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**PRODUCTS FOR THE HOME:**  
*CATALOGUES, PAMPHLETS, BROCHURES*  
**1920s through 1950s**

The following listing offers catalogues, pamphlets and brochures for a wide variety of home products: practical items such as plumbing fixtures, millwork, hardware, and various building materials (e.g. brick, marble) as well as catalogues and brochures promoting products that add the final touch to interior décor: booklets detailing wall paper and paint products, furniture and accessories, curtains, light fixtures, small appliances, etc. The bulk of the promotional materials in this listing spans four decades—the twenties through the fifties.

Of particular interest to some readers will be the pamphlets and brochures that target the female consumer. There are a considerable number of these; they serve to illustrate the power and peril associated with choosing home products that must, by necessity, fulfill functional demands while comporting to an understood “refined taste.” In one brochure a distressed woman is pictured staring at wallpaper samples. The text on the page states: “Why let your color schemes disturb you?” The answer lies in an apparatus termed the “Color-Blend Selector.” Another brochure observes: “You are two people...First, you are a designer...Second, you are a housewife whose primary concern is to design a room that’s practical...” Products are given gender-specific names: the “Homemaker”; the “Kitchen Queen,” while another booklet, “The NO-MISTAKE Method of Decorating!” seeks to resolve the acute stress involved in home décor decision-making.

This collection of catalogues and brochures opens a most interesting window to ideas regarding materials and products shaping the 20th century American home in the decades leading to, and including, the mid-century mark.

Elisabeth Burdon & Craig Clinton, Proprietors  
Cristina Berretta, Graphic Design / Office Manager

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**[47415] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Beauty in Walls of Architectural Concrete.**

*Booklet, black and white photo illustrations, 23pp, 12 x 9 inches, color decorative stiff card wrappers. Portland Cement Association. Chicago. 1935. Authorized reprint from American Concrete.*

A beautifully photo-illustrated booklet featuring a wide variety of buildings, most in a deco motif, utilizing architectural concrete in their facades. On the first page of the booklet is the statement: "When concrete won its place in the sun it brought to architecture a new and distinctive variety of surface textures each adaptable to some style or form without imitating or simulating the appearance of other materials." The booklet is essentially a photo gallery of buildings, many in California, employing architectural concrete. The buildings' architects are identified, and a paragraph detailing aspects of the structure is provided. The range is enormous: churches, civic buildings, banks, industrial buildings, hotels, etc. An uncommon booklet in good condition that brings together an exceptional variety of linked buildings:

"architectural concrete has proved by thousands of structures already built and by the scores currently in project that is an instrument of great architectural and structural possibilities."

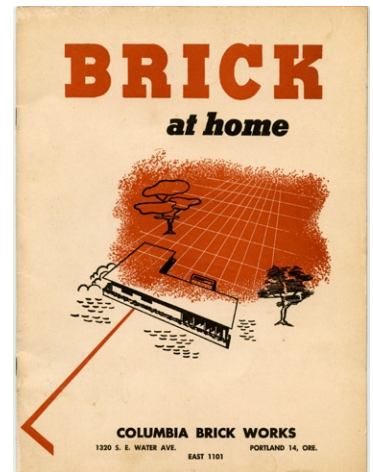
**US \$165.00**

**[47405] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Brick at Home.**

*A well-illustrated 24 pp booklet, 10 1/2 x 8 inches, documenting the variety of ways in which brick can be employed in the modern home. Sepia-tone photographs tell the story. An interesting booklet in very good condition featuring mid-century modern designs. Cleveland Publications. Pasadena, CA. 1953.*

The versatility of brick is extolled in this well-illustrated booklet. The list of possibilities is almost endless: entryways, gates, fireplaces, interior walls, floors, planters, terraces, barbecues, chimneys, exterior veneers, pools, walks, walls, etc. Of comfort to the weekend hobbyist is the view that "tremendous satisfaction is gained by actually placing or laying brick yourself. ... Many times a rough or rugged type of brickwork looks better for some purposes than a finished or tailored appearance." Hence, proceed with confidence piling up the bricks in the "rugged type" barbecue you've dreamed of.

**Sold**



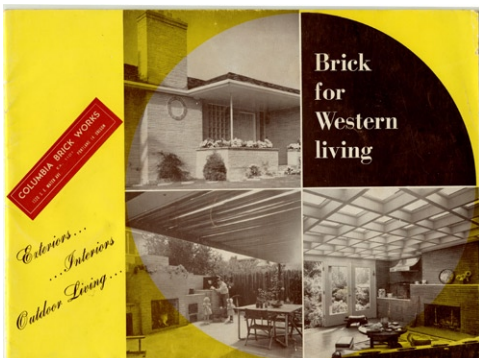
**[47404] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Brick for Western Living.**

*Booklet, black and white photo illustrations, 16pp, in shiny paper wraps, 8 x 10 3/4 inches, extolling the "time-defying durability" of brick. When employed in the interiors and exteriors of new homes, brick is certain to instill "a genuine sense of pride" in the homeowner. Replete with photographs, the booklet provides an interesting variety of mid-century modern designs for interiors and exteriors. Structured Clay Products Institute. Seattle. 1950.*

The introduction to the booklet states: "the following pages emphasize the beauty of brick for homes by photographic example of numerous original ideas. ... For the exterior of your home, for the interior of your home, for the outdoor play areas around your home, wherever you want to combine

permanent beauty, durability and modern design, you will always wisely demand brick." Photographs are then employed in which the fruits of the wise demand are incarnated. "For dignity, charm and protection, wisely choose the best." An interesting booklet featuring a variety of mid-century modern designs incorporating brick; very good condition.

**US \$30.00**





**[47408] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Carthage Marble For Beauty, Strength and Permanence.**

*A four-panel brochure for Carthage Marble Corporation, 14 x 17 inches when open to the two center panels; these feature composite photos of the company's holdings and product. Folded size 3.5 x 9 inches. Accompanying is a four page prospectus for a bond offering with attached cover letter, both in very good condition. Carthage Marble Corporation. Carthage, Missouri. 1927.*

An interesting collection of ephemeral items in good condition. The cover letter for the bond offering describes Carthage as a "consolidation of seven successful companies operating at Carthage, Missouri, whose products have been used in the construction of many notable buildings.... We recommend and offer these bonds as a very conservative investment secured by an indestructible natural resource." (The bonds are slated to mature in 1942.) The

illustrated brochure provides numerous photos of the product as employed in prominent buildings and costly homes. Also pictured is the quarry in operation, "six of the 55 gang saws," the finishing plant, and other features of the company's operation. A fascinating piece of ephemera for a company that continues operations to this day.

**US \$125.00**

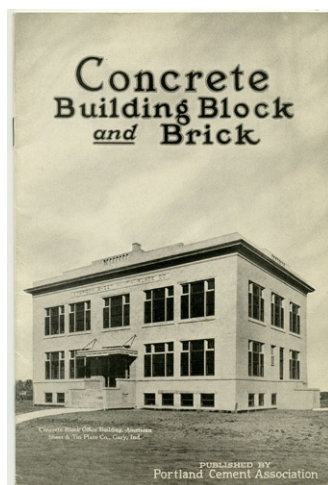
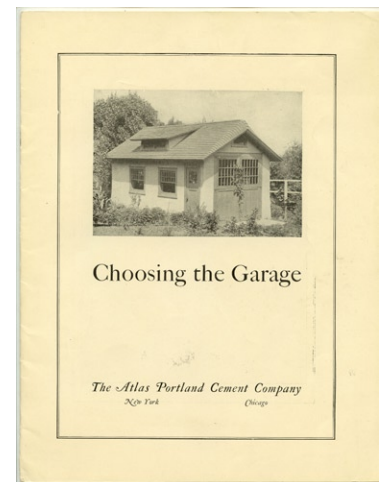
**[47413] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO)**

**Choosing the Garage.**

*Booklet, black and white photo illustrations, 15pp, 11 x 8 1/2 inches, pictorial paper wrappers. Atlas Portland Cement Company. New York. 1921. Authorized reprint from American Concrete.*

A well-illustrated booklet depicting, through numerous photographs and renderings, innovative garages clad in stucco. Helpful advice is proffered: "For housing a single car, 13 x 24 feet is a good size. It allows a clear space of 3 feet around the largest car. It is often well to make the garage large enough to accommodate two cars even though you have no immediate need for the additional space.... It provides for your visitor's car or gives you space that may be rented profitably or used for garden tools if desired." Further along we read "The advantage of the two-story garage is that the second floor affords splendid quarters for chauffeur, gardener or other servants." An unusual booklet with fascinating photos and architectural renderings in very good condition.

**Sold**



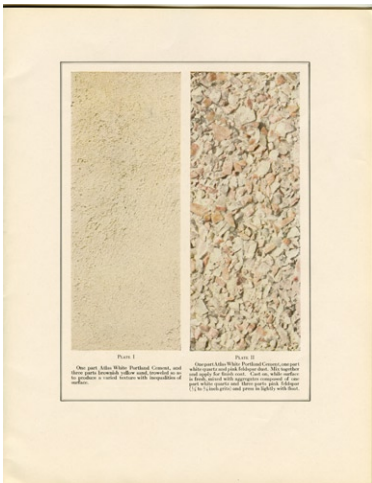
**[47411] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Concrete Building Block and Brick.**

*Booklet, black and white photo illustrations, 23pp, 9 x 6 inches, pictorial paper wrappers. Atlas Portland Cement Company. Chicago. 1921. Authorized reprint from American Concrete.*

An illustrated booklet detailing the virtues of concrete building blocks and concrete bricks. The booklet informs the reader that "concrete block and brick, if well made, grow stronger with age, and concrete brick or block buildings...are fireproof, ratproof, sanitary, and require the minimum of maintenance." Obliquely referencing the horrific munitions explosion that devastated Halifax, Nova Scotia in 1917, the booklet states: "When cities like Halifax, N.S. have to be rebuilt on short notice, they choose concrete block because it permits of rapid construction without sacrifice of its fireproof and permanent qualities." Another photo of an especially dreary building is captioned "Motion picture theatre construction demands fireproof, sanitary materials, requiring little or no maintenance. Concrete block meet these requirements." Further along another photo is captioned "Oil filling stations must be

attractive, safe and economical to maintain," all of which is assured through use of concrete brick. Overall, a booklet in very good condition, well illustrated, that attempts the difficult task of inciting interest in concrete building products.

**US \$35.00**



**[47414] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Guide to Good Stucco.**

*Booklet, color and black and white photo illustrations, 28pp, 11 x 8 1/2 inches, pictorial paper wrappers. Atlas Portland Cement Company. New York. No date. Ca. 1920. Authorized reprint from American Concrete.*

A well-illustrated booklet (color and black and white) attempting to detail the great development underway with regard to the variety of stucco finishes. "The variety of textures that can be obtained is limited only by the ingenuity and artistry of the architect or the stucco contractor. Any number of methods can be used in its application, from special tools to the bare hands, examples of both ways being illustrated in the pictures in this book." Featured are various photos of elegant entry ways in stucco surrounds. Also, photos depicting various types of stucco finishes and color-aggregate stucco surfaces. Much attention is given to the application of stucco on a variety of surfaces. A detailed and well-illustrated booklet in very good condition.

**US \$85.00**

**[47409] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) How to Make Concrete and How to Use It / Concrete Basements and Foundations.**

*Two slim booklets in paper wraps; each approximately 9 x 6 inches; the first 15 pp and the second 19 pp. Illustrated with photos and technical drawings. Portland Cement Association. Chicago. 1921- 1922.*

Two booklets in good condition provide instruction as specified in their titles. The Concrete Basements booklet is the more detailed of the two. Of interest to the fearless do-it-yourselfer.

**Sold**



**[47412] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Information for Home Builders.**

*Booklet, black and white photo illustrations, 15pp, 11 x 8 1/2 inches, pictorial paper wrappers. Atlas Portland Cement Company. New York. 1921. Authorized reprint from American Concrete.*

The heavily illustrated booklet makes a case for using stucco on a variety of surfaces: wood lath, metal lath, hollow tile, concrete, brick. There are brief discussions on stucco textures and the coloring of stucco. Overall, the aim of the booklet is to enforce the concept of the beauty of stucco through photos of stucco-clad homes. Beautiful architect-designed residences in all parts of the country are depicted, enticing the individual contemplating the building of a new home to join the league of stucco-lovers. An interesting booklet featuring numerous photos of attractive stucco-encased homes.

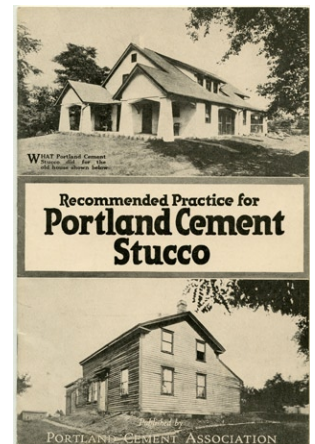
**US \$65.00**

**[47410] BUILDING MATERIALS: BRICK, CEMENT, MARBLE, STUCCO) Recommended Practice for Portland Cement Stucco.**

*Booklet, black and white diagram, 23pp, 9 x 6 inches, pictorial paper wrappers. Portland Cement Association. Chicago. No date. Ca. 1920. Authorized reprint from American Concrete.*

Two photographs on the cover are contextualized with the caption "What Portland Cement Stucco did for the old house shown below." Within, we learn "A fundamental rule in the design of a stucco structure is 'Keep water from getting behind the stucco.'" All other ideas of "Recommended Practice" are subservient to this Golden Rule. A useful book advancing procedures involved in the correct application of stucco for those with a yen to know.

**US \$20**





**[47407] DOMESTIC HARDWARE) Architectural Fittings by James Gibbons Ltd. Publication 162:**

*Catalog, black and white illustrations, ix+113pp, index, 11 1/2 x 9 inches, gilt lettered textured paper boards with cloth spine (hardbound). Small abrasion at center of front cover and light fraying to top of spine; occasional notations in ink adjacent to various product listings which detail an item's costs. St. John's Works. Wolverhampton, England. 1952.*

The catalogue claims that Gibbons is “the Oldest Firm of Locksmiths in Great Britain,” having been founded in 1670; pictured in the catalogue are all manner of architectural fittings from the utilitarian and unadorned to the highly decorative. Gibbons’ products include locks, bolts, handles, esbagnetette bolts, hinges, cabinet fittings, fasteners, towel rails, fanlight openers, wrought iron work, art metal work, etc. There is a vast range in terms of the aesthetic ambition imbued in the various products, yet even the most quotidian goods demonstrate an unmistakable level of pleasing design and attention to detail. (Much

praise could be lavished on the toilet roll holders and hat and coat hooks.) Featured in the catalogue are the firm’s more decorative products; these include Letters, Name Plates, Balustrade Work, and Art Metal Work. The catalogue captures key features of traditional design as well as mid-century modern concepts, all artfully expressed in the manufacture of architectural fittings.

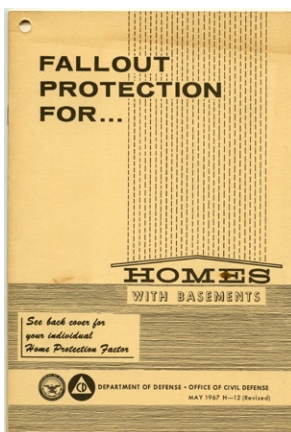
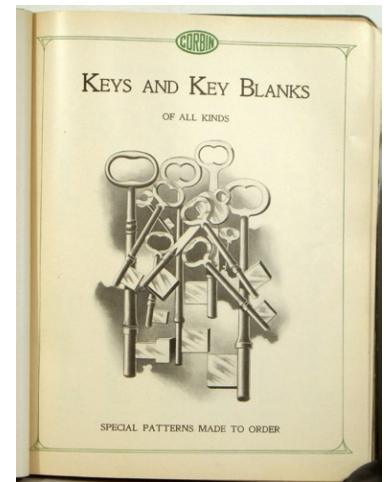
**US \$165.00**

**[47406] DOMESTIC HARDWARE) Illustrated Catalogue of Keys and Key Banks, Tags, Strikes, Rings, Etc. Corbin Cabinet Lock Co. Catalogue 28.**

*Catalog, black and white illustrations, xv+230pp, index, 11 x 8 3/4 inches, gilt lettered cloth-covered wrappers (softbound). Covers have lightly faded gilt lettering, time toning with several small spots; very light 1/4 inch water stain, barely noticeable, on free edge of front free end paper through pp. vi, approximately 8 inches in length, otherwise an uncommon item in very good condition with tight binding. New Britain, Conn. 1916.*

Frontispiece pictures the “Offices and Factories, New Britain, Conn., U.S.A.” Title page identifies Corbin as “The American Hardware Corporation Successor” and lists the variety of products pictured in the catalogue. These include Cabinet Locks, Padlocks, Trunk, Suitcase Locks and Trimmings, Miscellaneous Hardware, Automobile Locks for All Purposes, Keys and Key Blanks, Post Office Outfits and Supplies. The index (or contents page) at the front of the book lists numerous diverse keys manufactured by Corbin including Clock Keys, Key Chains and Dog Leads, Piano Keys, Sewing Machine Keys, Skate Keys, Cabinet Keys and much more. These are pictured in the subsequent pages along with images of bulk goods and key cutting machinery.

**US \$145.00**

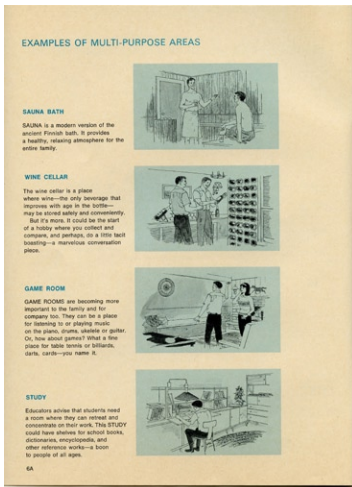


**[47362] FALLOUT SHELTERS) Fallout Protection for Homes.**

*Booklet, black and white illustrations, 24pp, 8 1/2 x 6 inches, paper wrappers. A couple of soiled spots to cover; very good, clean condition. U.S. Government Printing Office. Washington, D.C. 1967. H-2 (Revised).*

The booklet opens with words from then President Lyndon Johnson regarding the importance of fallout shelters for all Americans. Several types are described and pictured: permanent shelters, pre-planned shelters, and improvised shelters. Glued to the rear cover is a printed Protection Evaluation Report for a specific address, with suggestions as to which type of shelter would be best for this home. A small circular hole has been punched through the booklet; an instruction on the rear covers states “For quick reference, hang this booklet in the corner of your basement having the best fallout protection.” Don’t forget the flashlight.

**US \$20.00**



**[47363] FALLOUT SHELTERS) Shelters in New Homes.**

*Booklet, black and blue illustrations, 31pp, 11 x 8 1/2 inches, pictorial paper wrappers. National Association of Home Builders Research Foundation, Inc. Washington, D.C. 1969. Reprinted from the NAHB Journal of Homebuilding.*

A well-illustrated booklet in very good condition featuring sixteen plans suitable for various types of new homes: for installation in basements, under patios or garages, in crawl spaces, or in purpose-built storage closets. Putting the best possible face on a grim prospect, alternate uses are suggested for these structures when fallout protection is not the order of the day. Some of the choicer alternate uses are: guest room (“cozy comfortable”), study (“students can retreat and concentrate”), sauna bath (“healthy, relaxing atmosphere”) and -- inspired thought! wine cellar (“it could be the start of a hobby”). Lots to reflect on in planning the fully equipped new home.

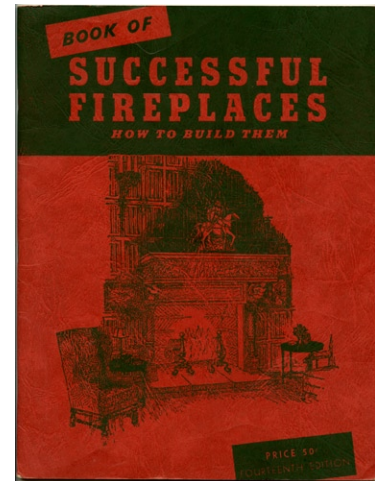
**US \$35.00**

**[47402] FIREPLACES AND ACCESSORIES) Book of Successful Fireplaces: How to Build Them.**

*Booklet, black and white photo illustrations, 76pp, 11 x 8 1/2 inches, two-color pictorial stiff paper wrappers, thoroughly detailing all aspects of fireplace design and construction, with a section on fireplace accessories. Donley Brothers Company. Cleveland, Ohio. 1950. Fourteenth edition.*

An informative booklet that provides information on virtually every aspect of domestic fireplaces, as well as a short history of the fireplace. The thrust of the book is the Donley Heatsaver, a device that, when employed in the construction of the fireplace, will return heated air to a room or rooms that would otherwise be lost up the chimney. Illustrations depict the device adapted to various styles of fireplace, and a final section of the book is devoted to outdoor fireplaces and grills. An extremely detailed booklet in excellent condition.

**Sold**

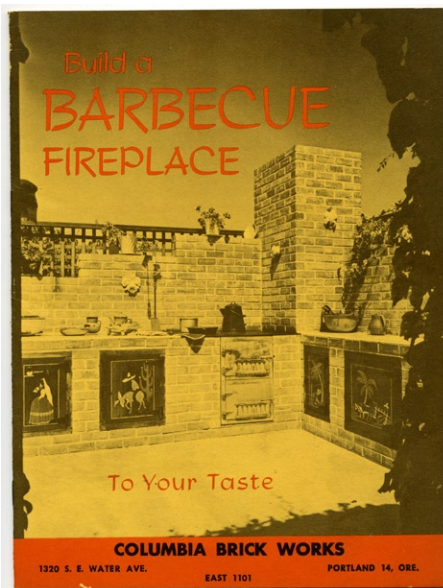


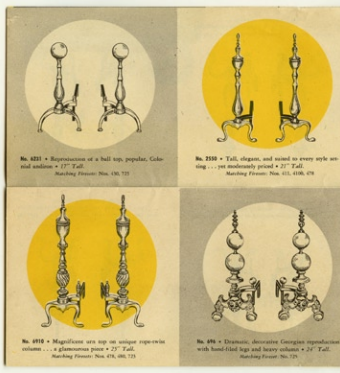
**[47403] FIREPLACES AND ACCESSORIES) Build a Barbecue Fireplace.**

*A nicely illustrated 24 pp booklet in paper wraps, 10 x 7 1/2 inches, detailing various models of outdoor fireplaces and grills made from brick. Some of the models are adapted for indoor usage. Blueprints at rear illustrate six “basic plans” which can be ordered for \$1.00 each. Each plan is accompanied by a list of the materials needed. The booklet provides a detailed discussion of numerous types of barbecues, from basic to extremely elaborate, with accompanying illustrations. Cleveland Publications. Pasadena, CA. 1950.*

The booklet states that “the cult of the barbecue is spreading”; the virtues of the barbecue are extolled: “for the man of the family, it’s a chance to test his skill as a cook, free of all kitchen shackles. For the hostess its the greatest boon she knows--allowing her to expand a guest list from two to two hundred and still have no mess in the house. It’s the melting pot of family generations...” etc. An interesting booklet in which barbecue ideas are depicted in page after page of photographs, culminating in illustrations of blueprints available by mail order. Several printed recipes make clear cooked meat is what the barbecue is all about. Overall, an interesting booklet in very good condition capturing mid-century modern design ideas for outdoor living.

**US \$25.00**





**[47355] FIREPLACES AND ACCESSORIES) Home Is Where the Hearth Is. Hearth Centre. Fireplace Accessories.**

*Booklet, black and white illustrations, unpaginated, 3 1/4 x 6 inches, pictorial paper wrappers. Centre Brass Works Inc. New York. No date. Ca. 1945.*

Somewhat breathlessly, the firm describes their products: “Here are decorator-styled fireplace accessories, each selected from the world’s famous HEARTH-CENTRE collection of fireplace furnishings, to give your home and hearth the ‘stay at home--play at home’ harmony that binds the family circle. Here are the accessories so lovely that they will be the envy of all your guests...so lovely that they will pass from generation to generation as treasured heirlooms.” The reader pauses momentarily to reflect on the family member whose face will brighten upon learning that he or she has inherited the andirons.

Pressing on in the well-illustrated catalogue, we are shown Firesets (Selected Firetools of

Rare, Lifetime Quality), Fireplace Screens, Rails and Fenders, and various other accessories, including Girondole for the mantle. The booklet, in good condition, offers the fireplace enthusiast options galore when it comes to accessorizing.

**US \$60.00**

**[47354] FIREPLACES AND ACCESSORIES) Superior Fireplaces for Comfort, Economy and Smokeless Operation.**

*Booklet, black and white photo illustrations, 7pp, 11 x 8 1/2 inches, pictorial paper wrappers. Superior Fireplaces. Los Angeles. 1941.*

The booklet, folded for mailing purposes, describes and pictures “a metal form, consisting of firebox, throat and damper, around which the masonry walls of a fireplace are easily built. Any design may be used to suit the architecture.” Several models are depicted in two different states: the bare metal form and the finished fireplace covered with a brick or stucco facade. There are two single sheet inserts accompanying the booklet. One from the manufacturer states: “Build your fireplace around a Superior unit and you will have the cheerfulness of the open fire as well as the efficiency of a warm air furnace.” The booklet pictures various grills and registers available for the unit, also fans and grates. A book of designs is offered by the firm for 25¢. Overall, a most interesting booklet in good condition.

**US \$40.00**



**[47350] FLOOR COVERINGS) Color Clues to Home Beauty with Rugs and Carpets by the Bigelow Weavers.**

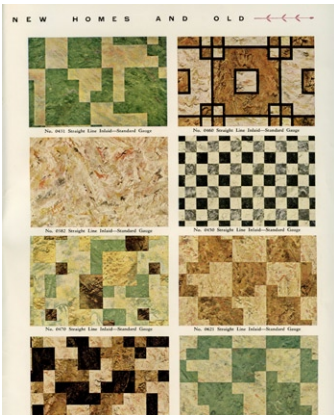
*Booklet, color illustrations, 19pp, 9 1/2 x 11 inches, color pictorial stiff paper wrappers. Covers lightly soiled with ink notation to front cover; otherwise very good condition. Bigelow-Sanford Carpet Co. New York. Copyright 1941.*



The carpet buyer is implicitly understood to be female, a point underscored by the booklet’s pictorial cover. Within, five photos in color depict public and private rooms in a house; the decorating plans’ starting point originates, the reader is firmly instructed, with the choice of carpet. Hence, a living room photo is captioned “A Warm, Hospitable Color Scheme Starts With Bigelow Basic Peach” while “From Bigelow Basic Beige You Can Decorate A Smart Modern Room,” etc. Further color illustrations provide instruction for choosing “the right type of fabrics to ‘go with’ your rugs or carpets.” At the end of the book is a grid on which the dimensions of a room can be drawn. Attached is a glassine insert on which are printed basic items of furniture: beds, cabinets, pianos, radio cabinet etc. in standard dimensions.

The female consumer is instructed to “find a different arrangement that makes your room charmingly new.” The booklet is in excellent condition, and clearly aims to eliminate anxiety and stress stemming from gauche decorating choices by providing lock-step instruction on how do make decisions. This aim is supported by a small pamphlet included with the “Color Clues” booklet entitled “The NO-MISTAKE Method of Decorating!” Step 1.) Begin with the floor, etc. The pamphlet and booklet comprise a most interesting duo capturing key features of pre-WW II decor.

**Sold**



**[47332] FLOOR COVERINGS) Floor Beauty For New Homes And Old.**

*Booklet, color and black and white illustrations, 32pp, 12 x 9 inches, decorative stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1934.*

An attractive booklet featuring a preface entitled The Charm of a Room Begins with its Floor by the Director of Armstrong's Bureau of Decoration, Hazel Dell Brown. A dozen attractive rooms are pictured, including living room, bedroom, dining room, bathroom, and kitchen, all enhanced by Armstrong flooring. A two-page pictorial spread focuses on installation of the flooring while nine pages in color are devoted to "pleasing designs at moderate cost." Overall, an intriguing booklet in very good condition depicting boldly colorful deco inspired floor coverings purportedly suitable for each and every room of the house.

**Sold**

**[47330] FLOOR COVERINGS) Match Your Rooms to Your Personality with Sealex Linoleum Floors and Walls.**

*Booklet, color illustrations, 19pp, 12 x 9 inches, color pictorial paper wrappers. Congoleum-Nairn Inc. Kearny, New Jersey. Copyright 1937.*

The reader is exhorted to "give your imagination free reign!" How? "First, choose one of the lovely Sealex Linoleum patterns for the main 'ground' of your floor. Then select your Sealex Insets, Feature Strips and Border and arrange them in whatever design suits your taste. The number of individual effects you can create is practically limitless." The booklet follows through by providing numerous examples of what they term "ground" patterns in addition to calling attention to personalizing "insets" such as circles, stars, crescents, squares and leaves. Further individualizing "insets" are shown ("Ducks in Flight," "Blow Fish," "Bow-Knot," etc.) A "rooster" inset is pictured at the center of a kitchen floor; a circular "square rigger" design abuts a fireplace, etc. A handy loose leaf grid sheet is provided, labeled "personalized floor design plan," to assist in designing your floor. The booklet comes to an end with two large Before and After pictures of a kitchen, documenting the unfortunate consequences of "giving your imagination free reign!" Overall, an intriguing booklet in very good condition depicting boldly colorful deco inspired floor coverings purportedly suitable for each and every room of the house.

**Sold**



**[47349] FLOOR COVERINGS) Olson Rugs.**

*Booklet, color illustrations, 52pp, 7 1/2 x 6 inches, color pictorial paper wrappers. Olsen Rugs. Chicago. 1931.*

The Olson catalogue introduces their line of carpets and their modus operandi as direct-to-customer manufacturers through this catalogue. The mail-order customer selects the item desired and it is shipped directly from the factory. The booklet states "We believe that our modern method of selling direct 'From Factory-to-You' is the most economical, money-saving method ever devised. As 'The Largest Rug Manufacturers in the World dealing Directly with the Home' we offer you finer rugs and lower prices than you can get from any small weaver, general mail order house, or retail store. 'Our 57th year.'" Headquartered in Chicago, Olson factories

are also found in San Francisco and Philadelphia. Part of their manufacturing process involves reprocessing old wool items, secured from their customers, for reuse in their carpets: "the valuable, seasoned wool in your old carpets, rugs and clothing is reclaimed like new... This wool is then tightly spun..." etc. The founder states: "I'll send you the Finest Rugs you ever had for the price--or refund your Money." Order blanks are provided with the catalogue.

**Sold**





**[47331] FLOOR COVERINGS) Pattern Book: Congoleum-Nairn Inc.**

*Color illustrations with tab dividers, screw posted into 11 1/2 x 9 inch cloth covered boards.. Congoleum-Nairn Inc. Kearny, New Jersey No date. Ca. 1930s.*

This screw-post loose leaf binder features a full array of richly-colored Congoleum floor covering patterns. Each page pictures one or two designs in a size that allows for full appreciation of the product shown. The binder is organized with tab inserts that separate the various product lines, thus we have Veltone Marbles; Embossed A Gauge; Kernean A Gauge; Embossed B Gauge; Kernean D Gauge; Crescent Inlaid; Crescent Linoflor; Moulded D Gauge; Battleship and Planes, and Jaspé. With over 90 plates, it is difficult to imagine a samples book that could provide more extensive coverage of colorful linoleum products, circa 1930s, than this one. A most uncommon item in very good condition.

**Sold**

**[47347] FLOOR COVERINGS) Rooms for**

**Better Living in Basement and Basementless Houses.**

*Booklet, color photo illustrations, 18pp, 8 1/2 x 11 inches, stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1954.*

Page after cringe-making page of converted spaces--basements and garages--in which Armstrong Asphalt Tile is utilized as floor covering. Ten large color photos with clever captions draw us into the world of sow's-ear-turned-purse: "Parties Are Gay in a Room Like This"; "Rooftop Atmosphere--Down in the Basement"; "Your Rumpus Room Can Be Anything You Like"; "A Handsome Apartment--in the Garage!" Cold-War Era furnishings and decor, plus patterned asphalt floor coverings, aim to turn a dank spot bright and cheerful. An intriguing booklet, in very good condition, suggesting how the good life can be had on a modest budget, down in the basement.

**US \$60.00**



**[47348] FLOOR COVERINGS) Successful Decorating With the Modern Fashion in Floors.**

*Booklet, color photo illustrations, 32pp, 8 1/2 x 11 inches, color pictorial stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1957.*

A dozen remarkably decorated rooms featuring late 50s decor are pictured in full-page color photos promoting Armstrong floor coverings. Bright fast food colors pulsate through many of the rooms, and two pages of the booklet are devoted to a vapid discussion of color values which "give a room a special atmosphere. For example, reds and browns give a room warmth, yellow makes it sunny and cheerful..." etc. The homeowner is encouraged to "use the floor as your starting point and then build your entire color scheme around it." Choices painful to a contemporary palette are much in evidence. Asphalt tile is a

featured product. The booklet, in excellent condition, provides an engrossing encounter with the aesthetics of the modern home at the moment when America was poised to enter the Space Age. Included with the booklet are three stapled sheets detailing the design and furnishings for what is termed a "Dining Kitchen."

**US \$45.00**

**[47336] FLOOR COVERINGS) Tomorrow's Ideas in Home Decoration.**

*Booklet, color and black and white illustrations, 30pp, 11 x 8 1/2 inches, stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1941.*

An attractive booklet employing astonishing color illustrations of model rooms featuring Armstrong Cork flooring. The Preface states "You are two people...First, you are a designer...Second, you are a housewife whose primary concern is to design a room that's practical..." Every room in the house is thought to become more beautiful when linoleum flooring is employed: kitchens, bathrooms, bedrooms, dining rooms, living rooms, etc. Deco patterns predominate, providing



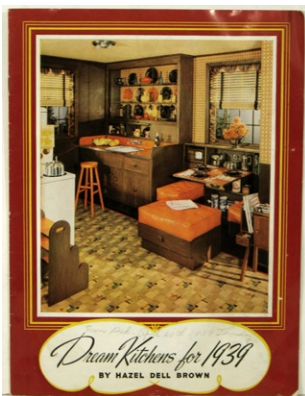
an intriguing glimpse into pre-WW II household floor design as well as the furnishings, “art work” and window decor intended to complete the room. Included with the booklet are several loose sheets attributed to Hazel Dell Brown providing verbal and visual instruction for transforming various small rooms in a “stodgy” 20s-era home into “individual, breathing, lovely” rooms. Featured is the Family Tree Living Room, a design concept utilizing a hand-painted monstrosity climbing the wall above the fireplace mantel. Ms. Brown further recommends covering hardwood floors with “tawny marbled linoleum.” Putting aside some jaw-dropping décor concepts, it must be said the various linoleum patterns continue to intrigue the eye, and the booklet provides a colorful array of quintessentially deco designs.

**US \$60.00**

**[47346] FLOOR COVERINGS) Brown, Hazel Dell. Decorators Answer Book.**

*Booklet, color photo illustrations, 32pp, 8 1/2 x 11 inches, stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1949.* Sixteen ideas for cunning rooms are pictured and described; many feature multi-purpose living arrangements (One minute it’s a bedroom--the next a sewing room) and income producing transformations (Why not make your old high-ceilinged house into beautiful apartments?) Other ideas involve transformations obtained through paint (“Old furniture is a treasured find when you’re doing a room on a limited budget. It needs little more than paint....”) No matter what the decorating idea, however, you can depend that the furniture is resting on Armstrong linoleum. Included with the booklet are three stapled sheets describing and picturing “The Twin Bedroom” as envisioned by Brown. A curious booklet, full color, in good condition.

**US \$45.00**



**[47333] FLOOR COVERINGS) Brown, Hazel Dell. Dream Kitchens for 1939.**  
*Booklet, color and black and white illustrations, 15pp, 12 x 9 inches, color pictorial paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1939.* An attractive booklet featuring large color illustrations of model rooms that feature Armstrong Cork flooring. Although the emphasis is on kitchens, the focus goes beyond this room to include flooring ideas for bedrooms, dining rooms, bathrooms and much more. Quintessential deco patterns predominate, providing an intriguing glimpse into pre-WW II household floor design and the furnishings that complete the room.

**US \$40.00**

**Kitchens for 1940.**

*Booklet, color and black and white illustrations, 15pp, 12 x 9 inches, color pictorial paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1940.* An attractive booklet featuring large color illustrations of model rooms that feature Armstrong Cork flooring. Although the emphasis is on kitchens, the focus goes beyond this room to include flooring ideas for bedrooms, dining rooms, bathrooms and much more. Quintessential deco patterns predominate, providing an intriguing glimpse into pre-WW II household floor design and furnishings that complete the room.

**US \$40.00**

**[47334] FLOOR COVERINGS) Brown, Hazel Dell. Dream**





**[47335] FLOOR COVERINGS) Brown, Hazel Dell. Dream Kitchens for 1941.**

*Booklet, color and black and white illustrations, 15pp, 12 x 9 inches, color pictorial paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1941.*

An attractive booklet featuring large color illustrations of model rooms that feature Armstrong Cork flooring. Although the emphasis is on kitchens, the focus goes beyond this room to include flooring ideas for bedrooms, dining rooms, bathrooms and much more. Quintessential deco patterns predominate, providing an intriguing glimpse into pre-WW II household floor design and furnishings that complete the room.

**US \$40.00**

**[47345] FLOOR COVERINGS) Brown, Hazel Dell. Ideas For Every Room.**

*Booklet, color and black and white illustrations, 32pp, 8 1/2 x 11 inches, stiff paper wrappers.*

*Armstrong Cork Company. Lancaster, PA. Copyright 1948.*

Ideas abound, including “A Room for Two at the Top of the House” (“You may find that a little imagination and carpentry can turn the unused area into a charming one-room apartment.”) Also featured: “A complete dream cottage for two on a budget.” Sixteen rooms are made over by Brown, with every project involving a smart new floor. (By day it’s a library--by night a guest room.... Who said a bathroom can’t be Colonial? etc.) Included with the booklet are three stapled sheets describing and picturing a “Modernized Living Room,” as planned by Brown. A curious booklet, full color, in good condition.

**US \$45.00**



**[47344] FLOOR COVERINGS) Brown, Hazel Dell. Ideas For Old Rooms and New from the Scrapbook of Hazel Dell Brown.**

*Booklet, color and black and white illustrations, 32pp, 8 1/2 x 11 inches, stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1944.*

Ten typical decorator “Problems” are posed by Brown, who in turn provides solutions, all of which involve Armstrong Cork linoleum. One of these interesting war-time problems involves the following, as described by Brown: “Given an ordinary attic with limited floor space, small windows, slanting ceilings, and other shortcomings...how can we convert it into a livable one-room apartment?” A solution is provided (and pictured) that involves “two small partitions...a clever folding screen...lots of color...paint, a few pieces of furniture, a new floor.” Voilà! A defense worker’s dream. Nine additional

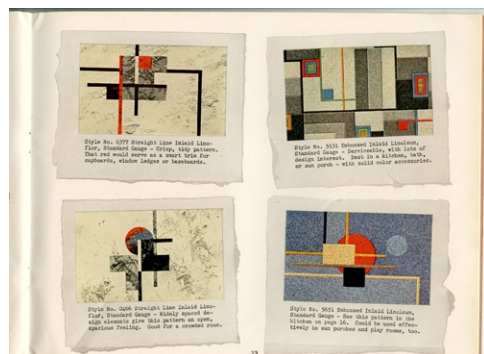
inspirations, in full color, are revealed in the pages of the booklet. As well, there are color illustrations of the Armstrong product line. Shortages or rationing issues do not loom large on the horizon. Inspiration abounds (“A new twist for curtains...festoon as illustrated, using bunches of artificial fruit to hold in place.”) A curious booklet, full color, in good condition.

**US \$45.00**

**[47337] FLOOR COVERINGS) Brown, Hazel Dell. New Ideas for Old Rooms from the Scrapbook of Hazel Dell Brown.**

*Booklet, color and black and white illustrations, 32pp, 8 1/2 x 11 inches, stiff paper wrappers. Armstrong Cork Company. Lancaster, PA. Copyright 1942.*

Ten typical decorator “Problems” are posed by Brown, who in turn provides solutions, all of which involve Armstrong Cork linoleum. One of these interesting war-time problems involves the following, as described by Brown: “‘Rooms for Rent’ don’t bring much income, but ‘One-Room Apartments’ do. So let’s teach a spare bedroom how to be a living room, dining room, and



kitchenette, as well.” Voilà! Pictured is everything required for gracious living contained within four rented walls. Nine additional inspirations, in full color, are revealed in the pages of the booklet. As well, there are color illustrations of the Armstrong product line. Shortages or rationing issues do not loom large on the horizon. Inspiration abounds (“Bike trouser clips screwed to the screen pole hold pots of ivy”).

US \$45.00



[43342] FURNITURE AND ACCESORIES) **Catalog No. 100. 1922. Chicago. Peck & Hills Furniture Co.**

*Color and black and white illustrations, index, A-H + 490pp, 12 x 9 inches, stiff card wrappers (softbound). 1922.*

An invaluable informative source for 1920s home decor. Features color illustrations showcasing decorated rooms using Peck & Hills furniture, plus section of rugs and linoleum in full color; pages of beds, vanities, china cabinets, kitchen cabinets, office furniture, tables, arm chairs, bookcases, lamps, mirrors and other miscellaneous items such as pianos, bicycles, baby carriages, etc, all with dimensions and prices.

**Sold**

[47360] FURNITURE AND ACCESSORIES) **A Guide to English and French Furniture of the Eighteenth Century.**

*Booklet, black and white photo illustrations, 48pp, 10 1/2 x 7 inches, gilt decorative paper wrappers. Baker Furniture, Inc. Holland, Michigan. 1943. Sixth Edition.*

A statement on the title page, printed in a potpourri of fonts, describes the illustrated volume as “A New and Unusual Treatise Regarding the Use, Manufacture and Care of Choice Reproductions; intended for Pleasure and the Interest of All who enjoy Fine Things.” An insert cautions “As most of our production is now devoted to the war effort, some of the furniture shown in these pages cannot be obtained. However, your dealer has, or can obtain for you, full information concerning the Baker furniture still available.” The volume aims to address the question: “What constitutes a truly fine reproduction?” The question is answered in a chapter that describes the firm’s owner as he trolls France and England looking for a unique piece of furniture; he then employs a master cabinet-maker to create, *in situ*, a reproduction that captures every detail of the original. This copy is then shipped to Michigan to serve as a master model for further reproductions. On other occasions, however, the original is sent direct to Michigan to serve as the master model. Regarding the intricacies of reproduction, we are informed of the demands imposed in choosing fine wood, in creating a lustrous finish, in selecting the finest materials where upholstery is required. A capsule history of English and French furniture styles of the 18th century is next provided, and a final chapter provides opaque attributions regarding the provenance of the original pieces used as models for the knock-offs pictured throughout; for example: “The black and gold Regency chair ... was copied from a model purchased in High Wycombe, England. ... The fine George I wing chair was reproduced from an original antique, owned by a New York dealer”; etc. More (and less) than you might wish to know.



US \$35.00

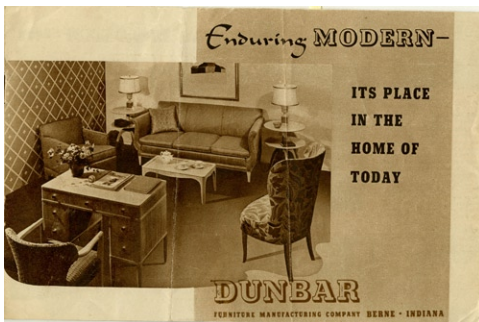


[47361] FURNITURE AND ACCESSORIES) **Ball Brasses Catalogue.**

*Booklet, black and white photo illustrations, unpaginated (12pp), 12 1/4 x 9 1/4 inches, green paper wrappers. Ball Brasses. West Chester, PA. 1948.*

A profusely illustrated catalogue featuring an extensive line of brass door pulls, handles and knobs. Woven into the company’s logo is a message regarding the firm’s product: “Made in America by Americans for Early American Furniture.” Further along, the catalogue states: “The brasses shown in this catalogue were selected from among the best of many thousands of fine originals of which we have made copies. With a few exceptions the illustrations were photographed from these copies.” To the rear of the catalogue (copyright 1940) is a price list for 1948-1949; these prices are “subject to liberal dealer’s discount.” This uncommon booklet offers a detailed pictorial account of cabinetry hardware of high quality.

US \$60.00



**[47357] FURNITURE AND ACCESSORIES) Enduring Modern--Its Place In the Home of Today**

*Booklet, duo-toned illustrations, 7pp, 5 1/2 x 8 1/2 inches, pictorial paper wrappers. Dunbar Furniture Manufacturing Company. Berne, Indiana. No date. Ca. 1939.*

The booklet, with a substantial number of sepia illustrations, begins by posing the question: "What is Modern?" The answer is forthcoming: "Modern furniture design in the United States dates back a scant decade. In this short time Modern furniture has evolved from the crudities of the late 20's to the finely styled pieces shown in this booklet. Modern furniture reflects the spirit of our own times. The basic elements of all good furniture--graceful lines,

pleasing proportions and fine craftsmanship--are present but with a sharper accent on usability and a reliance upon the intrinsic fineness of materials." Dunbar is, today, famous for the decades-long relationship with furniture designer Edward Wormley who joined the firm in 1931 after attending the Art Institute of Chicago and spending time in Paris, where he encountered the masterful furniture designs of Émile-Jacques Ruhlmann. To what extent Wormley contributed to the text of the Dunbar catalogue can never be known, but certainly the ideas correspond to Wormley's belief that "Modernism means freedom...." Pages two through five of the catalogue include a list of "Do's and Don'ts In Modern Decoration," which are referred to as "easy guides ... for the layman," e.g. "A piece of good pottery, a wood carving or a figure will do more to give your room distinction than a collection of cheap gadgets." The sepia illustrations feature living room, dining room and bedroom ensembles and various occasional pieces. The uncommon catalogue is in good condition and provides a clear idea of the scope and arresting simplicity of Dunbar's pre-war designs and their "Place in the Home of Today."

US \$225.00

**[47356] FURNITURE AND ACCESSORIES) McDonald, Sterling (illus). Here's the Correct and Simple Answer to Your Color Problems**

*Brochure, color illustrations, 21 1/2 x 16 1/2 inches, folding as issued into to 5 1/2 x 8 1/4 inch mailer. Valentine-Seaver. Chicago. 1940.*

This folded mailer for Valentine-Seaver furniture addresses the agony associated with color selection when decorating. On a two panel fold-out a distressed woman is pictured staring at wallpaper samples. The text on the page states: "Why let your color schemes disturb you?" The reader is assured "You can solve all your color problems quickly and easily and know the color schemes are correct and livable." The key to this bliss is the Valentine-Seaver Color-Blend Selector, pictured on the four panel fold-out that follows. Propped on an easel is "the Wonderful New Color Selector Prepared by Sterling McDonald, Pres. & Dir., Institute of Interior Decoration--and now in use at leading Universities and Art Schools." Various pointers attached to a color-wheel, when revolved, solve the thorny problem of arriving at "proper and correct" color schemes. (McDonald is better remembered for designing, in the 1930s, luxurious interiors for Union Pacific streamliners and the unparalleled Santa Fe Super Chief.) The mailer, when fully opened to eight panels, is a poster sized 21.5 x 16.5 inches. Shown are five three-piece furniture groupings priced from \$157 to \$216. These are "color blend" groupings designed "for perfect living room color harmony." This is an intriguing and decorative ephemeral item in good condition, engagingly designed for maximum visual impact.

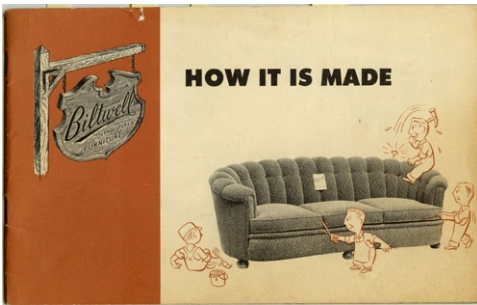
US \$65



**[47358] FURNITURE AND ACCESSORIES) How It Is Made. Biltwell Upholstered Furniture.**

*Booklet, black and white photo illustrations, unpaginated, 5 1/4 x 8 1/4 inches, pictorial paper wrappers. Portland Furniture Manufacturing Company. Portland, OR. No date. Ca. 1947.*

This well illustrated booklet begins with a photo of the grim-looking Biltwell factory; in the foreground we view the employee parking lot and a sorry assemblage of vehicles. The booklet ends with a composite depicting "the modern lines and outstanding beauty" of "a few representative" Biltwell furniture items. In between, in the form of a photo-essay, we observe the employees involved in the manufacture of Biltwell's over-stuffed product line, with manufacture progressing from raw materials to finished product. We begin at the dry kiln where the alder lumber is cured and move next to the



woodworking department where frames are constructed, then on to the “hand sanding, staining, lacquering, and careful drying [that] turn out some of the most beautiful finishes to be found.” Next, the eight-way hand-tying of sofa and chair springs is featured, followed by a multi-page spread depicting the upholstering of the frames, an activity that is “one of the few present-day trades depending almost entirely upon skilled hand work.” A special two-page section devoted to the features of a modern sofa-bed follows, and another two pages is given over to various lines of fabric “not to be found elsewhere.” Exhausted and depressed by this tour of the factory, the reader finally arrives at the composite photo depicting the bulbous furniture of “outstanding beauty,”

greatly relieved to have escaped the gloom of the assembly line - and pondering the emotional state of the laborers awaiting the sound of the five o'clock whistle.

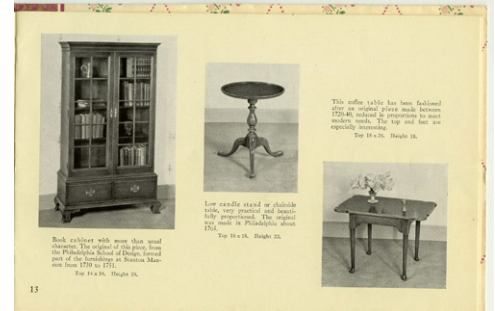
US \$65.00

**[47359] FURNITURE AND ACCESSORIES) Imperial's Jefferson Group.**

*Booklet, black and white photo illustrations, 31pp, 5 3/4 x 8 1/2 inches, color decorative paper wrappers.. Imperial Furniture Company. Grand Rapids, Michigan. No date. Ca. 1940.*

A handsomely illustrated catalogue featuring furniture made from “genuine old fashioned solid mahogany.” In the opening pages the manufacturer describes the nature of their product: “The gracious dignity and charm that characterized American life during the early period of our nation’s history is reflected admirably in Imperial’s new Jeffersonian group of authentic American occasional pieces. Included in this group are more than sixty aristocratic creations in a wide variety of appealing types which are adaptable to the requirements of the American home. ... They will contribute the traditional background and the atmosphere of culture and refinement so desirable in your home.” Various individual pieces and room groupings are depicted, as well as guides to the arrangement of furniture. The booklet’s folded paper wraps are especially attractive, and distinguish a pictorial catalogue in very good condition featuring a wide variety of traditional American furniture.

US \$85.00



**[47365] GENERAL INTERIOR DECORATING) Furniture Accessories for Interior Planning.**

*Booklet, black and white illustrations, 64pp, 11 x 8 1/2 inches, pictorial stiff paper wrappers. Frederic Weinberg Company. Philadelphia, PA. 1958.*

The well-illustrated catalogue focusing on commercial decor describes the firm as “manufacturers and designers of furniture accessories for interior planning.” They list the variety of products available: “Decorator’s Screens, Metal Wall Mosaics, Antique Stone Sculpture, Wall Planters, Room Dividers,” etc. Page after page of illustrations offer insight into progressive mid-century modern concepts of furniture and accent pieces. Over all, an uncommon collection of images from the 1950’s providing a unique window into ideas relating to high-

end interior decor, many of which, from a contemporary perspective, incite stunned disbelief.

US \$85.00

**[47367] GENERAL INTERIOR DECORATING) Steinweiss, Alex and Erik Nitsche (illus). Popular Home's Pak of Ideas.**

*Booklet, color and black and white illustrations, 76pp, 12 1/2 x 9 1/2 inches, color pictorial wrappers; with additional plastic comb bound “Planning File” with a single sheet of color coded tabs and dozens of sheets for filing, all contained within a color pictorial folder; 13 x 10 1/2 inches. United States Gypsum Co. Copyright 1944.*

The artwork on this cover is the work of Alex Steinweiss, termed “the father of record design...who in 1940, at the age of 23, single-handedly invented the album cover. He made thousands of classical, jazz and pop covers...” (Taschen



Publishers). Within, the illustrated cover of the first of the “Pak’s” two booklets features a colorful photo of a woman gluing handsome antique botanical prints to a lemon yellow wall. Turning the page, we are informed in a headline: “This book is full of ideas.” Indeed it is: in the 80 plus pages that follow, these ideas, pertaining to interior and exterior design, are spewed forth right and left. A sampling of helpful ideas includes: “Tear out an ugly mantel”; “Remove bulkiness of dark chests by covering with wallpaper”; “Hang an odd window with plants.” Tips from professional decorators are provided, and individual rooms are then dealt with: Beauty For Living Rooms, Gracious Dining, Make Your Kitchen Work For You, Ideas For Bathrooms, Bedrooms (male and

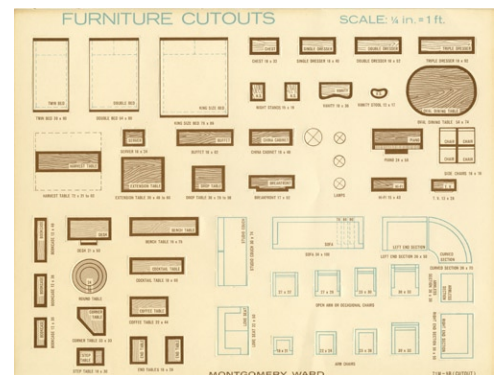
female), Little Things For Your Children, Make Room For Fun, Remodel Your Hall. Further sections round out the ideas for the interior; the discussion then shifts to ideas for the exterior of the home, including chapters on remodeling (interiors as well as exteriors). Numerous before-and-after images are provided, documenting the handiwork. There follows an extensive pictorial inventory of building materials produced by the publisher, The United States Gypsum Company. The booklet’s final chapter focuses on landscaping. A green sheet representing lawn, topped by a bit of blue sky, is provided; a photo of the reader’s home, so the instructions state, is to be placed on this sheet. The reader is then instructed to cut out printed images representing trees, shrubs, flower borders etc. appearing on the opposing page and, next, to place these on the green sheet in the vicinity of the photo of the home. This presumably addresses all landscaping issues. (The artwork in this section of the book is signed by the noted Swiss graphic designer and poster artist Erik Nitsche.) A separate booklet titled “Popular Home Planning File” follows the one discussed above. A sheet of perforated gummed paper with various detachable captioned tabs (“Attic,” “Roof and Chimney,” “Closets,” etc.) is provided. These tabs are to be glued to the 20 plus file pages that follow. Clippings or pamphlets of interest to the home decorator/remodeler can be securely attached to the appropriate page, utilizing perforated gummed flaps with which each file page is equipped. Intriguingly, on the cover of this booklet is a photo of a well-coifed woman seated in a chair; she is surrounded by fabric swatches and color charts and is dutifully clipping something to stuff into the opened “Planning File” on her lap. The photo is framed in a black surround, giving the unmistakable impression that the woman has been sucked into the harrowing Black Hole of Decorating. This astonishing and uncommon twin “Pak of Ideas,” in very good condition, offers a comprehensive compilation engaging, for better or for worse, mid-century modern views of decorating, landscaping and remodeling.  
**US \$245.00**

[47366] GENERAL INTERIOR DECORATING) **Putting the Pieces Together.**

*Booklet, color illustrations, loose sheet of Furniture Cutouts and graph paper in rear pocket, unpaginated, 11 1/4 x 8 3/4 inches, color pictorial stiff paper wrappers. Montgomery Ward. Chicago. 1960.*

An illustrated booklet with short chapters covering a variety of home decorating topics; these include Theme (“each room should state its overall intent--such as, this room is colorful”); color scheme (“start with your favorite color”); floor plan (“architectural features and faults”); Budget (“It is a good plan to buy a few really good pieces”); etc. Sections on Style (“Contemporary,” “Today’s Traditional,” and “Colonial”) provide details pertaining to furniture and accessories. Linked to photos of rooms furnished in one of these styles is a column entitled “Typicals” which lists Fabrics, Floor Coverings, Furniture Finishes, Accessories, etc., associated with each style. Brief discussions of Kitchen Planning and Bathroom Planning bring the booklet to a close. In a pocket on the interior of the rear cover is a printed grid (1/4 inch = 1 ft) and a page of perforated furniture cutouts (beds, tables, sofas, chairs etc.) drawn to the scale of the grid. The parameters of a room can be drawn on the grid and the furniture cutouts pushed around until a suitable design is achieved. Endless fun. Overall, a cheerful booklet in very good condition that fails to address the thorny issue of lampshades.

**US \$40.00**





[36934] INTERIOR DESIGN - LIGHTING) **Kwik-Lite. In Your Future. Catalog No. 66.** *BOOKLET, profusely illustrated in black and white, laid in sheet with mail in card, 43 pp, 11 x 8 1/2 inches, color pictorial wrappers. Kwik-Lite Manufacturing Corporation. Peekskill, NY. Ca. 1960s.*

Pages of different light fixtures with numerous small illustrations, description, pricing etc. Everything from chandeliers, chain pendants, to kitchen and utility room fixtures. A panoply of sixties lighting delights flowing in unending bulk from what is termed “the Twelve Acre City of Lighting Fixtures,” pictured on the interior of the rear cover.  
**US \$65.00**

[47392] INTERIOR DESIGN - LIGHTING) **The Comforts & Conveniences of Electricity In Your Home. How to install Complete Electrical Equipment for Comfort Convenience and Economy in your Home.**

*A 24 pp illustrated booklet 9 x 4 inches that attempts to identify the various ways in which electrical service can be employed in new homes. The bulk of the book is devoted to lighting fixtures, with illustrations depicting overhead fixtures for every room in the home plus porches and entry ways. Five pages are devoted to modern labor-saving electrical appliances. Decorative paper wrappers. Northwestern Electric Company. Portland, OR. No date. Ca. 1920.*

A nicely illustrated booklet depicting the various ways electricity can be employed in the modern home, with emphasis placed on lighting fixtures. Overhead fixtures dominate in the sepia-toned images, but floor and table lamps are also represented in the illustrations. A handy guide in the booklet “shows the percentage of light absorbed by various colored shades, reflectors and globes. Avoid the most absorbent hues.” Illustrations of kitchens and laundries depict additional electrical goods such as fans, washing machines and ironers. The concluding pages are given over to small appliances including vacuum cleaners, hot plates, grills, curling irons, vibrators, etc. which, we are informed, “greatly increase the usefulness of servants, reducing drudgery and shortening hours.” Overall, an interesting booklet featuring all manner of utilitarian and “labor-saving” electrical devices.

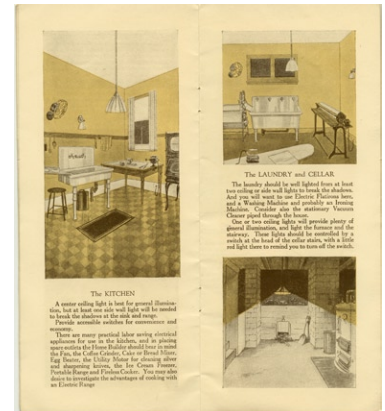
**Sold**

[47327] INTERIOR GLASS) **Practical Glass Ideas for Today's Homes.**

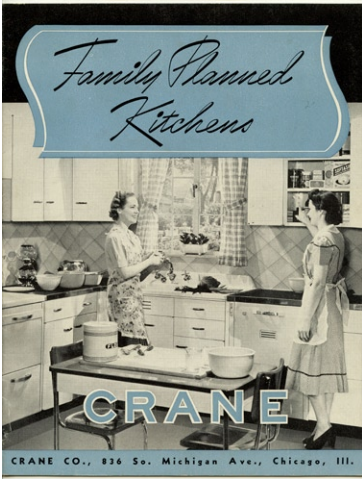
*Booklet, color and black and white illustrations and photo illustrations, 34pp, 11 1/2 x 8 3/4 inches, color pictorial paper wrappers. Libby-Owens-Ford Glass Company. Toledo, OH. No date. Ca. 1942.*

The introduction to this profusely illustrated booklet (color and black and white) states it “is planned to suggest some of the many practical and distinctive things you can do with glass. You will find ideas and suggestions for windows, mirrors or built in conveniences that we hope you can use to advantage in your own home.” There follow multiple suggestions for remodeling with glass: partitions, enclosed porches, table tops, novel window treatments, mirrors, screens, etc. A section on remodeling is next: “Careful Planning with Glass Makes New Homes Out of Yesterday’s Houses.” Photographs depict attractive 19th century homes; these are shown transformed in renderings that emphasize a contemporary (mid-century) look. A further section extols the value of double-sash replacement windows which create “a veritable blanket of invisible insulation which greatly reduces loss of heat.” The final section emphasizes the use of glass in new construction; a photo depicts a grim looking cinderblock home “near Syracuse, N.Y. Without its interesting window treatments, plate glass mirrors, patterned glass in a folding partition between kitchen and dinette, and bathroom walls of easy-to-clean Vitrolite, the dwelling would lose much of its charm.” (An insert provides further information on Vitrolite glass walls.) A statement on the rear cover sums up the mission of the booklet: “You will be amazed how simply, easily and economically the ideas in this booklet can be incorporated into your home...to make it brighter, more pleasant and more convenient in which to live.” In very good condition, the booklet provides a plethora of “glass ideas”; just how “practical” these ideas are is not, in every instance, transparent.

**Sold**







**[47352] KITCHEN DESIGN) Family Planned Kitchens.**

*Booklet, black and white illustrations, 16pp, 11 x 8 1/2 inches, pictorial paper wrappers. Crane Co. Chicago. No date. Ca. 1940.*

The booklet, clearly addressed to women, features ground plans for what Crane terms a “humanized, Family Planned Kitchen” emphasizing efficiency. One such plan depicts an arrangement of cabinets and appliances in a space 11½ x 13½ feet. The modest floor area is referred to as “energy conserving.” Various sink designs are pictured; these are cunningly titled: the Homemaker; the Kitchen Queen; the Sunnyday etc. Two basic floor plans are suggested, the “U-type” or the “L-type,” named for the traffic-flow pattern between the dining room and the back door. The rear cover features a full page of accessories; these include a bread box, a pan cover drawer, a garbage pail with self-lifting lid, and other handy items. An interesting booklet in very good condition featuring pre-war kitchens.

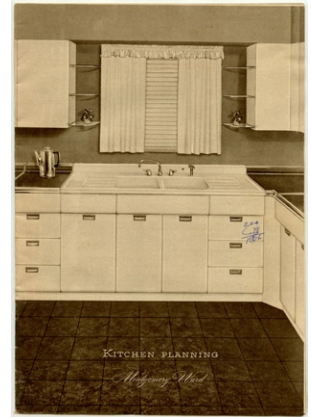
**US \$40.00**

**[47353] KITCHEN DESIGN) Kitchen Planning.**

*Booklet, black and white illustrations, 23pp, 11 x 8 inches, pictorial paper wrappers. Montgomery Ward & Co. Chicago. Copyright 1951.*

The booklet, in sepia tones, features Montgomery Ward cabinets and appliances and a variety of floor plans. Eight basic types of kitchen are depicted in this Montgomery Ward catalogue; these designs are viewed from an angular overhead perspective (“Your kitchen will resemble one of these”). Modular steel floor and wall cabinets are shown, as is a range of wood cabinetry. Attention is given to wall and floor coverings and illustrations are provided for various accessories (fans, a garbage disposal etc.). There is a page depicting a 12 x 9½ foot floor space on which the prospective customer can ink in the desired appliances and cabinets (this has been done in this booklet). Overall, a well illustrated guide in good condition that aims to fill a small space with Ward appliances and modular cabinetry.

**US \$35.00**



**[47351] KITCHEN DESIGN) Kitchens for Family Living.**

*Booklet, color illustrations, unpaginated (24pp), 8 1/2 x 11 inches, stiff paper wrappers. Serval. No date. Ca. 1950.*

A booklet featuring designs for kitchens utilizing Serval gas appliances (refrigerators, clothes dryers) and Serval cabinetry. The Serval cabinets and appliances comprise what is termed the “New Freedom Gas Kitchen.” Eight full-page color illustrations depict well-appointed kitchens in smart colors. “No longer is the kitchen just a room for cooking,” we are told; “Nor does it boast a maid. It’s a place for family living!” The featured kitchens are designed with specific (female) domestic activities in mind, e.g. “Where the laundry does itself”

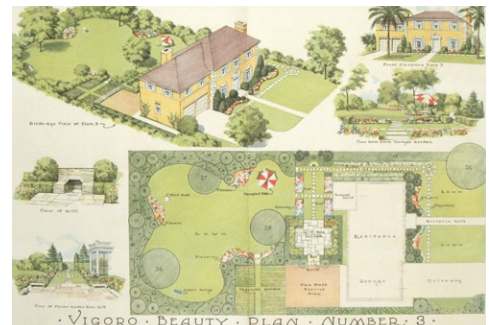
or “If canning is your hobby.” Overall, a booklet in very good condition featuring an engaging collection of mid-century kitchens accented with bold color palates.

**US \$40.00**

**[47364] LANDSCAPING/GARDEN PLANS) Wagstaff, C. D. Your Vigoro Beauty Plans.**

*2 full color double-sided landscape plans, 17 x 24 inches, folding as issued to 8 1/2 x 12, with small 7 x 5 1/2 inch booklet and original pictorial envelope. Swift and Company. Chicago. No date. Ca. 1940. H-2 (Revised).*

The firm of famous golf course designer C.D. Wagstaff designed three “beauty plans” for Vigoro Complete Plant Food circa 1940. (The plans are undated but the homes pictured suggest the 30s in design; the plans themselves appear to be quite different from those published after World War II.) The three attractive



plans, are printed on two poster-sized sheets. One sheet features, on either side, Plans One and Two while Plan Three is featured on both sides of the second sheet. The plans depict the various garden designs from directly overhead as well as from an angular overhead perspective and advance in terms of lot size and scale of home. Plan 1 is based on a lot measuring 40 by 125 feet and is drawn to a scale of 1 inch to 10 feet. Plan 2 is based on a lot measuring 60 x 145 feet and Plan 3 is based on a lot 80 x 175 feet. The plant “keys” for the landscaping are based on three different weather zones. A small booklet accompanies the plans entitled “How to Use the Vigoro Beauty Plans”; the Preface is signed by Wagstaff, who suggests involving a landscape architect or nurseryman in the planning process. These uncommon “beauty plans” and accompanying booklet are in excellent condition and come with the original envelope.

**US \$135.00**



**[34551] MILLWORK) Mowery, Eldred (illus). For Home Lovers.**

*7 color illustrations with plans, numerous additional plans and black and white illustrations, 32pp, 11 x 8 1/2 inches, color pictorial wrappers (softbound). Covers lightly worn with dampstain to mid right margin and 1/2 inch tear to mid lower edge. National Lumber Manufacturers Association. 1929.*

A collection of homes from around the U.S. with exterior and interior illustrations and floor plans. Many of the illustrations are artistically rendered in color by E. Mowery. There are other photo illustrations, identifying the homeowner and address. These include many Portland Oregon residences, with architects such as Arthur Trasker, Earl Cash, Thayne J. Logan. Other locations

include Chevy Chase, Kansas City, and San Leandro, California. Wood lines represented include Redwood, Pine, Cyprus, Hemlock, and Hardwoods.

**US \$85.00**

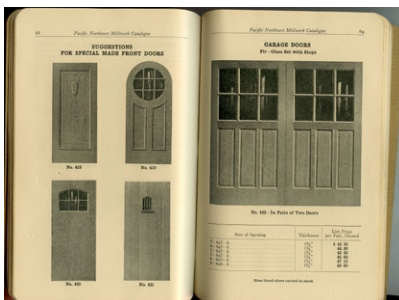
**[47300] MILLWORK) Millwork and Building Material that Satisfies.**

*Booklet, black and white illustrations throughout, 88pp, 10 3/4 x 7 1/2 inches, two-color pictorial paper wrappers, in original mailing envelope. Chicago Millwork Supply Co. Chicago. 1926.*

A heavily illustrated catalogue printed on paper a notch up from newsprint featuring all aspects of millwork for the interior of homes, plus more: asphalt shingles, church windows, paint, gutters, skylights, door hardware, dumb waiters, bathroom outfits, metal ceilings, light fixtures, furnaces--on and on. The traditional line of goods includes exterior and interior doors, front entrances (combined doors and windows), windows, screens, door and window trim, porch columns, stair rail, wall and floor tile, parquet and hardwood flooring, interior colonnades, cabinet work, mantel and fireplace accessories etc. Many of the interior fittings would appear to harken back to an earlier era--the late 19th century. Deco-inspired decor is not on the most distant horizon in terms of the goods featured in this catalogue.

An interesting footnote is the fact that the Metropolitan Museum of Art in New York City has in their collection a 1906 catalogue from Chicago Millwork and Supply Co., a gift of Lincoln Kirstein. While this catalogue may not be Met-worthy, it is certainly of interest as a repository of design elements figuring in the early decades of the twentieth century. An uncommon catalogue in near fine condition; it comes with an original order form and addressed envelope plus the catalogue’s original mailing envelope (numerals in pencil on back side).

**Sold**



**[47298] MILLWORK) Pacific Northwest Millwork Catalogue. Number Four. Frames, Sash, Windows, Doors, Millwork and Art Glass.**

*Booklet, black and white illustrations throughout, two color pages, 130pp, 7 3/4 x 5 1/4 inches, color pictorial stiff card wrappers. Dempsey, Kimsey & Downs. Portland, OR. Copyright 1927.*

The W. P. Fuller and Co. catalogue features an extensive variety of windows, doors, millwork, frames, sash and art glass. The extent of their line can be seen in the number of doors available--over 40--for interior and exterior domestic use. The

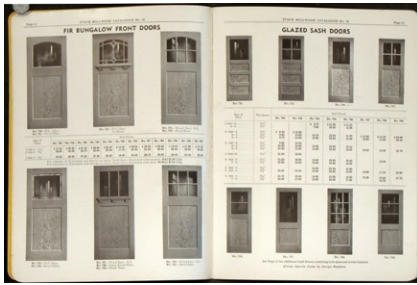
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illustrations are predominantly black and white with several color pages depicting art glass. Prices are given for the standard-size goods; special orders include brackets, louvers, flower boxes and trellis work. The catalogue provides an interesting inventory of ready-made products available to home builders in the 1920s.

**Sold**



**[41763] MILLWORK) Stock Millwork Catalogue Number 39. Design Book and List Prices for Doors, Windows, Sash, Frames, Moulding, Trim and Miscellaneous Stock Millwork.**

*Black and white and color illustrations, 64pp, index, 11 x 8 1/2 inches, color pictorial stiff card wrappers (softbound). Dempsey, Kimsey & Downs. Portland, OR. 1939.*

This vintage catalog issued through retail dealers W.P. Fuller & Co. of Tacoma, Washington, is a treasure trove of products used in the construction of the late thirties and early forties home, including all kinds of door design eg. “fir bungalow front doors,” garage doors, windows, colonial columns and flour bins. The product

illustrations are accompanied with dimensions and list prices.

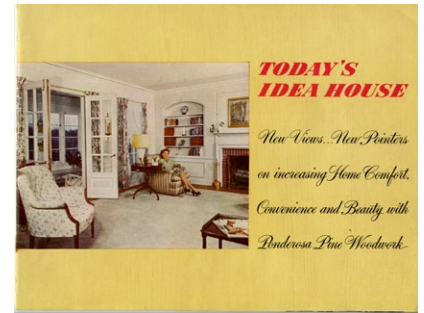
**Sold**

**[47297] MILLWORK) Today’s Idea House. New Views...New Pointers on increasing Home Comfort, Convenience and Beauty with Ponderosa Pine Woodwork.**

*Booklet, black and white photo illustrations throughout, 28pp, 8 1/2 x 11 inches, color pictorial cover wrappers. Ponderosa Pine Woodwork. Chicago. Copyright 1945.*

A profusely illustrated booklet featuring doors, windows, storm sash and screens, closets and more, manufactured from ponderosa pine. In the Preface, “Welcome to Today’s Idea House,” we are informed the manufacturer conceives “of doors, windows and woodwork in terms of what they can DO to help you realize your ambition in the home you are about to build or remodel.” In depicting home interiors, the booklet captures a great deal more than the extensive variety of door and window designs available, for it places these items in the context of room decor. Fashionable post-war interiors are pictured throughout the booklet. However, without intending to do so, an oxymoron is employed that reveals a serious hazard embedded in the various pine products: “today, thanks to modern scientific research, wood is better, more lasting, than ever! For today, wood can be impregnated with chemicals to give it greater resistance to decay and change-producing fungi. Such treatment, known as toxic preservation, adds an extra measure of durability to wood’s unequalled beauty, endurance, utility and economy.” On the rear jacket the reader is informed: “More than any other of your possessions, your home should express your individuality, your tastes, your preferences in living....” Surely a homeowner with “preferences in living” could not be faulted for giving products enhanced through “toxic preservation” a wide berth.

**US \$45.00**



**[47299] MILLWORK) W. P. Fuller & Co. Presents Modern Woodwork by Curtis.**

*Booklet, black and white illustrations throughout, 44pp, 11 x 8 1/2 inches, pictorial paper wrappers. W. P. Fuller & Co. Portland, OR. No date. Ca. 1937.*

A very interesting catalogue detailing, in word and picture, the various types of woodwork available through Curtis Architecturally Correct Millwork. The catalogue states that Fuller & Co., “established in 1849, has for many years been a leader in the distribution of stock woodwork. ... The woodwork illustrated on the pages of this catalogue is produced by Curtis Companies, Incorporated, of Clinton, Iowa. ... Standardization of design and size makes maximum quantity production of individual items possible with resulting reasonable prices.” The catalogue focuses initially on treatments for exterior entrance doors, and in succeeding pages focuses on interior doors, mantels, corner closets, windows and frames, shutters and



“stairways of distinction.” An extremely detailed catalogue in very good condition, it features a number of architectural diagrams of various fittings and offers a useful perspective on millwork to be employed in the facades and interiors of up-market homes in the late 1930s.

**Sold**



**[47278] PAINT / DECORATING) 1956 Home Decorator and how-to-paint book.**

*Booklet, illustrated throughout in color and black and white, 43 pp, 10 x 8 inches, color pictorial cover wrappers. Sherwin-Williams Paints. Cleveland, Ohio. 1956.*

The 50s was not an era to be afraid of color...where have those pink toilets gone to? Particularly interesting ways to distinguish your home are suggested, such as the “Applikay...fabulous new design paint” for “you people who prefer patterned walls.”

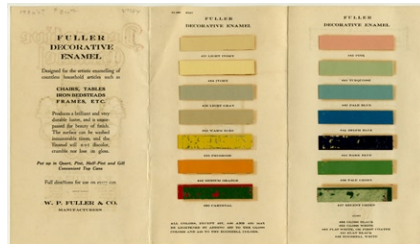
**US \$25**

**[47290] PAINT / DECORATING) Color scheming with Dutch Boy Paints.**

*Booklet, color pictorial cover wrappers, 6 x 8 3/4 inches, color illustrations, unpaginated approx. 28pp. National Lead Company. New York. No date. Ca. 1955. Western Edition.*

1950s color decorating schemes.

**Sold**



**[47284] PAINT / DECORATING) Decorative Enamel.**

*Pamphlet, decorative cover, 6 1/4 x 3 1/2 inches opening to four panels, 14 paint chips. Color from Regent Green chip has offset to the Cardinal paint chip, wear to two other chips. W.P. Fuller & Co. No date. Ca. 1920s?*

Fourteen color chips for Fuller decorative enamel paint.

**US \$30**

**[47285] PAINT / DECORATING) Dekorato Wall Tints - a superior cold water kalsomine.**

*Pamphlet, decorative cover, 6 1/4 x 3 1/2 inches opening to three panels, 17 (of 19) paint chips. Paint chip numbers 137 and 140 are missing. W.P. Fuller & Co. No date. Ca. 1930s?*

A “velvety finish” paint that comes in a dry powder, to be made up with water.

**US \$35.00**



**[47287] PAINT / DECORATING) Dutch Boy Painter Products.**

*Booklet, color pictorial cover wrappers, 8 1/2 x 5 1/2 inches, unpaginated (14pp). National Lead Company. San Francisco. No date. Ca. 1920s?*

Information on many different Dutch Boy products, such as Dutch Boy Lead Mixing Oil (a stucco finish), L-T-Z Semi-Paste, Flattening Oil, Wall Primer, Eggshell Finish, Flat Wall Paint etc.

**US\$30.00**

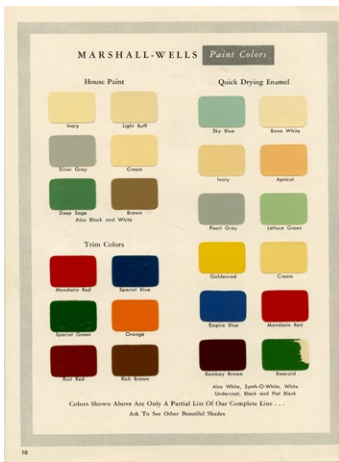
**[47286] PAINT / DECORATING) Fullerglo. The popular satin-like finish for walls and furniture. Easily applied. Easily washed.**

*Pamphlet, color pictorial cover, 8 1/2 x 4 inches opening to two panels, 12 paint chips.*

*W.P. Fuller & Co. 1933.*

**Sold**





**[47282] PAINT / DECORATING) How to paint your home with Marshall Wells Paint Products.**

*Booklet, 11 x 8 1/2 inches, color pictorial cover wrappers, 15pp, color illustrations throughout, 24 paint chips on two pages with tissue guards. One paint chip is damaged.. Zenith Quality Paint. No Place of Publication. No date. Ca. 1960. Information on how to plan color schemes, and how to do the job.*  
**Sold**

**[47289] PAINT / DECORATING) It's Time to Paint. What to do and how to do it!**

*Booklet, color pictorial cover wrappers, 7 3/4 x 5 inches, color illustrations, 64pp. National Lead Company. San Francisco. No date. Ca. 1950. Eight pages of color illustrations with suggestions of interior and exterior color schemes for Dutch Boy Paints.*  
**US \$30**



**[47291] PAINT / DECORATING) Mixed Paint 25 - Shade. Made by the Makers of Dutch Boy White Lead. Bass Hueter.**

*Pamphlet, 8 3/4 x 3 1/2 inches, opening to five panels with 24 paint color chips, color illustrations and text on verso. National Lead Company. No Place of Publication. 1937. On the verso there are four color illustrations showing suggested color choices for a cottage.*  
**Sold**

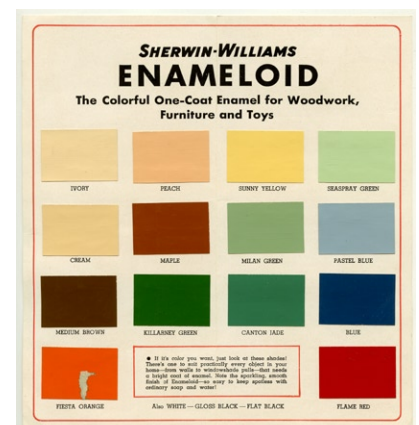
**[43760] PAINT / DECORATING) Peerless House Paint for Exterior or Interior Surfaces.**

*Pamphlet, color paint swatches, 8 1/4 x 3 3/4 inches unfolding to 8 1/4 x 7 1/4 inches. Small amount of paper adhered to back cover (from where removed from scrapbook, but no loss). Peerless Color Works. No date. Ca. 1920. A 1920s vintage brochure featuring eight paint swatches of Peerless Paint.*  
**Sold**



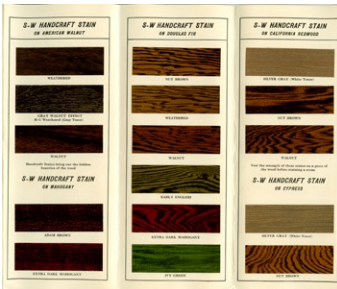
**[47275] PAINT / DECORATING) Sherwin-Williams Color Catalogue for Painters.**

*Booklet with coil binding and gilt decorative embossed-pattern card covers, 33 pp, index, 8 1/2 x 4 1/2 inches. Sherwin-Williams Co. Cleveland, Ohio. No date. Ca. 1940s. Includes sections with paint chips where appropriate for the following: Exterior Surfaces; Interior Wall Finishes; Interior Enamels and Undercoaters; Exterior Enamels; Interior Decorative Suggestions; Varnishes; Stains for Unfinished Wood Surfaces; Wood Preservatives; Thinners; Paint and Varnish Remover; Oil Colors.*  
**Sold**



**[47292] PAINT / DECORATING) Sherwin-Williams Enameloid. Hard-drying Enamel. Advance Showing of New Colors.**

*Pamphlet, 8 x 3 3/4 inches, opening to two panels with 14 paint color chips. Sherwin-Williams Co. Cleveland, Ohio. 1946. "The Colorful One-Coat Enamel for Woodwork, Furniture and Toys."*  
**Sold**



**[47276] PAINT / DECORATING) Sherwin-Williams Handcraft Stains.**

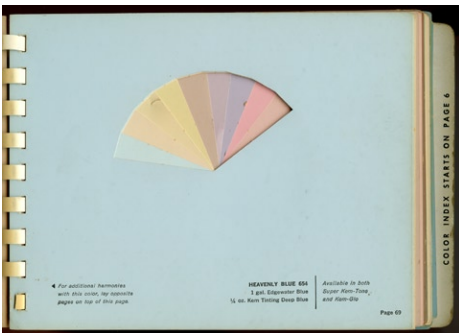
*Pamphlet, 8 1/4 x 3 1/4 inches unfolding to 7 panels with 33 paint chips, text on verso. A few pencil notations on the front cover, very good condition. Sherwin-Williams. No date. Ca. 1929.*

Valuable reference for the restoration of 1920s interiors.  
**Sold**

**[47277] PAINT / DECORATING) Sherwin-Williams Oil Stain for New Woods Only.**

*Pamphlet, 8 x 3 1/4 inches unfolding to 3 panels with 10 paint chips, text on verso. Light soiling, toning, dealer stamp to front cover. Sherwin-Williams. Cleveland, Ohio. No date. Ca. 1931.*

Valuable reference for the restoration of 1920s interiors.  
**Sold**



**[47274] PAINT / DECORATING) Super Kem-tone Color Harmony Guide. Luxurious Decoration everyone can afford.**

*Booklet with plastic comb binding and board covers, the front pictorial cover being plasticized. 168 pp, index, 5 1/2 x 8 inches. Sherwin-Williams Paints. 1959. 8th Edition.*

“...published for the many people who appreciate the importance of good color harmonies and are seeking expert guidance in selecting their paint colors for interior room decoration.” A sophisticated cut-out window system allows you to view harmonizing colors to produce what can only be described as a vibrant color scheme for any room in your house.

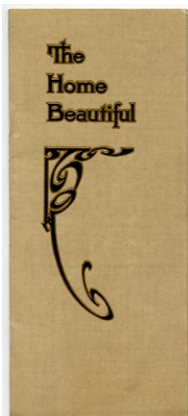
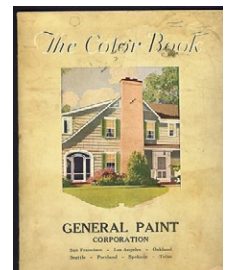
**Sold**

**[37520] PAINT / DECORATING) The Color Book.**

*BOOKLET, numerous color illustrations, 31 pages, 10 1/4 x 7 1/2 inches, color pictorial wrappers. Small paper loss to lower fore edge corner of front cover; cover very soiled with dampstaining moderately affecting first few pages, otherwise interior clean. General Paint Corporation. Fort Wayne, IN. 1930.*

Illustrations of colorful home exteriors, interiors and furniture. Some terrific color schemes with pink, blue, yellow and green being popular colors.

**US \$55.00**



**[47283] PAINT / DECORATING) The Home Beautiful. Be it either a Cottage or a Mansion.**

*Booklet, 9 x 4 inches, decorative paper wrappers with mailing card, 23 pp, illustrated with black and white photo illustrations. Twin City Varnish Company. St. Paul, Minnesota. No date. Ca. 1910.*

“The object of this booklet is to give the housewife concise and logical information how best to beautify the home artistically and economically, be it a humble cottage, flat, apartment or mansion.” Contents covered include all rooms of the home; Floors (wood floors, linoleum, oil cloth etc); Woodwork.

**Sold**

**[47288] PAINT / DECORATING) The House We Live In. Its Decoration. Its Protection. A practical guide for the property-owner telling how to select color schemes and also what to look for in a painting job.**

*Booklet, color decorative cover wrappers, 11 x 8 1/4 inches, color illustrations throughout, 22pp. National Lead Company. New York. No date. Ca. 1936.*

**US \$24.00**





[47280] PAINT / DECORATING) The New Home Decorator. (The Joys of Colorful Living... Years of Lasting Happiness can be Achieved with Sherwin-Williams Quality Paint).

Booklet, illustrated throughout in color and black and white, 43pp, 9 x 6 inches, color pictorial paper wrappers. Sherwin-Williams Co. No Place of Publication. 1934.

Interior and exterior color schemes, including some great Art Deco bath interiors.

Sold

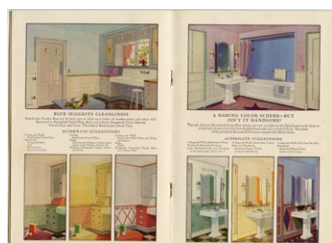
[47281] PAINT / DECORATING) Weber, Henriette. The Joy of Color. Helpful Decorative Suggestions from Paint Headquarters.

Booklet, 9 x 5 3/4 inches, color pictorial wrappers, color illustrations

throughout, 31pp. Sherwin-Williams Paints. No Place of Publication. 1931.

An ingenious design to this booklet which has an upper section illustrating paint samples while the lower section has examples of their use in interior and exterior painting.

Sold



[47279] PAINT / DECORATING) Wood, Betty. The Home Decorator. (The Joy of Color - Inexpensively Achieved).

Booklet, illustrated throughout in color and black and white, 43pp, 8 1/4 x 5 1/2 inches, color pictorial paper wrappers, very good condition. Sherwin-Williams Co. No Place of Publication. 1933.

The suggestions for cheery luminescent color schemes for every room in the house provide a sharp contrast with the "Warning to Property Owners," a stark reminder of the Depression which quotes a letter from Mrs. G. "About two months ago we were trying to arrange a new

financing for our home to save it from foreclosure. Upon receiving appraisal report, we were made to realize how we lost out by not having had our house painted and kept up - as it stated the property would be worth \$1400 more if it had been painted and decorated...No one would grant an increase on the mortgage, due to this condition of the house, and because we lived in a state where you only have sixty days after foreclosure notice, we lost all." Exterior color schemes are also illustrated.

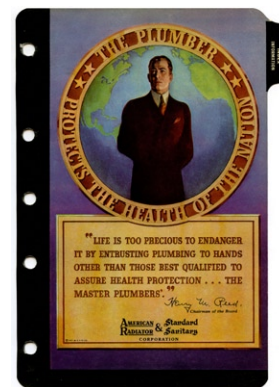
Sold

[47305] PLUMBING AND HEATING) An Authoritative Catalogue of Plumbing Fixtures for Every Need, Code and Standard of Equipment.

Five ring binder; black and white photo illustrations, color tab illustrations, 262+130+62pp, 10 x 8 1/2 inch gilt lettered faux-leather binder. Binder lightly worn; ink and pencil notations to title page and a few additional pages, occasional "x" ink mark. American Radiator & Standard Sanitary. Pittsburgh, PA. 1939-1948.

The indexed ring binder contains specifications and color and black and white illustrations detailing the vast inventory of fixtures and accessories manufactured and sold by American Radiator and Standard Sanitary Corporation. The labels of the tab inserts separating each section provide a detailed summary of the products available. At the front of the book, black tabs provide ready access to plumbing products as follows: Baths (with Color Chart); Lavatories; Closets & Urinals; Kitchen Sinks; Laundry Trays & Service Sinks; Drinking Fountains & Wash Sinks; Shower and Bath Fittings; Lavatory and Sink Fittings; Single Faucets, Stops, Hydrants, Tank Fittings; Professional Office Equipment. At the rear of the book gold tabs organize heating products under five headings: Boilers for All Fuels, Oil Heating Units, Oil and Gas Burners; Water Heaters and Heating Accessories; Radiators, Convectors, Enclosures; Furnaces--All Fuels; Winter Air Conditioners. The inserts describing specific products are dated at the bottom right, with some stating they replace similar pages of an earlier date. Thus we have wide ranging dated material, spanning more than a decade. Fixtures on some pages are X'd over, indicating a discontinued line, while glossy colored inserts promote a vision of the installed plumbing and heating units. This uncommon catalogue provides a comprehensive view of mid-20th century plumbing and heating equipment in a lavishly illustrated format.

US \$245.00





**[36925] PLUMBING AND HEATING) Bringing City Convenience to the Suburban Home. Thousands of Home Owners Commend the Outstanding Economy, Convenience and Durability of Burks Super Turbine Pumps.**

*PAMPHLET, 6 x 3 inches unfolding to sheets 6 x 12 inches, silver orange black and white illustrations. Decatur Pump Company Decatur, IL. Ca. 1930s?*

Advertising pamphlet for Burks Super-Turbine Pumps: "I enjoy Living in the Country since we put in our Burks Super-turbine Pump." Art deco style cover with silver highlight.

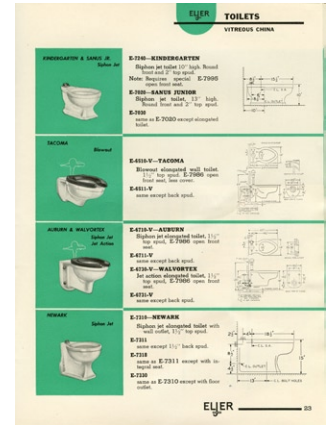
**US \$35.00**

**[47316] PLUMBING AND HEATING) Eljer Plumbing Fixtures Condensed Trade Catalogue.**

*Booklet, black and white illustrations, 39p, 11 x 8 1/2 inches, pictorial paper wrappers. Eljer Division of the Murray Corporation of America. Pittsburgh, PA. No date. Ca. 1955.*

The "Condensed Trade Catalogue" provides a detailed illustrated introduction to Eljer's plumbing and fittings lines. The catalogue begins by introducing "bathroom group suggestions" featuring sink, toilet and bath arrangements and then fills in the particulars with page after page of detailed specs. In addition to household units, an extensive line of commercial products is pictured and described, including drinking fountains, wash sinks and side-by-side sink "batteries," plus perversely named wall and floor mounted toilets (the Newark?) and urinals (the Correcto?). Formed steel cabinets and cast iron sinks, plus wall and base cabinets and flat rim sinks provide a further component of the catalogue. Color illustration is used on one occasion only--to depict the "7 exciting colors" that are available "to beautify the bathroom"; these include "Pagan Red," "Tuscan Tan" and "Twilight Blue." The catalogue, in very good condition, provides quite a through guide to a variety of mid-century plumbing fixtures, fittings, and cabinetry for both domestic and commercial use.

**US \$60.00**



**[47310] PLUMBING AND HEATING) Fairbanks-Morse Home Water Plant.**

*Booklet, black and white illustrations, 16pp, 11 x 8 3/4 inches, stiff paper wrappers. Fairbanks, Morse & Co. Chicago. Copyright 1924.*

The booklet pictures a dozen home water plants and accessories. The machines are engineered to supply water under pressure to "the farm home, the city home, the summer home, the country club, the small hotel, etc. from the shallow well, the cistern, the deep well, the lake, stream or spring." The manufacturer observes: "Wherever there is life--water under pressure is needed all the time, for comfort--sanitation--convenience--health and happiness." An interesting, well illustrated pamphlet in very good condition depicting various types of home water plants.

**US \$45.00**

**[47313] PLUMBING AND HEATING) First Quality Plumbing Fixtures.**

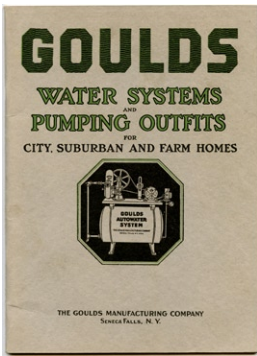
*Booklet, color and black and white illustrations, 23pp, 10 x 7 1/4 inches, color pictorial paper wrappers. Kohler Co. Kohler, Wisconsin. 1957.*

This attractive booklet illustrated in color and black and white describes and pictures fixtures for bathrooms, "off-the-hall" washrooms (toilet and sink), lavatory sinks, kitchen sinks, cabinets in metal, and laundry equipment. Choices for shower and bath fittings are very limited; however, a wide color range is available for the fixtures themselves (Rouge Strand, Silvery Argent, Cerulean Blue, Sunrise, Spruce Green, Peachblow (aka pink). The booklet, in good condition, provides a most interesting overview of colorful plumbing fixtures, no longer fashionable, "that will pay gratifying dividends of satisfaction and pride through the coming years."

**US \$45.00**







**[47308] PLUMBING AND HEATING) Goolds Electric and Engine Driven Water Systems and Plumbing Outfits for City, Suburban and Farm Homes.**

*Booklet, black and white illustrations, 44pp, 11 x 8 inches, stiff paper wrappers, original mailing envelope. Envelope worn and missing inserted letter. The Goolds Manufacturing Company. Seneca Falls, N.Y. No date. Ca. 1924.*

The booklet (with mailing envelope from the distributor) pictures more than two dozen home water plants and accessories. The manufacturer writes of their products: “Here are a few of the many daily tasks they will lighten--in supplying running water: 1. For kitchen, laundry or bath. 2.) Greenhouses and gardens. 3.) Cooling milk and scalding separator utensils. 4.) Sprinkling the lawn. 5.) Watering the stock 6.) Washing automobiles. An interesting, well illustrated pamphlet in very good condition depicting various types of home water plants.

**US \$45.00**

**[47314] PLUMBING AND HEATING) Planning Your Home for Health and Comfort.**

*Booklet, color and black and white illustrations, 40pp, 7 x 8 1/4 inches, color pictorial paper wrappers. Ink notation pertaining to the treatment for lice on front cover, staples rusted, covers loose. American Radiator & Standard Sanitary Corporation. Pittsburgh, PA. 1950.*

The booklet, with illustrations in color and black and white, describes and pictures a full line of American-Standard mid-century products. These include fixtures and fittings for bathrooms, lavatory units, kitchen sinks; also, various heating units are detailed including baseboards, radiators, convectors, gas-fired boilers, and furnaces, plus “the modern summer air conditioner.” Attention is given to color choices for bathroom and kitchen fixtures; these are Persian Brown, Ming Green, T’ang Red, Clair de Lune Blue, Corallin, and Ivoire de Medici. “Carefully selected by American-Standard color experts,” so the catalogue states, “these six colors are universally popular.” The booklet, in very good condition, provides engrossing and detailed coverage of mid-century plumbing fixtures and heating equipment, and the color options that place them securely in a moment in time.

**US \$55.00**



**[47312] PLUMBING AND HEATING) Quality Plumbing and Heating Equipment for the Small Home.**

*Booklet, black and white illustrations, 15pp, 11 x 8 1/2 inches, stiff paper wrappers. Crane Co. Chicago. 1939.*

The pamphlet, illustrated in black and white, describes and pictures fixtures and accessories for bathrooms, fixtures for kitchens and laundry, plus heating and water systems (heaters and softeners). The reader is informed “Probably all your life you have heard the name ‘Crane’ associated with plumbing equipment of the very highest quality. Crane equipment, it is true, is used in the better type of home, where discriminating owners want the very finest.... Yet Crane equipment is not expensive.” This well-illustrated booklet in good condition provides an interesting introduction to a full range of pre-WWII Crane products.

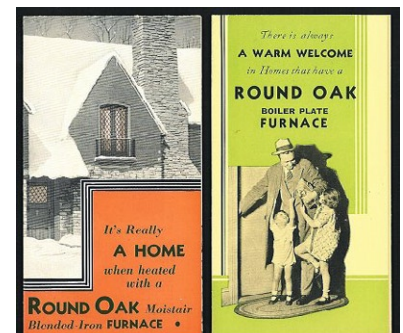
**US \$40.00**

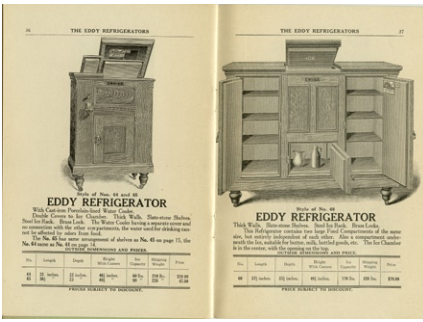
**[36924] PLUMBING AND HEATING) There is always a Warm Welcome in Homes that have a Round Oak Boiler Plate Furnace / It's Really a Home when heated with a Round Oak Moistair Blended-Iron Furnace.**

*TWO PAMPHLETS, each 6 x 3 1/2 inches unfolding to sheets 12 x 10 inches, black and white illustrations. Round Oak Company. Ca. 1920s.*

Two pamphlets, both of which open up to image and description of Round Oak furnaces, one the Boiler Plate “S” Series and one the Blended-Iron “J” Series Furnace. “By studying the sectional view you can understand the marvelous quality of construction and the superb heating efficiency...”

**US \$35.00**





**[43464] STOVES / REFRIGERATORS) Catalog of Eddy Refrigerators. Cover title: Eddy Refrigerators. 1914.**

*Booklet, black and white illustrations, 48pp, 7 3/4 x 5 1/4 inches, paper wrappers (softbound). D. Eddy & Sons Co. Boston. 1914.*

This vintage 1914 catalog features attractive illustration of various Eddy refrigerator models for home, apartment and at the grocer, along with their measurements, ice capacities and price; plus the rules of how to use and keep clean the Eddy Refrigerator. Includes inserted sheet with Dealer's Selling Price. The cabinets of the fridges were made of white pine with shelves of slate, zinc lining and ice racks of galvanized steel. The company went out of business in the 1920s.

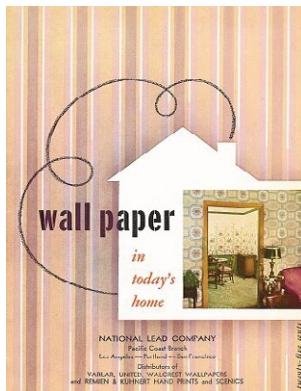
**US \$185.00**

**[46166] STOVES / REFRIGERATORS) Real Values in National Stoves, Ranges and Furnaces at Bargain Prices. Excelsior Stove & Mfg. Co., Quincy, Ill. - Makers of National Stoves, Ranges, Furnaces - They Always Satisfy.**

*Folded pamphlet, black and white illustrations, approximately 6 1/2 x 9 inches unfolding to large two-sided poster measuring approximately 25 x 28 inches. No date. Ca. 1915.*

Features images, product information, and prices for National Stoves and Ranges.

**US \$95.00**



**[37519] WALL PAPER) Wall Paper in Today's Home.**

*BOOKLET, numerous black and white illustrations, a few color illustrations, 24 pages, 11 x 8 1/2 inches, color pictorial wrappers. National Lead Company. Los Angeles. No date. Ca.1940.*

Suggestions for wallpaper suitable for every room in the house, including the "problem room." Includes timeline: "Wall Paper's proud history" which covers the period 1481 to 1934.

**Sold**

**[47319] WALL PAPER) Wards 1939 Wallpaper Style Book.**

*Wallpaper sample book, color wallpaper samples, color and black and white illustrations, 88pp, 9 x 10 1/2 inches, color pictorial paper wrappers (softbound). Montgomery Ward and Co., Inc. Chicago. 1939.*

The opening pages of the catalogue provide the words of reassurance needed to purchase wallpaper: "Decorator Approved for Authentic Style" and "Decorator Approved for Quality and Savings." The dual Decorator-Approvals were cunningly arrived at by the manufacturer: "Wards Committee of Four Interior Decorators chose the most outstanding Period papers in America... costing up to \$3.00 a roll...and asked Wards buyers to reproduce them, quality for quality, for 50¢ a roll or less." Further reassurance comes with the knowledge that every pattern in the book "has been approved by this committee so you may create an exquisite and authentically styled background for your rooms" (although "background" might not be a term suited to all patterns). Following the Decorator Approved Introduction the book discloses "six hints for the home decorator," the bluntest being: "Save Money...Hang It Yourself." The bulk of the volume is comprised of wallpaper samples, many priced at 11¢, 14¢ or 17¢ a roll; these might be loosely classified as either traditional or modern (deco) in spirit. The catalogue is in excellent condition and offers an intriguing glimpse into depression-era ideas of wall decor--colors, patterns and textures.

**Sold**





**[47318] WALL PAPER) Wards 1958 Easy-Selector Catalog Hallmark Wallpapers.**  
*Booklet, four color wallpaper samples, color and black and white illustrations, 31pp, 11 x 8 inches, color pictorial paper wrappers. Montgomery Ward and Co., Inc. Chicago. copyright 1958.*

The 1958 wallpaper catalogue offers four samples of two different types of wallpaper: two samples are of Heavy-Weight Paper and two are of Embossed, Extra-Heavy Paper. "All Papers of this Quality (or Fine Quality, on the heavier weight paper) Are Fadeproof, Washable." The booklet goes to great lengths to convince the (female) homemaker to "Do it yourself--double your savings.... Yearly, thousands of people paper their homes for the first time and are surprised to find how easy it is. Moreover, you'll discover its actually fun...." Additional suggestions are proffered: "Regular Papers are the Greatest Money-Savers" while "Pre-Pasted and Pre-Trimmed--Greatest Time and Work Savers." Copious illustrations of various wall coverings are provided; also the tools and supplies for "easy paperhanging." Wallpaper "co-

ordinates" are pictured, as are "new and novel" designs and "companion papers for harmony." Catalogue in very good condition throughout. Enjoy a holiday at home--wallpapering!

**Sold**

**[37213] WALLPAPER SAMPLES BOOK) Exquisite Designs for Your Walls.**

*Commercial wallpaper samples book, 18 x 18 inches, 2 inches thick, bound with screw posts. Samples and board covers in very good condition, short tear to lower right edge of a few sheets. Illustrated frontispiece touts NLC's Dutch Boy Paint. Loose order form within book dated 1952. National Lead Company. Seattle. No date. Ca. 1952.*

A wallpaper samples book offering myriad color choices in paper both patterned and solid. Numerous visual themes are featured in the patterned line of goods: Asian inspired, frontier, floral designs (petite and gross), trees, nautical, roosters, peasants, 1800's town squares, bucolic, checks, stripes, embossed, images of children on balloons and rockets, "cowboys and Indians" and so much more. In all, a migraine inducing potpourri of interest to historians of interior design or nostalgia buffs who remember with awe the platter-sized florals that leapt from the living room walls. Excellently preserved collection. Particularly rich coloring..

**US \$335.00**

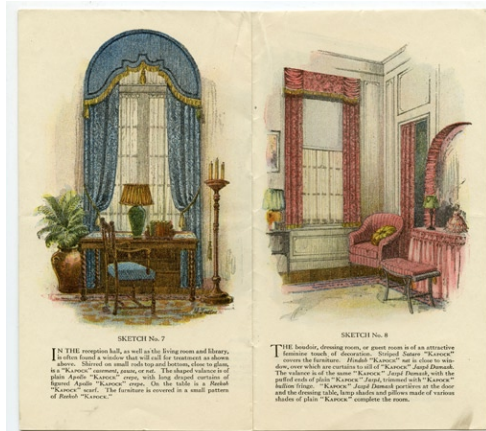


**[47321] WINDOW TREATMENTS - DRAPES, CURTAINS, VENETIAN BLINDS) Kapock Sketch Book.**

*Booklet, color illustrations, 12pp, 6 1/4 x 3 1/2 inches, color pictorial paper wrappers. A. Theo. Abbott & Co. Copyright 1922.*

This small booklet offers page after page of elegant color illustrations depicting window treatments utilizing Kapock fabrics. The Foreword to the booklet notes: "In the 'Kapock' line there are decorative fabrics that are splendidly adapted to every possible requirement for window draperies, door portières, lamp and sconce shades," etc. The company had run afoul of the Federal Trade Commission in 1918 for falsely identifying their product line as silk. Obfuscating language on the paper wrap at the back of the booklet states "not a worm silk," leaving the impression that it is some other variety of silk, untainted by origins in moth larvae. Nonetheless, the illustrations provide glimpses of handsome window treatments in beautifully appointed settings.

This uncommon booklet is in good condition and provides visual information



regarding early 1920s furnishings as well as window decor.

**US \$95.00**

OLD IMPRINTS - OLDIMPRINTS.COM  
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**[47322] WINDOW TREATMENTS - DRAPES, CURTAINS, VENETIAN BLINDS) New Outlooks For Every Home.**

*Booklet, black and white illustrations, 69pp, 7 1/4 x 5 1/4 inches, color pictorial paper wrappers. Scranton Lace Company. Scranton, PA. Copyright 1923.*

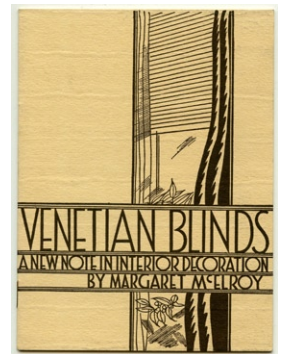
The back of the profusely illustrated booklet, featuring abundant window treatments pictured in black and white, touts the company's "Leadership in Lace" through several paragraphs that provide insight into the manufacturer's growth and expanding product line. Contrasting images feature the "original mill" dating from 1897 and the massive factory of 1923. The purpose of the booklet, and the gender of the ideal reader, is clearly stated in the introduction: "It is our hope that not only will the actual illustrations be of direct assistance to many women in deciding upon the draping of their own windows, but also that the book as a whole will serve to demonstrate the fact that it is always possible to find the right curtain for any window." The booklet then features window treatments through illustrations and text that move through areas of the house: the halls and entrance; libraries; living rooms; dining-rooms; kitchens; bedrooms; bathrooms and more. The frontispiece of the booklet offers a picture of a Dutch Colonial Revival style home featuring the caption: "The Windows Are The Eyes of The House." The comment conjures images of a hapless homemaker peering at the outside world through mollifying lace-curtained filters. Overall the booklet, in very good condition, provides intriguing visual information regarding early 1920s home furnishings in addition to various options in window decor.

**Sold**

**[47326] WINDOW TREATMENTS - DRAPES, CURTAINS, VENETIAN BLINDS) McElroy, Margaret. Venetian Blinds: A New Note in Interior.**

*Booklet, black and white photo illustrations, unpaginated, 6 x 4 1/2 inches, decorative stiff paper wrappers. Port Orford Cedar Products Co. Marshfield, OR. Copyright 1930.*

This small booklet features, on every other page, sepia photographs of various well appointed rooms, many identified as being New York City apartments, in which venetian blind window treatments are employed. The title page states the booklet is one "of practical suggestions for shading windows with Venetian Blinds, and for curtaining and draping them; prepared with the assistance of Margaret McElroy, Authority on Interior Decoration, New York City. Further in the booklet, the cachet ascribed to the venetian blinds is appealed to: "their enduring charm and pleasant individuality together with the perfect manner in which they control light and ventilation are winning for Venetian Blinds an entree into the finest homes in America." Noteworthy is the fact that the blinds featured in this booklet are made from cedar: "Permeated with natural preservative oils, this wood endures for generations.... Finely, evenly grained, it never warps, twists, checks or splinters. Cream-white, satin smooth, it takes lacquer, stain or enamel easily...." The booklet, in excellent condition, provides a glimpse into a type of window treatment product distinct from that commonly in use today.



**US \$85**

**[47303] WOOD VARIETIES) The Story of American Walnut.**

*Booklet, black and white photo illustrations, 48pp, approximately 9 x 7 inches, decorative paper wrappers. Binding loose. American Walnut Manufacturers' Assoc. Chicago. 1929. Seventh Edition.*

The booklet attempts to provide a brief history of walnut through the ages, looking briefly at the use of walnut in England (Chippendale, Heppelwhite) and then focusing on walnut in Colonial America. Having dutifully dealt with history, more contemporary matters are taken up: "The three most severe uses to which any cabinet wood may be put are for gun stocks, airplane propellers, and automobile steering wheels. It is significant that for these exacting uses no other wood even challenges walnut's supremacy." Identifying Genuine Walnut is a topic dealt with as is The Proper Classification of Walnut Furniture. Photographs depict sumptuous rooms featuring walnut furniture, paneling and ceilings. The aim of the booklet, at least in part, stems from the American Walnut Manufacturers' Association's desire "to share our knowledge ... with people of discriminating taste and appreciation." In sum, an



Walnut Lined Book Illustration to the Right, the Photograph and the Plans in the Modern Home.

European craftsmen have long been partial to American walnut, agreeing on its superior color, figure, strength and texture to the walnut grown in Italy, France and Spain. American walnut ranges from Massachusetts and South Ontario west through the southern half of the Lake States to

( 20 )

interesting booklet in good condition providing a brief introduction to the virtues of American Walnut. The booklet ends with an exhortation to “Plant a Tree. ... Where will the people of the year 2029 get their wood? No one wants to live in a civilization of cold stone and steel. We must plant more trees.”

US \$40.00



[47304] WOOD VARIETIES) Lamb, George N. **The Mahogany Book.**

*Booklet, black and white photo illustrations, 9 color pages, 71pp, 10 x 7 inches, decorative paper wrappers with cloth spine. Mahogany Association, Inc. Chicago. Copyright 1946. Fifth Edition.* The Preface to the booklet states “Today Mahogany is back from the war. Hence this new edition, presenting this most romantic of all cabinet woods in its latest and most thrilling role.” The booklet traces various aspects of the wood: its sources and varieties; the important historical styles employing mahogany (Chippendale, Heppelwhite, etc.); important American cabinet makers; care of furniture; variety of finishes; various products employing mahogany, e.g., furniture, pianos, doors, boatbuilding, aircraft etc. The last nine pages depict, in the form of color panels, various mahogany finishes. A comprehensive book in good condition covering in great detail various aspects of the wood: its history, botanical characteristics, employment in the manufacture of fine furniture through

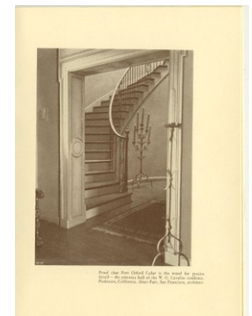
various eras, additional commercial usages, and more.

Sold

[47301] WOOD VARIETIES) Pipes, Wade. **Beautiful Interiors with Port Orford Cedar.**

*Booklet, black and white photo illustrations throughout, unpaginated, 6 x 4 1/2 inches, paper wrappers.. Port Orford Cedar Products Co. Marshfield, Oregon. 1930.*

This small booklet by noted architect Wade Hampton Pipes features numerous photos of interiors in which cedar woodwork is employed. Pipes writes of cedar: “British architects employ it for panels of manor homes, and for the interior finish of such imposing buildings as the Gleneagles Hotel, Scotland.” At Gleneagles, Pipes observes, “This fine cream-white cedar was chosen for all bedrooms and corridors.” Further along we learn: “Light and strong, Port Orford Cedar plywood is used in many airplanes for wing beams, wing and fuselage covering...” Photos depict the beautiful interiors of various California homes and apartments from San Francisco and Berkeley to Hillsborough and south to Los Angeles. Cedar is featured in all manner of cabinet work: moldings, baseboards, archways, columns, shelving, etc. This uncommon booklet, in excellent condition, depicts handsome and luxurious interiors that reflect the finest in craftsmanship.



US \$125.00



[47302] WOOD VARIETIES) Willett, Consider H. **Consider H. Willett Presents Golden Beryl Maple.**

*Booklet, black and white photo illustrations throughout, 34pp, 7 3/4 x 5 1/2 inches, paper wrappers. Consider H Willett, Inc. Louisville, KY. 1942.*

The catalogue describes in detail the Early American reproduction furniture produced by Willett. The catalogue observes: “Among all the commercially prominent furniture produced, Willett-crafted pieces embody more painstaking hand workmanship--per dollar unit--than found in any other furniture today.” The profusely illustrated catalogue features photos of all manner of furniture--tables, desks, bookcases, bed frames, chairs and sofas. Further photos depict the hand-crafted furniture under construction. On the rear cover it is noted that

“This booklet was printed in early 1942 and tells the Willett story as of that time. Many pieces of furniture photographed therein have been discontinued because of subsequent war time shortages and Government restrictions. With the coming of world peace, these or similar items will be manufactured again by us for the American home.” The catalogue, in very good condition, offers an intriguing introduction to the breadth of Willett’s production and its manufacturing process.

US \$60.00

Thank you for your interest!

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