1941

American Wares Set the Nation's Tables

Ann Koebel
Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker

Part of the Home Economics Commons

Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol21/iss5/4

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.
American Wares Set

the Nation's Tables

The decreased importation of china and glassware stimulates factory production, explains Ann Koebel

A EUROPEAN label on the bottom of your dinner plate is no longer an essential for quality. American china and glassware manufacturers in the last few years have been developing products which rival anything produced in the Old World.

This is particularly significant in the light of the fact that the present war is causing a considerable decrease in the importation of European china and glassware.

The war has not yet had any serious effect upon the American manufacturers. There is a possibility that mass production application of color. The range of colors available has been greatly extended in variety.

The effective use of color in inexpensive American glassware is relatively recent. It is not only impossible but no longer necessary to look to Czechoslovakia for vividly colored glass. It now bears American labels. One of the newest items is a line of cranberry-colored vases with engraved designs of birds and flowers. The Pan-American theme is evident in frosted glasses which bear in bright red or blue the names of South American countries and the motto “All for one—one for all.”

Flower designs resembling the tulips or irises in your spring garden are now duplicated on glassware through photographic reproduction. The tulip or iris is photographed through several colored filters. Silk screens which are used for the application of the colors are then made from the negatives.

While more intensive colors are featured, pastel stemware is also available. A new method of spraying whereby the bowl can be colored and the stem left clear has been perfected. In the past the bowl had to be made from a piece of colored glass and then fused to the clear stem, a much more expensive process.

One noticeable effect of the war, however, is the reduction in number of designs and shapes introduced. But this doesn't mean that the new bride will be given the same plates and goblets that the shops have been showing in the past. China and glassware exhibitions still display many new lines.

Priority lists may eventually make it difficult to get some of the necessary materials, particularly those used in glazing. But they haven't yet acquired headaches over this problem.

One noticeable effect of the war, however, is the reduction in number of designs and shapes introduced. But this doesn't mean that the new bride will be given the same plates and goblets that the shops have been showing in the past. China and glassware exhibitions still display many new lines.

Color is the keynote of these exhibitions. Even the person with the smallest budget can now buy attractively colored ware as a result of recent advances in the arrangement who enjoys working with the unusual.

Although pastels are in the lead, you can have your plates in any intensity you could possibly desire. The old idea that gray was useless in table decorations has been overcome. Even if it doesn't have enough character to be used alone, a band of it effectively complements a center bouquet of splashy red purple flowers or one of delicate yellow and white lilies of the valley with pale yellow green leaves.

Gold for the most formal occasions is also stressed in dinnerware. One translucent plate has a band of pearl edging ornamented with gold, while others feature floral and leaf designs.

Vivid colors and unusual shapes are stressed in domestic chinaware to convince the homemaker that American-made products will satisfy her search for variety and quality.