oven to 425 degrees. Brush pumpkin rims with eggwash then dip in white sugar. In a large bowl, beat together yolks and both sugars until completely blended. Reduce speed to low and add evaporated milk, pumpkin puree and spices. Set aside.

In a separate bowl mix egg whites at medium speed. Add 2 tablespoons white sugar and beat until soft peaks form. Gently fold into pumpkin mixture. Then spoon mixture into pumpkins. Sprinkle tops with sugar and bake at 425 degrees for about 10 minutes; reduce heat to 350 degrees for another 25 minutes. Let cool and serve immediately.





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MARTHA

CONTINUED FROM PAGE 49

PBI: *Who was your mentor?*

STEWART: My father, for gardening; my mother for housekeeping; and even my grandparents. From them I received a practical education that I think a lot of people lack. A formal education is great. But there are some things that you can't learn in a classroom.

PBI: *Tell me about your 27-year-old daughter, Alexis. Is she the next Martha Stewart?*

STEWART: No. She's definitely her own person. She just finished decorating her new house and she's running the Bridgehampton Motel on Long Island, which she also designed. She's a very good designer and very much the entrepreneur.

PBI: *Just like her mother?*

STEWART: Sort of, only I think she's more stylish—and smarter. She has exquisite taste, too.

PBI: *I imagine you had something to do with the cultivation of those qualities. What did you instill in her?*

STEWART: Learning, learning, learning, and to strive for perfection.

PBI: *PBI's readers are renowned for throwing lavish parties and appreciate the fineries of entertaining. How often do you entertain and what special considerations do you make when hosting a party?*

STEWART: Well, this past week I entertained Friday, Saturday, Sunday and Monday. The success of an event—any event—depends on careful consideration of the basics: who's coming, what do they like, and what is the occasion. The ideas in my books and magazines simply expand on these basic premises.

PBI: *What is your idea of the quintessential party—replete with food, decorations, table setting, etc.?*

STEWART: I believe that every party should be special and memorable. That's the real secret to entertaining. Mixing people and places—doing the unexpected. My most memorable (and

favorite) was my 50th birthday party. I had it right here at the house and involved a lot of people who work with me. It was a fun, outdoor party—and something a little different for the Hamptons. I used everything from my garden, and had the firemen from the Cutchogue, Long Island Fire Department—who do the best barbecue

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—Martha Stewart

around—come and do barbecue for me. This is what I mean by ‘special and memorable.’ But you *have* to be creative. Most people wouldn’t ever dream of getting firemen to cook for them, now would they?

PBI: *I understand that despite your pre-holiday vows to dine elsewhere on Thanksgiving, you always have a change of heart and stage a traditional feast for your family and close friends.*

STEWART: Every year I think that I will dine elsewhere—that for once I will not stuff turkeys, crush pounds of cranberries, and purée untold varieties of vegetables. Yet the tradition of the holiday is so much a part of what I do, what I live for, that to not cook and entertain on this day would seem tantamount to treason. And so we always end up having our traditional family dinner at my house. Nevertheless, I have tried to simplify my efforts while keeping within the confines of a New England Thanksgiving in terms of ingredients.



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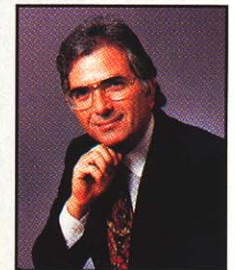
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