

The Museum of Modern Art, New York

November 9, 1948 - January 2, 1949

Exh. #391 - everything on list exhibited

CHRISTMAS SHOW: OBJECTS UNDER TEN DOLLARS

This exhibition, planned for the Christmas season, presents a selective display of inexpensive, well-designed articles for everyday life. All are designed for use. Whether decorative or utilitarian, tools or toys, the same standard applies to their selection; each article has been chosen for appearance and efficiency.

The more specialized items, particularly the tool groups, were necessarily obtained from dealers who carried only those products. This naturally suggested that all other items also be divided into categories, and then, to facilitate the work of the Museum and the gift-shopping public, one representative store was selected for each of the categories included. However, most of the articles can be found in many shops in New York and elsewhere. The Museum wishes to express its gratitude to the cooperating stores.

Abbreviations: des., designer; mfr., manufacturer

TOYS: F. A. O. SCHWARZ
745 Fifth Avenue

TABLE 1 - all Gifts to Industrial Design

Gift

Train, tracks, and block set, all wood,
\$9.50.
des. Marshall H. Larabee
mfr. Skaneateles Handicrafters, Inc.

Hollow building blocks, \$10.00
mfr. Sifo Company

TABLE 2 - All Gifts to Industrial Design

Sand sailer, \$2.50
mfr. Recreation Development Corp.

Qubic, the space game, \$2.00
des. J.M. Andersen and O.T. Andersen
mfr. Dupliçon Co., Inc.

Merry Tubes, xylophone, \$3.00
des. E. H. Gruber
mfr. Gruber Industries

Slinky, metal spiral, \$1.00
des. Richard T. James
mfr. James Industries, Inc.

Sea dive mask, \$2.30
des. L.P. Romano
Sea-net Manufacturing Company

TABLE 3 - All Gifts to Industrial Design

Walkee bike, \$5.00
mfr. Caldwell Industries, Inc.

Super freight train, wood, \$6.00
mfr. Playskool Manufacturing Co.

PHOTOGRAPHIC EQUIPMENT: WILLOUGHBY'S
110 West 32 Street

TABLE 4

48.1250	Developing tank for 120 and 620 film, stainless steel, \$8.50 mfr. Nikor Products Co.	Reelrite adjustable roll film developing tank, plastic, \$3.25 mfr. Testrite Instrument Co., Inc.	48.1260
48.1251	Table top tripod, \$3.20 mfr. Eastman Kodak Co.	Film Squeegee, \$1.45 mfr. The F. H. Corp.	48.1261
48.1252	Hood table top tripod, \$1.04 mfr. Waltham Screw Company	Stainless steel tongs, \$.50 des. Herman Neuwirth mfr. Testrite Instrument Co.	48.1262
48.1253.1-2	Set of retouching knives, silver, \$3.50 mfr. Raygram Corp.	Stirring rod thermometer, #236, glass \$.72 mfr. Weksler Thermometer Corp.	48.1263
48.1254	Precision magnifier, in metal case, \$3.95 des. Julian Gore mfr. United Optical Manufacturing Corp.	Stirring rods, colored plastic, \$.18 ea. mfr. Fanwood Specialties	48.1264.1-2
48.1255	Filter-Safe, container for filters, \$1.25 mfr. Tiffen Manufacturing Corp.	Leica sunshade for Summar 50 mm. lens, \$5.95 mfr. E. Leitz Inc.	48.1265
48.1256	Day-load tank for 35 mm. magazines, \$8.30 mfr. Eastman Kodak Company	Leica sunshade for Summar 50 mm. lens, \$4.95 mfr. E. Leitz Inc.	48.1266
48.1257.1	Colored filters, from \$.39 to \$9.00 36 mfrs. Eastman Kodak Co., Chess-United Co., Inc., Enteco Industries, Pioneer Optical Co., and a few imported.	Kodaflector, photographic lights, \$6.40 mfr. Eastman Kodak Company	48.1267
48.1258	Master six section tripod, \$7.75 mfr. Charles Rapp	Victor Armlite, #200, \$7.96 des. Ronald H. Smith mfr. James H. Smith and Sons Corp.	48.1268
48.1259	Swing-tilt tripod top, \$7.24 des. Don E. Davidson mfr. Davidson Manufacturing Co.	Stand and double reflectors, #624 \$9.20 des. Herman Neuwirth mfr. Testrite Instrument Co.	48.1269

ARTISTS' MATERIALS: ARTHUR BROWN
67 West 44 Street

TABLE 5

48.1270	Protractor, brass, \$.25 mfr. F. H. Company	plumb bobs, brass, small \$1.95, large, \$4.00 mfr. C. J. Kuker	48.1273 - 48.1274
48.1271.1-3	Flitter, metallic green, gold, silver, \$.25 each	Solid core graphite stick, \$.15 mfr. Joseph Dixon Crucible Co.	48.1275
48.1272	Ruler, steel, 12" x $\frac{1}{4}$ ", \$.25 mfr. Pioneer Rule		

48.1276	Four section mahl stick, aluminum, \$1.60 mfr. Le-Shore Corporation
48.1277	China palette slant, \$.35 mfr. Devoe and Reynolds Co., Inc.
48.1278	Three hole china palette, \$.35 mfr. Devoe and Reynolds Co., Inc.
48.1279.1-3	China paint mixing nests, set of five \$1.00 mfr. Devoe and Reynolds Co., Inc.
48.1280	4" steel triangle, \$1.00 mfr. Le-Shore Corporation
48.1281	Coping saw, all metal, \$1.25 des. Sundel Doniger mfr. X-Acto Crescent Products Co., Inc.
48.1282.1-4	C-Clamps, set of four, \$1.50 mfr. X-Acto Crescent Products., Inc.

SCULPTORS' TOOLS: SCULPTURE HOUSE
304 West 42 Street

TABLE 6

48.1290.1-3	Flexible mixing bowls, brass, 6" diam. \$1.05, 10" diam. \$2.50 14" diam. \$4.25 des. Alex Ettle, mfr. Sculpture House
48.1291	Soft iron carving hammer, \$2.25
48.1292	Pick hammer, \$2.85
48.1293	Bush Hammer, \$4.50
48.1294.1-3	Steel rasps, imported, \$2.83 ea.

HOME FURNISHINGS: NEW DESIGN INC.
33 East 75 St.

TABLE 7

48.1299	Wood and cotton place mat, \$3.50 des. & mfr. Trudi Guermonpres
48.1300	Enamel plates, small, red, \$4.50
48.1301	large, black \$8.00 des. & mfr. Bernad Creations
48.1302.1-2	Matting squares, rush, \$.90, hemp, \$1.25, imported.

Ames lettering instrument, plastic \$1.00 mfr. O. A. Olson Manufacturing Co.	48.1283
Art Directors' pencil, carbon, sterling silver holder, \$7.20 mfr. Le-Shore Corporation	48.1284
Stencil knife, aluminum, \$1.00 mfr. Le-Shore Corporation	48.1285
Swivel knife, aluminum holder, \$1.00 mfr. Le-Shore Corporation	48.1286
Protractor rule #55, metal, \$.75 des. Sundel Doniger mfr. X-Acto Crescent Products Co., Inc.	48.1287
Knife, #6, aluminum handle, \$1.50 des. Sundel Doniger mfr. X-Acto Crescent Products Co., Inc.	48.1288
Pantograph #853 \$10.00 mfr. John Henschel & Co., Inc.	48.1289

Large caliper, imported, \$9.85	48.1295
Hand forged plaster tools, steel, from \$1.45 to \$1.65 ea.	48.1296.1-7
Marble carving tools, forged steel, \$1.15 ea.	48.1297.1-3
mfr. Sculpture House	
Lustrex modeling tools, plastic from \$.20 to \$.35 ea.	48.1298.1-6

Chinese bamboo place mat, \$1.00	48.1303
Rabanna fiber place mats, \$1.00	48.1304.1-2
Lauhalla waste basket, \$5.00 imported	48.1305
Plastic bowls, \$2.00 ea.	48.1306.1-2
des. Ed. E. Langbein mfr. Langbein Giftwares Division	

TABLE 8

48.1307 Plastic refrigerator dish, \$.45
 48.1308 plastic shaker, \$.55
 48.1309.1-2 plastic bowls, nest of three, \$1.45
 (not ext) des. Earl S. Tupper, mfr. Tupper Corp.
 48.1310 Wooden plate, \$3.50, salt and pepper
 48.1311.1-2 shakers, \$3.00 a pair
 des. & mfr. Bob Stocksdales
 48.1312.1-4 Stainless steel flatware, teaspoon, \$.35
 dessert spoon, \$.60, forks, \$.60
 knives, \$.80, place-setting, \$2.35

3 "Ekeberga" glasses, waterglass, 48.1313
 \$1.25, Old Fashion, \$1.75 48.1314
 Highball, \$2.00 48.1315
 mfr. Kosta, Sweden
 Glass tumbler, \$2.00 48.1316
 Glass martini mixers, large, \$2.75 48.1317a-b
 small, \$1.25, both with Stirrers 48.1318a-b
 Silk shantung, natural, \$3.60 48.1319
 in colors, \$5.70 per yard 48.1320-
 (20 yds of ea. \$504.) 48.1322

HOUSEWARE: LEWIS AND CONGER
 6th Avenue at 45th St.

TABLE 9

156.48- Stainless steel mixing bowls, 1½ qt.
 158.48 \$2.85, 3 qt. \$3.95, 13½ qt. \$10.25
 des. Rex. A. Stevens, mfr. Carrollton
 Mfg. Co.

48.1333 Ka-Bar P 19 S cleaver, \$3.00
 mfr. Union Cutlery

Kitchen tool set, 6 pieces \$4.95 S47.48.1-6
 Adel Precision Products Corp.

TABLE 10

48.1334 Continental champagne glass, \$1.00
 48.1335 Old fashion, \$.75
 mfr. Seneca Glass Co.

48.1336 Glass vase, \$1.75
 mfr. Viking Glass Co.

48.1337 Flower cutter-holder, \$3.50
 mfr. J. Wiss and Sons Co.

185.47. Featherlite garden tools, \$3.95
 1-3 des. Mr. & Mrs. H. C. Markle

Copper frying pans, \$4.50, \$5.50
 \$6.50 48.1338.1-3
 mfr. Bion-Del

Round wire cake cooler, \$.98 48.1339
 mfr. Phalanx Stainless Sales

Stainless steel meat skewers 48.1340.1-4
 4 for \$1.29
 des. James J. Jacobson
 mfr. Manhattan Wire Goods Co.

Han-Dee kitchen saw, chrome, \$.98
 mfr. Bual Manufacturing Co. 48.1341

TABLE 11

48.1342 Highball glass, \$3.50 a doz.
 48.1343 Zombie highball, \$4.75 a doz.
 mfr. Seneca Glass Co.

48.1344.1-8 Beestick wood muddlers, Venezuelan
 ebony, \$8.00 for 8,
 mfr. Salisbury Artisans

Ladle, \$1.00; skimmer, \$3.00; 48.1345-6
 canister, \$4.70; (pitcher, stainless 48.1347
 steel, small, \$7.50 155.48 (large pitcher 793.41)
 des. Rex A. Stevens
 mfr. Carrollton Mfg. Co.

Two spout ladle, \$1.10 48.1348
 mfr. Freeport Machine Works

48.1349-50 Knife #200/10, \$3.75; slicer #242/9½
48.1351 \$3.00; offset spatula #227/4, \$1.75
mfr. W. R. Case and Sons Cutlery Co.

Chicken stick, \$.50
mfr. Goodell Co.

48.1352

SPORTING GOODS: ABERCROMBIE & FITCH
Madison Ave. at 45th St.

TABLE 12

48.1353	Broiling fork, \$1.50	Bug box, plastic and cork, \$2.00	48.1369
48.1354-5	Sandwich boxes, stainless steel, small; \$3.50; large \$6.50	Perko life preserver hook, \$2.50	48.1370
48.1356-8	Reel bags, pigskin, \$1.50, \$2.00, \$3.00	Boat hook, chrome, \$3.75	48.1371
48.1359	Fly box, plastic, \$1.10	Bait box, aluminum, \$1.20	48.1372
48.1360	Seco parallel rulers, \$2.75	Metal squid, \$.90	48.1362
48.1361	Star spinner, \$1.75	Cape Cod spinner, \$.75	48.1364
48.1368	Brown-Godard spinners, \$.65	Silver Minnow weedless spoon lure, 48.1373.1-4 9/0-silver, \$.85; 3/0-gold; \$1.00 6/0-black: \$1.15; 8/0-silver \$1.50	
48.1365-7	Daredevil spoon lures, orange and brown green and red, red and white, \$.95 each.	Orange flat fish, \$1.35	48.1363

LABORATORY WARE: EIMER AND AMEND
633 Greenwich Street

TABLE 13

48.1374.	Crucibles, wide form, black interior, 1-3 porcelain; sizes #0000 \$.29, #00 \$.58 #0 \$.75 mfr. Coors Porcelain Co.	Dish, flat round No. 2; porcelain; 48.1377 \$.61 mfr. Coors Porcelain Co.
48.1375.	Crucibles, wide form, porcelain, sizes 1-5 #0000 \$.18; #00 \$.30, #1 \$.51, # 3 \$.87, #5 \$1.24 mfr. Coors Porcelain Co.	Mortars and pestles, mat porcelain, 48.1378.1-2 sizes #1 \$2.80; #5 \$ 6.15 48.1379.1-2 mfr. Coors Porcelain Co. 48.1380 (48.1380-is extra pestle-\$1.00)
48.1376.	Crucibles, high form, black interior 1-3 porcelain; sizes #000 \$.80; #0A \$.98 mfr. Coors Porcelain Co.	Beakers, porcelain; sizes #2 \$2.12 48.1381- #4 \$3.86, #5 \$5.31 48.1383 mfr. Coors Porcelain Co.

TABLE 14

48.1384-5	Evaporating dishes, porcelain, sizes #6A \$1.64; #8A \$3.08 mfr. Coors Porcelain Co.	Battery porous cups; unglazed clay; sizes #1 \$.31; # 5 .50; #7 \$1.05; 48.1386-9 #8 \$1.15 mfr. Coors Porcelain Co.
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48.1430	Augur bit, 13/16, \$1.45 mfr. Russell-Jennings	- Round combination sharpening stone \$.66 mfr. Behr-Manning	48.1434
48.1431	Bevel #18, 8", \$1.70 mfr. Stanley Tools	Jeweler's snip, \$3.60	48.1435
48.1432	Car bit, #65 T, 1", \$2.25 mfr. Irwin Augur Bit Co.	Expansive bit \$48, \$3.10 Millers Falls Co.	48.1436
48.1433	Dapping die, 2", \$9.50 mfr. Anchor Tool Co.	Moulder's tool, \$2.00 mfr. Joseph Tyzak & Son, England	48.1437
		Tweezers, \$.80	48.1438