

THE AUCTION EXCHANGE[®] And COLLECTORS NEWS

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March 17, 2026

Vol. 49 No.15

ACROSS THE AUCTION BLOCK

Greener a top name in guns for collectors to hunt

BY LARRY LEMASTERS

A “Greener” is a hunting rifle or shotgun manufactured by W.W. Greener, one of the oldest and most recognized firearm manufacturers in England. William Greener founded W. Greener in 1829 in Newcastle, England. In 1844 he moved the company to Birmingham because most of the materials and components used to make Greener guns were manufactured in Birmingham. Although the founder’s name was William, the “W.W.” in the company’s modern name refers to William Wellington Greener, the founder’s son.

William Greener believed in muzzle loading weapons, and he flatly refused to modernize his



Above: W.W. Greener Empire Model 12-gauge side-by-side shotgun with a steel bead front sight that is valued at \$5,900.

company and produce breechloaders. Original breechloaders used crude “bullets,” and most modern weapons are considered breechloaders. For this reason, William Wellington Greener opened his own company, in 1864, producing breech-loading rifles. Upon the death of William Greener in 1869, William Wellington Greener merged the two companies into the W.W. Greener Company, the name the company is still known by today.

Modern day collectors actively seek W.W. Greener rifles marked “Enfields,” which were some of the first weapons W.W. Greener produced after opening his own company. A small number of these rifles were imported for use by the Confederacy during the American Civil War. These rifles are quite rare and increase in value each year.

The name “Greener” is so famous that it is sometimes used as product placement in movies. It is unclear in Greener’s case



Above: The Greener Light Harpoon Gun Mk.2 and case like the one used in *Jaws*. Note the spooled rope on the front that would be tied to a buoy or barrel.

if the marketing strategy of product placement was actually paid for by the company or is simply used in the movies under the “fair use” doctrine of product placement. Here are two examples:

In the movie *Big Jake*, a

See Greener Page 4



Above: Actual Greener Light Harpoon gun used by Robert Show (Quint) in *Jaws*. It is considered a piece of both movie and gun collecting history.

FEATURE

Gallagher wood carvings have graced cigar stores for decades

BY LARRY LEMASTERS

Although Cigar Store Indians are the most famous type of tobacconist signs, few actual Native Americans carved them. One notable exception is Frank Gallagher a Mandan Indian.

Frank Gallagher’s grandfather, Samuel Gallagher began hand carving Cigar Store Indians in the 1840s after tobacconists around the United States started hanging out trade signs to advertise their wares.

Left: Frank Gallagher carved this 32 inch tall Cigar Store Indian in the 1990s. Hand carved from wood, this vibrant piece is valued at \$1,500.

The use of a carved Cigar Store Indian as a tobacconist symbol outside of tobacco shops began in London, England, in the early 1600s. Ships from the American colonies brought large loads of tobacco to England. American Indians introduced tobacco to English colonists, so English tobacconists used these carved American Indian figures as trade advertising signs outside their shops.

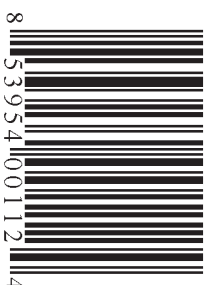
The European wood carvers who sculpted the earliest Cigar Store Indians basically had never seen a Native American and knew nothing of the different Indian cultures. These earliest carvings represented how carvers

Right: Frank Gallagher, age nine, in 1969 with his first Cigar Store Indian.

envisioned American Indians, not how Native Americans actually were. Many of these earliest Cigar Store Indians featured feathered headdresses and exotic facial features. British tobacconists did not care how the statues looked as long as smokers enjoyed seeing a Cigar Store Indian in front of a tobacco shop.

Sarah Elliot speaking for PBS in 2015 said, “Cigar store Indians traded on simple, demeaning stereotypes. The figures were a

See Gallagher Page 4



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1 of 4

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PUBLIC AUCTION

THURSDAY - MARCH 19 - 4:00 PM

LOCATION: 5075 RUSSCHER ROAD
HOLLAND, MI 49423 zone 4

HOUSEHOLD: Several pieces of Lladro-17: horse and riders; Girl holding call lilies; Naught girl holding hat yellow dress Keuring; Lenox China (setting for 12); Sunbeam mix master chrome; crock pot; bake and cook ware; general household items; Texasware bowls; luggage; brass candlesticks; cosmetic jewelry; lots of linens; David Winter Villages; 3' metal elephant; Sony 55" flat screen TV; foreign currency-paper and coin.

FURNITURE: Burgandy leather sofa (2 kick outs); 2-black leather reclining chairs; lamps; end tables; desk and office chair; buffet; Thomasville tall dressers; bookshelf 2-beds; entertainment center; metal lawn chairs; wood folding chairs; (5) Herman Miller fiberglass chairs; (5) Steelcase stack chairs; VINTAGE Humphrey "Radiantfire No 20" Heater.

TOYS: American Dolls, case, LOTS of clothing; BAT TAT horses; American Doll horse and Sleigh; TONKA toys-fire ladder trucks; grader; dump; excavator; crane; car carrier; radio flyer; JOHN DEERE TOYS: 80,620, A Precision; C, P, B, 420, 3010, R, A, D, 630, GM-1-orange; (6) G Hi Crop-NIB; (1) D-75th Anniv-NIB; Waterloo, AC WD45; Ford 8N w/Dearborn Plow; Oliver 68; Farmall M; IH 2594; Case IH 1935 van; NAPA wrecker; Spartan 75th Anniv semi; Case airplane bank; Case 600; Set of IH Pro Power golf clubs and bag; **(PLUS MORE AG TOYS COMING IN ... CHECK WEBSITE FOR UPDATES).**

TOOLS: Craftsman back pack blower; Husqvarna 450 chain saw; cross cut saw; collers; Bolens weed trimmer; hose reel on cart.







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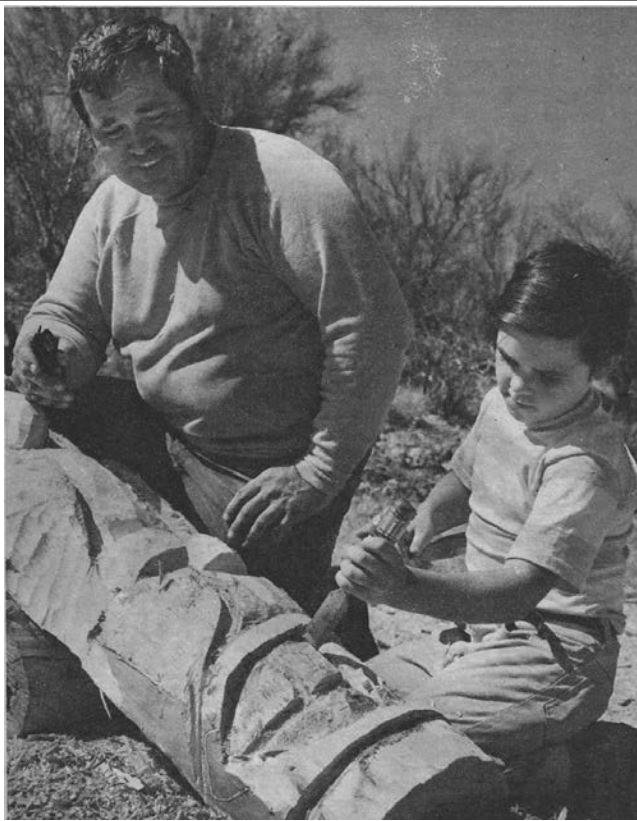
Gallagher

FROM PAGE 1

product of their time, a period fraught with prejudice against indigenous peoples. The statues helped to invent and then reinforce the quintessential stereotype of an 'authentic' Native American by often depicting figures with bronze-colored skin wearing feathered headdresses, long fringed skirts or shirts, and moccasins. Two of the more common types of Indian cigar statues portray the 'noble savage' with a stoic expression and passive stance; or the warrior, who brandishes a weapon he's poised to use."

Samuel Gallagher began hand carving Cigar Store Indians in the 1840s, selling several of them to tobacco stores. Samuel began his craft arving furniture for a store owner named Gallagher, from whom Samuel took his family's name. Samuel passed on the gift and heritage of carving Cigar Store Indians to his son, Ralph, and then his grandson, Frank Gallagher.

Frank Gallagher, like his ancestors, is a Mandan, a tribe of the Great Plains who lived for centuries in what is now North Dakota. Frank, during the 20th century,



Above: Frank Gallagher, age four, learning to chisel Indian sculptures from wood with his father, Ralph.

became America's foremost artist of Cigar Store Indians. His fame in this artistic trade became such that one of Gallagher's original, hand carved Cigar Store Indians is on display in the Smithsonian Institute in Washington DC.

Frank was only four years old when he first picked up a hammer and chisels and began sculpting Indians from wood. Ralph Gallagher literally taught his son all that he knew, including how to cut aspen trees in Colorado to obtain suitable wood for sculpting. At age nine,

Frank sold his first, hand carved Cigar Store Indian.

All of the Gallagher men are famous for their Cigar Store Indians. Frank's Indians are the most readily available and are easily the most affordable. Following Ralph's death, his Cigar Store Indians sell in the thousands and, some, tens of thousands of dollars, and Samuel's Indians are quite rare and affordable only by museums.

It is extremely difficult for modern collectors to find original 19th century Cigar Store Indians. These wooden relics are simply too rare, and most, still existing today, are in museums. Collectors have turned to later artists, such as Frank Gallagher, for hand-carved Cigar Store Indians.

When appraising the value of a Cigar Store Indian, collectors usually consider overall condition, original artistic form, quality of the artwork, quality of the artist's carving ability, type of wood used, and, lastly, the artist who carved it. Many Cigar Store Indians were not signed, so knowing the artist, beyond sheer guess work, is nearly impossible.

Frank Gallagher displays his work in numerous galleries across the American Southwest.

MutualArt recently offered several Frank Gallagher Indian pieces at auction. Of Gallagher's work, MutualArt stated, "The artist's work has been offered at auction multiple times, with realized prices ranging from \$200 to \$2,250, depending on the size and medium of the artwork."

For more information on Gallagher and his Cigar Store Indians, visit his website at www.fgallagherwoodcarvings.com.



Above: Vintage Frank Gallagher Cigar Store Indian that stands 6 feet tall and is valued at \$9,500.



Above: Ralph Gallagher, Frank's father, carved this massive, 6 foot tall Cigar Store Indian, which is valued at \$20,000.



Above and Right: Produced in the mid-1800s, this W.W. Greener 12-gauge double barrel shotgun sold at auction in 2023 for \$650.

Greener

FROM PAGE 1

1971 western starring John Wayne, Wayne plays an aging rancher forced to track down a gang that has kidnapped his grandson. In one scene, Wayne says to Maureen O'Hara, his wife in the film, "Martha, you didn't happen to think of my Greeners, the double barrels?"

The interesting thing about this scene is that the "Greeners" that Wayne refers to are not real Greeners. The American Gun Company produced the double barrel shotguns used in Big Jake. Wayne uses the term "Greener" as a generic name for shotguns based on W.W. Greener Company's reputation for quality firearms.

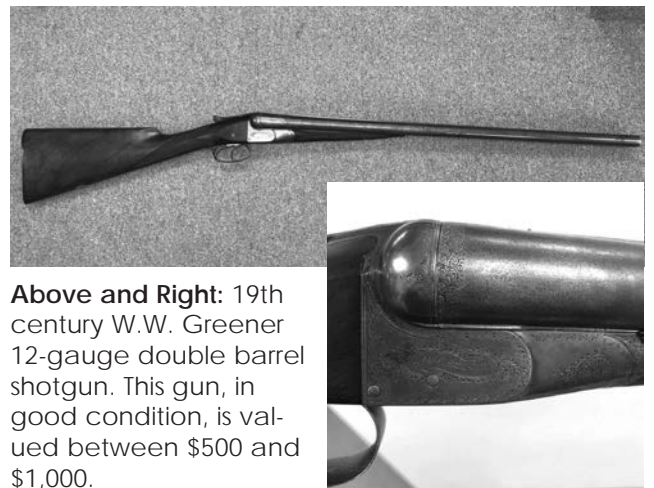
Another interesting movie reference to W.W. Greener weapons came from the movie Jaws in 1975. In Spielberg's ocean-going masterpiece, shark hunter Quint, played by Robert Shaw, is seen using a W.W. Greener Light Harpoon Gun Mk.2 to shoot harpoons with barrels attached at the shark, which makes for a suspenseful scene in the movie.

Historians have noted that Shaw assembles and shoots the Greener Harpoon Gun in "a way that basically follows the user manual verbatim," so Hollywood got this right. This is one of the few times in movie history when an exotic firearm—a Greener Light Harpoon Gun—is depicted and properly used.

The Greener Light Harpoon Gun used in the



Above: Steve Barnett Fine Guns offered this stunning W.W. Greener Model FH-35 .28-gauge shotgun, manufactured before 1925, for sale for \$24,500.



Above and Right: 19th century W.W. Greener 12-gauge double barrel shotgun. This gun, in good condition, is valued between \$500 and \$1,000.

movie Jaws was offered this month at auction with a presale estimate up to \$500,000.

Greener shotguns have always been the pinnacle of British craftsmanship, making them some of the

most sought after collectibles for gun enthusiasts ever made. As Big Jake and Jaws show, Greener shotguns and other weapons are also cross-collectible movie collectibles.



Above: The most expensive shotgun W.W. Greener manufactures its Greener "Viking" sidelock shotgun. These shotguns have a Greener rounded half-pistol, knobbed grip and fleur-de-lis checkering on fore-end and stock. Such a shotgun is valued at \$160,497 US dollars or more.

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The Auction Exchange would like to thank our subscribers & advertisers for their patience as we continue to navigate delivery delays caused by the United States Postal Service.

While our logistics team has continuously reported these delays to the Business Service Network managers at USPS, we have yet to see any improvement. As you may have noticed, the late delivery article in *The Auction Exchange* hasn't listed specific cities in many months. This is because there have been 100's cities in Michigan reporting consistent late and non-delivery of their weekly newspapers.

We have decided it is in our best interest to list the contact information for the Business Service Network Managers in the Michigan area that have been receiving the Publication Watches our office files to notify USPS of service problems.

We here at MidCountry Media have also filed complaints with the Postal Regulatory Commission, The Postal Board of Governors & Consumer Affairs pertaining to the consistent, unsolved, delivery problems in the state of Michigan. We continue to work toward a solution. In the meantime, *The Auction Exchange* is available online at **EAuctionExchange.com**.

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MAR. 24	TUES., MAR. 17
MAR. 31	TUES., MAR. 24
APR. 7	TUES., MAR. 31
APR. 14	TUES., APR. 7
APR. 21	TUES., APR. 14
APR. 28	TUES., APR. 21
MAY 5	TUES., APR. 28
MAY 12	TUES., MAY 5
MAY 19	TUES., MAY 12



UPCOMING AUCTION CALENDAR

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER

The Upcoming Auction Calendar is a listing of future Auctions beyond the current week.

Auctioneers: This service is provided at no charge. As with everything - we do our utmost to make sure that your Auction is listed in a timely and accurate fashion.

For our Readership: For more thorough listings contact the Auctioneer personally and tell them where you saw their ad!

ZONE 4

Sat., Mar. 28, Currie Auction Service, Miscellaneous, White Cloud, MI
 Sat., Mar. 28, Glassman Auction, Farm, Benton Harbor, MI
 Sat., Mar. 28, Kendall Tobias Auction, Estate, Hastings, MI

Sat., May. 2, Rosema Auction Services, Antique, Collectible, Holland, MI

ZONE 5

Sat., Apr. 18, Holler & Hammer LLC, Art, Jewelry, Jackson, MI
 Sat., May. 2, Bob's Coins Auction, Coin, Athens, MI
 Fri., May. 15, Holler & Hammer LLC, Coca Cola, Jackson, MI
 Sat., May. 16, Holler & Hammer LLC, Gas, Oil, Jackson, MI

ZONE 6

Thu., Mar. 26, Braun & Helmer Auction Service, Estate, Ann Arbor, MI

ZONE 8

Thu., Mar. 26, Chupp Auctions & Real Estate LLC, 3 Day Antique, Shipshewana, IN
 Wed., Mar. 25, Hahn Auction Service, Miscellaneous, Nappanee, IN
 Thu., Apr. 9, Polk Auction Co., 2 Day Tractor, Equip, New Paris, IN

ZONE 12

Sat., Mar. 28, Whalen Realty & Auction, Farm Equip., Tool, Neapolis, OH
 Fri., Apr. 3, Whalen Realty & Auction, Miscellaneous, Grand Rapids, OH

ZONE 14

Fri., Mar. 27, Check The Oil Magazine, Spring Peotone, Peotone, IL

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AUCTION SAT., MARCH 28, 10:00 AM

LOCATION: 5221 E. 28TH ST.
 DIRECTIONS: From White Cloud, Mi Go East on M 20 to Elm Ave turn and go South. To 28th St. Turn go West 1 1/2 mile to sale site. LOOK FOR AUCTION SIGNS.

WHITE CLOUD, MI 4



John Deere 440 Series w/Loader Bucket and Rear Winch; 1977 J20 4wd Pickup w/Meyers Snowplow; 1969 Ford 600 Truck Hydraulic Bed; Manufactured Hydraulic Backhoe (needs finished); Cub Cadet I 1050 Riding Lawnmower 50" Cut; Sears Aluminum Canoe; Assembled Wood Chipper/Wood Splitter; 2 Wheeler Trailer; 3 Ton Floor Jack; 10-1/2 Hp Brush Cutter; Southland Rear Tine Tiller; Bmw R60/7 Motorcycle; Mt Storm Huffly Bicycles; Hydraulic Press; Anvil; Industrial Floor Model Drill Press 3 Phase; Industrial Milwaukee Milling Machine 3 Phase; Hydraulic Driven Press; Screw Floor Bumper Jack; Hydraulic Drive Motors; Air Compressors; Air Hose; Hydraulic Bottle Jacks; Industrial Power Metal Saw; Bolt Cabinet; Foley Belsaw Wood Planer; Gas Cans; Hydraulic Oil; DR Pro XL30 Brush Cutter; Troy Built Storm 2410 Snowblower; Engine Stand; 2 Ton Cherry Picker; Jack Stands; 2-1/2 Ton Long Frame Floor Jack; Floor Creeper; Used Tires; Kennedy Toolbox; Craftsman Toolbox; Shopsmith Woodworking Tool; Milwaukee Metal Cutoff Saw; Ryobi 10" Miter Saw; Cambell-Hausfeld Pro 125 Wire Welder; Electric 225 Amp Arc Welder; Lincoln 225 Amp Arc Welder; Parts Washer; Vulcan 225 Amp Arc Welder; Small Sandblaster; Roller Stands; 24" Electric Floor Fan; Heat Star Master Salamander Heaters; Floor Mounted Tubing Bender; Manual Tire Balancer (new); Craftsman 2800 Psi Pressure Washer; Trash Cans; Copper Tubing; Fluorescent 4' Lights and Bulbs; Boat Oars; Lumber 2x4's, 2x6's, 2x8's, Osb, Wood Siding; Saw Horses; 4' Lawn Roller; Electric Buss Saw; Cement Mixer; Scrap Iron Piles; Acetylene Cutting Torches; Wheel Chair; Old Pioneer Chainsaw; Brass Lots, Lead Lots, Copper Lots; New 14-2 and 12-2 Wiring; New Hydraulic Hoses; Misc Boxes of Fittings, Nuts, Bolts; Large Drill Press Vise; Misc Boxes of Hand Tools; Portable Air Tank; 5' Aluminum Step Ladder; Coleman Camp Stove; 50-1 Fuel; 1 Bottom 3pt Plow; "C" Clamps; Hydraulic Cylinders New; Air Framing Nailers; Electric Grinder, Sander, Skill Saw, Chainsaw; Wooden Snowshoes w/Rawhide Webbing; Chain Falls; Tree Climbing Equipment - Rope, Spikes, Knee Pads, Saws, Safety Belt, Helmet; Roofing Air Nailer w/Nails; Gun Cabinet - 10 Guns; Brass Cannon; Machinist Wooden Toolbox w/Tools; Bench Grinder on Stand; Box Lots of Nuts, Bolts, Screws; Park Toolbox w/Taps & Dies; Misc Electric Motors; Cement Tools; Battery Drones; Machinist Calipers; Digital Inspection Camera; Micrometers; Machinist Stethoscope; South Bend Industrial Metal Lathe; 32" x 80" Door (New); LOTS And LOTS of TOOLS.



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Spring Recreational Consignment Online Auction

Harley-Indian-Honda-BMW-Yamaha-Ducati-Ford Model A Dirt bikes-Road bikes-ATV-Boats-Campers
 5747 Munger Rd Ypsilanti Mi. 48197

- March 23rd Last day for consignments: If it has tires or an engine bring it in and we can sell it for you!
- April 10th Preview date: 3pm to 6pm
- Auction concludes on: April 13th
- Pick up April 13^h from 2 pm - 6pm

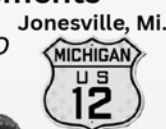


Spring Equipment Consignment Online and Live Auction

(Large items sell first simulcast, then live only there after)

Wanted Tractors - Skid Steers - Trailers - Implements

- April 13th Last day for consignments: Time to upgrade or downsize, we have your back!
- April 27th Preview date: 3pm to 6pm
- Auction concludes on: May 3rd
- Pick up May 3rd at end of sale or May 6th & 7th from noon - 6pm



Tractors and Impliments coming in already!

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DATE	TIME	AUCTIONEER/SRV. CITY	TYPE	PAGE/SEC.
ZONE 4 MICHIGAN				
Thu., Mar. 19	4pm	Dales Auction Holland, MI	HH, Furn., Toy	3
Fri., Mar. 20	8am	Stantons Auction Hastings, MI	Firearm	11
Sat., Mar. 21	10am	Merritt Auction Greenville, MI	Antq., Coll., Misc.	13
Sat., Mar. 28	10am	Currie Auction White Cloud, MI	Miscellaneous	6
Sat., Mar. 28	10:30am	Glassman Auct Benton Harbor, MI	Farm	11
Sat., Mar. 28	10am	Kendall Tobias Hastings, MI	Estate	13
ZONE 5 MICHIGAN				
Sat., Mar. 21	10am	Brian Hasty Coldwater, MI	Gun, Sword, Misc.	10
Sat., Mar. 21	10am	Holler & Hammer Jackson, MI	Sports Cards	16
ZONE 8 INDIANA				
Mar. 26-28	•	Chupp Auctions Shipshewana, IN	3 Day Antique	8 & 9
Wed., Mar. 25	1pm	Hahn Auction Nappanee, IN	Miscellaneous	7
Apr. 9 & 10	8:30am	Polk Auction Co. New Paris, IN	Tractor, Equip	10

DATE	TIME	AUCTIONEER/SRV. CITY	TYPE	PAGE/SEC.
ZONE 12 OHIO				
Fri., Apr. 3	10am	Whalen Realty Grand Rapids, OH	Miscellaneous	3
ZONE 14 ILLINOIS				
Fri., Mar. 27	•	Check The Oil Peotone, IL	Spring Peotone	3
ZONE WEB				
•	•	Pioneer Online	Miscellaneous	10
Sat., Mar. 21	•	Cryderman Online	Equipment	12
Mar. 28 & 29	9am	JM Hobby Online	Railroad Artifact	10
•	•	Maxbid.com Online	Miscellaneous	7
•	•	My Place Storage Online	Miscellaneous	11
Tue., Apr. 7	•	Sheridan Online	Tractor, Antique	12
•	•	Wegner Online	Miscellaneous	13
•	•	BidNow Online	Retirement	13
ZONE CALENDAR				
Every Wed.	9am	Shipshewana Shipshewana, IN	Antique, Miscellaneous	7
•	•	Michael Auct •	Miscellaneous	6

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..... FRIDAY MARCH 27 • 9:00 AM

SALESMAN SAMPLES: (3) Horse-drawn hay mowers including Steele, Robinson & Adriance; horse-drawn hay tedder; Adriance horse-drawn reaper; other horse-drawn samples include plows, cultivators, disk, dump rake, wagon, Dain power lift rake & more; butter churn; wagon store display; (2) ox yokes; plus more!

ADVERTISING SIGNS: 6' John Deere Quality Farm Equipment; 10' International Harvester McCormick-Deering Farm Machines; Gehl Sales & Service; Case Farm Machinery; 12' wooden J.I. Case Plow Works; Allis Chalmers Tractors neon clock; wooden Studebaker Wagon & Buggies; wooden Wiard Plows; 12' wooden Sharples Cream Separators; Pioneer Boats, Middlebury, IN; Pioneer Cribs & Bins, Middlebury, IN; red & green DeLaval signs with DeLaval frames; flanged IHC Agency; Massey Harris Farm Implements; various ice cream signs; Pabst Farm Holsteins; (8) different John Deere Dealership thermometers; (8) different John Deere Farm Implements; soda signs; (3) Sunbeam Bread; butcher shop trade sign; plus more!

(15) RAILROAD LANTERNS: I.C.; L&N; (2) E.J.&E.; Burlington Rte; N.K.P.; N&W; C.P.R.; L.S.&M.S.; B.R.&P.; C.&E.L.; C.R.T.; plus more!

PEDAL TRACTORS • 1/8 SCALE TRACTORS • VINDEX: JOHN DEERE 1/8 SCALE: 4430; 4020 with duals; D; 720; 730; BW; B; 70; A; 4010; plow; manure spreader; wagon; plus some Farmall tractors; **PEDALS:** John Deere combine; Case IH 'Seein Red' puller; Eska John Deere 720; Case 1070 Black Knight with duals; **VINDEXT & OTHER:** Vindex John Deere tractor; Vindex hay rack wagon; Arcade auto dump wagon & other Arcades; 1st Gear Fidler cement truck;

MISC ITEMS • FARM PRIMITIVES: Custom garden tractor size Case Agri King 1370 tractor, WOW!; 24" dia. Buckeye bronze church bell dated 1887; collection of early figural meat cleavers; RARE Arcade brass spittoon; John Deere 1 1/2hp hit & miss engine; (4) brass steam whistles; child-size Hoosier cabinet by Sellers; 80"W Longhorn steer head mount; RARE Humphrey's vet cabinet; cast aluminum True Type Holstein Friesian model cow; coverlet dated 1849; RARE Piggard rooster head store display; working model traction steam engine; side-shift gas engine prototype; collection of early push type planters & cultivators;

SILVER BARS & COINS: (2) 100-oz bars; (20) 1 oz bars; (20) 1 oz rounds; (20) Peace dollars; (6) Morgan dollars with rare dates including 1886-O MS63 and 1883-S MS60;

GRISWOLD: Set of (15) skillets #00 thru #14 mostly large block; #14 large block skillet; set of (9) skillets #3 thru #12 including small & large block; set of (6) skillets #8 thru #14 including #13 large slant block; #13 Tite Top baster lid;

200+ FISHING LURES: Many with boxes including Heddon, C.C.B. Co., Arbogast, South Bend, Paw Paw Watafrogs, Beetles & Baby Beetles, Nappanee Ypsi; Musky Ducks; Glo Worm; Punkin Seeds; Baby Crab Wigglers; Luny Frog; Meadow Mouse; all kinds of colors; lots more!

..... FRIDAY MARCH 27 • 4:30 PM

SIGNS • LICENSE PLATE TOPPERS: Variety of feed & seed corn signs and license plate toppers; seed corn bags; DeKalb rooster sign; pig-shaped butcher trade sign;

MISC ITEMS • SALESMAN SAMPLES: Salesman sample Diamond hay trolley with drop pulley -WOW! • F. Stocker salesman sample loose hay fork -WOW! Never seen one! • RARE World's Champion #2 corn sheller, complete!; Variety of handheld corn shellers & other corn shellers; Burrall floor model corn sheller; variety of weathervanes & arrows; brass steam whistles; collection of brass oilers & gauges; 507 lb. Arm & Hammer Wrought Iron anvil; 192 lb. decorated French double horn anvil circa late 1700's or early 1800's; windmill weights; life size pig advertising BBQ; pig-shaped butcher trade sign; horse ties; collection of wrenches; DeKalb sign; cast iron receiving hands for display; collection of brass manufacturers & makers tags;

..... SATURDAY MARCH 28 • 9:00 AM

GUNS: Winchester 1892 .25-20 lever action; Winchester 1866 .44; Winchester 1885 .22; J.P. Sauer & Son 9.3x57R/16 ga. Drilling; Charles Daly/J.P. Sauer 12 ga. & 9.3mm Drilling; Winchester 1890 .22; 1857 Colt Navy .36 cal. revolver; 1860 Colt Army .44 cal. revolver; Colt D.A. US Army 1901 .38 cal. revolver; Colt 1860 Navy .44 cal. revolver; Colt 1851 Navy .36 cal. revolver; plus more;

ADVERTISING SIGNS: PETROLEUM: 9' Pegasus; lighted Red Ball Transit, new in crate!; 13'H Skelly with pole; 8' Standard Oil, new in crate!; all kinds of tire signs; Mobilgas; Ford Sales & Service neon clock; Packard neon clock; 72" Standard; Star Cars; 7' Sinclair; plus more; **COUNTRY STORE:** 72" Mail Pouch Tobacco thermometer; neon Red Goose Shoes; Kodak Film; (2) different Finck's Overall; Red Light Saloon 12-room brothel clock -RARE!; flanged Maxwell House Coffee; Lucky Strike collection; Exemplar 5-cent cigar; various trade signs; all kinds of soda & beverage signs; 5' Coca Cola with hanger; porcelain & glass barber shop pole with hand-crank spinner; plus lots more;

CAST IRON BANKS & DOOR STOPS: MECHANICAL BANKS: Speaking Dog; Lion with 2 monkeys; Mason; Organ Grinder with bear; Santa Claus; **STILL BANKS:** Donkey; Dog; Clown; Soldier; Cat; Elephant; Sea lions; Buffalo; Opossum; Camel; Rabbit; plus more; **DOOR STOPS:** Floral baskets; Bulldog; Detroit Tiger; Parrot; Pheasant; Golfer; RARE Dog with yellow eyes; Ship; Pirate Girl;

COUNTRY STORE: (2) 12'L Sherer seed counters; all kinds of countertop display cases; 8'L cast iron butcher's wall-mount meat rack; Royal #5 floor model peanut roaster; (6) 1-cent countertop match dispensers; 1-cent lighter fluid dispenser; Silver King 5-cent hot nut vendor & other vendors; wireless countertop cigar lighter; 5-compartment glass countertop display; Zippo lighter display with lighters; Lucky Strike tin collection; National Model 324 brass cash register; Landers Fray coffee grinder;

MISC ITEMS: Chevrolet & Ford front ends for man caves; wooden carousel horse; Havoline oil cabinet; plus more;

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AUCTION

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OUTBOARD MOTORS: approx. 10 vintage outboard Motors including "Muncie" "Seagull" & others; BB guns: approx. 15 vintage BB guns;

ARCHERY: Selection of vintage bows, arrows & broadheads; Selection of duck decoys, fish spears, Lures, reels & rods, golf club skis, vintage license plates, vintage framed prints & pictures;

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Catalogs touted the wonders of sprucing up your home

BY DONALD-BRIAN JOHNSON

"Building a home is more than a romantic experience."

That disclaimer introduced each edition of the "Home Owners' Catalogs" — but who were they fooling? Romance was really the major selling point of "Home Owners'" and other mid-twentieth century 'dream home' compendiums, including "Kirsch Window Inspirations" and "The Westinghouse Total Electric Home." Do-it-yourself building and remodeling projects were cast in the most romantic, so-easy-an-idiot-could-do-it, light. Living room too tiny? Add a few mirrored walls, and watch that space expand. Bathroom antiquated? Sparkling new fixtures will bring it up to date. Cellar dingy? Install spanking-new electric lights, and watch those cobwebs disappear.

The "Home Owners' Catalogs"

The "Home Owners' Catalogs" led the suburban handyman brigade. Each lavish, hard-cover volume offered a healthy sampling of wares from the day's "best of the best." Some are names that remain immediately recognizable — Armstrong Linoleum, Pittsburgh Plate Glass, and Libbey-Owens-Ford. Others may require a bit of head scratching: "Tide-water Red Cypress Home Exteriors," for instance. "In ancient days, Cypress was used for building mummy cases. Today, 'the wood eternal' offers the most for your building dollar."

Each page of glowing text was accompanied by full-color illustrations, often by name artists, placing the featured item in an idyllic locale. Why settle for black-and-white mug shots of bathroom



Above: Expanding the perceived size of a living room through the use of glass. A clever idea from Libbey-Owens-Ford, featured in the 1937 "Home Owners' Catalogs."

fixtures, when the same items could be rendered in soft pastels, complete with a pretty gauze-clad model admiring herself in a mirror?

Through the years, the "Home Owners' Catalogs" offered capsule views of what was of paramount importance to consumers in each era, and how that emphasis changed. In the



Above: "How close does all this come to your idea of a perfectly wonderful kitchen?" The "Total Electric Food Preparation Center", home of "piping hot food, turned out with amazing speed."

1930s, just after the cash-strapped Depression years, the "Catalogs" focused on the nuts-and-bolts: buy this, and you'll save money in the long run; buy that, and it will last (almost) forever. Art Deco influences are also seen, particularly in designs for floor coverings, mirrors, and wall accents.

After World War II and its production limitations, the emphasis was on a bright new future. Formerly rationed items were hailed as "once again available—now, new and improved!" One constant, however, was "Home Owners'" comfortably soothing format. An introductory "Guide to Home Planning" offered room-by-room descriptions, checklists, and sample room layouts complete with tiny furniture icons. These could be

traced or cut out, then maneuvered to see how they would fit best.

Today, the "Home Owners' Catalogs" are an affordable treasure trove for paper collectors, averaging \$75-100 per edition. Because they were hard-bound, the pages are usually found in pristine condition, a marked contrast to the often tattered state of vintage magazine ads.

"Kirsch Window Inspirations"

In the mid-twentieth century, Kirsch was the go-to name in the manufacture of window and drapery hardware. Company founder Charles W. Kirsch actually invented the flat curtain rod (the telescoping one, too). And, Kirsch even went Hollywood: theirs were the only curtain rods used in 1939's "Gone With The

Wind." Audiences got an eyeful of Kirsch splendor, as "Scarlett" (Vivien Leigh) ripped down those green velvet drapes to stitch up an outfit. When Kirsch ads proclaimed "practically every woman — and most likely her mother, too — looks to Kirsch," they weren't kidding.

But it's hard to romance a curtain rod. Or even a Venetian blind. That's where "Kirsch Window Inspirations"

See The Home Owners Catalogs Page 14

Below: The Crane Co. boasted that its fixtures lent bathrooms a "dignity and charm that will appeal to those who appreciate the finer things." The lady admiring her reflection evidently agrees. "Home Owners' Catalogs," 1939.

Below: The "Total Electric" fun-for-all-ages "Outdoor Living Center" even projects guests against chilly breezes: "electrically adjustable wind deflectors do the job."



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Below: The "Laundry and Home Planning Center." "Included in this 'Total Electric' area is a secluded, well-lighted, efficiently designed area for sewing or other crafts."









FARM AUCTION

SATURDAY - MARCH 28 AT 10:30 A.M.

Located at 3824 E. Napier Ave. - Benton Harbor, MI 49022

Just East of US-31 off Exit #24 or East of I-94 off Exit #30 or West 5 miles of M-140

16 TRACTORS: FARMTRAC-555 DTC, 4WD; FARMTRAC-555; (2) FARMTRAC-60; (2) FORD 3600; FORD 3910; FORD 4610; FORD 5900; FORD 7000; (3) FORD 800 Series; CASE 1190 High-Clearance Spray Tractor; ZETOR 5211. **DUMP TRUCK * FORKLIFT:** 1980 Ford F-700 w/Twin Hoist, 73,594 Miles; HYSTER Diesel Forklift w/3 Stage Mast & Roll-Over. **PRODUCE PACKING EQUIPMENT:** MAF Single Lane Opti-Scan Computerized Grading Line; LAKEWOOD 48" Stainless Steel Lift Sizer; Stainless Steel Dump Tank; Stainless Steel 36" Vegetable Washer; Phil Brown Double Pallet Elevator, Inground. **FARM RELATED EQUIPMENT:** Thomas Bros. 500 Gal. 6-Row Vegetable Sprayer; (2) Model 1600 Water Wheel Planters; Row Guard Double Sand Filter; (40) Shop Made Vegetable Carts; Used Cherry Tanks; 3-Point Reel Handler; 4 Rolls of Drip Pipe; Laydown Pipe; Gorman-Rupp PTO Pumper; (2) Single 275 Gal. Fuel Tanks; Single Axle Farm Trailer; MF 3 Bottom Plow; 5 Row Spring Plow; Few Small Items; Café Table; Picnic Table; Kwik-Lok Bag Ties; Thermal Transfer Paper.

INSPECTION/PRE-VIEW FRIDAY - MARCH 27 from 11:00 AM to 1:00 PM

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Kelsey Davis – Advanced Mobility Items/Appliances
Joseph Bodosi – Construction Items/Tools
Catherine Carmichael – Clothing/Furniture

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James Dean festival will mark 50th anniversary this year

BY LEONDIA WALCHLE

FAIRMOUNT, Ind. – Movie legend James Dean was raised on a Midwest small-town farm near Fairmount driving Minneapolis Moline tractors. If you are a movie buff, The James Dean Museum contains the world's largest collection of James Dean's personal belongings. Dean is remembered as one of the

most influential figures in Hollywood in the 1950s. He was a symbol of teenage disillusionment, rebellion, and troubled adolescence.

After his mother, Mildred, died from cancer, Jimmy (as he was referred to at that time) was raised by his Aunt Ortense (his mother's sister) and Uncle Marcus Winslow on their farm from ages 9-18 in Fairmount, Ind., (population 2,700). Dean grew up with his younger cousin, Marcus Jr., who was more like a brother to him. Dean's drama teacher, Adeline Nall, was the big-

gest influence over James' decision to become an actor.

In May of 1949 Dean left Fairmount after graduating from high school and moved to California to study drama in college. He moved to New York City to pursue acting full time in 1951. He was in a few Broadway productions and television episodes between 1952 and 1954 and then moved back to California.

In 1954 he got his big break when he was cast in East of Eden which premiered in 1955.

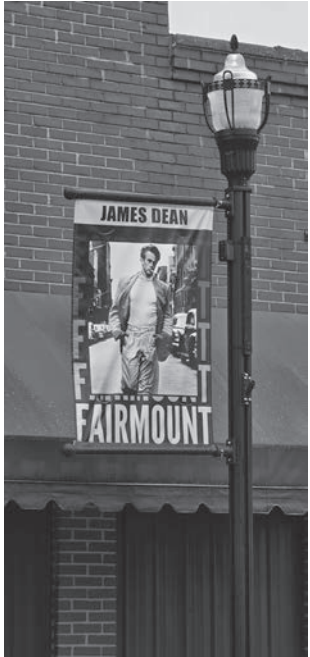
He then was in Rebel Without a Cause and Giant.

His career was cut short when he died in a car accident on Sept. 30, 1955 at the age of 24.

Dean's cousin, Marcus Winslow Jr., still resides in Fairmount on the family farm and has kept it looking much as it did during their childhood. Marcus donated a vast collection of personal belongings to the museum. Items range from Dean's first motorcycle, the Minneapolis Moline tractor he used on the family farm, iconic leather jacket, movie scripts, and props, along with letters.



Above: The James Dean Museum is a must visit for fans of the actor.



Above: Fairmount, Ind., shows its pride in James Dean with street flags.



Above: James Dean's grave in Fairmount, Ind., is a popular tourist destination.



Above: This early photo shows James Dean on the farm where he grew up.

After touring the museum visitors can drive by the Winslow Farm, Carter Motorcycle Shop where Dean hung out and purchased his first motorcycle, Friends Church where the funeral was held, along

with Dean's gravesite.

The James Dean Festival is held each year the last full weekend of September which draws a crowd from around the globe. This year the festival is celebrating its 50th

year on Sept. 25-27.

The James Dean Museum is located at 104 N. Main St. in Fairmount, Ind. For more information visit www.thejamesdean-museum.com

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LARGE AUCTION SATURDAY, MARCH 21 @ 10:00 AM

LOCATION: 1213 FAIRPLAINS ST.

DIRECTIONS: From intersection of m57 and m91, downtown Greenville. South on m91 1/2 mile to Fairplains St, East 1 mile to Auction.

GREENVILLE, MI 48838 zone 4

This will be a multi estate auction with a large variety. 3 auctioneers selling. Most of the items are inside the building. 10% BP. This is only a partial list, Lots of boxes unopened.

LAWN & GARDEN: Kubota 54 in Zero Turn Mower, nice!; (3) Snowblowers; Troy-Bilt Push Mower; Tires; other tools.

ANTIQUES/COLLECTIBLES: Planters Peanuts collectibles (4 very nice Counter Display glass peanut jars, 2 Mr. Peanut cast iron banks, nut grinder, advertising tin); Fenton Glass; Paper Goods; (2) 45 suitcase record players; Enamel Ware; 48 star flag; Fishing Creel; Many Blue Fruit Jars; (4) painted JD Green Iron Wheels; Horse Drawn Plow; Gumball Machine; Child's Metal Lawn Chair; Cobblers Stool/Stitching Horse; Ice tongs; Wrought Iron & Heavy Iron Art; milk Bottles; Milk Cans; Tonka Trucks; Other Good Toys; Leather tooled drum top single drawer Duncan Phyfe table; More to unbox.

ADVERTISING: Carquest clock; Alignment shop sign; Bolex lighted sign; Always First Driving Academy roof top sign; Suzane James Flowers light up sign; Candy rack; Coca-Cola bottles; Cardboard Beer Boxes; Franklin Wood Box; 24- 1 pint Gulf Spray Bottles; Berring display; Car signs; Williams Shoes cardboard; 1961 New York World's Fair souvenir Unisphere; Indian motorcycle framed ad; Motorcycle Hill Climb;

GUNS & BOAT: Anderson 350 Legend AR-15; Marlin .22 cal rifle; Air Rifle; 14 ft Aluminum fishing Boat on trailer & Sea Eagle 7.5 hp outboard; Box of NOS Hickory Arrows; Wood Shaft Golf Clubs; Svl. Aluminum Ball Bats;

TOOLS: Hand tools; Power Tools; 2 older Table Saws; Gas Cans;

HOUSEHOLD: Washer & Dryer; lots of Good household items & Box Lots; Bedroom furniture; Living room & Dining room Furniture; Jewelry Armoire; Amplifier; Record Players; Stereo Systems; Speakers; Lots More!



COMING AUCTION

★ LARGE ESTATE AUCTION ★ SATURDAY, MARCH 28 AT 10:00 AM

LOCATION: In Hastings at 239 E. North St. in the Community Room of the Grace Lutheran Church

DIRECTIONS: 4 blocks east of N. Broadway - M-43.

HASTINGS, MI 49058 zone 4

ANTIQUES & COLLECTIBLES: Variety of clocks incl. church clocks, school clocks & more! 3 Reverse painted lamp shades; 2 leaded stained glass lamp shades; lamps; oil lamps; nice glassware; milk glass; glass hats; snowglobes; child's tea set; smoking stand; baby basinet; cast-iron coat hanger; high chairs; crocks; metal bowl; brass jewelry box; variety of nice jewelry; showcase of smalls; brass items; statues; milk creamers; Beanie Babies; variety of dolls; clown statues; jewelry basket; Native American porcelain doll; milk creamers; watch turner; books; belt buckles; brass iron; insulators; feed bags; cowboy boots; Christmas items; toy train track; hunting knives; wooden boxes; train candle holder; toy trailer; kids cars; cast-iron toy stove; cast-iron coat hanger; doll swing; kids toys; record player; Wizard of Oz music box & **SO MUCH MORE!!! This is the 4th auction from this very nice Estate of Royce Shepard of Marshall, MI. Many totes w/items not pictured or listed!!! Expect many surprises!!! Go to www.auctionzip.com #23371 for more!!!**

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DOUG'S PLUMBING AUCTION Complete Business Liquidation - Online Only Auction

After 40-years in the plumbing & HVAC business, the following list of assets will be sold by online auction only

BIDDING OPENS zone web

THURSDAY, MARCH 26 @ 7 PM

BIDDING CLOSES THURSDAY, APRIL 2 @ 7 PM

Inspection: Thursday, April 2, from 9 am-12 pm

LOCATION: 1001 COLUMBUS AVENUE, BAY CITY MI

Payment & Pickup Only: Friday, April 3 & Sat., April 4 10 am-1 pm

VEHICLES: 2013 Chev. Express 3/4 Ton contractors van, 4.8L V8, Stabilitrak, A/C, Stereo, roof & Interior tool racks, runs & drives good @225K miles * 2011 Chev. Express 1/2 Ton contractors van, 4.3L V6, A/C, stereo, Roof & interior tool racks, runs good, @290K miles

* 2005 GMC Savana 1/2 Ton Contractors van, 4.3L V6, runs good, rusty, @approx. 175K miles * **METALWORKING EQUIPMENT:** Chicago #818 8' 18-gauge capacity freestanding hand metal brake w/counter weights * ENCO #130-5380 52" foot control metal shear * Tensmith #CB18 18" 20 ga. manual bender w/stand

* Lockformer Freestanding 1/2 HP 22 ga. cleat former * Pexto #381-D 36", 22 ga. slip roll w/2" rolls * Roper Whitney #U422 22 ga. finger bender

* Delta #17-900 pedestal drill press w/adj. table * Ridgid #450 1/8"-5" trisland * Hilmar compact bender kit * DeWALT 1 3/4" electric rotary hammerdrill kit

* Milwaukee 1/2" 28v RT. angle drill (NIB) * 12x4.5" HD steel workbench w/ storage rack * 4'x3' HD roller tool cart * 8'x4' HD steel workbench w/4" USA vice

* Milwaukee battery & electric saws & drills * **PLUMBING, HVAC EQUIPMENT & TOOLS:** Port. Plumbers brazing & torch kits* Late mdl. K-7500 Self contained port. drain cleaning machine * Milwaukee M12 Power head pipe threader w/stand * JB #DV-200N platinum 7CFM Vacuum pump * SPX Promax Extreme 1/2HP oil less HI performance refrigerant recovery machine * (2) Ritchie port. vacuum pumps * QTY. Ridgid pipe wrenches & cutters up to 36" * steel & copper pipe from 1/2" -2" * PVC pipe 3/4" - 6" & related fittings * Brass & Bronze Fitting inventory * Shark bite kits * Large qty. HVAC servicing parts * Large qty. plumbing parts & accessories

AROUND THE SHOP: Husky 33 Gal. 165 PSI Vert. Air compressor * Homelite MP88 14" gas cutoff saw * Ryobi 40V Lithium snowblower * Miller Thunderbolt 230V Port. AC/DC welder

* U-Line 5500# 48" pallet jack * Baldor 6" Dual wheel ped. buffer/grinder * Black Bull benchtop abrasive Blast Cabinet * Magliner Alum. Dolly * Steel appliance mover * 2'x3' wood framed trucks * Ladders 6'-34' step & extension * (2) Lincoln Lugall cable come-alongs ratcheting winch hoist * Approx. (10) Eden Pure port. heaters * Quantity hand & garden tools



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RETIREMENT ABSOLUTE ONLINE AUCTION ELKTON, MI (HURON CO) @ WWW.BIDNOW.US zone web

Bidding Begins Closing Tuesday, March 31st @ 6pm!

Dan & Mary Ritter are retiring and will be offering their Quality Line of Equipment by ABSOLUTE Online Auction! All items will sell to the highest bidder!



TRACTORS: '14 Case IH 310 Magnum MFWD Tractor, (6,032 hrs), (4)-Hyd Remotes, 3-pt, PTO, Quick Hitch; '18 Case IH 150 Maxxum MFWD Tractor w/ IH L105 Loader, (1,690 hrs), (4)-Hyd Remotes, 3-pt, PTO, Euro Style Quick Attach Bucket, Outback Field Computer & Electric Motor Steering.

HARVEST & GRAIN HANDLING EQUIP: '15

Case IH 8240 AFS 2WD Combine, (3,013 Eng hrs, 2,179 Sep hrs), 400 bu Grain Tank; '12 Drago N8 8-Row 30" Corn Head; '10 Case IH 2162 40" Draper Head; '22 UM AWS-42 Header Cart; J&M 875 & 750 Grain Carts; Westfield MK 100-71 Auger; NH Pull Type 892 Forage Harvester w/Corn & Hay Head; '17 Sosnowski Grain Cleaner.

TRUCKS & TRAILER: '86 Intl. S2500 Tandem Axle Dump Truck; '78 GMC 6500 V8 Single Axle Dump Truck; '75 Chevy C65 Single Axle Dump Truck; '16 PJ 25' Tandem Axle Gooseneck Fifth Wheel Trailer; '06 Chevy Colorado Crew Cab 4wd Pickup;

PLANTING & SPRAY EQUIP: '14 Case IH 500T Precision Disk Airseeder/Drill, 30"; Valmar 2455 3 pt. 60" Air Seeder; '18 Case IH 2250 Patriot Self Propelled 90" Sprayer, (1,316 Hrs); 1,000 Gal Nurse Tank on Scale;

TILLAGE & OTHER EQUIP: '12 Krause Excelsator 25' Vertical Tillage; Unverferth 130 45' Rolling Harrow; JD 12' Chisel Plow; Wil-Rich 27' Field Cultivator; '20 Country Clipper Challenger Zero Turn Mower w/46 Hrs!; Morra MF2270 Disc Mower; (3)-1,000 Gal Poly Tanks on Stands; Amity Soil Sampler; WinPower Generator; Buckhorn Pro Boxes; Parts & More!

Location: 2691 Berne Road, Elkton, MI 48731.

Live Preview: Live in person preview with by the owner begins March 20th - See website for dates and times!

Please see Website for Auction Terms, Preview Info, Complete Listing & Checkout Information.

OWNERS: DAN & MARY RITTER

Please call the Owner with Questions About the Equipment @ 989.550.2691



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The Home Owners Catalog

FROM PAGE 11

came in. Lavish color illustrations in these brochures depict home interiors in which window treatments are just one element among many used to create a unified décor. Furnishings are carefully coordinated, in a tasteful array of soothing colors. Decorative knick-knacks are strewn about with an air of artful casualness. The overall effect is of a stage setting; inserting actual humans into the picture would be an intrusion. The drawings (by Bowman), are a microcosm of the graceful-living dreams of their intended audience: idealized depictions of elegant living, 1940s and '50s-style.

Ladled amongst the lavish illustrations are lots of useful decorating tips. Among the most important (to Kirsch, anyway): "No room can rise above its window decorations. Beauty in the room begins at the window."

"The Westinghouse Total Electric Home"

Sure, Barbie had her "Dream House". But, in the late 1950s, Mr. and Mrs. Mid-America had it even better. They had the "Total Electric Home." (And it wasn't cardboard.)

By the 1950s, much of America kept toasty via electric heat. For manufacturers, the next step was a logical one: with all that power on tap, why not zap up some new elec-



Above: In the 1937 "Home Owners' Catalogs," Libby-Owens-Ford suggested a dining table covered in blue mirror glass, noting "mirrored accessories about the dining table are just as important and effective as they are in any other room in the house."

trical must-haves? The idea reached its zenith in 1959, with the debut of the "Total Electric Home," a Jetson-y Westinghouse creation. Its lavishly illustrated brochure promised "new and wonderful living for your family. . . today!"

That new and wonderful life begins with Mr. and Mrs. Mid-America welcoming guests at the front door, their home exterior lit up like an airport runway ("additional lights go on automatically as your guests come near"). For the paranoid, "a television camera takes your guests' picture, transmitting it automati-

cally to closed-circuit monitors, so you can welcome them over the intercom." (Giving whole new meaning to the slogan, "You can be sure if it's Westinghouse!")

Once inside, the dazzle continued:

The Entertainment Center. (In the "Total Electric Home," every environment was a "center".) Included: "an automatic record player with a generous supply of 45s, a movie projector, and a pivoting 24-inch television." (The closed-circuit monitor came in handy, too. Confided the brochure, "That's how you keep

track of the kids -- 'electrically!'")

The Food Preparation Center. "Imagine a two-way-island refrigerator. Food can be stored from the preparation side, brought out and served from the dining side."

The Laundry and Home Planning Center. "Even the laundry hampers have gone Total Electric: soiled clothing is bathed in the rays of germicidal and deodorizing lamps."

The Sleep Center. "Touch a button to make a ceiling panel slide back, disclosing a crystal-clear plastic dome. Music under the stars!"

The Health and Beauty Center. "When the mood strikes, or diet demands, work out with an electric exerciser. Top it off with a massage, an exhilarating shower, and a moment or two under the sun lamp."

The Children's Education Center. "An electrically operated planetari-



Above: "Window beauty inspired by 'Gone With The Wind.' A portion of the parlor at Tara, Scarlett's childhood home, conveying the beauty and charm of the Old South." The description comes from the "Kirsch Window Inspirations" brochure, 1950 edition. Complete brochure, \$40-50.

um projector brings the stars right down to earth. Wall maps of the world appear at the touch of a button."

The Outdoor Living Center. "The fun is all yours! Insects bent on sharing it run into protective screening that lowers at the touch of a button."

The Weather Control Center. "Ice forming on the walks and drive? Electric de-icers will melt it away. Draperies in every center can be adjusted by remote control. And, should occasion demand that every light in your home go on at once, you're wired for it."

Like Barbie's "Dream House," the "Total Electric Home" was no-muss, no-fuss, favoring clean lines, and a primary color palette. There are no newspapers to be picked up. No clothes to be fold-

ed. No dishes to be washed. The "Total Electric Home" doesn't look particularly comfy. (Neither do those neat-as-a-pin Kirsch interiors, or the oh-so-artfully-arranged "Home Owners" environments.) But that's not the point. Past promises of the "new and improved" offer a fascinating glimpse into the times when those promises were made. Sometimes, dreams of the future look their best when viewed in a rear-view mirror.

Photo Associate: Hank Kuhlmann.

Donald-Brian Johnson is the co-author of numerous books on design and collectibles, including "Postwar Pop," a collection of his columns. His handyman skills are limited. Please address inquiries to: donaldbrian@msn.com



Above: Adding "an exciting fascination to learning-in-the-home," the fully-equipped "Total Electric Children's Education Center." "When the call for homework help goes out, you'll hear it over the intercom."

Below: "A bedroom in the Modern manner, exemplifying good taste." "Kirsch," 1950.



Above: All cozied up for an evening in the "Total Electric Entertainment Center." Remote controls are hidden in the coffee table.

Below: Cover of "The Westinghouse Total Electric Home" brochure, with guests braving the array of lights. Complete brochure, \$40-50.



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