

BAKELITE - THE "REAL" THING!

The Art Deco period began with the end of the Art Nouveau period in approximately 1909 and continued through the early 1940's. The most accessible and collectible jewelry of the Deco era was "plastic." The word "plastic" and "jewelry" do not seem to go together for many people, but they do if you are an avid collector of Deco jewelry - in Bakelite – the colorful fun jewelry that is so fashionable to wear. This is the ultimate in costume jewelry – it is worn completely for effect, to enhance the "costume." Rather than being spurned as it was for many years, it is worn today in the spirit of colorful fun for which it was intended. In addition, when searching for Bakelite jewelry, one can find some real examples of great design work in the harder-to-find pieces that have made their happy way to the collectible's market.

Bakelite, a Phenolic Resin, was cast into tubes, rods and carved sheets by machinists and was invented by Dr. Leo Bakeland, for which he obtained a patent on July 13, 1907. The demand for it and its uses in household items, games, toys, electrical insulators and of course jewelry, made this product an instant success. It was intended for the masses. Most Bakelite production ceased in 1942.

Bakelite jewelry was sold in the 30's and early 40's in US department stores such as Sears, Saks, B. Altmans and Bonwit Tellers. Notable designers such as Van Cleef and Arpel, Chanel and Lalique even designed items using the material. These were the times of the depression and the bright and durable Bakelite items were an instant hit with all – with a wonderful array of colors. The Queen may not have worn Bakelite at the time, but in a recent TV program, the Royal Yacht Britannia had furnishings that had Bakelite trim.

We are pleased to offer for sale, at our site on Ruby Lane, Evelynne's Oldies But Goodies, authentic original vintage Bakelite jewelry such as bracelets, pins, buttons and household items that have endured in prime condition. These items will bring one pleasure

and allow one to be creative in the amount of Bakelite worn and the wonderful colors that are combined! Original vintage Bakelite will only appreciate in value!

While “copying” is the best form of flattery, we are dismayed that there is a “cottage industry” that has been created with the production of “fakelite” – jewelry that is manufactured in different parts of the world, giving the appearance of being Bakelite. On close examination, to the trained eye, these items are not vintage Bakelite. We are also aware that these items have been “treated” in such a way that they may pass the “Bakelite test” (true Bakelite when run under very hot water will yield a strong smell and most pieces, when rubbed with 409 household cleaner will turn a q-tip yellowish). If one is searching for and collecting vintage Bakelite, be wary of these “Fakelite” reproductions that are in the market today and we recommend that true authentic vintage Bakelite be purchased only from a reputable, experienced dealer – hopefully when you visit Evelynne’s Oldies But Goodies!! Feel free to ask questions of any vintage Bakelite dealer regarding an item and enjoy the thrill of collecting vintage Bakelite!

Evelynne’s Oldies But Goodies @ Ruby Lane
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[Evelynne's Oldies But Goodies at Ruby Lane](http://www.rubylane.com/shops/evelynnesoldiesbutgoodies)
Vintage Bakelite, Celluloid and Lucite Jewelry
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