



REPORT
THE 92
SUMMER

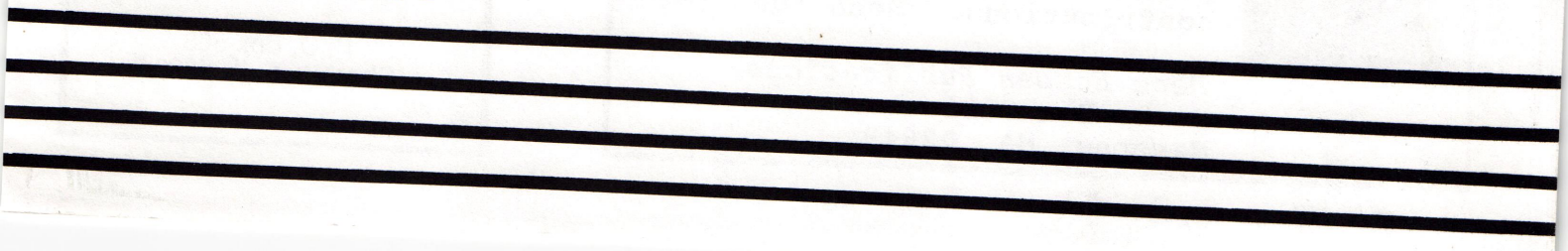
Seven Hours at Brimfield

Readers' Swap

Art Deco Societies

Boonton Bonanza

VOLUME 1, NUMBER 1



es 30's-60's Sources Problem

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These shops advertize in our newsletter, listing what they sell in order to help our subscribers find what they are searching for. To narrow the search down further, we have designed a **Reader's Swap** section which subscribers can write to if they are looking for a specific item. One of our readers or vintage shops should be able to help the writer find their collection item.

In addition to the vintage shops and the **Reader's Swap**, *The Echoes Report* will feature interesting articles and nostalgia news from around the country. We are striving to make *The Echoes Report* the source to find vintage shops, news, and items regarding the 1930's-1960's eras.

Layout...Louis Emond

The *Echoes Report* is published quarterly and is distributed to our subscribers throughout the U.S.

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

Annual subscriptions are available for \$10.00, which includes 4 issues per year plus a copy of our color catalogue, *Echoes*. Please send checks payable to *Echoes* with name, address, and phone number (foreign subscriptions-\$20.00).

Special thanks go out to Lou for all his help and to everyone who supported this first issue.

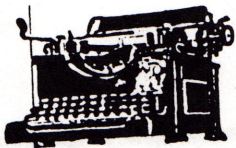
We here at *Deco Echoes* have decided to do something about this dilemma by publishing our quarterly newsletter, *The Echoes Report*. This unique newsletter is designed to serve as a resource guide for consumers looking for items from the 1930's-1960's eras. We have hunted down vintage shops from around the country which specialize in and are knowledgeable about the 30's-60's eras.

Coming Next Issue:

Deep South Deco

Atlanta, Miami, Sylvester

• LETTERS •



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

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



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Search for the Early 20th Century - at Brimfield

Map, comfortable shoes, umbrella, sunglasses, large shopping bag, sunscreen, STAMINA. Okay, now we're ready to go to Brimfield!

Three times a year approximately 4,000 antique dealers converge on the sleepy town of Brimfield, Massachusetts to set up their booths, which fill 22 fields and stretch for one and a quarter miles along Route 20. Seemingly overnight the quiet town is transformed into a bustling trade center, with dealers and antiques stretching as far as the eye can see.

As if this wasn't enough commotion, hot on the heels of the dealers are the 50,000+ people who attend each show, searching for that special antique and delighting in the adventure of it all. Some are serious collectors who arrive early the first day and examine each booth for that one piece to add to their collection. Others are dealers who network with each other by exchanging business cards.

The last group, the weekend antiques enthusiasts, is the one that makes the excitement rush through the fields and the sense of adventure come alive. Accustomed to browsing small flea markets and antique shops, these enthusiasts are overwhelmed by the sheer size of Brimfield, and the smile on their faces and the gleam in their eyes tells you that they have found their nirvana. With hearts poun-

ding and minds racing, they try to take it all in - with the hardest decision being "Will all this fit in the car?" and "Maybe we should have rented a U-Haul!"

The Echoes Report joined the quest and travelled to Brimfield, not for collection items (although we did find a few!) but to locate and speak with all the 1930's-1960's dealers at the show for our readers. It took 7 hours and a lot of walking, but the dealers we found were worth the effort!

We first came across **Jean Davis** who travelled here from Pennsylvania and deals in vintage fabrics and textiles. Her fabrics were sensational, and her prices were the best by far at the show. Over the last 25 years, Jean has been stockpiling 30's-60's fabrics, buttons, vintage clothing, spreads, tablecloths, and much more, knowing that one day she would open a shop.

Well, that day has come, and she will be opening her shop

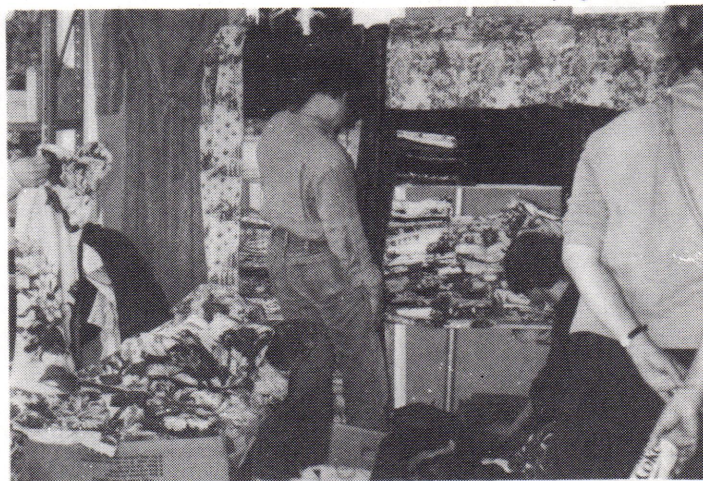
in July in Hamburg, Pennsylvania - selling to the trade only. The shop, which will lean heavily towards the 1950's, since that is Jean's specialty, is sure to be a big hit. Most of her stock has not been seen by the market for several decades! A definite



Jean's shelves full of chenille spreads and fabric panels.

must see!

Another good source for vintage fabrics is **Back-A-Ways** of Willington, CT run
continued on page 4



Jean's Vintage Fabrics had boxes and shelves full of vintage treasures!

continued from page 3

by Elaine Bolieau. Her booth was draped like an arabian tent and had some 50's-60's fabric panels. They also carried a lot of wonderful vintage clothing, with many nice hats, bags, and accessories.

For vintage clothing, **The Cat's Pajamas** of Millville, Pennsylvania also had an excellent selection, ranging from the 1800's through the 1950's. The owner, Laura Hauze, sat tending her booth in a wonderful vintage hat. Of particular note was a 1950's purse with an interesting Aladdin motif on the cover.

A fabulous yellow chenille spread with a peacock motif caught my eye at **The Closet-full's** booth. They are out of Clinton, NY and specialize in 20th Century store stock items. They had a large selection of linoleum in interesting patterns, along with chenille spreads, fabric panels, and much more.

If Bakelite radios are your desire, then **Radio-Time** had the booth for you. Larry Campbell carries a fabulous



The Matrix Gallery had a huge collection of colorful 40's postcards for sale.

collection of mint condition radios, along with vintage watches, fountain pens, lucite purses, and other items from the 30's-60's eras. Anything kitschy catches his eye, he says.

Coke® is it! At least it was at **Uncle Meanie's Antiques and Collectibles** booth. They had an excellent selection of Coca Cola® and Pepsi® memorabilia, along with auto and motorcycle items, transportation memorabilia (railroad, police, fire, nautical, aviation), juke boxes, slot machines, etc...A very interesting and entertaining display!

Another excellent source for

Coke® and Pepsi® memorabilia was **Marc Cardelli's** booth. He hails from Weymouth, MA and had a very extensive selection of items.

The **Matrix Gallery** of Valley Stream, NY, had an unbelievable collection of postcards from the 1940's. This vast

continued on page 12



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Where

For sample chips or information, call the Formica Corporation at 1-800-524-0159.

Further

For further reading into the history of Formica since its creation, an excellent source is *Formica and Design: from the counter top to high art* by Susan Grant Lewin from Rizzoli Publishers.

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The boomerang shape, prevalent in 1950's design, is shown here on the "Skylark" pattern created by designer Raymond Loewy in the mid-1950's. It could be found in practically every diner and bathroom at that time.



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Art Deco Societies Form Coalition

Art Deco Societies across the country have agreed to sponsor the creation of a National Coalition of Art Deco Societies (NCADS). Art Deco Societies in New Zealand (Napier), Australia (Perth and Sydney), and England (London) will also participate, ensuring that the impact of the new coalition will be international.

NCADS was created to enhance communication and encourage cooperation among Art Deco Societies and other organizations concerned with the preservation of Art Deco. The Coalition will offer mutual support through a variety of means, and will explore new ways to promote the understanding, appreciation, and preservation of Art Deco.

The goals of the newly formed NCADS include the exchange of news and information among the groups, support for each other's local preservation efforts, and the creation of a "Preservation Alert Network" for critical preservation issues and crises. In addition, NCADS will seek ways to have a voice in national preservation efforts, whether working through established organizations, such as the National Trust, or by other means.

To launch the coalition, NCADS is developing a national public relations effort to help each Society recruit new members, as well as encourage the creation of other Art Deco Societies in cities which

do not currently have active organizations.

"The Echoes Report" encourages you to contact and join the Art Deco Society closest to where you live. Become a part of both your local efforts and this national campaign.

Active Art Deco Societies in the United States:
(Alphabetically by city)

ART DECO SOCIETY OF BOSTON

1 Murdock Terrace
Brighton, MA 02135
617-787-2637

CHICAGO ART DECO SOCIETY

5801 N. Lincoln
Chicago, IL 60659
312-561-1935

DETROIT AREA ART DECO SOCIETY

P.O. Box 458
Royal Oak, MI 48068-0458
313-343-0636

ART DECO SOCIETY OF LOS ANGELES

P.O. Box 972
Hollywood, CA 90078
213-659-DECO

MIAMI DESIGN PRESERVATION LEAGUE

P.O. Bin L
Miami Beach, FL 33119
305-672-2014

ART DECO SOCIETY OF NEW YORK

385 Fifth Avenue #501
New York, NY 10016
212-679-DECO

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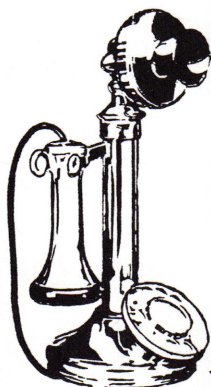
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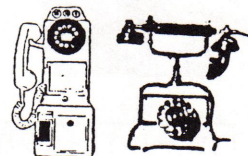
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Readers' Swap



This section is dedicated to helping our subscribers network to find specific items they are searching for. If you are looking for a collection piece, write us a letter, and we will publish it in our next issue. One of our readers should be able to help you find what you need! Write to:

Deco Echo Publications
P.O. Box 2321
Mashpee, MA 02649

Richard Kirk
14 W. 17th Street
8N
New York, NY 10011
212-627-4849

Looking for Eames chairs

Joyce Kressler
11 Westwood Drive
Worcester, MA 01609
508-756-3407

Looking for Deco sofas, chairs, mirrors, and accessories

Jeff Freedman
800-222-5650

Looking for a 1933 Raymond Loewy chrome bullet shaped pencil sharpener.

Dennis Millay
3138 1/2 Ivy Street
Los Angeles, CA 90034

Looking for 20's or 30's Indian maiden prints.

Paul McCobb
215-565-3779 ART DECO

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Bennington, VT 05201

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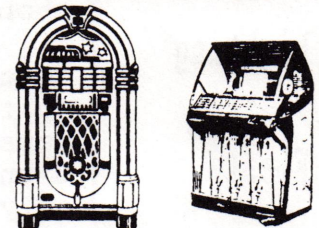
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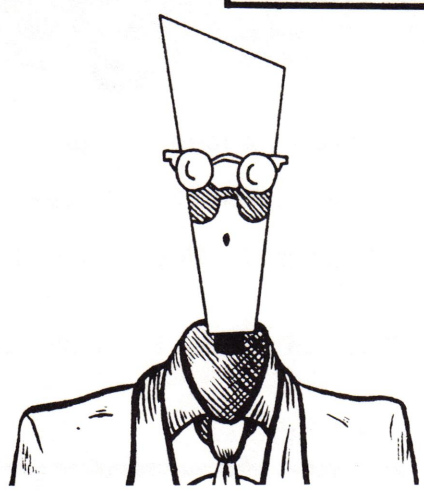
Jewelry

Pottery

Glasses

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Radios



Next Issue:

Version One cartoon by Richard

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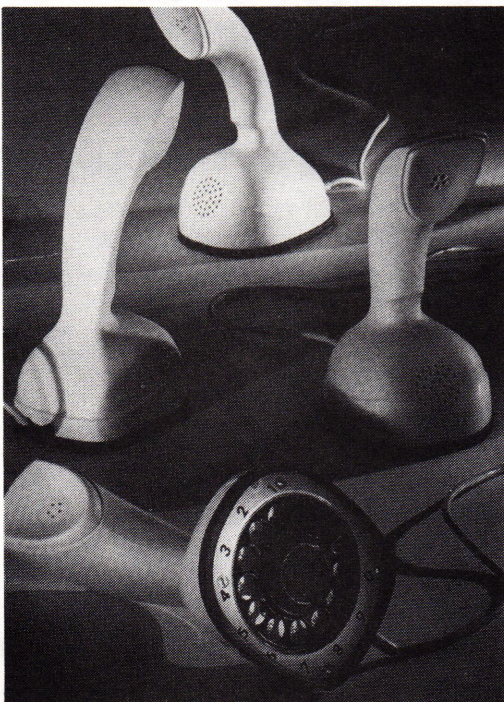
Remembrances of Things Past is an enchanting, zany blast from the past. Our shop features original and reproduction nostalgia from 1900 to the 1990's and the "good old days" are back. You'll find fabulous estate and costume jewelry, art deco, vintage phones and unusual gifts. Whether you swung with the big bands, wore a poodle skirt, believed in flower power or just love nostalgia and glitz, a visit to the shop will

rekindle a memory or perhaps begin a new one.

As you listen to 40-year old tunes you'll notice Marilyn Monroe, Judy Garland, Elvis Presley, the Beatles and more stars of screen and sport. They beckon you toward the remarkable, nostalgic collection of antiques and on to some of the inexplicable rages of the 1950's. You'll find all sorts of flamingo pieces, deco candlesticks, Betty Boop collectibles, a series of irresistible clocks, political items, Coca-Cola memorabilia, Pepsi-Cola strawholders, Ted Williams Root Beer glasses and Kit-Kat clocks and watches.

Remembrances of Things Past glows - literally. Neon, in the shape of birds in cages, cactus and flowers in pots, palm trees, airplanes, deco designs and even the Provincetown Monument light up the walls, floor and ceiling. The shop specializes in designing neon for your home or business and promises delivery and installation in one month.

You'll find fabulous 1920-1950 telephones, both original and much less expensive reproductions. Attention-getting, futuristic telephones known as Ericaphones are on display. These one-piece units in wonderful colors were designed in Sweden in the 1950's. The dial is on the bottom of the phone and the earphone at the top of the shaft/handle. Other unique telephones available are the Kellogg Red-Bars, both wall and table models, wooden wall phones, literal space-saver wall phones and very colorful desk phones.



Collectible period jewelry is a specialty of the shop with extraordinary examples of costume jewelry dating from the turn of the century through the 1950's. We are very proud of our remarkable and ever-changing collection of Lea Stein celluloid jewelry from France. Her pieces are an essential part of any serious collection of early plastic jewelry and are recognizable and desirable for

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their extraordinary colors, textures, patterns and lamination process. These 1930's-1950's pieces come in deco shapes of foxes, cats, panthers, hippos, birds and geometric pins, bracelets, necklaces and rings. Prices range from \$35.00 to \$175.00.

Remembrances of Things Past shop hours are 12 to 4 off-season and 10 a.m. to 11 p.m. in season. If in doubt, phone ahead - always open by appointment.

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Kelly & Schiffer
1987, p.105

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Discovering the Past on the Main Street of Boonton

Sometimes your best antique sources are found far from main cities. The small town of Boonton, New Jersey is a perfect example. The wonderful main street running through the town center is loaded with antique shops on both sides. We took a rainy Saturday afternoon to explore these shops and were very excited to find several 30's-60's vendors among them.

The first and definitely the best as far as selection and presentation is concerned was **DeJa Vu**. The owners, Martin and Joanne Wiseberg, started buying antiques when they were first married because this was less expensive than buying new. Eventually, they had acquired so much that, three and a half years ago, they opened up a shop--**DeJa Vu**.

Their three artfully presented floors carry a heavy concentration of deco pieces along with 20's and 50's items. We spotted a Frankart card holder for \$175, two Fada radios from \$550, a large collection of deco lamps and clocks, a deco wire and cop-

per round birdcage with original milkglass feeders, a deco coffee table with blue mirrored top for \$125, and much, much more! Definitely worth the trip from anywhere!

Next on the street was **Blue Shutters Antiques** run by Anne Wool. This shop was a mixture of many eras, but it did have some notable 30's-60's pieces. The most impressive was an Art Deco 20-piece celluloid dresser set with an inlaid butterfly pattern in mint condition (it has the original box) for \$950. We also spotted a pair of miniature deco lamps with round mirrored bases, a painted flamingo tray, and even a deco dental cabinet tucked away in the back room.

Aantiques had an interior that reminded me of my grandmother's attic. Vintage kitchen items, marbles, glass bead necklaces, chenille spreads, Magnavox radios, and much more packed this shop to the hilt.

Boonton Antiques had a deceiving front window display full of very traditional antiques, but we entered any-

way and much to our delight, found 30's-60's treasures scattered throughout. There was a pair of deco pedestal side tables with blue mirrored octagon tops for \$390, a round chrome smoking stand, a six piece onyx and crystal deco desk set, some fiestaware, a Manhattan clear glass ribbed vase, sugar and creamer, and a Radio of America pay radio. Pleasant surprises!

Our last stop was the **Carousel Consignment Boutique** which featured mostly vintage clothing, although there were some chrome kitchen items and other assorted nostalgia.

All in all, Boonton's center is a very charming street with plenty of interesting shops to fill your Saturday browsing needs!

Sources: on the main street in Boonton, New Jersey.

DeJa Vu
(201) 334-7677

Blue Shutters Antiques
(201) 299-1344

Aantiques
(201) 334-6677

Boonton Antiques
(201) 334-4416

Carousel Consignment Boutique
(201) 334-5913

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continued from page 4

assortment was collected over the years from auctions and estate sales and is now catalogued and organized in a wonderful manner by the gallery.

Another good source for postcards was **Russell's Antiques and Collectibles** of Milo, ME. They also carry a large selection of baseball cards, prints, movie start photos, and much more.

Let's Eat! After all this walking we were pretty hungry. Even dedicated collectors need to renew their energy level.

Then **Penny Toys'** booth caught our eye. They have everything you need to equip your kitsch in early 20th Century style! Fiesta, Russel Wright, California pottery, and kitchen kitsch items were offered in abundance on their tables. A veritable feast for the eyes!

Another good source for kitchenware was **Pearl Washington's** out of Whitman, MA. They carried a large selection of deco, depression, moderne, and electric items.



If furniture is what you're looking for, **Tymwas** was a booth to see. They specialize in buying house contents from the 1950's or older, and they had an excellent selection of chrome edge kitchen tables with chairs, upholstered 50's chairs, glasses, and knicknacks.

Rows and rows of 50's furniture greeted you at the **Urban Artifacts** booth. Based in Washington, DC, and run by partners Ethelred Smith and Robert Melet, they specialize in the 1950's. Their pieces are collected from flea markets and other sources. Besides furniture, they also carry an excellent collection of pottery, prints, and much more.

Hold the phone! **Becker's Bygones** is on the line with vintage telephones from the 1920's-1960's. Their phones are in mint condition--all you do is bring them home and plug them in. Spacesavers, candlesticks, Kelloggs, and many more are available at reasonable prices.

For a potpourri of 20th Century items, the **Roger Edwards** booth was the place to see. Deco frames, chrome toasters, 50's glass, deco

clocks, and Maxfield Parrish prints filled the space.

Sheila's Stuff of Rochester, NY, had an excellent collection of Deco clocks on display, along with picture frames, candlestick holders, and much more.

Having a party? Call **Deco Dermot's & Jan's Antiques** of N. Miami Beach, FL. They specialize in 20's, 50's, & 60's party rentals. Their booth also carried several bakelite radios, jewelry, toys, and kitschy items.

These are the sources we found during our day at Brimfield. If you didn't have a chance to go yourself, we hope these sources will help you locate the 30's-60's items we know you are all looking for!

The next show at Brimfield runs from June 30th through July 5th. Information may be obtained by calling 413-283-6149 for a taped message. You may also write to the Quaboag Chamber of Commerce to receive a "1992 Visitors Guide." Just send \$3 along with your name and address to *Guide-92*, Quaboag Valley Chamber of Commerce, P.O. Box 269, Palmer, MA 01069-0269.

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continued from page 6

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West Australia
61 9-383-1627

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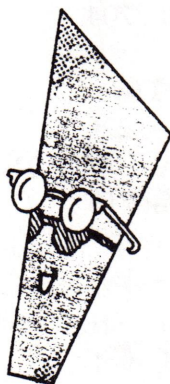
P.O. Box 752
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Australia
61 2-419-4259

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58 Crescent Lane
London, SWA, England
01 738-8480

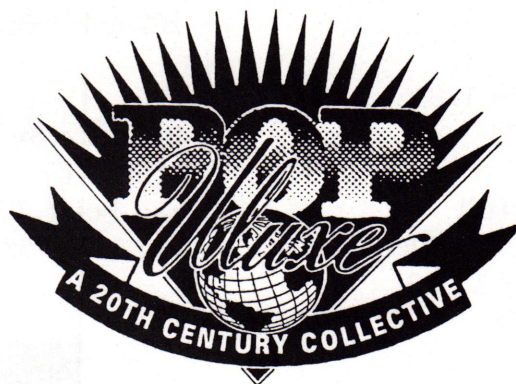
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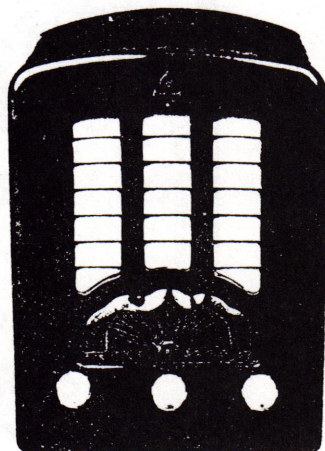
For a modest fee of \$15 to defray telephone and travel costs, we will search out those hard to find items. If we can't deliver, you don't have to pay. Send your requests to *The Echoes Report*.



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Chatham, NY 12037

Tidbits:

Looking for some old fashioned 50's food? Look no further! "The Back of The Box Gourmet" by Michael McLoughlin is your source. This book contains 75 nostalgic recipes, from Toll-House cookies to Lipton California Dip, which were actually copied from the backs of old product boxes. It's available from Colonial Garden Kitchens, P.O. Box 66, Hanover, PA 17333-0066.

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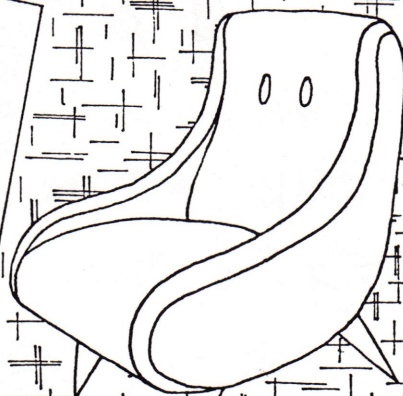


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