

**Useful objects under ten dollars : an
exhibition of well-designed utensils, and
fabrics made of glass, wood, metal,
catalin, shellflex, lucite, plexiglass,
pyrex, etc., December 7, 1939-January 7,
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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
index of participating artists.



The Museum of Modern Art

11 WEST 53RD STREET, NEW YORK

Useful Objects Under Ten Dollars

AN EXHIBITION OF WELL-DESIGNED UTENSILS, ACCESSORIES, AND FABRICS MADE OF GLASS, WOOD, METAL, CATALIN, SHELLFLEX, LUCITE, PLEXIGLAS, PYREX, ETC.

DECEMBER 7, 1939

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Archive

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Notes on the Exhibition

This circulating exhibition is the second one of its kind to be assembled by the Museum. The previous collection of useful household objects, limited in price to five dollars, was shown in seven other cities after its New York debut in October, 1938; the subscribing institutions included an art association, three colleges, two large department stores and a small specialty shop handling furniture, pottery, textiles, metalware and glass. Enthusiastic comment attended the exhibition wherever it was shown: exhibitors requested a like collection another year; visitors purchased many of the objects shown from lenders and local distributors in their cities; the lenders, including retailers, wholesalers and manufacturers, received gratifying requests from all over the country and several wholesalers found enough attendant business in the provinces to establish new retail outlets in other sections of the country. Many manufacturers, whose merchandise had not been included in the exhibition, wrote the Museum asking that their products be considered another year.

A month ago it was decided that a second exhibition should be held at the Museum, later to go on tour. It was felt that the Museum showing should be arranged before Christmas. Those of us who have scouted the shops and wholesalers assembling material for the show wish to disclaim any pretensions to completeness; many omissions

will doubtless come to visitors' minds. The exhibition represents only a very small group of many well-designed useful objects—a sort of sampling of what is available today.

Other limitations were imposed by the organization of the travelling exhibition. Only a little more than a hundred objects could be accommodated. Tables had to be designed which could be easily dismantled and reassembled in other exhibition spaces. All material had to be as light as possible in order to save transportation costs. It was discovered through the previous exhibition that few exhibitors could fasten material to walls and therefore freestanding shelves or tables had to be constructed for the tour. Certain minor changes will be made after the Museum showing to facilitate installation in other exhibitors' galleries but the exhibition will remain substantially the same.

We have made a definite attempt to include objects manufactured of new materials only recently placed on the market: the clear plastics *lucite* and *plexiglas*, both of which resemble glass but like their relative, cellophane, have the advantage of being pliable and unbreakable;¹ the flexible, translucent plastic called *shellflex* available in myriad pastels has been made into plates, bowls, drinking vessels, flower pots, scrap baskets; cellophane cloth for window curtains and cellophane mats for table use; *fiberglass* made of glass threads and used for curtains and

¹These plastics also have the interesting characteristic of transmitting light through curved or straight bars of the material. A rod of *plexiglas* or *lucite* placed at a concealed light source will show a point of light at the opposite end of the rod. In this way these materials have already become useful in medical and dental instruments.

upholstery is waterproof, nearly impervious to stains and threatens to wear a century; *koro-web*, a treated fabric, also waterproof and stain-resistant. Except for the three fabrics mentioned above, we have omitted textiles from this exhibition in the hope of assembling a comprehensive selection of modern fabrics for a later exhibition.

There is a noticeable lack of good design in certain fields—to mention but two: we could discover no outstanding clocks under ten dollars and no new table lamps which were not spoiled by frivolous decorations and poor handling of materials, or were not frankly imitative of Greek urns, Colonial candlesticks or gas lamps. Kitchen utensils, because they are in general so much better designed than other kinds of objects, offered so many choices that we decided to limit our selection to a few of special interest.

This year, American glassware has made new strides, relying on beauty of shape, color and even the effect of textures gained by blowing bubbles within the vessel, or forming heavy, thick pieces which glisten and sparkle unlike thinner glassware. There are fewer gold rims, etched grapes and roses and even painted cartoons on bar glasses. Swedish glass remains preeminent, however, and what is

left of Czecho-slovakian stock runs a close second. There is noticeably more pottery and china which, too, relies on beauty of shape, color and surface treatment rather than applied pattern of either geometric design or the perennial flora and fauna. Wooden bowls and trays have assumed new forms: some almost as thin as paper are elegant and graceful; others inspired by undersea plant and animal forms take on new abstract biomorphic shapes which may be compared to images seen in modern sculpture and painting of recent years.

In general it may be fair to conclude that modern design has begun to assume its rightful place in the industrial arts. "Streamlining"² still continues to invade the household particularly in radios and electrical appliances such as toasters, grills and percolators; and although cheap applied ornaments, ranging from the inevitable scottie and sealyham to fabulous gardens, still appear on an endless variety of objects, there are many fine examples of straightforward industrial design and honest handicraft which deserve exhibition in galleries devoted to "the arts" of today.

ELODIE COURTER
Director of Circulating Exhibition

New Standards for Industrial Design

Amateurs who discourse on art are fond of drawing different frontiers between "fine" and "applied" art, or of proclaiming sententiously that there is no difference between

them. The terms are convenient and generally well understood. "Fine" art is that in which the intention of the artist is primarily aesthetic; this intention is usually conscious.

² Cf. *The Museum of Modern Art Bulletin* article: "Modernistic and Streamlined," by J. McAndrew, no. 6, vol 5, December, 1938.

"Applied" art is that in which the intention of the artist is to make handsome an object which is primarily a useful one. Between these are a few disputable border provinces and patches of no-man's land: Japanese sword-guards, mediaeval foliate capitals, Cellini's cope-button, Picasso's tapestries; but these need not confuse the obvious differences.

Our "*Useful Objects Under \$10*" are not examples of "fine" art, and, in consequence, cannot be appraised in aesthetic terms only. In selecting examples of industrial design for exhibition, we have kept the following criteria in mind:

1. *Suitability to purpose.* The object must work well for whatever purpose it was primarily made. Form must follow function.
2. *Suitability to material.* One kind of handling is suitable for wood, another for steel, quite another for glass. These must be sympathetically respected in the design.
3. *Suitability to process of manufacture.* An object shaped by machinery on a power-lathe must take a form suitable to that process; it will be quite different from another object which has been made by hand, even though the purpose of the object and the material of which it is made be the same.

These three standards are, perhaps, not enough. Any good machine could obtain high rating under such criteria alone. But a well-designed object of industrial art must have

something more. After an object has been gauged in the first three standards there remains:

4. *Aesthetic quality.* This cannot be calculated objectively, as can the others. But because it is intangible it is none the less real. In *industrial design* it is closely related to the first three; in some ways it grows out of them. It is not just trimming as it is in many fields of "applied" art — like printed fabrics or painted china. It is rather the dramatizing of some quality or qualities inherent in the object. For example, form need not follow function in *pedestrian* fashion; a good designer can vivify a functional form into one aesthetically gratifying. Or, secondly, respect for material need not be passive; a good designer can dramatize the ductility of a transparent plastic or adapt his forms to enhance the natural beauty of the grain-pattern of wood. He can make a virtue of machine production, to obtain handsome precision or sleek surfaces possible only in machine finish. Thirdly, he will not be hampered by the stringent demands of use or manufacture. Fulfilling them, he may yet go beyond them in inventing well-proportioned forms enhanced by pleasant surfaces, colors and so forth.

"The true artist knows how far to go too far" (Cocteau: *Le Coq et l'Arlequin*).

JOHN MCANDREW
Curator of Architecture

Catalog

NOTE: Items have been classified according to materials. New materials are indicated by italics; trade names in quotation marks. Addresses of the shops listed may be found in the New York Telephone Directory.

Plastics

1. *Lucite* hair brush. \$6.95
Manufactured by Shorehan, New York.
Retailed at Saks-Fifth Avenue.
2. *Lucite* comb. \$1.00
Manufactured by Kent, London.
Retailed at Saks-Fifth Avenue.
3. "New Dawn" *Lucite* military brush. \$5.00
Manufactured by Hughes-Autograf Brush Company, New York.
Retailed at Pennsylvania Drug Company.
4. *Lucite* towel rack with glass shelf. \$5.95
Manufactured by Display Fashions, Los Angeles.
Designed by Ted Swedlow.
Retailed at B. Altman & Co.
5. *Lucite* fur ring. \$1.39
Manufactured by Joseph H. Meyer Bros., New York.
Retailed at Bloomingdale Bros., Inc.
6. *Lucite* coat hanger. \$1.95
Manufactured by Joseph H. Meyer Bros., New York.
Retailed at Lewis and Conger.
7. *Lucite* napkin ring. \$1.50
Manufactured by Swedlow-Lehman, Inc., New York.
Retailed at Pitt Petri.
8. *Lucite* food cover. \$3.00
Designed and manufactured by Swedlow-Lehman, Inc., New York.
Retailed at Pitt Petri.
9. *Plexiglas* fork. \$1.50
Manufactured by Croasdale & deAngelis, Philadelphia.
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.
Retailed at Tulsa Lee Barker.
10. *Plexiglas* flat bowl. \$6.00
Manufactured by Croasdale & deAngelis, Philadelphia.

Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.

Retailed at Tulsa Lee Barker.

11. *Plexiglas* sandwich server. \$3.00
Manufactured by Croasdale & deAngelis, Philadelphia.
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.
Retailed at Tulsa Lee Barker, Hammacher Schlemmer.

12. *Plexiglas* salad set. \$5.00
Manufactured by Croasdale & deAngelis, Philadelphia.
Lent by Rohm & Haas, Philadelphia, Manufacturers of *Plexiglas*.
Retailed at Tulsa Lee Barker.

13. *Shellflex* vase. \$5.00
Made for Lenart Import, Ltd., New York.
Retailed at Rena Rosenthal and Bergdorf Goodman.

14. *Shellflex* highball tumbler or vase. \$1.50
Made for Lenart Import, Ltd., New York.
Retailed at Rena Rosenthal and Bergdorf Goodman.

15. *Shellflex* finger-bowl and plate. \$1.00 each
Made for Lenart Import, Ltd., New York.
Retailed at Rena Rosenthal and Bergdorf Goodman.

16. *Shellflex* lampshade. \$8.50
Made for Lenart Import, Ltd., New York.
Retailed at Rena Rosenthal and Bergdorf Goodman.

17. *Shellflex* scrap basket. \$10.00
Made for Lenart Import, Ltd., New York.
Retailed at Rena Rosenthal and Bergdorf Goodman.

18. Transparent plastic canister. Set of four, \$1.83
Manufactured by Kamenstein, Maspeth, L. I.
Retailed at R. H. Macy & Co. and other shops.

19. Transparent plastic spice container. \$.10
F. W. Woolworth Co.

20. "King Cole" plastic muddlers. \$6.00 a dozen
Retailed at Lewis and Conger.

21. "Dumbbell" plastic salt and pepper shaker. \$1.00
Manufactured by F. A. Sernau, New York.
Retailed at Lewis and Conger.

22. Plastic salt and pepper shakers. Pair, \$1.00
Manufactured by F. A. Sernau, New York.
Retailed at Lewis and Conger.

Plastics—Cont.

23. *Catalin* poker chips. Set, \$2.50
Made in France for Pattberg Novelty Corp.,
New York.
Retailed at B. Altman & Co.
24. *Catalin* dominos. Set, \$3.50
Made in France for Pattberg Novelty Corp.,
New York.
Retailed at B. Altman & Co.
25. *Catalin* dice. Pair, \$.20
Manufactured by Pattberg Novelty Corp., New York.
Retailed at B. Altman & Co.
26. *Catalin* backgammon men. Set, \$1.50
Manufactured by Pattberg Novelty Corp., New York.
Retailed at B. Altman & Co.
27. "Safetyware" plates and tumblers. \$.05-\$.20
F. W. Woolworth Company.

Glass

28. "Chimney" highball glass. \$.75
Manufactured by the Blenko Glass Co., Milton,
W. Va.
Retailed at Southern Highlanders, Inc.
29. Tumbler. \$.50
Manufactured by the Blenko Glass Co., Milton,
W. Va.
Retailed at Southern Highlanders, Inc.
30. Heavy base glass. Large—\$.75. Small—\$.60
Manufactured by the Blenko Glass Co., Milton,
W. Va.
Retailed at Southern Highlanders, Inc.
31. Heavy base cocktail glass. \$.59
Retailed at Bloomingdale Bros., Inc.
32. Rounded base glass tumbler. \$1.19 a dozen
Retailed at Bloomingdale Bros., Inc.
33. Rounded base fruit juice glass. \$1.19 a dozen
Retailed at Bloomingdale Bros., Inc.
34. Cylindrical glass. \$3.00 a dozen
Made for Lenart Import, Ltd., New York.
Retailed at Gerard.
35. Hemispherical tumbler and liqueur glass.
\$.05 each
S. H. Kress & Company.
36. Thin glass tumbler. \$6.50 a dozen
Retailed at Carole Stupell, Ltd.
37. Highball glass in cork holder. Complete, \$.75
Retailed at Carole Stupell, Ltd.
38. Heavy base tumbler. \$.10
F. W. Woolworth Company.
39. Green glass tumbler. \$3.60 a dozen
Manufactured by Alsterfors, Sweden.
Retailed at B. Altman & Co.
40. Green liqueur glass. \$7.75 a dozen
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
41. Green decanter. \$10.00
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
42. Crystal decanter. \$5.50
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
43. Perfume bottle. \$2.75
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
44. Gold flecked glass bottle. \$5.00
Made in Italy for Lenart Import, Ltd., New York.
Retailed at Bergdorf Goodman.
45. Green pitcher. \$2.50
Manufactured by the Blenko Glass Co., Milton,
W. Va.
Retailed at Pitt Petri, Inc.
46. Cocktail shaker. \$3.71
Manufactured by A. H. Heisey & Company,
New York.
Retailed at R. H. Macy & Co.
47. Martini mixer. \$1.86
Manufactured by Dunbar Glass Corp., Dunbar,
W. Va.
Retailed at R. H. Macy & Co.
48. Sepia ash tray. \$.85
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
49. Sepia pipebowl. \$4.50
Manufactured by Orrefors, Sweden.
Designed by Edward Hald.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.

50. Crystal ash tray. \$3.85
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
51. Crystal dish. \$8.25
Manufactured by Orrefors, Sweden.
Imported by Van Dugteren, New York.
Retailed at Saks-Fifth Avenue and other shops.
52. Ash tray—pipe holder—flower bowl. \$2.00
Designed and manufactured by Pitt Petri.
Retailed at Pitt Petri, Inc., and other shops.
53. Semi-circular "log tube" flower holders.
Pair, \$1.41
Retailed at R. H. Macy & Co.
54. Reverse curve glass "log tube" flower holders.
\$.74 each
Retailed at R. H. Macy & Co.
55. Crystal paper weights. Cube and triangular
prisms. \$2.50 each
Designed and manufactured by Pitt Petri.
Retailed at Pitt Petri, Inc.
56. Rectangular green vase. \$1.50
Manufactured by Blenko Glass Co., Milton, W. Va.
Retailed at James McCutcheon & Co.
57. White bubbly glass vase. \$2.50
Imported from France.
Retailed at James McCutcheon & Co.
58. Crystal demi-tasse cup and saucer.
\$10.50 a dozen
Imported from Hungary by Weil-Freeman, New
York.
Retailed at W. & J. Sloane.
59. Mayonnaise set. \$1.17
Manufactured by Cambridge Glass Co.
Retailed at R. H. Macy & Co.
60. Luncheon plate. \$.79
Manufactured by Fostoria Glass Co.
Retailed at R. H. Macy & Co.
61. Oval crystal platter. \$4.50
Retailed at Carole Stupell, Ltd.
62. Double cruet. \$7.50
Retailed at Carole Stupell, Ltd.
63. Crystal napkin ring. \$.65
Retailed at W. & J. Sloane.

64. Pyrex glass saucepan. \$1.99
Manufactured by Corning Glass Works, Corning,
N. Y.
Retailed at Bloomingdale Bros., Inc.

China and Pottery

65. Celadon rice bowl and cover. \$.50
Made in China for Pitt Petri.
Retailed at Pitt Petri.
66. Celadon pottery. Soup bowl and saucer. \$1.88
Manufactured by Josiah Wedgwood & Sons,
England.
Retailed at R. H. Macy & Co. and other shops.
67. "Pareek Prince" china.
Luncheon plate. \$.37
Demi-tasse cup and saucer. \$.29
Fruit dish. \$.19
Manufactured by Johnson Bros., England.
Retailed at R. H. Macy & Co.
68. "Greta White" Royal Epiag china.
Luncheon plate. \$.69 Butter plate. \$.39
Manufactured in Czecho-slovakia for Macy.
Retailed at R. H. Macy & Co.
69. China plates. \$2.25 and \$5.25 a dozen
Manufactured by Cavitt-Shaw, East Palestine, Ohio.
Retailed at Carole Stupell, Ltd. and other shops.
70. "American Modern" pottery.
Dinner plates. \$6.60 a dozen
Tea plates. \$5.40 a dozen
Soup bowls. \$4.80 a dozen
Manufactured for Wright Accessories, Inc.,
New York.
Designed by Russel Wright.
Retailed at B. Altman & Co. and Modernage.
71. "American Modern" teapot. \$1.75
Manufactured for Wright Accessories, Inc.,
New York.
Designed by Russel Wright.
Retailed at B. Altman & Co.
72. "La Mirada" crackle-glass pottery platter. \$9.00
Retailed at Carole Stupell, Ltd.
73. "Corneilson" pottery chop plate. \$1.50
Retailed at Southern Highlanders, Inc.
74. Orange pottery plate. \$.60
Retailed at Southern Highlanders, Inc.

China and Pottery—Cont.

75. "Jugtown" pottery plate. \$.75
Retailed at Southern Highlanders, Inc.
76. Demi-tasse cup and saucer. Pottery. \$.50
Retailed at Southern Highlanders, Inc.
77. "Jugtown" pottery beer mug. \$.60
Retailed at Southern Highlanders, Inc.
78. Pottery bowl. \$.50
Retailed at Southern Highlanders, Inc.
79. Earthenware casseroles. \$.35-\$.70
Imported by Bazar Francais, New York.
Retailed at Bazar Francais.
80. White pottery bowl. \$.05
F. W. Woolworth Company.
81. Baking dishes. \$.10-\$.20
F. W. Woolworth Company.
82. Clay ash tray. \$.36
Retailed at Eimer & Amend.
83. Cylindrical vases. \$1.75 and \$2.75
Manufactured by Lenox, Inc., Trenton, N. J.
Retailed at James McCreery and other stores.
84. China cigarette box. \$3.00
Manufactured by Lenox, Inc., Trenton, N. J.
Retailed at Carole Stupell, Ltd.
85. Turquoise and yellow pottery ash trays. \$1.50
Imported from Lachenal, France.
Retailed at Carole Stupell, Ltd.

Wood and Natural Materials

86. "Oceana" hazelwood serving tray. \$5.64
Manufactured by Klise for Wright Accessories, Inc., New York.
Designed by Russel Wright.
Retailed at R. H. Macy & Co. and other shops.
87. "Oceana" covered hazelwood bowl. \$6.11
Manufactured by Klise for Wright Accessories, Inc., New York.
Designed by Russel Wright.
Retailed at R. H. Macy & Co. and other shops.
88. "Oceana" hazelwood serving tray. \$4.50
Manufactured by Klise for Wright Accessories, Inc., New York.
Designed by Russel Wright.
Retailed at James McCreery & Co. and other shops.

89. Leather and ponyskin cigarette box. \$10.00
Manufactured by Frolich Leathercraft, New York.
Designed by Mary Wright.
Retailed at Bergdorf Goodman.
90. Screenshot leather ash tray. \$5.00
Manufactured by Charles A. Schieren Company, New York.
Designed by Raymond F. Allen.
Retailed at department stores.
91. Leather cigarette lighter. \$4.00
Manufactured by Charles A. Schieren Company, New York.
Designed by Raymond F. Allen.
Retailed at department stores.
92. Florentine solid leather cigarette boxes. \$3.50 and \$5.00
Imported from Italy by Lenart Import, Ltd., New York.
Retailed at Gerard.
93. Bread basket. \$.30
Imported from Mexico by Fred Leighton, New York.
Retailed at Fred Leighton.
94. Palm leaf broom. \$.50
Imported from Mexico by Fred Leighton, New York.
Retailed at Fred Leighton.
95. "Witchcraft" broom. \$1.00
Made at Berea College, Kentucky.
Retailed at Southern Highlanders, Inc.
96. Chinese straw table mats. \$.10-\$.25
Retailed at Gunn & Latchford and other shops.
97. Reed table mat. \$.50
Imported from Mexico by Fred Leighton, New York.
Retailed at Fred Leighton.
98. Reed table mat. \$.50
Imported from Mexico by Fred Leighton, New York.
Retailed at Fred Leighton.
99. Reed floor mat (called "petate" in Mexico). \$2.50
Imported from Mexico by Fred Leighton, New York.
Retailed at Fred Leighton.
100. Mexican mahogany tray. \$7.50
Designed and made by James Prestini.
Retailed by James Prestini, 179 E. Deerpath, Lake Forest, Ill.
101. African mahogany salad bowl. \$10.00
Designed and made by James Prestini.
Retailed by James Prestini, 179 E. Deerpath, Lake Forest, Ill.

102. Cherry fork and spoon set. \$3.50
Designed and made by James Prestini.
Retailed by James Prestini, 179 E. Deerpath,
Lake Forest, Ill.

103. Walnut platter. \$4.50
Designed and made by James Prestini.
Retailed by James Prestini, 179 E. Deerpath,
Lake Forest, Ill.

104. Polish zelany topal tray. \$6.00
Designed and made by James Prestini.
Retailed by James Prestini, 179 E. Deerpath,
Lake Forest, Ill.

Metals

105. *Kensingtonware* canape plate. \$3.75
Manufactured by Kensington, Inc.,
New Kensington, Pa.
Designed by Lurelle Guild.
Retailed at department stores.

106. *Kensingtonware* julep tumbler. \$2.50
Manufactured by Kensington, Inc.,
New Kensington, Pa.
Designed by Lurelle Guild.
Retailed at department stores.

107. *Kensingtonware* individual ash trays and match-
boxes. Set for four, \$5.00
Manufactured by Kensington, Inc., New Kensington,
Pa.
Designed by Lurelle Guild.
Retailed at department stores.

108. *Kensingtonware* mug. \$2.75
Manufactured by Kensington, Inc., New Kensington,
Pa.
Designed by Lurelle Guild.
Retailed at department stores.

109. "Lectrolite Glo-lite" flameless cigarette lighter.
\$1.25
Retailed at Pennsylvania Drug Company.

110. "Squareboy" cigarette lighter. Silver plated.
\$7.50
Manufactured by Dunhill.
Retailed at Alfred Dunhill of London, Inc.

111. Copper mould. \$2.50
Imported by Bazar Francais, New York.
Retailed at Bazar Francais.

112. Copper casserole. \$7.25
Imported by Bazar Francais, New York.
Retailed at Bazar Francais.

113. Cork and aluminum table mat. \$.10
Retailed at S. H. Kress & Co.

114. *Platene* pitcher. \$7.50
Designed and manufactured by Russel Wright.
Retailed at Lord & Taylor.

115. *Platene* bowl. \$4.00
Designed and manufactured by Russel Wright.
Retailed at Lord & Taylor.

116. "Universal" chromium plated thermos bottle.
\$4.25
Manufactured by Landers, Frary & Clark, New
Britain, Conn.
Retailed at B. Altman & Co. and other shops.

117. Trouser or skirt hanger. \$.69
Manufactured by Knape & Vogt.
Retailed at R. H. Macy & Co.

118. Folding tie rack. \$3.71
Manufactured by Knape & Vogt.
Retailed at R. H. Macy & Co.

119. Chrome soap dish. \$.59
F. W. Woolworth Company.

120. Jigger. \$.10
S. H. Kress & Company.

121. Utility basket. \$.10
Manufactured by the Carpenter Metal Products Co.,
Cleveland, Ohio.
F. W. Woolworth Company.

122. "Devil" ice tongs. \$.94
Manufactured by Napier.
Retailed at R. H. Macy & Co.

123. Stainless steel clam knife. \$1.25
Manufactured by R. Murphy.
Retailed at Lewis and Conger.

124. Fruit knife and fork. *Catalin* and stainless steel.
\$.94 each
Manufactured by Northampton Cutlery Company,
Northampton, Mass.
Retailed at R. H. Macy & Co.

125. Kitchen knives and fork. *Catalin* and stainless
steel. Five-piece set, \$2.79
Manufactured by Goodell Company, Antrim, N. H.
Retailed at R. H. Macy & Co.

Metals—Cont.

126. "Nemco" expanded metal scrap basket. \$2.10
Manufactured by F. H. Lawson Co.
Retailed at James McCreery & Co. and other stores.

127. "Sanette" scrap basket. \$1.25
Manufactured by Master Metal Products, Inc.
Retailed at James McCreery & Co. and other stores.

128. "Beco Ware" bread box. \$5.17
Manufactured by Bellaire Enamel Company,
Bellaire, Ohio.
Retailed at R. H. Macy & Co.

129. "Benduro" glass and chrome picture frame.
\$3.95
Designed by Paul A. Lobel.
Retailed at Pennsylvania Drug Company.

130. "Braquette" adjustable picture frame, lumilite
finish. \$1.00
Designed by Nathan George Horwitt.
Department stores and gift shops.

131. "Leviton" adjustable bed lamp. \$10.00
Manufactured by Lafayette Lighting Equipment
Company.
Retailed at Lewis & Conger.

132. Photographer's lamp, chromium shade. \$1.80
Retailed at the Walters Electric Co.

133. Photographer's lamp, bell-shaped chromium
shade. \$1.50
Retailed at the Walters Electric Co.

Fabrics

134. "Moravian" rug. \$8.35
Manufactured by Klearflax Linen Rug Co.
Retailed at R. H. Macy & Co., John Wanamaker.

135. "Asiacraft" wool rug. \$6.15
Manufactured by Klearflax Linen Rug Co.
Retailed at R. H. Macy & Co., Lord & Taylor, John
Wanamaker.

136. Fiberglas net. \$2.60 a yard
Glass yarn manufactured by the Owens-Corning
Fiberglas Corporation.
Fabric made for J. H. Thorp & Co., New York.
Retailed at W. & J. Sloane and other department
stores.

137. "Koro-Web". \$1.55 a yard
Fabric *Korosealed* by B. S. Goodrich for Joseph A.
Kaplan, Inc., New York.
Retailed at Bloomingdale Bros., Inc.

138. Cellophane cloth. \$2.25 a yard
Manufactured for J. H. Thorp & Co., New York.
Retailed at W. & J. Sloane and other department
stores.

139. Linen and silver metal thread table mat. \$3.50
Retailed at Carole Stupell, Ltd.

140. Cellophane table mats. Set of 9, \$2.50
Manufactured by Joseph Brandt & Bros., Inc.,
New York.
Retailed at James McCutcheon & Co.

141. Cellophane fabrics. \$1.50-\$3.50 a yard
Manufactured by Joseph Brandt & Bros., Inc., New
York.
May be ordered from J. H. Thorp & Co., Maxwell
& Co., F. Schumacher & Co., Johnson & Faulkner,
through Ann Hatfield and other decorators.

Miscellaneous

142. Lacquer soup bowl with cover. \$1.00
Imported and retailed by Gunn & Latchford.

143. *Vitreosil* ash trays. \$1.65 and \$2.15
Imported from England by Eimer & Amend.
Retailed at Eimer & Amend.

144. Fused silica cigarette tray.
Retailed at Eimer & Amend.

145. Bone lemon fork. \$1.10
Imported from France.
F. W. Woolworth Company.

146. Fountain pen and holder. \$1.75
Manufactured by Esterbrook Steel Pen Mfg. Co.,
Camden, N. J.
Retailed at Radio Center Stationery Company, Inc.

147. Westclox handbag watch, bakelite case. \$2.95
Manufactured by Western Clock Company.
Designed by De Vauchier and Blow.
Retailed at department stores.