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 5, 1946. It will be the first of the Museum's before-Christmas Useful Objects exhibitions to 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: dos., DESIGNER; ret., RETAILER
mfg., MANUFACTURER**

**PLASTICS**

<table>
<thead>
<tr>
<th>Item Description</th>
<th>Price</th>
<th>Store(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 6 Napkin rings</td>
<td>$2.95</td>
<td>Hammacher-Schlemmer, department stores</td>
</tr>
<tr>
<td>2. Corn holders &quot;Metalox-Lucite&quot;</td>
<td>$2.25</td>
<td>Hammacher-Schlemmer</td>
</tr>
<tr>
<td>3. Serving tray, rod.</td>
<td>$1.35</td>
<td>Alco, N.Y., Hammacher-Schlemmer</td>
</tr>
<tr>
<td>4. Toast cover, clear.</td>
<td>$5.95</td>
<td>Hammacher-Schlemmer, Abercrombie &amp; Pitch, department stores</td>
</tr>
<tr>
<td>5. Turner, clear.</td>
<td>$0.60</td>
<td>Hammacher-Schlemmer</td>
</tr>
<tr>
<td>6. &quot;Kant-Spill&quot; training cup</td>
<td>$1.00</td>
<td>Baby World Co., Hammacher-Schlemmer, Lewis &amp; Conger</td>
</tr>
<tr>
<td>7. Cigarette case, clear.</td>
<td>$1.00</td>
<td>Just Plastics, Inc., George E. Milowitz, drug and department stores</td>
</tr>
<tr>
<td>8. &quot;Vidone&quot; women's all plastic rain coat</td>
<td>$1.95</td>
<td>Richards, Baggs &amp; King, Inc., F.W. Woolworth Co.</td>
</tr>
<tr>
<td>10. Rain hood, rod.</td>
<td>$0.59</td>
<td>F.W. Woolworth Co.</td>
</tr>
<tr>
<td>11. &quot;Zol&quot; pocket comb, clear</td>
<td>$1.60</td>
<td>Newton Pharmacy</td>
</tr>
<tr>
<td>12. &quot;Gon-Mold&quot; air pillow.</td>
<td>$2.00</td>
<td>Lord &amp; Taylor</td>
</tr>
<tr>
<td>13. Shoe trees.</td>
<td>$1.00</td>
<td>Lord &amp; Taylor, department stores</td>
</tr>
<tr>
<td>14. Coat hanger.</td>
<td>$1.50</td>
<td>Lord &amp; Taylor, department stores</td>
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<tr>
<td>15. Hat stands. on.</td>
<td>$1.00</td>
<td>Lord &amp; Taylor, department stores</td>
</tr>
<tr>
<td>16. Cookie cutters, clear.</td>
<td>$0.05</td>
<td>Beachmen Bros. Inc., F.W. Woolworth Co., department and hardware stores</td>
</tr>
<tr>
<td>17. &quot;Shell-Glo&quot; funnel.</td>
<td>$0.15</td>
<td>F.W. Woolworth Co., department stores, hardware stores</td>
</tr>
<tr>
<td>18. &quot;Cook's-Bonex&quot; spoons, clear</td>
<td>$0.10</td>
<td>F.W. Woolworth Co., department, and hardware stores</td>
</tr>
<tr>
<td>20. &quot;No-Kink&quot; cord cover.</td>
<td>$0.35</td>
<td>Frank Paper Products, drug, stationery, and department stores</td>
</tr>
<tr>
<td>21. Crumb tray and brush.</td>
<td>$7.00</td>
<td>Can-Dol-Luxo-Shops</td>
</tr>
<tr>
<td>22. &quot;Varco&quot; photo frames,plexiglass</td>
<td>$1.99</td>
<td>Eastman Kodak Co.</td>
</tr>
<tr>
<td>23. Salt and pepper shakers</td>
<td>$1.00</td>
<td>Can-Dol-Luxo-Shops, department stores</td>
</tr>
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</table>
24. "Varco" cigarette package holder, $.76
   ret. - Dexter & Co.,
25. Magnifier, clear frame, $5.00
   ret. - Lugone, Inc., Opticians
26. Liquid compass, plastic case, $2.50
   mfg. - Livingston Plastics Corp.
   ret. - Lugone, Inc., Opticians
27. Pliocord Goggles, $1.95
   mfg. - American Optical Co.
   ret. - Lugone, Inc., Opticians
28. "Durabrite" notebook, $.25
   mfg. - Plastic Molded Products, Inc.
   ret. - department, hardware, and ten cent stores
29. "Durabrite" hose nozzle, $.69
   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" seasonors, pr. $.50
   mfg. - Carvanite Products
   ret. - department and gift stores
35. Sewing kit, plastic case, $1.60
   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, $.39
   ret. - Lewis & Conger, department stores
38. Shoe horn, v1.00
   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. Tumbler ball, $4.00
   mfg. - Depage
   ret. - Abercrombie & Fitch Co.
   mfg. - Watertown Mfg. Co.
   ret. - Gimbel Bros., Inc.
46. "Rain Rattles," toys, v1.00
   mfg. - Childhood Interests
   ret. - Lewis & Conger

GLASS

51. Vase, $1.95
   ret. - James McCutcheon & Co.,
   gift and department stores
52. Round glass bowl, 12 1/2" $1.95
   mfg. - Cambridge Glass Co.
   ret. - Lewis & Conger, gift and department stores
53. Round glass bowl, 10 3/4" $1.95
   mfg. - Cambridge Glass Co.
   ret. - Lewis & Conger, gift and department stores
54. Roast dish with 2 spoons, $3.00
   mfg. - Cambridge Glass Co.
   ret. - gift and department stores
55. Mixer set (mortar and pestle), $2.00
   mfg. - Cambridge Glass Co.
   ret. - gift and department stores
56. Highball glass, dz. $6.00
   mfg. - Imperial Glass Corp.
   ret. - Cardol Ltd.
57. Water tumbler, dz. $4.90
   mfg. - Imperial Glass Corp.
   ret. - Cardol Ltd.
58. Old-fashioned glass, dz. $4.80
   mfg. - Imperial Glass Corp.
   ret. - Cardol Ltd.
59. Juice glass, dz. $4.20
   mfg. - Imperial Glass Corp.
   ret. - Cardol Ltd.
60. Cocktail shaker, $4.25
   ret. - Black Starr & Gorham, Inc.
61. Cereal bowls, opaque, 3 for $1.10
   mfg. - Imperial Glass Corp.
   ret. - F. W. Woolworth Co.
62. Cups and saucers, opaque 3 for $.25
   mfg. - F. W. Woolworth
   ret. - F. W. Woolworth
63. Plate, opaque, $.15
   mfg. - F. W. Woolworth
   ret. - F. W. Woolworth
64. Magnifier, $1.00
   mfg. - department and stationary stores
"Easy-to-See" outdoor thermometer. $1.00
mfg. - Precision Products Co.
ret. - Lewis & Conger, department stores

Pyrex glass pie dish, 8 1/2". $2.20
mfg. - Corning Glass Works
ret. - Department and hardware stores

Martini shaker and 8 glasses. $5.50
ret. - Evelyn Reed

Vase, 10". $3.80
ret. - Evelyn Reed

Pyrex glass pie dish, 8 1/2". $2.20
mfg. - Corning Glass Works
ret. - Department and hardware stores

Martini shaker and 8 glasses. $5.50
ret. - Evelyn Reed

Vase, 10". $3.80
ret. - Evelyn Reed

CERAMICS

Cup and saucer. $.10
ret. - F. W. Woolworth Co.

Ashtray with black glaze. $5.00
des. - Waylande Gregory
ret. - Artek-Pascoe

Deep bowl with blue glaze. $.79
ret. - R. H. Macy & Co.

Small bowls with blue glaze. 4 for $1.09
ret. - R. H. Macy & Co.

4 qt. white bean pot, pottery. $.75
ret. - department and houseware stores

METAL

"Zippo" cigarette lighter. $2.50
ret. - cigar, drug and department stores

"Service Lighter" cigarette lighter $1.00
mfg. - Alfred Dunhill of London, Inc.
ret. - department, drug and cigar stores

"Ever Lite" cigarette lighter. $4.50
ret. - Peterson's Ltd., Inc., Rockefeller Center Tobacco Shop

Ico bucket and tongs, aluminum and plastic. $7.50

Oval vegetable bowl, stainless steel. $4.25
mfg. - Carrollton Mfg. Co.
ret. - Lewis & Conger, houseware and department stores

Food Chopper, stainless steel. $.60
mfg. - Trippe Mfg. Co.
ret. - hardware and department stores

Cookie sheet, aluminum. $1.00
mfg. - Reynolds Metals Co.
ret. - hardware and department stores

Bake-storage pan, aluminum. $1.75
mfg. - Reynolds Metals Co.
ret. - hardware and department stores

"Universal" pressure cooker. $11.95
mfg. - Lenders, Frary & Clark
ret. - department and hardware stores

"Accontlite" swivel base lighting fixture with spun aluminum shade. $10.00
mfg. and ret. - General Lighting Co.

"Accontlite" ceiling lighting fixture with spun aluminum shade. $38.00
mfg. and ret. - General Lighting Co.

"Accontlite" ceiling lighting fixture with spun aluminum shade. $39.00
mfg. and ret. - General Lighting Co.

"Accontlite" flexible gooseneck lighting fixture with spun aluminum shade. $10.00

"Accontlite" flexible gooseneck lighting fixture with spun aluminum shade. $11.00

WOOD

Bowl, maple, 9 1/2". $1.95
mfg. and ret. - Klein's Gift Shop

Bowl, maple, 7 3/4". $1.50
mfg. and ret. - Klein's Gift Shop

Bowls, maple, 5 1/2". on. $.60
mfg. and ret. - Klein's Gift Shop

Pork and spoon set, black wal-

Butter ladle. $.25
ret. - Hennacher-Schlemmer

Cutting board, maple. $.65
ret. - houseware and depart-

Stools with lacquered tops.
on. $9.60
des. - Alvar Aalto
mfg. and ret. - Artok-Pascoe

Mfg. - Yorkville Novelty Co.
Ret. - hardware and department stores
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<th>Retailer</th>
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<tbody>
<tr>
<td>112</td>
<td>Woven basket, Chinese</td>
<td>$2.95</td>
<td>Mr. George Tashjian</td>
</tr>
<tr>
<td>113</td>
<td>Covered woven basket, Mexican</td>
<td>$1.50</td>
<td>Pan-American Shop</td>
</tr>
<tr>
<td>114</td>
<td>Covered woven basket, Mexican</td>
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<td>$1.75</td>
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</tr>
<tr>
<td>116</td>
<td>Woven waste basket, Mexican</td>
<td>$3.00</td>
<td>Pan-American Shop</td>
</tr>
<tr>
<td>117</td>
<td>Stool with woven fibre seat, Mexican</td>
<td>$5.39</td>
<td>Abraham &amp; Strauss, Inc.</td>
</tr>
<tr>
<td>118</td>
<td>Woven table mat, Mexican</td>
<td>$0.50</td>
<td>Artok-Pascoe</td>
</tr>
<tr>
<td>119</td>
<td>Cork mat, round</td>
<td>$0.50</td>
<td>Abercrombie &amp; Fitch Co.</td>
</tr>
<tr>
<td>120</td>
<td>Whiskbroom, fibre</td>
<td>$1.25</td>
<td>Department and specialty stores</td>
</tr>
<tr>
<td>121</td>
<td>Hand cart, metal</td>
<td>$5.25</td>
<td>Lewis and Conner</td>
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<tr>
<td>122</td>
<td>Outdoor thermometer</td>
<td>$2.00</td>
<td>Swift &amp; Anderson, Inc.</td>
</tr>
<tr>
<td>123</td>
<td>&quot;Bambi&quot; Swiss alarm clock</td>
<td>$4.68</td>
<td>R. H. Macy &amp; Co.</td>
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<td>124</td>
<td>&quot;Garcon&quot; electric kitchen clock</td>
<td>$3.95</td>
<td>General Electric Corp.</td>
</tr>
<tr>
<td>125</td>
<td>Bottle Guard, fabric</td>
<td>$1.75</td>
<td>Venus Corp.</td>
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<tr>
<td>126</td>
<td>&quot;Key-Chain-Lite&quot; key ring with flash light</td>
<td>$1.25</td>
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<td>127</td>
<td>Double spectacle case, leather</td>
<td>$3.50</td>
<td>Lugone, Inc., Opticians</td>
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<tr>
<td>128</td>
<td>Utility mits, chamois</td>
<td>$1.00</td>
<td>Lewis &amp; Conner, department stores</td>
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<td>129</td>
<td>Cheese and butter slicer</td>
<td>$0.10</td>
<td>F. W. Woolworth</td>
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<td>130</td>
<td>Oven tongs</td>
<td>$0.75</td>
<td>Combustion Specialty Co.</td>
</tr>
<tr>
<td>131</td>
<td>Carving set on wooden block</td>
<td>$3.00</td>
<td>Ekco Products</td>
</tr>
<tr>
<td>132</td>
<td>Cowhide leather ashtray with glass lining</td>
<td>$5.00</td>
<td>Guilford Arts Co.</td>
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<tr>
<td>133</td>
<td>Cowhide leather humidor with glass lining</td>
<td>$12.50</td>
<td>Black, Starr &amp; Gorham</td>
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<tr>
<td>134</td>
<td>Food tray, stainless steel</td>
<td>$1.75</td>
<td>Lalance &amp; Grosjean Mfg. Co.</td>
</tr>
<tr>
<td>135</td>
<td>Gallon crock, stoneware</td>
<td>$2.75</td>
<td>Houseware and department stores</td>
</tr>
<tr>
<td>136</td>
<td>Automatic electric iron</td>
<td>$8.95</td>
<td>Sperti, Inc.</td>
</tr>
</tbody>
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**Misellaneous**

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