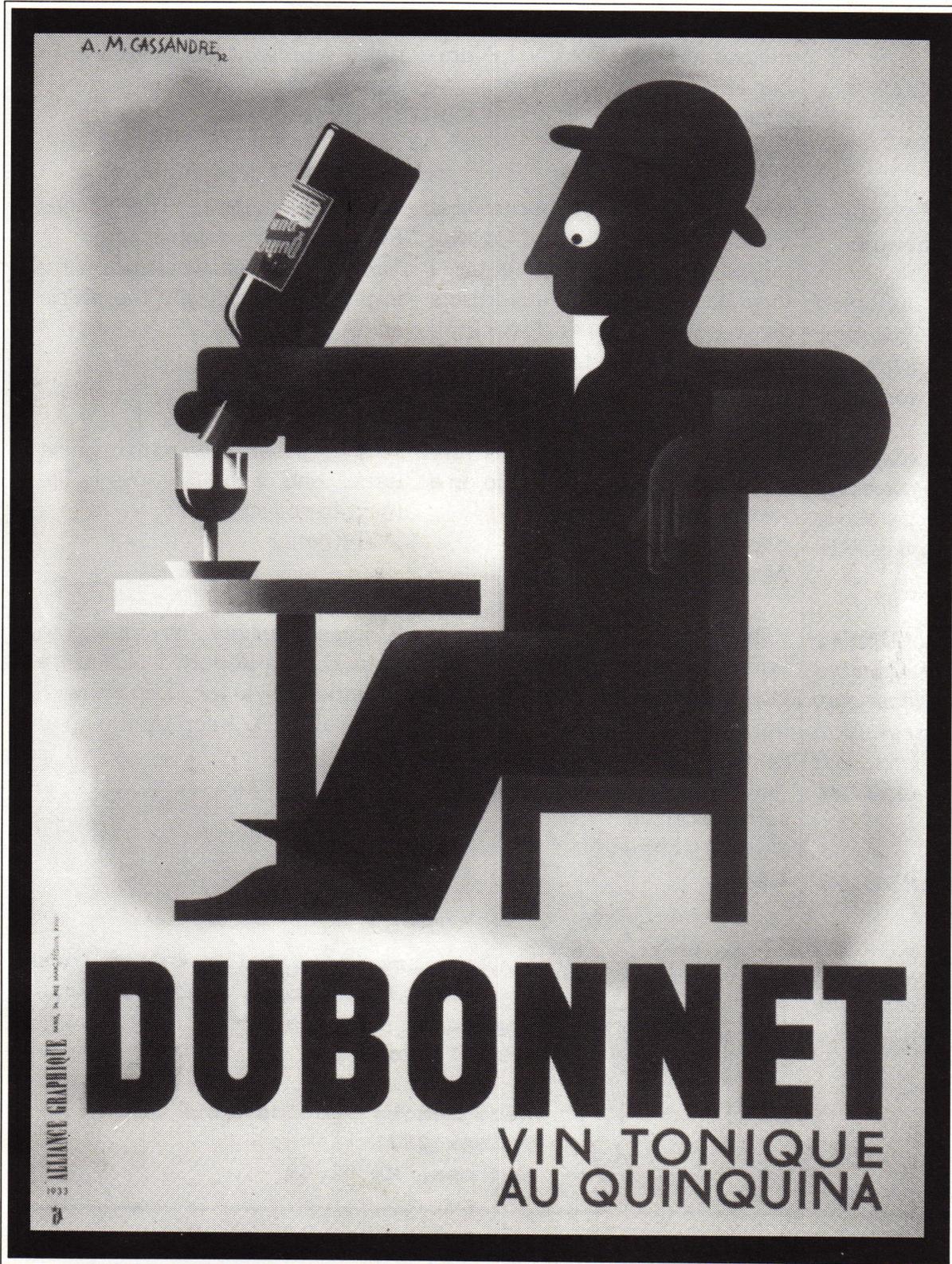


THE ECHOES REPORT

The Journal for Collectors & Enthusiasts of the 1930's - 1960's eras

Volume 2 Number 2



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1950

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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.

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•LETTERS•

Tell us how we're doing - we'd love to hear from you! Send us your comments, suggestions, or story ideas! Send them to:

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MODERNISM
SHOW
CHICAGO, ILLINOIS

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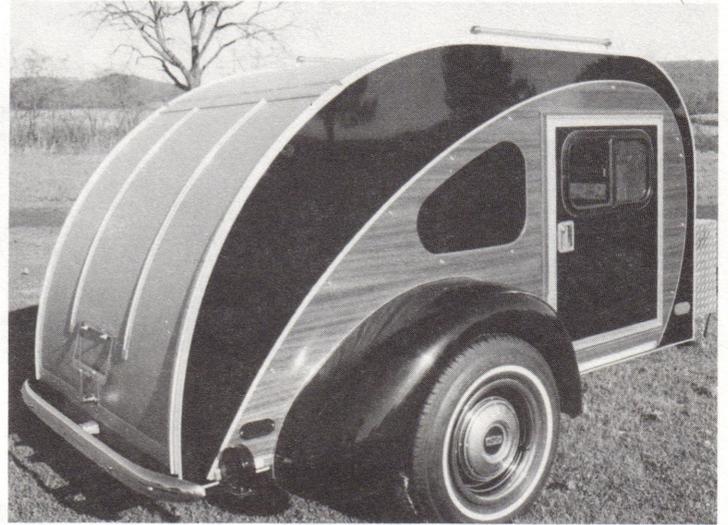
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What's Hot



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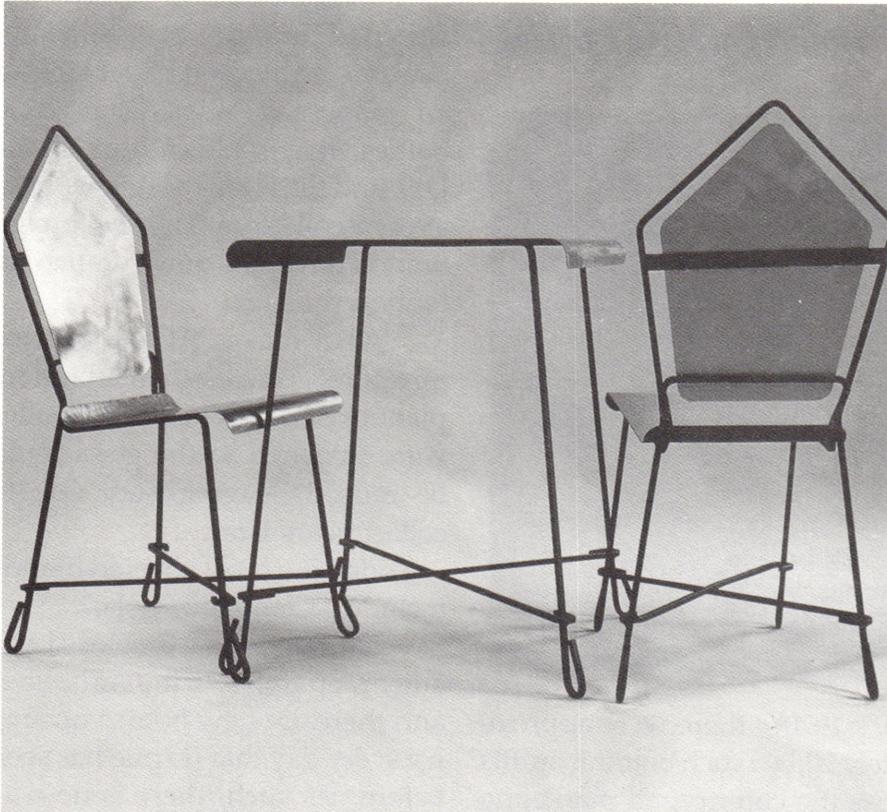
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This striking cafe set has a romantic history. The chair was designed and built under the aegis of the Works Progress Administration and first appeared during the 1930's in the cafes of the National Zoo. All but discarded during a renovation 50 years later, the chair was discovered by chance in a private garden. The companion 24"x24" table was created later to complement the chair. The set is made of stainless steel and available in a resilient powder coat finish in green or terra cotta, or for a more modern look in polished steel with a clear coat finish. Cafe Deco Chair \$215, Cafe Deco Table \$215, Deco Set (2 chairs & 1 table) \$610. Call for freight charges, 5% sales tax on Mass. orders, Visa/MC accepted.



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advertised by the big guns Coke and Pepsi, who could afford large scale advertising campaigns to entice the market to buy only their product. Coke and Pepsi also pressured the local bottle companies to raise their minimum orders to edge the smaller companies out, and the final blow came at the supermarkets where they bought up all the shelf space, sending the smaller brands out on the street and out of business.

One such sad story was the Holly Bottling Company of Ohio, which was raided by the FBI for selling their "Holly Cola" in bottles with a "Coca-Cola" label on them. It was a last ditch effort to stay in business.

Today there is a growing collectors market for the ACL (applied color label bottles) from this period. Applied color labels were silk screened onto the bottles, as opposed to a glued-on paper label or an embossed label. Most ACL bottles were made and sold in the U.S. and these are the ones sought after by collectors. The few foreign brands have not drawn much attention thus far.

What makes ACL bottles so rare is recycling. When a bottling plant closed down, all the bottles were smashed so the glass could be reused, leaving very few to collect years later.

Today the most coveted brands include "Cleopatra Cola," "Tom Sawyer Rootbeer," 3 color "Lift," amber "Spiffy," and Indian bottles, and there are new bottles turning up every day that no one has seen before. As such, there is no way for one collector to own every ACL bottle ever made, so the search is



Above: Applied Color Label bottles from the collection of Thomas Marsh

Before the days of "Coke is it" - literally - you could sidle down to your local market and pick up a "Mosso's Sparkling Beverage" or a "Tiny Tim" ginger ale and quench your thirst courtesy of a local mom and pop bottling operation. At their heyday from

* *
Sparkling *
 * *
Collections
The appeal of ACL bottles



1930's-1970's, there were approximately 20,000 such bottling outfits across the country, all marketing their own "home brew" of pop.

Unfortunately, they were out-

constantly on.

Who collects ACL bottles? Everyone it seems. Thomas Marsh, an avid ACL bottle collector and the author of "The Official Guide To Collecting Applied Color Label Soda Bottles" says he has sold to congressmen, doctors, lawyers, and even to buyers as far away as Japan. The market is growing and good bottles are harder to find - raising prices and ensuring a strong market for the future.

Marsh himself started collecting ACL bottles years ago by accident. He was out hunting deer one day and stumbled across a few ACL bottles in the woods. He later sold them at a flea market for a couple of bucks and he was hooked. His collection today totals almost 1/4 of a million soda bottles, from all across the U.S., collected over the past five years.

Not everyone gave in to the pressure of the megolithic companies - an inspiring story is the Catawissa Bottling Co. in Pennsylvania. It's a family owned company which still sells its original Blue Birch Beer (it's really blue!) and even plans to market a 2 liter product to compete with Coke and Pepsi. It may not be "the right one, baby," but it sure tastes right to me!

To order Thomas Marsh's "Official Guide to Collecting Applied Color Label Soda Bottles" send \$19.95 plus \$3.00 postage and handling to:

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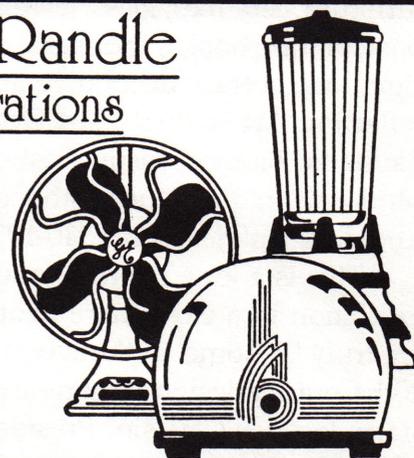
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A New 20th C. Show

MIAMI Modernism

Call your travel agent, there's a new annual 20th Century exhibition and sale entering the market - Miami Modernism: At Home In The 20th Century. It's scheduled to take place January 7-9, 1994 in Miami, Florida. Over 65 dealers from across the country will present an array of fine arts, furniture, ceramics, glass, jewelry, posters, rare books, industrial design, and other decorative arts reflecting Art Nouveau, Art Deco, Bauhaus, Biomorphism, Postwar Modernism, and other 20th Century design styles from 1910-1970.

"This is a long overdue major exhibition in a city where people are truly 'at home' in the world of 20th Century design and fine arts," states Jacques Caussin, President of Caussin Productions Inc. which is putting on the show, Co-President of the Detroit Area Art Deco Society (DAADS), and owner of First 1/2, specializing in decorative arts and industrial design. "We are creating a show that combines design scholarship with the casual elegance, hipness and spirit of discovery that characterizes the 20th Century collecting field."

MIAMI MODERNISM is the outgrowth of discussions among specialized dealers, representatives of Art Deco Societies, and other individuals who felt the need and desire for a high-quality 20th Century showcase in the Miami area. It will be the fourth major exposi-

tion of 20th Century art and design in the United States, following similar events in New York, Chicago and Los Angeles, but with its own unique accent.

Organizers chose the January dates to plan the event simultaneously with the Miami Design Preservations League's (MDPL) "Art Deco Weekend" (January 7-9), The Miami Beach Convention Center Antiques Show (January 7-11), and the Miami International Fine Arts Expo (January 6-9), adding another attraction to galvanize the tourist and resident drawing power of this already exciting time frame in South Florida.

The event will take place at the James L. Knight Center, 400 S.E. Second Avenue, Miami, adjacent to the Hyatt Regency Hotel. The Friday evening preview, January 7, 6-10pm, will benefit The Wolfsonian. For details about the benefit, contact The Wolfsonian's membership/development office at (305)531-1001. General admission will be Saturday 11am-8pm and Sunday 11am-6pm. Tickets are \$10 per person and are available at the James L. Knight Center box office (305)372-0929 or through Ticketmaster. 🐾

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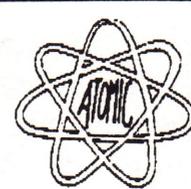
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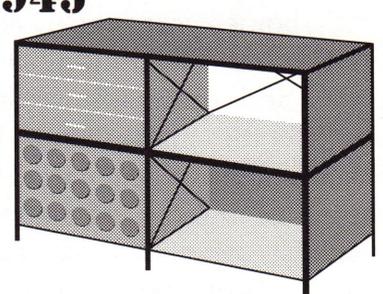


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Above: *Couture collector Sandy Schreier*



Couture Collecting:

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Above: *Dorothy Lamour in a stunning sequined lace gown*

Below: *Marlene Dietrich strikes a sultry pose in a chiffon ensemble*

The current love affair with chiffon by today's big couture houses sends one to thinking about the fashions of the 1930's and 50's.....and collecting. Yes, vintage couture is *very hot* in today's marketplace, and has been since the early 1970's when the Metropolitan Museum of Art's Costume Institute mounted a display of the best work from the big name couture houses, spanning the 19th and 20th Centuries. This exhibition helped vintage couture come out of the closet - literally - and by the end of the 70's the market was thriving.

Some collectors were more savvy than others, however, collecting long before the big trend hit. Sandy Schreier and the late Tina Chow are two such individuals. Chow, a jewelry designer, accumulated an impressive collec-

tion during her lifetime, including creations by the biggest and best couturiers, and is the subject of the book "Flair: Fashion Collected by Tina Chow" from Rizzoli Books. Schreier, a fashion historian, is the owner of a cache numbering over 10,000 pieces which has been called the finest couture collection owned by an individual in the world. Besides the couture pieces, she has also amassed an extensive collection of vintage accessories.

The Echoes Report spoke with Schreier to find out how she became interested in vintage couture and how she came to build a collection which rivals, even surpasses, many museum collections today.

In the early 1930's her father was hired by Rüsseks to open a fur department in their Detroit branch to better cater to the desires of the nouveau riche auto magnates in the area. A romantic twist of fate found him falling in love, marrying, and staying in Detroit permanently. As a child, Sandy went to the store often with her father, becoming the delightful pet of the sales ladies. Instead of reading Mother Goose nursery rhymes, she read Vogue and WWD, and played amongst the beautiful gowns.

This early exposure created a love for these fashions, which was reinforced by her exposure to art at the Detroit Institute of Arts exhibitions, and the costumes of 1950's movies. Her mother, who has an uncanny resemblance to Joan Crawford, loved films, and would always take her to see movies and movie retrospectives - 30's Fred & Ginger shows, etc....Unlike her mother, who went for the escape of the stories, Sandy would go for

the costumes - Jane Powell in a beautiful gown....and she became inevitably hooked.

At first it started just as a hobby - with four small children to raise it was a way to keep her sanity. She began to pick up a Fortuny piece here and a Chanel piece there, but had no way to research them, to find out what she had. The local library only had ten books on file on fashion, and not one of them dealt with the 20th Century.

Being very creative, she began making costumes for friends to wear to parties. The word got around and soon a new vocal group was seeking her services - the Supremes! She made many of the costumes they wore in the 1960's, and to her good fortune Diana Ross has returned many of them to her for her collection. At about the same time Sandy expanded into accessories. Hers, being very unusual, caught the eye of a buyer for Burlington. When Yves Saint Laurent came to this country to present his first show at Burlington's request, Sandy was invited to accessorize his collection. The combination was a great success, and she went on to do shows with him at the Louvre in Paris and the Hermitage in Leningrad.

From this beginning her relationship with the big couture houses grew and her hobby expanded into a full time career spanning the globe. In 1984 she began a TV show entitled "The Dressing and Undressing of Hollywood" which was very well received. She has curated many museum exhibits, the most recent

continued on page 18



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20th Century Potters: *Mary and Edwin Scheier*



Above right: *Scheier earthenware vase with sgraffito and low relief figure design, mid 1950's*

Above left: *Scheier stoneware vase with low relief abstract design, early 1960's*

The Currier Gallery of Art will present the first major retrospective of the work of Mary and Edwin Scheier in an exhibition entitled *American Potters: Mary and Edwin Scheier* September 19 through December 5. The exhibition features nearly 200 works created by the Scheiers over their 55-year col-

laboration, including pottery, sculpture, textiles, paintings, and prints. Many of the works, never before exhibited, come from private collections.

"Since the 1930's, potters Mary and Edwin Scheier have produced astounding work," says Michael Komanecky, curator of the Currier

Gallery of Art. "Their elegant utilitarian and expressive sculptural pottery - produced jointly as well as individually - speaks to the couple's life together, their relationship as friends and companions, consummate artists, and devoted husband and wife."

Self-trained potters, the Scheiers learned their craft together as travelling puppeteers, then as teachers in government-sponsored art programs of the 1930's and 1940's. They earned their national reputations while at the University of New Hampshire in Durham from 1940 to 1962. Although most of their work is produced together - Mary 'throwing' pots on the wheel and Edwin glazing and decorating them - many of the couple's later works (from 1962 through the present) are actually weavings and sculptures created by Edwin. Their pieces are characterized by fine glazes and unique, nearly three-dimensional designs inspired by pre-Columbian and African motifs, as well as contemporary painters of the 1940's.

Several lectures and events have been planned in conjunction with the exhibition. They include a walk-through of the exhibition with Mary and Edwin Scheier and curator Michael Komanecky on September 23 at 7:30pm, and a lecture by Mr. Komanecky based on his perspective of the Scheier's collaborative works from his research and interviews with the couple on November 18 at 7:30pm.

The museum is located in Manchester, NH. Hours T, W, F, S 10am-4pm; Thur 10am-9pm; Sun 1pm-5pm. Admission is \$4. For information call (603) 669-6144. ●

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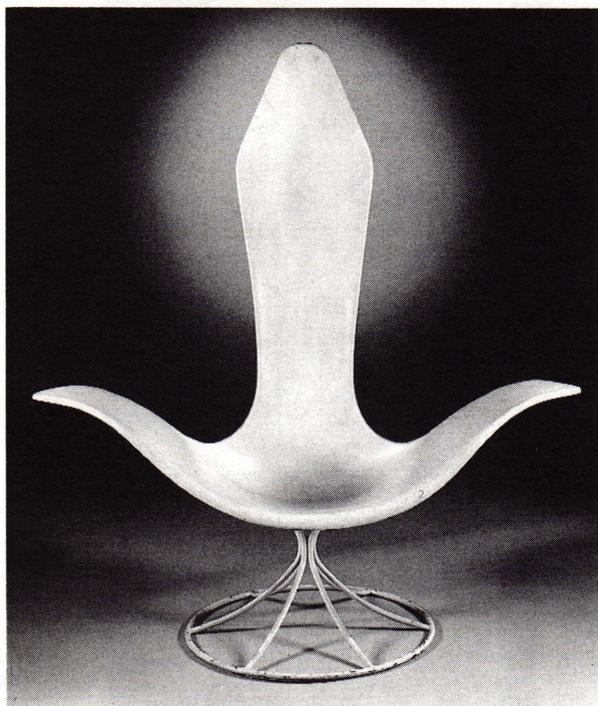
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Auction Highlights



Above: An Erwine Laverne 'Petal Chair' c.1950's, molded as an orchid blossom in cream fiberglass photo Courtesy Christie's East

Christie's East held their second 20th C. Decorative Arts auction of 1993 on June 8th. The items up for sale included European glass, ceramics, sculpture, flat art, Louis Icart, furniture, lamps, silver & chrome pieces, American glass and Tiffany Studios pieces.

Prices realized ranged from \$58 for a 1930 Walter Van Nessen aluminum chandelier to \$8,050 for a large Tiffany Studios Favrile glass aquamarine paperweight, which surpassed its \$6,000 pre-sale estimate.

Other highlights included a Venini "Fazzoletto" glass vase by Fulvio Bianconi c.1950 for \$1,495;

a Louis Icart etching "Lilies" c.1934 for \$1,840; a Vladimir Kagan chaise lounge for \$2,415; an Erwine Laverne fiberglass "Petal Chair" c.1950's for \$1,035; a Chinese wool carpet with geometric and floral motifs c.1930 for \$6,210, and a pair of Jean Perzel glass and chromium-plated metal wall sconces for \$1,725.

For information on upcoming auctions call (212) 606-0530.



The Lalique Society held an important 20th Century auction at the Wil-

liam Doyle Galleries in New York on June 10th.

Highlights from this shimmering session include "Muget," a frosted glass table clock patterned with lily-of-the-valley and highlighted in white enamel c.1931 for \$4,620; "Masque de Femme," a clear and frosted glass plaque with a custom-made illuminating wood and metal stand c.1960's for \$4,180; "Pivoines," an opalescent glass vase with a peony blossom pattern c.1937 for \$1,870; and "Bacchantes," a clear and frosted vase with female nudes pattern c.1950's for \$3,000. For information on upcoming auctions call (212) 427-2730.

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Clockwise from top left: *Auto Electric #40 Deco desk set, Western Electric #202 desk set c.1927, Kellogg #925 ash-tray phone c.1932, Kellogg 1000 "Red Bar" phone c.1933*

photocourtesy 20th Century Vintage Telephones

Story by Gary Prato

To in Style

The next time you are out scouring your local flea market for a "Manhattan" serving set, don't pass over the many highly stylized telephones of the 1930's, 40's and 50's. They are fast becoming collectible, not only for their beauty and form, but for their function as well. Most of them still operate on today's modern service, providing their owner with an object of art that is as useful as it is attractive.

It was in the mid 1920's that the "candlestick" telephone, introduced in the 1890's, gave way to the "cradle" telephone - the first phone to incorporate a separate handset for speaking and listening. The next significant development took place in the early 1930's when companies first incorporated the "ringer" into the base of the telephone. Prior to that, telephones had a separate ringer box, typically made of oak or metal, which was attached to the phone by way of a cord.

Two of the more popular com-

panies manufacturing telephones at the time were Western Electric and Automatic Electric, both located in Chicago. Western Electric made phones which were used exclusively by the Bell Telephone system. Automatic Electric provided phones which were used primarily by smaller, independent telephone companies. Other popular companies providing telephones to the independents were Kellogg, Stromberg-Carlson, and the North Electric Company.

Telephones manufactured by the Kellogg Switchboard and Supply Company of Chicago are without a doubt the most Art Deco stylized phones of their era. From the model 900 extension phone of the late 20's to the model 1000 "Masterphone" (commonly called the 'red bar' because of the long red bar used as a switch hook instead of two conventional cylindrical plungers) of the mid 40's, Kellogg telephones are coveted for their truly unique style, a style which was considered avant garde dur-

ing its day.

Almost all Kellogg's phones were made of black bakelite, and thus one is able to buff these phones out to a brilliant shine. A few phones were made in a reddish-brown bakelite, and even fewer in white. Needless to say, white Kellogg telephones are extremely rare and highly desirable.

Perhaps the most commonly found collectible telephones are those manufactured by the Western Electric Company of Chicago under license by the Bell Telephone Company. Their now classic model 302, designed by Henry Dreyfuss and introduced in 1937, was the most popular phone of its day. It was initially made out of metal (with a bakelite handset) up until WWII, after which time the base was made of black lucite until the mid 50's, when the phone was phased out with the introduction of the model 500.

From approximately 1949-1953 Western Electric also manufactured
continued on page 16

Telephones cont. from pg. 15

the 302 in five molded plastic colors: Ivory, Green, Rose, Red and Blue. These are very rare and highly prized by collectors, with Ivory the most common color and blue the rarest and most sought after. These phones came with matching cloth handset cords, line cords and number cards. These colored phones have not held up well over the years, and frequently appear with cracks in the base and 'stress' cracks on the handset. This is usually due to shrinkage (drying out) of the lucite. The colors also tended to fade and discolor over the years. As with all collectible items, the finest examples are always the most prized and carry price tags reflecting this desirability.

The North Electric Company of Galion, Ohio produced two phones of particular note, the 7H6 desk set and its companion 7H8 wall phone. The wall phone is actually a more stylized and better looking phone than the desk set. Both phones were manufactured out of bakelite with black being the most common color. North Electric also made a limited number of these phones in the following colors: Ivory, Green, Blue, Red, Mahogany, Maroon and Brown. Colored North Electric phones are very rare, highly desirable and expensive when found.

In 1939 the Automatic Electric Company of Chicago introduced the model 40 "Monophone" and its companion wall phone the model 50. The 40 is one of the most Deco styled phones of its era and enjoyed a manufacturing run into the early 50's, with minor variations. One of the variations in-

cluded chrome plated solid brass bands on the transmitter and receiver caps (handset) and a chrome plated 'pick-up' bar across the top of the phone. Although the vast majority of these phones were produced in black bakelite, a limited number of colored AE #40's and #50's were produced in molded colored plastic (Tenite): Ivory, Red, Jade green, Nile green, Maroon, Mahogany, Orchid, Blue and Walnut. These colored sets are very rare and much more expensive than their black bakelite counterparts. They came in a choice of chromium plated hardware or in 24 karat matte gold. The matte gold is very striking and rarer than the chromium plated version. Of the colored AE #40's and #50's, Maroon, Orchid and Mahogany are the rarest. A limited number of these phones were manufactured in clear, primarily for demonstration at conventions, etc....

Prior to the introduction of the AE 40 monophone Automatic Electric had their model 34, introduced in the early 30's. Very similar in design to the 40, the 34 however featured a single plunger in the center of the phone, its most distinguishing characteristic.

With the rise in popularity of vintage telephone collecting, a number of companies have appeared who specialize in both restoring/repairing customer's phones, and selling refurbished phones. Fortunately, a wide variety of new old stock parts are still available for many phones. When purchasing phones from these companies, be certain they are guaranteed to be 100% original, as there are a number of reproduction phones and parts from Tai-

wan and Korea finding their way to America. There are, however, a few American companies manufacturing items like handset and line cords to original factory specifications. The quality is as good or better than the original and quite acceptable for phones finding daily use.

Most vintage telephones can be identified by looking on the handset or the base for the manufacturer's name. Alternatively, simply unscrew the transmitter or receiver caps on the handset and look for the manufacturer's initials on the enclosed capsules.

For anyone having difficulty identifying their phone or needing additional info, please call or write (include photo) the author at the following address:

Gary Prato
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Other Resources:
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Book Review

The Fifties

by David Halberstam

According to author David Halberstam, if you are to understand the wild 1960's and the somber 90's you must first analyze the 1950's. That is the premise for his new book, which takes an indepth look at the era which included the Korean War, Vietnam, Richard Nixon, Elvis, McCarthyism, the Civil Rights movement, tail finned cars, and *much* more.

The 800 page history took five and a half years to research. Halberstam had the advantage of personal insight, since he grew up in the 50's himself, working as a reporter in the South covering civil rights issues and segregation after college. As he travels through biographies and stories from the period, we can see the seeds of the 60's revolution being planted - the development of the Pill leading to greater sexual freedom; authors Kerouac and others breaking old rules and creating a path towards more literary freedom; Elvis changing the music world through rock n' roll - once society started riding this wave it was bound to crest in the following decade, creating the cultural turmoil evidenced in the 60's.

Hindsight is 20/20 they say, and Halberstam's book gives us a panoramic and fact-filled replay through a decade which shaped the years to follow and may ultimately come to teach us something about the future and ourselves. Available through the Deco Echoes Bookstore.

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These mid 20th Century books are available to order from the Deco Echoes Library:

The Fifties by David Halberstam..... a comprehensive look at the decade which spawned the 1960's. 800 pages, Hardcover. \$30.00 + \$6.50 shipping.

Picture Perfect by Steve Starr.....over 100 of the finest examples of Deco photo frames from the author's collection. Paperback. \$33.00 + \$3.50 ship.

La Deco by Carla Breeze.....a photographic tour of over 100 Deco style residential and commercial buildings. Paperback. \$19.75 + \$3.50 shipping.

The Golden Age of Travel 1880-1939 by Alexis Gregory.....this book vividly brings to life the golden age of the ocean liner, luxury train, yacht, zeppelin, and the advent of the airplane. Paperback. \$55.00 + \$3.50 shipping.

Men of Style: The Golden Age of Fashion From Esquire by Woody Hochswender..... 60 illustrations with their original captions from Esquire's men's fashion column of the 1930's and 1940's. \$20.75 + \$3.50 shipping.

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Schreier continued from page 11

museum exhibits, the most recent being "Chic to Chic: 100 Years of Fashion Accessories" at the Detroit Institute of Arts. This was the first exhibition which was not a collaboration, displaying *only* items from her collection. As Sandy says, "It was thrilling because it was the first costume exhibit in Detroit, the first fashion accessory exhibition in the world, it broke all previous attendance records at the museum.... Bill Blass's family came, everyone came from across the Midwest.... it was a fabulous show, like the early Diana Vreeland shows - the spectaculars at the Met."

She also does appraisals of couture estates, from small collections to those of socialites and movie stars, and 6-7 years ago she started speaking on the lecture circuit. Next season she will be appearing with William Buckley and Esther Williams at the Toledo Junior League. Her speaking engagements are never fashion shows - she treats her collection as art, and after all, you wouldn't carry a Picasso around on your back, would you? Instead she puts on a multi-media event with slides, music and discussion entitled "The Costuming of Hollywood."

To prepare for this show, she interviewed all the great Hollywood costume designers - Helen Rose, etc..., looked through countless records, interviewed seamstresses and workers, and has even contacted the movie stars who wore the creations - from Lana Turner to Bette Midler (who wore her own Lacroixs in the film *Beaches*) - to find out exactly what they meant to them.

As far as what is collectible now, it depends on who you ask. When Schreier buys at Paris auctions, she is bidding mainly against museums from Europe, Japan, and Australia (who is becoming *extremely* interested in 20th Century couture, by the way). Christie's and Sotheby's in London have textile and costume auctions, but they don't put much emphasis on 20th Century, focusing instead on 19th Century pieces. Bidding in Paris is high, as evidenced by a Chanel cape which sold for \$60,000 in the spring of 1992, so if you're headed there, bring your Gold card!

Vintage clothing shops in the big cities are carrying mostly 60's and 70's pieces now, following the latest fashion trend. Of course, fashionable 40's suits are always collectible, as well as pretty beaded evening wear, 20's and 30's rare ties, 30's Hermes scarves, vintage Chanel jewelry, and plastic handbags of the 50's. But don't overlook your own closet. Years from now some of your favorites may be valuable collectibles - so use those mothballs!

Couture For Sale:

Christie's East is auctioning off more than 100 items from Tina Chow's personal collection on September 21 at 7:30pm. (212)606-0440. William Doyle Galleries is holding it's "First Annual Auction of Couturier, Antique Clothing & Accessories" on September 30 in New York. 1930's and 40's dresses from the late opera star Marian Anderson will be the highlight of the sale. Also featured will be 50's and 60's jewelry and accessories. (212)427-2730.

Vintage Couture Reference books

Couture by Caroline Rennolds Milbank, published by Stewart Chang
New York Fashion published by Abrahms

New Look To Now: French Haute Couture 1947-1987 by Stephen de Pietri

Dior by Francois Giroud, available through Deco Echoes for \$120 + \$3.50

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Second World Congress On Art Deco



WORLD CONGRESS ON ART DECO

The National Coalition of Art Deco Societies (NCADS) will hold its second World Congress on Art Deco October 1-5, 1993 in Perth, W. Australia. This event is sponsored by the Art Deco Society of Western Australia and has been planned to coordinate with the 4th Art Deco Weekend of New South Wales (Oct. 8-11), and "Destination Art Deco Napier" (Oct. 11-14), an event sponsored by the Art Deco Trust of Napier.

Attendees to the World Congress, held at the University of Western Australia, will be treated to a cocktail reception and keynote address on Friday, Oct. 1 to kick off the official opening of the event.

On Saturday morning a series of lectures will be held, including "Art Deco in Toronto-Manifestations of Modernism in Canada" by Christine Boyanoski, and "Defending the Art Deco Airforce" by Paul Williams.

In the afternoon the sunken garden will host a picnic luncheon followed by a tour of the suburbs and a "Waltzing Moderne Ball" that evening.

Sunday is designated Australian National Day, with lectures in

the morning focusing strictly on Art Deco in Australia. After an afternoon luncheon an evening tour and cocktail reception at the Regal Theatre will be held.

Monday's lectures include one on the "Life and Art of Erte" by Stefan, followed by a tea party in the old picture gardens, a coach trip to the Cottesloe Civic Center, and dinner at the Cottesloe Beach Resort.

Tuesday, the final day, includes lectures by the heads of four important Art Deco societies - Miami, Boston, Napier and Indonesia; the first meeting of the International Coalition of Art Deco Societies at Applecross District Town Hall; the announcement of the Third World Congress on Art Deco in Great Britain in 1995, and a tour and farewell ceremony at the Astor Theatre.

Pre-congress activities are being held Sept. 28-30th as well as post-congress events in New South Wales (N.S.W.) and Napier, New Zealand.

The 4th Art Deco Weekend in Sydney (N.S.W) includes a welcome dinner, a 1930's "Big Band" dance, a ferry ride to Luna Park and an afternoon Wurlitzer concert.

The Napier event is limited to 80 people and includes a walking tour of downtown Napier; a tour of buildings by local architect Louis Hay, a follower of Frank Lloyd Wright; a 20th Century Design Exhibition at the Hawke's Bay Museum, and dinner with the Mayor of Napier.

For information on World Tour contact:

The Secretariat, World Congress
continued on page 26

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The Glare of the bare:



*Art Deco
lighting's
solution to
the bare
light bulb*

by Jack Beeler

Above: A Schneider glass and hammered bronze table lamp with four molded glass shades
Photo courtesy Christie's East

Not long after Edison discovered the light bulb, design floodgates opened up to the myriad possibilities surrounding the lighting fixture. Just how and where was this highly useful object, the light bulb, to be *ensconced*?

Many of the earliest lighting fixtures championed the light bulb as an art object, a thing of beauty in itself, and efforts were made not to obscure or even shade it, but to thrust it right into the delighted user's face. Even early Tiffany lamps sometimes presented the bare bulb in all its novel glory (not to mention that early light bulbs, as distinct from current offerings, were little works of art!) Soon, with

the artistic fervor of the Art Nouveau movement spawning naturalistic design concepts, light bulbs were assigned the position, more or less, of the stamen in the flower: encased by bulbous, multi-colored glass shades often inspired by tulips. Although such glass encasements as Tiffany or Galle shades were sumptuously decorative, the point was not lost that the light bulb inside was often visible, often glaring. However appreciated were the cleanliness of the light bulb, its low maintenance threshold, its variability, the simple fact that *it gave light*—none of these advantages excused the fact that when viewed directly

it was unrelenting, and bothersome.

Much discussion surrounded the merits of indirect lighting as the Art Deco movement began to displace its Art Nouveau predecessor. It was considered essential to the concept of "modern" that artificially-generated light be soft and shadowless as possible; that it should nudge "decoration" and "ornamentation" from the limelight and replace them with function. The rich, sumptuous colors of the Nouveau period were replaced with limpid, frosty whites. Smaking tendrils and arching arms gave way to the bowls of torchiers and to jutting geometric forms. Civilized mankind was pleased with the outcome, which had been the result of a desire for change, conscious thought, and design with specific intention. The acceptance of indirect over direct light has been widespread and essentially unchallenged since then.

Lighting's path toward the modern aesthetic has taken it to the extreme of having its physical sources disappear altogether, as in the instance of cove lighting. Along the way to this solution there have been periods of great productivity and artistic expression, one of the most fertile from 1920 to 1940, with the United States and France producing the mainstay of the lighting fixtures during these eras. Perhaps the occasional Austrian, German, or in exceedingly rare instances, English, lighting fixture might be found, but America and France spearheaded the world's lighting efforts.

American lighting fixtures from
continued on page 22

Lighting continued from pg. 21

this brief 20 year period are often characterized by the simplicity of their overall design concept as well as the simplicity of their manufacturing and assembly techniques.

Usually only one cast piece, when bolted or screwed together with several supporting elements, formed the "cage," which in turn supported the glass shades which most of these fixtures had. Most often, cast iron or cast "pot metal" made up the metalwork. Bronze, brass, and aluminum were seldom employed.

However simple the overall concept, ornamentation typically abounded on both metal and glass. The Art Deco design concept having originated in France and Europe, American designers, at least in this early moment of the movement, were playing "catch-up," and consciously mimicking their French counterparts with their naturalistic floral themes and occasional bits of geometry. As a result the forms and shapes which found their way to these lighting fixtures and devices had none of the soulful expression of the French work. It was years before American designers began to infuse Art Deco with their own personal expression, which sprung from America's relationship with the machine.

Clearly, American designers and manufacturers of the first Art Deco ceiling fixtures, hooked on mass production techniques and marketing strategies, were propelled by the desire to sell at least one fixture to every homeowner. Designed to accommodate low-priced metals, to require very little finishing hand work, and uni-

formly sized (a huge percentage were 18" across), these pieces were priced low enough to be universally affordable. A Sears catalogue from 1928 shows one five-light chandelier priced at \$3.99!

A whole other aesthetic was operating in France. The Machine Age mentality, at full bore in the United States, had hardly been whispered in Old Europe, least of all in France. Traditional ways of doing things were revered, and translated into the manufacturing arena, that meant: by hand.

In the lighting fixture realm, that philosophy meant heavy and meant big. Materials included wrought (not cast) iron, bronze and nickel-plated and silver-plated brass. Glass, whether frosted colorless or deeply colored, was massively substantial; shades and plaques were sometimes a half-inch or more thick! Meticulously hand-worked, these lighting pieces pay testimony to a culture of artisans which said: we have the time to do it right, the way we want.

So, not every French fixture will work in a particular space, and that makes it "difficult" to employ them. On the other hand, when one introduces one of these festive, sumptuous objects into an environment, a transport occurs, and those of us to whom that is important feel the breath of life itself renewed!

Jack Beeler is the owner of Decorum, an shop which specializes in French and American Art Deco lighting. The shop is located at 1632 Market Street, San Francisco, CA 94102. ☛

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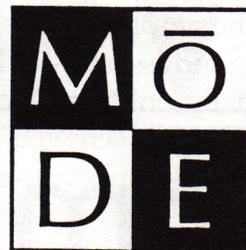
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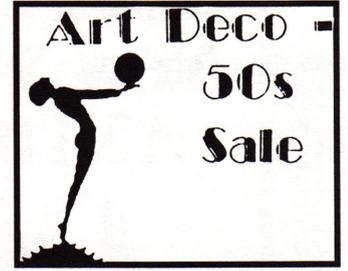
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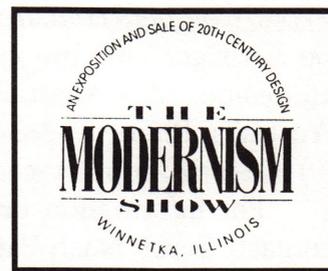
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	9	Vintage Fashion Expo	Oakland, CA	510-653-1087
	16-17	All American Collectors Show	Glendale, CA	818-980-5025
	22-23	Vintage Clothing Show	Illinois	708-428-8323
27-31	Coconut Grove Show	Florida		
<u>February</u>	6-7	Vintage Fashion Expo	Santa Monica, 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
<u>March</u>	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
	25	Christie's East Dec.ArtAuction	New York	212-606-0530
	27-28	Vintage Fashion Expo	San Francisco, CA	510-653-1087
<u>April</u>	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
<u>May</u>	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	
<u>June</u>	5-6	Indianapolis Art Deco Show	Indiana	317-261-1405
	5-6	Newport Antiques/Collectibles	Portsmouth, RI	800-759-SHOW
	8	Christie's East Dec.ArtAuction	New York	212-606-0530
	10	Lalique Society Auction	New York	212-427-2730
	12-13	Art Deco-50's Sale	San Francisco, CA	415-982-DECO
13	Expo of Decorative Arts	Washington, DC	202-298-1100	
<u>July</u>	3-4	Nostalgic Peddler's Fair	Hollister, CA	209-683-2537
	5	Sturbridge Textile Show	Sturbridge, MA	603-430-8588
	6-11	Brimfield Show	Brimfield, MA	413-245-3436



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August

September

5	Nostalgic Peddler's Fair	Hollister, CA	209-683-2537
6	Sturbridge Textile Show	Sturbridge, MA	603-430-8588
7-12	Brimfield Show	Brimfield, MA	413-245-3436
17-19	Met. Vintage Textile Show, part I	New York	212-463-0200
19-Dec.5th	Currier Museum Schreier exhibit	Manchester, NH	603-669-6144
21	Tina Chow Auction at Christie's	New York	212-606-0440
25-26	Vintage Fashion Expo	Oakland, CA	510-653-1087
26-27	Vintage Clothing/Textile	Stratford, CT	800-344-SHOW

October

2-3	Met. Arts & Antiques 20thC. Show	New York	212-463-0200
2-3	Stratford Armory Vintage Clothing	Stratford, CT	202-758-3880
3	Disneyana toy show & sale	Orlando, FL	508-568-0856
8-10	Met. Antiquarian Book Fair	New York	212-463-0200
8-10	Philadelphia Game Rm. Show	Philadelphia, PA	913-441-1492
9-10	Indianapolis Art Deco Show	Indiana	317-261-1405
10-11	Modern Times Show	Glendale, CA	310-455-2894
16-17	Atlantique City Holiday Fair	New Jersey	609-926-8484
16-17	NY Coliseum Antiques Show	New York	201-384-0010
22-24	Met. Vintage Textile Show, part II	New York	212-463-0200
29-31	Met Ceramics,Glass,Porcelain show	New York	212-463-0200

November

5-8	Metrolina Expo	Charlotte, NC	800-824-3770
6-7	Winnetka Show	Illinois	708-446-0537
6-7	Fabulous 50's Show	Maryland	410-992-4538
13-14	Triple Pier Antiques Expo	New York	201-384-0010
14-15	North Shore Antiques	Byfield, MA	508-324-1377
18-21	Sanford Smith's Modernism Show	New York	212-777-5218
20-21	Triple Pier Antiques Expo	New York	201-384-0010
20-22	Chicagoland Show	Illinois	713-350-9635
27-28	Manhattan Antiq.Jewelry,Silver,gift 20th Century Auction	New York Treadway Gallery	201-384-0010 513-321-6742

December

4-5	Deco-50's Sale	San Francisco, CA	415-982-DECO
5-6	Wex Rex Collectibles	Boston, MA	508-568-0856
11-12	Vintage Fashion Expo	Santa Monica, CA	510-653-1087

World Congress cont. from pg.20
 on Art Deco, 182 Broome Street,
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 Australia. Phone (9) 383-1627, Fax
 (9) 397-6928, country code 61.

For information on N.S.W.
 contact Carol Nash-Paterson at
 (415) 826-7850 (she's currently liv-
 ing in San Francisco).

For information on Napier con-
 tact Robert MacGregor at PO Box
 133, Napier, New Zealand. Phone
 (6)835-0022, Fax(6)835-3925, coun-
 try code 64.

For general information on the
 Art Deco Societies and the Inter-
 national Coalition contact Tony
 Fusco, President, Art Deco Soci-
 ety of Boston, 1 Murdock Terrace,
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SHOW UPDATES

The June Art Deco-50's Sale in San Francisco was the biggest show yet, with over 200 dealers selling furniture, accessories, art, pottery, jewelry, clothing and collectibles.

Due to the success and the requests of both dealers and customers, Peter and Deborah Keresztury, the producers of the show, will be having another sale in 1993, the Art Deco-50's Holiday Sale, "Deco the Halls," the weekend of Dec. 3-5. This new show will feature extended hours on Saturday to 8pm and there will be a Preview and Party, Friday evening, 6-9pm for early buying, music and dancing. For info. call (415) 982-DECO.

The Vintage Textile Show makes a triumphant return to the Metropolitan Arts & Antiques Pavilion Sept. 17-19 and Oct. 22-24. A select group of vintage fashion/couture dealers will be exhibiting, and a highlight at the October show is sure to be the three Balenciaga garments (to honor the 25th anniversary of his salon closing) to be featured by the Retro*Active Collection. Admission \$5. For info call: (212) 463-0200.

Also at the Metropolitan is a 20th Century Show Oct. 1-3, which brings together a spectrum of styles, including Arts & Crafts, Art Nouveau, 30's Moderne, WPA, Art Deco and Scandinavian Modern, under one roof, Admission \$5; an Antiquarian Book Fair Oct. 8-10, which offers a selectin of 19th and 20th Century titles ranging from the rarest books to more affordable offerings. Admission \$5;

and a Ceramics, Glass, and Porcelain Show Oct. 29-31, with strong emphasis on 20th Century collectibles, from Arts & Crafts to Memphis. Admission \$5.

More than 100 items from Tina Chow's personal collection will be auctioned at Christie's East on Sept. 21 at 7:30pm. Many of the clothes to be auctioned were featured in the book Flair: Fashion Collected by Tina Chow. Rainment by legendary designers such as Fortuny, Balenciaga, Givenchy, Saint Laurent and Chanel will be sold. The centerpiece of the Chow Collection is a highly important domino, or hooded cape, from Fortuny estimated at \$30,000 to \$40,000. For information call (212) 606-0440.

The Winnetka Modernism Show, an exposition and sale of 20th Century design and the premier show in the Midwest dedicated exclusively to the modernism design movements, 1890-1960, will be held Nov. 6-7. It will again feature top quality examples from the Art Nouveau, Arts & Crafts, Vienna Secessionist, Art Deco, Art Moderne, Fifties, and associated 20th Century design movements. Admission \$8. Call ((708) 446-0537.

Sanford Smith's Eight Annual Modernism: A Century Of Style & Design will be held at the Park Avenue Armory in New York City from Nov. 18-21. The show covers the complete spectrum of 20th Century design and its antecedents in the 19th Century. It features leading galleries from across the country and Europe exhibiting the very best in fine and decorative arts. For information call (212) 777-5218. 

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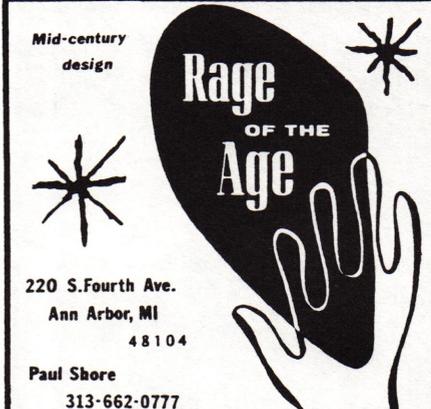
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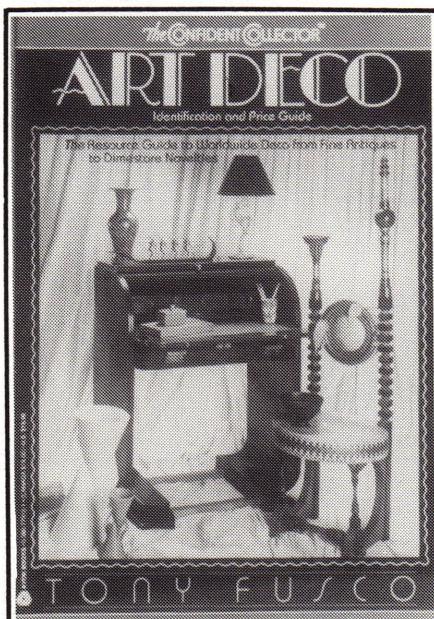
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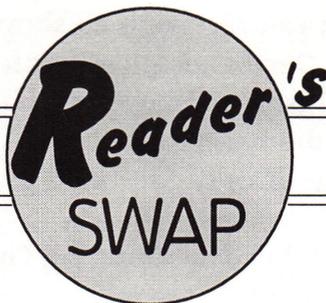
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"Antique Biz", a general line of antiques including 20th century. Dealer #51 (2 stalls), Beaches Antique Gallery, 1210 Beach Blvd. Jacksonville Beach, FL 32250

Wanted: Looking for any unusual and interesting pre 1950's TELEPHONES. Gary Prato 2140 Beech Knoll Road, Los Angeles, CA 90046 (818)789-7117.

Wanted: Early Pocket Radios! Avid collector desperately seeks 1st models of Regency, Raytheon, Sony (models TR-55, TR-63), Mitchell, Mantola, Bulova (model 250), Hoffman "Nugget", Privatear and Belmont "Boulevard". Please call Steve at (312)348-7540.

For Sale: Charles Eames 1942 Plywood leg splints. Mint condition. Original paper wrappers w/ Evans labels. Birch veneer splints \$125.00 ea.; rare and unusual mahogany veneer splints \$225.00 ea. John Crowson, 2710 Industrial Park Dr., Lakeland, FL 33801 (813)682-8924.

For Sale: Homer Laughlin decaled dinnerware: Rhythm, Cavalier, Liberty, Swing. Send want list. Also, Subscribe to The Laughlin Eagle, a quarterly newsletter devoted to HCL dinnerware. \$14.00 a year. Send for free issue. Richard G. Racheter, 1270 63rd Terrace South, St. Petersburg, Florida 33705 (813)867-3982.

Attention: Collectors of important 20th C. design objects. For Sale: Eames molded plywood leg splint, 1942. In original wrapper w/label designed by Ray Eames. Limited number available. \$225.00 + \$5.00 U.P.S. Dan Hill, 197 7th Avenue, Brooklyn, NY 11215. Phone (718)788-8533, Fax (212)732-2009.

Looking for vintage ILLINOIS, the state on table cloths, pillows, scarves, etc... Also New York and Georgia. Another World Design (718)780-6476.

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

Looking to buy Harris Strong Tile Art, Ruba Rombic glassware, Cubist paintings and sculpture. Send picture and price to Paul Galli, 236 Middlefield Road, Palo Alto, CA 94301 (408)742-0400 -leave message.

Wanted: Men's 40's neck ties. You know, just like the ones in Ron Spark's book Fit To Be Tied. I collect them and wear them. Also wanted from the late 50's and early 60's pocket size transistor radios made by MOTOROLA, ZENITH, EMERSON, SONY, ETC... Need not be working, but look good. Arnold Hornstein, 21 Golden Hill Ct., Baltimore, MD 21228.

Wanted: a pair of Arne Jacobsen swan chairs with bent plywood, teak veneered base and bright fabric upholstery. Bryan Warfield, 4500 Fairway Ave. #104, Dallas, TX 75219-1604 (817)963-3453.

Wanted: a collector of 1950's mobile homes to buy and restore my mother's trailer in upstate New York. A Cadillac of mobile homes - a 1954 Anderson Coach, 30' long, pine panelled and fully appointed to be a luxury home of the period with many modern space saving features. It has all original furniture and appliances. Lindy Sutton, Apt. 6, 63 Dana Street, Cambridge, MA 02138.

Looking for: bedroom set designed by Donald Deskey and made by the Estey Manufacturing Co. of Owosso, Michigan from 1930-1935. Particularly interested in the bed (twin or double), a night table (left side), and the low, three-drawer chest of drawers. Set can be seen on pages 55-56 in the book Donald Deskey, Decorative Design and Interiors. The materials used in the set are white holly and burl walnut. David Repp, 75 Buena Vista East #504, San Francisco, CA 94117 (415)864-1089.

Buy/Sell: 1950's furniture, chrome dinettes, and Heywood-Wakefield. Write to: Joe Wood, 400 N. Avenue, St. Charles, IL 60174.

Looking for: a dining room table designed by Paul McCobb for the Irwin Group. Was part of the Calvin line of home furnishings. Also any items from the same group - chairs, coffee table, etc... Frank Lentz, 3255 Rowena Ave., Los Angeles, CA 90027 (213)663-9613.

Looking for: Original 1939 World's Fair Saturn light in blue, pink, or green. Monte Pride, 1312 Woodbine, Lansing, Michigan 48910. (517)487-1357.

Looking for: a lamp with a flamingo figurine base. Sandy Palma, 315 Washington Blvd., Bangor, PA 18013 (215)588-5203.

Looking for: women's rubber rain boots of the 1945-1965 era. D. Seagrave, 111 Cleveland RD #78, Pleasant Hill, CA 94523 (510)934-4848.

Looking for: Eva Zeisel designed dinnerware. Roy Eddey, 145-4th Avenue, New York, NY 10003 (212)674-3931.

Looking for: LuRay pastel's tumblers - water or juice. Ron Drouillard, 524 W. Surf, Chicago, IL 60657.

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

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

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Looking for: china designed by Eva Zeisel (Castleton, Hall, Redwing, etc...) Fred Newman, 30 Crofut Street, Pittsfield, MA 01201 (413)443-6622.

Wanted: Gone With The Wind collectibles from 1940's. Send description to Barb Kieffer, PO Box 43406, Cincinnati, OH 45243.

Wanted: View-Master and related products from the 30's to 70's. Michael Taylor, P.O. Box 753, Waldport, OR 97394.

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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.

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When in Florida you can fly the sunny skies in retro-style on Vintage Air's fleet of restored DC-3s. Owned by mega-entrepreneur Richard Branson (Virgin Records), the airline offers 1940's style day trips between Orlando and Key West. The cabin interiors have been refurbished in period decor, complete with 40's music, 40's uniforms for the stewardesses, and old copies of Life and The Saturday Evening Post. Call 800-U-FLY-DC-3 for more information.



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If you must toil away in the kitchen, do it with a sense of style in a 1950's vintage apron. Available in a wide range of styles from all cotton with ribbon trim to vintage prints and reversibles at Terra House & Garden, 204 Hampshire Street, Cambridge, MA 02139. (617)497-5927.



Ah, Cape Cod in the summertime - sandy beaches, cool breezes, sunshine, tourists, overbuilding, commercialization. What was it like before the days of motels, fast-food franchises and T-shirt shops on every corner? Find out in Anne

Harmon's book Ambergis and Arrowheads, Growing up on Cape Cod in the 1930's and 1940's. For information write to North Bay Press, PO Box 93, Osterville, MA 02655.



The scoop is out on the popular Sixties sitcom "Gilligan's Isle." Russell Johnson, who played "the Professor", has written a behind-the-scenes guide to the show entitled Here On Gilligan's Isle. Available from Harper-Collins.



Over 100 ads, film stills and instruction manuals spanning the 20th Century have been compiled by Ellen Lupton, the Cooper-Hewitt Museum's curator of contemporary design, for a new show entitled "Mechanical Brides: Women and Machines Form Home to Office." Running August 17-January 2, 1994. For information call (212)860-6898.



Remember Mickey, Minnie and Pluto in the Disney classic "The Delivery Boy" (1931)? Well, now those three zany characters are available in sculptures which recreate scenes from the cartoon. Also available are Mickey, Clarabelle Cow, Horace Horsecollar and Goofy from the 1942 Disney cartoon "Symphony Hour." For authorized dealers : (818)566-8586.

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