

# **The Deco Collector**

## **The Everedy Company:**

### **A Local Pioneer in Chromium Plating**

Frederick, Maryland's Everedy Company was among the first companies in the nation to install chromium plating equipment. Although the equipment was initially used primarily to plate home bottling equipment and automobile parts, Everedy, like its larger competitors Chase, Farber, Revere, and Manning Bowman, soon ventured into the houseware and giftware markets. Unlike most of its competitors, however, Everedy prospered well into the 1970s.

Everedy, no relation to Union Carbide's Eveready™, was founded in 1920 by brothers Harry and Robert Lebherz. They were joined in 1922 by a third brother, William.

Initially, the young company focused exclusively on the production of home bottling and preserving equipment. Their home bottling business, believed to be the first in the nation, was an immediate success as is readily evident through a quick search of Ebay auctions. Typically, there are several Everedy bottle cappers offered for sale at any given time.

Demand for home bottling supplies, however, proved to be seasonal and the brothers, in 1928, expanded their business to include the manufacture of screen door hardware. Through national advertising in *Saturday Evening Post* and *Colliers*, Everedy's new venture also proved successful.

Everedy was an early pioneer in the use of chromium plating, initially using its plating equipment in the production of home bottling equipment. The initial demand for chromium plating came primarily, however, from the automotive industry and Everedy used its excess capacity to meet the needs of automobile manufacturers in nearby Hagerstown and Baltimore.

In the same year that Chase launched its first chromium giftware catalog, Everedy introduced a new chromium-plated giftware line. The giftware line, sold under the name "Evercraft™" Modern Giftware included a variety of trays, cocktail sets, and coffee sets, vases, and smoking accessories.

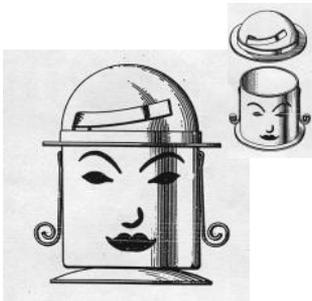
In 1936, Everedy lured noted industrial designer Ray Rice Hutcheson away from New York. During the early 1930s, Hutcheson had designed a series of figural ashtrays and cigarette lighters for the William DeMuth Company,

the most notable of which was a lighter in the shape of a knight in armor. Open the helmet to reveal a cigarette lighter. This design was much imitated and similar lighters are still being produced. Hutcheson also worked for Diecasters, Inc. of New York and is credited with design of a number of Art Deco pen holders.

For Everedy, Hutcheson designed some stunning cigarette boxes, but his role in the design of many Everedy products is unknown as Everedy seldom applied for design patents for its products.

Although the Evercraft line was successful, the success of a chromium-plated steel skillet introduced at the same time as the giftware line soon led Everedy to focus its resources primarily on cookware. The “Speedy-Clean™” line of chromium-plated cookware was so popular that production of the Evercraft giftware line all but stopped between 1935-40.

Although Everedy never achieved the success of the Chase, Manning Bowman, or Revere giftware lines, its products were distributed nationally as well as in Canada, Mexico, and South America. In addition, its giftware line continued in production into the 1970s, outliving all of its larger competitors.



Left: The design patent for Everedy's “Gigolette” cigarette box. One of the most collectible Everedy products, it was designed in 1937 by Ray Rice Hutcheson.

Right: A selection of Everedy “Evercraft” giftware. The cocktail shaker and toast rack were introduced in the 1930s, but the covered casserole is from the 1950s.

