

The World of Women

Edited by BETTY BARRETT

This Diamond Is A Girl's Best Friend

By BETTY BARRETT
Women's Editor

She has many facets. She is well-cut. She is scintillating . . . sparkling . . . clear as a diamond.

Who is she? She's Freda Diamond. She is a native New Yorker, born on Madison Ave. And she slips into Hartford twice a month, usually on Fridays.

Her influence extends through the farthest reaches of central Connecticut. While you may not be fully aware of it, something nestling in your home may have been instigated by this fascinating woman!

Why do I say that? Freda Diamond is an internationally known designer and home furnishings consultant, who has been home furnishing consultant at G. Fox and Co. for more than 20 years.

Wherever she is, stimulating conversation revolves about this dynamic woman . . . be it the tinkle of glassware, for she has done designing for Libby glasses.

Freda waxes eloquent on crystal . . . one afternoon she practically persuaded us to forget our duties in the composing room and hit the road for Corning, N.Y., to see the wonderful glass museum and glass blowers. There is exhibited the whole history of glassmaking in this country, and she is an integral part of it.

A graduate of the Women's Art School of Cooper Union, N.Y., where she later served as a teacher of decorative design, Miss Diamond studied in France, England, Italy, Belgium, Sweden and New York. She is the author of "The

Story of Glass," and the contributing author of "Your Future in the Fashion World."

During World War II Miss Diamond was sent to Italy on a mission sponsored by the U.S. Government as a technical advisor for the rehabilitation of Italian craftsmen to advise them on what to make for the American market.

She was in Naples and due in Hartford on a particular date . . . she was waiting for transportation . . . and she kept getting knocked lower and lower on the priority list as high - ranking officers arrived on the scene. Becoming quite frantic, she proclaimed that "she just had to get to Hartford . . . and right away." With that a sergeant lifted his head . . . and asked "Why did she have to get to Hartford?" "She had to be at G. Fox and Co. the next morning at 9:30." The next thing she knew she was assigned a seat in the next plane. It developed that the sergeant was from Hartford and had worked in the toy department during the Christmas rush just before leaving for service!

In 1957 she went on an assignment to Japan for the Japanese government, in which she acted as design and merchandise advisor to the "small makers" for the Ministry of International Trade and Industry, suggesting ways and means of developing and adapting indigenous Japanese designs for the American market.

Freda Diamond has the pulse of the American homemaker at the tip of her fingers . . . and her ideas flow about making home a "living center" for the

family. Recognizing the renewed interest in creative cookery among today's homemakers, Freda transforms the domestic laboratory into a cheerfully decorated kitchen for little cost.

"It's little things — inexpensive things — that can make a big difference between a cold, sterile - looking room and a room that has a warm decorative look."

For instance the canister she holds is in the Hitchcock pattern, the same fruit-and-leaves design to be found on Hitchcock chairs. Touches such as these spotted throughout the kitchen add a perky cheerful note that can give a whole room character, this design consultant for the Decoware line of Continental Can Co. explained.

For three successive years, Miss Diamond's designs for mass market were cited for "Good Design" by the Museum of Modern Art, New York. In addition, her work has been shown in the museums of Toledo, Ohio, Corning, N.Y., Brooklyn, N.Y., Newark, N.J., and at the Wadsworth Atheneum in Hartford.

Should you be wandering through the home - furnishings department on a Friday afternoon, you're quite apt to see this easily identifiable designer, looking pensively around. She is always wearing a handsome outfit . . . usually an unusual color . . . a mammoth handsome ring . . . and a giant - size magnificent bracelet . . . conversation pieces.

In private life, Freda Diamond is Mrs. Alfred Baruch. Her husband is an industrial designer.



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1/67

We have been clearing out
review files, and thought
you might like to have the
enclosed duplicates.

Mary V. Holdsworth, Director
Public & School Library Promotion
Children's and Young Adult Books

'Story of Glass' ^{Boston Traveler}
"THE STORY OF GLASS," by
Freda Diamond, "internationally
known glass designer," (Har-
court, Brace, \$3.75, pp. 240), is
"an excellently written survey of
glass and glass-makers in all the
stages of civilization with glori-
ous illustrations. It is a thorough,
yet extremely readable book with
appeal both to layman and spe-
cialist." (S. A. L.) Jan. 6, 1954

THE STORY OF GLASS, by
Freda Diamond; Harcourt,
Brace. As exciting to older
boys and girls, and to their
parents, also is this story about
glass, and how it is made and
how it affects our life. The
author tells how long glass has
been used, how it was dis-
covered and the remarkable
way artistic men carried out
its manufacture.

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THE ORIGINAL ROMEIKE PRESS CLIPPINGS

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Tel. CHelsea 3-8860

Cir. (7,356)

This Clipping From
BOOK REVIEW DIGEST
NEW YORK, N. Y.
AUG - 1954

DIAMOND, FREDA. Story of glass. 246p II
\$3.75 Harcourt

666.1 Glass

53-7864

"Informal, fact-crammed volume, tracing the
history of glass and showing its use in the
decorative arts, in windows, mirrors, lenses,
lighting, in science and modern industry.
Photographs. Index." Bookmark

Booklist 50:186 Ja 1 '54

Bookmark 13:82 Ja '54 30w

"I found it enthralling reading." J. D. L.
+ Horn Bk 30:40 F '54 90w

Reviewed by Dorothy Schumacher

Library J 79:150 Ja 15 '54 120w

Reviewed by L. S. Bechtel

N Y Herald Tribune Bk R p10 F 21 '54

Reviewed by Ethel Dexter

Springf'd Republican p5C F 14 '54 120w

Wis Lib Bul 50:25 Ja '54

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SPRINGFIELD, MASS.
REPUBLICAN

FEB 14 1954

'STORY OF GLASS,' ITS LONG HISTORY

Freda Diamond, designer and
home furnishings consultant, whose
glassware designs have for the
past three years been cited for
"Good Design" by the Museum of
Modern Art in New York, is the
author of "The Story of Glass"
(Harcourt, Brace; \$3.75). As in-
teresting as a novel is this study of
glass-making from earliest period,
probably 12,000 B. C., down to the
present time.

In 11 fascinating chapters Freda
Diamond tells of "the world of
glass." She describes the method
of making the glass bubble, tells
of glass in the New World (the
manufacture of glass in America).
There is a chapter on story-telling
glass (stained glass windows and
mosaics), and another on its use
for windows, walls and other simi-
lar purposes, as well as the magic
of mirrors and the development of
glass in lenses, globes and the use
of glass fibers in manufacturing
today.

ETHEL DEXTER

Glassmaking, Old and New

Glassmaking both as an ancient
craft and a modern commercial
enterprise is treated in "The Story
of Glass," by Freda Diamond,
(Harcourt, Brace & Co., \$3.75).
Written in an anecdotal style, the
book traces the early use of glass
in jewelry, tells how glass-blowing
widened the scope of glass-making
to include drinking vessels, de-
scribes the use of this material in
mosaic, stained and modern pane
windows, and mentions how glass
is now used for curtains, bulbs,
tubes, cameras and scientific in-
struments.

With accent rugs enjoying in-
creased popularity, homemakers
might find a book called "Choice
Hooked Rugs" by Stella Hay Rex
(Prentice-Hall, \$6), a source of
ideas in selecting or making rugs
for their homes.

The author has combined the
basic elements of design, color, tex-
ture and technique with practical
application of these elements in ex-
amples old and new from various
parts of this country and Canada.

Ideas on floral, geometric and
scalloped motifs as well as patterns
imitative of quilts are included.
Craftsmen of today in this field
are introduced, and those of earlier
times from the Colonial period for-
ward are described with their re-
gional and personal backgrounds.

Another work, "The Folk Arts
of Norway," by Janice S. Stewart
(The University of Wisconsin
Press, \$10) places in historical per-
spective the varied talents of the
people of that country in metal-
work, wood carving, embroidery,
weaving and "rosemaling," a term
applied to the painted motifs used
on many materials in Norway.
From the time Viking ships roamed
the seas, the crafts of Norway re-
flected the seafaring spirit of these
people as well as their agricultural
background.

Machine-made craft objects and

New York Times
11-27-53

chine dispensing eggs is one exam-
ple of the kind of oddities probably
gathering dust in homes across the
land.

Hobbyhorses, cake molds of
carved wood, bird cages in every
shape and size from a copy of a
Venetian galler ship to one re-
sembling a Gothic cathedral, all
enjoyed their vogue. The kitchen
utensils of that period, which in-
clude a pumpkin pie filler, are
shown along with the barbershop
mugs of the Eighteen Nineties.

High School Age

DIAMOND, Freda. *The Story of Glass*. 246pp.
53-7864. Harcourt. 11/12. Cloth. \$3.75
History of the manufacture and uses of glass
(stained, mosaics, mirrors, lenses) from Roman
times through the Venetian, English, and
American craftsmen, to the great works at
Corning, New York. The author, a designer
of glassware, emphasizes esthetic as well as
utilitarian aspects. Photographs. Similar in sub-
ject matter to *5000 Years of Glass* by Rogers
and Beard but more readable and artistic.
Less technical, more suitable for general read-
ing than Phillips' *Glass, the Miracle Maker*

LIBRARY JOURNAL

The Story of Glass. By Freda Diamond. 383 Madi-
son Avenue, New York 17, New York: Harcourt, Brace
and Company, 1953. Pp. 240. \$3.75.

An interestingly written book which in almost novel-
like fashion tells the story of glass from early civiliza-
tions to our twentieth century. Historian, architect,
designer, teacher, or just anyone in search of a good
book will find that this is a fine choice. Manufacture
from colonial to contemporary is presented. The nu-
merous applications of glass are discussed in a compre-
hensive fashion. Fine photographs help to make the
story all the more dramatic. P. E. H.

CHICAGO SCHOOLS JOURNAL, JANUARY-FEBRUARY, 1955

LIVING

FOR YOUNG HOMEMAKERS



FEBRUARY 1953

35 CENTS

LIVE HIGH ON A LOW BUDGET

YOUR MONEY'S WORTH IN GOLD

Speaking of Living



FREDA DIAMOND



BRIDGET, STAN WORK GRAVEYARD SHIFT



MARGARET INSPECTS NEW HEATER

A rose is a rose is a rose—but when you spread 1,800 bushes of them around a town, a rose takes on bright, new significance. Drive through the little town of **KINGS MOUNTAIN, NORTH CAROLINA**, at blooming time and you'll see what we mean. The story of how this city of 8,000, led by the local garden clubs, turned yards, civic grounds, back lots, and railroad approaches into a sea of color and charm is told in *Rose Boom for Kings Mountain*, page 86. Evidence of the excitement the whole undertaking created comes to us in a report that when an order of roses was expected at the local railway express office, there were so many calls to the depot from eagerly expectant garden club members, that even the local telephone girls caught the fever, asked before putting calls through, "Have the roses come yet?"

When **FREDA DIAMOND** was in her teens, she announced to the family that she had decided she was going to be a dress designer someday. Her mother—already a prominent dress designer, put her foot down in no uncertain terms—the field was too strenuous and possibly disappointing for a daughter of hers. So daughter went one step farther and became in time a success in still a more difficult field for a woman—industrial design. As a designer of products for the home, she has won wide recognition for her work from many museums and expositions. Not only a designer, Miss Diamond is a stylist and home furnishings co-ordinator as well. Proof of her equally notable success in this field can be seen in the house shown in the story *Designed for Informality*, page 56.

Deadlines, late hours, and co-operative ventures are familiar stories to LFYH, yet they still have the power to amaze us. When the Morrisseys of New York told us about their unusual find in an apartment, shown in the before and after stages in *Space to Spare*, page 48, we told them we would have to

photograph in a month, so work began at once in earnest. **BRIDGET AND JIM MORRISSEY** called in their friends and turned the great, bare loft they had rented into a livable home complete with a bedroom balcony. Decorator **STAN SQUIRE** joined in with paintbrush and broom and, on the last day, work progressed far into the night. As less hardy souls dropped out to go to bed, Stan and Bridget kept on brushing and sweeping until everything was in order. Stan knew it was getting late—but not so late as he realized when he opened the back door to empty the last pan of debris—and found the milkman there with a bottle (milk) in his hand!

Part of a LFYH editor's job is keeping up with the news. In the case of food and appliance editor **MARGARET SPADER**, that means news about latest developments in a field that has something new almost daily. Nebraska bred, Margaret came by her knowledge of cookery and kitchens the natural way, and we might add the hard way—by growing up in a family of seven where there was plenty of work for everyone in the kitchen. Years of experience in test kitchens and teaching home economics were behind her when she arrived at LFYH. Not one to theorize or take a detached attitude towards the down-to-earth everyday problems of homemakers, Margaret makes time to visit her friends with problems—has four sisters who let her know it *immediately* when they have kitchen problems!

It's time to roll up your sleeve...



made in Germany

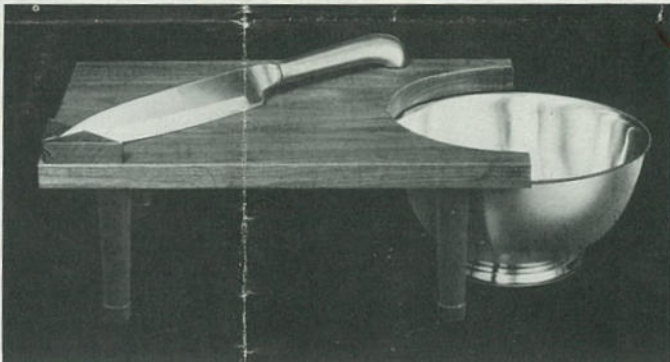
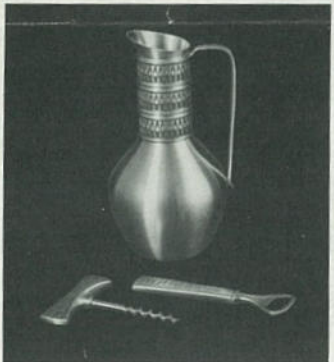
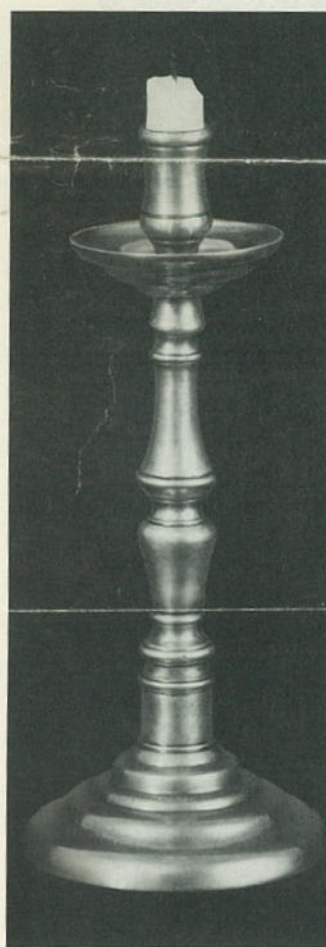
- fine ceramics • distinctive cutlery
- gift articles • glassware • glass lighting fixtures
- dinnersets • kitchenware

Come and see the sixth joint exhibition of German manufacturers at the Atlantic City China & Glass Show, January 6-10, 1974.

Convention Center West Hall
booths 703 thru 716
and 804-816

A joint exhibit sponsored by the Ministry of Economics of the Federal Republic of Germany

An exclusive collection of art and
craftsmanship that practically sells itself.
From Oneida.



Pewter candlesticks from Portugal; Palés porcelain figurines from Spain; Nils Hansen pewter jug and bar set from Norway; pewter tureen and tray from Italy; Early American style salad maker. They're just part of the large, diverse, international collection of Mansion House Giftwares, represented by: The Ruth Sloan Co., Los Angeles and Chicago; S.R. Hammond, San Francisco; C.A. Shroods Associates, Denver;

T.B. Dorman, Essex, Conn.; Longenecker & Co., Atlanta; M. Sodekson, Brookline, Mass.; Ohio China Co., Monroe, Mich.; C.A. Kuntz, Minneapolis; Leso Sales, Inc., St. Louis; Robert E. Cheshire, Ridgewood, N.J.; Russell H. Bradshaw, Lake Placid, N.Y.; Babcock & Johnson, Inc., Paoli, Pa.; D.J. Levy, Inc., Pittsburgh, Pa.; The Buchel Co., Dallas; Pentland's, Seattle.

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FREDA DIAMOND

Award Given to designer

NEW YORK — Homefurnishings designer and consultant Freda Diamond has been awarded the Professional Achievement Citation by the Cooper Union.

The Citation, the highest award given by the Cooper Union, is the equivalent of an honorary degree and was made in recognition of Miss Diamond's professional achievements reflecting honor upon her alma mater, The Cooper Union for the Advancement of Science and Art.

Cited as the "internationally recognized First Lady of the Home Furnishings Field" she was said to have enhanced the decor of millions of households.

Miss Diamond's knack for winning prizes dates to her years at the Cooper Union Art School where she earned awards in two subjects and an honorable mention in three others. It has been said of Freda Diamond that "she probably exercises more influence on the taste of the average homefurnishings consumer than any other individual in the U.S."

The Professional Achievement Citations have been awarded by Cooper Union since 1956. Recipients are chosen each year by vote of the Faculty Senate for outstanding achievements by alumni in art, architecture, engineering and science.

Syracuse notes decline in sales

SYRACUSE, N.Y. — Syracuse China Corp.'s sales for the three months, ending Sept. 29, were \$6,578,249 compared to \$6,721,493 in the like 1972 quarter.

At the company's annual meeting, Robert J. Theis, chairman and chief executive officer, reported "our program of upgrading the company's sales mix through weeding out marginally profitable and unprofitable lines, initiated at the china company 18 months ago, and at the candle company only six months ago, has been accelerated."

Syracuse China is the largest manufacturer of commercial chinaware for the food service industry. Its Will & Baumer division is the largest manufacturer of religious candles and one of the largest manufacturers of decorative candles in the U.S.

Group seeks funds

NEW YORK — The first fund-raising banquet of the catalog showroom industry has been set for Jan. 14 at the LaSalle Hotel in Chicago.

The event, coinciding with the housewares market, is sponsored by the National Association of Catalog/Showroom Merchandisers (NACSM) of 300 E. 44th St., NYC.

A New Kind Of 'Modern' Due in 1960

"INTEGRATED modern," a new decorating style, is expected to arrive in 1960. This forecast was made yesterday at the first autumn meeting of the Home Fashions League. The meeting was held at the Roosevelt Hotel.

This and other trends, all based on the league's survey of manufacturers, designers, stylists and representatives of publications, were reported by Freda Diamond, a designer.

In her speech, and in an ensuing interview, Miss Diamond defined "integrated modern" as a decorating scheme in which all kinds of contemporary designs are used—soft Danish modern, squared-off, architectural modern, streamlined period styles, etc.

This idea should take the "fear out of decorating" with contemporary pieces, Miss Diamond said. Many amateur decorators are now mixing antique styles with abandon, she observed. But, when it comes to modern ones, they feel that, if they choose a Danish modern desk, for example, all the furniture in the room also must be Danish modern.

But this "matching look" is almost un-American, Miss Diamond observed. She referred to the first settlers, who brought many different styles to this country. As time went on the styles mingled, resulting in that period known as "Early American."

One Strong Reason

But the non-matching quality of Early American is a strong reason for its continued popularity, Miss Diamond contends.

Because pieces can be replaced or augmented without any particular worry about whether or not they match, homemakers feel "secure" with this style. This is because it is easy to decorate this way and because they are sure the furniture will not be out of style when they need more pieces.

Miss Diamond urged her audience, as well as the decorating amateur, to learn to blend the many styles of modern furnishings.

"Then 'modern' may become the style called Twentieth Century American," she said.

Among the other trends listed by Miss Diamond were:

¶In furniture, the "country classics" will be popular, -i. e., rural English styles, French and Italian Provincial ones and, of course, Early American. Built-in cabinets often will be replaced by free-standing cabinets with a built-in look. "These have the flexibility to suit the constantly moving American family," the speaker said.

¶In accessories, colorful rugs, patterned wallpaper, more and more art, oriental objects and accents and practical fabrics will be the thing.

¶In lighting, built-in illumination continues to be the favorite, with hanging lamps, including elegant chandeliers, popular adjuncts.

¶In color, muted hues, with accents of rich, stained glass tones, will fill in the picture.

¶In the rooms of the house, the bedrooms are showing the newest change. Master bedrooms are getting larger. They are serving as a sitting room so that youngsters can take over the family room. And there is a trend away from doubling children up in one room. It is "felt that even children must have privacy."

What's Good, Not What's New Aim Of Furniture Designers

Chicago, June 17. — The time has come when the value of change for the sake of change in home furniture design is being questioned:

One person who made a downright denunciation of this attitude at a Home Furnishings Market press conference yesterday was designer Freda Diamond of New York.

"We can't design for headlines. If we have to come out every six months with something new and revolutionary simply to make news, we are not serving the public. Furniture is something that is meant to last. It is not what's new that is important, it is what is good."

The whole idea of continuous revolutionary design was, she said, unrealistic and impractical from the point of view of the consumer.

"You don't get up in the morning and say 'I think I'll

By **SHIRLEY McNEILL**
Gazette Staff Reporter

buy some new furniture today.'"

Chicago Designer Henry P. Glass came out against "fashion in furniture." I'm all for fashion as far as women's attire is concerned but in furniture, fashion means obsolescence. If you put dates of furniture so that it is in one year and out the next, you are not serving the public."

Romanticism

At an earlier press meeting Designer John Van Koert of New York, just back from a two-month survey of the state of decor in Europe, said America is in a period of growing romanticism. The public on this continent is tired of the mass-produced, modern look and is turning to the traditional and mixing all periods.

In Europe he found a notable uniformity. "The same home

furnishings recipe is to be found everywhere in Western Europe. Take two parts Danish furniture, mix with Swedish drapery fabric, garnish with glass from Italy, set the table with German stainless steel flatware and light the room with Japanese lanterns."

This was a popular recipe in this part of the world not so long ago, but now it has gone stale. To the European this spells "retrogression." "Europeans are full of disbelief, horror-struck by what seems to them retrogression." But out of the agonizing variety in the American home furnishings market — out of what he called "this weedy garden of ours" — Mr. Van Koert is convinced there will come new hybrids and many promises of better things.

We asked designer Henry End, the man who designed a revolutionary hotel room of tomorrow which was unveiled last fall, what he thought of the return to a more romantic style in home decor—would it fit in with new architectural design?

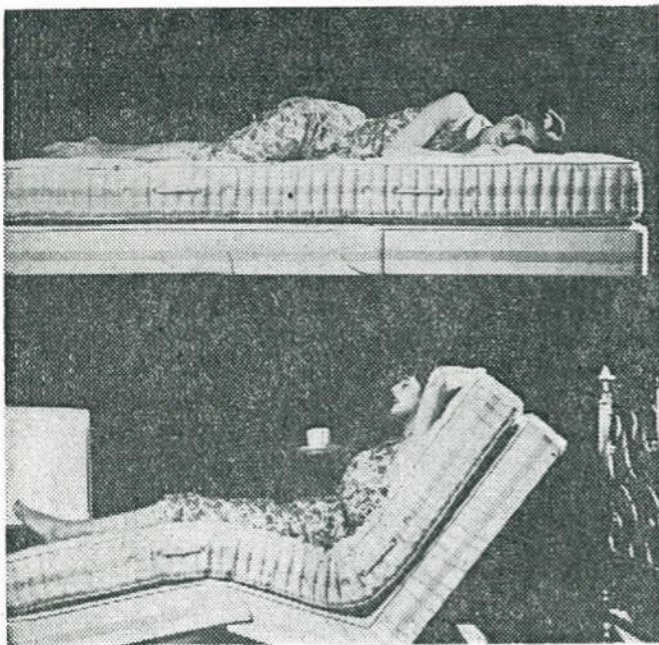
He answered by making a comparison between women's fashions and home decor. "To create the maximum effect with a very plain costume, you must have jewelry. I think the combination of very simple, even pure design is a better foil, a more natural background for that elegant old chest or that valuable painting."

Bathrooms First

There are some decorators who feel too many people have misplaced values and the wrong conception of the relative worth of home furnishings. One of these is John C. Murphy of Chicago who said, "money will be spent on a ball gown but not on a pair of chairs; on a trip but not on the furnishings for a room."

Bathrooms and kitchens, he said, are so well taken care of that little is left for furnishings in other rooms.

The need for a closer working relationship between the interior consultant and the architect was considered one of some urgency by Charlotte Link, an equipment consultant with a Chicago firm of architects and engineers. And to West Coast Designer William Paul Taylor, the two greatest needs were "a synthesis of architectural and furniture design," and an all-out campaign on the part of all people associated with the furniture industry to improve the taste of the general public. He is convinced that only a small portion of the public is able to evaluate what is good and what is bad in furniture.



Latest Idea in Beds: A revolutionary new bed is being shown for the first time by the Simmons Company in the Merchandise Mart in Chicago. Plugged into a clock radio, the Beautyrest mattress-box spring combination, called Adjust-A-Bed, slowly but decisively lifts the sleeper to a wide-awake position as soon as the clock timer turns on the radio. Electric controls also enable the user to adjust both ends or the middle of the bed to any desired angle. The new device is designed to permit maximum relaxation for reading, breakfast in bed, night-time TV viewing, midnight snacks; is ideal for foot, head or back rest.