

Useful objects of American design under ten dollars : November 26-December 24, 1940

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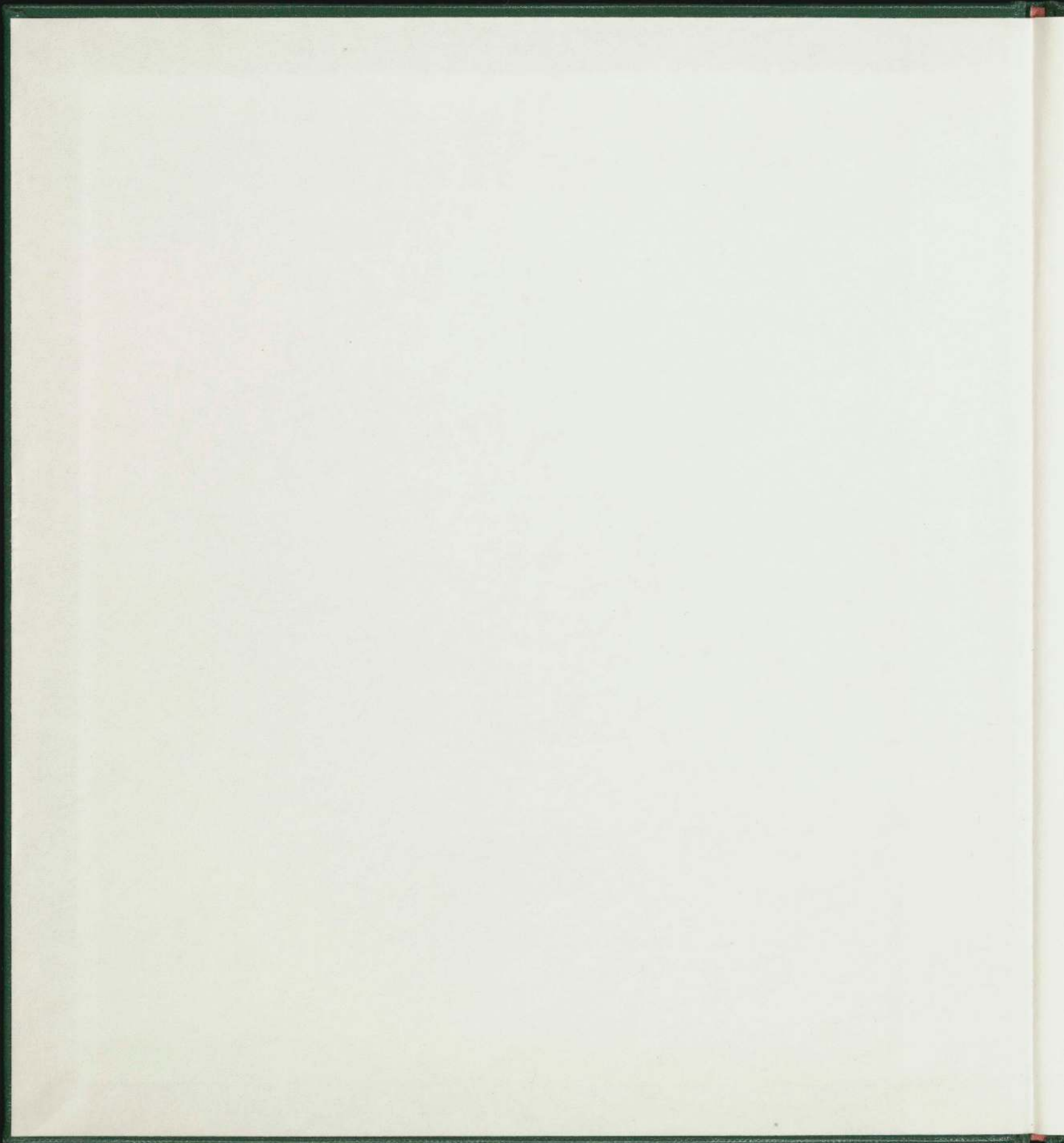
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from our founding in 1929 to the present—is
available online. It includes exhibition catalogues,
primary documents, installation views, and an
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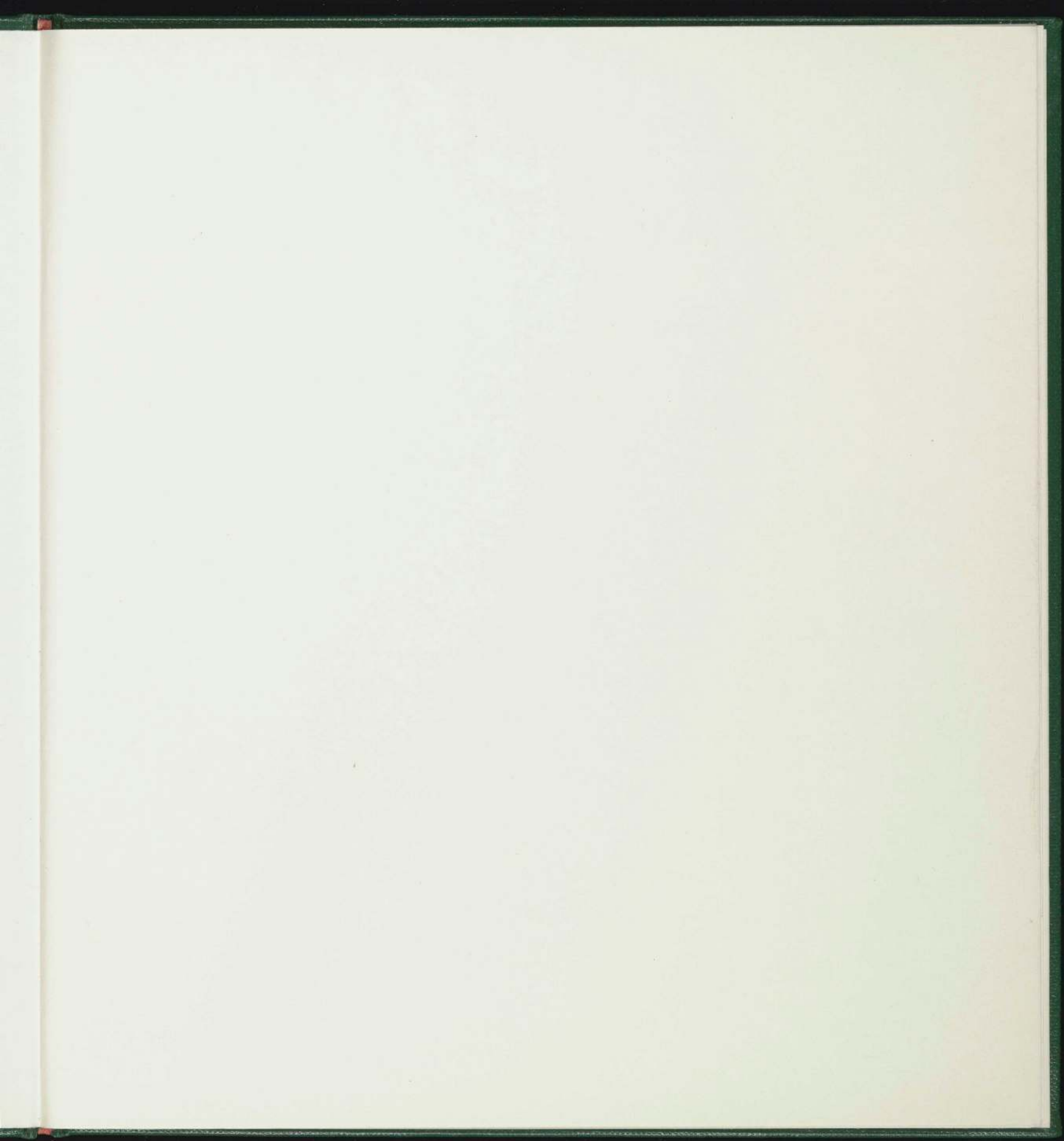
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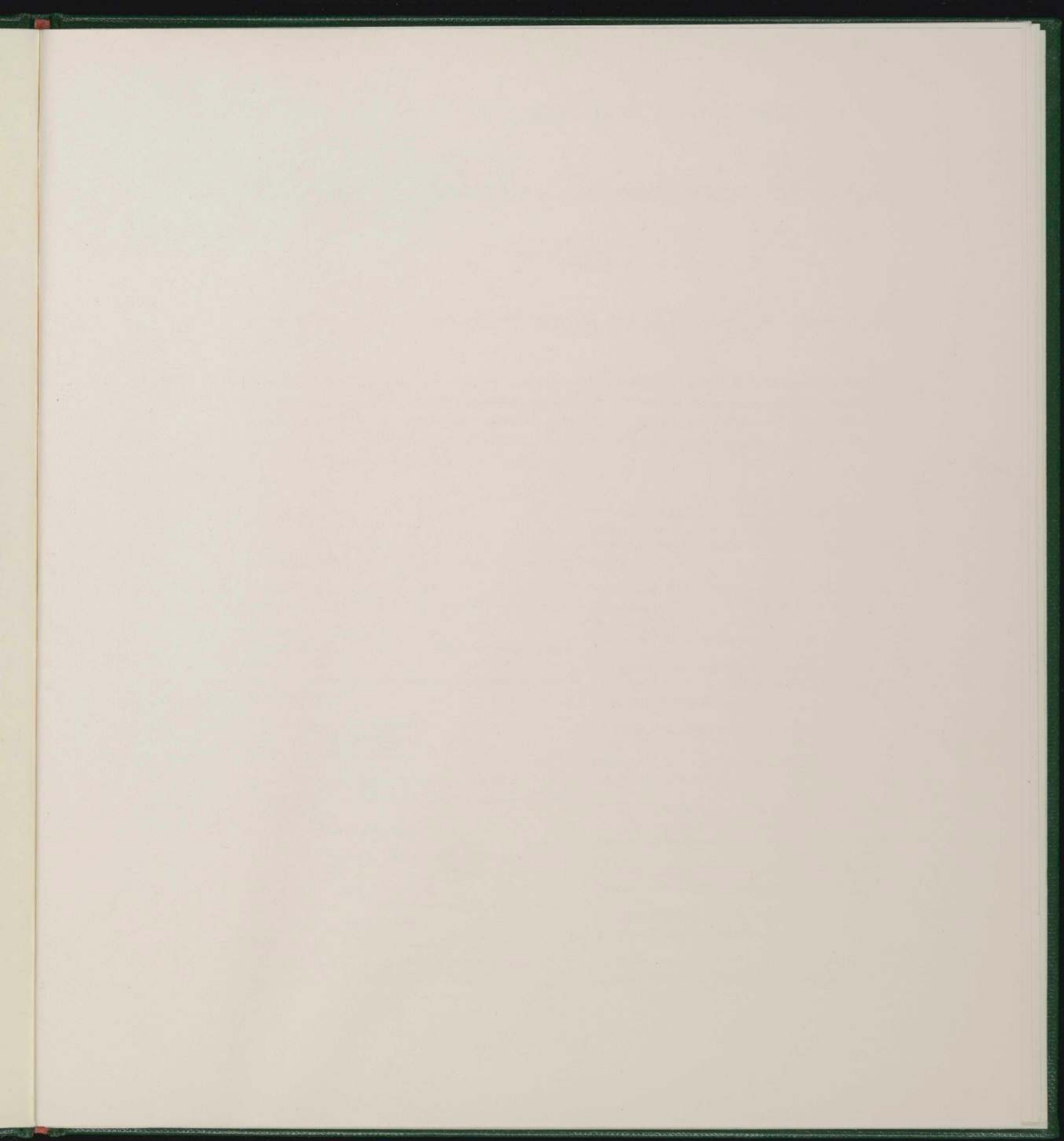


1940

MoMA
117
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MOMA 117

c. 2

NOVEMBER 26—DECEMBER 24, 1940

Useful Objects of American Design Under Ten Dollars

THE MUSEUM OF MODERN ART, 11 WEST 53 STREET, NEW YORK

This exhibition does not represent a complete coverage of objects available in all stores, but is a selected sampling of well-designed objects, picked from a wide variety of representative stores and shops. In our listing of retail sources, we have named the store from which we procured the object for the exhibition, but this is not necessarily the only store in New York at which the object may be purchased.

Metals

1. Salem bowl, silver. \$10.00
Retailed at Black Starr & Gorham, Inc.
2. Roll stamp box, silver. \$8.00
Retailed at Black Starr & Gorham, Inc.
4. Thermos bottle— $\frac{1}{2}$ pint. \$2.25
Manufactured by American Thermos Bottle Co.,
Norwich, Conn.
Retailed at Drug, Hardware, Department and
Specialty Stores.
5. Tidbit tray, spun aluminum. \$2.25
Designed by Russel Wright.
Retailed at Lewis & Conger.
6. Saratoga bacon grill, aluminum. \$3.90
Manufactured by Charles F. Hause Mfg. Co., Los
Angeles, Calif.
Retailed at Lewis & Conger.
7. Flex-Seal cooker, Alcoa Metal, corrosion re-
sistant. \$6.95
Designed by Alfred Vischer, Jr.
Manufactured by Vischer Products Co., Chicago, Ill.
Retailed at Lewis & Conger.
8. Tea kettle. \$4.64
Manufactured by Wagner Ware, Sidney, Ohio.
Retailed at R. H. Macy & Co., Inc.
9. "Zephyr" cocktail shaker, chromium. \$3.00
Designed by W. Archibald Meldon.
Manufactured by Revere Copper and Brass Co.,
Rome, N. Y.
10. Poultry slicer, chrome-vanadium steel. \$2.50
Manufactured by W. R. Case & Sons Cutlery Co.,
Bradford, Pa.
Retailed at Lewis & Conger.
11. Oyster knife, carbon steel. \$.75
Manufactured by C. Osborne & Co., Newark, N. J.
Retailed at Lewis & Conger.
12. Clam and oyster knives, stainless steel.
\$1.25 each
Manufactured by R. Murphy, Ayer, Mass.
Retailed at Lewis & Conger.
13. Pocket knife with sliding blade. \$1.00
Manufactured by Christy Co., Fremont, Ohio.
Retailed at Drug and Cigar Stores.
14. Pocket knife, stainless steel. \$1.00
Retailed at Hardy Luggage, Inc.
15. Cigar cutter. \$1.00
Retailed at Hardy Luggage, Inc.
16. Jigger spoon. \$4.50
Retailed at Alfred Dunhill of London, Inc.

Metals—Cont.

17. Telescopic ruler pencil, nickel silver. \$6.00
Designed by C. D. Sternfels.
Retailed at Parker & Battersby.
18. Cord braquette. \$1.00
Designed by Nathan George Horwitt.
Manufactured by Braquette, Inc., New York.
Retailed at Camera Stores, Dept. Stores, Gift Shops.
19. Cake cutter. \$1.98
Retailed at Bloomingdales, Inc.
20. Cookie cutter. \$.20
Retailed at S. H. Kress & Company
21. 7 in 1 tool (bronze finish). \$1.00
Manufactured by Barcalo Mfg. Co., New York.
Retailed at Lewis & Conger.
22. Level. \$.50
Retailed at F. W. Woolworth Company.

Glass

23. Whiskey glass, 1½ oz. \$3.00 doz.
Designed by Marvin G. Yutzey.
Manufactured by Fostoria Glass Co., Moundsville, W. Va.
Retailed at all Department Stores.
24. Old fashioned glass, 7½ oz. \$4.80 dozen
Designed by Marvin G. Yutzey.
Manufactured by Fostoria Glass Co., Moundsville, W. Va.
Retailed at all Department Stores.
25. Polished glass block bookends. \$10.00 pr.
Manufactured by Gotham Glass.
Retailed at Pitt Petri.
26. Square battery jar vase. \$3.00
Retailed at Pitt Petri.
27. Oblong battery jar vase. \$2.00
Retailed at Pitt Petri.
28. Oblong battery jar vase. \$2.50
Retailed at Pitt Petri.
29. Cylinder vase. \$1.50.
Manufactured by Consolidated Lamp & Glass Company.
Retailed at Pitt Petri.
30. Circular dish. \$4.00
Retailed at Pitt Petri.
31. Circular dish (100 mm. diam). \$.55
Retailed at Eimer and Amend.
32. Rectangular dish. \$8.00
Retailed at Carole Stupell, Ltd.
33. Pyrex tea kettle. \$2.95
Manufactured by Corning Glass Co., Corning, N. Y.
Retailed at Lewis & Conger.
34. Cocktail shaker—2 quart. \$3.95
Manufactured by A. H. Heisey & Co.
Retailed at B. Altman & Co.
35. Hand blown tumblers. \$1.50 each
Manufactured by Blenko Glass Co., Milton, W. Va.
Retailed at Saks Fifth Avenue.
36. Glass fingerbowl. \$9.00 doz.
Manufactured by Seneca Glass Co.
Retailed at Pitt Petri.
37. Fingerbowl plate. \$1.50
Designed by Cambridge Glass Co.
Manufactured by Cambridge Glass Co.
Retailed at Pitt Petri.
38. Goblet. \$9.00 doz.
Manufactured by Seneca Glass Co.
Retailed at Pitt Petri.
39. Champagne or sherbet glass. \$9.00 doz.
Manufactured by Seneca Glass Co.
Retailed at Pitt Petri.
40. Wine glass. \$9.00 doz.
Manufactured by Seneca Glass Co.
Retailed at Pitt Petri.
41. Jigger. \$.65
Manufactured by Seneca Glass Co.
Retailed at Lewis & Conger.
42. Crystal bell. \$2.00
Manufactured by American Cut Crystal Corp.
Retailed at B. Altman & Co.
43. Salt dish. \$.35
Manufactured by Cambridge Glass Co., Cambridge, N. Y.
Retailed at B. Altman & Co.

44. Oval ashtray. \$1.00
Retailed at Le Petit Mouchoir.
45. Oval dish, crystal. \$8.25
Retailed at Carole Stupell, Ltd.
46. Glass flower holders. \$.79 and \$1.19
Manufactured by Creative Art Products Co., N. Y.
Retailed at Bloomingdales, Inc.
47. Coffee beaker, raffia neck. \$2.50
Manufactured by Parkwood Co., Bridgeport, Conn.
Retailed at B. Altman & Co.
49. Glasses with ball base, four sizes. \$1.00 each.
Manufactured by Cambridge Glass Co.
Retailed at Department Stores and Specialty Shops.
50. Plates, blue and white. \$9.00 doz.
Designed by Paul A. Lobel.
Manufactured by Benduro, Inc.
Retailed at Carole Stupell, Ltd.

Wood

51. Hors d'oeuvre tray, Mexican mahogany. \$9.50
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
54. Tray, Honduras mahogany. \$6.50
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
55. Tray, curly birch. \$5.50
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
57. Platter, walnut. \$8.50
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
58. Platter, cherry. \$7.50
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
60. Bowl, Cuban mahogany. \$4.75
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
61. Bowl, birch. \$10.00
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.
62. Fork and spoon set, birch. \$3.00
Designed by James Prestini, Lake Forest, Ill.
Retailed by James Prestini.

63. Ten pins & balls. \$8.50
Manufactured by John Kohant, Newark, N. J.
Retailed at Abercrombie & Fitch Co.
64. Glove dryer on stand. \$3.95 pair
Retailed at Lewis & Conger.
65. Cigarette case. \$.25
Retailed at Liggett Drug Stores.
66. Dish. \$7.00
Designed by Russel Wright for American Way.
Retailed at R. H. Macy & Co., Inc.
68. Nut dish, hazelwood. \$1.41
Designed by Russel Wright for American Way.
Retailed at R. H. Macy & Co., Inc.
69. Pipe, briarwood. \$10.00
Manufactured by Kaywoodie Co., West N. Y., N. J.
Retailed at Department, Drug and Pipe Stores.

Plastics

71. Flat dish. \$9.94
Designed by Norman Beals for American Way.
Retailed at R. H. Macy & Co., Inc.
72. Dish with fluted edge. \$9.50
Retailed at Carole Stupell, Ltd.
73. Pipe rack, *plexiglass*. \$4.00
Designed by I. Niedeman.
Manufactured by Metal Tex, Inc.,
Retailed at Lewis & Conger.
74. Toast Holder. \$1.50
Manufactured by Celomat Company.
Retailed at Gordon Waldron.
75. Cylindrical cigarette box, *plexiglass*. \$8.49
Designed by Norman Beals for American Way.
Retailed at R. H. Macy & Co., Inc.
76. Cigarette case. \$1.00
Retailed at Lord & Taylor.
77. Crumb tray and brush, *plexiglass*. \$5.95
Designed by I. Niedeman.
Manufactured by Metal Tex, Inc.
Retailed at Lewis & Conger.
78. Phonograph needle in plastic case. \$1.00
Retailed at Davega-City Radio, Inc., and phonograph stores.

Plastics—Cont.

79. Lipstick. \$1.50
Manufactured by Celares, Inc.
Retailed at Saks Fifth Avenue.
80. Eyelash makeup. \$1.50
Manufactured by Celares, Inc.
Retailed at Saks Fifth Avenue.
81. Koroseal umbrella with rubbers in handle. \$3.75
Manufactured by Halstead & Gravenstein, N. Y.
Retailed by Le Petit Mouchoir.
82. Rain coat, *pliofilm*. \$1.25
Manufactured by Richards Boggs & King, Inc.
Retailed at Liggett Drug Stores.
83. Drain-Dri soap dish. \$.65
Manufactured by Drain-Dri Co., San Francisco, Cal.
Retailed by Lewis & Conger.
86. "New Dawn" bath brush, *lucite*. \$5.98
Manufactured by Hughes-Autograf Brush Co., Inc., New York.
Retailed at Whelan Drug Stores.
87. Hair brush, *lucite*. \$7.49
Manufactured by Hughes-Autograf Brush Co., Inc., New York.
Retailed at Whelan Drug Stores.
88. Clothes brush, *plexiglas*. \$4.50
Designed by I. Niedeman.
Manufactured by Metal Tex, Inc.
Retailed at Lewis & Conger.
89. Shoe horn. \$2.50.
Retailed at Lord & Taylor.
90. Nail brush. \$1.95
Retailed at Lord & Taylor.
91. Closet hooks, red and blue. 4 for \$1.00
Designed by Ben Hur.
Retailed at Lord & Taylor.
92. Robe hook. \$1.45
Designed by Charles A. Peters.
Manufactured by Joseph Meyer Bros., New York.
Retailed at Lewis & Conger.
93. Magnifying glass. \$4.00
Manufactured by Pen N Pencil Co., New York.
Retailed at Lewis & Conger.
94. "Jester" set of traveling cups. \$.10
Retailed at F. W. Woolworth Company.

95. Serata knife, *catalin*. \$.49
Retailed at R. H. Macy & Co., Inc.
96. Upholstery brush, red and black *lumarith*. \$1.69
Manufactured by Sewell Mfg. Co., Dayton, Ohio.
Retailed at Lewis & Conger and Fuller Brush Co.
98. Bowls—rose, turquoise and white, *shellflex*.
\$1.50 each.
From Lenart Import, Ltd.
Retailed at Rena Rosenthal.
99. Wastebasket, amber *shellflex*. \$10.00
From Lenart Import, Ltd.
Retailed at Rena Rosenthal.
100. Plates, red and white *shellflex*. \$1.00 each
Designed by Rena Rosenthal.
Manufactured by Lenart Import, Ltd.
Retailed at Rena Rosenthal.
106. Klearsight collapsible hat box, *pliofilm*. \$.50
Retailed at B. Altman & Co.

Leather

110. Cigarette case, pigskin. \$7.50
Manufactured by Volupté, Inc.
Retailed at Drug and Department Stores.
111. Humidor, laminated steerhide. \$10.00
Designed by Joseph B. Platt.
Manufactured by Schierenhide, Inc.
Retailed at Black, Starr and Gorham, Inc.
112. Ash tray, solid leather. \$3.00
Manufactured by Schierenhide, Inc.
Retailed at Saks Fifth Avenue.
113. King cigarette box, laminated steerhide. \$7.50
Designed by Joseph B. Platt.
Manufactured by Schierenhide, Inc.
Retailed at Gordon Waldron.
114. Beattie jet lighter, pigskin. \$6.50
Manufactured by Distinctive Creations, New York.
Retailed at Lewis & Conger.
115. Library set, pigskin. \$8.00
Manufactured by Metropolitan Cutlery.
Retailed at Saks Fifth Avenue.
118. Stud box, pigskin. \$4.50
Retailed at Black Starr & Gorham, Inc.
119. Clock calendar. \$6.00
Retailed at Black Starr & Gorham, Inc.

China and Pottery

121. Pitcher, white china. \$6.50
Manufactured by Lenox China Co., Trenton, N. J.
Retailed at Lewis & Conger.
122. Celery dish, white china. \$1.35
Designed by Russel Wright for American Way.
Retailed at R. H. Macy & Co., Inc.
123. Pottery crucibles. \$.39, \$.50 and \$.61
Manufactured by Coors Porcelain Co., Golden, Colo.
Retailed at Eimer & Amend.
125. Vase, round porcelain. \$6.00
From Lenart Import, Ltd.
Retailed at Rena Rosenthal.
129. Bowl, brown pottery. \$7.00
Designed and made by William Artis.
Retailed at America House.
131. Pottery ash tray. \$.12
Manufactured by Pfaltzgraff Pottery Co., York, Pa.
132. Santa Clara bowl. \$1.10
Designed by Santa Clara Indians.
From Charles Ilfeld for American Way.
Retailed at R. H. Macy & Co., Inc.

Miscellaneous and Mechanical Equipment

135. Table lamp. \$10.00
Designed by Richard Kelly.
Manufactured and retailed by Kelly and Thompson.
136. Goose neck lamps. \$10.00
Designed and made by Kurt Versen.
Retailed by Kurt Versen Co.
137. Egg lamp—pale amber *shellflex* on brass. \$5.00
From Lenart Import, Ltd.
Retailed at Rena Rosenthal.
138. Egg lamp—white *shellflex* on chrome. \$5.00
From Lenart Import, Ltd., wholesalers.
Retailed at Rena Rosenthal.
139. Viz-lite. \$5.00
Manufactured by Viz-lite Co., Philadelphia, Pa.
Retailed at Abercrombie & Fitch Co.
140. Ironrite chair. \$8.00
Manufactured by Ironrite Co., Detroit, Mich.
Retailed at Bloomingdales, Inc., and John Wana-maker.

141. Aetna radio—AC-DC. \$7.95
Retailed at Walgreen Drug Stores.
142. Counselor scales. \$4.45
Designed by Vytant Aleks.
Manufactured by Brearley Co., Rockford, Ill.
143. Ribbonaire fan, *bakelite*, AC only. \$7.45
Designed by W. O. Langille.
Manufactured by Diehl Manufacturing Company.
Retailed at Singer Sewing Machine Company.
144. Sportster binoculars with case. \$.98
Manufactured by Lan-dee Mfg. Co.
Retailed at Pennsylvania Drug Company.
145. Printator. \$1.50
Retailed at Lord & Taylor.
146. Durabilt personal folding iron. \$2.77
Manufactured by Winsted Hardware Manufacturing Co.
Retailed at R. H. Macy & Co., Inc.
147. Duplex travel stove, steel chrome plated, AC only. \$3.75
Manufactured by Duplex Appliance Co., Springfield, Mass.
Retailed at Lewis & Conger.
148. Pressure orange juice extractor. \$.50
Manufactured by Lorraine Metal Mfg. Co., Inc.
Retailed at S. H. Kress & Company.
149. Thermos jug, with tray and glass—pint. \$10.00
Designed by Henry Dreyfuss.
Manufactured by American Thermos Bottle Co., Norwich, Conn.
Retailed at Drug, Dept. and Specialty Shops.
150. Paper napkins. \$.25 per package of 30
Manufactured by Paper Art Products Co., Indianapolis, Ind.
Retailed at Dennison Mfg. Co.
151. Set of paper plates. \$1.00
Manufactured by Paper Art Products Co., Indianapolis, Ind.
Retailed at Dennison Mfg. Co.
152. Paper cups. \$.10
Manufactured by C. H. Reed Co., Williamsport, Pa.
Retailed at S. H. Kress & Company.

Miscellaneous—Cont.

153. See-Straws. \$.85, \$.45, \$.35

Manufactured by Stephen Leeman Products Corp., New York.

Retailed at Lewis & Conger.

154. Paper cups with turquoise handles. 4 for \$.10

Manufactured by Paper Art Products Co., Indianapolis, Ind.

Retailed at Dennison Mfg. Co.

155. Cellulose sponge. \$.49

Manufactured by E. I. DuPont de Nemours and Co.

Retailed at F. W. Schoonmaker.

156. String bath mitts. \$.75 apiece

Retailed at Liggett Drug Stores.

157. Lavhala mats. \$9.00 doz.

Manufactured by Ficks Reed Company, Cincinnati, Ohio.

Retailed at Carole Stupell, Ltd.

158. Round handwoven baskets. \$1.25, \$1.75, \$2.00

Manufactured by Columbia County Handcrafts, New York.

Retailed at America House.

159. Fiber brush. \$1.00

Designed by L. E. Goeller.

Manufactured by Kippy Kit Co., Circleville, Ohio.

160. Victrola record rack. \$.98

Manufactured by Musicraft Records, Inc.

Retailed at Music and Drug Stores.

161. Right angle square. \$.25

Manufactured by Southington Hardware Co.

Retailed at S. H. Kress & Company.

162. Corkscrew, leather handle. \$9.00

Manufactured by Hasselbring Manufacturers, Inc.

Retailed at Saks Fifth Avenue.

163. Bottle opener. \$7.50

Manufactured by Hasselbring Manufacturers, Inc.

Retailed at Saks Fifth Avenue.

164. Key ring. \$1.25

Retailed at Mark Cross.

166. Rubber plate rack. \$1.00

Manufactured by Wooster Rubber Co., Wooster, Ohio.

Retailed at Bloomingdales, Inc.

168. Playtex mitts, blue rubber latex. \$.50 pair

Manufactured by International Latex Corp., Dover, Del.

Retailed at Lewis & Conger.

169. Round compact, red. \$1.00

Designed by Richard Gaige

Manufactured by Volupté, Inc.

Retailed at Drug and Department Stores.

170. Cigarette case. \$2.00

Designed by Richard Gaige.

Manufactured by Volupté, Inc.

Retailed at Drug and Department Stores.

171. Palette shaped compact, red. \$2.00

Designed by Richard Gaige.

Manufactured by Volupté, Inc.

Retailed at Drug and Department Stores.

172. Cigarette case, black. \$5.00

Designed by Richard Gaige.

Manufactured by Volupté, Inc.

Retailed at Drug and Department Stores.

173. Ball watch, leather strap. \$10.00

Manufactured by Ornstein & Co.

Retailed at Hardy Luggage, Inc.

174. Westclox handbag watch, white bakelite case. \$2.95.

Designed by De Vaulhier and Blow.

Manufactured by Westclox Division of General Time Instruments Corp., La Salle, Ill.

Retailed at Department, Drug and Specialty Shops.

175. Westclox traveling clock, roll top leather case. \$7.95

Manufactured by Westclox Division of General Time Instruments Corp., La Salle, Ill.

Retailed at Hardy Luggage, Inc.

176. Woven rug, "Palm Springs," linen and cotton. \$7.98

Manufactured by Klearflax Linen Looms, Inc.

Retailed at Lord & Taylor, R. H. Macy & Co., Inc., W. J. Sloane.

177. Tufted rug, "Town and Country." \$10.00

Manufactured by Klearflax Linen Looms, Inc.

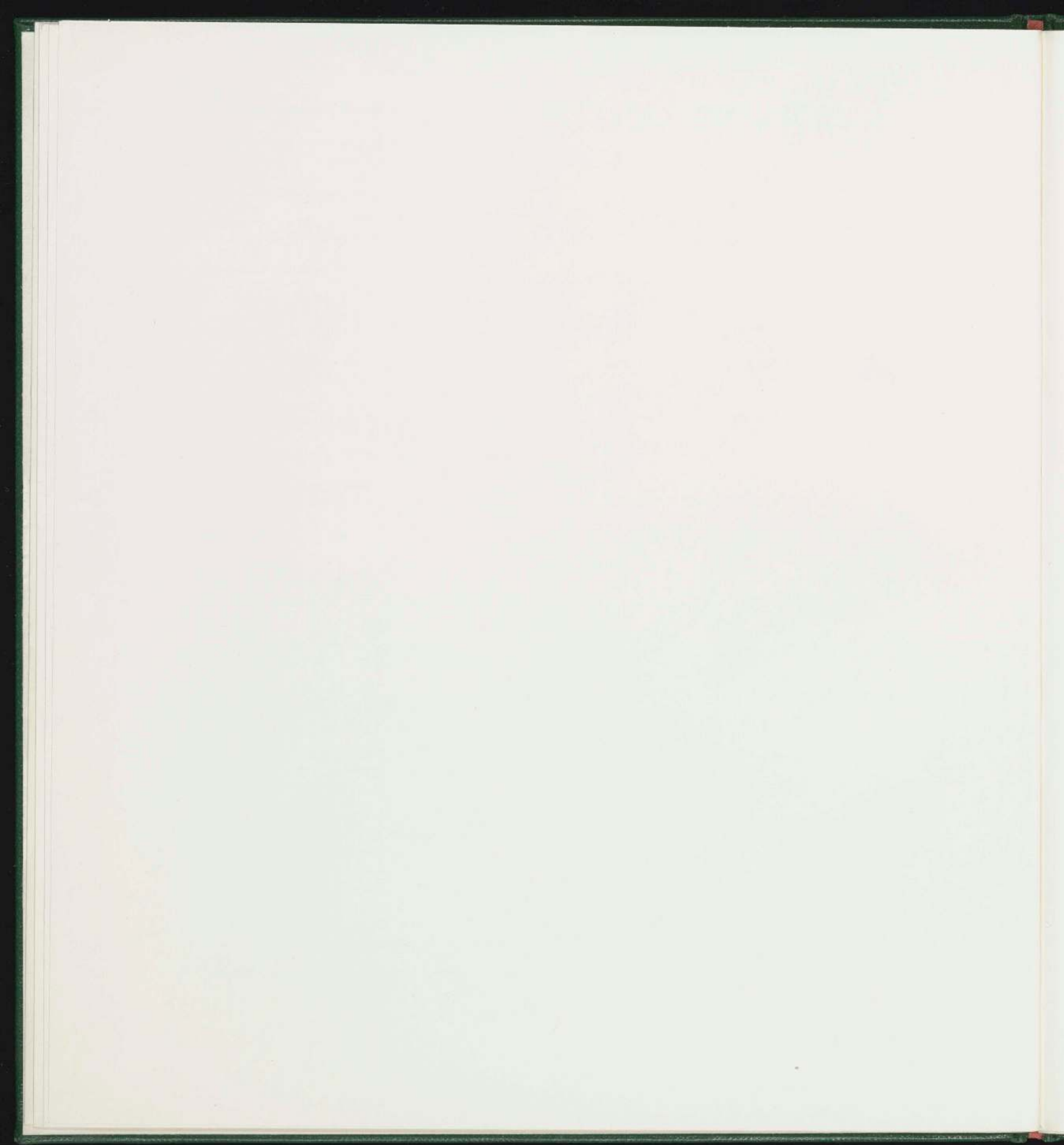
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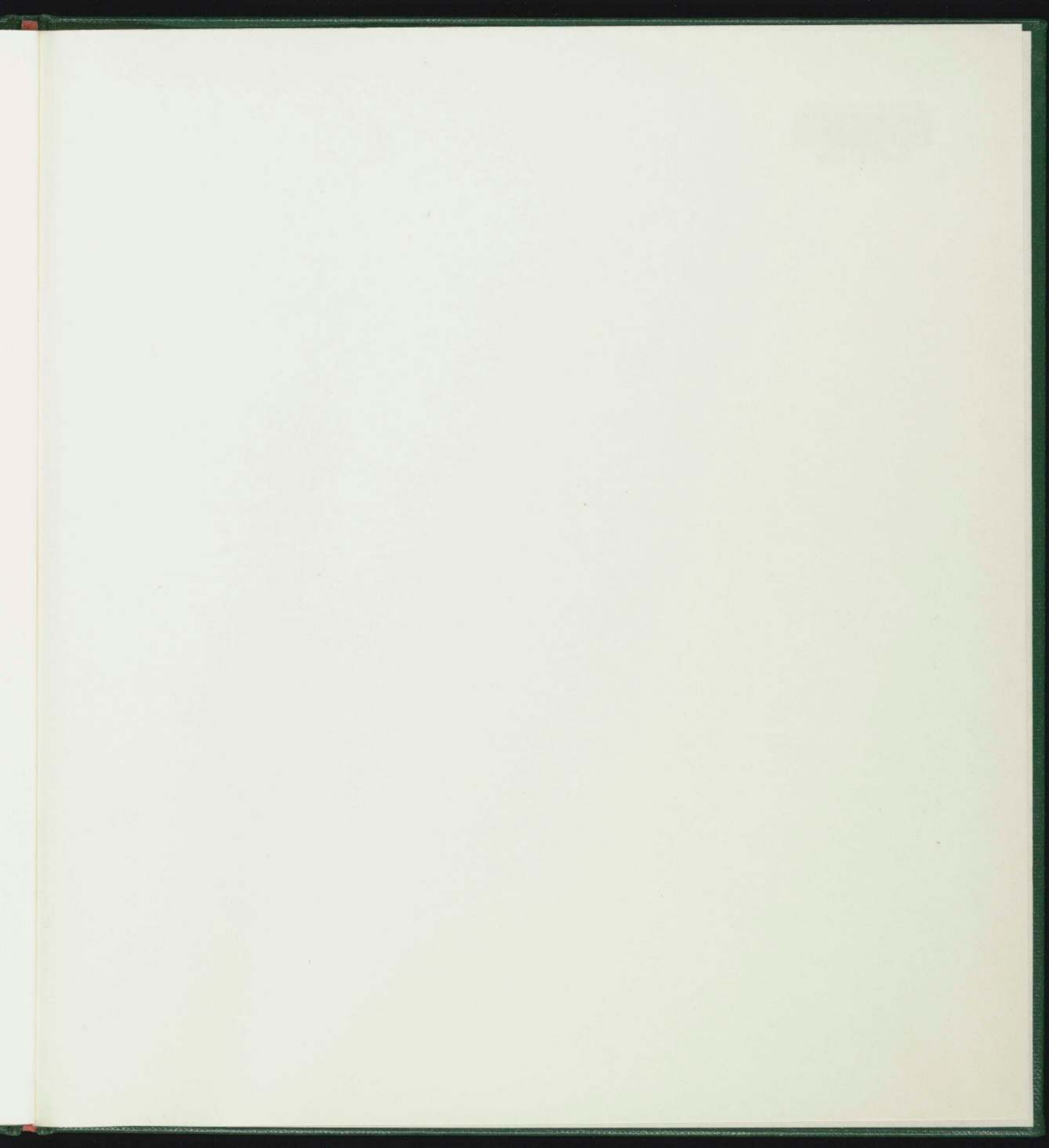


Austin 1998









The Museum of Modern Art



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