Imagining Consumers

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NOTES

Introduction


5. Adrian Forty, Objects of Desire: Design and Society from Wedgwood to IBM (New York: Pantheon, 1986), chap. 1; Mankowitz, Wedgwood, chap. 1.


15. Forty, Objects of Desire, chap. 2; JW to TB, Aug. 18, 1772, in Selected Letters of Josiah Wedgwood, 129 (“machines”). For the school, see Nancy Koehn, “Josiah Wedgwood and the First Industrial Revolution,” in Creating Modern Capitalism: How Entre-


Chapter I: Cinderella Stories

1. Countless versions of “Cinderella” have appeared in the West over the centuries; this analysis draws on Joanna Cole, Best-Loved Folktales of the World (Garden City, N.Y.: Doubleday, 1982), 3–8; and Wanda Gág, Tales from Grimm (New York: Coward, McCann, and Geoghegan, 1936), 99–120.


28. Sampson to [Charles F.] Houghton, Sept. 3, 1887; Crocker to TGH, Oct. 28, 1889; Brewer to TGH, Nov. 24, 1885 (“RR”), CMG-TGH.


30. Matthew Smith to George and John Smith, Liverpool, Dec. 16, 1826, Matthew Smith Letterbook, Maryland Historical Society, Baltimore.


37. RB to TGH, Aug. 25, 1883 ("attractive"); Aug. 20, 1883 (salt); Oct. 12, 1885 (candlestick); June 13, 1887 (decanter); July 12, 1888 (bottle), CMG-TGH; Howard to Reed & Barton, March 13, 1903, letterbook, vol. 101, HBS-RB.


39. RB to TGH, Sept. 25, 1884; Jan. 24, 1885; Feb. 12, 18 ("paper"), 1887; Jan. 26, 1887; May 6, 1882; Jan. 14, 1880; April 7, 1887 ("life"); Nov. 26, 1883 ("class"), CMG-TGH.

40. RB to TGH, March 15, 1882; Aug. 15 ("meat"), Oct. 13, 1885; Jan. 1, 1886; July 7, 1884; Jan. 26, 1885; Dec. 6, 1888; April 19, Oct. 22, Nov. 27, 1885; Washington customer to RB, Nov. 24, 1885 ("effective"), CMG-TGH.


42. Davis, _Glass Industry_, 153–54, 162; ["Of the eight flint glass factories"], _PGR_ 13 (June 11, 1885): 25.


46. Sears, Roebuck & Company, _Catalogue_ 113X (1903), 690, SIL; S. B. Reed,


49. “Dorflinger’s American Cut Glass,” advertisement in Century Magazine, Nov. 1889, clipping, Advertising Files, MAG.


51. For a full account of the Owens-Libbey story, see Scoville, Revolution.


53. Reports of the United States Commissioners to the Universal Exposition of 1889 at Paris (Washington, D.C., 1890), 424, reel 91, and Official Catalogue of the United States Exhibit (Paris, 1889), 124, reel 86, SIL-BF; Wilson, American Glass, 2:531; “Rem-

55. Carl U. Fauster, Libbey Glass Since 1818 (Toledo: Len Beach, 1979), chaps. 2, 3; Kate Field, The Drama of Glass (Toledo, 1893).


60. Tylee-Greene letters, Jan.-March 1902, Arcadia Cut Glass Company Records, WL-DC (department stores); "A Fellow Craftsman Discusses Some of His Business Methods," JC 47 (Dec. 2, 1903): 74–75 (jewelers); Louise Schoenberger Conway, "Wedding Present List," Chicago, June 1, 1908, WL-DC. The Conways received 170 gifts, including thirteen glass items: six came from men, five from women, and two from couples.

Chapter 2: China Mania

1. “Correspondence,” APGR 5 (June 16, 1881): 12; “Correspondence,” APGR 6 (March 30, 1882): 22 (“champion”). Unless otherwise noted, this chapter draws on CGJ’s Trenton column, 1875–1895, written by an unidentified china decorator who had lived in the city since 1868.

2. On moss rose’s popularity, see “Correspondence,” APGR 5 (Sept. 8, 1881): 24, 26.


7. N.Y. 192:513, 595 (Collamore), 510, 581 (Haviland), 511, 544 (Rees), HBS-RGD. On New York’s growth, see M. Christine Boyer, Manhattan Manners: Architecture and

9. For Trenton’s output, see U.S. Manufacturing Census for Mercer County, N.J. (June 1, 1860), Products of Industry in First Ward, City of Trenton, 5; Second Ward, 5; Third Ward, 2; Fifth Ward, 1; Sixth Ward, 7, EM; and U.S. Manufacturing Census for Mercer County, N.J. (June 1, 1870), Products of Industry in First Ward, City of Trenton, 5–7; Third Ward, 1, 8; Fifth Ward, 1; Seventh Ward, 1, EM; Alfred Day, “Secretary’s Report,” *USPA Proc.* 14 (1890), 9–12 (CC was introduced in 1853; WG in 1856). On “Trenton goods,” see House Committee on Ways and Means, *Arguments before the Committee of Ways and Means on the Morrison Tariff Bill*, 48th Cong., 1st sess., 1884, 298. For tariffs, see Herman John Stratton, “Factors in the Development of the American Pottery Industry, 1860–1929” (Ph.D. diss., University of Chicago, 1929). 301, 312.


21. Isidor Straus to Mr. Mandell, May 10, 1892 ("must buy"), and Interview with Percy S. Straus, Feb. 15, 1933, both in folder: L. Straus & Sons, case 1, HBS-RH; Ralph Hower, History of Macy's of New York, 1858–1919: Chapters in the Evolution of the


24. Stowe, House and Home Papers, 118–19, 158.


31. “Miss A. F. Simons,” business card (1881); Alice F. Simons to Elise du Pont, May 16, 1875 (New York); Jan. 21, 1879, Jan. 6, 1880 (Paris); Nov. 14 (“editress”), Nov. 16, 1881 (nunnery); Jan. 24 (“pupils”), May 10 (Wilde), June 26, 1882, all in box 15, HML-AS.

32. Simons to du Pont, Nov. 7, 1881 (“music”); March 24 (“Japanese”), April 7 (“lambrequin”), May 9 (“table”), May 10, (“barrel”), May 12, 1882, box 15, HML-AS.


34. Thirteenth Exhibition of the Massachusetts Charitable Mechanic Association (Boston, 1878); Fourteenth Exhibition of the Massachusetts Charitable Mechanic Association (Boston, 1881); “[The American Institute],” CGJ 12 (July 8, 1886): 16; Report of the Board of Commissioners of the Eleventh Cincinnati Industrial Exposition (Cincinnati, 1883), 152–53 (152, “brightness”; 153, “tasty”); Simons to du Pont, Aug. 19, 1882, HML-AS.


41. Daily State Gazette (Trenton), May 1, 1879 (“never”). For the full account of the Lenox-Ulrich decal experiments, see Regina Lee Blaszczyk, “The Aesthetic Moment: China Decorators, Consumer Demand, and Technological Change in the American Pottery Industry, 1865–1900,” Winterthur Portfolio 29 (1994): 121–53. When the French at midcentury went crazy over the sticky colored pictures known as decalquer, they coined a term that described the madness: decalcomanie. When Americans adopted the product and the mania, they changed the French term to decalcomania, or decals for short.


44. Jesse Dean, advertisement in CGJ 13 (March 31, 1881): 25; Katherine C. Grier,


50. For more on Dean’s incorporation, see Blaszczyk, “Aesthetic Moment,” 146–47.


55. William Burgess, “Address of President,” USPA Proc. 19 (1895), 7-9; John N. Taylor to J. E. Norris, Dec. 20, 1897, NJSM-AP.

56. For Mountford, see Blaszczyk, “Aesthetic Moment,” 150-52.


Chapter 3: Beauty for a Dime

1. CPC-WEW letters, Dec. 1899 (“good”), Feb. 6, 1900, box 247, HL-EC.


3. HLCC, Catalogue and Price List, April 1, 1901, 8 (“People”), HL-EF.


10. "Route, George W. Clarke," [1897]; GWC to HLCC, March 14, 1897, box 175; July 24, Sept. 26, 1900, box 302, HL-EC.

11. GWC-HLCC letters, boxes 45, 143, and 173, HL-EC.

12. GWC-HLCC letters, Feb. 28, June 7, 1898, box 175; April 14, 1905, box 670, HL-EC.

13. GWC-HLCC letters, Feb. 1, 8, July 4 ("every"), 1897, box 175; July 24, 30 ("strong"), Sept. 7, 20, 1900, box 302, HL-EC.


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30. FWWC, Fitchburg, Mass., to HLCC, Aug. 19, 1908 (“great”), box 69-S, HL-EC; Chute, Marketing Burned-Clay Products, 138. For manager-customer relations, see WEW to FWWC, York, Pa., Feb. 8, 1910; FWWC, Springfield, Ill., to HLCC, Feb. 19, 1919, box S-110, HL-EC. On market testing, see CPC-WEW letters, April 20, 22, 1908, box 69-S; Jan. 9, 16, 19, 1909, box S-80; June 8, 10, 15, 1909; Case, notice to store managers, June 24, 1909, box 94-S, HL-EC. For positive feedback, see WEW to Turner E. Howard, FWWC, Holyoke, Mass., Feb. 2, 1909; Howard to HLCC, Feb. 5, 1909, box S-80; CPC to WEW, Sept. 27, 1909, box 94-S; H. P. Smith, FWWC, South Norwalk, Conn., to HLCC, Oct. 15, 1910; WEW to Smith, Oct. 18, 1910, box S-136, HL-EC. For kicks, see H. King, FWWC, York, Pa., to HLCC, Jan. 20, 1909; WEW to King, Jan. 23, 1909, box S-90, HL-EC.


33. Winkler, Five and Ten, 118 (“poorer”).


36. USPA Proc. 29 (1907), 45; RG to WEW, Dec. 16, 1910, box L-211; Nov. 29, 1912, box L-323, HL-EC; Stapleford, “The Manufacture of Ceramic Decalcomania,” 391.


40. W EW to FWWC, Chicago, March 9, 1905, box 591; CPC-WEW letters, Dec. 23, 28, 1908, box S-86; W EW to Charles McDevitt, FWWC, Milford, Mass., Aug. 4, 1911, box S-180, HL-EC.


42. CPC, circulars of HLCC lines, Jan. 27, 1911 (“lily”), box S-140; Jan. 27, 1904, Jan. 28, 1905, box 591; W EW to FWWC, Willimantic, Conn., May 6, 1914, box S-311; JUT to CPC, March 26 (“pink”); W EW to CPC, March 4 (“brick”), 7, 16, April 1 (“treacherous”); W EW to FWWC, Lancaster, March 30; JUT to W EW, March 31; CPC to W EW, March 31, 1908, box S-69, HL-EC. On the bone dishes, see W EW to CPC, July 18; CPC to W EW, Aug. 6, 1908, (“ladies”), box 69-S, HL-EC.


44. GWC to HLCC, Dec. 20, 1911, box 1815, HL-EC; Bernice L. Thomas, America’s 5 & 10 Cent Stores: The Kress Legacy (New York: Wiley, 1997), chap. 2.


50. WFN to WEW, Sept. 27, 1921 (“prestige”), box S-697; April 1, 1914 (“deterioration”), box S-310; RG to WEW, July 3, 1913 (“decal girls”); Nov. 11, 1912 (“patterns”) box L-323, HL-EC. For Gaertner’s meetings with Newberry, see RG-WEW letters: Nov. 27, Dec. 16, 1912, Jan. 4, 1913, box L-323; April 11, 18, 28, 29, May 5, June 15, July 23, 29, 1914, box L-415, HL-EC.


56. Lebhar, *Chain Stores in America*, chaps. 2, 3. Although Woolworth dwarfed regional competitors, these five-and-tens also enjoyed commensurate growth. In 1920,
Kresge ran 184 stores west of the Mississippi River; by 1930, 678 stores. Dixie’s Kress entered the decade with 45 stores and exited with 212. The experience of smaller limited-price variety chains, including Murphy, McLellan, and Newberry, was much the same.


58. WFN to WEW, Sept. 27, 1921 (“prestige”); Sept. 6 (“appropriate”), Nov. 17, 1925, box S-858, HL-EC.


61. WFN to WEW, Nov. 17; WEW to WFN, Nov. 19, 1925, box S-858; Dec. 23, 1925, Jan. 16, 20, 21, 1926, box S-904, HL-EC.

62. WFN to WEW, Nov. 3, 11 (“stimulate”), 12 (“drift”); WEW to WFN, Nov. 17, 1925, box S-858, HL-EC.

63. RG to WEW, June 12 (“jazz”), 17, 19, 1925, box 1035; Dec. 21, 1927, box L-1242, HL-EC.


30. For Macy’s expansion, see notes on Dry Goods Economist [hereafter, DGE] (Feb. 18, 1922): 32; and on DGE (Sept. 20, 1924): 20, both in case 1, folder: store, HBS-RH. On styling, see Walter Hoving to unknown addressee, Jan. 28, 1926, folder: styling; notes on DGE (June 2, 1928): 75, and on DGE (July 21, 1928): 9, both in folder: styling; “Mer-


41. Gerald S. Stone, “We Must Have Better Designs,” CGJ 110 (March 1932): 19, 43;


45. ["Quaker Oats Cost Analysis"], [ca. 1931], LKF Files, HL-EF; "China Breaks into the Movies," CGJ 109 (Dec. 1931): 83, 89; Rudy Linder, interview by author, tape recording, Salem, Ohio, Aug. 27, 1991; Floyd W. McKee, "Dinnerware as Premiums," [1955], box 5, folder: Salem History; Salem China Company, Sales Bulletins, box 3, folder: Sales Department Bulletins, 1930s–1940s; Limoges China Company, Executive


47. Blaszczyk, "Reign of the Robots"; Bleininger reports, July 5, 1934, HL-CLF; Homer Laughlin China Company (W. Va.), Minutes, April 20, 1934, HL-M.


51. FHR, "More about Color," CGJ 120 (June 1937): 13, 38; "Peasant Ware Reaches


57. Homer Laughlin's white clay body cost $0.77 a pound; the Fiesta talc body, $0.71 a pound; and the ivory body, $0.66 a pound; see Bleininger, laboratory notebook, May 20, 1937, HL-CLF. The pottery's regular white glaze cost $0.0277 a pound; Fiesta red, $0.373 a pound; Fiesta blue, $0.1577 a pound; Fiesta green, $0.117 a pound; Fiesta yellow, $0.1087 a pound; Harlequin pink (introduced for Woolworth in 1936), $0.171 a pound; see Bleininger, laboratory notebook, March 10, April 20, May 15, Aug. 13, 1936, HL-CLF.


Chapter 5: Better Products for Better Homes


3. “[Sales] Summary,” March 8, 1939, folder: Miscellaneous factory-related materials, box: Miscellaneous, KA.


11. Eblen, “History,” chap. 2 (“nondescript”); Walter H. Uphoff, Kohler on Strike: Thirty Years of Conflict (Boston: Beacon, 1966), chap. 1; John Higham, Strangers in the


19. In 1928, the Kohler Village model home attracted 15,000 tourists; in 1932, attendance peaked at 16,000. For the rest of the decade, visitation seesawed with the economy. In 1934, there were 3,600 visitors; in 1935, 8,100; in 1936, 7,600, with the number dwindling to 1,300 at Marie Christian Kohler’s death during World War II. Visitation also paralleled the fortunes of BHA nationally. The movement collapsed after Hoover’s presidential defeat in 1932 and finally disintegrated as a national force during the Great Depression. For 1928–58 attendance, see A. Oehl to Armond W. Grube, July 2, 1959, folder: Better Homes Week, 1929–70, box 2: Village development, KA. For Marie Kohler’s BHA activities, see KN (1925–43): passim; “Marie Christian Kohler,” KN (Nov. 1943): 19 (“character”); Kohler Company, Kohler Village: A Town-Planned Wisconsin Industrial Community, American in Spirit and Government (Kohler, Wis.: Kohler Company, 1928), 4 (“smart”); James Ford–MCK letters, July 12, 1930, May 13, 1931, both in folder: Kohler Village, Better Homes Awards, 1925–43, box 2: Village development, KA.


30. HVK to Andrew C. Cochran, Nov. 2, 6, 1925, folder: Trenton, ACC files, 1925, box: Pottery, KA.


32. HVK to ACC, Nov. 2, 1925 (Wolff), folder: Trenton, ACC files, 1925, box: Pottery, KA.


34. HVK to H. H. Held, Kohler Company, Philadelphia, April 4, 1927, folder: Philadelphia correspondence, box: Branch correspondence and advertising, 1930s-50s, KA; HVK to WJK, Sept. 30, 1925 (“underestimate”), folder 154C: HVK, 1925–29, KA-WJK-OF.


46. "Operating Statement for the Year 1934," box: Auditors' reports, KA.


51. DCE, Sept. 30, 1927, KA-ECA; “Sales Program for Colored Ware,” Sept. 9, 1927, folder: Factory—color, KA-HVK-DF; WJK to HVK, March 27, 1928; WJK to HVK and OAK, Jan. 31, 1928, both in folder 154C: HVK, 1925–29. KA-WJK-OF.


60. “The Best Salesman We Ever Had,” advertisement reprinted in KN (June 1930):


Chapter 6: Pyrex Pioneers

1. Unless otherwise noted, this section, “Laying Expert Foundations,” draws on Regina Lee Blaszczyk, “Imagining Consumers: Manufacturers and Markets in Ceramics
and Glass, 1865–1965” (Ph.D. diss., University of Delaware, 1995), chap. 7, which in part outlines the early history of the Corning Glass Works, including industrial research.


8. Converse, Survey Research, 88–89.


10. Corporate legend at Corning holds that the Littletons invented Pyrex baking ware in their kitchen and overlooks earlier experiments. See [Jesse T. Littleton], “Report on the History of the First Pyrex Baking Dish,” [Nov. 1917]; Catherine D. Mack, “Infor-


15. ECS to VMD, July 29, 1919 (Maddocks’s remarks); Christine Frederick, The New Housekeeping: Efficiency Studies in Home Management (Garden City, N.Y.: Doubleday, Page, 1913).


17. Filene’s How I Best Utilize My $—a Year for Dress? (Boston: William Filene’s Sons, 1913), back cover (“efficiency”); Little Notebook, March 10, 1913 (“tyranny”), both in Little Papers, SPNEA.


21. Mack, "Informal Notes"; WCT-AAA letters, Dec. 5 ("sanitary"; "variety"), 8 ("laboratory") 1914, Jan. 4, 9, Feb. 10, 1915, folder 18, box: S&E 3, CI-HFP.


Cortwright Halchin, interview by author, tape recording, Mansfield, Pa., Oct. 7, 1992; Pyrex Sales Division, “How to Sell More: A Manual of Sales Points,” [ca. 1918], back cover, folder: Consumer price lists prior to 1920, CI-CPD; WC to ABH, July 12, 1915. For the line, see “Pyrex Transparent Oven Dishes” (Corning, N.Y.: CGW, 1918), boxes: Glass, SI-W. Churchill consulted “Miss Cook” at Columbia University, probably Rosemond C. Cook, a home economist at Teachers College; see Chase and Schlink, Your Money’s Worth, 84.


29. ADF to AAH, May 1, 1922, folder: Falck correspondence, CI-EF; GBH to AAH, Feb. 28, 1924, folder: Hollister correspondence, 1918–25, CI-EF; Minutes, Sept. 12, 1928, 7, Minutes of the Representatives’ Meetings (hereafter, MRM), JWT.

30. ADF to AAH, July 29, 1919; VMD to ADF, Sept. 3, 1919; VMD, “License Agreement,” 1st draft, Sept. 3, 1919; ADF to AAH et al., “Pyrex Dish Licenses,” Sept. 10, 1919; GBH to ADF, “Suggestions Regarding Baking-Ware Licenses,” Sept. 11, 1919, all in Falck correspondence, CI-EF. Corning licensed Fry in 1920, McKee in 1921; see contracts, box 16–2–3, CI-LF.


33. ADF to ABH, March 2 (“well-defined”), 15, 1923, folder: Falck correspondence, CI-EF; ADF to WCH, Sept. 12, 1924, and WCH to ADF, Sept. 15, 1924, folder: Baking ware, box P1; [GBH?], “Notes on Sales Organization and Policy,” 1921, folder: Organization, box G7; ADF to C. S. Izant, April 4, 1921; ADF to Executive Committee, “Some Data of Interest,” April 26, 1921, folder: Manufacturing Committee meetings, 1920–21, box G6; ADF to GBH and WCH, “Baking Ware Division—Organization,” March 5, 1923, folder: Organizational memos, box G7; M. J. Lacey, “For Consideration of President Falck,” Sept. 10, 1924; MJL to ADF, Sept. 10, 1924; ADF to MJL, Sept. 13, 1924, folder: Baking ware, box P1, all in CI-VF; “The Organization of the Pyrex Sales Force,” Cullet 2 (Jan. 1919): 9–11, clipping in HMN 16, CI; “Pyrex Men Hold Semi-Annual Con-


35. “Minutes,” March 1, 1923, folder: Manufacturing Committee Minutes (hereafter, MCM), 1923, box G5, CI-VF; A. C. Palm to James H. Bierer, Aug. 17, 1964, HMN 16, CI.


40. On Cherington, see Marianne Keating to Sidney Bernstein, May 6, 1964, folder: Chapter Files 4—The Salad Years, box 9, Sidney Bernstein files, JWT; *Who Was Who in America*, 2, s.v. “Cherington, Paul Terry.”


47. Minutes, Oct. 18, 1927, MRM; JWT Research Dept., consumer surveys, June–Sept. 1925, reel 38, JWT.

48. Minutes, Oct. 18, 1927, 3; July 23, 1929, 2–3 (“cents”), MRM, JWT; Sears, Roebuck & Company, Catalogue No. 150 (Spring/Summer 1925), 574, SIL; “Retail Prices, 1925 to 1954.” HMN 13, CI. On refrigerator dishes, see “Minutes,” March 27, 1924.
folder: MCM, 1925, box G6, CI-VF; JWT Research Dept. to Ruth Waldo, “Refrigerator Dishes, Office Investigation,” Aug. 10, 1925, reel 38, JWT.


52. Leading Advertisers, Showing Advertising Investments of Advertisers Spending $20,000 or over in 32 Leading National Publications for the Calendar Year 1927 (Philadelphia: Curtis, 1928), 141.


58. CDL to MTC, Nov. 20, 1931, folder: Baking ware, box P1, CI-VF; CDL, “Jobber


60. Lucy M. Maltby, interview by Corning staff member, transcript, Corning, N.Y., n.d., CI-MF; George S. Maltby interview.


65. JLP to Amory Houghton III and Glen W. Cole, “Proposed Plan for Ovenware Line,” May 3, 1938, folder: Baking ware, box P1, CI-VF; Minutes, Feb. 7, 1928, 7–8, MRM, JWT.


67. On Oven Serve, see J. M. Wells to Mrs. Francis Christopher, Fort Worth, Tex., Feb. 13, 1934; JMW to P. G. Frantz, Feb. 16, 1934, both in box S-1677, HL-EC; JMW to PGF, Aug. 20, 1933, box S-1626, HL-EC. For JWT's 1934 surveys, see reel 38, JWT.


Chapter 7: Easier Living?


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18. On Seventeen, see David B. Dalzell, factory letter 217, Nov. 14, 1946, folder 10, box 5; on Bayse, see Bayse to Dalzell, Nov. 30, 1949, folder 3, box 2, in OHS-FOS. For home economics, see Merlin DuBois, factory letter 182, Dec. 9, 1944, folder 6; DuBois, factory letter 186, March 26, 1945, folder 7; DuBois, factory letter 204, March 27, 1946, folder 8; Dalzell, factory letter 233, March 5, 1947, folder 10; DuBois, factory letter 238, Nov. 22, 1947, folder 9; Helen Hunscher and Blanche Harvey, “Crystal Clear: A Teacher’s Guide” (Moundsville, W. Va.: Fostoria Glass Company, 1947), 7 (“boy”), folder 9, all in box 5, OHS-FOS. On the bridal display, see Dalzell to Norval Slater, Chicago, [1949]; Letter A to Stores, “Fostoria Helps You Step up Bridal Sales,” [1949], folder 11, box 2, OHS-FOS.


25. R. Lee Waterman, Lecture notes, folder: Stanford University, Feb. 19, 1965, box 13-3-8, CI-EF.


27. LMM to John B. Ward, “Pyrex Housewares-Design Requirements,” Dec. 29, 1944, CI-MF.


("rocketing"); CGW, miscellaneous circulars for Corning Ware, 1959, all in Corning Ware Advertising Collection, 1950s, CI; Fenno interview.


42. “Visits, Week Ending November 6, 1954” (“men”; “Cleveland”), folder: Salesgirls’ reports, box 10–4–7; “Visits, Week Ending April 9, 1955” (“busy”), folder: Salesgirls’ reports, 1955, box 8–4–2, CI-SP.

Conclusion
