

THE MUSEUM OF MODERN ART

NEW YORK 19

124
11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

November 13, 1945

TO City Editor
Art Editor
Household Editor

Dear Sir:

You are invited to come or send a representative to the

Press Preview of
USEFUL OBJECTS
an exhibition prepared by the Department of
Industrial Design

Tuesday, November 20
2 to 6 P.M.

at the Museum of Modern Art
11 West 53 Street

The exhibition will open to the public Wednesday, November 21, and will remain on view through January 6, 1946. It will be the first of the Museum's before-Christmas Useful Objects exhibitionsto be held since 1942. The exhibition will be shown in the Architecture and Industrial Design Gallery on the First Floor of the Museum.

For further information please telephone me at Circle 5-8900.

Sincerely yours,



Sarah Newmeyer
Publicity Director

USEFUL OBJECTS

SIXTH ANNUAL EXHIBITION OF USEFUL OBJECTS

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

This exhibition does not represent a complete coverage of all stores, but it is a sampling of objects from a wide variety of sources. In the listing of retail outlets, we have named the store from which the item was procured. This, however, is not necessarily the only source from which the object may be obtained.

As there is now only a trickle of new products appearing in stores, many of the items shown are in limited supply. While it is the Museum's policy always to give names of designer and manufacturer of each object, it has often not been possible to do so this year because many stores feel it necessary to protect themselves by guarding the sources of their supplies until products are more plentiful.

ABBREVIATIONS: des., DESIGNER; ret., RETAILER
mfg., MANUFACTURER

PLASTICS

- | | |
|---|--|
| <p>1. 6 Napkin rings. \$2.95
ret. - Hammacher-Schlemmer, department stores</p> <p>2. Corn holders "Metaltex-Lucite" \$.25
ret. - Hammacher-Schlemmer</p> <p>3. Serving tray, red. \$1.35
mfg. - Almo, N. Y.
ret. - Hammacher-Schlemmer</p> <p>4. Toast cover, clear. \$3.95
ret. - Hammacher-Schlemmer, Abercrombie & Fitch, department stores</p> <p>5. Turner, clear. \$.60
ret. - Hammacher-Schlemmer</p> <p>6. "Kant-Spill" training cup. \$1.00
mfg. - Baby World Co.
ret. - Hammacher-Schlemmer, Lewis & Conger</p> <p>7. Cigarette case, clear. \$1.00
mfg. - Just Plastics, Inc.
ret. - George E. Milwitz, drug and department stores</p> <p>8. "Videne" women's all plastic rain coat. \$1.95
mfg. - Richards, Boggs & King, Inc.
ret. - F. W. Woolworth Co.</p> <p>9. "Videne" accordion rain hood. \$.49
mfg. - Richards, Boggs & King, Inc.
ret. - F. W. Woolworth Co.</p> <p>10. Rain hood, red. \$.59
ret. - F. W. Woolworth Co.</p> <p>11. "Zel" pocket comb, clear. \$1.50
ret. - Newton Pharmacy</p> <p>12. "Gen-Weld" air pillow. \$2.00
ret. - Lord & Taylor</p> | <p>13. Shoe trees. \$1.00
ret. - Lord & Taylor, department stores</p> <p>14. Coat hanger. \$1.50
ret. - Lord & Taylor, department stores</p> <p>15. Hat stands. ea. \$1.00
ret. - Lord & Taylor, department stores</p> <p>16. Cookie cutters, clear. ea. \$.05
mfg. - Bachman Bros. Inc.
ret. - F. W. Woolworth Co., department and hardware stores</p> <p>17. "Shell-Glo" funnel. \$.15
ret. - F. W. Woolworth Co., department stores, hardware stores</p> <p>18. "Cooks-Bonex" spoons, clear
ea. \$.10
ret. - ten cent and hardware stores</p> <p>19. Milk bottle cap. \$.05
mfg. - Kampa Mfg. Co.
ret. - F. W. Woolworth Co.</p> <p>20. "No-Kink" cord cover. \$.36
mfg. - Frank Paper Products
ret. - drug, stationery, and department stores</p> <p>21. Crumb tray and brush. \$7.00
ret. - Can-Del-Luxe-Shops</p> <p>22. "Varco" photo frames, plexiglass
 <div style="margin-left: 20px;"> 2 1/4 x 3 1/4" \$.60
 3 x 4 1/4" \$1.00
 5 x 7" \$2.50 </div> ret. - Eastman Kodak Co.</p> <p>23. Salt and pepper shakers.
ea. \$1.00
ret. - Can-Del-Luxe Shops, department stores</p> |
|---|--|

24. "Varco" cigarette package holder. \$.76
ret. - Dexter & Co.
25. Magnifier, clear frame. \$5.00
ret. - Lugene, Inc., Opticians
26. Liquid compass, plastic case. \$3.50
mfg. - Livingston Plastics Corp.
ret. - Lugene, Inc., Opticians
27. Polaroid Goggles. \$1.95
mfg. - American Optical Co.
ret. - Lugene, Inc., Opticians
28. "Durabrite" Katchhook. \$.25
mfg. - Plastic Molded Products, Inc.
ret. - department, hardware, and
ten cent stores
29. "Durabrite" hose nozzle. \$.59
mfg. - Plastic Molded Products, Inc.
ret. - department, hardware, and
ten cent stores
30. "Durabrite" bodkin threader. \$.10
mfg. - Plastic Molded Products, Inc.
ret. - department, hardware, and
ten cent stores
31. "Durabrite" folding cup. \$.39
mfg. - Plastic Molded Products, Inc.
ret. - department, hardware, and
ten cent stores
32. "Durabrite" sink drainer. \$.50
mfg. - Plastic Molded Products, Inc.
ret. - department, hardware and
ten cent stores
33. Knife rack, clear. \$1.94
ret. - R. H. Macy & Co., Inc.
34. "Tom Thumb" seasoners. pr. \$.50
mfg. - Carvanite Products
ret. - department and gift stores
35. Sewing kit, plastic case. \$1.50
mfg. - Gudebrod Bros., Silk Co., Inc.
ret. - Lewis & Conger, department
and gift stores
36. 25' garden hose. \$10
ret. - Lewis & Conger
37. Shoe horn, clear. \$3.95
ret. - Lewis & Conger, department
stores
38. Shoe horn. \$1.00
ret. - Lewis & Conger, department
stores
39. 8oz. measuring cup, clear. \$.50
mfg. - B. W. Photo Utilities
ret. - department and photo stores
40. Egg Timer on plastic stand. \$.59
ret. - department and hardware stores
41. Tumbler, red. \$.10
ret. - F. W. Woolworth Co.
42. Cereal bowl, red. \$.10
ret. - F. W. Woolworth Co.
43. Dish, red. \$.15
ret. - F. W. Woolworth Co.

44. Tumbling ball. \$4.00
mfg. - Depage
ret. - Abercrombie & Fitch Co.
45. "Watertown" dinnerware,
set of 20 pieces \$6.99
mfg. - Watertown Mfg. Co.
ret. - Gimbel Bros., Inc.
46. "Rain Rattles," toys. \$1.00
mfg. - Childhood Interests
ret. - Lewis & Conger

GLASS

51. Vase. \$1.95
ret. - James McCutcheon & Co.,
gift and department stores
52. Round glass bowl, 12 $\frac{1}{2}$ ". \$1.95
mfg. - Cambridge Glass Co.
ret. - Lewis & Conger, gift
and department stores
53. Round glass bowl, 10 $\frac{3}{4}$ ".
\$1.95
mfg. - Cambridge Glass Co.
ret. - Lewis & Conger, gift
and department stores
54. Relish dish with 2 spoons.
\$3.00
mfg. - Cambridge Glass Co.
ret. - gift and department
stores
55. Mixer set (mortar and pestle).
\$2.00
ret. - Abercrombie & Fitch Co.
gift stores
56. Highball glass. dz. \$6.00
mfg. - Imperial Glass Corp.
ret. - Cardel Ltd.
57. Water tumbler. dz. \$5.40
mfg. - Imperial Glass Corp.
ret. - Cardel Ltd.
58. Old-fashioned glass. dz. \$4.80
mfg. - Imperial Glass Corp.
ret. - Cardel Ltd.
59. Juice glass. dz. \$4.20
mfg. - Imperial Glass Corp.
ret. - Cardel Ltd.
60. Cocktail shaker. \$4.25
mfg. - A. H. Heisey & Co.
ret. - Black Starr & Gorham,
Inc.
61. Cereal bowls, opaque. 3 for
\$.10
ret. - F. W. Woolworth Co.
62. Cups and saucers, opaque
3 for \$.25
ret. - F. W. Woolworth
63. Plate, opaque. \$.10
ret. - F. W. Woolworth
64. Magnifier. \$1.00
ret. - department and station-
ery stores

65. "Easy-to-See" outdoor thermometer.

\$1.00

mfg. - Precision Products Co.
ret. - Lewis & Conger, department
stores

66. Pyrex glass pie dish, 8 $\frac{1}{2}$ ". \$.20

mfg. - Corning Glass Works
ret. - Department and hardware
stores

67. Martini shaker and 8 glasses. \$5.50

ret. - Evelyn Reed

68. Vase, 10". \$3.50

ret. - Evelyn Reed

CERAMICS

71. Cup and saucer. \$.10

ret. - F. W. Woolworth Co.

72. Ashtray with black glaze. \$5.00

des. - Weylande Gregory
ret. - Artek-Pascoe

73. Deep bowl with blue glaze. \$.79

ret. - R. H. Macy & Co.

74. Small bowls with blue glaze.

4 for \$1.09

ret. - R. H. Macy & Co.

75. 4 qt. white bean pot, pottery.

\$.75

ret. - department and houseware
stores

METAL

80. "Zippo" cigarette lighter. \$2.50

mfg. - Zippo Mfg. Co.
ret. - cigar, drug and department
stores

81. "Service Lighter" cigarette lighter

\$1.00

mfg. - Alfred Dunhill of London, Inc.
ret. - department, drug and cigar
stores

82. "Ever Lite" cigarette lighter. \$4.50

ret. - Peterson's Ltd., Inc.,
Rockefeller Center Tobacco Shop

83. Ice bucket and tongs, aluminum
and plastic. \$7.50 *

84. Oval vegetable bowl, stainless
steel. \$4.25

mfg. - Carrollton Mfg. Co.
ret. - Lewis & Conger, houseware
and department stores

85. Food Chopper, stainless steel.

\$.60

mfg. - Trippe Mfg. Co.
ret. - hardware and department
stores

86. Cookie sheet, aluminum. \$1.00

mfg. - Reynolds Metals Co.
ret. - hardware and department
stores

* Mfg. - Yorkville Novelty Co.

Ret. - hardware and department stores

87. Bake-storage pan, aluminum.

\$.75

mfg. - Reynolds Metals Co.
ret. - hardware and department
stores

88. "Universal" pressure cooker.

\$11.95

mfg. - Landers, Frary & Clark
ret. - department and hardware
stores

89. "Accentlite" swivel base light-
ing fixture with spun aluminum
shade. \$10.00

mfg. and ret. - General Light-
ing Co.

90. "Accentlite" ceiling lighting
fixture with swivel stem and
spun aluminum shade. \$10.50

mft. and ret. - General Light-
ing Co.

91. "Accentlite" ceiling fixture
with 4 $\frac{1}{4}$ " spun aluminum shade
\$8.00

mfg. and ret. - General Light-
ing Co.

92. "Accentlite" ceiling fixture
with 6 $\frac{1}{4}$ " spun aluminum shade
\$9.00

mfg. and ret. - General Light-
ing Co.

*93. "Accentlite" flexible gooseneck
lighting fixture with 4 $\frac{1}{4}$ " spun
aluminum shade. \$10.00

*94. "Accentlite" flexible gooseneck
lighting fixture with 6 $\frac{1}{2}$ " spun
aluminum shade. \$11.00

WOOD

100. Bowl, maple, 9 $\frac{1}{2}$ ". \$1.95

mfg. and ret. - Klein's Gift
Shop

101. Bowl, maple, 7 $\frac{3}{4}$ ". \$1.50

mfg. and ret. - Klein's Gift
Shop

102. Bowls, maple, 5 $\frac{1}{2}$ ". ea. \$.50

mfg. and ret. - Klein's Gift
Shop

103. Fork and spoon set, black wal-
nut. \$1.25

ret. - Hammacher-Schlemmer

104. Butter ladle. \$.25

ret. - Houseware and depart-
ment stores

105. Cutting board, maple. \$.69

ret. - houseware and depart-
ment stores

106. Stools with lacquered tops.
ea. \$9.50

des. - Alvar Aalto

mfg. and ret. - Artek-Pascoe

* mfg. and ret. - General Light-
ing Co.

MISCELLANEOUS

112. Woven basket, Chinese, 12 $\frac{1}{4}$ ". \$2.95
ret. - George Tashjian
113. Covered woven basket, Mexican. 8"
\$1.50
ret. - Pan-American Shop
114. Covered woven basket, Mexican
8 $\frac{3}{4}$ ". \$1.75
ret. - Pan-American Shop
115. Covered woven basket, Mexican,
9 $\frac{1}{2}$ ". \$2.00
ret. - Pan-American Shop
116. Woven waste basket, Mexican. \$3.00
ret. - Pan-American Shop
117. Stool with woven fibre seat,
Mexican. \$5.39
ret. - Abraham & Strauss, Inc.
118. Woven table mat, Mexican. \$.50
ret. - Artek-Pascoo
119. Cork mat, round. \$.50
ret. - Abercrombie & Fitch Co.
120. Whiskbroom, fibre. \$.50
ret. - Arnold Constable & Co.,
department stores
121. Hand cart, metal. \$5.25
ret. - Lewis and Conger
122. Out-door thermometer. \$2.00
mfg. - Swift & Anderson, Inc.
ret. - Lewis & Conger, department
and cutlery stores
123. "Bambi" Swiss alarm clock. \$4.68
ret. - R. H. Macy & Co.
124. "Garcon" electric kitchen clock.
\$3.95
mfg. - General Electric Corp.
ret. - department and houseware
stores
125. Bottle Guard, fabric. \$1.75
mfg. - Venus Corp.
ret. - Saks Fifth Avenue,
Specialty stores
126. "Key-Chain-Lite" key ring with
flash light. \$1.25
ret. - Department and specialty
stores
127. Double spectacle case, leather.
\$3.50
ret. - Lugene, Inc., Opticians
128. Utility mits, chamois. \$1.00
ret. - Lewis & Conger, department
stores
129. Cheese and butter slicer. \$.10
ret. - F. W. Woolworth
130. Oven tongs. \$.79
mfg. - Combustion Specialty Co.
ret. - R. H. Macy & Co.
131. Carving set on wooden block.
\$3.00
mfg. - Ekco Products
ret. - Hammacher-Schlemmer,
houseware and department
stores
132. Cowhide leather ashtray with
glass lining. \$5.00
mfg. - Guilford Arts Co.
ret. - Black, Starr & Gorham
133. Cowhide leather humidor with
glass lining. \$12.50
mfg. - Guilford Arts Co.
ret. - Black, Starr & Gorham
134. Food tray, stainless steel
\$1.75
mfg. - Lalance & Grosjean Mfg.
Co.
ret. - Abercrombie & Fitch Co.
135. Gallon crock, stoneware. \$.75
ret. - houseware and depart-
ment stores
136. Automatic electric iron. \$8.95
mfg. - Sperti, Inc.
ret. - houseware and depart-
ment stores