

MAExh\_0093\_Master Checklist

*The Museum of Modern Art*  
11 WEST 53RD STREET, NEW YORK

*Useful Objects Under Ten Dollars*

AN EXHIBITION OF WELL-DESIGNED UTENSILS, ACCESSORIES, AND FABRICS MADE OF GLASS, WOOD, METAL, CATALIN, SHELLFLEX, LUCITE, PLEXIGLAS, PYREX, ETC.

DECEMBER 7, 1939  
- JANUARY 7, 1940

## Catalog

NOTE: Items have been classified according to materials. New materials are indicated by italics; trade names in quotation marks. Addresses of the shops listed may be found in the New York Telephone Directory.

## Plastics

1. *Lucite* hair brush. \$6.95  
Manufactured by Shorehan, New York.  
Retailed at Saks-Fifth Avenue.
2. *Lucite* comb. \$1.00  
Manufactured by Kent, London.  
Retailed at Saks-Fifth Avenue.
3. "New Dawn" *Lucite* military brush. \$5.00  
Manufactured by Hughes-Autograf Brush Company, New York.  
Retailed at Pennsylvania Drug Company.
4. *Lucite* towel rack with glass shelf. \$5.95  
Manufactured by Display Fashions, Los Angeles.  
Designed by Ted Swedlow.  
Retailed at B. Altman & Co.
5. *Lucite* fur ring. \$1.39  
Manufactured by Joseph H. Meyer Bros., New York.  
Retailed at Bloomingdale Bros., Inc.
6. *Lucite* coat hanger. \$1.95  
Manufactured by Joseph H. Meyer Bros., New York.  
Retailed at Lewis and Conger.
7. *Lucite* napkin ring. \$1.50  
Manufactured by Swedlow-Lehman, Inc., New York.  
Retailed at Pitt Petri.
8. *Lucite* food cover. \$3.00  
Designed and manufactured by Swedlow-Lehman, Inc., New York.  
Retailed at Pitt Petri.
9. *Plexiglas* fork. \$1.50  
Manufactured by Croasdale & deAngelis, Philadelphia.  
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.  
Retailed at Tulsa Lee Barker.
10. *Plexiglas* flat bowl. \$6.00  
Manufactured by Croasdale & deAngelis, Philadelphia.

Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.

Retailed at Tulsa Lee Barker.

11. *Plexiglas* sandwich server. \$3.00  
Manufactured by Croasdale & deAngelis, Philadelphia.  
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.  
Retailed at Tulsa Lee Barker, Hammacher Schlemmer.
12. *Plexiglas* salad set. \$5.00  
Manufactured by Croasdale & deAngelis, Philadelphia.  
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.  
Retailed at Tulsa Lee Barker.
13. *Shellflex* vase. \$5.00  
Made for Lenart Import, Ltd., New York.  
Retailed at Rena Rosenthal and Bergdorf Goodman.
14. *Shellflex* highball tumbler or vase. \$1.50  
Made for Lenart Import, Ltd., New York.  
Retailed at Rena Rosenthal and Bergdorf Goodman.
15. *Shellflex* finger-bowl and plate. \$1.00 each  
Made for Lenart Import, Ltd., New York.  
Retailed at Rena Rosenthal and Bergdorf Goodman.
16. *Shellflex* lampshade. \$8.50  
Made for Lenart Import, Ltd., New York.  
Retailed at Rena Rosenthal and Bergdorf Goodman.
17. *Shellflex* scrap basket. \$10.00  
Made for Lenart Import, Ltd., New York.  
Retailed at Rena Rosenthal and Bergdorf Goodman.
18. Transparent plastic canister. Set of four, \$1.83  
Manufactured by Kamenstein, Maspeth, L. I.  
Retailed at R. H. Macy & Co. and other shops.
19. Transparent plastic spice container. \$1.00  
F. W. Woolworth Co.
20. "King Cole" plastic muddlers. \$6.00 a dozen  
Retailed at Lewis and Conger.
21. "Dumbbell" plastic salt and pepper shaker. \$1.00  
Manufactured by F. A. Sernau, New York.  
Retailed at Lewis and Conger.
22. Plastic salt and pepper shakers. Pair, \$1.00  
Manufactured by F. A. Sernau, New York.  
Retailed at Lewis and Conger.

*Plastics—Cont.*

23. *Catalin* poker chips. Set, \$2.50  
Made in France for Pattberg Novelty Corp.,  
New York.  
Retailled at B. Altman & Co.
24. *Catalin* dominos. Set, \$3.50  
Made in France for Pattberg Novelty Corp.,  
New York.  
Retailled at B. Altman & Co.
25. *Catalin* dice. Pair, \$.20  
Manufactured by Pattberg Novelty Corp., New York.  
Retailled at B. Altman & Co.
26. *Catalin* backgammon men. Set, \$1.50  
Manufactured by Pattberg Novelty Corp., New York.  
Retailled at B. Altman & Co.
27. "Safetyware" plates and tumblers. \$.05–\$.20  
F. W. Woolworth Company.

*Glass*

28. "Chimney" highball glass. \$.75  
Manufactured by the Blenko Glass Co., Milton,  
W. Va.  
Retailled at Southern Highlanders, Inc.
29. Tumbler. \$.50  
Manufactured by the Blenko Glass Co., Milton,  
W. Va.  
Retailled at Southern Highlanders, Inc.
30. Heavy base glass. Large—\$.75. Small—\$.60  
Manufactured by the Blenko Glass Co., Milton,  
W. Va.  
Retailled at Southern Highlanders, Inc.
31. Heavy base cocktail glass. \$.59  
Retailled at Bloomingdale Bros., Inc.
32. Rounded base glass tumbler. \$1.19 a dozen  
Retailled at Bloomingdale Bros., Inc.
33. Rounded base fruit juice glass. \$1.19 a dozen  
Retailled at Bloomingdale Bros., Inc.
34. Cylindrical glass. \$3.00 a dozen  
Made for Lenart Import, Ltd., New York.  
Retailled at Gerard.
35. Hemispherical tumbler and liqueur glass.  
\$.05 each  
S. H. Kress & Company.
36. Thin glass tumbler. \$6.50 a dozen  
Retailled at Carole Stupell, Ltd.
37. Highball glass in cork holder. Complete, \$.75  
Retailled at Carole Stupell, Ltd.
38. Heavy base tumbler. \$.10  
F. W. Woolworth Company.
39. Green glass tumbler. \$3.60 a dozen  
Manufactured by Alsterfors, Sweden.  
Retailled at B. Altman & Co.
40. Green liqueur glass. \$7.75 a dozen  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.
41. Green decanter. \$10.00  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.
42. Crystal decanter. \$5.50  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.
43. Perfume bottle. \$2.75  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.
44. Gold flecked glass bottle. \$5.00  
Made in Italy for Lenart Import, Ltd., New York.  
Retailled at Bergdorf Goodman.
45. Green pitcher. \$2.50  
Manufactured by the Blenko Glass Co., Milton,  
W. Va.  
Retailled at Pitt Petri, Inc.
46. Cocktail shaker. \$3.71  
Manufactured by A. H. Heisey & Company,  
New York.  
Retailled at R. H. Macy & Co.
47. Martini mixer. \$1.86  
Manufactured by Dunbar Glass Corp., Dunbar,  
W. Va.  
Retailled at R. H. Macy & Co.
48. Sepia ash tray. \$.85  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.
49. Sepia pipebowl. \$4.50  
Manufactured by Orrefors, Sweden.  
Designed by Edward Hald.  
Imported by Van Dugteren, New York.  
Retailled at Saks-Fifth Avenue and other shops.



50. Crystal ash tray. \$3.85  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailed at Saks-Fifth Avenue and other shops.

51. Crystal dish. \$8.25  
Manufactured by Orrefors, Sweden.  
Imported by Van Dugteren, New York.  
Retailed at Saks-Fifth Avenue and other shops.

52. Ash tray—pipe holder—flower bowl. \$2.00  
Designed and manufactured by Pitt Petri.  
Retailed at Pitt Petri, Inc., and other shops.

53. Semi-circular "log tube" flower holders.  
Pair \$1.41  
Retailed at R. H. Macy & Co.

54. Reverse curve glass "log tube" flower holders.  
\$1.41 each  
Retailed at R. H. Macy & Co.

55. Crystal paper weights. Cube and triangular  
prisms. \$2.50 each  
Designed and manufactured by Pitt Petri.  
Retailed at Pitt Petri, Inc.

56. Rectangular green vase. \$1.50  
Manufactured by Blenko Glass Co., Milton, W. Va.  
Retailed at James McCutcheon & Co.

57. White bubbly glass vase. \$2.50  
Imported from France.  
Retailed at James McCutcheon & Co.

58. Crystal demi-tasse cup and saucer.  
\$10.50 a dozen  
Imported from Hungary by Weil-Freeman, New  
York.  
Retailed at W. & J. Sloane.

59. Mayonnaise set. \$1.17  
Manufactured by Cambridge Glass Co.  
Retailed at R. H. Macy & Co.

60. Luncheon plate. \$.79  
Manufactured by Fostoria Glass Co.  
Retailed at R. H. Macy & Co.

61. Oval crystal platter. \$4.50  
Retailed at Carole Stupell, Ltd.

62. Double cruet. \$.750  
Retailed at Carole Stupell, Ltd.

63. Crystal napkin ring. \$.65  
Retailed at W. & J. Sloane.

64. Pyrex glass saucepan. \$1.99  
Manufactured by Corning Glass Works, Corning,  
N. Y.  
Retailed at Bloomingdale Bros., Inc.

### *China and Pottery*

65. Celadon rice bowl and cover. \$.50  
Made in China for Pitt Petri.  
Retailed at Pitt Petri.

66. Celadon pottery. Soup bowl and saucer. \$1.88  
Manufactured by Josiah Wedgwood & Sons,  
England.  
Retailed at R. H. Macy & Co. and other shops.

67. "Pareek Prince" china.  
Luncheon plate. \$.37  
Demi-tasse cup and saucer. \$.29  
Fruit dish. \$.19  
Manufactured by Johnson Bros., England.  
Retailed at R. H. Macy & Co.

68. "Greta White" Royal Epiag china.  
Luncheon plate. \$.69 Butter plate. \$.39  
Manufactured in Czecho-slovakia for Macy.  
Retailed at R. H. Macy & Co.

69. China plates. \$2.25 and \$5.25 a dozen  
Manufactured by Cavitt-Shaw, East Palestine, Ohio.  
Retailed at Carole Stupell, Ltd. and other shops.

70. "American Modern" pottery.  
Dinner plates. \$6.60 a dozen  
Tea plates. \$5.40 a dozen  
Soup bowls. \$4.80 a dozen  
Manufactured for Wright Accessories, Inc.,  
New York.  
Designed by Russel Wright.  
Retailed at B. Altman & Co. and Modernage.

71. "American Modern" teapot. \$1.75  
Manufactured for Wright Accessories, Inc.,  
New York.  
Designed by Russel Wright.  
Retailed at B. Altman & Co.

72. "La Mirada" crackle-glass pottery platter. \$9.00  
Retailed at Carole Stupell, Ltd.

73. "Corneilson" pottery chop plate. \$1.50  
Retailed at Southern Highlanders, Inc.

74. Orange pottery plate. \$.60  
Retailed at Southern Highlanders, Inc.

*China and Pottery—Cont.*

75. "Jugtown" pottery plate. \$.75  
Retailed at Southern Highlanders, Inc.
76. Demi-tasse cup and saucer. Pottery. \$.50  
Retailed at Southern Highlanders, Inc.
77. "Jugtown" pottery beer mug. \$.60  
Retailed at Southern Highlanders, Inc.
78. Pottery bowl. \$.50  
Retailed at Southern Highlanders, Inc.
79. Earthenware casseroles. \$.35-\$.70  
Imported by Bazar Francais, New York.  
Retailed at Bazar Francais.
80. White pottery bowl. \$.05  
F. W. Woolworth Company.
81. Baking dishes. \$.10-\$.20  
F. W. Woolworth Company.
82. Clay ash tray. \$.36  
Retailed at Eimer & Amend.
83. Cylindrical vases. \$1.75 and \$2.75  
Manufactured by Lenox, Inc., Trenton, N. J.  
Retailed at James McCreery and other stores.
84. China cigarette box. \$3.00  
Manufactured by Lenox, Inc., Trenton, N. J.  
Retailed at Carole Stupell, Ltd.
85. Turquoise and yellow pottery ash trays. \$1.50  
Imported from Lachenal, France.  
Retailed at Carole Stupell, Ltd.

*Wood and Natural Materials*

86. "Oceana" hazelwood serving tray. \$5.64  
Manufactured by Klise for Wright Accessories, Inc., New York.  
Designed by Russel Wright.  
Retailed at R. H. Macy & Co. and other shops.
87. "Oceana" covered hazelwood bowl. \$6.11  
Manufactured by Klise for Wright Accessories, Inc., New York.  
Designed by Russel Wright.  
Retailed at R. H. Macy & Co. and other shops.
88. "Oceana" hazelwood serving tray. \$4.50  
Manufactured by Klise for Wright Accessories, Inc., New York.  
Designed by Russel Wright.  
Retailed at James McCreery & Co. and other shops.

89. Leather and ponyskin cigarette box. \$10.00  
Manufactured by Frolich Leathercraft, New York.  
Designed by Mary Wright.  
Retailed at Bergdorf Goodman.
90. Screenshot leather ash tray. \$.50  
Manufactured by Charles A. Schieren Company, New York.  
Designed by Raymond F. Allen.  
Retailed at department stores.
91. Leather cigarette lighter. \$4.00  
Manufactured by Charles A. Schieren Company, New York.  
Designed by Raymond F. Allen.  
Retailed at department stores.
92. Florentine solid leather cigarette boxes. \$3.50 and \$5.00  
Imported from Italy by Lenart Import, Ltd., New York.  
Retailed at Gerard.
93. Bread basket. \$.30  
Imported from Mexico by Fred Leighton, New York.  
Retailed at Fred Leighton.
94. Palm leaf broom. \$.50  
Imported from Mexico by Fred Leighton, New York.  
Retailed at Fred Leighton.
95. "Witchcraft" broom. \$1.00  
Made at Berea College, Kentucky.  
Retailed at Southern Highlanders, Inc.
96. Chinese straw table mats. \$.10-\$.25  
Retailed at Gunn & Latchford and other shops.
97. Reed table mat. \$.50  
Imported from Mexico by Fred Leighton, New York.  
Retailed at Fred Leighton.
98. Reed table mat. \$.50  
Imported from Mexico by Fred Leighton, New York.  
Retailed at Fred Leighton.
99. Reed floor mat (called "petate" in Mexico). \$2.50  
Imported from Mexico by Fred Leighton, New York.  
Retailed at Fred Leighton.
100. Mexican mahogany tray. \$.75  
Designed and made by James Prestini.  
Retailed by James Prestini, 179 E. Deerpath, Lake Forest, Ill.
101. African mahogany salad bowl. \$10.00  
Designed and made by James Prestini.  
Retailed by James Prestini, 179 E. Deerpath, Lake Forest, Ill.





*Metals—Cont.*

126. "Nemco" expanded metal scrap basket. \$2.10  
Manufactured by F. H. Lawson Co.  
Retailed at James McCreery & Co. and other stores.

127. "Sanette" scrap basket. \$1.25  
Manufactured by Master Metal Products, Inc.  
Retailed at James McCreery & Co. and other stores.

128. "Beco Ware" bread box. \$5.17  
Manufactured by Bellaire Enamel Company,  
Bellaire, Ohio.  
Retailed at R. H. Macy & Co.

129. "Benduro" glass and chrome picture frame.  
\$3.95  
Designed by Paul A. Lobel.  
Retailed at Pennsylvania Drug Company.

130. "Braquette" adjustable picture frame, lumilite  
finish. \$1.00  
Designed by Nathan George Horwitt.  
Department stores and gift shops.

131. "Leviton" adjustable bed lamp. \$10.00  
Manufactured by Lafayette Lighting Equipment  
Company.  
Retailed at Lewis & Conger.

132. Photographer's lamp, chromium shade. \$1.80  
Retailed at the Walters Electric Co.

133. Photographer's lamp, bell-shaped chromium  
shade. \$1.50  
Retailed at the Walters Electric Co.

*Fabrics*

134. "Moravian" rug. \$8.35  
Manufactured by Klearflax Linen Rug Co.  
Retailed at R. H. Macy & Co., John Wanamaker.

135. "Asiacraft" wool rug. \$6.15  
Manufactured by Klearflax Linen Rug Co.  
Retailed at R. H. Macy & Co., Lord & Taylor, John  
Wanamaker.

136. *Fiberglas* net. \$2.60 a yard  
Glass yarn manufactured by the Owens-Corning  
Fiberglas Corporation.  
Fabric made for J. H. Thorp & Co., New York.  
Retailed at W. & J. Sloane and other department  
stores.

137. "Koro-Web". \$1.55 a yard  
Fabric *Korosealed* by B. S. Goodrich for Joseph A.  
Kaplan, Inc., New York.  
Retailed at Bloomingdale Bros., Inc.

138. Cellophane cloth. \$2.25 a yard  
Manufactured for J. H. Thorp & Co., New York.  
Retailed at W. & J. Sloane and other department  
stores.

139. Linen and silver metal thread table mat. \$3.50  
Retailed at Carole Stupell, Ltd.

140. Cellophane table mats. Set of 9, \$2.50  
Manufactured by Joseph Brandt & Bros., Inc.,  
New York.  
Retailed at James McCutcheon & Co.

141. Cellophane fabrics. \$1.50-\$3.50 a yard  
Manufactured by Joseph Brandt & Bros., Inc., New  
York.  
May be ordered from J. H. Thorp & Co., Maxwell  
& Co., F. Schumacher & Co., Johnson & Faulkner,  
through Ann Hatfield and other decorators.

*Miscellaneous*

142. Lacquer soup bowl with cover. \$1.00  
Imported and retailed by Gunn & Latchford.

143. *Vitreosil* ash trays. \$1.65 and \$2.15  
Imported from England by Eimer & Amend.  
Retailed at Eimer & Amend.

144. Fused silica cigarette tray.  
Retailed at Eimer & Amend.

145. Bone lemon fork. \$.10  
Imported from France.  
F. W. Woolworth Company.

146. Fountain pen and holder. \$1.75  
Manufactured by Esterbrook Steel Pen Mfg. Co.,  
Camden, N. J.  
Retailed at Radio Center Stationery Company, Inc.

147. Westclox handbag watch, bakelite case. \$2.95  
Manufactured by Western Clock Company.  
Designed by De Vaulhier and Blow.  
Retailed at department stores.