American Art Deco Blue Moon Cocktail Set by Chase

Reference:

MPD-000747
Description
The Blue Moon Cocktail Set; shaker, tray and cups, was produced from 1935 to 1941, but only for the first year with the, now hard to find, “shot measure ball top” before changing to a solid serrated flat top. Originally selling for $9.95 and advertised by Macy’s in December of 1935 as “ For Moderns’ on your list, a clever cocktail set.” , had by December of 1941 soared in price to $11.00 The cocktail shaker can be seen in the first 20 seconds of the 1974 movie Chinatown, set in 1937 Los Angeles. It’s in the bar of the private-eye played by Jack Nicholson in this Hammett-Chandler style mystery. There was no single reason behind the success of the Chase product line; rather, success stemmed from a combination of factors including effective marketing and promotion, well-designed products, and attention to manufacturing quality. The Chase product line was distributed through major department stores, gift shops, and jewelry stores across the country. Retailers were encouraged to establish small special departments, called "Chase Shops," within their stores. The Chase advertising department provided free plans for unique shelving and display units of varying sizes and designs that could be built on-site for as little as $25. It was claimed that these boutiques greatly enhanced store traffic and sales volume. Cities as geographically and culturally diverse as New York, Hollywood, Portland (Oregon), Cleveland, and Missoula, Montana, boasted Chase Shops.



Main Image:

DetailsPeriod: ART DECO
Category: DECORATIVE OBJECTS

Condition: Good

Dealer: The Art Deco Mind

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More InfoDesigner: Chase
Country of Origin: United States



The Art Deco Mind