

RETRO REPLAY

VINTAGE  
ADS

COOL COLLECTIBLES

Fun colors, ideal design never go out of style.

**1953**

**NEAT AS A HAIRPIN**  
Daystrom specialized in inexpensive dinettes for middle-class buyers, sourcing raw materials and making its own laminates to keep costs down. Today's collectors love the sleek features, especially the hairpin legs, which epitomize 1950s design.

**1956**

**BRIGHT SOUNDS**  
Cincinnati, OH, biz wiz Powel Crosley Jr. sold his venerable company in 1946, but the old Crosley slogan "better costs less" held on in the '50s with stylish designs made of new materials such as Bakelite. So what if Crosleys weren't top-of-the-line electronics? They looked fabulous.

**1965**

**INSTANT CLASSIC**  
Crafted by noted American industrial designer Michael Lax, the Lytegem captured 10% of the market almost as soon as it hit shelves. And no wonder: Its pared-down profile of basic shapes—cube and sphere—with telescopic arm makes for a textbook example of form following function in minimalist perfection. A Lytegem is in the permanent collection of New York's Museum of Modern Art. The lamp retailed for \$18 in 1965; today, a '60s original can sell for \$400 or more, depending on the condition.