Corning Foodservice Products presents

HOSPITALITY THROUGH THE AGES

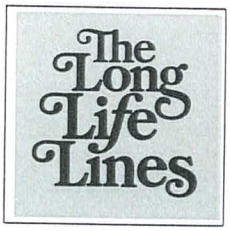
The Pyroceram® and Pyrex® Tableware Catalog

A Botticelli banquet.

PRICE $2.00

HOSPITABLY YOURS.

The Long Life Lines make tableware history.



Corning's association with the foodservice industry began in the early 1930's when the company perfected a method to strengthen tumblers. With the appearance of Corning's Double-tough® tumblers, some of the more costly and annoying problems of serving beverages in this country began to disappear.

This product innovation had almost as great an impact on the food servicing business as Corning's discovery and introduction of PYREX® bakeware in 1915. And from those beginnings, Corning Glass Works has been a pioneer in helping foodservice operators do something about serving food attractively and less expensively.

About the time war exploded in Europe, Corning announced another glassware development: tempered tableware items for the U.S. Navy. Although the first products were a large round-bottomed mug and chunky cereal bowl, this short line became PYREX tableware. By 1953, the company was offering a line of Decor® Tableware to the burgeoning food industry in America. The era of the motel, fast-food restaurant and the food franchiser had begun.

Ten years later, rockets with nose cones made of a remarkably strong heat- and cold-resistant material were exploring outer space. Another application of this glass-ceramic material brought PYROCERAM® tableware to this industry. It became the most publicized product to hit the marketplace in years. It revolutionized foodservice tableware as well as the thinking of foodservice operators. Most important, it took a giant step toward putting a brake on rising tableware replacement costs.

PYROCERAM tableware: more than good looks.

Where PYREX® tableware is somewhat translucent, PYROCERAM tableware is opaque and has a glistening snow-white color.

Looking beyond beauty and elegance, PYROCERAM tableware's greatest virtue is *strength*. Very simply, it lasts up to three times longer than other china (and we have numerous case studies to prove our point), yet its initial cost is comparable to that of other top-quality chinas.

So, because you replace your dinnerware less frequently, the money you save goes right to the bottom line as profit. In addition, PYROCERAM tableware resists staining, chipping, crazing, cracking and warping. It also saves washing and handling time because it dries faster, and dry dishes last longer. Because it's thinner and lighter in weight than other commercial tableware, it needs less storage space. Its only limitation is that it is *not* recommended for microwave ovens.

Gleaming white PYROCERAM tableware comes in many patterns, most available in both coupe and narrow-rim shapes. And, because it's Corning's finest dinnerware, it says something about you and your taste to your customers.

PYREX® tableware: the strong contender.

There are advantages to using PYREX tableware that aren't immediately apparent, even in a dish-to-dish comparison with china.

It comes in colorful and appropriate patterns at a very reasonable cost. PYREX tableware shares with PYROCERAM tableware a remarkable strength. And this longevity cuts down on replacements. It also dries faster than china, which cuts washing and handling time. All these good things mean you'll make more money because you're spending less on dinnerware.

Another thing: PYREX tableware maintains its good looks because it resists stains and deterioration, won't crack, craze or warp. It's even recommended for microwave.

By inventing PYREX and PYROCERAM tableware, in our own modest way we believe we have contributed to a large and continuing historic event: the growth of public hospitality worldwide.

Hospitality is as old as civilization itself, and its development from the ancient custom of breaking bread with a passing stranger to the multi-faceted hospitality conglomerates of today makes fascinating reading. It's a story we want to share with you in words and pictures as you leaf through this catalog. We hope you enjoy it as much as we enjoy bringing it to you.

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Shapes & Specs: Page 38 & 39
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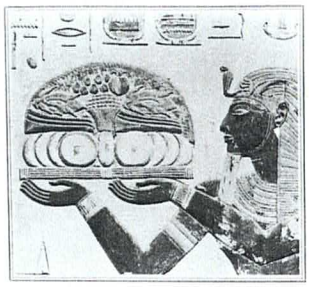
These days it's difficult to go more than a few hundred feet without encountering a commercial eating establishment. A school, hospital or factory without its own mass-feeding facilities is unheard of. So, it's almost impossible to envision a world without public eating places as we know them. Yet, as recently as 200 years ago there was only one restaurant as such in all of Paris, renowned even then as the gastronomic capital of the world.

The world, nevertheless, has been dependent on various forms of hospitality, both culinary and otherwise, since antiquity.



A 19th Dynasty Egyptian food offering to Isis.

Half-way through the Code of Hammurabi (circa 1700 B.C.) is the first recorded reference to taverns, and it is evident that these were also houses of pleasure where the barmaid by day doubled as a lady of the evening. The reputation of these establishments was far from savory, as the Code required the landlady to report any customers who planned crimes in her tavern. The penalty for not doing so was death, making tavern-keeping in those times a hazardous occupation. The death penalty could be imposed merely for watering the beer!

Increased travel and trade made some form of overnight accommodation an absolute necessity, and since travel was slow and journeys incredibly long and arduous, many travellers depended solely upon the hospitality of private citizens.

In the Greek and Roman empires, inns and taverns sprang up everywhere, and the Romans devised a posting system and constructed elaborate and well-appointed posting houses on all the main roads. Only officials and couriers of the Roman government could use these posting houses, and then only with a special government document granting them permission. These documents became a revered status symbol and subject to numerous thefts and forgeries. For the most part, wealthy Romans who were not in a hurry and not near a posting house preferred "camping out" to the less luxurious comforts of a wayside inn.

Some wealthy landowners built their own inns on the edges of their estates, which were often run by household slaves.

Nearer the cities, inns and taverns frequented by less affluent citizens were run by freedmen or by retired gladiators, who would invest their savings in the "restaurant business," similar to retired athletes today.

The first "businessman's lunch" is reputed to have been the idea of Segius Locates, a Roman innkeeper, in 40 B.C. He devised the feature for ships' brokers too busy to go home for their midday meal.

Innkeepers as a lot were hardly the Conrad Hiltons of their day. They were not admitted to military service, could not normally bring a legal action in court, could not take the oath nor act as guardians for children. And the morals of any woman who worked at an inn were automatically suspect.

On the other hand, Roman cooks considered themselves superior beings and gave themselves splendid titles. During the reign of Hadrian (117-138 A.D.) they even established their own élite academy on the Palatine Hill.

Inns for the common folk were regarded as dens of vice, where degenerate aristocrats might go slumming. Generally, the upper classes sought their thrills in the public baths, and by the time Caligula came to power in 37 A.D., these baths were open 'round the clock, mixed bathing was common and wine flowed freely. Attached to the baths were sumptuous dining rooms available for parties. Banquets, both public and private, eventually became so elaborate and wasteful that Sumptuary Laws were passed to restrict the amounts Romans spent on food and drink. These laws were about as popular as Prohibition—and just as unenforceable. After all, if the Romans couldn't enjoy an orgy, who could?

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Early Roman sculpture.


PYROCERAM
BRAND
Tableware
by CORNING

BORDEAUX COUPE (-64)

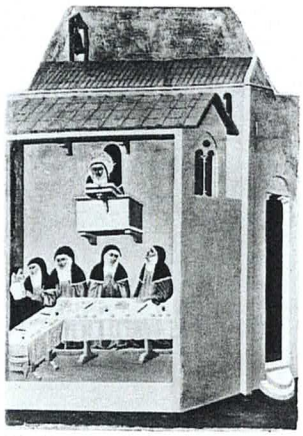
The favorite of legions. Warm, rich tones of golden russet accent the crisp, white background.

BORDEAUX RIM (-64)

Perfect for a Spartan repast or for elegant formal dining.

CANTATA COUPE, above (-242)
CANTATA RIM, left (-242)

Fit for an Olympian banquet or a meal for more earthly delights. A true natural in tune with today.



Mealtime in a Medieval convent.

Although the Romans brought their brand of hospitality to every corner of the empire, they did not corner the market. In pre-Roman Britain, the Druids kept open houses by *beatochs* for travellers to religious shrines, and in Ireland *bruighs* were given land and stock to provide bed, stabling and amusements like backgammon for weary travellers. In the East, Khans —combination stables, sleeping accommodations and fortresses—provided lodging for entire caravans.

After the fall of the Roman Empire, public hospitality for the "ordinary" traveller became the province of religious orders. In Britain, for instance, what inns there were catered more to the drinker than the traveller, and travelling was discouraged. Apart from a few merchants and pilgrims, those who did travel were mainly connected with the Court or the Church and were hardly interested in the primitive accommodations provided by wayside inns. They either erected their own tents or sought private hospitality in the towns they visited.

On the Continent, Charlemagne had established rest houses for pilgrims in the eighth century, and there were several orders of knighthood whose sole purpose was to protect pilgrims and provide hospitality on their routes. One such abbey at Roncesvalles advertised such services as a warm welcome at the door, free bread, a barber and cobbler, cellars full of fruit and almonds, two hospices for the sick with beds and even a consecrated burial ground.

Monasteries were plain, but often of a quality superior to that found elsewhere along the road. Monks usually raised their own provisions on the monastery grounds; kitchens were cleaner, better organized and less chaotic than those in private households, especially households of the wealthier classes, and the brothers even devised a crude system of accounting to determine feeding costs. As a result, pilgrims and vagrants often fared better than the nobility.

Medieval guilds also held open house to receive pilgrims. Accommodations in Medieval guilds were much like those of the monastery. In fact, the famous Hanseatic League operated a residence in London called "The Steelyard," and the rules for league members were as strict as those for any monk—except that these highly ambitious merchants were not required to take a vow of poverty.

During this period, accommodations in Asia far surpassed those of the Western World. Trade was brisk, and so was travel. The Chinese posting system was superior to that of the Romans, although mainly confined to those of means.

As travel and travellers during the Middle Ages increased, so did the number of wayside inns in Europe. Yet they were incredibly primitive affairs by today's standards. Guests often slept on mattresses strewn in what would today be the lobby, and meals were individual matters. Each person either ate what he had brought with him or what he could purchase from the house. The fare was usually bread, meat and beer, varied occasionally with fish or capon.

Chaucer's 14th century Canterbury pilgrims gathered in the famed Tabard Inn in London to dine and revel before and after visiting the shrine of St. Thomas à Becket. The best teller of tales during the pilgrimage was rewarded with a free meal and fêted by the host, one Harry Bailey. He went along on the pilgrimage to judge the best raconteur himself and to gain relief from his shrewish wife.

No mention of medieval hospitality would be complete, however, without mention of the royal and noble households themselves, which often served 250 guests or more at each meal. Although à la carte dining was practically unknown until the 19th century, these households practiced what might be called discriminatory feeding, where different meals were served to persons of different rank. Nobles got the best, of course, and an early "household book" records no less than 10 "grades" of breakfast being served at a single morning meal.

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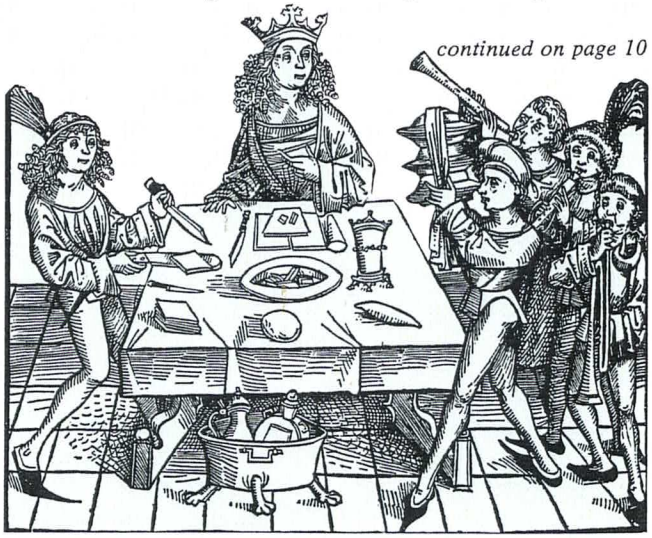
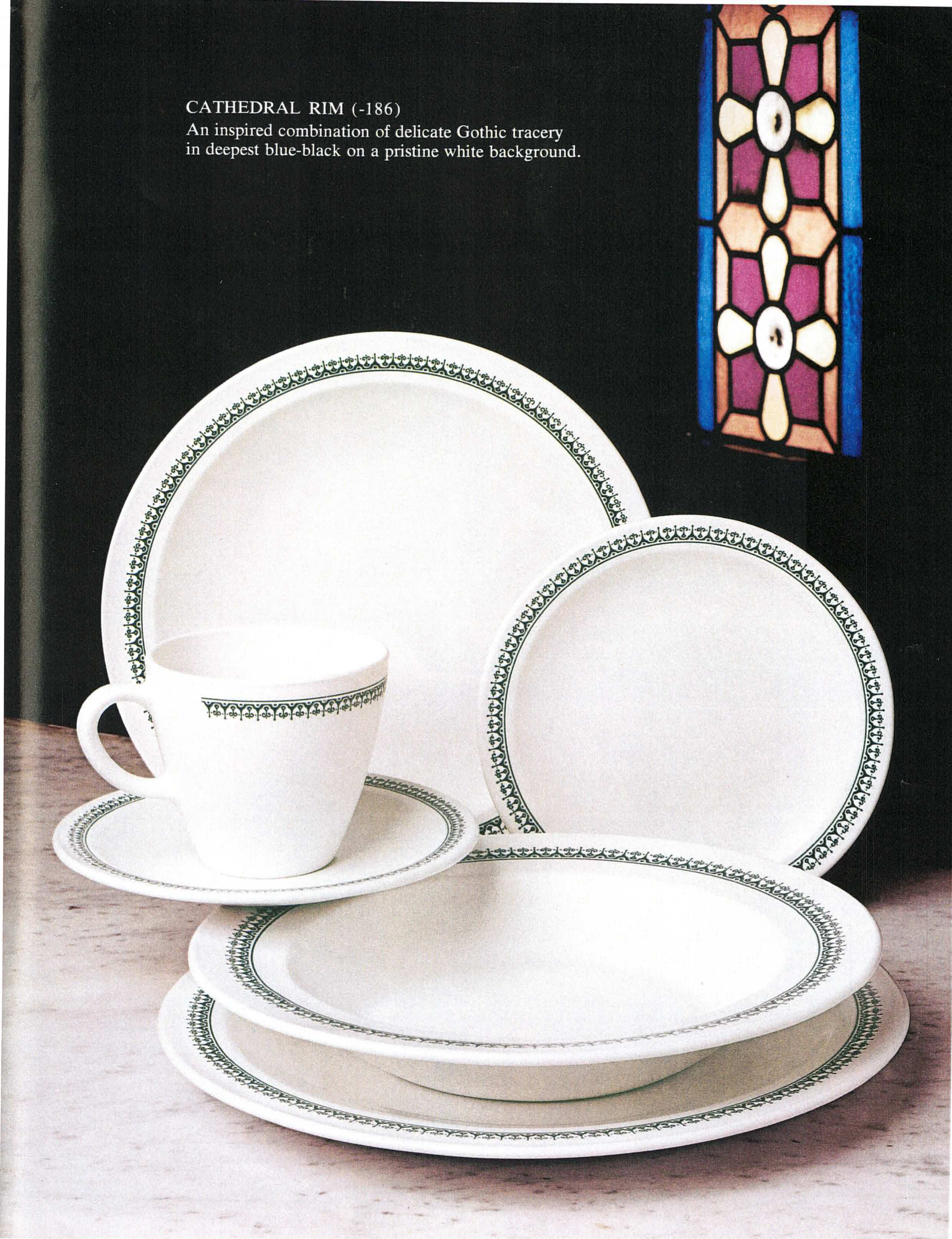


Medieval King at Table.

CATHEDRAL RIM (-186)
An inspired combination of delicate Gothic tracery
in deepest blue-black on a pristine white background.



DELICATO RIM (-225)
A soft gold-colored banded pattern
as subtle as the whisper
of bamboo.

DELICATO COUPE (-225)
Comfortably at home in a medieval
tavern, an 18th century salon
or a modern restaurant.

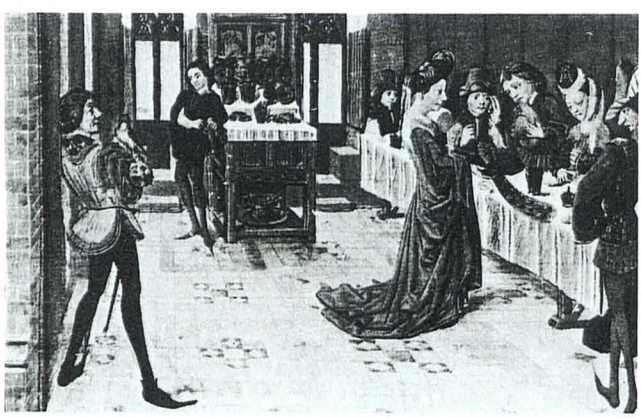
GOLD EDGE RIM (-101)
Can turn any meal into a banquet fit for royalty.

Sanitary standards in these noble kitchens were appalling, with food supplies poorly stored and overflowing onto the floor, refrigeration unheard of, dogs and children playing freely among the provisions, and dozens of kitchen helpers milling about. To add to this, the food handlers themselves frequently had questionable sanitary habits, so communicable diseases had plenty of chance to communicate with everyone, rich and poor alike.

There were often dozens of dishes prepared for a single meal, elaborately served but eaten with less than proper ceremony. Forks were unknown. (Catherine de Medici allegedly introduced forks to the French court in the 16th century, but their use did not become commonplace for another 200 years.) Fingers dipped and slipped and splashed in sauces and among tidbits. Knives doubled as both cutting and feeding utensils. Food was eaten from trenchers, which could be made either of wood or pieces of four-day old bread pared smooth and cut into thick squares.

Despite this, medieval hosts, who naturally knew nothing of germs and sanitation, forks or fingerbowls, set forth their own rules for public suppers, few of which would seem out of place today.

1. Meals should be served in "due time," not too early, not too late.
2. Meals should be served in a "convenable place," large, pleasant and secure.
3. He who "maketh the feast" should be "of the heart and glad cheer."
4. Meals should consist of "many divers messes . . . so that who like not of one may taste another."
5. There should be "divers wines and drinks."
6. Servants should be courteous and honest.
7. There should be "natural friendship and company" among the diners.



A medieval dinner party, with a peacock as the main attraction.

A royal repast.

8. There should be "mirth of song and instruments of music."
9. There should be plenty of light.
10. The "deliciousness of all that is set on the board" should be guaranteed.
11. "Men should eat by leisure and not too hastily."
12. "Without harm and damage every man should be prayed to the dinner."
13. Each diner should "rest after supper."

Who could argue with that?

In the late 16th century a type of eating place for commoners called an "ordinary" began to appear in England. These places were taverns serving a fixed price, fixed menu meal at a long common table. "Ordinary" diners could not be choosy, nor did they often question what they were eating. Frequently the main dish served was a long-cooked, highly seasoned meat-and-vegetable stew. Culinary expertise was limited by the availability and cost of certain ingredients, and two factors which greatly hampered meal preparation: few diners had sound teeth, and many had no teeth at all, so the meal had to be "gummable" as well as edible. And fresh meat was not always available; spoiled meat was often the rule rather than the exception. Spices not only helped to preserve it, they also helped disguise the flavor of "gamy" or "high" meat.

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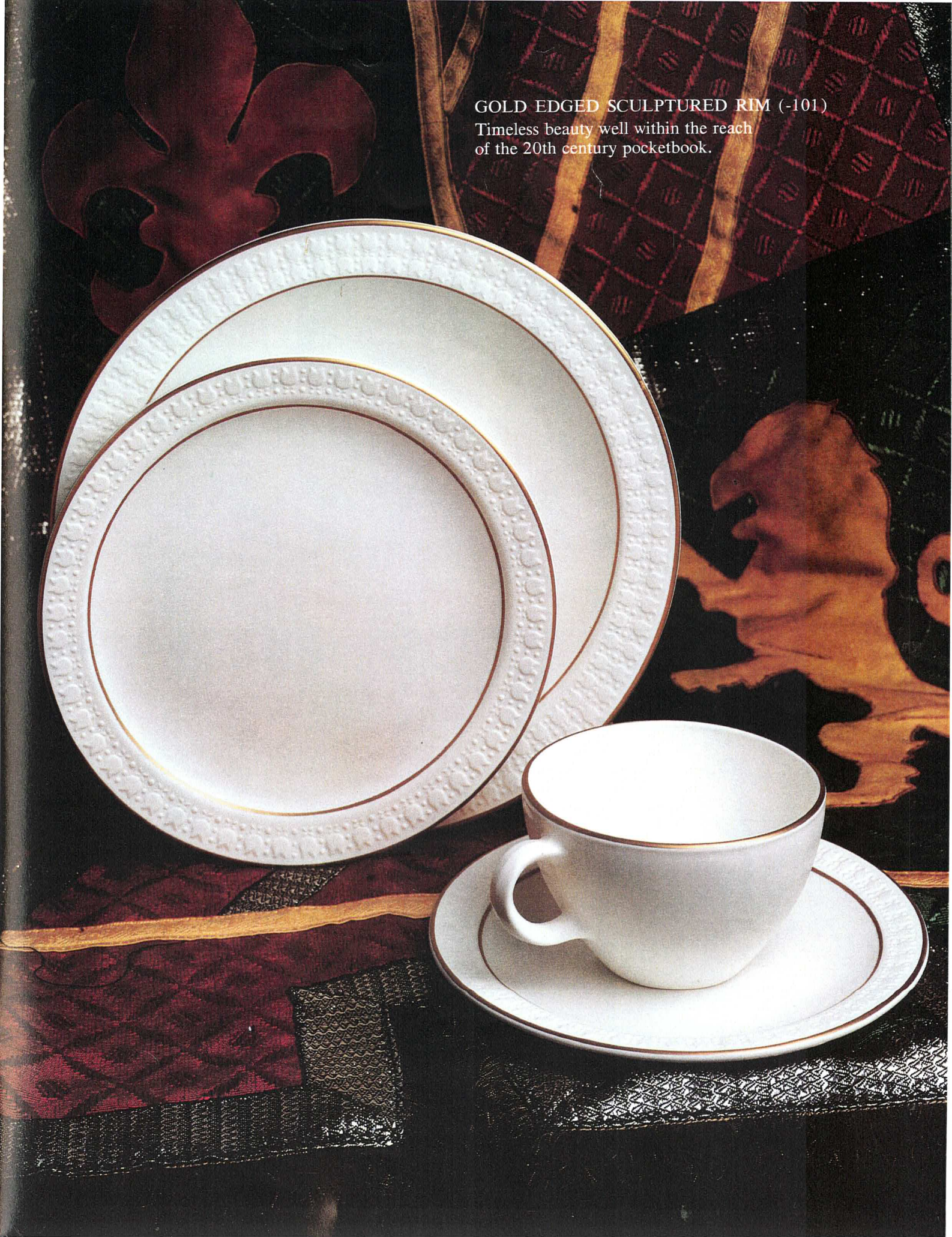
GOLD EDGED SCULPTURED RIM (-101)
Timeless beauty well within the reach
of the 20th century pocketbook.

PACIFICA RIM (-187)
The adventure of dining out perfectly captured in this free-spirited motif.

GOLD EDGE COUPE (-101)
Pure gold and white heralds the epitome of graceful dining.

GOLD BAND COUPE (-39)
The Old Master: A pattern with a simple wide metallic gold band to enhance any decor.

SARABANDE COUPE, above (-226)
SARABANDE RIM, below (-226)
A pattern as stately and graceful as the 17th century dance it's named for. Pewter-toned bands set off the sparkling white body.

For family style or buffet service, 1½-and 2-quart service bowls are available. These bowls are available in plain white and complement any PYROCERAM tableware pattern.

SEVILLE RIM (-77)
Bold, brash, exciting and thoroughly adaptable to any surroundings.

SEVILLE COUPE (-77)
The ideal table tonic in a lively combination of black on white.

Also in the 16th century, two "exotic" imports began to influence the culinary habits of Western Europe: coffee and tea. Those beverages, so necessary to our 20th century way of life, were once mere taste curiosities. Tea developed much more slowly than coffee as a common beverage and attained widespread use most notably in England, and even there not until the mid-19th century.

An Arab Coffeehouse, Constantinople.

Travellers to Constantinople enjoyed coffee there and brought it back to Europe. By the end of the 16th century, it had become important enough to bring about the censure of the Roman Catholic Church, which called it the "wine of Islam, an infidel drink." When Pope Clement VIII tasted the drink he reputedly remarked, "This Satan's drink is too delicious to let the heathen have it all to themselves. We shall baptize it and make a Christian beverage of it."

During the next century, coffee houses sprang up all over Europe. By 1675 Venice had dozens of coffee houses, including the famous Caffé Florian on the Piazza San Marco, still packing them in today. The first English coffee house was opened by an Armenian refugee in St. Michael's Alley, London, in 1652. When the siege of Vienna by the Turks was lifted in 1683, a gentleman (named Kolschitski, by some accounts) credited with saving the city from destruction received permission to open Central Europe's first coffee house. It was here the first cup of coffee sweetened with syrup and lightened with milk and honey was served.

Coffee houses, the social and literary centers of their day, and the forerunners of today's cafes and coffee shops, served another even more useful, though less obvious, purpose: they helped to sober up an entire Continent.

In a day when water was vile, milk dangerous, and carbonated beverages centuries in the future, alcoholic drinks were the rule rather than the exception. Children were weaned on small beer and wine mixed with water (a custom still observed in France). Adults drank amounts measured in gallons. Queen Elizabeth I's ladies-in-waiting, for instance, were allowed a breakfast ration of two gallons of ale. Drunkenness was rampant.

As sobering as they were, coffee houses, nevertheless, had their detractors. Women abhorred them, because like most public ventures, they were strictly a stag affair, and women circulated petitions attacking coffee as a cause of illness, even death—to no avail. Coffee houses flourished.

Coffee was generally served in a "dish" or small bowl, a little larger than today's coffee cup, and without a handle. Coffee houses were famous for their convivial atmosphere, where one could sit at a table near a warm fire, meet friends, have a hot aromatic drink and discuss the affairs of the day, a tradition that has really not changed much through the years.

At about the time coffee houses began blossoming in cities and towns all over Europe, the advent of stagecoach travel was revolutionizing hospitality on the road.

The longer and colder the trip, the greater the bouncing and jouncing, the more welcoming the passengers found the wayside inn, and the great tradition of the British stagecoach inn was born. In the cities, the more well-to-do traveller, who went on horseback or in his own carriage, did not stay in the same inns frequented by the coaches and their passengers. Poorer travellers who journeyed on foot had difficulty finding any kind of accommodations at all.

In rural sections, one inn served all travellers, although there was that same sharp distinction in the treatment meted out. Travellers of means were served in the dining room or in their chambers. Poorer travellers invariably had to eat with the landlord and his family in the kitchen, and they were served the "ordinary" fare (what the French call "table d'hôte" or "table of the host") at a nominal cost. Wealthier guests could order special dishes "à la carte," and visit the kitchen to see they were properly prepared. The fare varied with the region, each having its own specialties to tempt visitors' palates.

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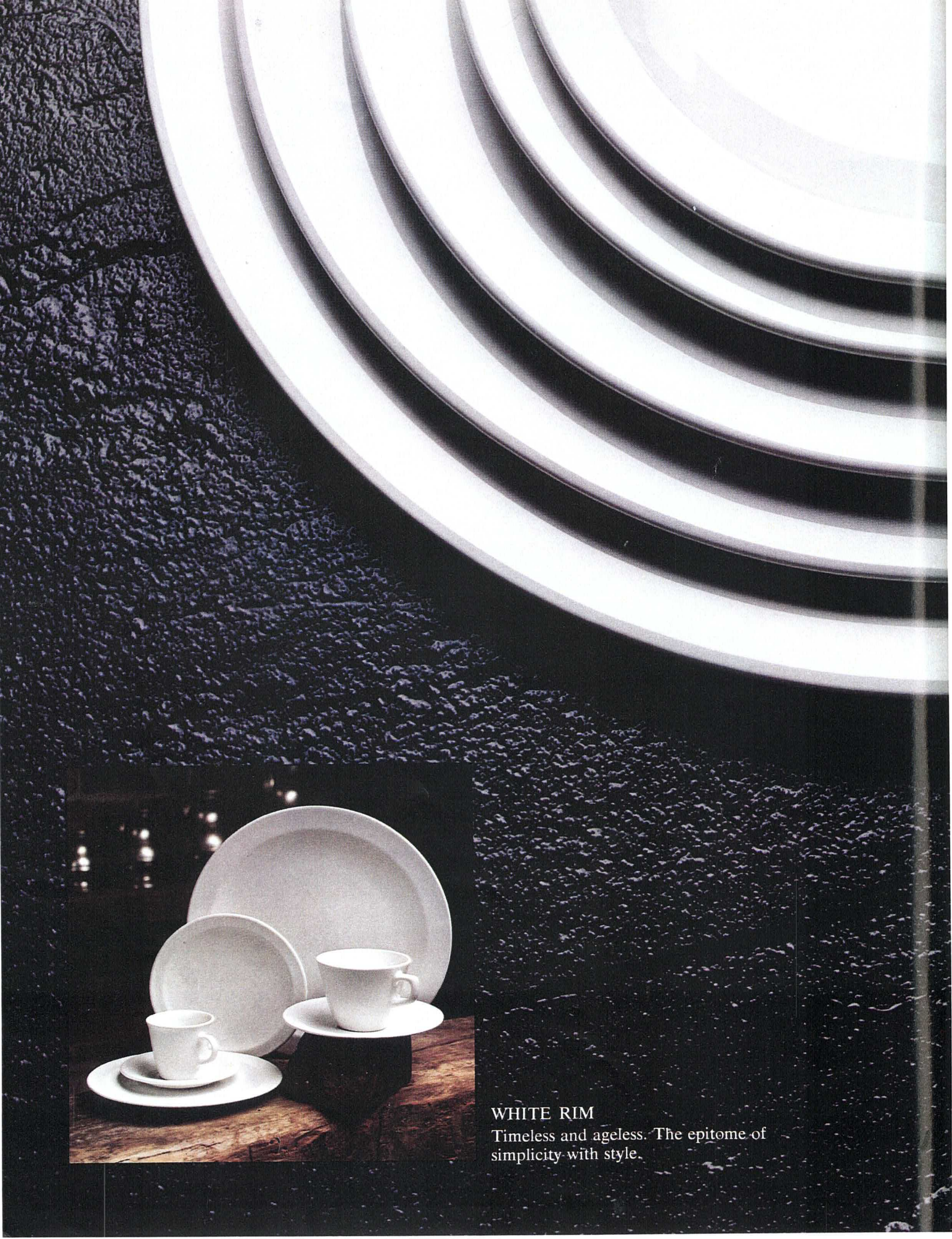
A chef and his creation.

SUNDOWN COUPE, above (-120)
SUNDOWN RIM, below (-120)
Conviviality is the keynote in a pattern that's right for any kind of dining.



WHITE RIM

Timeless and ageless. The epitome of simplicity with style.

WHITE SCULPTURED RIM
Adds an accent of glamour to any atmosphere, from the rustic to the sophisticated.

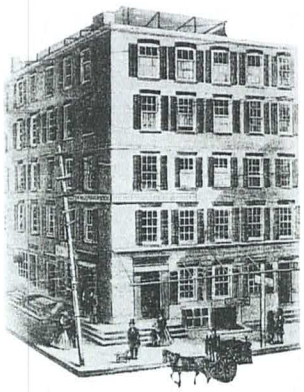
Inns on the European continent in no way approached the supremacy of the British variety. Even in an age where travellers got little in the way of comfort, most continental travellers were appalled at what they found, especially when compared to British accommodations. Even in France, a country with high culinary standards even then, "les auberges du pays" were known for the poor quality of their food and the high quality of their vermin.

When we think of the primitive facilities and rude comforts of the colonial inns which began to develop in the New World at about the same time they were gaining prominence in the Old, their lack of amenities can be viewed with a bit more tolerance. Colonial inns and taverns were based on the British type, and the British at this time maintained the highest standards of public accommodations in the Western world.

Although there is some evidence a tavern was built in Jamestown, Va. during the early days of the settlement, it was the Dutch who built the first known tavern –the Stadt Huys–in Nieuw Amsterdam (New York) in 1642.

Early colonial inns and taverns in America are steeped as much in history as they are in hospitality. The year after the Dutch East India Company opened the Stadt Huys, Krieger's Tavern opened on Bowling Green. During the American Revolution this tavern, then called the King's Arms, became the headquarters of British General Gage.

The even more famous Fraunces Tavern was the Revolutionary headquarters of General George Washington and was the place in which he made his famous Farewell Address. It is still operating.



Fraunces Tavern, New York in the 19th century.

As the Colonies grew from scattered settlements to towns and cities, more and more travellers appeared, along with more accommodations to serve them. In New York and New England these accommodations were usually called "taverns." In Pennsylvania, they were "inns" and in the South, "ordinaries." There were regional differences among these accommodations, too.

A travelers rest-stop in Colonial New England.

The local inn/tavern/ordinary in the Colonies soon became a gathering place for residents, a place where they could catch up on the latest gossip and keep up with current events, hold meetings and conduct business. The innkeeper, unlike the landlord of Roman times, was often the most respected member of the community and always one of its more substantial citizens. He usually held some local elected office and sometimes even rose a lot higher than that. John Adams, the second president of the United States, owned and managed his own tavern between 1783 and 1789.

Little wonder that colonial inns and taverns, in addition to their social functions, became ammunition storage depots, meeting places for the Revolutionary underground and occasionally recruiting offices for pirates, who especially liked to frequent ordinaries along the Southeastern coastline. Many a cutthroat began his career in a "publick house" in Charleston or Savannah.

The Revolutionary War did little to change the character of these public places. They maintained their position as social centers, political gathering places, newsrooms, watering holes and travellers' rests; now, however, these same places were going by a different name–hotel–a name that reflected a growing French influence in the new nation.

At approximately the same time the American colonies were undergoing their transition to an independent nation, the French were experiencing a little upheaval of their own called the French Revolution. And among many other things, the French Revolution helped to change the course of culinary history.

It's difficult to believe that in a nation which awaits the Guide Michelin's selection of three-star restaurants with bated breath, only slightly more than 200 years ago there was only one restaurant worthy of the name in all Paris, indeed in all of France. The Tour d'Argent opened in 1533, and for over two centuries it was unique. Inns served meals, of course, but they were not primarily eating places, as was the Tour d'Argent. Only the *traiteurs*, or caterers, were allowed by law to sell cooked meat to the public, and they were limited to cooking for banquets.

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WHITE SCULPTURED COUPE, above
WHITE COUPE, left

The independent ones. Spanking white, gracefully simple and enormously versatile.

PYROCERAM® TABLEWARE SPECIFICATIONS

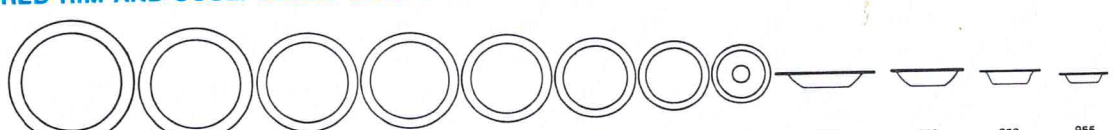
Rim Shape

Pattern Name and Design

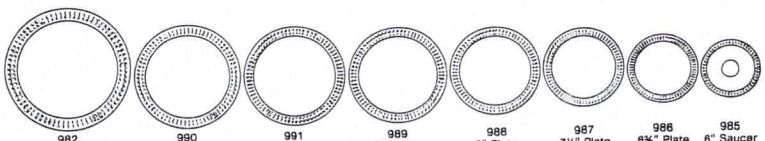
			BORDEAUX (-64) PAGE 4	CANTATA (-242) PAGE 5	CATHEDRAL (-186) PAGE 7	DELICATO (-225) PAGE 8	GOLD EDGE (-101) PAGE 9	PACIFICA (-187) PAGE 12	SARABANDE (-226) PAGE 14	SEVILLE (-77) PAGE 15	SUNDOWN (-120) PAGE 17	WHITE RIM PAGE 18
RIM AND SCULPTURED RIM SHAPE*												
912	982	Chop Plate, 12"										●
910	990	Plate, 10½"	●	●	●	●	●	●	●	●	●	●
929	991	Plate, 9¾"	●	●	●	●	●	●	●	●	●	●
909	989	Plate, 9"	●	●	●	●	●	●	●	●	●	●
908	988	Plate, 8"	●		●		●	●		●	●	●
907	987	Plate, 7¼"	●	●	●	●	●	●	●	●	●	●
906	986	Plate, 6⅜"	●	●	●	●	●	●	●	●	●	●
819		Rim Soup, 9"	●	●	●	●	●	●	●	●	●	●
962		Rim Bowl, 7"	●	●	●	●	●	●	●	●	●	●
958		Rim Bowl, 8 oz. 6 3/16"	●	●	●	●	●	●	●	●	●	●
955		Rim Saucedish, 4⅞"	●	●	●	●	●	●	●	●	●	●
925	985	Saucer 6"	●	●	●	●	●	●	●	●	●	●
COUPE AND SCULPTURED COUPE SHAPE*												
810	890	Plate, 10"										
809	889	Plate, 9"										
808		Plate, 8⅝"										
806	886	Plate, 6⅝"										
826	896	Plate, 6"										
805	885	Plate, 5½"										
866		Bowl, 16 oz. 6⅞"										
859		Bowl, 9 oz. 5⅛"										
855		Saucedish, 4½"										
807	887	Saucer, 6"										
825	895	Saucer, 5½"										
STANDARD AND ACCESSORY ITEMS												
928		Can Cup, 8 oz.	●	●	●	●	●	●	●	●	●	●
828		Tall Cup, 8 oz.	●	●	●	●	●	●	●	●	●	●
818		Short Cup, 8 oz.	●		●		●	●		●	●	●
1127		Cup, 7 oz.										●
1118		Bouillon/Sugar/Egg Cup, 8 oz.	●	●	●	●	●	●	●	●	●	●
914		Bouillon/Sugar/Egg Cup,14 oz.	●	●	●	●	●	●	●	●		●
1123		Demitasse Cup, 3 oz.										●
1124		Demitasse Saucer, 4½"										●
914-SC		Cover fits 1118 & 914										●
913		Creamer				●						●
848		Serving Bowl, 1½ qt., 8½"										●
864		Serving Bowl, 2 qt. 9½"										●
H-811✲		Platter, 11½"										●
H-41✲		Square Casserole										●

***SCULPTURED RIM AND SCULPTURED COUPE ITEM NUMBERS ARE LISTED IN BLUE**

RIM SHAPE



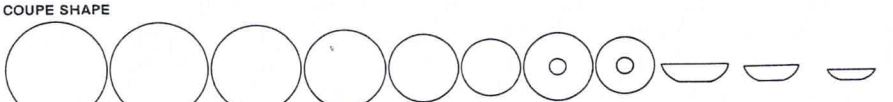
SCULPTURED RIM SHAPE



PYROCERAM tableware items H-41 and H-811, bearing this mark ✲ , may be used in microwave cooking and withstand temperatures produced by broilers and direct flame. Other PYROCERAM tableware items withstand normal oven temperatures but should not be used for microwave cooking.

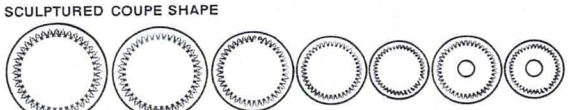
Sculptured Rim Shape		Coupe Shape									Sculptured Coupe Shape		
GOLD EDGE (-101) PAGE 11	WHITE SCULPTURED RIM	BORDEAUX (-64) PAGE 4	CANTATA (-242) PAGE 5	DELICATO (-225) PAGE 8	GOLD BAND (-39) PAGE 13	GOLD EDGE (-101) PAGE 12	SARABANDE (-226) PAGE 14	SEVILLE (-77) PAGE 15	SUNDOWN (-120) PAGE 17	WHITE COUPE PAGE 21	WHITE SCULPTURED COUPE PAGE 21		
SCULPTURED RIM SHAPE* AND RIM													
	●											**982**	912
●	●											**990**	910
●	●											**991**	929
●	●											**989**	909
●	●											**988**	908
●	●											**987**	907
●	●											**986**	906
●	●												819
●	●												962
●	●												958
●	●												955
●	●											**985**	925
SCULPTURED COUPE SHAPE* AND COUPE													
		●	●	●	●	●	●	●	●	●	●	**890**	810
		●	●	●	●	●	●	●	●	●	●	**889**	809
		●			●	●		●	●	●			808
		●	●	●	●	●	●	●	●	●	●	**886**	806
		●	●	●	●	●	●	●	●	●	●	**896**	826
		●	●	●	●	●	●	●	●	●	●	**885**	805
													866
													859
													855
		●	●	●	●	●	●	●	●	●	●	**887**	807
		●	●	●	●	●	●	●	●	●	●	**895**	825
STANDARD AND ACCESSORY ITEMS													
●	●	●	●	●	●	●	●	●	●	●	●		928
●	●	●	●	●	●	●	●	●	●	●	●		828
●	●	●			●	●		●	●	●	●		818
	●									●	●		1127
●	●	●	●	●	●	●	●	●	●	●	●		1118
●	●	●	●	●	●	●	●			●	●		914
	●									●	●		1123
	●									●	●		1124
	●									●	●		914-SC
●	●				●					●	●		913
	●									●	●		848
	●									●	●		864
	●									●	●		H-811
	●									●	●		H-41

COUPE SHAPE



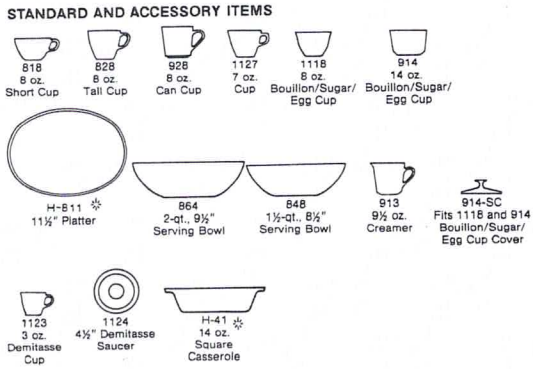
810 10" Plate | 809 9" Plate | 808 8⅝" Plate | 806 6⅝" Plate | 826 6" Plate | 805 5½" Plate | 807 6" Saucer | 825 5½" Saucer | 866 6¾" Bowl 16 oz. | 859 5¾" Bowl 9 oz. | 855 4½" Saucedish

SCULPTURED COUPE SHAPE



890 10" Plate | 889 9" Plate | 886 6⅝" Plate | 896 6" Plate | 885 5½" Plate | 887 6" Saucer | 895 5½" Saucer

STANDARD AND ACCESSORY ITEMS



818 8 oz. Short Cup | 828 8 oz. Tall Cup | 928 8 oz. Can Cup | 1127 7 oz. Cup | 1118 8 oz. Bouillon/Sugar/ Egg Cup | 914 14 oz. Bouillon/Sugar/ Egg Cup

H-811 ✲ 11½" Platter | 864 2-qt., 9½" Serving Bowl | 848 1½-qt., 8½" Serving Bowl | 913 9½ oz. Creamer | 914-SC Fits 1118 and 914 Bouillon/Sugar/ Egg Cup Cover

1123 3 oz. Demitasse Cup | 1124 4½" Demitasse Saucer | H-41 ✲ 14 oz. Square Casserole

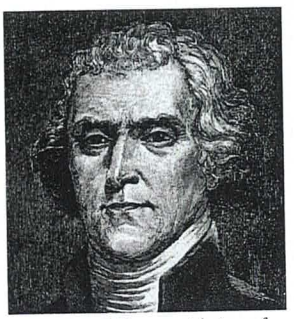
Fanciful food vendor's costume.

It is a gentleman named M. Boulanger to whom we must apply the title "The Father of the Modern Restaurant." M. Boulanger sold soups at his all-night tavern on the Rue Bailleul. He called these soups *restorantes* ("restoratives") but was hardly content to let his culinary repertoire rest there. In 1765 he challenged the traiteurs' monopoly by creating a "soup" of sheep's feet in white sauce. The traiteurs sued, and the case went to the French Parliament. Boulanger won, and soon his "restaurant," Le Champ d'Oiseau, was restoring hundreds of patrons from the ravages of hunger with its succulent, well-prepared dishes.

In 1782 the Grande Taverne de Londres, a true restaurant, opened on the Rue de Richilieu, and three years later, Aux Trois Frères Provençaux opened near the Palais-Royal. By 1794, when heads were literally rolling all over Paris, 500 restaurants existed to serve its hungry citizens. While it really cannot be said the French Revolution was responsible for the "invention" of the restaurant, it was responsible for the propagation of the concept since, except for a few "faithful retainers," the chefs of the noble houses of France were scattered by the Revolution. Some stayed in France. Some went to other parts of Europe. Many crossed the Atlantic to America, especially to New Orleans, the one truly French corner of the New World. And they almost all went into the restaurant business.

They brought their culinary traditions with them and soon the plain, hearty fare of the British and the primitive cooking of the Americans were laced with sauces piquantes and pots au feu. Other countries, too, felt the effects of French culinary artistry, and most absorbed some of the principles of French cooking into their own. Except for the Italians, who had developed their own very strong culinary traditions and felt, with a great deal of justification, that French cooking was derived from the Italian to begin with.

French cuisine was not immediately embraced even by the two nations who stood to benefit the most by it—Great Britain and the United States. French cooking was point-blank better than the British, and British cooks felt naturally threatened and became extremely chauvinistic and protective toward their culinary traditions. The United States, however, had no such traditions to uphold; the Puritans simply considered French cooking "sinful." The "plain cooking" heritage had stuck, and travellers from abroad felt that Americans did not treat their abundant raw materials properly when they prepared them.



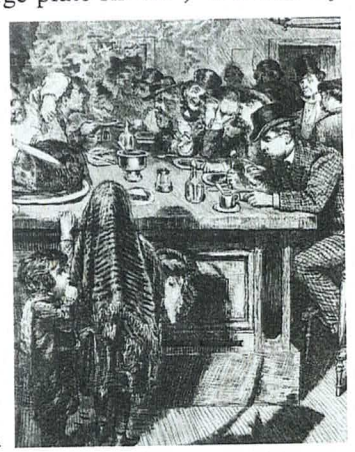
Thomas Jefferson: Admirer of French food.

Thomas Jefferson elevated French cuisine to a position of respect in America. He spent 5 years in Paris as an envoy and while there developed his admiration for French food. He ensconced the first French chef in the White House and assigned two servant girls to him as apprentices. And Jefferson paid the chef top dollar for his culinary expertise.

By the early 1800's the English had begun to borrow the concept of the restaurant from their French neighbors. The English restaurant was a lofty place, brimming with haute cuisine, haute decor, haughty service, and affordable by only a few.

The Americans, on the other hand, used their special brand of ingenuity to create something for everyone. By 1848 a hierarchy of eating places existed in New York City. At the bottom was Sweeney's "sixpenny eating house" on Ann Street, whose proprietor, Daniel Sweeney, achieved questionable fame as the father of the greasy spoon. Sweeney's less than appetizing fare ("small plate sixpence, large plate shillin") was literally thrown or slid down a well-greased path to his hungry customers, who cared little for the social amenities of dining.

continued on page 26



A lunch counter.

The next step up was Brown's, an establishment of little more gentility than Sweeney's, but boasting a bill of fare, with all the "extras" honestly marked off and priced in the margin, and waiters who would occasionally pass within hail to attend a customer's wants.

At the top of the list was the famous Delmonico's, the first, and for a long time, the only, expensive and aristocratic restaurant in the United States. From the day the Delmonico family opened its first coffee and pastry shop at No. 23 William Street in 1827 till the farewell meal was served in Delmonico's Restaurant at 5th Avenue and 44th Street in 1923, the name was synonymous with fine food, exquisitely prepared and impeccably served, the criterion by which all like establishments were judged.

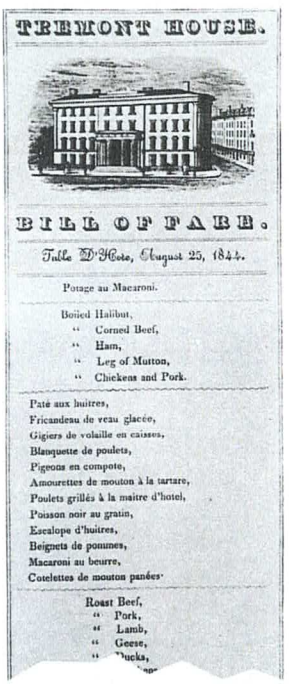
Delmonico's is also credited with the innovation of the bi-lingual menu. Realizing that his customers would have difficulty ordering from a menu printed entirely in French, John Delmonico paid a linguist, Robert Greenhow, $100 to translate the French menu into an English bill-of-fare, with the menu and its translation printed side by side. It's a custom that has survived and even expanded with the years.

More and more, eating places both in the United States and abroad, were catering increasingly to residents of a town or city and less and less to travellers forced to make do with wayside fare. The custom of "eating out" for its own sake had arrived. True, ladies of quality were still rarely glimpsed dining in public, but by the end of the 19th century, escorted women, at least, were welcome everywhere.

Dining on the Union Pacific, 1870.

Travellers, too, were finding their accommodations much changed, and much improved. During the 19th century, the modes of travel improved, so it became axiomatic that there would be many more travellers to accommodate. Better and more extensive roads were being built, meaning journeys would be swifter and less tiring. The advent of the railroad cut hours and even days off trips, and while this spelled an end to many of the stagecoach inns which had so long flourished, especially in Great Britain, it gave rise to a whole new class of hostelry—the modern hotel.

The first hotel really worthy of the name was called the Tremont. It opened in Boston on October 16, 1829, and it was truly an American invention. Three stories high, it took up a whole city block and had 170 rooms, a dozen public rooms (unknown at that time) and a main dining room that could seat 200. The Tremont even provided a bowl of water and a piece of soap, free, in each bedroom, without being asked! It also innovated room service, this at a time when communal dining was still prevalent, with the host presiding over a tableful of guests who ate what was put before them and were not allowed to choose.



TREMONT HOUSE.

BILL OF FARE.

Table D'Hote, August 25, 1844.

Potage au Macaroni.

Boiled Halibut,
" Corned Beef,
" Ham,
" Leg of Mutton,
" Chickens and Pork.

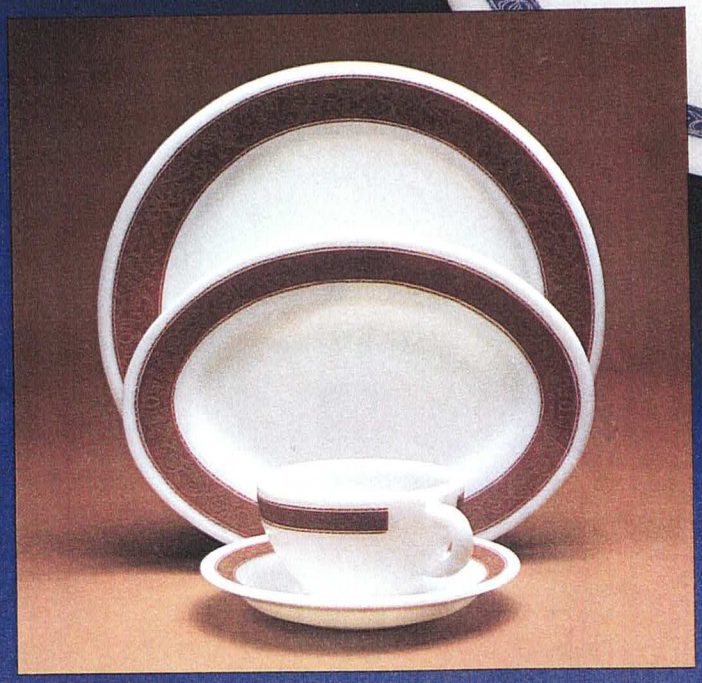
Paté aux huitres,
Fricandeau de veau glacée,
Gigiers de volaille en caisses,
Blanquette de poulets,
Pigeons en compote,
Amourettes de mouton à la tartare,
Poulets grillés à la maitre d'hotel,
Poisson noir au gratin,
Escalope d'huitres,
Beignets de pommes,
Macaroni au beurre,
Cotelettes de mouton panées.

Roast Beef,
" Pork,
" Lamb,
" Geese,
" Ducks,

Typical 19th century menu.

The Tremont was the beginning of a long series of glamorous hostelries which flourished during the 19th century. In New York these hotels bore names like Astor House, Metropolitan Hotel (whose Niblo's Garden played host to "The Black Crook", generally regarded as the first American musical comedy) the St. Nicholas Hotel, the Fifth Avenue Hotel (which boasted the first passenger elevator in the world) the Hoffman House, the Gilsey House, the Everett House (first to install electricity in 1882) the Windsor Hotel (destroyed by fire on St. Patrick's Day, 1899, with tragic loss of life) the Buckingham, the Vendome and finally, the Waldorf-Astoria and the Plaza, two names still synonymous with the best in hospitality.

continued on page 30



AEGEAN, above (-78)
BRONZE, left (-79)
Rich in color and detail,
a decorative design to delight the eye
and complement the appetite.

CHAMPAGNE (-82)

The toast of any table. A subtle invitation to enjoy the best in dining.

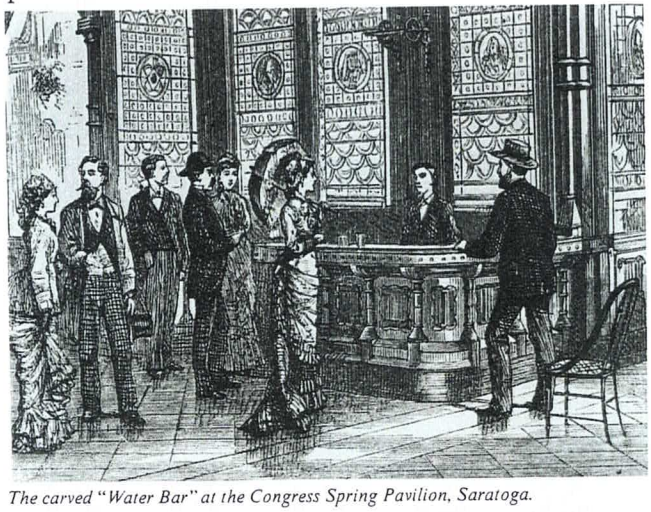
EBONY (-81)
The look of a fine heirloom pattern in practical, modern tableware.

Other American cities had their own palaces for the people. Chicago had its Palmer House, New Orleans had its St. Charles and its St. Louis hotels. St. Louis had its Planter's Hotel. Philadelphia, Baltimore, Washington and Buffalo all had their fashionable hostelries, each one the last word in gilt-edge opulence, but sometimes filled with "antiques" of questionable origin and decorations of questionable taste.

The one thing that could not be called questionable was the food. By 1852, any first-class hotel worth its guest register had a French chef to cater to its guests. (Americans were reputed not to be too fond of "fussy" French meals, with their soufflés and sauces, but those who frequented these hotels would have been loath to admit it.) And although the modern hotel was admittedly an American invention, the Europeans had made some contributions of their own. For instance, there was the European plan, which meant a guest need not pay for both room and meals in one lump sum, but could pay for only his room and order his meals separately from an à la carte menu. Or eat elsewhere, if he preferred.

Small-town hotels continued to serve meals in a style much like that of the 17th and 18th century inn—good, plain food and plenty of it, but served at fixed mealtimes with little or no choice of dishes and no fancy service. But the travellers who frequented these establishments rarely seemed to mind the lack of big-city amenities.

While big cities of the 19th century had their marble palaces, small towns had their serviceable imitations. Resort areas like Saratoga and White Sulphur Springs offered a whole new world of social and sensual pleasures. Yet west of St. Louis there was still no such thing as a decent night's lodging or a square meal. It's said, however, that the cafeteria concept originated in the California Gold Rush when prospectors, eager to return to their claims, stood in line to be served from big communal bowls and pots rather than wait their turn at table.



The carved "Water Bar" at the Congress Spring Pavilion, Saratoga.

By the 1870's general conditions in the West had begun to civilize, but unfortunately the quality of the hospitality had not improved correspondingly. Rail travellers were warned to bring along non-perishable viands that could last several days. There were no dining cars or vendors. Meals were served in grimy lunchrooms, whose greedy proprietors often split their profits with trainmen to ensure that the "All aboard" would sound before passengers had a chance to eat. The exact same reheated food was often served to three or four trainloads for a single meal.

In 1876 Fred Harvey opened a small railway restaurant on the second floor of the Santa Fe railway depot in Topeka, Kansas. The restaurant was different from others of its kind in that it featured good, well-cooked food, spotless facilities and courteous service. Business boomed.

Menu covers of the early Fred Harvey Chain.

Later that same year Harvey opened his first hotel at Florence, Kansas on the Santa Fe, and during the 1880's and 1890's, Harvey Houses opened every 100 miles along the Santa Fe. They were renowned not only for genteel accommodations, their incomparable seven-entree meals and superb service, but also for their famous "Harvey Girls." These were attractive, well-trained waitresses recruited from good homes in the East, who eventually contributed more than their share to taming the untamed West. Thousands found husbands and settled from Kansas to California, and "Grandma was a Harvey Girl" is today proclaimed proudly by many of the West's first families.

One could say that the 19th century saw more innovations in hospitality than in all previous recorded history.

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COPPER FILIGREE (-45)
Remembrance of things past.
A delicately-fashioned design to create a most distinguished looking table.

Making a business of pleasure.

19th Century learning: Food for thought.

The 19th was the century when ladies began to dine out in most of the Western world's distinguished restaurants. The famed César Ritz, whose last name has entered the vocabulary as a synonym for the ultimate in luxury, made restaurant dining at London's Savoy almost a must for the fashionable aristocracy of both sexes. (For those not so formally disposed, the "grill room," another English concept, made informal dining possible in a congenial, well-appointed atmosphere.)

It was the century when better methods of preserving food through canning and vacuum packing made out-of-season culinary delights commonplace on tables everywhere. Many contributed to this development, but for this we must primarily thank Napoleon I, who in 1809 awarded a prize of 12,000 francs (nearly a quarter of a million dollars in modern currency) to a man named Nicholas Appert for inventing a process to keep foodstuffs edible when preserved in glass jars. Napoleon's motivations were military rather than altruistic, as his armies were depleted as much by deficiency diseases and starvation as from wounds.

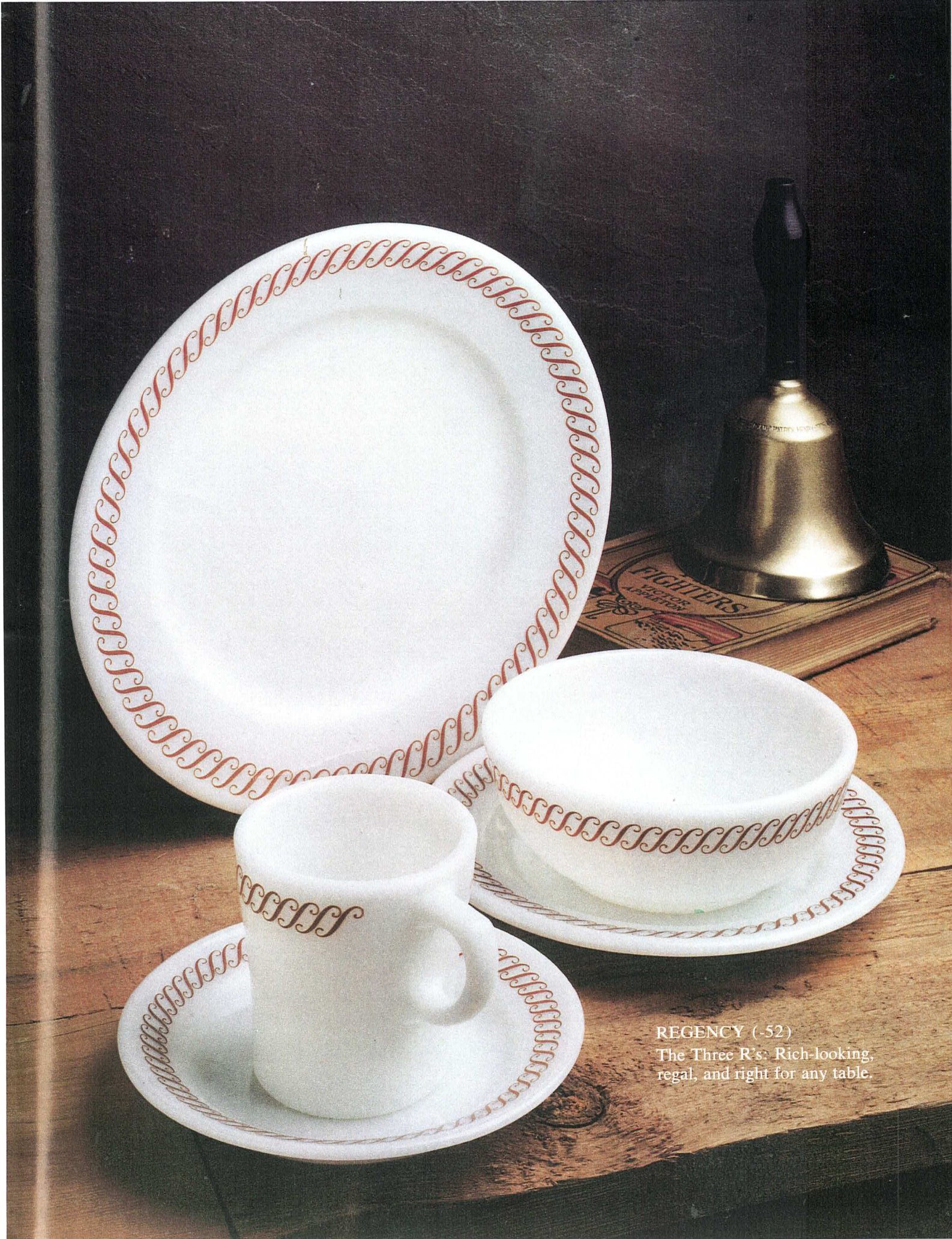
Napoleon I: Preserved in glass.

It was also the century that saw an enormous growth in mass feeding.

In schools, until the 19th century, no one had ever considered lunches for schoolchildren, because there were so few children who went to school. For those few who were fortunate enough to attend college, there had been a tradition of student hostels both in England and on the Continent since sometime in the 12th century. Through the centuries these hostels, sometimes run by the students themselves, sometimes through endowments, sometimes by the school, had provided some sort of living quarters and sustenance for the student population. Eventually, many of them evolved into the houses, clubs, fraternities and sororities we know today.

It wasn't until the Industrial Revolution freed great numbers of children from child labor that the school age population increased to where feeding children of an elementary school age became a problem. *Cantines* for school children started in France in 1849. In 1865 Victor Hugo, the famous French author, started school feeding in England by providing hot lunches at his home in Guernsey for the children of a nearby school. In 1853 the Children's Aid Society in New York opened an industrial school and offered food to all comers. Some decades later men and women concerned with nutrition for children sponsored the development of school lunchroom programs in several urban centers, and state extension services, P.T.A.'s and other organizations saw that these services were available in rural schools as well.

continued on page 34



REGENCY (-52)
The Three R's: Rich-looking, regal, and right for any table.

The 19th century also saw the development of hospital feeding that did not kill as many patients as it helped cure. For this the world owes another great debt of gratitude to Florence Nightingale, who was the founder of dietetics as well as modern nursing.

Feeding time in a 19th Century mental hospital.

At the diet kitchen she set up at the hospital at Scutari (now part of Istanbul) during the Crimean War, she replaced the ill-cooked, ill-served fare with punctual, appetizing meals, even including some extra foods like soups and jellies for those who needed them. Alexis Soyer, a noted chef, served as the manager and organizer of this first modern hospital kitchen. M. Soyer refused to accept inferior provisions, posted menus in full public view and submitted lists of ingredients to the medical authorities for their approval. The one thing neither he nor Miss Nightingale could do was convince the military authorities to allow them to separate meat from the bone before it was served, so that some soldiers would not get all meat, and some all bone. Military regulations would not permit it, they were told; the soldiers would just have to take their chances.

The 19th was also the century that saw the birth of the ice cream soda, and in which marble-topped soda fountains began to make their appearance in so-called "ice cream parlors," which were another late 19th century invention.

If the 19th century brought about enormous changes in our travelling and eating habits, the 20th century seems to have honed and refined and expanded these changes into a sort of Jules Verne culinary fantasy.

The exclusive restaurant of yesterday may still be the exclusive restaurant of today, but the less affluent citizen can choose from a staggering array of eating places ranging from the almost-exclusive to the almost-greasy spoon.

People in search of hospitality today can find it in a wayside inn . . . or a city hotel . . . or a roadside motel owned by a popular chain. They can eat in restaurants . . . dining rooms . . . grill rooms . . . coffee shops . . . lunch counters . . . truck stops . . . diners . . . hamburger stands or buy a hot dog from a street vendor. They can enjoy Chinese food . . . French cuisine . . . Italian pasta . . . smörgasbord . . . delicatessen . . . and every conceivable dish from abalone to zabaglione. They can partake of liquid refreshment not only in restaurants and dining rooms but in neighborhood bars, downtown bars, cocktail lounges and the updated version of the old-fashioned saloon (but without the extensive mouth-watering and thirst-provoking "free lunches" offered by many of these convivial spots around the turn of the century). And if they don't want to eat out, they can enjoy "home-cooked" chicken . . . ribs . . . roast beef . . . steak, plus buy everything from made-to-order sandwiches to ice cream desserts, all from nearby fast-food take-out places.

In the meantime, neon signs blink and façades gleam, inviting the weary and hungry traveller or diner to try a particular place. Parking lots stretch into a concrete infinity. If the hamburger is king from Maine to California, then the hot dog is the crown prince. In Europe, American fast-food places bloom on the streets of Paris.

It's truly a world where the automobile and airplane have made almost anyplace in the world accessible to the average citizen . . . a world with more people who expect to eat better than ever before.

What people have today is choice, a range of choice they've never had throughout history. Today's hospitable world offers them something for everyone. All he or she has to do is find it.

The four favorite florals, shown above.
Four bright colors in a timeless motif.
Patterns are (top to bottom) BLUEGRASS (-90), REVEL (-91), FERN GREEN (-92), and GRECIAN (-89)

All patterns available also in Standard Rim shape.

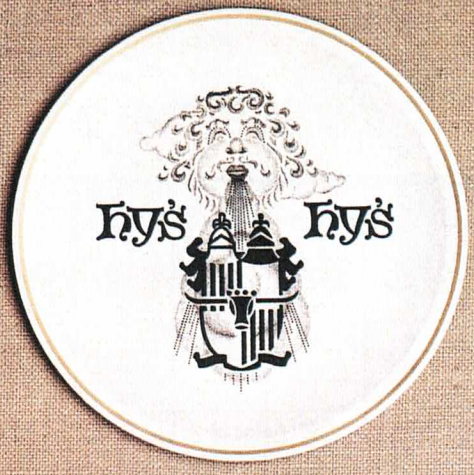
GRECIAN (-89)
shown in the Standard Rim shape.
NOTE: platter available in Narrow Rim only.

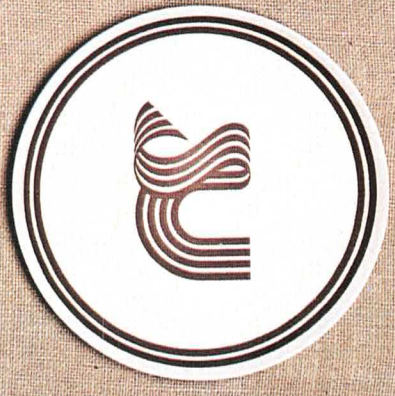
RUBY BAND, above (-86), and EMERALD BAND, below (-85)
The classics. In the beginning . . . then . . . and now.

CUSTOM PATTERNS

Especially for you . . .

Corning has complete design facilities for development of a custom pattern to suit your preference in Pyroceram® or Pyrex® tableware. Prices and complete details available upon request. You are invited to contact your Corning products dealer or your Corning Foodservice Representative.



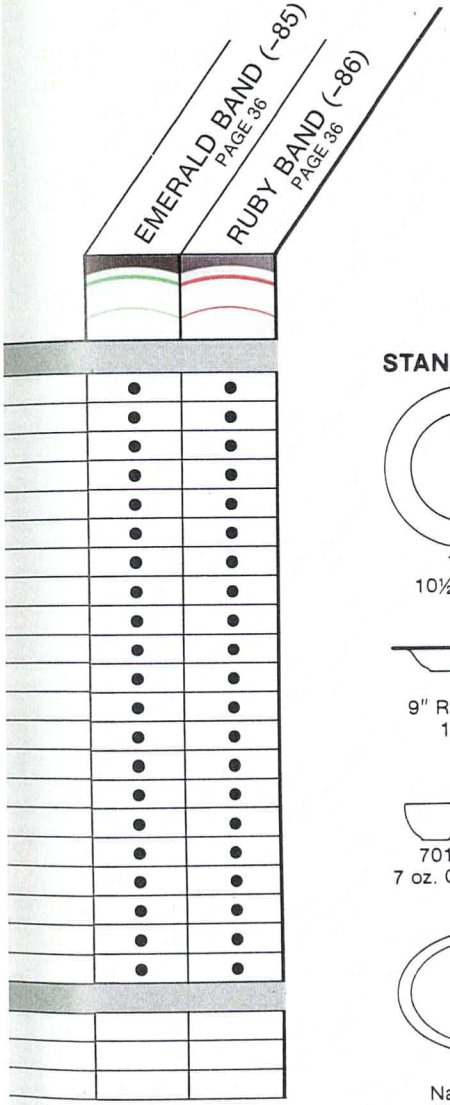


PYREX® TABLEWARE SPECIFICATIONS

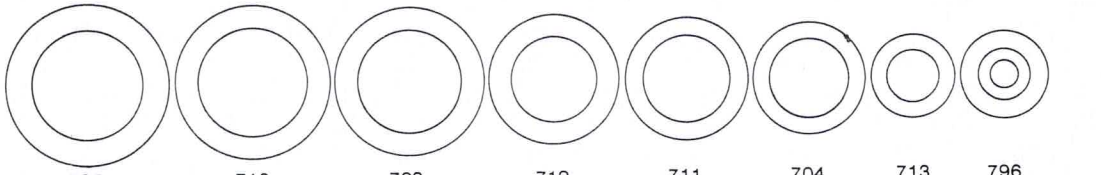
Pattern Name and Design

	AEGEAN (-78) PAGE 27	BRONZE (-79) PAGE 27	CHAMPAGNE (-82) PAGE 28	EBONY (-81) PAGE 29	COPPER FILIGREE (-45) PAGE 31	REGENCY (-52) PAGE 33	BLUEGRASS (-90) PAGE 35	GRECIAN (-89) PAGE 35	FERN GREEN (-92) PAGE 35	REVEL (-91) PAGE 35
STANDARD RIM ITEMS										
795 Plate, 10½"	●	●	●	●	●	●	●	●	●	●
712 Plate, 9⅜"	●	●	●	●	●	●	●	●	●	●
703 Plate, 9"	●	●	●	●	●	●	●	●	●	●
719 Plate, 8"			●		●	●	●	●	●	●
711 Plate, 7¼"	●	●	●	●	●	●	●	●	●	●
704 Plate, 6¾"	●	●	●	●	●	●	●	●	●	●
713 Plate, 5½"	●	●	●	●	●	●	●	●	●	●
715 Rim Soup, 14 oz. 9"	●	●	●	●	●	●	●	●	●	●
705 Bowl, 15 oz. 5¾"	●	●	●	●	●	●	●	●	●	●
708 Bowl, 10 oz. 4⅞"	●	●	●	●	●	●	●	●	●	●
707 Bowl, 8 oz. 6½"	●	●	●	●	●	●	●	●	●	●
706 Saucedish, 4¾"	●	●	●	●	●	●	●	●	●	●
714 Bouillon/Sugar/Egg Cup, 7 oz.	●	●	●	●	●	●	●	●	●	●
796 Saucer, 5⅞"	●	●	●	●	●	●	●	●	●	●
701 Short Cup, 7 oz.	●	●	●	●	●	●	●	●	●	●
718 Can Cup, 7 oz.	●	●	●	●	●	●	●	●	●	●
721 Tall Cup, 7 oz.	●	●	●	●	●	●	●	●	●	●
709 Mug, 7 oz.	●	●	●	●	●	●	●	●	●	●
794 Platter, 9½"	●	●	●	●	●	●	●	●	●	●
793 Platter, 11½"	●	●	●	●	●	●	●	●	●	●
799 Platter, 12½"	●	●	●	●	●	●	●	●	●	●
NARROW RIM ITEMS (Narrow rim motif pictured on page 35)										
798 Plate, 9⅜"	●	●	●	●	●	●	●	●	●	●
797 Plate, 9"	●	●	●	●	●	●	●	●	●	●
720 Plate, 6¾"	●	●	●	●	●	●	●	●	●	●

All PYREX tableware items are recommended for microwave cooking and will withstand normal oven temperatures.



STANDARD ITEMS



795
10½" Plate

712
9⅜" Plate

703
9" Plate

719
8" Plate

711
7¼" Plate

704
6¾" Plate

713
5½" Plate

796
5⅞" Saucer

715
9" Rim Soup
14 oz.

707
6½" Bowl
8 oz.

706
4½" Saucedish

705
5¾" Bowl
15 oz.

708
4⅞" Bowl
10 oz.

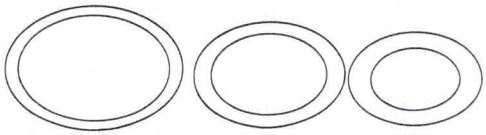
701
7 oz. Cup

718
7 oz. Can Cup

721
7 oz. Tall Cup

709
7 oz. Mug

714
7 oz.
Bouillon/Sugar/
Egg Cup

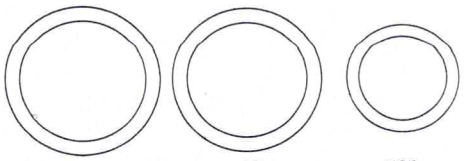


799
Narrow Rim
12½" Platter

793
11½" Platter

794
9½" Platter

NARROW RIM ITEMS



798
9⅜" Plate

797
9" Plate

720
6¾" Plate

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Corning Glass Works
Foodservice Products
Corning, NY 14830

(OR)

Corning Glass Works
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Orange, CA 92668

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