Inside!

Eva Zeisel
Jane & Michael Stern
Doo Wopp Hall of Fame
Art Deco Collectible Books
ESPRIT's 1940's Vision
Calendar of Events
Classifieds
The Echoes Report is published quarterly and is distributed throughout the U.S.

The purpose of The Echoes Report is to serve as a resource guide to consumers looking for vintage shops, news, and specific items regarding the 1930's-1960's eras.

Annual subscriptions are available for $16.50, which includes 4 issues per year plus a copy of our catalogue, Echoes. Please send checks payable to Echoes with your name, address, and phone number (Canadian $19.95, Foreign $26.50).

For credit card orders call 508-428-2324. Visa or MasterCard.

All rights reserved. No part of this publication may be reproduced without written permission from Deco Echoes Publications.

Subscribe today to The Echoes Report!

---

LETTERS......

"We like The Echoes Report very much: it's fun, useful, and informative......Best wishes"
Jane and Michael Stern
Connecticut

"I just started to subscribe to your publication and find it very interesting. As a dealer and collector it's nice to know what's "hot" these days....."
Joan Silverman
Massachusetts

"Enclosed is a check for a year's subscription to Echoes. Great idea for a magazine whose time has definitely come! You definitely fill a void for the modern collector/dealer....."
Lee Hay
Ohio

"This newsletter sounds 2 good 2 be true! Just shows what a little press can do....I can't wait to get it!"
Mindy d'Arbeloff
Massachusetts

"Please send us a subscription to The Echoes Report. We want kitsch to rule our lives (just kidding!)"
The Oppenheimers
Massachusetts

"Keep The Echoes Report coming! Maybe monthly?"
Lynne Reuter
Rhode Island

"I love the newsletter!"
Michael DiMaria
Connecticut

"Your report is very informative and useful."
Robert Tieger
New York

---

LETTERS

Tell us how we're doing. We'd love to hear from you! Send us your letters, suggestions, or contributions. Send them to:

Deco Echoes Publications
P. O. Box 2321
Mashpee, MA 02649
Contents

Volume 2, Number 1

Feature Stories

Eva Zeisel by Lois Raskin & Carol Levison 6
Eva Zeisel, her life, and her classic, playful dinnerware designs.

Doo Wopp Hall of Fame by Suzanne Cheverie 8
Providence Rhode Island is selected as the home of the new Doo Wopp Hall of Fame

An interview with Jane & Michael Stern by Suzanne Cheverie 10
What these modern day Pop culture historians think about the 1930's-60's eras, and their upcoming book

Whither, Wherefore Art Deco by Jack Beeler 15
A witty synopsis of the history and popularity of Art Deco

The Art of The Art Deco Book 19
A special exhibition on collectible Art Deco books and their covers

Esprit moves forward by looking back to the 1940's by Suzanne Cheverie 21
Suzie Thompkins takes control of Esprit and moves the company in a retro direction

In Each Issue

What's Hot......................................................... 5
vintage kitchen appliances; Art Deco aviation

Reader's Swap..................................................... 13

Auction Spotlight............................................. 14

Coming Events.................................................. 24

Tidbits............................................................. 27

Cover......................................................... George Nelson clocks. Photo courtesy of Treadway Galleries.
If you're looking for a steady crowd of customers,

Advertise in

THE ECHOES REPORT

508.428.2324

Boomerang
FOR MODERN

20th Century
Modern Design

3795 Park Bl, San Diego, Calif. 92103 619 295-1953

Attention Advertisers:

Looking for business overseas? You've come to the right place! The Echoes Report will soon be distributed to 30s-60s enthusiasts & businesses throughout Europe. At home and abroad, we're the place for 20th Century dealers to advertise in!

Full Color Coke Diner Print $22
Matted & Framed $65.00
LED lite & Framed $125.00
Shipping: $5 US, $8 Can, $18 Europe
Check, MC, Visa, Amex accepted
Rt.66 w/50's Cars
also available
Catalog avail. $5.00

About Framing
2200 Waukegan
Glenview, Il 60025
708-998-8885

vibrant Fiesta ware
subtle Russel Wright
charming Eva Zeisel
stunning Chase chrome
Bakelite flatware
porcelain top kitchen
tables

The best in design from the thirties, forties and fifties for your kitchen and your table - combining panache and practicality

Pittsfield, MA
413-442-6244
Vintage In The Kitchen

If you're in the market for restored electrical kitchen appliances, you should definitely check out the Wm. Randle Restoration Co. of Lakewood, CA. Established in 1991, and originally specializing in antique brass fan restorations, they fell into the kitchen market by chance. An occasional space in their display case was filled in with a restored toaster or blender. Low and behold, these pieces really sold, and now 75% of their sales are kitchen related. They have a large stock of vintage parts on hand so they're able to make repairs with original hardware. And they also carry ten varieties of new cloth covered power cord, which is very hard to find.

Buying electrical antiques can be risky, but Randle takes that risk out by guaranteeing every item they restore. As William says, "The bitterness of poor workmanship outlasts the sweetness of a low price."

Wm. Randle Restorations
2706 Deerford Street
Lakewood, CA 90712
310-422-2424

Deco Aeronautic History

Can aeronautics be Art Deco? For readers of a fascinating book by Alexander Roca, the answer is a resounding "Yes!". Entitled simply Crusader, it's the story of a unique twin boom, twin engine airplane that came out of Denver to aviate cross-country and wow the world in the mid-1930's. The Crusader's precipitous rise and mysterious fall reads like an exciting paperback novel, flavored with business intrigue, high finances, courtroom drama, and perhaps industrial espionage and governmental collusion. But this book is more than a good story, it also offers a wealth of fascinating detail, hundreds of photos and illustrations, and a comprehensive index.

Available in finer bookstores everywhere.
Artworks generally are the prized possessions of a privileged few. The tableware designs of Eva Zeisel made the leap from art to utility, residing comfortably in museum collections and on kitchen tables. All of her work emanates a playful exuberance. Looking at a 'Town and Country' plate which she designed for Red Wing with its subtly off-center tilt, or the salt and pepper shakers from the same set which seem to be nuzzling one another, we smile and savor the sense of humor implicit in the design.

Eva Zeisel was born in Hungary in 1906. First wanting to be a painter, but in her teens deciding to apprentice to a potter, she soon was working professionally. Her designing encompassed a number of firms in as many countries: Hungary, Germany, the former USSR, and Austria. Emigrating to the US in 1938, she taught for fifteen years at the Pratt Institute in Brooklyn, New York, a leading school for industrial design. It was while she was at Pratt that she designed many of the production pieces that still grace tables today: 'Tomorrow's Classic' and 'Century' for Hall, 'Town and Country' for Red Wing, and 'Fine Stoneware' for Western Stoneware. It was also during this period, in 1945, that the Museum of Modern Art in New York commissioned her to design a porcelain dinner service. Until that time, contemporary American dinnerware had been executed in less formal earthenware. Zeisel, in cooperation with Castleton China Company in Pennsylvania, produced 'Museum White', an elegant and austere formal "moderne" American porcelain dinnerware. Museum White is in the permanent collection of The Museum of Modern Art.

Eva Zeisel, still designing in her 80's, never rests. Most recently, she designed for Palazetti a line of tables, candlesticks, a coat rack, and a room screen, all with playful flared profiles that evoke bird heads, dolphin snouts, and ivy leaves. Palazetti will produce an ingenious chair based on a 1950 Zeisel prototype with squiggly tubular steel sides and a taut seat in sailcloth.

Every bit of her work, even the most controlled, is imbued with her signature exuberance. Emerging from her Bauhaus-influenced rather formal training, Ms. Zeisel developed a line which, although technically sophisticated, was less concerned with function and more with pleasure. Rythmic lines with much movement and roundness, light-heartedness within classic forms, coordination and relatedness among pieces without monotony are all hallmarks of her work. According to Ms. Zeisel, "a set of dishes should have a family resemblance....subtle, like that
between distant relatives." Earlier and now, Zeisel's design philosophy remains the same, "my new pieces... have great joie de vivre. Where it comes from, at my age, I cannot explain, but it is surely there."

The most well recognized and available lines for collectors are those designed for the Hall China Company with the Hallcraft backstamp: 'Tomorrow's Classic' and 'Century'. Each of these two shapes were produced in plain white as well as embellished with a variety of decals. "Fantasy" is a Tomorrow's Classic decal utilizing thin black intertwined abstract designs looking somewhat like a molecular model or the recorded path of a solar system. Other decals for both shapes include florals, autumnal leaves, the stylized wrough iron fence of "Buckingham", and other abstract designs. The shapes of both Hallcraft forms are similarly fanciful while maintaining Ms. Zeisel's sure control and balance. Tomorrow's Classic features distinctive oval shapes with many pieces elongating to form smooth handles, while Century pieces flow to more upwardly turning pinched tips to form handles.

'Town and Country' dinner service, designed for Red Wing Pottery in 1945, is heavier earthenware, conceived in response to their request for something "Greenwich Villagey", something colorful, bold, and modern that would capture the fancy of a newly adventurous mid-America. The shapes are eccentric and roundly chunky, epitomized by the nuzzling salt and peppershakers which were to be immortalized a

continued on page 20
It was the brainchild of Harvey Robbins, a concert promoter and founder and president of the Doo-Wopp Hall of Fame of America. The purpose of his organization is to honor the often unrecognized doo-wopp artists who created the harmonious sound of the 50's and 60's and educate the public about doo-wopp's contribution to music history.

Providence was selected as the home for the Hall of Fame for several reasons. The Veterans Memorial Auditorium, where the inaugural concert was held, was completed in 1950 and has hosted many doo-wopp artists over the years. The area also boasts classic diners, several universities and exhibit spaces which are conducive to a celebration of this size.

The Hall of Fame will hold annual nominations by a recognized 65 member committee which will select 32 finalist doo-wopp groups. Next a national voting committee of 150 members will vote to select the top five groups. The first groups will be inducted at the First Annual Doo-Wopp Hall of Fame Induction Awards Concert on April 30, 1994 at the Veterans Memorial Auditorium. For information on this concert call (617) 784-7130.

Note: further reading on Doo-wopp groups can be found in the following books:

They All Sang On The Corner by Phil Groia

Doo-Wop by Anthony Gribin & Matthew Schiff

FYI: An obscure 1953 single by the Hornets sold recently for $18,000.
Deco Echoes National Nostalgia Shopping & Entertainment Hotline

Coming Soon!

Just when you thought The Echoes Report couldn't possibly offer yet another groundbreaking service to our subscribers We proved you wrong! With our newsletter already becoming the resource for information regarding the 1930's-1960's eras, and the unequalled place for our advertisers to reach the clientele they are looking for, we decided to reach even further into the market, to do something no other publication had ever even tried before - set up a 24 hour a day, 7 day per week National Hotline to service our subscribers even better, and provide yet another exciting medium for our advertisers to utilize.

Through the Hotline, you will be able to access a variety of 30's-60's businesses located in major metropolitan areas all across the country.

Shopping........Restaurants........Hotels........Auctions.......Events.......all accessed through one phone call!

As soon as the Hotline is up and running, all of our subscribers will receive the Hotline Phone Number delivered right to their mailbox - you'll be the first to know! This service is free and will make the value of your Echoes Report subscription even greater!

If you have a 1930's-1960's related business and want to reach out to thousands of target marketed customers, give us a call today and we will send you a full information package on how to advertise on the Hotline, and let you know how you can receive an extra month of Hotline advertising for free! This offer is limited, so hurry and call 508-428-2324 today! Or write to Deco Echoes/Hotline, P.O. Box 2321, Mashpee, MA 02649.
What can we say to Jane and Michael Stern except - Thank You! Through their 19+ books to date (Encyclopedia of Pop Culture, Elvis World, Sixties People, Roadfood, American Gourmet.....) they have brought pop culture and the 1930's-1960's eras into the spotlight, exploring little known facts and creating a treasury of information that is both witty and knowledgeable, insightful and revealing, for any student of American culture to enjoy. How did they get started down the winding road of America's subculture? We asked them and here's what they said.

Michael: In 1968 we were graduates at Yale in Art/Art History - that's where we met. We got out of Yale in 1971 and felt that we had had our fill of studying, so we hit the road to write a book about long haul truck drivers. To us it was a fascinating subculture, and the CB craze of 1976 hit just as our book went out, so it did very well. On our travels we discovered Americana more interesting and relevant than anything we had studied at Yale. Which led to our second book Roadfood. This was basically a guide to cafes and roadside restaurants. We travelled again for this book and by this time we were really hooked.
on what we call "vernacular culture" i.e. paintings of Elvis on black velvet and Pillsbury bakeoff brochures.

Echoes: Why are your books different from other pop culture books on the market?

Michael: Our source material is found at yard sales, goodwill, flea markets, and tag sales - not libraries, so the books reflect that view of America. Our greatest resource is the Sears catalog. We have a whole collection dating from the 1930's through the 80's. It's such a fabulous source for the way people in America not necessarily do live but want to live.

Echoes: You have written that America is known around the world for its pop culture, not its high culture. Is this a bad thing?

Michael: This is a mixed thing. There are some aspects of our pop culture that I'm proud of - like the movie business. The classic films, such as the great westerns, are a phenomenal form of folk culture. I was just reading recently that Rambo has become a huge folk hero throughout the South Pacific. Even though that film is passe here, its' star has become very big down there.

Echoes: If pop culture is such a big part of what America is all about, why isn't there a pop culture museum?

Michael: Because pop culture is so big. There are smaller museums such as the Museum of Broadcasting or the Museum of Cartoon Art. I guess the closest thing would be the Smithsonian. They have untraditional exhibits such as Archie Bunker's armchair and the set from M.A.S.H. But pop culture is also slang and jokes which you can't put on display.

Echoes: Your next book deals with the American West - why did you pick that topic?

Michael: Did you know that the most popular part of EuroDisney is the Western part? The world adores Western mythology which has been completely created by pop culture. Zane Grey novels, The Great Train Robbery, they all contributed to the creation of a huge, fabulous cultural myth which is as complicated and morally rich as the ancient Greek mythology. Plus, if you look at American popular culture, what are the fundamental aspects of it? Elvis of course, but we already did a book on him, and the huge, wonderful, never ending and always changing history of the American West. If you are at all interested in our history and values you are into the West. It's our folklore. Of course there's the anti-West movement, which says that expansion is terrible and we killed the Indians, but that's part of the whole Western story too. Time and again as Jane and I travelled around we would see these images - a man on horseback or a cowboy in the plains - and we had a sense of deja vu, and realized that they were part of our soul. There's something so compelling about the West, that we felt we had to do a book. It's tentatively called Way Out West and it's laid out in a coffee table style format. It will have lots of classic continued on page 23
THE NEW 26TH STREET
INDOOR ANTIQUES FAIR

60 Dealers • 2 Floors of Antique Furniture • Porcelain Bronzes • Statuary • Silver • Glass • Pottery • Lamps Paintings • Prints • Vintage Clothing • Jewelry Textiles • Toys • Comic Books • Baseball Cards Postcards • Memorabilia • Collectibles • and much more

We invite you to exhibit and visit New York's newest, most exciting indoor antiques market (as recently reviewed in the Sunday N.Y. Times Style section).

DEALER INQUIRIES WELCOME: CALL 212-633-6010

STREET LEVEL  LOWER LEVEL
9' x 10'   @ $170  8' x 10'   @ $130
8' x 12'   @ $180  10' x 12'  @ $150
8' x 12' corner @ $200  10' x 12' corner @ $170
SHOWCASES @ $50  TABLES @ $5

The above rates are for both Saturday and Sunday

Temperature Controlled • Secure • Free Street Parking • Electricity Showcases and Tables • Advertising — Radio, Television, Print

WEEKEND ANTIQUES SHOW
Saturdays/Sundays, 9AM-5PM • Free Admission (Half a block from the outdoor Antiques Flea Market)
122 West 26th Street  New York, New York 10011
(212) 633-6010

ART DECO THRU 50'S
FURNITURE AND ACCESSORIES

ANOTHER TIME

1586 Market St.
(At Franklin/Page)
San Francisco, CA
(415) 553-8900

ORPHAN ANNIE'S
96 COURT ST.
A CURIO SHOP

Specializing in Art Deco and Art Nouveau objects d'art • Art glass-American and European • Depression era glass • Pottery-Weller, Rockwood, Roseville, etc. • Wide array of table, floor and hanging lamps • Kitchen aids, baskets • Clothing and accessories from 1890's-1950's • Wide selection of jewelry.
OPEN 7 DAYS 10-5 MON.-SAT. 12-5 SUN.
207-782-0638
AUBURN, MAINE

CHRISTINE'S
309 E. 5th • Des Moines, Iowa 50309 • 515-243-3500
30's
40's
50's
This section is dedicated to helping our readers network to find specific items they are searching for. If you are looking to buy a certain piece, or want to sell an item, this is the section for you!

This service is free for our subscribers. The charge for non-subscribers is 25 cents per word, with a $5.00 minimum. Phone number counts as one word; no charge for zip code. Payment must accompany ad. Please type classified ads, thank you. Insertion deadline is 5th of month preceeding issue release. Please send your classified ad to:
Deco Echoes
PO Box 2321
Mashpee, MA 02649

Looking for psychedelic/60's items, including Peter Max memorabilia. Lee Hay Box 14898, Cincinnati, OH 45250-0898 (513)621-6034

Jazz'e Junque, Chicago's first Cookie Jar Shop. New monthly list $4.00. 1950's kitchen collectibles. We buy cookie jars! 3831 N. Lincoln, Chicago, IL 60613 (312)472-1500.

Wanted: Heywood-Wakefield all pieces considered; call or write. Lynne Reuter 1378 Stony Lane, N. Kingstown, RI 02852 (401)295-2779

Looking for a pair of chrome finished torchier floor lamps. Louis DiSanto 2542 E. Aurora #206, Twinsburg, OH 44087

Selling two beautiful Conant Ball end tables with large matching coffee table. All 3 pieces are solid rock maple, smooth blond finish. The coffee table has some caning detail on the sides. These vintage 50's pieces are in very fine condition. Priced to sell at $250 (set). Joan Silverman 23 Bacon Road, Bedford, MA 01730 (617)275-4643

Looking for replacement "blades" for 30's Singer fabric bladed bakelite-bodied electric fan. Have to sell mint condition 30's Remington and Underwood portable typewriters and a 20's or 30's Singer portable sewing machine with molded plywood (Quonset-shaped) case. Robert Tieg 3 Patchin Place, New York City, NY 10011 (212)989-5278

I buy Sascha Brastoff resin animals, call on all! Michael DiMaria 238 Wilton Road, Westport, CT 06880 (203)454-0753 or (203)544-8159.

Buying high school yearbooks picturing celebrities (showbiz, sports, politics, infancy, etc.) Seth Poppel, Yearbook Archives, 38 Range Drive, Merrick, NY 11566 (800)232-5558.


Looking for modern stainless steel flatware and Olivetti (Divisuma 18) calculator. Jerryl Habegger 740 N. Sheridan Road, Chicago, IL 60626 (312)338-4914.

Looking for china designed by Eva Zeisel (Castleton; Hall; Redwing, etc.) Eager to add to my collection. Fred Newman 30 Crofut Street, Pittsfield, MA 01201 (413)443-6622.


Looking for women's rubber rain boots of the 1945-1965 era. D. Seagrave 111 Cleveland RD #78, Pleasant Hill, CA 94525 (510)934-4848.

Looking to buy 1930's-1960's Italian glass. Zero to Sixties 75 Thompson Street, NYC, NY 10012 (212)925-0932

Looking for 1950's quality bakelite/lucite plastic handbags; early Rock 'n' Roll memorabilia from 1950's - fan mags, concert posters, photos, etc... and amusement park memorabilia from early 1900's to 1950's. Renee O'Connell 11526 Ivy Bush Ct., Reston, VA 22091.

Looking to buy 1900-1960 vintage clothing, wholesale. Becki Campbell (813)725-2069

Looking for Ruskel Wright plastics, especially pink 'Flair' butter dish, and Franciscan starburst dinnerware, especially serving pieces. Michael Griffin 206 N. Patterson Park Avenue, Baltimore, MD 21231 (410)732-1423.

Looking for 50's bedroom furniture and textiles. Also would be interested in trading vintage knitting/crochet patterns. Heather Campbell 1465 Florida Ave. NW, Washington, DC 20009-5801 (202)265-8315.

Buy / Sell 50's furniture, chrome dinettes, and Heywood-Wakefield Joe Wood 400 N. Avenue, St. Charles, IL 60174.

Marilyn Monroe hand-colored art print, semi-nude full body pose, autographed by famous 1940's pinup artist Earl Macpherson. Send $25 (includes shipping) to Joan Jenkins, 45 Brown's Lane, Old Lyme, CT 06371 (203)434-1852.

Buying, selling and trading Frankart. David M. Negley 325 W. 45th Street #515, New York, NY 10036 (212)459-8954.
Auction Highlights

Christie's East held the first of two 20th Century Decorative Arts auctions they will sponsor in 1993 on March 25. The items up for sale included important European glass, post war glass, ceramics, furniture, lamps, sculpture, chrome & silver pieces, decorative objects, flat art, Icart and American glass & Tiffany.

Prices realized at the auction ranged from $58 for an enameled and silver mounted glass biscuit jar to $12,650 for a Hagenauer copper and steel life-size figure of a butler, which surpassed its $12,000 pre-sale estimate.

Other highlights included a Lalique frosted glass statue "Grande Nue Bras Leves" for $5,980; a Zsolnay ceramic vase with a mermaid and merman in high relief for $1,610; a group of four Alfred Porteneuve side chairs for $2,530; a pair of 1950's pink shantung and rafia Bergeres for $1,150; a 'Gherpe' superstudio pink molded plastic lamp c.1967 for $1,265, and a Jean-Michel Frank galuchat covered box for $1,955. The above prices include the buyers premium and have been rounded to the nearest US dollar. Christie's next 20th Century Decorative Arts auction is scheduled for June 9th at 2pm. For information call (212)606-0530.

***

The Don Treadway and John Toomey Galleries held a three session 20th Century design auction on May 2. The first session focused on over 300 superior examples from the Arts & Crafts and Art Nouveau movements. Session two featured 300 examples of European art pottery. The final session focused on modern furniture, Italian glass, and accessories from the 1930's-1960's.

Highlights from this third session include a Bruno Mathsson organic form chaise lounge for $2,100; an extremely rare Charles Eames DTW-2 knock down dining table for $4,400; a Donald Deskey dining table/console for Widdicomb for $3,500; an unusual biomorphic form Vladimir Kagan sofa with crisscrossed teak legs and original oatmeal "Zulu" Dreyfuss fabric for $3,000, and a pair of industrial streamline design low lounge chairs by Warren McArthur originally designed for the Biltmore Hotel in Arizona for $2,600.

Rounding out the sale was an impressive collection of Italian art glass. A stunning 9" Pezzato vase designed by Fulvio Bianconi sold for $7,500; a Salviati "pinnacoli" vase by Luciano Gaspari with an interior double helix brought $2,400; an Aureliano Toso unusual bird form vase by Dino Martens sold for $4,800 and a Barovier & Toso "Intarsio" vase by Ercole Barovier went for $2,400. The next 20th Century auction at Treadway is scheduled for November. For information on this upcoming auction call (513)321-6742.
Whither, Wherefore Art Deco?

by Jack Beeler

There's a raw energy rumbling in the design-soul of every good piece of Art Deco, and doubtless that energy touched a resonant chord deep within those motivated, perhaps even possessed, collectors and enthusiasts who first "found" the form, forty years after it had been eclipsed by first, the war effort, then the Fabulous Fifties, the Love Generation, and finally, Beatlemania. From a shadowy, uncertain background status (it wasn't uncommon to find a piece at a market labeled "Art Decca") to positively strutting its stuff in the sunshine ("Ohmygod it's ART DECO!") took about a decade.

An art form, or even a style, always to some degree manifests a society's psyche; often it boldly expresses the times. Is is any wonder that in France in the early Twenties, the themes of gentleness, gracefulness, and femininity - as expressed by such motifs as gazelles, baskets of fruit, doves, fountains, and the female figure - should abound? Europe, ravaged by World War I, was in what we might today call a self-nurturing, healing mode. On this side of the Atlantic, the "new style" had hardly been noticed. When the French had inquired whether there would be an American contribution to the Paris Exposition of 1925, they were informed that America had no Art Deco (a charming piece of Deco-lore, n'est-ce pas?). For the next five or so years some American manufacturers scrambled to close that conspicuous gap (read: make profit from) by copying French designs and motifs. The American lighting manufacturer Lightolier, for example, fabricated a number of painted cast-iron chandeliers and sconces which incorporated the motifs of fountains and flowers so often expressed in French deco designs.

Meanwhile, the American business of BUSINESS was striding mightily along. That unbridled anything-is-possible, the-world-is-our-factory spirit of the Roaring Twenties in America, where the machine was crowned King of Kings, swelled to epic, even dangerous proportions. But even the crash of '29 couldn't still the engines and machines which had already begun to transform the landscape into a modern cityscape. America's preoccupation with Power, Machine Precision, Energy, Mass Production, Speed, Efficiency, and Achievement began to manifest in the form that its objects, architecture, and art took. New materials like chrome, black "vitaglass", and bakelite combined with aerodynamic, pyramiding, aggressive form-follows-function designs to create the resolutely American style which came to be known as Streamlined Modern.

Streamlined Modern, of course, is part and parcel of "Art Deco". Its origin is found twenty years earlier in the German Bauhaus movement, and the austere simplicity of that design ethic often can be seen to underlie the rich and complex surface qualities of many later French Art Deco objects. If the observer of such a French piece extricates himself from its captivating complexities and removes himself to a distance, he can usually distinguish and appreciate an overall simplicity and economy. American designers were impelled to express their nation's heady optimism - its sense of possibility, strength, and resourcefulness. They produced clean
Art Deco continued from pg. 15

powerful forms, forms often styled after aspects of the machines which came to symbolize that power and precision, forms which evoked similar feelings in those who purchased and used them. Consider, for example, the chromium-plated "pancake and corn set" which Russell Wright designed for the Chase Company (ca.1935) and its jaunty little spherical pitcher. Sporting a long conical spout and semi-circular handle, it fairly radiates pouring energy. The spherical salt and pepper elements complete the amusing Poppa Bear - Momma Bear - Baby Bear scenario and ultimately honor the "less is more" design tenet.

Chrome, until the Twenties a rarely-used industrial finish, now made its way into the nation's barbershops, dental offices, and the living rooms of those bold enough to ride the crest of the new design wave. One important advantage: it needed no upkeep, and this fit perfectly with the "modern" contention that industrial America and its machines could create near-effortless living environments for its citizenry. No more silver polishing! No more woods to oil and wax! Was it not appropriate that chromed tubular metal furniture should also express, design wise, the abiding sense of dynamism and power? Some of the nation's top industrial designers, men like Kem Weber and Gilbert Rohde, turned their attentions and talents to this new medium, and produced designs which trumpeted the new spirit. In-house designers for large companies like Lloyd and the Royal Metal Manufacturing Company doubtless profited from associations with such luminaries, and produced pieces which spoke eloquently (and vociferously!) of the streamlined modern esthetic.

Whereas such American design-forms as Wright's pancake and corn set surely lacked in humanistic or natural themes, in contrast to the French pieces which preceded them, they nonetheless spoke a powerful, familiar message to the generation which spawned them - and to the generations which followed.

The prospects for superior examples of Art Deco as collectible - and bankable - have never been better. Largely as a backlash to the proliferation of the style into the mass marketplace, knowledgeable collectors have relegated generic Art Deco, kitsch Art Deco, any of the "almost" Art Deco's to a new level of failure and irrelevance. The Art Deco audience has never been larger, never better informed; the number of superior pieces never fewer, less available. Although prices have increased significantly in the past decade, excellent examples of the various Deco strains - whether opulent and rich or sleek and streamlined - seem grounded in comparative reality - a reflection of their rarity as well as their intrinsic and esthetic values. Those pieces, by their dynamism and proportion, their craftsmanship, and their combination and interplay of materials, continue to cause raw energy to rumble. It is to this resonance that our attentions have gone, and will continue to go.

Jack Beeler is the owner of Decorum, an Art Deco shop located in San Fransico.
WANTED
ADVERTISING SIGNS FOR
- AUTOMOBILES -
- MOTORCYCLES -
GASOLINE - MOTOR OIL - TIRE
TRUCKS - BUSES - TAXIS
AND ETC.

P.O. BOX 776
MIDDLEBORO, MA 02346
(508) 947-7207

MODERN TIMES
Martha Torno
Tom Clark

20th Century FURNISHINGS
1538 N MILWAUKEE AVE CHICAGO, IL 60622
312 772-8871

Get your piece of the past
it's a breeze!

A classic that has been in continuous
production since the Fabulous 50's - the
Cinni Fan! It's still made by the same
methods in India, and is the perfect cure
for those HOT, HOT summer days!

Available as a 3-speed oscillating table
fan in black or white, 13" diameter. $169 in-
cludes shipping. Send check or money
order, delivery address, and color selec-
tion (black or white) to:

Echoes Catalog
PO Box 2321
Mashpee, MA
02649

To order by Visa or MasterCard call:
508-428-2324

UNIQUES
Antiques & Collectibles
1102 W. Jefferson Street (Rt. 52)
Joliet, Illinois 60435 - 815/741-2466

Short way from I-80. Take Larkin Ave. North to
Jefferson (Rt. 52). Turn east on Jefferson and go 1 mile
or 4-1/2 miles east of Rt. 55 on Rt. 52.
Wed. thru Sat. 11 to 5, Sunday by chance or appt.

World's Fair souvenirs / Jewelry / Advertising items / Clocks
40's & 50's memorabilia / Neon signs (old & new)
Political pins / Kitchen collectibles / Furniture / Glassware
wrist watches / fountain pens
WHAT DO:

- ART DECO
- THIRTIES NOSTALGIA
- HIGH FINANCE
- AVIATION HISTORY
- COURTROOM DRAMA
- ANTIQUE TOYS
- PULP FANTASY
- STREAMLINE DESIGN

HAVE IN COMMON?


RARE BIRDS PUBLISHING
POST OFFICE BOX 1067
BERLIN, MASSACHUSETTS 01503

China, Crystal, Flatware — Over 45,000 Patterns

The world's largest source of discontinued china, crystal and flatware, Replacements, Ltd., has many patterns from the 30s, 40s, 50s and 60s. We have a 100,000 square foot facility with 1.5 million pieces and over 500,000 satisfied customers.

If you need a piece, or several pieces, to add to your collection ... or if you'd like to sell some unneeded extras ... call or write us.

REPLACEMENTS, LTD.

Call 1-800-562-4462. Or write:
1099 Knox Road • P. O. Box 26029, Dept. ERD3C
Greensboro, NC 27420

Advertise in The Echoes Report!

BUY DECO BY VIDEO

SAN FRANCISCO'S RENOWNED DECORUM OFFERS ITS 15-YEAR COLLECTION OF THE FINEST ART DECO ACCESSORIES AND FURNISHINGS!
- OVER 200 FRENCH AND AMERICAN DECO CHANDELIERS
- WALL SCONCES, FLOOR AND TABLE LAMPS
- AMERICAN DESIGNER AND FRENCH FURNITURE
- HEYWOOD-WAKEFIELD COLLECTION • FRENCH POSTERS
- MEXICAN AND MODERNE SILVER JEWELRY COLLECTION
- MODERNE GLASS, CLOCKS, FIGURES AND BRONZES

OVER 350 ITEMS PRICED AND FOR SALE
45-MINUTE VHS TAPE ONLY $29.95
FULL REFUND WITH PURCHASE • WE SHIP ANYWHERE
ORDER YOUR TAPE: 415•864•3326

DESIGNERS • COLLECTORS

20TH CENTURY PROPS

American '50s Designer Furniture
Eames • Bertola • Noguchi • Breuer
Antique Fans • Small Appliances
Lamps • China • Collectibles

MACHINE • AGE

Sales + Rentals
354 Congress Street Boston MA 02210
617.482.0048 Wed thru Sat 12-5
The Art of The Art Deco Book

The Art Deco period was a time of artistic experimentation in every field, and book design was no exception. Art Deco books are treasured for their bindings, illustrations, covers, dust jackets, typography, and decorations by leading artists of the day. Art Deco books and publications also document the work, innovations, and thinking of the era's preeminent designers.

During the early Art Deco period, wealthy collectors and publishers of deluxe editions commissioned leading artists to create bindings. Tooled leather bindings by artists such as Rene Keiffer, Louis Gilbert or Pierre Legrain can today sell for as much as $5000 and more. However, Art Deco bindings are not entirely beyond the reach of average collectors as many can still be purchased for under $1000, while still others can be found under $100, making it a rapidly growing collecting field for both book collectors and those interested in the design of the period.

There were several notable book illustrators and designers in the United States including John Vassos, Rockwell Kent, Lynd Ward, and W.A. Dwiggins. John Vassos' bookbindings and illustrations for books such as Contempo (1929), Ultimo (1930), and Phobia (1931) are fine examples of American Art Deco design, and the books themselves are commentaries on modern life. Rockwell Kent is best known for wood engraved illustrations for books such as Moby Dick (1930), N.byE. (1930), Salamina (1935), and others. Lynd Ward's achievement was "writing" several novels without using any words, with only page after page of woodcuts to tell the book's story. His woodcut novels God's Man (1929), Madman's Drum (1930), and Wild Pilgrimage (1932) are highly collectible. W.A. Dwiggins designed hundreds of books with Art Deco motifs for publisher Alfred A. Knopf.

In France numerous illustrators left their mark on the art of the book including Jean-Emile Laboureur, Andre Marty, Jean Dupas, Charles Martin, George Barbier and Georges Lepape. Many of the most popular French books and publications incorporate pochoir illustrations. Pochoir, or stencil printing, was a favorite method of producing fashion illustration plates in small-edition high-quality publications such as La Gazette du Bon Ton, the "Gazette of Good Taste".

In the 1930's, as in other fields, continued on page 26

You can receive a 20-shop Art Deco and Mid-Century Furnishings Shopping Guide for the San Francisco, CA area for only $1! Send to:

Deco Echoes/Shopping Guide
Box 2321
Mashpee, MA 02649
Eva Zeisel continued from pg. 7

few years later when Al Capp adopted the shape to create his famous "Shmoo", a creature that delighted America's imagination.

Ms. Zeisel's work poses a perfect challenge to a collector while also providing significant rewards. The collector will acquire objects which reside in the permanent collections of the Art Institute of Chicago, MOMA, The Brooklyn Museum, The Cooper-Hewitt and in a Smithsonian Institute travelling exhibit which was shown throughout the US and Canada. Simultaneously, there is the challenge of the hunt. Zeisel's pieces are often difficult to track down, but sufficient numbers were produced and when found are affordable enough to sustain a collector's interest and prevent total frustration.

Recently awarded the first Brooklyn Museum's Lifetime Achievement Award, Eva Zeisel represents a powerful symbol of perserverance, productivity, and creativity. Her designs are worthy of the most discerning collector. Her work will endure.

This article was prepared by Carol F. Levison and Lois Dellert Raskin, admirers of Ms. Zeisel, acquirers of her designs, and owners of Once Upon A Table, a business devoted to the best in mid-20th Century tableware and kitchen design. They are mounting an exhibit of Ms. Zeisel's designs at the Lenox, Massachusetts Library (in the Berkshires) during the month of September.

*
Esprit moves forward by looking Back

"The 1940's era, Susie Thompkins believes, was a time when clothes were the most simple and elegant. A time when people were proud of their appearance and took care to put their best foot forward."

ESPRIT, the megalithic clothing retailer of the 1980's, was founded in the optimistic and liberating days of the 1960's. The feeling and philosophy of this era carried the company, and it's founders Doug & Susie Thompkins, into the high echelons of success. But times were changing. Sales were floundering and the company needed a new direction, a new image. Susie Thompkins was just the woman for the job.

After wresting control of the company from her now ex-husband Doug, Susie set out to totally revamp ESPRIT. Feeling that the market was ready for practical, real clothes for older, more socially conscious women, Susie hired a whole new design staff and set out to create a continued on page 22
groundbreaking new look. Her Fall '92 signature collection revealed a move to a modern interpretation of the classic styles of the Forties and Fifties. There's a feeling of timelessness to the pieces - an elegant styling without an intentionally "designed" look. The 1940's era, Susie Thompkins believes, was a time when clothes were the most simple and elegant. A time when people were proud of their appearance and took care to put their best foot forward.

All this timeless appeal has been filtered through the sweater jackets, coat dresses, cardigans, T-shirts, tailored trousers, long pleated skirts, simple dresses, and swing coats of Susie's designs and emerged modern, elegant, and street-wise.

But where would she showcase this new collection? In a new showroom with a complimentary image, of course. At 1370 Broadway in New York, a two story space was converted into a spacious, simple and warm display arena. The entrance lobby greets the visitor with a setting of 50's living room furniture, for a retro-residential feeling. In the showroom itself the selling stations are equipped with 1940's Prouve desks and chairs behind beech display screens.

Susie Thompkins is a great fan of French furniture of the Forties and Fifties herself (you might have guessed that one!), especially the designs of engineer and architect Jean Prouve. She has his President's desk in her office and a pair of Visitor chairs in her living room. His simple shapes mirror Susie's design sense perfectly.

After the days of 80's excess, there has been the gradual return of simple values and social consciousness, of self awareness and global responsibility. The 90's are becoming a time of morals, values, and - Susie Thompkins hopes - a return to the simplicity and styles of the Forties and Fifties.
J & M Stern continued from pg. 11

photos - John Wayne, etc... And even more exciting are the photographers we located who used to work in the 1940's and 50's taking pictures of tourists "playing cowboy" on dude ranches. Their photographs are the most wonderfully evocative images of the West.

Echoes: If you had to pick your favorite years from the 1930's-60's, what would they be?

Michael: Jane and I often play this game. If I had a time machine I would love to go back to the late 1940's/early 50's. After WWII there was a sense of unleashing in this country. There was a lot of passion, excitement, and fun. During the war there were restrictions - food rationing, etc... but in the peacetime economy all that wartime effort went towards a fashion explosion - wild 40's ties and women's zany hats. Cinemascope was sweeping the nation and everyone was looking forward with optimism towards the future.

Echoes: As you said, the 1950's were a time of optimism and hope for the future. Have we lost that optimism? Are we looking to the past for the hope we don't have now?

Michael: The Sixties in particular and the Seventies to a degree really destroyed a lot of wonderful things about our American culture. In the late 40's and early 50's there was this sense that the world was our oyster. That we were all a part of the family of man and if we put our minds to it we could do anything as a nation. The appeal of items from those times is that they retain that infectious feeling that we as a nation can always better ourselves, that "can do" spirit.

Echoes: So you wouldn't want to return to the 1960's then?

Michael: They are fascinating years, but I had the full 60's experience myself. I was 14 when they started and 24 when it was all over and I did all the "Sixties" things - I protested, I took drugs, but I wouldn't want to do it again. I think a lot of people got stuck in the 60's mentally. Those years had a profound effect on a lot of people, not necessarily good. However, the early 60's, 1961 and '62 in particular, were wonderful and fascinating years. Pre-Beatles America was a lively, seductive type of place. After '62 the Beatles, the Kennedy assassination, and the hippies came along and things went downhill.

Echoes: Do you think the current interest in the 1930's-60's is just a fad or is it here to stay?

Michael: No, I don't think it's a fad. 100 years from now I think people will look back at mid-20th Century America and really see a very privileged time. Yeah, there were many things wrong, but basically for most middle class people America in the 30's-60's was a truly privileged place to be, and I think we'll never see a time like that again. I think the appeal of those years will only grow the more we get into the next century. We will look back on a time when we were truly one nation. Way Out West will be out this Fall.
Coming Events

January
1-3  Coliseum Antiques Show  New York  201-384-0010
8-10 Miami Art Deco Weekend  Florida  305-672-2014
9  Vintage Fashion Expo  Oakland, CA  510-653-1087
16-17 All American Collectors Show  Glendale, CA  818-980-5025
22-23 Vintage Clothing Show  Illinois  708-428-8323
27-31 Coconut Grove Show  Florida

February
6-7 Vintage Fashion Expo  Santa Monica, CA  510-653-1087
13-14 Garden State International  Somerset, NJ  201-384-0010
14  1950's/Modern Auction  Treadway Gallery  513-321-6742
19-21 Art Deco Weekend  Napier, New Zealand
27-28 Triple Pier Expo  New York City  201-384-0010

March
13-14 North Shore Antiques Show  Byfield, MA  508-324-1377
20-21 Cyclorama Show  Boston, MA  617-426-8196
21-22 Atlantique City Show  New Jersey  609-926-1800
27-28 Vintage Fashion Expo  San Francisco, CA  510-653-1087

April
3  Vintage Radio/electric auction  Iowa  515-752-0600
24-25 Modern Times Show  Glendale, CA  310-455-2894
28-29 Down City DooWopp Show  Providence, RI  401-726-0808

May
1-June 30 The Art of The Art Deco book  Boston, MA  617-421-1880
2  20th Century Auction  Treadway Gallery  513-321-6742
9  Sturbridge Textile Show  Sturbridge, MA  603-430-8588
11-16 Brimfield Show  Brimfield, MA  413-245-3436
28-31 LA Modernism Show  Los Angeles, CA  310-455-2886

May-July4 60's ceramic exhibition  American craft museum  212-956-3535

June
5-6 Indianapolis Art Deco Show  Indiana  317-261-1405
5-6 Newport Antiques/Collectibles  Portsmouth, RI  800-759-SHOW
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Lalique Society Auction</td>
<td>New York, NY</td>
<td>212-427-2730</td>
</tr>
<tr>
<td>12-13</td>
<td>Art Deco-50's Sale</td>
<td>San Francisco, CA</td>
<td>415-982-DECO</td>
</tr>
<tr>
<td>13</td>
<td>Expo of Decorative Arts</td>
<td>Washington, DC</td>
<td>202-298-1100</td>
</tr>
<tr>
<td>3-4</td>
<td>Nostalgic Peddler's Fair</td>
<td>Hollister, CA</td>
<td>209-683-2537</td>
</tr>
<tr>
<td>5</td>
<td>Sturbridge Textile Show</td>
<td>Sturbridge, MA</td>
<td>603-430-8588</td>
</tr>
<tr>
<td>6-11</td>
<td>Brimfield Show</td>
<td>Brimfield, MA</td>
<td>413-245-3436</td>
</tr>
<tr>
<td>4-5</td>
<td>Nostalgic Peddler's Fair</td>
<td>Hollister, CA</td>
<td>209-683-2537</td>
</tr>
<tr>
<td>5</td>
<td>Sturbridge Textile Show</td>
<td>Sturbridge, MA</td>
<td>603-430-8588</td>
</tr>
<tr>
<td>6-11</td>
<td>Brimfield Show</td>
<td>Brimfield, MA</td>
<td>413-245-3436</td>
</tr>
<tr>
<td>4-5</td>
<td>Vintage Fashion Expo</td>
<td>Oakland, CA</td>
<td>510-653-1087</td>
</tr>
<tr>
<td>5</td>
<td>Vintage Clothing/Textile</td>
<td>Stratford, CT</td>
<td>800-344-SHOW</td>
</tr>
<tr>
<td>8-10</td>
<td>Philadelphia Game Rm. Show</td>
<td>Philadelphia, PA</td>
<td>913-441-1492</td>
</tr>
<tr>
<td>9-10</td>
<td>Indianapolis Art Deco Show</td>
<td>Indiana</td>
<td>317-261-1405</td>
</tr>
<tr>
<td>10-11</td>
<td>Modern Times Show</td>
<td>Glendale, CA</td>
<td>310-455-2894</td>
</tr>
<tr>
<td>16-17</td>
<td>Atlantique City Holiday Fair</td>
<td>New Jersey</td>
<td>609-926-8484</td>
</tr>
<tr>
<td>5-8</td>
<td>Metrolina Expo</td>
<td>Charlotte, NC</td>
<td>800-824-3770</td>
</tr>
<tr>
<td>7-8</td>
<td>Winnetka Show</td>
<td>Illinois</td>
<td>708-446-0537</td>
</tr>
<tr>
<td>7-8</td>
<td>Fabulous 50's Show</td>
<td>Maryland</td>
<td>410-992-4538</td>
</tr>
<tr>
<td>14-15</td>
<td>North Shore Antiques</td>
<td>Byfield, MA</td>
<td>508-324-1377</td>
</tr>
<tr>
<td>20-22</td>
<td>Chicagoland Show</td>
<td>Illinois</td>
<td>713-350-9635</td>
</tr>
<tr>
<td></td>
<td>20th Century Auction</td>
<td>Treadway Gallery</td>
<td>513-321-6742</td>
</tr>
<tr>
<td>4-5</td>
<td>Deco-50's Sale</td>
<td>San Francisco, CA</td>
<td>415-982-DECO</td>
</tr>
<tr>
<td>5-6</td>
<td>Wex Rex Collectibles</td>
<td>Boston, MA</td>
<td>508-568-0856</td>
</tr>
<tr>
<td>11-12</td>
<td>Vintage Fashion Expo</td>
<td>Santa Monica, CA</td>
<td>510-653-1087</td>
</tr>
</tbody>
</table>
book publishing as an industry became increasingly geared towards mass marketing. A major book design development of this period was the development and popularization of the pictorial paper dust jacket. Dust jackets, like posters, were designed to catch the eye of the consumer, and were created by artists such as Rockwell Kent, Boris Ariszbeasheff, W.A. Dwiggins and Louis Lozowick. However, many dust jackets were designed anonymously by freelancers or staff graphic artists at the large publishing houses. Although the artist may be unknown, the quality of the designs is apparent, and many exciting and unusual books with Art Deco dust jackets can still be purchased from under $50 to $100.

First editions of books written by the leading design theorists of the period are also sought by collectors, such as Norman Bel Geddes' Horizons (1932), and Paul Frankl's New Dimensions (1928). In addition, Art Deco collectors now actively seek trade publications, bound sheet music, advertising booklets, and periodicals of the same time period.

Thomas G. Boss Fine Books, nationally known for its visually striking books reflecting Art Nouveau and Arts & Crafts design, is presenting a special exhibition entitled "The Art of The Art Deco Book", during May and June 1993. An accompanying catalogue featuring more than 300 items is available at the bookstore gallery or by mail for $10 from Thomas G. Boss Fine Books, 355 Boylston Street, Boston, MA 02116. For additional information call (617) 421-1880.
Ever wonder what Donald Trump was voted to be by his high school class of 1964? The Ladies Man! And what about James Dean or Frank Sinatra? Or even Elvis? Everyone's past is time-capsuled away somewhere in a high school yearbook.

That somewhere is what Seth Poppel wants to find out. A former baseball card collector, Poppel's interest in yearbooks was sparked by one he bought from a friend for $200 with Mickey Mantel's class photo in it. From then on there was no looking back and he now owns over 500 celebrity high school yearbooks. His Yearbook Archives represent the most significant collection of celebrity high school yearbooks and photos in the world, and have been the subject of numerous TV shows, magazine articles, and the Doubleday book entitled "Yearbook." Currently Poppel is looking for yearbooks for such big name stars as Kevin Costner, Kathleen Turner, and Julia Roberts. Did you serve on the prom committee with any of those future celebs? Do you still have your yearbook? If you do, Poppel will pay anywhere from $75 to $400 for a yearbook he doesn't have yet. Send inquiries to Yearbook Archives, 38 Range Drive, Merrick, NY 11566.

Guess what's been showing up on the trendy streets of Paris lately? The Fifties housedress! So check out your local thrift shop - this comfortable yet stylish staple looks great for any situation and if you're lucky enough to find an original in good condition, you can retro-dress for success!

Going to Paris? Wondering where to shop? Here's three locations to start you off!

- Van Vooren Giles
  Stand 38, Allee 1
  Marche Vernaison
  93400 Saint-Ouen
  40.11.42.58
  specializing in art nouveau and art deco

- Au Comptoir Du Chineur
  49 Rue St. Paul
  33.1.42.72.47.39
  specializing in vintage American Pop & Coke

- La Souris Verte
  23 Rue St. Paul
  42.74.79.76
  specializing in fun frills, dolls, buttons, 1940's items & fabrics

If you're interested in jewelry from the 19th and 20th centuries, there's a new video out for you! "Hidden Treasures, A Collector's Guide to Antique and Vintage Jewelry of The 19th and 20th Centuries" is produced by Venture Entertainment Group Inc. and covers styles and periods of fine and fashion jewelry from the last two centuries. Approximately one hour in length, the host Christie Romero shows you how to identify the age and material of a piece of vintage jewelry, and concludes with a value evaluation of a wide selection of jewelry pieces. The tape is $24.95 + $5.80 for shipping and can be ordered by calling 1-800-688-8569 or write to Venture Entertainment Group Inc., PO Box 55113, Sherman Oakes, CA 91413.

If you missed the Art Deco-50's Sale in June, you'll have another chance to catch all the excitement again in December. The Art Deco Society of California has decided to hold a Holiday Sale on December 4-5 at the Concourse Exhibition Center in San Francisco. This sale will be the same size and quality as their regular sale in June, and promises to add a little extra glitter to the holiday season! For more information call 415-383-3008.

Fresh and fruity, 1940's tablecloths are one of the hottest new collectibles from the 30's-60's eras. Fashion designer Cynthia Rowley has taken her collecting a bit further, however, using her cloths to make bell-bottoms, slim tapered skirts, full flowing skirts, and bold shirts for her spring/summer collection. A marked departure from her usually austere 1950's inspired look, she was inspired by her colorful flea market finds. You can find her fun, unique collection in the Cynthia Rowley showroom on Seventh Avenue in New York City.
Own Your Own Diner

Brand New stainless steel diners, drive-thru diners, and double drive-thru diners are available for purchase now!

* Many flexible floor plans to choose from
* All models are delivered completely assembled, equipped, and ready for operation
* Shipped anywhere in the world!
* Priced from $79,500

Send $10.00 for full information package (floor plans, price sheets, color photos) to:

Deco Echoes/Diners
Box 2321
Mashpee, MA 02649
508-428-2324

Subscribe Today!

Tell A Friend!

Enjoy the only publication that's dedicated entirely to the 1930s, 1940s, 1950s, and 1960s eras....The stories, events, products, auctions, vintage shops, and items which interest you, the 1930's-1960's enthusiast!

Subscribe today! Just fill out this form and drop it in the mail with your payment!

Please enter my 1 year subscription to The Echoes Report. I'll receive 4 quarterly issues plus a copy of the Echoes catalog for only $16.50. (Canada $19.95, Foreign $26.50) US funds only.

Name ________________
Address ____________________________
City ___________ State _______ Zip ______

☐ Check or Money Order
☐ Visa or MasterCard

Card# ____________________________
Expiration date __________________

Mail To: Deco Echoes Publications
P.O. Box 2321
Mashpee, MA 02649