TWENTIETH CENTURY HOME FURNISHINGS LISTING
FROM OLDIMPRINTS.COM APRIL 2012

[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. Light soiling to covers; good condition.
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. $ 60.00

[48483] FLOOR COVERINGS) "I never knew what tile could do!" Hermosa Real Clay Tile, of Course!
The three-panel brochure 11 x 8.5 inches (with, of course, a beaming homemaker on the cover) depicts bathrooms, kitchens and living rooms equipped with "Hermosa Real Clay Tiles." Pictured on the rear panel are tiles of various colors with an explanatory text: "All Hermosa colors are keyed to the Plochere System. The eight tiles shown at far left are Dura-Glaze colors developed primarily for floors, drainboards and lavatory decks. The remaining four columns show the selection of Satin Matte and Bright Glazes for walls, wainscots, and splash panels. Interior illustrations reveal a decided fondness for pink and green. A smaller brochure entitled "Do's & Don'ts in Bathroom and Kitchen Planning" unfolds to a panel 14 x 20 inches containing floor plans and helpful hints such as "don't put range under window."
(Gladding, McBean & Co. are perhaps best known for their Franciscan dinnerware, dating from the early 1930s.) Very good clean condition.
Gladding, McBean & Co. Los Angeles. No date. Ca. 1950s. $ 65.00

Two small brochures, approximately 3.5 x 6.25 inches, unfolding to pictorial interiors. Very good clean condition, retailer stamps on covers.
The Consoweld brochure states the product "has an amazing resistance to heat, stains, cuts and scratches ... never needs painting or resurfacing ... wipes sparkling clean in a flash." The Tilemaster brochure states individual tiles measure 4.25 x 4.25 inches and are available in 30 colors. The product is said to be "a heavier, improved wall tile that expert tilemen insist upon." $ 25.00
[48482] FLOOR COVERINGS) **GE Textolite Plastic Counter & Wall Surfacing. Years of Wear...Minutes of Care.**

Three pamphlets and a form letter relating to Textolite Postforming Plastic Surfacing: "Years of Wear...Minutes of Care." The plastic surfacing "can be formed by a fabricator to give you handsome, one-piece curved surfaces...beautiful in appearance...functional in design. The largest item is a three panel brochure 11 x 8 inches. It is replicated in an identical miniature version 4.25 x 3.75 inches. A four panel brochure 3 x 6.5 inches unfolds to reveal "famous mix or match colors" with names such as "Camellia Pink Ming" and "Copper White Heyday." The requisite beaming homemaker is featured on the largest pamphlet's cover and on its smaller twin. Very good clean condition.

$ 45.00

[48484] FLOOR COVERINGS) **Robbins Floor Products, Inc. Announces Operation Color.**

A six-panel brochure 11 x 8.5 inches featuring a beaming homemaker reclining on a floor surfaced with Robbins Floor Products rubber tiles. Two soft horizontal creases suggest the brochure was at one time folded. Within, various Robbins product lines are pictured and described. These include Pompeian Vinyl, Career Colors, Metaltones, Brickette, Teratile, Polkatile (a real stunner) and more. Throughout, patterns and colors rivet the reader's attention, overcoming an instinctive impulse to avert one's gaze. Good clean condition.

$ 45.00

[48467] FURNITURE / HOUSE FURNISHINGS / FLOOR & WINDOW COVERINGS) **F. S. Harmon & Company Furniture.**

Lavishly illustrated catalogue of furniture and other domestic items bound in green cloth boards, 15 x 9.75 inches, secured with two large screw posts. Diagonal 2.5 inch loss of cloth on upper right corner of front cover, corners bumped, wear to extremities which is mostly light but with cloth worn through at lower corner of back cover. The cover page of the first section is loose and has been creased and repaired on the front with tape ("Supplement. September 1912"), the last page (featuring Bissell carpet sweepers and Fireless Cookers) is lightly creased with short edge tears. (Various interior pages are dated Fall 1911 and April 1913.) The volume contains over 600 illustrated pages in color and black and white. Contents (apart from first and last pages) are in very good condition, with very occasional short marginal tears.

An uncommon furniture catalogue from a Pacific Northwest manufacturer. Contents divided by seven labeled tabs, most of which have tape repairs; each section is individually numbered (one section lacks pagination.) The tabs identify a particular line of goods: "Chairs, Rockers, Upholstered Furniture"; "Porch Furniture, Go-Carts, Refrigerators"; "Ex. Tables, Buffets, China Closets"; "Standard Library Tables, Book Cases"; "Office and Hall Furniture, Mirrors"; "Lace Curtains, Rugs, Linoleum, Drapery Sundries." A number of pictured items are stamped "discontinued." Pages for rugs and linoleum are particularly attractive (see illustrations). An impressive catalogue, presumably quite scarce, picturing domestic furniture, hardware, floor coverings, prams, lawn and porch furniture, refrigerators etc. from the early twentieth century. $ 775.00
Ball Brasses Catalogue.  
Booklet, black and white photo illustrations, unpaginated (12pp), 12 1/4 x 9 1/4 inches, green paper wrappers. 1 inch tear to mid lower edge throughout; otherwise good, clean condition.  
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. $ 60.00

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. A couple of soft vertical creases; good, clean condition.  
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 Emile-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." $ 225.00

Imperial's Jefferson Group.  
Booklet, black and white photo illustrations, 31pp, 5 3/4 x 8 1/2 inches, color decorative paper wrappers. Covers a trifle worn; very good, clean condition.  
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. $ 85.00
[47366] INTERIOR DECORATION) **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. Very good, clean condition.
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 a photo of a room 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. $ 40.00

[43094] INTERIOR DESIGN) Kirsch, C. W. **Whincap, Fred (illus). How to Drape Your Windows.**
Full page color illustrations, color and black and white in-text illustrations, 79pp, 9 3/4 x 6 3/4 inches, paper covered boards (hardbound). Covers lightly soiled, paper torn along spine; interior in very good clean condition.
An excellent resource for information on home decor in the 1930s. Includes 12 page "Traverse Curtain Supplement to How to Drape Your Windows" $ 20.00

[46395] INTERIOR FURNISHINGS CATALOG) **Furniture..Floor Coverings..Radios Ready to Ship from Oakland San Francisco Fresno-Sacramento. Catalog 174-175. 1930-31. Peck & Hills Furniture Company Wholesale Furniture and Floor Coverings.**
Color and black and white photo illustrations, 220pp, 13 1/2 x 10 inches, paper wrappers (softbound). The back several pages are waterstained, resulting in some color seepage to the back section of color images; several of these pages were stuck together with some small abraded areas; undulation and dampstaining to lower edge throughout.
Peck & Hills. Oakland, Cal. 1930.
A fascinating catalogue, in compromised condition, yet still a very useful reference for interior design choices of 1930. All styles of furniture are pictured with description and price, including bisinettes, refrigerators, ship models, hall chime clocks. There are color images of decorative rugs, linoleum and floor coverings, plus duo-toned images window dressings. $ 45.00
[47351] KITCHEN DESIGN) **Kitchens for Family Living.**
Booklet, color illustrations, unpaginated (24pp), 8 1/2 x 11 inches, stiff paper wrappers. A few small spots to covers; very good condition.
A booklet featuring designs for kitchens utilizing Servel gas appliances (refrigerators, clothes dryers) and Servel cabinetry. The Servel 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. $ 40.00

[32865] METAL WORK) **Grilles of Perforated Metal. The Harrington & King Perforating Co.**
Booklet, black and white illustrations throughout, 23 pp, 8 1/4 x 11 inches, embossed wrappers (softbound). Cover detached and in poor condition, interior in very good condition.
Harrington & King Perforating Co. Chicago. 1925.
Includes illustrations of Harrington grilles on the S.S. Leviathan, "The World's Largest and Fastest Steamship." 'A.I.A. File Number 30E' at upper and lower edge of front cover. $ 65.00

[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. Light wear to covers, soft bump to upper right corner, pencil notation on single page, mid section loose; otherwise good, clean condition.
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 that "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. $ 45.00
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, good, clean condition.
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. $ 245.00

[48476] REFRIGERATORS) A Special Place with a Special Cold...for each and every kind of food! New 1954 Westinghouse Food File Refrigerator-Freezer.
Pamphlet, color illustrations, approximately 6 x 3 inches unfolding to 17 3/4 x 15 1/2 poster featuring eight Westinghouse refrigerators for 1954. Very good condition; 1 inch separation at lower right fold. 1954.
The perennial beaming homemaker is featured, swooningly eye-ballng the handsome Model DFG 123. Verso of poster describes in detail some of the features of the fridge; also the fact that "U.S. Government Buys 16,697 Westinghouse Refrigerators," evidence that "when the big buyers buy, they buy WESTINGHOUSE!"
Another panel illustrates the fact that the Westinghouse Magic Opener allows the fridge door to be opened with a touch of the elbow -- pure bliss! $ 50.00

Booklet, black and white illustrations, 48pp, 7 3/4 x 5 1/4 inches, paper wrappers (softbound). Cover edges lightly toned, 1 inch tear to back cover, pencil notation on front cover; overall very good clean condition. Inset price list has short tear at top edge.
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. $ 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. Very good condition; small mailing label to lower right corner of verso, a few small separations at fold intersections. No date. Ca. 1915. Features images, product information, and prices for National Stoves and Ranges. $ 95.00


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. $ 85.00

[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. Light wear to covers; very good, clean condition.

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. $ 65.00

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