

# **Good design, 5th anniversary : 100 museum selections, trends in designer training, popular sellers, selection committees, 1950-1954, directory of sources**

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The Museum of Modern Art's exhibition history—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 image shows the front cover of a book. The cover is a vibrant orange color with a slightly textured surface. On the left side, the spine of the book is visible, showing some wear and a lighter, possibly white or cream-colored, material. In the center of the cover is a large, solid black circle. Inside this circle, the words "GOOD" and "DESIGN" are printed in a bold, white, sans-serif font, stacked vertically. The text is centered within the circle.

**GOOD  
DESIGN**

**5TH ANNIVERSARY**

ARCHIVE

MoMA

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**GOOD DESIGN** is a series of exhibitions of home furnishings, organized by the Museum of Modern Art, New York, for The Merchandise Mart, Chicago. The Museum has appointed Edgar Kaufmann, Jr., Director of the activity.

At the beginning of the program, Rene d'Harnoncourt, Director of the Museum, and Wallace O. Ollman, General Manager of The Mart, issued a joint statement:

"It is the first time an art museum and wholesale merchandising center have co-operated to present the best examples of modern design in home furnishings. Now, at the mid-point of the century, these two national institutions, whose very different careers began just 20 years ago, believe and hope that in combining their resources they will stimulate the appreciation and creation of the best design among manufacturers, designers and retailers for good living in the American home. Thus the attention of all America will be focused on the good things being created by the home furnishings industry."

**New items are selected** for Good Design about six weeks before each main home furnishings market — Winter Market (early January) and Summer Market (mid-June). Full page announcements in important trade publications (and direct mail) solicit submissions for Good Design and give directions for submitting.

**Selection Committees are appointed** for each season by the Museum of Modern Art. They consist of one business man actively interested in art or design; one designer, craftsman or teacher; and the Director, who acts as permanent Committee Chairman. A majority vote of the Committee is final.

**Basis of selection** is: eye-appeal, function, construction and price, with emphasis on the first.

**Items are selected from thousands** sent by manufacturers and distributors and more requested by the Good Design research staff who shop wholesale and retail markets, scan trade and consumer publications.

*continued inside back cover*

# **GOOD DESIGN**

## **5TH ANNIVERSARY**

**100 Museum Selections**

**Trends In Designer Training**

**Popular Sellers**

**Selection Committees, 1950-1954**

**Directory of Sources**



In this exhibition *Good Design* celebrates five years of continuing market surveys. Since January 1950 *Good Design* twice yearly has scanned the new products presented for use in American homes and has, through its changing Selection Committees, listed on a later page, chosen outstanding examples of progressive and accomplished design.

To mark this anniversary the Museum of Modern Art, New York, and The Merchandise Mart, Chicago, agreed that the tenth season of *Good Design* should be devoted not to a survey as in the past but to a balanced program of retrospect and forecast. The eleventh season of regular survey activity has already been inaugurated at The Merchandise Mart in Chicago.

## 100 MUSEUM SELECTIONS FROM GOOD DESIGN 1950-1954

The first retrospective selection of progressive furnishings available on the American market since 1950 is presented here. Thousands of items already chosen for *Good Design* season by season were reviewed in the light of longer experience by a special 5th Anniversary Selection Committee composed of Museum of Modern Art staff members. This committee selected 100 products (or groups of related products) for visual excellence. The Director of the Museum, **René d'Harnoncourt**, was joined by the Director of the Museum's Collections, **Alfred H. Barr, Jr.**; the Director of Circulating Exhibitions, **Porter McCray**; the Director of the Department of Architecture and Design, **Philip C. Johnson**; and the Director of *Good Design*, **Edgar Kaufmann, Jr.**, in this Selection Committee.

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN	
<b>FURNITURE</b>					
A 1	Bench, iron, foam rubber (fabric, Boris Kroll)	\$ 78.00 in muslin	Darrell Landrum	Avard	1951 Jan.
A 2	Dining table, oblong; iron, white linoleum	\$157.50	Darrell Landrum	Avard	1952 Jan.
A 3	Armchair, walnut, black leather	\$212.00	Finn Juhl	Baker Furniture Co.	1952 Jan.
A 4	Armchair, bent wood, natural webbing	\$ 95.00	Bruno Mathsson	Bonniers	1953 Jan.
	Ottoman, bent wood, natural webbing	\$ 40.00			
A 5	Table, low, teak plywood, beech	\$150.00	Bruno Mathsson	Bonniers	1954 Jan.
A 6	Lounge chair, tube metal, red nylon	\$ 25.00	Harold Cohen & Davis Pratt	Designers in Production	1954 Jan.
A 7	Chair, mahogany, gunmetal leather	\$232.50	Prof. R. Riemerschmid	Dunbar Furniture Corp.	1951 Jan.
A 8	Table, folding X legs, solid walnut top	\$216.00	Edward J. Wormley	Dunbar Furniture Corp.	1952 June
A 9	Chair, walnut, foam rubber	\$107.00	Folke Ohlsson	Dux	1953 June
A 10	Armchair, walnut (handwoven natural wools, Rabun Looms). Import, special order	\$300.00 in muslin	Finn Juhl	Georg Jensen	1950 June

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
A 11 Chair, oak, cane	\$130.00	Hans Wegner	Georg Jensen	1952 June
A 12 Bench, oak, steel	\$ 60.00	Harry Bertola	Knoll Associates	1951 June
A 13 Chair, 3 legs; chrome, black enamel on steel, leather	\$135.00	Katavolos, Littell, Kelley	Laverne	1953 June
A 14 Table, light wood legs, plywood top	\$ 86.00	Charles Eames	Herman Miller Furniture Co.	1950 Jan.
A 15 Armchair, white plastic, black metal rod legs	\$ 40.00	Charles Eames	Herman Miller Furniture Co.	1950 June
A 16 Chair, wire seat and base, leather pad	\$ 57.00	Charles Eames	Herman Miller Furniture Co.	1952 Jan.
A 17 Chair, gray plastic, wire base	\$ 28.20	Charles Eames	Herman Miller Furniture Co.	1953 June
A 18 Mobile table, angle iron, white Micarta	\$ 70.00	George Nelson	Herman Miller Furniture Co.	1952 Jan.
A 19 Set of 3 floor-level seats, canvas over tube metal	\$ 37.00 set	Bille Newmarch	Modern Color	1952 June
A 20 Round table, palisander, metal legs	\$ 95.00	Arne Jacobsen	Richards Morgenthau Co.	1954 Jan.
A 21 Chair, palisander, plastic covered legs	\$ 41.50	Arne Jacobsen	Richards Morgenthau Co.	1954 Jan.
A 22 Round table, teak and beech	\$170.00	Hans J. Wegner	Richards Morgenthau Co.	1954 Jan.
6 chairs, teak and beech	\$ 39.50 each			
A 23 Side chair, cast aluminum, padded seat and back	\$ 42.00	Ernest Race	George Tanier	1951 Jan.
A 24 Folding chair, metal	\$ 11.50	J. Cecil Witty	Troy Sunshade Co.	1953 Jan.

## FLOOR COVERINGS

B 1 <i>Broad-Wai</i> fibre multicolor	\$16.95 6' x 9'	John Gerald and Katherine Kinnane	Waite Carpet Co.	1951 June
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ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
B 2 Scots-Wai fibre beige black and white	\$16.95 6' x 9'	John Gerald and Katherine Kinnane	Waite Carpet Co.	1952 Jan.
B 3 Purl-Wai Fibre E and rayon gunmetal pewter	\$13.95 sq. yd.	John Gerald and Katherine Kinnane	Waite Carpet Co.	1952 Jan.
B 4 Braid-Wai-Ribbon fibre multicolor	\$18.95 6' x 9'	John Gerald and Katherine Kinnane	Waite Carpet Co.	1953 Jan.
B 5 Wall-Wai cotton and rayon charcoal, chalk stripe	\$12.00 sq. yd.	John Gerald and Katherine Kinnane	Waite Carpet Co.	1954 Jan.

## SHEER FABRICS

C 1 Casement cloth, cotton, jute and viscose, 50" wide, natural and black	\$ 3.75 per yd.	Jack Lenor Larsen	Arundell Clarke	1952 Jan.
C 2 Belding Blocks casement cloth, ramie, 18" wide, black and white	\$ 2.40 per yd.	Emily Belding	Habitat	1954 Jan.
C 3 Cassius casement cloth, ramie, 52" wide black and white stripes gray and white stripes	\$ 6.90 per yd.	Emily Belding	Habitat	1954 Jan.
C 4 Painted Linen handwoven linen, ramie, jute, 40" wide, handpainted warp	\$15.00 per yd.	Jack Lenor Larsen	Jack Lenor Larsen	1953 Jan.
C 5 Border Riff #3 batiste, 48" wide black print on white	\$ 6.90 per yd.	Ross Littell	Laverne	1952 Jan.
C 6 Dot Dash Dot batiste, 50" wide black print on white	\$ 6.75 per yd.	Herbert Bayer	L. Anton Maix	1954 Jan.
C 7 Silk gauze, 48" wide multicolored disks	\$ 8.25 per yd.	Alexander Girard	Herman Miller Furniture Co.	1952 June
C 8 Silk gauze, 48" wide multicolored squares	\$ 8.55 per yd.	Alexander Girard	Herman Miller Furniture Co.	1952 June
C 9 Open mesh jute and cotton, 48" wide white, black and natural	\$ 4.95 per yd.	Alexander Girard	Herman Miller Furniture Co.	1952 June



ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
C 10 Linen and rayon mesh, 48" wide natural	\$ 3.00 per yd.		Moss Rose Mfg. Co.	1953 Jan.
C 11 Garden of Glass lawn, 45" wide black print on natural	\$ 5.00 per yd.	Don Wight	Quaintance Fabrics	1951 June
C 12 Texture II silk gauze, 50" wide gunmetal and gray	\$ 6.60 per yd.	Hugo Dreyfuss	Isabel Scott Fabrics	1952 June

## DRAPERY FABRICS

D 1 Raff linen, 50" wide multicolored print	\$ 9.00 per yd.	Viola Grästen	Bonniers	1953 Jan.
D 2 Pythagoras linen, 52" wide red, purple, yellow print	\$12.50 per yd.	Sven Markelius	Knoll Associates	1953 June
D 3 Lazy Lines linen, 52" wide orange, ochre, yellow print	\$ 6.00 per yd.	Astrid Sampe	Knoll Associates	1954 Jan.
D 4 Abacus linen, 50" wide multicolored print	\$ 9.00 per yd.	Paul Rand	L. Anton Maix	1950 June
D 5 Oval Elements linen, 50" wide black print on natural	\$ 9.00 per yd.	A. J. Robinson	L. Anton Maix	1952 Jan.
D 6 Linen, 50" wide black print on natural 5318	\$ 6.75 per yd.	Martin	Silkar Studios	1953 June
D 7 Handwoven silk, 40" wide, solid colors	\$16.50 per yd.	Tao Peng	Thaibok Fabrics	1951 June
ice-blue P-75A	\$21.00 per yd.	Tao Peng		1954 Jan.
gray P-500	\$21.00 per yd.	Tao Peng		1954 Jan.
brown P-401	\$21.00 per yd.	Tao Peng		1954 Jan.
D 8 Handwoven silk, 40" wide, solid colors	\$18.00 per yd.	Haji Haroon	Thaibok Fabrics	1952 Jan.
dusty rose D-41	\$18.00 per yd.	Tao Peng		1954 Jan.
gold D-87	\$18.00 per yd.	Tao Peng		1954 Jan.
lavender D-91	\$18.00 per yd.	Tao Peng		1954 Jan.

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
D 9 Handwoven silk, 40" wide, solid colors natural P-118 blue P-102A brown P-144A	\$16.50 per yd.	Tao Peng	Thaibok Fabrics	1951 Jan.  1951 June 1952 Jan.
D 10 Handwoven silk, 40" wide, plaids green and gold D-93 copper block check D-79A	\$19.50 per yd. \$19.50 per yd.	Tao Peng  Haji Haroon	Thaibok Fabrics	1954 Jan.  1952 June
D 11 Handwoven silk, 40" wide, plaid black and white P-223	\$16.50 per yd.	Tao Peng	Thaibok Fabrics	1953 June
D 12 Handwoven silk, 40" wide, narrow stripes blue M-1 light red M-2 dark red M-3 gray M-4	\$19.00 per yd.	Tao Peng	Thaibok Fabrics	1954 Jan.

## UPHOLSTERY FABRICS

E 1 <i>Burmese Ombre</i> 54" wide cedar, black mustard, black charcoal, black red, black black, maize	\$ 8.40 per yd.	Boris Kroll	Boris Kroll Fabrics	1953 Jan.
E 2 <i>Burmese Parallels</i> 54" wide black-gold, blue	\$ 8.40 per yd.	Boris Kroll	Boris Kroll Fabrics	1953 Jan.
E 3 <i>Burmese Stripe</i> 54" wide brown-black, apricot	\$ 8.85 per yd.	Boris Kroll	Boris Kroll Fabrics	1953 Jan.
E 4 <i>Banyan B</i> linen, goat hair, cotton, 52" wide, natural, black and gray	\$11.40 per yd.	Jack Lenor Larsen	Jack Lenor Larsen	1954 Jan.
E 5 Cotton check, 54" wide black, brown and gray	\$ 8.55 per yd.	Alexander Girard	Herman Miller Furniture Co.	1952 June
E 6 Linen and cotton, horizontal stripes, 54" wide, black and natural	\$ 9.60 per yd.	Alexander Girard	Herman Miller Furniture Co.	1952 June

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
E 7 Textured wool and cotton, 52" wide olive taupe	\$15.00 per yd.	Jack Lenor Larsen	Thaibok Fabrics	1953 Jan.

## ACCESSORIES

H 1 Ash tray, stoneware	\$17.50	Nathalie Krebs	Bonniers	1954 Jan.
H 2 Tobacco jar, stoneware	\$17.50	Nathalie Krebs	Bonniers	1954 Jan.
H 3 Dish, flat brass, 9" diam.	\$ 7.00	Ronald Pearson	Bonniers	1950 June
Bowl, spun bronze, 10" diam.	\$14.00			1951 June
H 4 Bowl, stoneware	\$ 4.00	Peter H. Voulkos	Archie Bray Foundation	1954 Jan.
H 5 Jar, covered, stoneware, 13" diam.	\$45.00	Peter H. Voulkos	Archie Bray Foundation	1954 Jan.
H 6 Vase, stoneware	\$ 6.00	Peter H. Voulkos	Archie Bray Foundation	1954 Jan.
H 7 Platter, primavera, 15" diam.	\$15.00	Arthur E. Carpenter	Espenet	1953 Jan.
H 8 Platter, enamel on aluminum, 14½" diam. white black	\$ 7.00	Ernst Lichtblau	Joseph Franken	1951 Jan.
H 9 Vases, crystal, blue-gray 6" high 9½" high	\$ 3.75 \$ 7.00	Wilhelm Wagenfeld	Fraser's	1952 Jan.
H 10 Vase, straw-colored striped glass, 6½" high	\$40.00	Venini	Georg Jensen	1950 June
H 11 Casserole, stoneware, black and white	\$25.50	Lucy Rie	Georg Jensen	1953 Jan.
H 12 Vase, crystal, blue-gray	\$ 9.50	Richard Sussmuth	Georg Jensen	1953 Jan.
H 13 Cigarette cup, Austrian jade	\$13.00	Morris Zerner	Georg Jensen	1950 June
Small bowl, Austrian jade	\$14.00			
H 14 Beaker, black walnut	\$ 7.95	Reynolds G. Dennis	Lemurian Crafts	1951 Jan.



ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
H 15 Ash tray, black glaze	\$ 3.00	Minnie Negoro	Minnie Negoro	1950 Jan.
H 16 Ash tray, white glazed in part	\$ 8.00	Minnie Negoro	Minnie Negoro	1951 Jan.
H 17 Waste basket, white polyethylene	\$ 1.49		Plas-Tex Corporation	1950 Jan.
H 18 Bowl, black plastic, 17" diam.	\$15.00	Charles McCrea	Plastic Productions Co.	1950 June
H 19 Bowl, oval, frosted plastic, 24" long	\$12.00	Charles McCrea	Plastic Productions Co.	1952 June
H 20 Bowl, black enamel on steel, perforated, 15" diam.	\$ 4.00	Gross & Esther Wood	Gross Wood & Co.	1953 Jan.
H 21 Waste basket, expanded metal, black enamel	\$ 5.00	Gross & Esther Wood	Gross Wood & Co.	1953 June

## TABLEWARES

i 1 Stemware, crystal			Baccarat & Porthault	1950 Jan.
<i>Brummel</i> , water	\$ 8.00			
red wine	\$ 8.00			
<i>Byron</i> , water	\$ 6.00			
red wine	\$ 6.00			
i 2 Schoenwald porcelain, white		Hermann Gretsch	Fraser's	1951 June
cream soup	\$ 1.25			
serving bowl	\$ 4.00			
i 3 <i>Sienna</i> , earthenware		Siegfried Moeller	Fraser's	1952 June
serving bowl, 8½"	\$ 3.00			
serving bowl, 9½"	\$ 3.75			
serving platter	\$ 8.75			
dinner plate	\$ 1.90			
luncheon plate	\$ 1.35			
bread and butter plate	\$ .90			
fruit saucer	\$ 1.35			
tea cup	\$ 1.00			
saucer	\$ .60			
i 4 Tumblers, smoke glass		Giuseppe Nason		1952 Jan.
liqueur	\$ .75			
wine	\$ 1.00			
sherry	\$ 1.00			
highball	\$ 1.60			



	ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
i 5	Royal Berlin porcelain, white		Trude Petri-Raben	Fraser's	1951 June
	coffee cup and saucer	\$ 6.00			
	tea cup and saucer	\$ 6.00			
	dinner plate	\$ 3.50			
	salad plate	\$ 2.50			
	bread and butter plate	\$ 1.75			
	salad bowl	\$ 7.50			
	cream soup bowl	\$ 2.00			
	luncheon plate	\$ 3.00			
	fruit dish	\$ 1.50			
	serving bowl	\$ 3.50			
	fruit bowl	\$ 5.50			
i 6	Plates, prism glass		Scott Wilson & Fritz Foord	Lancaster Lens Co.	1953 Jan.
	6", 8"	\$10.00 each			
	10"	\$15.00			
i 7	Arzberg porcelain, white		Hermann Gretsch	H. E. Lauffer Co.	1951 Jan.
	bowl, 9½"	\$ 5.20			
	bowl, 11"	\$ 5.95			
i 8	Classic tumblers, clear	\$ 1.28	Freda Diamond	Libbey Glass Co.	1950 Jan.
	6, 8, 9, 10, 14 oz.	set of 8			
i 9	Residential plastic dinnerware, black		Russel Wright	Northern Industrial Chemical Co.	1954 Jan.
	shallow vegetable	\$ 2.50			
	deep vegetable	\$ 3.25			
	creamer	\$ 1.35			
	divided vegetable	\$ 3.95			
	cup and saucer	\$ 2.25			
	salad plate	\$ 1.50			
	bread and butter plate	\$ 1.00			
	soup cup with lug	\$ 1.25			
	fruit dish	\$ .90			

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
i 10 Florence plastic dinnerware, red; gray; yellow; black		George Nelson Associates	Parker D. Perry	1954 Jan.
dinner plate	\$ 1.80			
salad plate	\$ 1.15			
bread and butter plate	\$ .95			
soup or cereal bowl	\$ 1.00			
vegetable bowl	\$ 3.00			
covered sugar bowl	\$ 1.95			
i 11 Pepper mill, white porcelain	\$12.00	Trudi & Harold Sitterle	Sitterle Ceramics	1950 June
i 12 Ladle, white porcelain, rosewood handle	\$15.00	Harold Sitterle & Keith Hovis	Sitterle Ceramics	1951 June
Serving spoon, white porcelain, rosewood handle	\$10.00			
i 13 Bowls, porcelain, nest of 3, brown		Kaj Franck	Waertsila Corp.	1954 Jan.
6½"	\$ 1.50			
7½"	\$ 2.50			
9"	\$ 3.50			
Bowl, porcelain, individual	\$ 1.00			
white				
brown				
Casserole, porcelain, brown	\$ 7.50			
Pitchers, porcelain, white				
1 pint	\$ 2.00			
¾ quart	\$ 2.50			
1 quart	\$ 3.00			
1½ quart	\$ 4.00			
Plates, porcelain; white, brown				
6"	\$ 1.00			
7¾"	\$ 1.20			
8½"	\$ 1.50			

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
<b>KITCHEN EQUIPMENT</b>				
K 1 Cutco steak knife	\$ 3.85		Aluminum Cooking Utensil Co.	1953 Jan.
K 2 Cutco stainless steel kitchen tools			Aluminum Cooking Utensil Co.	1953 Jan.
Lamb handles; 9 pieces				
paring knife	\$ 2.20			
utility knife	\$ 4.95			
heavy utility knife	\$ 5.65			
carving knife	\$ 8.65			
slicing knife	\$ 7.95			
wide blade chef's knife	\$ 9.95			
service fork	\$ 3.65			
carving fork	\$ 4.95			
spatula	\$ 3.95			
K 3 Grasoli fruit knife	\$ 2.75			1952 Jan.
K 4 Bottle opener, magnetic	\$ 3.50	John H. Hammond, Jr.	Hammond Research Corp.	1950 Jan.
K 5 Salad basket, metal mesh	\$ 6.50		H. A. Mack & Co.	1953 Jan.
K 6 Pressure cooker	\$18.45	W. A. Welden	Revere Copper & Brass	1950 Jan.

## TRENDS IN DESIGNER TRAINING IN THE UNITED STATES, 1954

To balance the retrospective view presented here, 100 Museum Selections from *Good Design*, leading centers of designer training in this country were invited to participate in a forecast of design trends. Separate displays were requested, presenting each school's view of important design concepts which might be expected to influence American homes and furnishings. The following educational centers have most generously contributed their works; each school display will be seen for one week beginning with the date shown.

**Mar. 15 Cranbrook Academy of Art**  
Department of Design

**Feb. 22 Illinois Institute of Technology**  
Institute of Design

**Feb. 22 Massachusetts Institute of Technology**  
School of Architecture and Planning

**Feb. 15 North Carolina State College**  
School of Design

**Feb. 8 Pratt Institute**  
Department of Industrial Design

**Mar. 1 Rhode Island School of Design**  
Department of Interior Design

**Mar. 8 University of Georgia**  
Department of Art



## POPULAR SELLERS FROM GOOD DESIGN 1950-1954

At the request of *Good Design* the well-known daily publication for the home furnishing trades, *Retailing Daily*, generously consented to send a questionnaire to *Good Design* exhibitors, asking which of their items shown had sold well, and requesting these be listed in order of superior sales record. (Naturally exhibitors of a single product only, and of one-of-a-kind wares were not canvassed.) The first choice of each exhibitor as reported in reply to this *Retailing* questionnaire is shown here. These products represent tested public acceptance of *Good Design* 1950-1954.

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
1. Cigarette dish, silver, 3 sizes	\$ 10.00 \$ 15.00 \$ 20.00 plus tax	Allan Adler	Allan Adler	1953 Jan.
2. <i>Central Park South</i> 50" wide printed squares on striped rayon	\$ 12.00 per yd.	Ruth Adler	Adler-Schnee Associates	1953 June
3. Cutco stainless steel kitchen tools, Lamb handles, 9 pieces	\$ 2.20 to 9.95		Aluminum Cooking Utensil Co.	1953 Jan.
4. Garden pottery, model E-31	\$ 48.00	Al Egglestone	Architectural Pottery	1951 Jan.
5. Iron chair, foam rubber seat, two loose cushions, linen cover	\$ 96.00	Darrell Landrum	Avard	1951 Jan.
6. Crystal wine bottle, # 948	\$ 4.50		Blenko Glass Co.	1950 Jan.
7. Bowl, spun bronze, 10" diam.	\$ 14.00	Ronald Pearson	Bonniers	1951 June
8. <i>Addington Tweed</i> cotton and jute, 50" wide brown, black and tan	\$ 12.00 per yd.	Henry W. Calvin	Henry Calvin Co.	1953 June
9. Pottery mug	\$ 1.00	David Gil	Cooperative Design	1951 Jan.
10. Pottery bowl	\$ 15.00	Leah Rosen	Design Technics	1954 Jan.
11. Lounge chair, tube metal, red nylon	\$ 25.00	Harold Cohen & Davis Pratt	Designers in Production	1954 Jan.
12. <i>Short John</i> coffee table	\$150.00	Edward J. Wormley	Dunbar Furniture Corp.	1950 Jan.
13. <i>Laguna</i> highball glass	\$ 1.00	James Rosati	Duncan and Miller Glass Co.	1953 June

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
14. Easy chair, walnut finish, handprinted linen	\$140.00	Folke Ohlsson	Dux	1953 June
15. Deep sauce pan with lid	\$ 5.85	Raymond Loewy	Ekco	1951 Jan.
16. Glass pitcher, white, 8½" high	\$ 7.00	Carl E. Erickson	Erickson Glass Works	1952 June
17. Platter, baked enamel on aluminum white black	\$ 7.00	Ernst Lichtblau	Joseph Franken	1951 Jan.
18. <i>Milano</i> stainless steel flatware 4 piece place setting	\$ 7.35	Gio Ponti	Fraser's	1950 June
19. <i>Facette</i> stainless steel flatware 6 piece place setting	\$ 8.00	Folke Arstrom	Gense Import	1950 Jan.
20. Cup and saucer	\$ 2.30	Glidden Parker	Glidden Pottery Co.	1950 Jan.
21. Ceiling lamp, white opal glass, polished brass tips	\$ 24.00	Paul Mayen	Habitat Associates	1953 June
22. <i>Brown Fleck</i> dinnerware	\$ 1.00 to 3.00 ea.	Mary A. Hadley	Hadley Pottery Co.	1952 June
23. Oval platter, incised semi-vitreous china	\$ 4.95	Russel Wright	Harker Pottery Co.	1953 June
24. Floor lamp, metal tripod	\$ 41.50	Gilbert A. Watrous	Heifetz Mfg. Co.	1951 June
25. <i>Grass Cloth</i> casement brown gold	\$ 7.00 per yd.	LaVerne Neil	S. M. Hexter Co.	1954 Jan.
26. 4 stacking stools, knock-down, 14" sq. natural, black, red, yellow	\$ 8.50 ea.	Franziska Hosken	Hosken	1951 Jan.
27. <i>American Modern</i> stainless steel flatware, satin finish, 6 pieces	\$ 6.95 set	Russel Wright	John Hull, Cutlers	1953 Jan.
28. Secretarial chair, cast aluminum, foam rubber	\$ 99.50	Eero Saarinen	Knoll Associates	1953 June
29. <i>Domino</i> jute and cotton, 54" wide taupe and black rust, tan and black	\$ 6.75 per yd.	Jack Lenor Larsen	Konwiser	1953 Jan.
30. <i>Belmont</i> cotton and viscose, 54" wide black, plain	\$ 9.90 per yd.	Boris Kroll	Boris Kroll Fabrics	1953 Jan.

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
31. Wall lamp	\$ 30.00	Bill Lam	Lam Workshops	1951 Jan.
32. Mondrian White pre-shrunk bleached linen, 52" wide	\$ 7.75 per yd.	Jack Lenor Larsen	Jack Lenor Larsen	1953 June
33. Chair, 3 legs, chrome, black enamel on steel, leather	\$135.00	Katavolos, Littell, Kelley	Laverne	1953 June
34. Border Riff #3 batiste, 48" wide black print on white	\$ 6.90 per yd.	Ross Littell	Laverne	1952 Jan.
35. Flair tumblers, clear 6, 8, 10, 14 oz.	\$ 1.28 set of 8	Freda Diamond	Libbey Glass Co.	1952 Jan.
36. Porcelain old-fashioned tumbler	\$ 2.00	Luke & Rolland Lietzke	Lietzke Porcelains	1953 Jan.
37. Fluorescent lighting fixture	\$ 37.60	Noel S. Florence	Lightolier	1950 June
38. Abacus linen, 50" wide multicolored print	\$ 9.00 per yd.	Paul Rand	L. Anton Maix	1950 June
39. Lazy Susan condiment tray enamel on copper, wood base	\$ 25.00	Harold Elberg	Marrell Studios	1952 Jan.
40. Ceramic pitchers, matte glaze black, large brown, medium	\$ 12.50 \$ 6.50	Jane & Gordon Martz	Marshall Studios	1953 Jan.
41. Kitchen Chambray dish towel, cotton, rayon and linen, 20" x 30"	\$ .59	John & Erlene Brice, Robert S. Low	Martex	1953 June
42. Officer's chair, oak, rawhide bindings	\$ 66.00	Eleanor Forbes	McGuire Co.	1952 Jan.
43. Light tree, aluminum, 4 lamps	\$ 95.00	Sy Miller	Middletown Mfg. Co.	1950 Jan.
44. Denby stoneware casseroles, blue glaze outside, yellow inside, 5 sizes	\$ 2.20 to 7.10 ea.		Millard-Norman Imports	1953 Jan.
45. Chairs wire seat and base, leather pad plastic on black metal plastic on wire base	\$ 57.00 \$ 40.00 \$ 28.20	Charles Eames	Herman Miller Furniture Co.	1950 June 1952 Jan. 1953 June
46. Chronopak wall clock	\$ 30.00	George Nelson	Howard Miller Clock Co.	1950 Jan.
47. Texana casement cloth, 48" wide pink and natural	\$ 3.50 per yd.		Moss Rose Mfg. Co.	1950 Jan.



ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
48. Table or wall lamp, steel and aluminum black and off-white enamel	\$ 25.00	Greta Von Nessen	Nessen Studio	1952 Jan.
49. Catchall, steel frame and mesh, 22" diam.	\$ 20.00	Sol Bloom	New Dimensions Furniture	1951 June
50. Electric clothes washer and companion dryer	\$299.00 \$239.00	W. B. Ford	Norge	1953 June
51. Residential plastic dinnerware, black	\$ .75 to 5.25 ea.	Russel Wright	Northern Industrial Chemical Co.	1954 Jan.
52. Salad set, fruitwood	\$ 5.50	Wm. F. Stromberg	Oregon Ceramic Studio	1952 Jan.
53. Florence plastic dinnerware red; gray; yellow; black	\$ .75 to 3.50 ea.	George Nelson Associates	Parker D. Perry	1954 Jan.
54. Cock and hen cruets, gunmetal glaze on earthenware	\$ 5.00 pair	Elizabeth Boyd Greene	Peter Pots of Providence	1953 Jan.
55. Waste basket, white polyethylene	\$ 1.49		Plas-Tex Corporation	1950 Jan.
56. Bowl, black plastic	\$ 3.50	Charles McCrea	Plastic Productions Co.	1950 June
57. San Jacinto plastic dinnerware, white	\$ .79 to 3.50 ea.		Plastics Mfg. Co.	1953 June
58. Wall swing, arm lamp, Japanese lantern shade	\$ 45.00	Anne DeCarmel and Fritzi Ekstein	Plus Studio	1950 Jan.
59. Nuclear upholstered units, forming sofa	\$952.50 in muslin	Harvey Probber	Harvey Probber	1950 Jan.
60. Lounge chair, black steel, natural leather	\$ 55.00	Allan Gould	Reilly-Wolff Associates	1952 Jan.
61. Conference table, walnut	\$304.00	Jens Risom	Jens Risom Design	1953 Jan.
62. Stemware wine water	\$ 1.30 \$ 2.30	Tirolerglashuette	M. Roney	1951 Jan.
63. Swiss Dots hand screened cotton, 48" wide black on white black on gray Swiss Dots wallpaper, gray on charcoal	per yd. \$ 6.25 \$ 7.25 \$ 7.25 per roll	Ben Rose	Ben Rose	1952 Jan.



ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
64. Magazine rack, black wrought iron	\$ 5.00	Fred Press	Rubel	1952 June
65. <i>Square Deal</i> printed textured linen, 50" wide	\$ 8.25 per yd.	Angelo Testa	F. Schumacher	1953 June
66. <i>Tanglewood</i> linen, cotton and metallic, 49" wide black striped	\$ 7.50 per yd.	Isabel Scott	Isabel Scott Fabrics	1951 Jan.
67. <i>Thermo Plate</i> serving dish	\$ 4.95		Service Ideas	1950 Jan.
68. Reversible sanforized denim, dark red	\$ .89 per yd.		Simtex Mills	1953 June
69. Nest of tables, walnut	\$250.00	Bertha Schaefer	M. Singer and Sons	1952 Jan.
70. Table lamp	\$ 19.00	Greta Magnusson Grossman	Ralph O. Smith Co.	1950 June
71. Coffee carafe, 12-cup, Pyrex, copper and iron, candle warmer	\$ 10.00	Ernest Sohn	Ernest Sohn Creations	1953 June
72. Stacking stools, cherry or walnut tops, mat black steel legs	\$ 15.00	Dick Stambaugh	Dick Stambaugh	1952 June
73. Adjustable ceiling light	\$120.00	Harry Gitlin	Stamford	1950 June
74. Rocker, beech, natural finish, 2 loose spring cushions	\$ 79.50	Ole Wanscher	John Stuart	1952 June
75. Bow side chair, black steel, white cord	\$ 22.00	Allan Gould	Suncord Furniture Co.	1953 June
76. Shade, white plastic and pine wood	\$ 1.00 per sq. ft.		Suncraft	1954 Jan.
77. Dining table, detachable leaves, smoked oak	\$180.00	Poul M. Volther	George Tanier	1953 June
78. Window thermometer	\$ 3.50	Walter Dorwin Teague	Taylor Instruments Cos.	1951 Jan.
79. <i>Tally</i> cotton batiste, printed cotton, 50" wide	\$ 6.50 per yd.	Angelo Testa	Angelo Testa	1953 June
80. Handwoven Siamese silk, 40" wide turquoise	\$ 18.00 per yd.	Haji Haroon	Thaibok Fabrics	1952 Jan.

ITEM	APPROX. RETAIL	DESIGNER	MANUFACTURER OR DISTRIBUTOR	SHOWN GOOD DESIGN
81. Rug, cotton, random striped, red and white 3' x 5'	\$ 15.95	Elizabeth Whitney	Topton Rug Mfg. Co.	1954 Jan.
82. Troyloafer, white baked enamel, Saran sling	\$ 34.50	J. Cecil Witty	Troy Sunshade Co.	1952 June
83. Pewter tumblers cocktail water highball	per doz. \$ 36.00 \$ 48.00 \$ 60.00	J. Van Adrichem	A. J. Van Dugteren	1954 Jan.
84. Snack bowl set	\$ 7.15		Vollrath Co.	1951 Jan.
85. Bowls, black enamel on steel, perforated 8" 12" 15"	\$ 2.00 \$ 3.00 \$ 4.00	Gross & Esther Wood	Gross Wood and Co.	1953 Jan.

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[The following text is extremely faint and illegible due to low contrast and blurring. It appears to be a list or a series of entries, possibly containing names and dates, but the specific content cannot be transcribed.]

## SELECTION COMMITTEES FOR GOOD DESIGN

Edgar Kaufmann, Jr., Director of *Good Design*, Permanent Chairman of all Selection Committees.

### January 1950

Meyric Rogers—Art Institute of Chicago, Curator of Decorative Arts.

Alexander Girard—Architect and designer, Santa Fé.

### June 1950

Serge Chermayeff—ex-Director, Institute of Design, Chicago.

Berthold Strauss—President, Moss Rose Manufacturing Co.; Trustee, Philadelphia Museum of Art.

### January 1951

William Friedman—formerly assistant Director, Walker Art Center, Minneapolis; now at Art Institute of Chicago.

Hugh Lawson—formerly Divisional Merchandise Manager for Home Furnishings, Carson Pirie Scott & Co.

### June 1951

Philip C. Johnson—Chairman, Department of Architecture and Design, Museum of Modern Art, New York.

Eero Saarinen—Architect and designer, Bloomfield Hills, Michigan.

### January 1952

Harry Weese—Architect and city planner, Chicago.

Charles Zadok—Head, Gimbel's, Milwaukee

### June 1952

Gordon Fraser—President, Fraser's, Inc., Berkeley, California.

F. Carlton Ball—Ceramist, silversmith, Professor of Ceramics at the University of Southern Illinois.

### January 1953

D. J. De Pree—President, The Herman Miller Furniture Co.

Russel Wright—Designer, former President, Society of Industrial Designers.

### June 1953

Florence Knoll—Director, Planning Unit, Knoll Associates.

Harry Jackson—Executive Vice-President, Jackson Furniture Co., Oakland, California.

### January 1954

Edward J. Wormley—Designer, Dunbar Furniture Corporation.

Lazette Van Houten—formerly Fashion Editor, Retailing Daily, Fairchild Publications.



- A** Allan Adler  
8626 Sunset Boulevard  
Hollywood 46, California
- Adler-Schnee Associates  
7403 Puritan Avenue  
Detroit 38, Michigan
- Aluminum Cooking Utensil Co.  
Cutco Cutlery Division  
New Kensington, Pennsylvania
- Architectural Pottery  
Box 4664 Village Station  
Los Angeles 24, California
- Avard  
66 West 55 Street  
New York 19, New York
- B** Baccarat and Porthault, Inc.  
55 East 57 Street  
New York 22, New York
- Baker Furniture Co.  
Grand Rapids 2, Michigan
- Blenko Glass Co., Inc.  
Milton, West Virginia
- Bonniers  
605 Madison Avenue  
New York 22, New York
- The Archie Bray Foundation  
Helena, Montana
- C** Henry Calvin Co.  
414 Jackson Street  
San Francisco 11, California
- Arundell Clarke  
25 East 73 Street  
New York 21, New York
- Cooperative Design  
122 McCall Street  
Bennington, Vermont
- D** Design Technics  
47 East 29 Street  
New York 16, New York
- Designers in Production  
411 South Clinton Street  
Chicago 7, Illinois
- Dunbar Furniture Corp.  
Berne, Indiana
- Duncan and Miller Glass Co.  
Washington, Pennsylvania
- Dux, Inc.  
25 Taylor Street  
San Francisco 2, California
- E** Ekco Products Co.  
1949 N. Cicero Avenue  
Chicago 39, Illinois
- Erickson Glass Works  
Bremen, Ohio
- Espenet  
3109 Geary Blvd.  
San Francisco 18, California
- F** Joseph Franken  
200 East 63 Street  
New York 21, New York
- Fraser's, Inc.  
2409 Telegraph Avenue  
Berkeley 4, California
- G** Gense Import, Ltd.  
15 East 26 Street  
New York 10, New York
- Glidden Pottery Co.  
Alfred, New York
- H** Habitat  
235 East 58 Street  
New York 22, New York
- Hadley Pottery Co.  
1570 Story Avenue  
Louisville 6, Kentucky
- Hammond Research Corp.  
Gloucester, Massachusetts
- Harker Pottery Co.  
East Liverpool, Ohio
- Heifetz Mfg. Co.  
40 West 25 Street  
New York 10, New York
- S. M. Hexter Co.  
2810 Superior Avenue East  
Cleveland 14, Ohio
- Hosken, Inc.  
10 Roanoke Avenue  
Boston 30, Massachusetts
- John Hull Cutlers Corp.  
1239 Broadway  
New York 1, New York
- J** Georg Jensen  
667 Fifth Avenue  
New York 22, New York
- K** Knoll Associates, Inc.  
575 Madison Avenue  
New York 22, New York
- Konwiser, Inc.  
1 East 53 Street  
New York 22, New York
- Boris Kroll Fabrics, Inc.  
220 East 51 Street  
New York 22, New York
- L** Lam Workshops, Inc.  
316 Washington Street  
Brookline, Massachusetts
- Lancaster Lens Co.  
Lancaster, Ohio
- Jack Lenor Larsen, Inc.  
60 East 58 Street  
New York 22, New York
- H. E. Lauffer Co.  
1123 Broadway  
New York 10, New York
- Laverne, Inc.  
160 East 57 Street  
New York 22, New York

Lemurian Crafts  
Ramona, California

Libbey Glass Co., Division  
Owens-Illinois Glass Co.  
Toledo 1, Ohio

Lietzke Porcelains  
Saxe Road  
Mogadore, Ohio

Lightolier, Inc.  
11 East 36 Street  
New York 16, New York

**M** H. A. Mack & Co.  
165 Newbury Street  
Boston 16, Massachusetts

L. Anton Maix, Inc.  
162 East 59 Street  
New York 22, New York

Marrell Studios  
46 Woodland Avenue  
San Rafael, California

Marshall Studios, Inc.  
Veedersburg, Indiana

Martex Division  
Wellington Sears Co.  
65 Worth Street  
New York 13, New York

McGuire Co.  
Hotaling Place  
San Francisco 11, California

Middletown Mfg. Co.  
P. O. Box 340  
Middletown, New York

Millard-Norman Imports  
848 Glenwood Avenue  
Cincinnati 29, Ohio

Herman Miller Furniture Co.  
1 Park Avenue  
New York 16, New York

Howard Miller Clock Co.  
Zeeland, Michigan

Modern Color, Inc.  
2024 Hyperion Avenue  
Los Angeles 27, California

Moss Rose Mfg. Co.  
Allegheny & Hancock Streets  
Philadelphia, Pennsylvania

**N** Minnie Negro  
Box 308  
Mystic, Connecticut

Nessen Studio, Inc.  
5 University Place  
New York 3, New York

New Dimensions Furniture, Inc.  
25 West 23 Street  
New York 10, New York

Norge Division  
Borg-Warner Corp.  
Merchandise Mart Plaza  
Chicago 54, Illinois

Northern Industrial Chemical Co.  
7 Elkins Street  
South Boston 27, California

**O** Oregon Ceramic Studio  
3934 S. W. Corbett Avenue  
Portland 1, Oregon

**P** Parker D. Perry, Inc.  
Florence, Massachusetts

Peter Pots of Providence  
101 Glen Rock Road, RFD  
West Kingston, Rhode Island

Plas-Tex Corp.  
2525 Military Avenue  
Los Angeles 64, California

Plastic Productions Co.  
509 Howland Street  
Redwood City, California

Plastics Manufacturing Co.  
825 Trunk Avenue  
Dallas 10, Texas

Plus Studio  
713 Madison Avenue  
New York 21, New York

Harvey Probbler, Inc.  
136 Fifth Avenue  
New York, New York

**Q** Quaintance Fabrics  
18 East 53 Street  
New York 22, New York

**R** Reilly-Wolff Associates, Inc.  
50 East 34 Street  
New York 16, New York

Revere Copper and Brass, Inc.  
Rome Mfg. Co. Div.  
P. O. Box 111  
Rome, New York

Richards Morgenthau Co.  
225 Fifth Avenue  
New York 10, New York

Jens Risom Design, Inc.  
49 East 53 Street  
New York 22, New York

M. Roney  
225 Fifth Avenue  
New York 10, New York

Ben Rose  
1129 W. Sheridan Road  
Chicago, Illinois

Rubel and Co.  
225 Fifth Avenue  
New York 10, New York

**S** F. Schumacher and Co.  
60 West 40 Street  
New York 18, New York

Isabel Scott Fabrics Corp.  
17 East 53 Street  
New York 22, New York

Service Ideas, Inc.  
26 South 6 Street  
Minneapolis 2, Minnesota

Silkar Studios, Inc.  
451 Broadway  
New York 13, New York

Simtex Mills Division  
Simmons Co.  
40 Worth Street  
New York 13, New York

Mr. Singer & Sons  
36 East 19 Street  
New York 3, New York

Sitterle Ceramics  
Croton Falls, New York

Ralph O. Smith Co.  
1750 N. Evergreen Street  
Burbank, California

Ernest Sohn Creations, Inc.  
225 Fifth Avenue  
New York 10, New York

Dick Stambaugh, Inc.  
709 S. Gilbert Street  
Ada, Ohio

Stamford  
429 W. Broadway  
New York 12, New York

John Stuart, Inc.  
Fourth Avenue at 32 Street  
New York 16, New York

Suncord Furniture Co., Inc.  
145-85 227 Street  
Springfield Gardens, New York

Suncraft, Inc.  
1315 W. Webster Avenue  
Chicago 14, Illinois

**T** George Tanier  
521 Madison Avenue  
New York 22, New York

Taylor Instrument Companies  
95 Ames Street  
Rochester 1, New York

Angelo Testa and Co.  
49 East Ohio Street  
Chicago 11, Illinois

Thaibok Fabrics, Ltd.  
3 East 52 Street  
New York 22, New York

Topton Rug Mfg. Co., Inc.  
295 Fifth Avenue  
New York 16, New York

Troy Sunshade Co.  
Troy, Ohio

**V** A. J. Van Dugteren & Sons, Inc.  
134 Fifth Avenue  
New York 11, New York

Vollrath Co.  
Sheboygan, Wisconsin

**W** Waertsila Corp.  
225 Fifth Avenue  
New York 10, New York

Waite Carpet Co.  
Oshkosh, Wisconsin

Gross Wood and Co.  
230 Natoma Street  
San Francisco 3, California



**An item is eligible if** it can be bought in the U.S.A. market, if it is new in this market since the previous show, and if it does not attempt to imitate the past. Home made or foreign, machine made or handcraft, all are acceptable.

**Items selected remain on exhibition** in Chicago for one year (January to January, June to June). Items not selected are returned to sources. About 500 items are shown in about 5,500 square feet.

**A New York version of Good Design** is presented in the Museum of Modern Art each autumn, usually on the ground floor, for about eight weeks. Some 3,000 square feet are available, and correspondingly fewer items are shown.

**Catalogs with detailed information** about each item are issued for every showing in both cities and are sold by mail as well as in the exhibitions.

**Distinguished new settings** are created for the exhibits each January in Chicago and each fall in New York by a designer or architect appointed annually by the Museum of Modern Art. Charles Eames, Finn Juhl, Paul Rudolph and Alexander Girard have designed the first four of these installations.

**Good Design originated in January 1950** and has continued regularly ever since.



