

Summary Of The History of Dirilyte

Dirilyte, as it is known today, was originally created as Dirigold. Dirilyte is a romantic product with an international flavor. The alloy from which our product is produced was originally developed in Sweden in 1914. The creator of this alloy was a Swedish metallurgist by the name of Carl Molin. He created the beautiful items in Dirigold and brought them to the World's Fair in New York City. They received such a tremendous acceptance that he returned to Sweden to produce and deliver the items that had been sold. At this time Mr. Molin was joined by Mr. Oscar Von Malmberg in the production and distribution of the line.

In 1923 the Gohlenburg Exposition was held. During that exposition a large amount of Dirigold was sold. At the conclusion of this Swedish fair, both men were approached by Swedish-Americans visiting the fair. These gentlemen proposed that Dirigold be brought to America to further their new enterprise. In 1924 a selling company was formed in Minneapolis, Minnesota by Mr. Von Malmberg. Mr. Molin continued to operate the manufacturing plant in Sweden.

After some time it was decided to manufacture the new golden-hued flatware and holloware in the United States. A building was secured in Kokomo, Indiana where the manufacturing organization was moved. This operation was under the supervision of Mr. Molin. He brought six men and their families with him from Sweden and from this beginning others were trained and the plant enlarged.

The years 1926 through 1930 were spent in the development of the American manufacturing plan and its refinement. Great strides were made. In 1929 the tragedy of the Great Depression began to erode this young corporation, and in 1930 it was forced to enter into Receivership. The company continued to operate and was finally sold at a receivers sale in 1935. The assets of the corporation were purchased by a group of citizens in Kokomo, Indiana and a new company was formed. It was known as American Art Alloys and still continued to market the flatware and holloware under the name of Dirigold.

In 1935 the Federal Trade Commission brought suit against the company, charging that the name "Dirigold" was misleading to the public because the alloy did not contain any gold. As a result, the company was forced to change the product name. It was decided to change the corporate name as well as the product name, the new name coined was DIRILYTE. The company operated under the name of the Dirilyte Company of America until November of 1971 when the product line and equipment were purchased by Hand Industries, Inc. of Warsaw, Indiana. The name then became and remains the Dirilyte Company, Division of Hand Industries, Inc.