

212

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

EXHIBITION OF USEFUL OBJECTS IN WARTIME OPENS AT MUSEUM OF MODERN ART

Baking pans made of paper, a cornhusk doormat, an open-top hamper-cart for the free-wheeling of groceries, a plastic sink stopper, a felt eyeglass case and many other useful objects for the civilian, particularly in non-priority glass, comprise part of the exhibition of Useful Objects in Wartime which opens at the Museum of Modern Art, 11 West 53 Street, Wednesday, December 2. The rest of the exhibition is devoted to needs of Army and Navy men, WAACS and WAVES. A few well-designed articles for civilian defense are also included. And, just for fun even in wartime, sheets of gay-colored paperboard from which extremely modern domestic animals, dude cowboys, and other toys may be punched out and fitted ingeniously together, are shown. Everything in the exhibition sells for \$10 and under.

In planning this fifth annual exhibition at the Museum of useful objects under \$10, vital war needs were taken into consideration, and the exhibition was divided into the following three sections:

1. Household objects made of non-priority materials.
2. Articles asked for by men and women in the Army and Navy.
3. Supplies necessary for adequate civilian defense.

Alice M. Carson, Acting Director of the Museum's Department of Industrial Design, arranged the exhibition and designed its installation. It will remain on view through January 3.

The standards used in selecting articles for the Museum's previous exhibitions of useful objects were applied this year:

1. FUNCTION - "how it works" or "what it does."
2. MATERIALS - their appropriate use.
3. TECHNIQUE or process of manufacture (whether by hand or machine).
4. SYNTHESIS of the above in the expression of the designer.

In addition to the objects selected with emphasis for wartime use, the exhibition includes a few useful objects of especially good design shown in previous exhibitions at the Museum. These objects are shown to discourage the wasteful American practice of abandoning a good design simply to satisfy the craving to present something new (even if inferior in design) each year to the public.

Before assembling the objects for this year's exhibition the Museum consulted men and women in the services, various departments

of the Office of Civilian Defense, and the Conservation and Substitution Branch of the War Production Board. All of these gave valuable suggestions and advice.

Soldiers and sailors, WAACS and WAVES responded eagerly to the Museum's queries about their needs. There was complete uniformity of demand for useful articles that were compact, light in weight, unbreakable, waterproof, and identified with the owner's name. Some specific suggestions were:

"The locker accommodations and regulations are meager and strict."
Corp. Sig. Serv. Reg't.

"Extra hangers."
WAACS & WAVES

"Officers' quarters are so ill supplied that what they actually need are items of basic usefulness."
Capt. Signal Corps

"Things small and unbreakable."

"A small duffle-bag, or satchel (of canvas) for furloughs!"
Sergt. Camp Upton

"Everything waterproof, if possible, and marked."
Lieut. Field Artillery

"Simple luggage, i.e., the idea is to boil living and travelling space down so that if alone you went to an airplane you could carry your own and it wouldn't weigh too much."
Lieut. j.g. WAVES

"Clothespins - because we do most of our own laundry unless we are rich."
WAAC

"No big things to haul around...When you are transferred quickly and often they are a big bother. Enough of these were offered for sale yesterday to stock a department store."
WAAC

"What we all have to have and can't get along without are accessories like money belts that are waterproof (and therefore very practical), small leather travelling kits, sewing kits, etc. You see it's all very prosaic."
Ensign U.S.N.R.

"We all try to carry as little as possible with us--and end up by storing aboard great quantities of junk, mostly things that make us think of friends and home....A Navy man keeps a few mystery novels and every letter he ever got. Not that we got much chance to read. What we think about is the ship and when we get close to land, girls. But I don't suppose you could include them, could you?"
Ensign U.S.N.R.

The Office of Civilian Defense supplied information regarding the requirements for fire-fighting and protection. In accordance with these requirements the Museum selected several well-designed objects for the exhibition, such as a stirrup pump and a first-aid kit.

The most vigorous advice and comment, however, came from Harvey A. Anderson, Chief of the Conservation and Substitution Branch, Conservation Division, War Production Board, who wrote the Museum, in part, as follows:

"The Conservation and Substitution Branch is in favor of any measure which will aid the war effort. This includes the policy of recommending transition to war usage of parts and materials stocks, fabricating capacity, and labor wherever feasible.

"Our conviction is that the men in America's Armed

Forces would prefer to see used in their armaments many of the metals ordinarily used in gifts.... Nor do we believe that an aluminum or stainless steel alloy cocktail shaker is necessary to maintain the morale of the worker on the home front.... These are the convictions you gain when you examine the casualty lists.

"Every ounce of chromium, copper, nickel, tin, aluminum, lucite, etc., used in such items as program flashlights, chrome-plated jiggers, small lucite bowls, lucite salts and peppers, means in altogether too many cases another American casualty....

"It is our understanding that the Japanese night-clubs have been closed for five years. That dancing is forbidden even in Japanese private homes. That one brand of shaving soap is sufficient for this need in Germany. That the German women do not wear cosmetics. That large-scale spectator sports have been abandoned in Germany. If the Axis civilians can part with many peacetime luxuries, for the sake of their soldiers, we think American civilians can do that job better too.

"Thus the manufacturing of non-essentials, the wholesaling and retailing of them, the consumer's purchase of them, and the tacit recommendation (through exhibition of them) that they be purchased as a demonstration of 'doing your bit,' 'boosting morale,' etc. often come to be regarded as merely a convenient excuse for 'business as usual.'

"Further, the availability of such items deludes the purchaser with a false sense of security, encourages further purchases along the same line, encourages further demand for such articles and materials by consumer, retailer, wholesaler and manufacturer, and results in unfortunate pressure on the war agencies for diversion of materials vital to the armaments of our Armed Force. We believe, finally, that the informed consumer, retailer, wholesaler, and manufacturer will patriotically insist that every available ounce of these critical materials be used where they will serve America's fighting men best."

Simultaneously with the exhibition the Museum will publish an illustrated Bulletin on Useful Objects in Wartime which will list many of the items. In addition everything shown in the exhibition will be labelled with price, name of manufacturer and retailer, and the name of the designer, when obtainable.

USEFUL OBJECTS IN WARTIME

FIFTH ANNUAL EXHIBITION OF USEFUL OBJECTS UNDER \$10.00

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 representative sampling of objects from a wide variety of sources. In the listing of retail outlets, we have named the store at which the item is known to be available. This, however, is not necessarily the only source from which the object may be obtained.

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

HOUSEHOLD ARTICLES OF
NON-PRIORITY MATERIALSGLASS

1. Tumbler, light green. \$9.60 doz.
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
2. Plate, green, 8". \$.90
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
3. Plate, green, 9½". \$1.10
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
4. Vase, amber. \$1.00
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
5. Pitcher, green. \$4.00
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
6. Bookends, light green, \$4.00 pr.
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
7. Paperweight. \$2.50
des. - William H. Blenko
mfg. - Blenko Glass Co.
ret. - department stores
8. Paperweight. \$2.50
dist. - Mary Ryan
ret. - Chelton, Inc.
9. Coffee bottle. \$2.40
des. - Pitt Petri
dist. - Mary Ryan
ret. - B. Altman & Co.
10. Vase. \$7.00
des. - Pitt Petri
dist. - Mary Ryan
ret. - Carole Stupell Ltd.
11. Salt holder. \$1.50
mfg. - Libbey Glass Co.
ret. - Georg Jensen Inc.
12. Sherry glass. \$1.75
des. - Edwin W. Fuerst
mfg. - Libbey Glass Co.
ret. - Georg Jensen Inc.
13. Champagne glass. \$1.75
des. - Edwin W. Fuerst
mfg. - Libbey Glass Co.
ret. - Georg Jensen Inc.
14. Goblet. \$1.75
des. - Edwin W. Fuerst
mfg. - Libbey Glass Co.
ret. - Georg Jensen Inc.
15. Old-fashioned glass. \$1.45
des. - Edwin W. Fuerst
mfg. - Libbey Glass Co.
ret. - B. Altman & Co.
16. Tumbler. \$1.10
des. - Edwin W. Fuerst
mfg. - Libbey Glass Co.
ret. - B. Altman & Co.
17. Cocktail shaker. \$4.79
mfg. - Heisey's
ret. - Bloomingdale's
18. Pitcher. \$1.25
mfg. - Cambridge Glass Co.
ret. - B. Altman & Co., Bloomingdale's
19. Marmalade jar and spoon. \$.59
mfg. - Cambridge Glass Co.
ret. - B. Altman & Co., Bloomingdale's
20. Toast cover. \$1.25
mfg. - Cambridge Glass Co.
ret. - B. Altman & Co., Bloomingdale's

21. Soup plate. \$.95
mfg. - Cambridge Glass Co.
ret. - Georg Jensen Inc.
22. Plate, 8". \$.90
mfg. - Cambridge Glass Co.
ret. - Georg Jensen Inc.
23. Martini mixer. \$7.50
mfg. - for Frederik Lunning Inc.
ret. - Georg Jensen Inc.
24. Fruit juice glass. \$1.00
mfg. - Alsterfors, Sweden
ret. - Georg Jensen Inc.
25. Bowl, oval. \$5.00
mfg. - for Frederik Lunning Inc.
ret. - Georg Jensen Inc.
26. Sauce Bowl. \$5.50
mfg. - for Frederik Lunning Inc.
ret. - George Jensen Inc.
27. Bowl. \$7.50
mfg. - for Frederik Lunning Inc.
ret. - Georg Jensen Inc.
28. Ashtray. \$5.25
mfg. - Kosta, Sweden
ret. - Georg Jensen Inc.
29. Bell. \$1.75
des. - Dorothy C. Thorpe
mfg. - for Frederik Lunning Inc.
ret. - George Jensen Inc.
30. Double egg cup. \$9.00 doz.
mfg. - Seneca Glass Co.
ret. - George Jensen Inc.
31. Double jigger. \$.75
mfg. - Seneca Glass Co.
ret. - Hammacher Schlemmer & Co., Inc.
32. Jigger chaser. \$7.20 doz.
des. - Wellman
mfg. - Seneca Glass Co.
ret. - Abercrombie & Fitch
33. Sherry glass. \$6.00 doz.
mfg. - Seneca Glass Co.
ret. - Stern Brothers
34. Punch cup. \$6.00 doz.
mfg. - Seneca Glass Co.
ret. - The Waldrons
35. Beer mug. \$1.25
mfg. - Seneca Glass Co.
ret. - The Waldrons
36. Ashtray set. \$.79 set
mfg. - Seneca Glass Co.
ret. - The Waldrons
37. Box, round. \$2.50
des. & Mfg. - James Powell, London
dist. - Lenart Imports
ret. - Bergdorf Goodman
38. Cream pitcher and sugar bowl. \$3.00 set
des. & mfg. - James Powell, London
dist. - Lenart Imports
ret. - Bergdorf Goodman
39. Flat bowl. \$7.50
des. & mfg. - James Powell, London
dist. - Lenart Imports
ret. - Black Starr & Gorham Inc.
40. Decanter. \$7.50
dist. - Lenart Imports
ret. - Black Starr & Gorham Inc.
41. Pitcher. \$8.50
mfg. - Kensington Co.
ret. - Black Starr & Gorham Inc.
42. Vase. \$9.50
mfg. - Kensington Co.
ret. - Black Starr & Gorham Inc.
43. Lotion bottle. \$3.00
des. - Palme
mfg. - Czechoslovakian
dist. - Lenart Imports
ret. - Carole Stupell Ltd.
44. Bowl, 6". \$1.25
des. - Paul A. Lobel
mfg. - Benduro
ret. - Carole Stupell Ltd.
45. Oblong plate. \$6.00 doz.
des. - Paul A. Lobel
mfg. - Benduro
ret. - Carole Stupell Ltd.
46. Square plate, green, 10 $\frac{1}{2}$ ". \$2.00
des. - Paul A. Lobel
mfg. - Benduro
ret. - Carole Stupell Ltd.
47. Triangular ashtray, green. \$8.40 doz.
des. - Paul A. Lobel
mfg. - Benduro
ret. - Carole Stupell Ltd.
48. Demitasse. \$1.25
dist. - Weil-Freeman
ret. - Carole Stupell Ltd.
49. Salt and pepper balls. \$1.50 pr.
mfg. - Cambridge Glass Co.
ret. - Carole Stupell Ltd.
50. Fruit juice glass. \$1.25
des. - Vicke Lindstrand
mfg. - Orrefors, Sweden
ret. - Orrefors Galleries
51. Liqueur glass. \$9.00 doz.
des. - Edvard Hald
mfg. - Orrefors, Sweden
ret. - Orrefors Galleries
52. Ashtray. \$5.50
des. - Edvin Ohrstrom
mfg. - Orrefors, Sweden
ret. - Orrefors Galleries

53. Plate, 10 $\frac{1}{2}$ ". \$1.15
mfg. - Cambridge Glass Co.
ret. - Sweden House
54. Lotion bottle. \$5.00
mfg. - Czechoslovakian
ret. - W & J Sloane
55. Cheese preserver. \$1.95
mfg. - Cambridge Glass Co.
ret. - Lewis & Conger
56. Chemex coffee maker(1 to 10 cups).\$6.50
des. - Dr. Peter Schlumbohn
mfg. - Chemex Corp.
ret. - Lewis & Conger
57. Glass jar. \$.40
mfg. - U. S. Glass Co.
ret. - Lewis & Conger
58. Glass jar. \$.50
mfg. - U. S. Glass Co.
ret. - Lewis & Conger
59. Glass jar. \$.75
mfg. - U. S. Glass Co.
ret. - Lewis & Conger
60. Thermometer. \$1.00
mfg. - Precision Products Co.
ret. - E. B. Meyrowitz Inc.
61. Mixing bowl. \$.15
ret. - S. H. Kress & Co.
62. Evaporating or crystallizing dish,
80 mm. \$.35
mfg. - Corning Glass Works
ret. - Eimer & Amend
63. Evaporating or crystallizing dish,
105 mm. \$.45
mfg. - Corning Glass Works
ret. - Eimer & Amend
64. Evaporating or crystallizing dish,
150 mm. \$1.00
mfg. - Corning Glass Works
ret. - Eimer & Amend
65. Pyrex mixing bowls. \$.95 set of three
mfg. - Corning Glass Works
ret. - department and hardware stores
66. Pyrex measuring cup. \$.15
mfg. - Corning Glass Works
ret. - department and hardware stores
67. Pyrex funnel. \$.25
mfg. - Corning Glass Works
ret. - department and hardware stores
68. Pyrex loaf pan. \$.45
mfg. - Corning glass works
ret. - department and hardware stores
69. Pyrex saucepan. \$1.95
mfg. - Corning Glass Works
ret. - department and hardware stores

70. Pyrex kettle. \$2.95
mfg. - Corning Glass Works
ret. - department and hardware stores
(From the Museum Collection)
71. Pyrex double boiler. \$3.95
mfg. - Corning Glass Works
ret. - department and hardware stores.
72. Coinbank. \$.10
mfg. - Pittsburgh-Corning Co.
ret. - drug stores, 10¢ stores
73. Christmas tree ornaments. \$.10 each
mfg. - Corning Glass Works
ret. - chain and department stores
74. Lighting globe, square. \$3.00
mfg. - Corning Glass Works
ret. - Goldfarb Brothers
75. Bolts and nuts. Used in acid fraction-
ating columns to hold diffuser bonnets.
Non-corrosive.
mfg. - Corning Glass Works
ret. - sold only to industrial plants.

POTTERY AND CHINA

79. Ashtray, oval, yellow. \$2.50
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
80. Dish, oval, chartreuse. \$3.00
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
81. Plate, triangular, yellow. \$5.50
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
82. Bowl, oval, black. \$9.00
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
83. Bowl, square, lava gray. \$10.00
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
84. Bowl, chartreuse. \$10.00
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
85. Vase, oval, yellow. \$10.00
des. & mfg. - Natzler Ceramics
dist. - Amberg-Hirth
*ret. - Museum of Modern Art
- * The Natzler ceramics in the exhibition
are individual pieces and may be purchased
by applying at the front desk. Similar
pieces are to be found at Artek-in-New
York and Carole Stupell Ltd.

86. Beer mug, duckhead. \$1.00
des. & mfg. - Rowantrees Kiln
ret. - America House
87. Serving plate, duckhead. \$4.00
des. & mfg. - Rowantrees Kiln
ret. - America House
88. Plate, oyster white. \$1.00
des. & mfg. - Rowantrees Kiln
ret. - America House
89. Plate, yellow. \$1.50
des. & mfg. - Rowantrees Kiln
ret. - America House
90. Bowl, yellow. \$1.25
des. & mfg. - Rowantrees Kiln
ret. - America House
91. Ramekin, small. \$.70
des. - Mr. and Mrs. Walter Griffith
mfg. - Brown County Pottery Co.
dist. - Brodegaard & Caspari
ret. - Agnestrong Ltd.
92. Salt shaker. \$1.00 pr.
des. & mfg. - Mary Alice Hadley
dist. - Brodegaard & Caspari
ret. - The Waldrons, Carole Stupell
Ltd., Agnestrong Ltd., Lord &
Taylor
93. Salad plate. \$1.00
des. & mfg. - Mary Alice Hadley
ret. - The Waldrons, Carole Stupell
Ltd., Agnestrong Ltd., Lord &
Taylor
94. Dinner plate. \$2.00
des. & mfg. - Mary Alice Hadley
ret. - The Waldrons, Carole Stupell
Ltd., Agnestrong Ltd., Lord &
Taylor
95. Baker, blue and white. \$.80
mfg. - Arabia China Co., Finland
ret. - The Waldrons
96. Ramekin, large, blue and white. \$1.75
mfg. - Arabia China Co., Finland
ret. - The Waldrons
97. Dinner plate, blue and white. \$.65
mfg. - Arabia China Co., Finland
ret. - The Waldrons
98. Bread and butter plate, grey-blue \$.35
mfg. - Arabia China Co., Finland
ret. - The Waldrons
99. Dessert plate, grey-blue \$.50
mfg. - Arabia China Co., Finland
ret. - The Waldrons
100. Dinner plate, grey-blue. \$.65
mfg. - Arabia China Co., Finland
ret. - The Waldrons
101. Bookends, white pottery. \$7.00 pr.
ret. - Alice H. Marks
102. Mug, green. \$.55
mfg. - state of Oaxaca, Mexico
ret. - Fred Leighton
103. Casserole, small, green. \$.75
mfg. - state of Oaxaca, Mexico
ret. - Fred Leighton
104. Casserole, large, green. \$1.50
mfg. - state of Oaxaca, Mexico
ret. - Fred Leighton
105. One-handled baker. \$.40
mfg. - Mexican
ret. - Fred Leighton
(from the Museum Collection)
106. Two-handled baker, small. \$.25
mfg. - Mexican, Tonala ware
ret. - Fred Leighton
107. Two-handled baker, large. \$.30
mfg. - Mexican, Tonala ware
ret. - Fred Leighton
108. Mixing bowls, red and white.
\$2.75 set of three
ret. - Lewis & Conger
109. Ramekin, small. \$.50
ret. - Lewis & Conger
110. Pie plate. \$.75
mfg. - Joaquin Pottery Co.
ret. - Lewis & Conger
111. Meat loaf dish. \$1.00
mfg. - Joaquin Pottery Co.
ret. - Lewis & Conger
112. Sauce pot and cover. \$1.85
mfg. - Joaquin Pottery Co.
ret. - Lewis & Conger
113. Double boiler. \$3.00
mfg. - Joaquin Pottery Co.
ret. - Lewis & Conger
114. Casserole tureen. \$.65
mfg. - ValorWare Pottery Co.
ret. - Bazar Francais
115. Pot and cover. \$2.00
mfg. - ValorWare Pottery Co.
ret. - Bazar Francais
116. Pot and cover, $3\frac{1}{2}$ qt. \$2.30
mfg. - ValorWare Pottery Co.
ret. - Bazar Francais
117. Skillet. \$.51
mfg. - Redwing Potteries
ret. - R. H. Macy & Co.
118. Oval casserole. \$1.69
mfg. - Hall
ret. - R. H. Macy & Co.
119. Pot and cover. \$2.11
mfg. - Redwing Potteries
ret. - R. H. Macy & Co.

120. Plate, Celadon. \$.89
mfg.-Josiah Wedgewood & Sons, England
ret.-R. H. Macy & Co.

121. Soup bowl and saucer, Celadon. \$1.98
mfg.-Josiah Wedgewood & Sons, England
ret.-R. H. Macy & Co.

122. Salt & pepper shakers. \$1.00 pr.
des. - Russel Wright
mfg. - Steubenville Pottery
ret. - Bloomingdale's

123. Soup bowl. \$.45
des. - Russel Wright
mfg. - Steubenville Pottery
ret. - Bloomingdale's

124. Salad plate, chartreuse. \$.45
des. - Russel Wright
mfg. - Steubenville Pottery
ret. - Bloomingdale's

125. Salad bowl, chartreuse. \$2.85
des. - Russel Wright
mfg. - Steubenville Pottery
ret. - Bloomingdale's

126. Salt & pepper shaker. \$2.00 pr.
des. & mfg. - Tom Throckmorton
dist. - Mary Rodney
Ret. - America House

PAPER

132. Pie plates, 6". 10 for \$.10
mfg. - Keyes Fibre Co.
ret. - F. W. Woolworth, S. H. Kress
& Company

133. Pie plates, 8 $\frac{1}{2}$ ". 6 for \$.10
mfg. - Keyes Fibre Co.
ret. - F. W. Woolworth, S. H. Kress
& Company

134. Pie plates, 9 $\frac{3}{4}$ ". 5 for \$.10
mfg. - Keyes Fibre Co.
ret. - F. W. Woolworth, S. H. Kress
& Company

135. Cake plates, 9 $\frac{1}{4}$ ". 5 for \$.10
mfg. - Keyes Fibre Co.
ret. - F. W. Woolworth, S. H. Kress
& Company

136. Square baking pan, 9". 5 for \$.10
mfg. - Keyes Fibre Co.
ret. - F. W. Woolworth, S. H. Kress
& Company

137. Lunch napkins. 25 for \$.15
mfg. - Paper Arts Products
ret. - Dennison Mfg. Co.

138. Guest towels. 100 for \$.80
mfg. & ret. - Dennison Mfg. Co.

139. Shower slippers. 5 pairs for \$.15
mfg. - Macadam
ret. - Dennison Mfg. Co.

140. Toys, paperboard. \$1.50
des. - Barnes & Reinecke
mfg. - Container Corp. of America
ret. - Dennison Mfg. Co.

141. Coaster. 3 for \$4.00
des. & mfg. - Dorothy Diffily
dist. - Mary Rodney
ret. - Bloomingdale's

142. Covered container, $\frac{1}{2}$ pint. 6 for \$.19
ret. - R. H. Macy & Co.

143. Covered container, pint. 6 for \$.19.
ret. - R. H. Macy & Co.

144.*Lipstick containers.
des. - Nyden and F. N. Burt Co.
mfg. - F. N. Burt Co.

145.*Compact.
des. - Nyden & F. N. Burt Co.
mfg. - F. N. Burt Co.

146.*Jar covers.
des. - Nyden
mfg. - F. N. Burt Co.

WOOD AND NATURAL MATERIALS

151. Braquette, wood. \$1.50
des. - Nathan George Horwitt
mfg. - Braquette, Inc.
ret. - Bloomingdale's, R. H. Macy &
Co., Willoughby's, etc.
(Museum print)

152. Sock stretcher, wood. \$1.25
mfg. - Turner & Davis
ret. - Lewis & Conger

153. Clothes dryer, wood. \$1.50
mfg. - J. H. Auerback Co.
ret. - Lewis & Conger

154. Grocery carrier. \$4.50
mfg. - Leipzig Lippe Inc.
ret. - Lewis & Conger

155. Table mats, tule. \$.40 each
mfg. - Mexican
ret. - Fred Leighton

156. Petate mat. \$3.00
mfg. - Mexican
ret. - Fred Leighton

157. Sink brush, \$.15
mfg. - Mexican
ret. - Fred Leighton

158. Brush, palmetto. \$.35
mfg. - Mexican
ret. - Fred Leighton

* Paper used as substitute for metal in
these items, sold only to cosmetic, etc.
manufacturers.

159. Broom, palmetto. \$.50
mfg. - Mexican
ret. - Fred Leighton
160. Bread baskets, nest of 3. \$.20, \$.25, \$.35.
mfg. - town of Irapuato, Mexico
ret. - Fred Leighton
161. Hamper, carrizo. \$3.00
mfg. - town of Irapuato, Mexico
ret. - Fred Leighton
162. Waste basket, raffia. \$3.99
mfg. - Mexican
dist. - Raymor Mfg. Division
ret. - Bloomingdale's
163. Doormat, cornhusks. \$3.50
dist. - Mary Rodney
ret. - America House
164. Bicycle basket. \$1.25
mfg. - Columbia County, N. Y.
ret. - America House
165. Butterfly table, oak veneer. \$7.80
des. - Dan Cooper
mfg. - Drexel Furniture Co.
ret. - Abraham & Straus Inc.
Bloomingdale's

MISCELLANEOUS

170. Wedding ring, gold. \$7.00
ret. - Black Starr & Gorham
171. Safety pin, gold. \$6.00
ret. - Cartier, Inc.
172. Thimble, gold. \$10.00
ret. - Cartier, Inc.
173. Knitting bag, cotton tweed. \$7.75
mfg. & ret. - Mark Cross
174. Rug, gray cotton string. \$8.25
mfg. - Parker Novelty Mills
ret. - Saks Fifth Avenue
175. Table mats, cotton, red, yellow, blue. \$.75 each
des. & dist. - Mary Rodney
ret. - B. Altman & Co.
176. Rug, cotton, blue and black. \$6.00
des. & dist. - Mary Rodney
ret. - B. Altman & Co.
177. Leaf eyeglass case, felt. \$1.00
des. & mfg. - Mrs. Margaret Ripin
ret. - H. L. Purdy
178. Matchbox cover, stripetex. \$1.00
des. - Carl Froelich
mfg. - Froelich Leather Craft Co.
ret. - America House
179. Wastebasket, stripetex. \$5.00
des. - Carl Froelich
mfg. - Froelich Leather Craft Co.
ret. - America House

180. Sink stopper. (substitute plastic for rubber)
mfg. - Kampa Mfg. Co.
dist. - Celanese Celluloid Corporation
ret. - F. W. Woolworth
181. Plaster knife. (substitute plastic for steel)
mfg. - Celanese Celluloid Corporation
ret. - sold with package of Persatape by U. S. Gypsum Co.

GIFTS FOR MEN AND WOMEN IN THE ARMY AND NAVY.

ALL SERVICES

185. Identification tag holder. \$.10
ret. - F. W. Woolworth
186. Military button polishing kit. \$.35
ret. - F. W. Woolworth
187. Service soap. \$.50
mfg. - Wardix Co.
ret. - America House
188. Shoetrees. \$4.00
mfg. - Mackay
ret. - Saks Fifth Avenue
189. Folding hangers. 3 for \$.50
mfg. - Birnbaum Co.
ret. - Lewis & Conger
190. Skirt or trouser hanger. \$.36
ret. - R. H. Macy & Co.
191. Italian-English, English-Italian pocket dictionary. \$.75
mfg. - David McKay Co.
ret. - Brentano's
192. French-English, English-French pocket dictionary. \$.75
mfg. - David McKay Co.
ret. - Brentano's
193. German-English, English-German pocket dictionary. \$.75
mfg. - David McKay Co.
ret. - Brentano's
194. English-Japanese dictionary. \$5.00
mfg. - Harvard University Press
ret. - Brentano's
195. Sock stretcher. \$1.00
mfg. - Lansdale
ret. - B. Altman & Co.
196. Pencil flashlight. \$1.00
mfg. - Frederick O. Sanford
ret. - Parker & Battersby
197. Eversharp pencil. \$2.00
des. - Arnold Dryfus
mfg. - Eversharp Co.
ret. - Parker & Battersby
198. Fountain pen, black. \$1.00
mfg. - Eversharp Co.
ret. - Liggett's Drug Stores

199. Waterproof match box. \$.60
mfg. - Marble Arms & Mfg. Co.
ret. - Modell's Sporting Goods Co.

ARMY AND WAACS

201. Soapdish. \$.39
ret. - Bloomingdale's
202. Face cloth. \$.25
mfg. - Cannon
ret. - Bloomingdale's
203. Bath towel. \$1.19
mfg. - Cannon
ret. - Bloomingdale's
204. Travelling alarm clock. \$8.98
mfg. - Seneca Clock Co.
ret. - Bloomingdale's
205. Duffle bag, chamois. \$5.95
des. - W. D. Phelps
mfg. - The Burroughs Co.
ret. - Saks Fifth Avenue, B. Altman & Co.
206. Cigarette case, cloth. \$3.00
ret. - Black Starr & Gorham
207. Shoe pockets. \$1.25 for 2 pairs
mfg. - Venus Corp.
ret. - Lewis & Conger
208. Small bottles in leather case. \$2.50
ret. - Evelyn Reed
209. Shoe polish kit. \$4.75
mfg. & ret. - Mark Cross
210. Writing case, khaki. \$6.75
mfg. & ret. - Mark Cross
211. License case. \$6.75
mfg. & ret. - Mark Cross
212. Billfold. \$9.90
mfg. & ret. - Mark Cross
213. Picture holder (14), leather. \$2.50
ret. - Bergdorf Goodman
214. Pill kit, two bottles. \$1.00
ret. - Bergdorf Goodman
215. Wallet with picture holder. \$3.75
mfg. & ret. - Hardy Luggage Co.
216. Picture holder. \$5.00
mfg. & ret. - Hardy Luggage Co.
217. Wooden clogs. \$1.00
mfg. - Reece Wooden Sole Co.
ret. - B. Altman & Co.

ARMY

220. Army knife, steel. \$6.00
mfg. - Swiss
ret. - Fifth Avenue Cutlery Shop

221. Briefcase. \$10.00
mfg. & ret. - Kent Luggage Co.

222. Watchband, cloth. \$.23
ret. - Liggett's Drug Stores

223. Slippers with case, cloth. \$.35
ret. - F. W. Woolworth

224. Drinking cup. \$.10
ret. - F. W. Woolworth

225. Collar clip. \$.10
ret. - F. W. Woolworth

226. Ashtray. \$.05
ret. - F. W. Woolworth

227. Sewing kit, leather. \$2.50
mfg. - Walter Brach
ret. - Lord & Taylor

228. Toilet kit. \$3.75
mfg. - Rumpp
ret. - Lord & Taylor

229. Toilet kit. \$9.50
mfg. & ret. - Mark Cross

230. Tobacco pouch. \$3.75
mfg. & ret. - Mark Cross

231. Officer's web belt, gold plated
buckle. \$2.34
ret. - R. H. Macy & Co.

232. Folding bag, canvas. \$10.00
ret. - Saks Fifth Avenue

233. Money Belt. \$2.00
mfg. - Schaffer Belts, Inc.
ret. - Saks Fifth Avenue

234. Service scuffs, cowhide & chamois.
\$1.95
des. - W. D. Phelps
mfg. - The Burroughs Co.
ret. - Saks Fifth Avenue, B. Altman & Co.

235. Folding officer's chair, canvas \$8.75
mfg. - Gold Medal Folding Furniture Co.
ret. - Abercrombie & Fitch

236. Hunting knife. \$3.75
mfg. - Union Cutlery Co. Inc.
ret. - Parker & Battersby

WAACS

237. Clothes pins and string. \$.10
ret. - F.W. Woolworth, S.H. Kress & Co.

238. Dustcloth. \$.10
ret. - F. W. Woolworth

239. Skirt hanger. \$.10
ret. - F. W. Woolworth

240. Sewing case. \$5.00
ret. - Bergdorf Goodman

241. Handkerchief, linen. \$.75
mfg. - Block Freres
ret. - Saks Fifth Avenue

NAVY AND WAVES

242. Writing case. \$6.75
ret. - Bergdorf Goodman

243. Shoepolish kit. \$3.50
ret. - Bergdorf Goodman

244. Bag with zipper, canvas. \$7.50
mfg. & ret. - Hardy Luggage Co.

245. Manicure set. \$4.95
mfg. - Wiss
ret. - B. Altman & Co.

246. Folding slippers in case. \$1.25
ret. - Alice H. Marks

247. Diary. \$4.50
mfg. & ret. - Mark Cross

248. Picture holder, cloth. \$3.50
mfg. & ret. - Mark Cross

249. Toilet article case, unfitted. \$6.50
mfg. & ret. - Mark Cross

NAVY

254. Sewing kit. \$2.34
ret. - R. H. Macy & Co.

255. Duffle bag. \$2.95
mfg. - Dritz Traum Co.
ret. - Lord & Taylor

256. Money belt. \$2.75
mfg. & ret. - Mark Cross

257. Fitted bag. \$7.50
ret. - Bergdorf Goodman

258. Apron kit. \$2.00
mfg. - Sherman Bows
ret. - Saks Fifth Avenue

259. Flashlight without battery. \$3.50
mfg. - Galter Mfg. Co.
ret. - Fifth Avenue Cutlery Shop

WAVES

260. Wallet, red. \$2.50
mfg. - Prince Gardner
ret. - B. Altman & Co.

261. Blanket, reprocessed wool. \$5.98
ret. - R. H. Macy & Co.

262. Toilet article cases, set of 6
(including slippers). \$2.50
ret. - Bergdorf Goodman

263. Sewing bag. \$1.75
ret. - Bergdorf Goodman

SUPPLIES FOR CIVILIAN DEFENSE

265. Axe. \$4.68
mfg. - Kelly
ret. - R. H. Macy & Co.

266. Stirrup pump. \$3.10
mfg. - Standard Container Corp.
ret. - Modell's Sporting Goods Co.

267. Wooden sandpail, 15 qt. \$.69
ret. - R. H. Macy & Co.

268. Green metal pail with cover. \$.84
ret. - R. H. Macy & Co.

269. Flashlight with red disk. \$1.37
mfg. - U. S. Electric Mfg. Corp.
ret. - Bloomingdale's

270. Rubber hose, 25 ft. \$4.49
mfg. - Gates Rubber Co.
ret. - Bloomingdale's

271. Long-handled shovel. \$2.49
ret. - Bloomingdale's

272. Victory light, with 3 lenses. \$1.32
mfg. - Safe Delay Switch Corp.
ret. - Bloomingdale's

273. Blackout flashlight. \$1.00
mfg. - Frank Watrous
ret. - J. B. Meyrowitz Inc.

274. Lantern. \$1.50
mfg. - Dietz
ret. - Lewis & Conger

275. Asbestos gloves. \$3.50
mfg. - Frank Szold
ret. - Lewis & Conger

276. Blackout Sam Browne belt. \$1.00
ret. - Bloomingdale's

277. Warden's bag. \$1.99
mfg. - C. D. Manufacturing Co.
ret. - Bloomingdale's

278. First Aid kit. \$.85
mfg. - Bauer and Black
ret. - Bloomingdale's

279. First Aid kit. \$3.50
mfg. - Johnson & Johnson
ret. - Bloomingdale's

280. Blackout candle. \$1.00
ret. - Modell's Sporting Goods Co.

281. Whistle. \$.25
ret. - Modell's Sporting Goods Co.