

Ezra Stoller photograph, courtesy McCall's Magazine



EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

FALL 1947

No. 5 / 30c

IDEA HOUSE ISSUE

WALKER ART CENTER • MINNEAPOLIS

IDEA HOUSE II will be open for public inspection for a period of six months. Concurrent with its opening, plans and models for Idea Houses III through VIII go on exhibition in the Everyday Art Gallery.

Like Idea House II, these six houses are designed for standard construction with readily available materials. One house has been designed by students of the University of Minnesota School of Architecture; the other five by the following Minneapolis architects: Gerhardt Brandhorst, Elizabeth and Winston Close, Humphrey and Hardenbergh, Long and Thorshov, Harlan E. McClure.

Later on, two other architects will be asked to design a house each, composed of factory-fabricated modular building units.

The Walker Art Center proposes to sponsor the erection of this group of eight exhibition houses in a rolling suburban area of Minneapolis. It is proposed to construct them in the spring of 1948 and to open them for public inspection for several months. After the exhibition period they will be sold.

56,000 persons visited Idea House I in 1941. We expect 100,000 to go through Idea House II. We shall continue to give the public the opportunity of coming in contact with contemporary ideas in all the arts—and, above all, the art that is closest to man's immediate needs: the art of building.

Idea House II will be featured in color in the January issue of McCall's Magazine.

Idea House II is co-sponsored
by the Home Institute
of the Northwestern National Bank
and the Walker Art Center

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

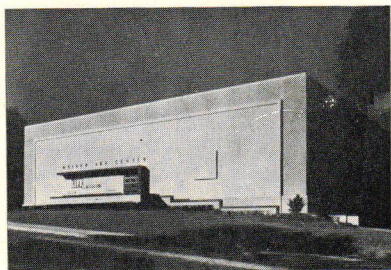
CONTENTS FOR FALL 1947

A Man's House Is His Art - - - -	1
IDEA HOUSE II Floor Plans - - - -	3
Ideas Behind the Idea House - - - -	4
The 4-in-1 Living Area - - - - -	5
The Bed-Sitting Room - - - - -	7
The Children's Apartment - - - - -	8
Baths, Storage, Utility Room - - - -	10
Gas in the Modern Home - - - - -	10
The Stairhall-Picture Gallery - - - -	14
Construction, Materials, Equipment - -	16
Everyday Art in the Magazines - - - -	18
Everyday Art on Exhibition - - - - -	22
Addresses - - - - -	24

in the WINTER issue:

PLASTICS IN THE HOME

MORE ABOUT IDEA HOUSE II



THE WALKER ART CENTER
is a progressive
museum of the arts.

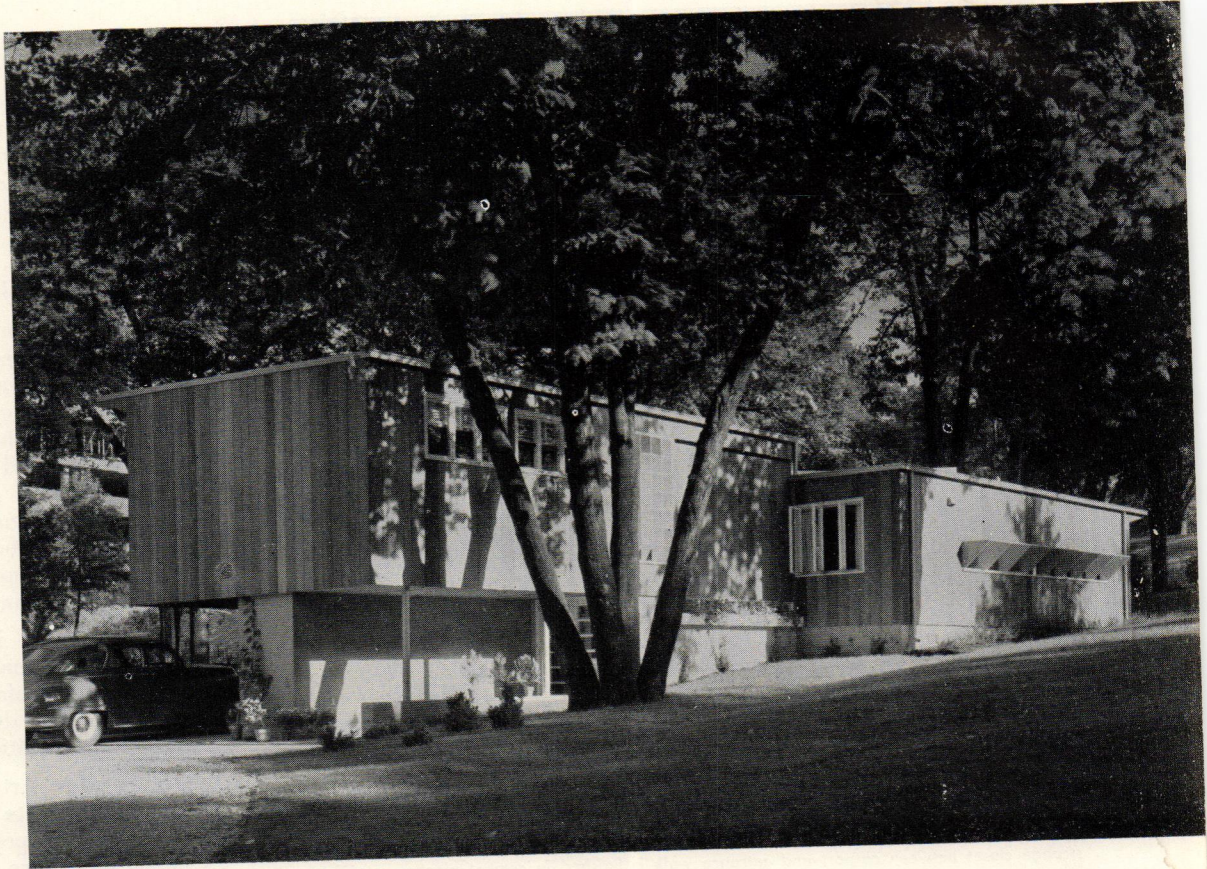
The objective of the Center is to give men, women and children an opportunity to know, enjoy and use the arts — to clarify the relationship of all art to our modern lives — to be useful by reporting, explaining, teaching the value of art to those who need or want this knowledge — to share with the schools and libraries in broadening the cultural opportunities in America.

Published by the WALKER ART CENTER
1710 Lyndale Avenue South, Minneapolis 5, Minn.
D. S. DEFENBACHER, Director

Editor: HILDE REISS, Curator of Everyday Art
Staff Photographer: ROLPHE DAUPHIN

Special Idea House Issue 30c; regular issues 20c per copy; \$1 for six issues by subscription.
Copyright, 1947, by the Walker Art Center.

IDEA HOUSE II is located on the grounds of the Walker Art Center. This view from the street side shows the covered entrance walk in the foreground. A long flower box extends along the low horizontal window at the stairs. At the far right, a permanently fixed sunshade of wood slats protects kitchen and porch from the hot afternoon sun.



A MAN'S HOUSE IS HIS ART

D. S. Defenbacher

A MAN'S HOUSE is his art — at least a house is the nearest to art that most men will ever come. A few men paint or model, a few more are architects, a few are designers, and a few collect the works of the others. Of course, a great many men appreciate art but they do not actually participate in its creation. In his house, however, it is the rare man who can avoid entanglement with those decisions and selective acts which characterize the work of an artist.

Presumably women are the decorators while men prepare the solid stuff upon which to hang the decorations. Actually, it would seem from first hand observation, there is no such sharp definition of duties. The male and female are, so the Bible says, one. Both, in this case, build and both decorate; and both spend more time with artistic intricacies in the process than in any other phase of their lives.

Here is an area of art-in-use in which some art museums should be vitally interested. It is probably true that a more lasting service to humanity is given today by museums in the higher realms of esthetics: e.g. painting, sculpture, drawing, art crafts, etc. In these things art is an end in itself and can be neatly circumscribed by purely esthetic conditions. In houses there are

non-esthetic conditions which complicate and often obscure the artistic factors. Economics, social custom, individual taste, and engineering tend to minimize, in most people's eyes, the genuineness of the art that must go into home building.

Nevertheless, a good house is an artistic creation in which all other factors are controlled and molded into an esthetic entity. This does not negate the importance of making a house efficient and workable, but it makes art the predominant factor in creating a successful home. It is for this reason that the Walker Art Center has made the household or "Everyday" arts as much a part of its program as painting and sculpture.

In our museum activities we regularly include exhibitions of plans, models, and photographs which report on the progress of contemporary house design. We have discovered that these exhibitions are not adequate. Few people can grasp the full meaning of three dimensional problems from miniature or two dimensional devices. The height, breadth, and depth of a room in relation to the occupants' movements; the way areas actually work in connection with each other; the size and weight of furniture; the effect of areas of color and texture; all of these are difficult for the



(above) Looking at the Idea House from the southeast, screened porch, terrace, and living room windows are at the left; bedroom wing at right, with carport below. The ten-inch wide vertical redwood siding has been treated with an oil preservative which protects its natural deep red color. All trim is white; gutters, roof edge and pipe columns are painted aluminum.

(below) There are no windows in the north wall of the bedroom wing. The large outside storage closet between carport and entrance walk is finished in cement plaster; retaining walls are cement block. Visible in the left background are the high north windows of the living room. Roof overhangs have screened vents which permit hot air between the roof joists to escape.

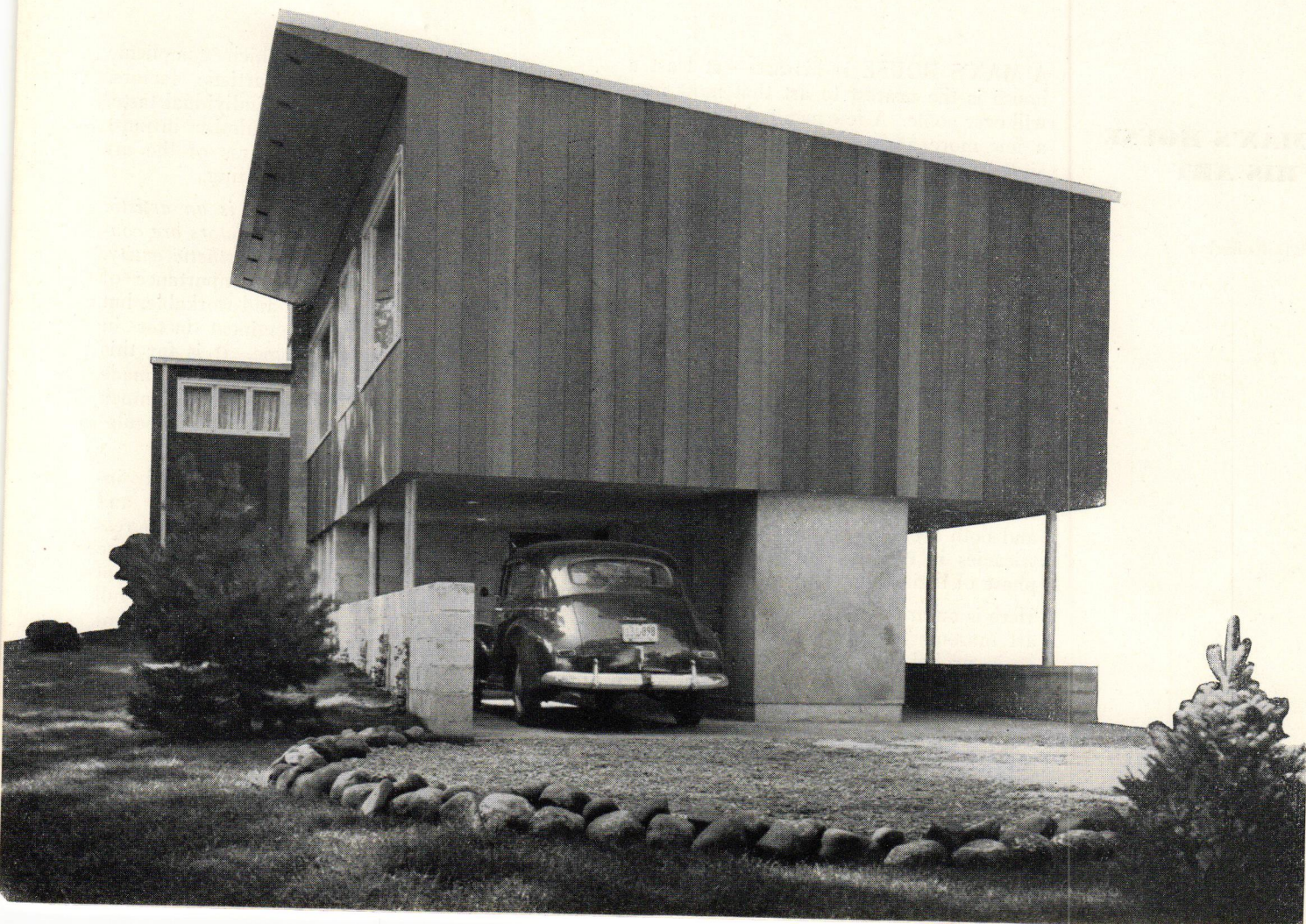
average person to grasp even from the most lifelike miniature model.

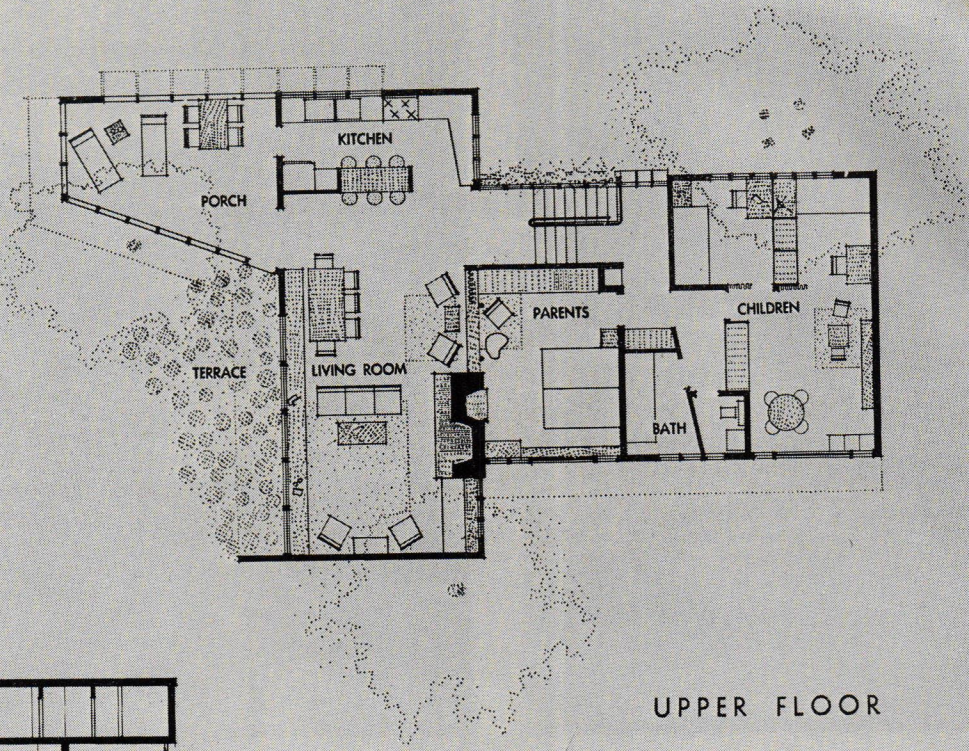
In consequence of these thoughts the Art Center has on two occasions built full-size, permanently constructed homes for public exhibition. We believe that the first Idea House was of great help to many people. Idea House II should be an even greater stimulus to an increase in modern, useful, and comfortable living quarters.

In designing and constructing Idea House II we have tried to limit ourselves to materials which are usable in the average home. We have tried to avoid trick devices and experimental construction methods. We have hoped to show that a good 1947 house *can* be built without engineering miracles or innovations. A good house is a product of good thinking coupled with a thoroughly suspicious attitude toward traditional solutions.

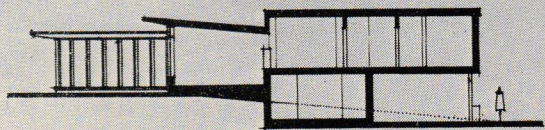
Idea House II is an individual home. It makes no pretense toward solving the vital problem of prefabrication or mass production. Neither does it take issue with the future possibilities of factory built houses.

The Walker Art Center, after an expense and effort quite great for an educational institution, hopes that Idea House II will encourage more prospective home owners to "get their money's worth" through modern thinking about a very real modern problem.

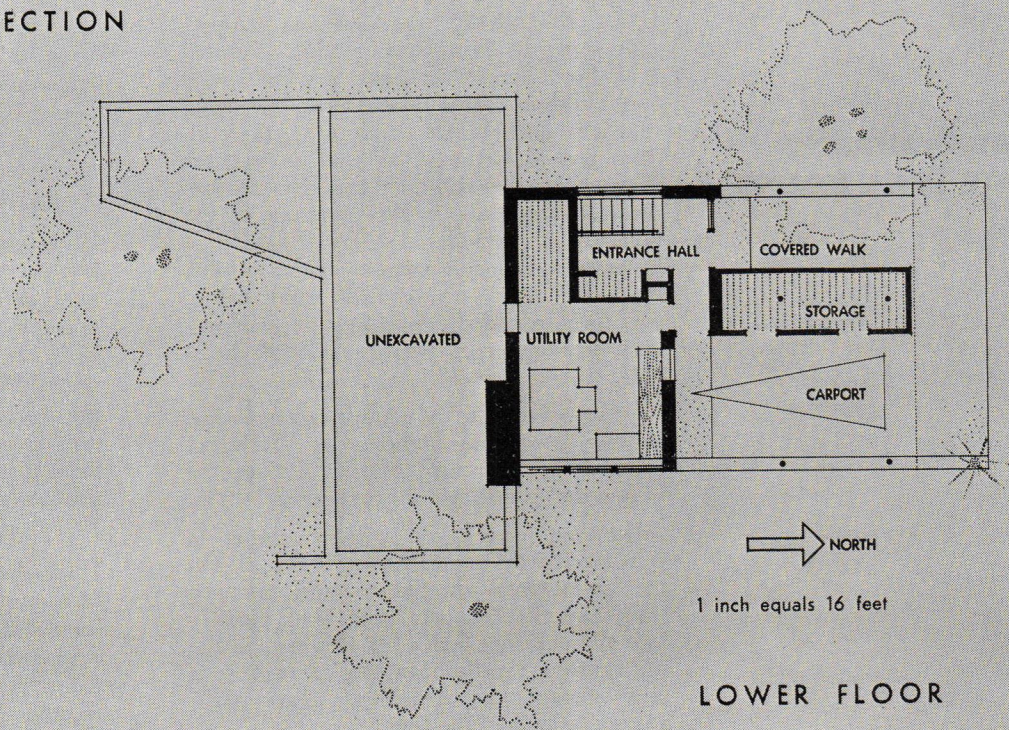




UPPER FLOOR



SECTION



LOWER FLOOR

IDEA HOUSE II

William Friedman and Hilde Reiss
designers

Malcolm E. Lein
associate



IDEAS BEHIND THE IDEA HOUSE

IDEA HOUSE II was designed to provide generous living space within a limited area for a family of four: a couple with two children. The house is so arranged that it is workable at a time when the children are very young, as well as in later years when they will have teen-age requirements. Above all, in the planning of the house it was considered essential that there be privacy for each member of the family; at the same time crowding in small spaces was to be avoided. A feeling of spaciousness and openness was considered desirable.

The wooded site is almost rectangular, sloping down towards the north. The street follows the long side of the plot on the west; the grade is approximately 12%.

Advantage was taken of the slope; a split-level plan was the natural result. On the lowest level are the covered entrance walk and the carport; both lead directly into the entrance hall. Off this hall is the utility room; adjoining the carport is a large storage compartment for storm sash, garden tools, and the like.

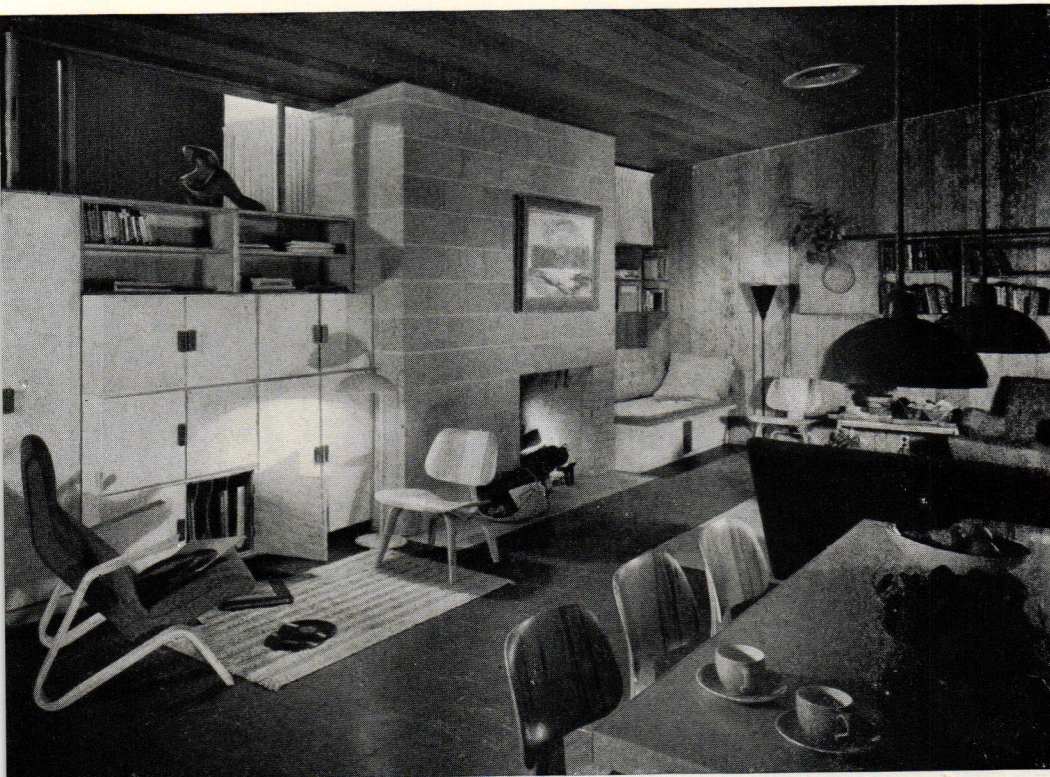
From the multi-access entrance hall, an easy run of nine steps brings one to the living area on the middle level; this faces south, away from the street. The living area provides all the physical elements necessary for social gatherings, recreation, food preparation and eating. In the summer, it is enlarged by the screened porch and open terrace.

Up another five steps is the sleeping wing, with the main windows facing east. Spaciousness is achieved throughout the house by opening the different levels to each other; from almost any spot in the house one can look either up or down to another level.

Divisions between rooms are not fixed; kitchen and living room may be completely separated from each other, or they may be opened to become one continuous area. Bedroom and living room are spatially connected by an opening controlled by a folding door. The children's quarters may be used as one large room, or subdivided into three distinct spaces. This flexibility makes the house appear much larger than its 19,000 cubic feet.

Throughout the house, furniture has not been used in "sets" but has been assembled from different manufacturers; each piece is placed where it serves its purpose best. A few built-in pieces were made to order; all other furniture shown in the Idea House is mass-produced and is now available on the market.

With the exception of cement plaster on the exterior walls and soffits of carport and entrance walk, the house is entirely of dry-wall construction. Standard construction methods were used with materials that were readily available: redwood, plywoods, cement block, glass.



(left) The south terrace is paved with circular elm slabs. The roof overhang completely shades the living room windows in midsummer. In September, when this picture was taken, the sun's rays penetrate partly into the room.

(center) The living room has a dark green asphalt tile floor; one wall and ceiling of redwood; white nubby cotton draperies. Upholstered pieces are covered in dark blue herringbone tweed. Furniture in light woods: birch and ash. Glasstop coffee table designed by sculptor Isamu Noguchi; slat benches at window by George Nelson.

(right) Fireplace wall is of cement block; adjoining built-in couch has a wood storage compartment below. Latex mattress on this couch and bench cushions are covered in gray tweedy material designed by Lillian Garrett.

Ceiling fixtures and gooseneck lamp designed by Versen; swivel floor lamp by von Nessen; black reflector by Harry Weese. Dazor fluorescent lamp. Circular grilles in ceiling diffuse cooled or heated air.

THE 4-IN-1 LIVING AREA

- south exposure
- large fixed-glass panes with ventilating transoms above
- ample conversation group at fireplace with extra seating along windows
- built-in storage cabinets
- all-purpose family table
- the kitchen-to-live-in
- screened porch for recreation and dining

Large glass areas on the south side provide solar heat in the winter; the five-foot roof overhang casts a cool shadow in the summer.

The east wall of the living room extends into the garden; it is finished with the same natural redwood as the outside of the house—thus emphasizing the intimate relationship between outdoors and indoors.

The furniture is arranged so that several groups of people can engage in conversation without interfering with each other. The all-purpose family table can be used for games, hobbies, or can be set for formal meals; it seats up to eight persons. Everyday meals can be taken at the breakfast bar which has room for six, or on the porch during the summer.

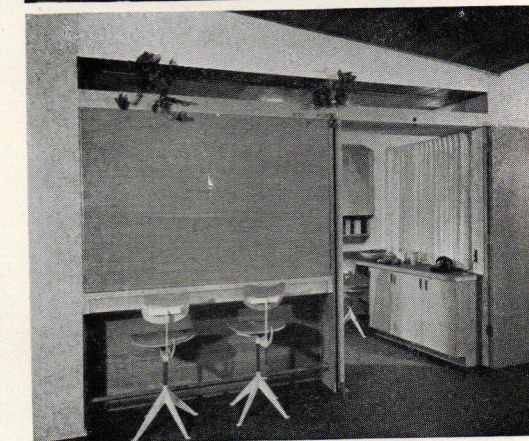
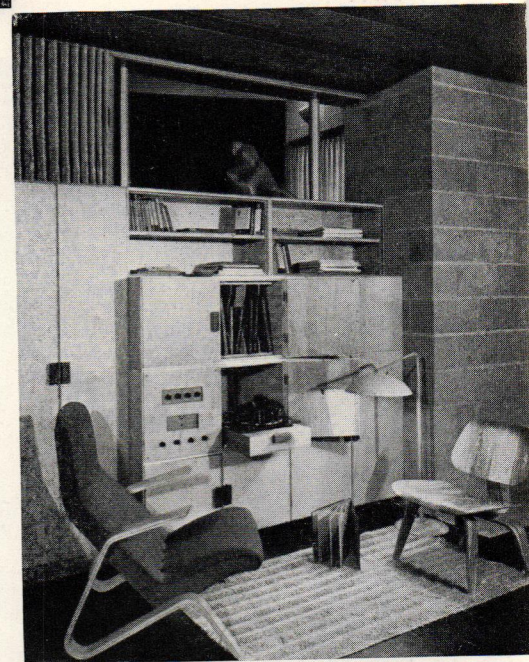
Decoratively and physically the kitchen is part of the living area. Aseptic white enamel has been avoided in favor of birch

continued next page

Storage wall shows units of varying depth adapted for different purposes. There are storage cabinets, record compartments, sections for radio and phonograph, open bookshelves. Picture at right shows radio and phonograph in operation. Mechanism has been placed in bottom cabinet and unit connected to loudspeaker on east wall.

Only floor coverings used are a large straw mat and a small gray cotton rug. Upholstered chair at radio designed by Eero Saarinen. Above Storage wall, wood sculpture by Merle Hoesly; painting on fireplace wall by Joe Jones.

When desired, the kitchen at the west end of living room can be closed off by means of double doors and a wood-slatted roll-down shade. Doors and shade are natural birch; wall, pickled pine plywood.



Looking through the opening from the bed-sitting room, one can see all three dining spots: the breakfast bar, the screened porch, the family table. Adjustable chairs at bar are imported from Sweden as is the large birch table designed by Alvar Aalto. Dining chairs of molded ash plywood, designed by Charles Eames. There are two "Barwa" reclining chairs on the porch. The screening material is woven of dark green plastic thread.

View from the porch through the dutch door into the kitchen. Cabinets are of birch, counter tops dark gray jasper linoleum. There are two counter heights: regulation 36 inches at sink; 32 inches to the right of the stove to permit work while sitting. Over the range, a stainless steel hood catches cooking odors which are drawn to the outside by an exhaust fan. Red Wing pottery designed by Eva Zeisel.



continued from page 5

cabinets; grease-proof dark green asphalt tile extends from the living room into the kitchen, as does the redwood ceiling.

Although the kitchen *can* be closed off, most of the time it will be open so that during meal preparation the housewife does not have to shut herself off from participating in conversation with family or guests.

The living-kitchen area measures 16 by 38 feet; the porch is 18 feet long and tapers in width from 14 to 8 feet.

Glass-top coffee table, slat benches, molded plywood chairs: *Herman Miller Furniture Co.*
 Upholstered pieces, tray-table: *Knoll Associates*
 Dining table, black reflector: *Baldwin-Kingrey*
 Barwa reclining chairs: *Barwa Associates*
 Terrace chairs: *Boutell's*
 Built-in storage units: *StorageWall, Inc.*
 Redwood shelves, built-in couch, roll-shade: *Holly Manufacturing Co.*
 Versen and Dazor lamps: *Chas. A. Anderson & Co.*
 Swivel floor lamp: *Nessen Studios*
 Goodell AM-FM radio-phonograph: *Minnesota Electronics Corp.*
 Asphalt tile, Modernfold door: *Insulation Sales Co.*
 Draperies: *Twin City Scenic & Drapery Co.*
 Bench cushions: *Kaufman's*
 Fabric for cushions and corner couch: *Louisville Textiles*
 Cotton rug: *Cabin Crafts*
 Kitchen cabinets and breakfast bar: *Libbey & Libby*
 Roper range, Servel refrigerator: *Minneapolis Gas Light Co.*
 Exhaust fan: *Electro Specialty Co.*
 Stainless steel ware, cutlery: *Ekco Products*
 Aluminum ware: *Reynolds Metals*
 Red Wing pottery: *S. Jacobs & Co.*
 Glassware: *Alex Anderson & Son*
 Plants: *Henry Bachman & Sons*
 Table Linen: *Powers Dry Goods Co.*

THE BED-SITTING ROOM

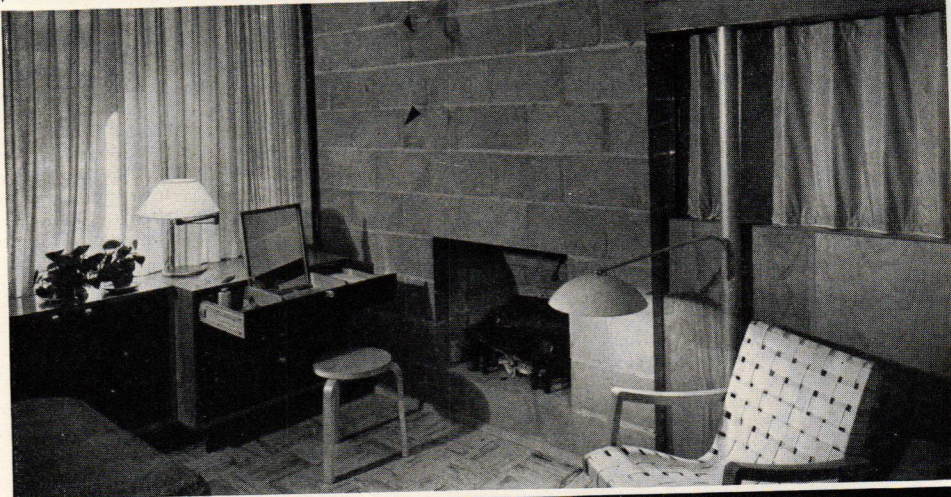
- east exposure
- opening in south wall overlooks entire living area and part of garden
- built-in storage cabinets
- space for twin beds
- fireplace with sitting corner

The parents' bed-sitting room possesses conveniences and facilities not found in the conventional bedroom; a fireplace with comfortable sitting corner, adequately lighted for reading; plenty of cabinets, bookshelves, and storage space. This arrangement is another step towards giving utmost privacy to each member of the family; here is a place for mother or father to get away for some quiet reading or to be comfortable during an illness.

This 12 by 14 foot room can be opened up to the living room or closed off as desired, by means of a Modernfold door installed in the opening.

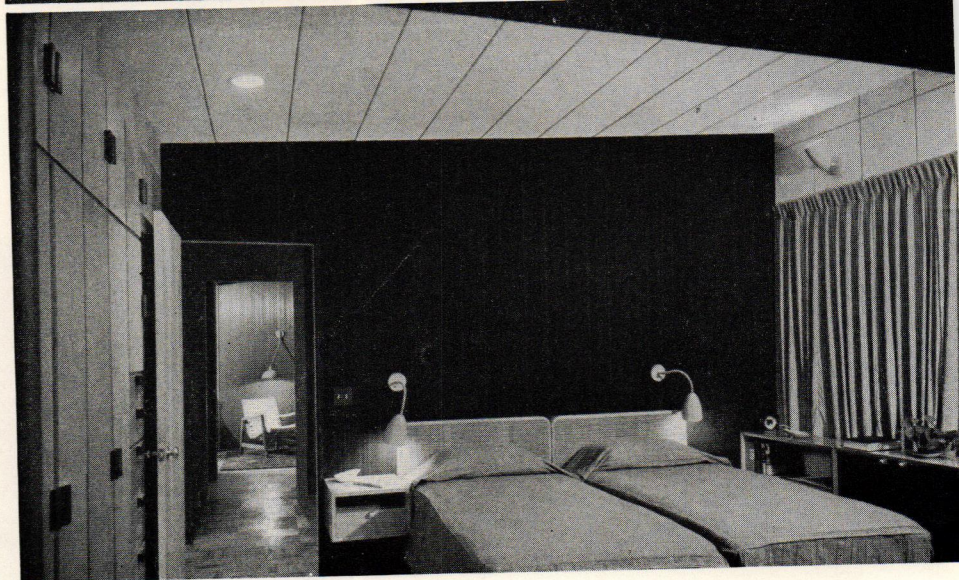


Furniture: *Herman Miller Furniture Co.*, except
 Plastic webbed chair: *Knoll Associates*
 End table: *Home Furniture Co.*
 Built-in storage units: *Storagewall, Inc.*
 Springs and mattresses: *The Salisbury Co.*
 Versen fixtures: *Chas. A. Anderson & Co.*
 Swivel lamp: *Nessen Studios*
 Bedspreads: *Minnesota Drapery Mfg. Co.*
 Fabric for bedspreads: *Louisville Textiles*
 Draperies: *Twin City Scenic & Drapery Co.*
 Cotton rug: *Cabin Crafts*
 Rubber tile: *Northern Rubber Products Co.*



Cabinets under window in primavera and ebonized finish designed by George Nelson as are the bed frames, cane-covered headboards and bedside table. Birch armchair has white plastic webbing; end tables in natural maple. Wall behind beds is Weldtex plywood, painted mat black. Lighting fixtures by Kurt Versen except for swivel lamp by von Nessen. Draperies are dull yellow spun rayon.

Above the opening, redwood from living room ceiling is carried into this room. Modernfold door in opening covered with gray plastic coated fabric. Storagewall is birch with walnut handles. Blue bedspreads of fabric designed by Lillian Garrett; blue cotton rug. Off-white rubber tile.



THE CHILDREN'S APARTMENT

- east and west exposure
- individual sleeping and study alcoves
- joint living and play area
- ample storage for clothes, toys, and equipment

Children need and deserve a place of their own. But most families cannot afford a separate full-sized room for each child. It is demonstrated here that within the space usually provided for two small and inadequate rooms, two sleeping-study alcoves plus a generous play area can be arranged.

Each of the two private alcoves which are 8 feet square, can be closed off from the living-play area by means of Modernfold doors. Each alcove contains a closet, a couch, a bedding-storage chest, a desk, and a chair.

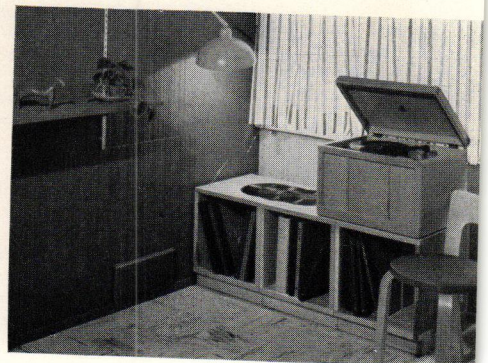
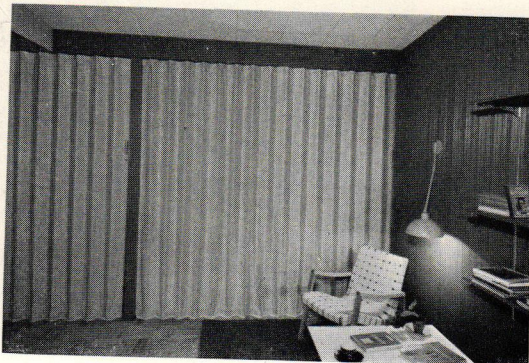
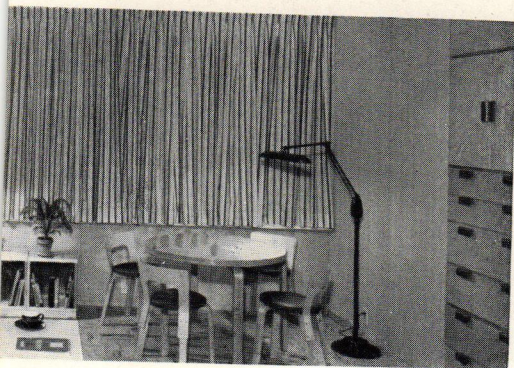
The playroom, 10 by 14 feet, has a storage-wall with cupboard, drawer, and hanging space; bookshelves and record storage facilities; a play table; and a reading chair with low table. The room lends itself to many other arrangements to suit different age groups.

Aalto furniture: *Baldwin-Kingrey*
 Webbed chair, desk chair: *Knoll Associates*
 Drop-leaf table, molded plywood chair: *Herman Miller Furniture Co.*
 Record storage units: *Home Furniture Co.*
 Magnavox phonograph: *Schmitt Music Center*
 Draperies: *Twin City Scenic & Drapery Co.*
 Couches: *The Salisbury Co.*
 Bedding chests: *Holly Mfg. Co.*
 Built-in storage units: *Storagewall, Inc.*
 Lighting: *Chas. A. Anderson & Co.*
 Modernfold Doors: *Insulation Sales Co.*
 Cotton rug: *Cabin Crafts*
 Rubber tile: *Northern Rubber Products Co.*



Sleeping alcoves have high windows to the west for cross ventilation. Walls are Weldtex plywood, partly natural, partly painted deep blue-green. Modernfold doors in gray plastic coated fabric. Birch desk is Aalto designed, as are the round table and small chairs shown below. Blue-green cotton rug, off-white rubber tile, gray-white-yellow striped chambray draperies. Adjustable redwood shelves on metal brackets. Versen fixtures, Dazor fluorescent lamps.

Drop-leaf table in left alcove is primavera, designed by George Nelson. Record storage units are natural maple. Semi-circular air diffusers placed high on walls.



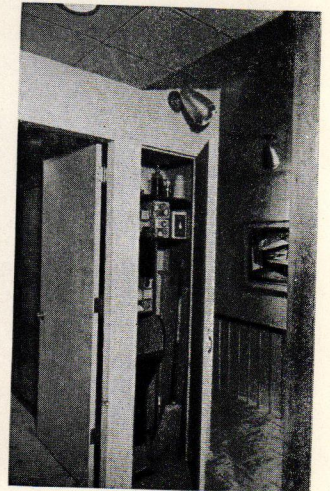
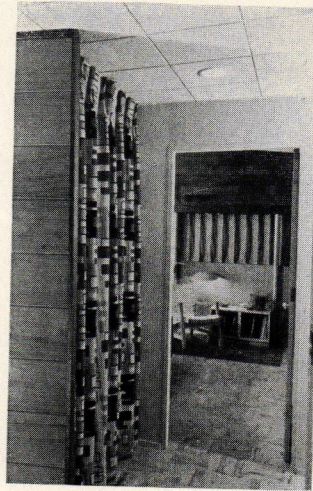
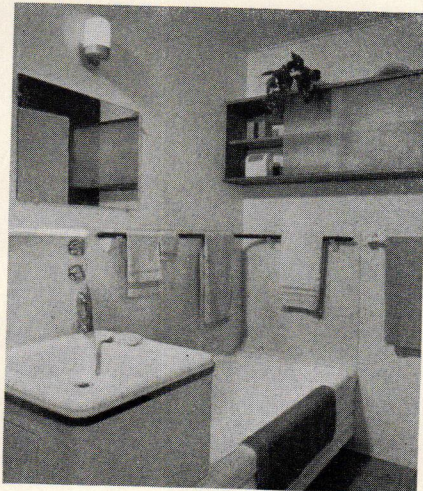
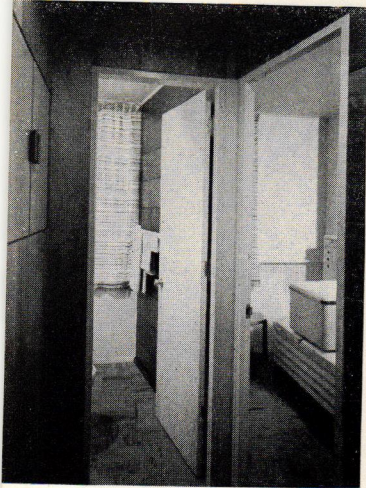
DUNBAR

For MODERN



DUNBAR FURNITURE MANUFACTURING CO. • BERNE, INDIANA
CHICAGO: 1638 Merchandise Mart • NEW YORK: 385 Madison Avenue • BOSTON: 203 Clarendon St.

BATHS, STORAGE, UTILITY ROOM



The main bathroom contains a "Stanfab" factory-fabricated one-piece bathroom unit. Hanging utility cabinet, made of redwood, has plastic sliding doors. Curtains are striped Koroseal. White walls and off-white rubber tile are contrasted by one natural redwood wall in each bath.

Linen shelves in the hall are protected from dust by a floor-to-ceiling curtain; fabric designed by Angelo Testa has turquoise, gold, and black pattern on gray background. The utility closet contains fuse box, laundry chute, and a "Sweep-In" chute in the floor. Waste swept into this device is caught in a container in the downstairs utility room. continued page 14

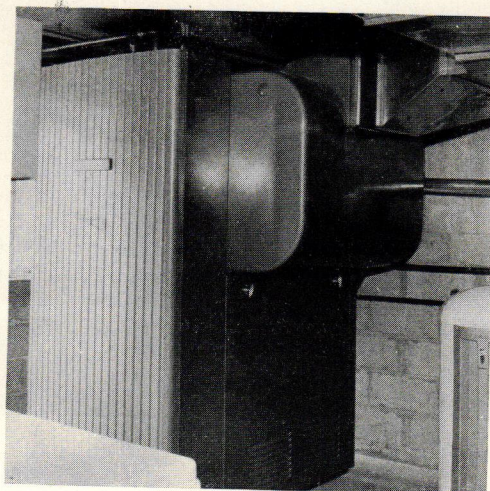
GAS IN THE MODERN HOME

by E. J. Boyer, Sales Manager,
Minneapolis Gas Light Company

Idea House II was built to demonstrate the most advanced ideas in home planning and equipment. Unless you have kept in touch with recent developments, it's difficult to realize what has been happening in the field of gas equipment for the home.

Many people still think in terms of old, out-of-date gas appliances. They can hardly be blamed for that, because the war stopped production of new models and manufacturers have only recently begun to catch up with the demand. Consequently most of the gas appliances now in use are old—not at all comparable to the new, up-to-the-minute automatic appliances found in the Idea House.

Certainly one of the greatest advances in comfort for your future home is all-year air-conditioning. Like the gas refrigerator in the kitchen, the gas air-conditioner uses no moving parts in its cooling process, so there's nothing to wear out or get noisy.



Located in the lower level utility room are the gas fired Servel air conditioning unit and water heater. On the opposite wall are laundry tub and automatic Bendix washer and dryer.

The whole system of heating, cooling, humidifying, and dehumidifying is so fully automatic that you seldom have to give it a thought. Yet with all its advantages, this modern gas equipment costs surprisingly little to operate. Cost of winter heating in the Idea House is estimated at only \$130 a year, and summer cooling at \$50.

As an example of one of the newer ways in which gas is being used these days to ease household tasks, the automatic gas clothes dryer is noteworthy. This is another long step toward the modern ideal of eliminating drudgery and conserving the homemaker's time and energy.

Then, there's the automatic gas water heater. The modern idea in water heating is not merely to have a heater that works automatically, but to have one capable of supplying the abundant hot water required by other up-to-date, labor-saving appliances such as automatic washing machines and dishwashers. Gas heats water so rapidly that it assures an ample supply of hot water at all times for all household purposes—at the trifling cost of 14 gallons for one cent.

Finally we come to the kitchen. If you think there's nothing *new* about the use of gas for cooking, the ultra-modern automatic gas range in the Idea House will be a revelation to you, for it embodies a variety of automatic features that were hardly dreamed of a few years ago. The silent gas refrigerator, too, will delight every woman who is interested in the most advanced methods of food storage and preservation.

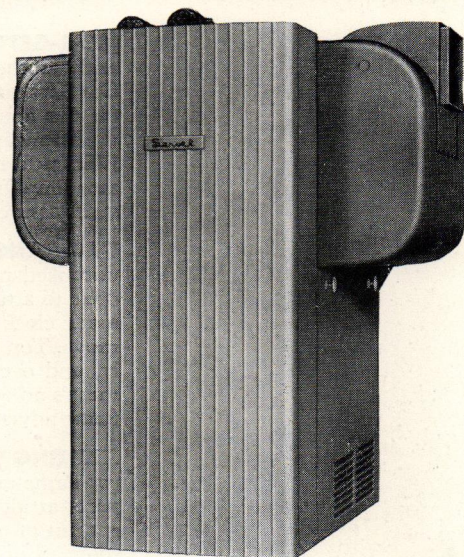
One important point remains to be mentioned about the gas installations in Idea House II. By using gas for *all* of the purposes mentioned in this article, the designers of the house assured the lowest possible cost of operation—for the more gas is used, the lower the average cost per thousand cubic feet. That's a point you will doubtless wish to keep in mind when choosing home appliances hereafter.

Climate at your fingertips

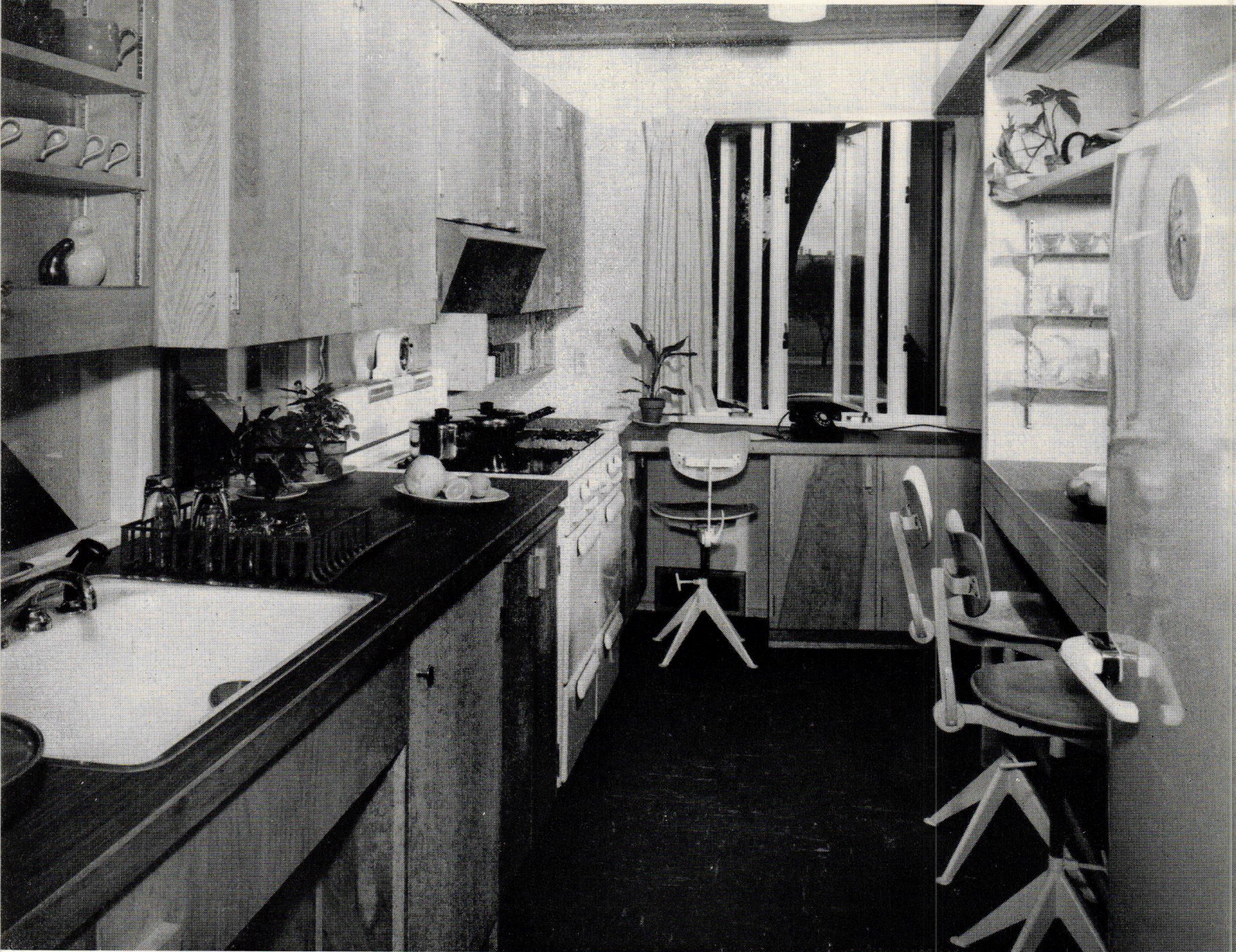


CAREFREE COMFORT 12 MONTHS A YEAR! It hardly seems possible, but controlling the indoor weather in Idea House II is almost as easy as wishing. With Servel automatic, all-year gas air conditioning, you don't even have to go downstairs to change from summer cooling to winter heating or vice-versa. It's all done from a combination thermostat and control device which is conveniently placed in the main-floor living area. You merely dial the temperature you want and flip a switch for heating or cooling.

VERSATILE WONDER-WORKER. You might think all-year air conditioning would call for a lot of equipment. Actually, all the work is done by this single, compact, gas-burning Servel unit, located in the utility room. It heats and humidifies the air in winter—cools and dehumidifies it in summer—filters out dust and pollen, and circulates the cleaned air throughout the house without unpleasant drafts.



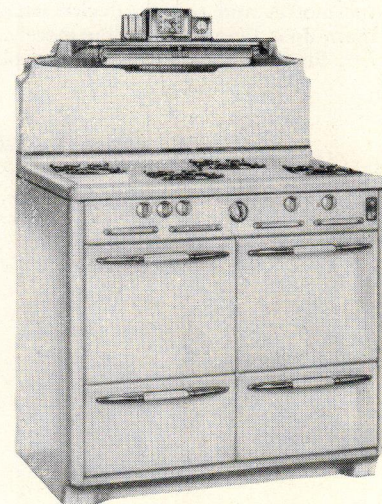
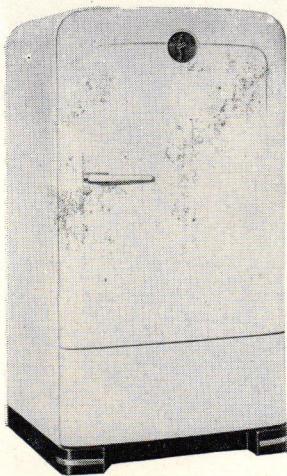
Daily Living is Pleasanter.
thanks to the **Clean Blue Flame**



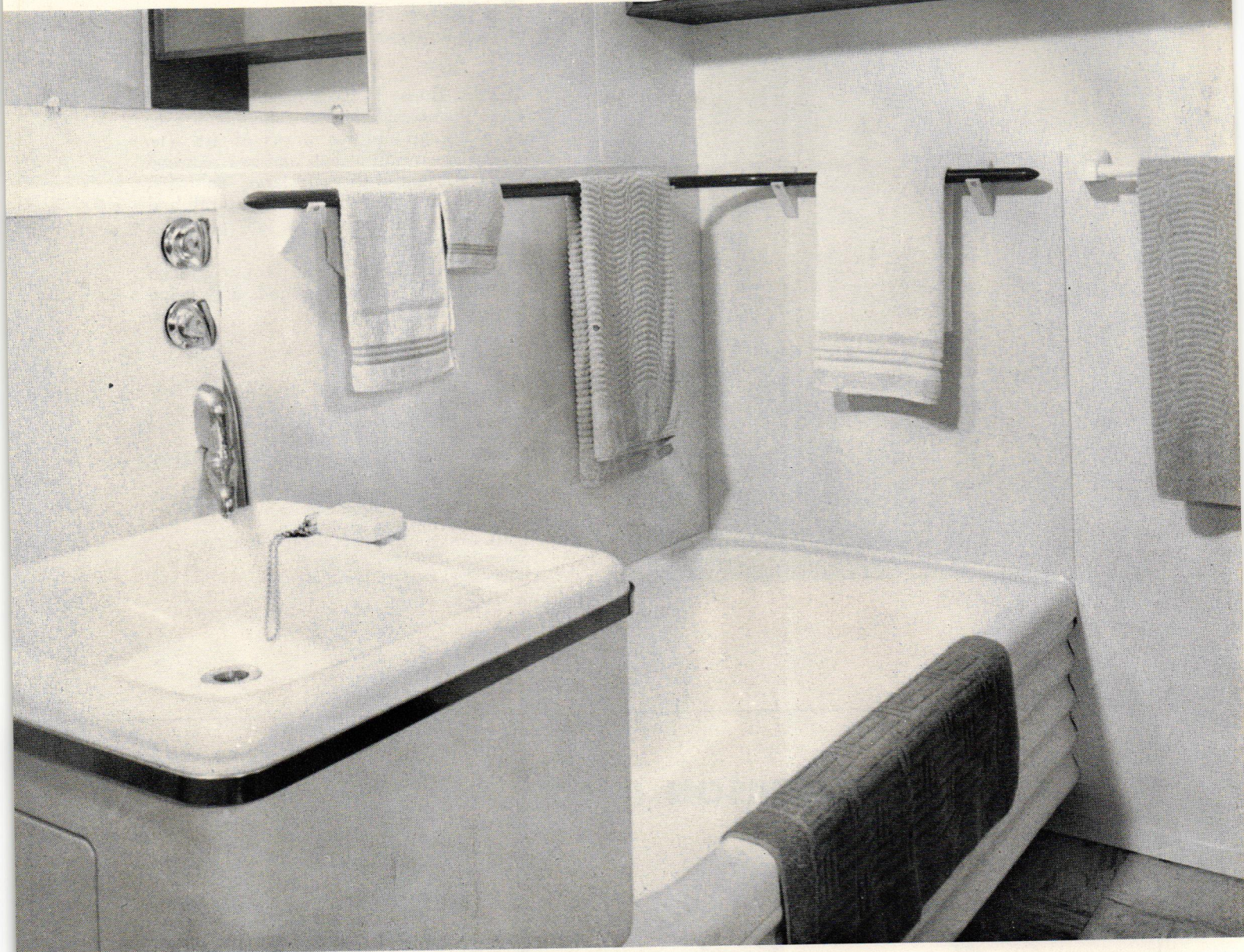
MEAL-GETTER'S PARADISE. If ever a kitchen radiated cheerfulness and banished drudgery, this is the one! It's one of the New Freedom Gas Kitchens you've heard so much about, and was planned especially for this house by the designers of the house with the cooperation of the Minneapolis Gas Light Company's Kitchen Planning Department. Efficient arrangement saves steps; modern gas range and gas refrigerator simplify meal preparation; the automatic gas water heater downstairs assures abundant, ever-ready hot water for dishwashing.

THIS RANGE ALMOST THINKS! Imagine being able to place an uncooked meal in the oven, go out for the day, and find the meal done to a turn when you come home. That's made possible by automatic clock control, one of the modern marvels of this handsome gas range. Top burners, oven, and smokeless broiler all light automatically, and oven temperatures are automatically controlled. With gas, there's no waiting for burners to heat up, and the sootless, clean blue flame adjusts instantly to any desired cooking speed.

FREEZING WITH A FLAME. In the Servel Gas Refrigerator, a tiny gas flame takes the place of machinery. In fact, there are no moving parts at all in the freezing unit—so there's nothing to wear out or get out of order, and the refrigerator is everlastingly silent. There's room to store a bushel of frozen foods—there's moist cold for some foods and dry cold for others—and sliding, adjustable shelves make it easy to put foods away and get them out.



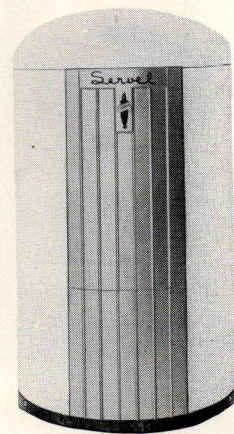
Household Tasks are Easier and automatic GAS appliances



"PACKAGED" BATHROOM. One of the most fascinating features of the Idea House is the radically new, space-saving, all-in-one bathroom unit with its swing-around washbowl, adjustable shower, and handy cabinets. And in this bathroom there's a never-failing supply of hot water from the automatic gas water heater in the utility room . . . hot water anytime, at the turn of the faucet, for tub baths or showers, shaving, shampooing, washing lingerie, and other purposes.

GOODBY, CLOTHESLINES! In the Idea House it will never be necessary to lug heavy clothes baskets into the yard or have damp clothes strung around the basement. Instead, the laundry equipment includes a marvelous, automatic gas clothes dryer. You simply drop the wet clothes into the dryer, which tosses them gently around in a blast of warm air and then shuts itself off, leaving the clothes damp or completely dry as you prefer.

NO WAITING FOR HOT WATER. Turn any hot water faucet in the house, at any moment of the day or night, and get all the hot water you want. No running downstairs to light the heater and turn it off; this modern automatic gas water heater looks after itself. It provides plenty of *really hot* water for an automatic washing machine—water hot enough to get the clothes snow-white . . . and it heats *more* water so fast that there's plenty for other purposes right after a big washing is finished. Cost of operation is unbelievably low; gas actually gives you 14 gallons of hot water for a penny!





THE STAIRHALL — PICTURE GALLERY

- generous walls for pictures
- gallery-type spotlights
- built-in flower box

In Idea House II the stairhall is used for more than circulation; it gains importance as a background for works of art. The pickled pine wall at left, and two redwood walls at right with their large, unbroken surfaces and well balanced natural and artificial illumination, set off paintings effectively.

The abstraction at right is by William Saltzman; in the background, a drawing by John Marin.

continued from page 10

Factory-fabricated bathroom unit: *Standard Fabrication, Inc.*

Mirrors: *Forman, Ford & Co.*

Redwood cabinet: *Holly Mfg. Co.*

Medicine cabinet with fluorescent lighting: *Kahn Mfg. Co.*

Bathroom accessories: *Columbus Plastic Products*

Koroseal: *Comprehensive Fabrics*

Testa fabric: *Cohn-Hall-Marx Co.*

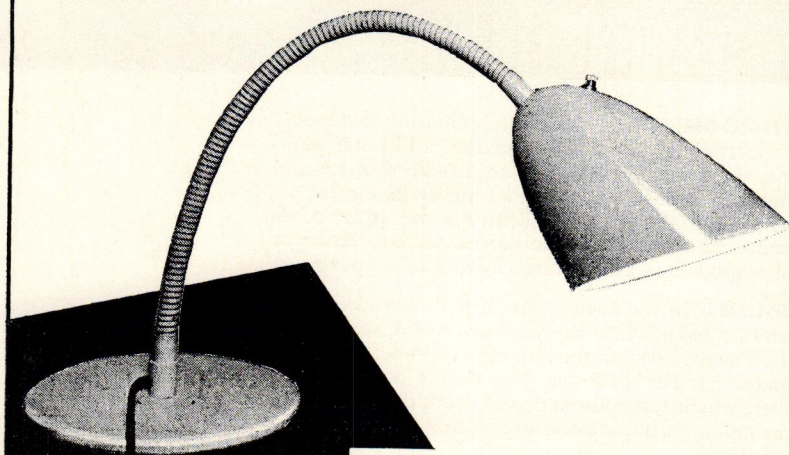
Closet curtain: *Minnesota Drapery Mfg. Co.*

Sweep-In: *A. R. Rheinberger*

Dramalites: *Century Lighting*

continued page 16

CHAS. A. ANDERSON & CO.



DISTRIBUTORS

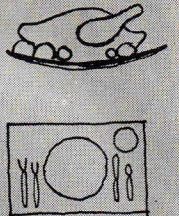
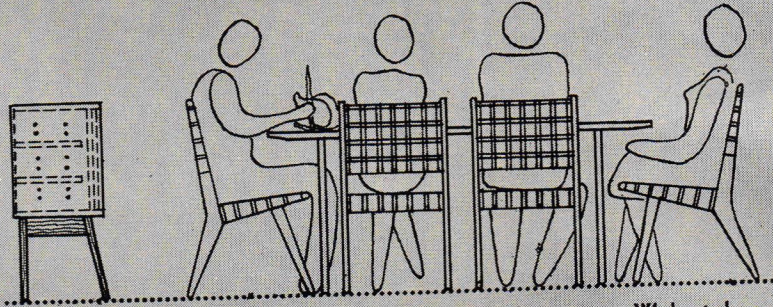
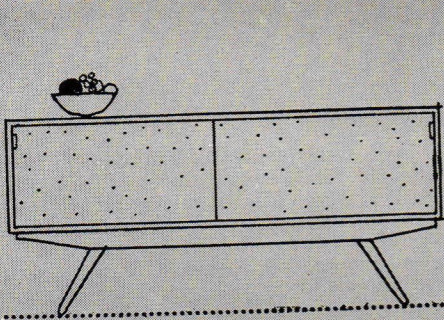
1214 NICOLLET AVENUE

MINNEAPOLIS, MINNESOTA

ATlantic 1439

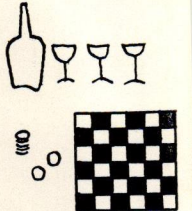
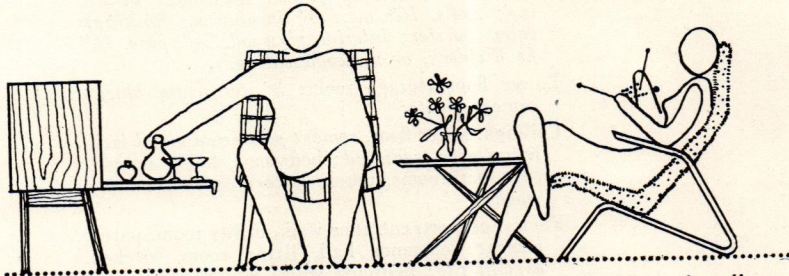
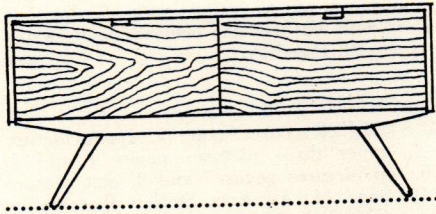
kurt versen

lamps and fixtures available for immediate delivery.



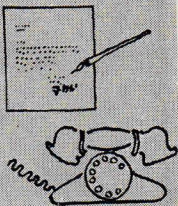
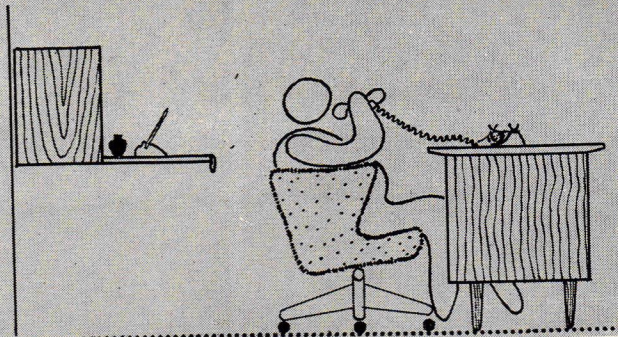
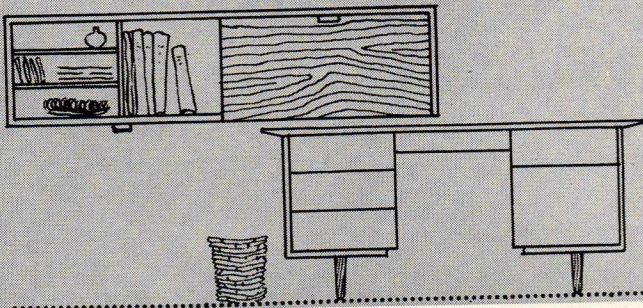
Versatile birch chest 72" x 18" x 32". Sliding doors covered in Philippine Pandanus. 5 sliding trays. Walnut base.

DINING



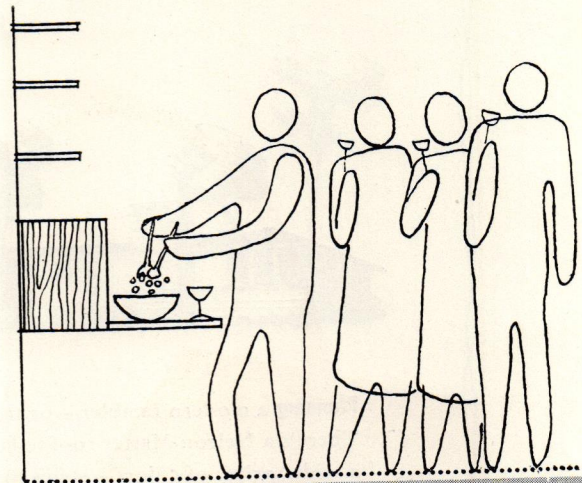
Alternative storage unit. Birch drop-leaf doors. Leather handles.

LIVING



Suspended cabinets store books and papers. Drop-leaf doors increase desk top.

OFFICE



Added serving space for cocktails and buffet. All models shown available for immediate delivery.

PARTIES

KNOLL ASSOCIATES

601 MADISON AVE. NEW YORK 22 PL 9-3560

**CONSTRUCTION
MATERIALS
EQUIPMENT**

Idea House II contains 19,000 cubic feet. It is of a type of construction that before the war cost about 40c a cubic foot, not including special equipment such as air conditioning.

At today's price for the same type of construction of over \$1 a cubic foot, the cost of the house is about \$20,000.

Foundations: *poured concrete, cement block*

Lower floor walls; chimney: *cement block*

Exterior walls: *vertical t & g redwood siding, 10" wide; building paper; horizontal sheathing; 2x4's, 16" o.c.; 4" insulation; Sisalkraft vapor barrier; interior plywood, 1/4" pine, 3/8" fir Weldtex, or redwood siding.*

Lower floor storage room: *3" terracotta blocks, cement plaster*

Ceilings: lower floor, *cement plaster on metal lath; living area, redwood; bedrooms, halls, acoustic tile; bathrooms, porch, waterproof marine plywood*

Floors: carport, entrance walk, utility room, porch, *cement; entrance hall, living room, kitchen, asphalt tile; bedroom wing, rubber tile*

Windows: *Andersen casements*

Insulation: *4" Kimsul in walls and roof*

Roof: *tar and felt, surface painted aluminum*

Special Features:

Storage wall: factory-fabricated units come in three depths: 12, 18, 24 inches; three widths: 24, 30, 36 inches; and in heights varying from 18 to 72 inches, in 6 inch intervals. Cupboards, wardrobes, chests, desks, open shelves, make innumerable arrangements possible. The material is birch, finished in clear lacquer; walnut handles.

Air conditioning: The gas-fired Servel unit which circulates heated or cooled air, is controlled by a thermostat in the stair hall. Anemostat air diffusers, located in the ceilings or high on the walls, are circular or semi-circular. Air return grilles are at floor level.

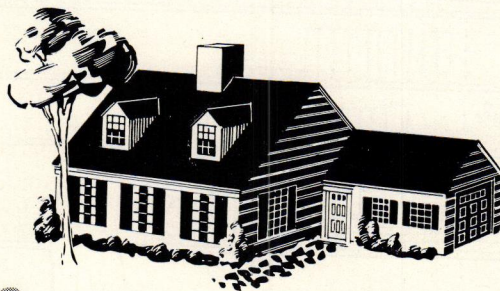
Finishes: Forman Ford products were used throughout. Exterior redwood has several coats of Dux-Tox preservative. Interior redwood and plywoods are first sealed with Seal-A-Cell, finished with Varno-Wax; cement blocks waterproofed with Dux-Bax.

Photo Credits:

EZRA STOLLER: cover, page 1, upper picture page 2, upper three pictures pages 4 and 5, page 6, top pictures pages 7 and 8, first picture page 10, page 14. All Ezra Stoller photographs courtesy of McCall's Magazine.

GEORGE MILES RYAN: second picture page 10. SIFFORD STUDIOS: bottom picture page 10. All others by ROLPHE DAUPHIN.

"At home" with modern or traditional.



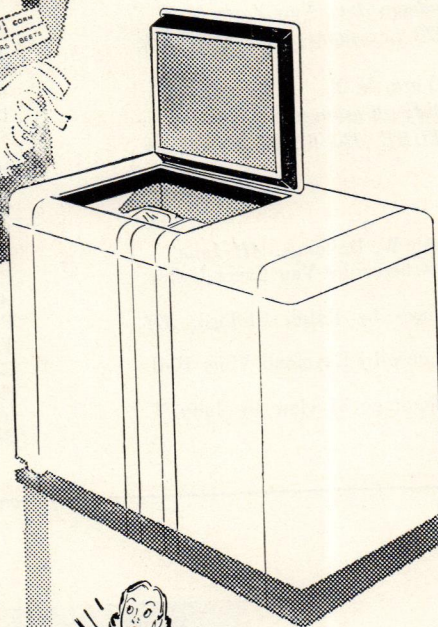
Planning a modern rambler — or traditional cape cod? There's a Nelson Master roof to fit your plans. Available in a wide variety of colors — styles to fit any type of roof. Ask your architect or builder.

B. F. NELSON MANUFACTURING COMPANY
MINNEAPOLIS MINNESOTA

Supplied for Idea House II — Nelson's Master built-up roof and KIMSUL insulation



YOUR *OWN* FOOD MARKET AT YOUR FINGER TIPS!



Owning a Home Freezer is like having a food store in your own kitchen!

Just raise the lid and there are your family's favorite meals—a treasure chest of choice foods in great variety. In a matter of minutes, you can have the foods that suit the occasion to a "T" . . . all the "makings" for an extra-special dinner, a party or evening refreshments.

A Home Freezer cuts those daily trips and last-minute rushes to the grocery and meat market . . . you make one trip *at your convenience* do the work of several.

Best of all, you'll make big savings in your food bills. In addition you can freeze and store your own garden produce, or buy it in season at lowest prices. This means big savings in your food bills.

New models of Home Freezers in all sizes are now available at your Electric Appliance Dealer's Store. See them now.

**NORTHERN STATES
POWER COMPANY**



just imagine...



JUST IMAGINE the new freedom that comes from doing your food shopping only when you want to—no more day-in, day-out shopping.



JUST IMAGINE the pleasure of eating *WHAT* you want *WHEN* you want it, regardless of season. Fresh fruits and vegetables the year 'round.



JUST IMAGINE keeping left-over cake and pastry simply by freezing them in your Home Freezer. They'll keep fresh, moist and delicious as they were just after baking!



JUST IMAGINE the amazing convenience of meal planning . . . of merely going to your Home Freezer and saying, "Well, What'll it be for dinner?"

EVERYDAY ART in the magazines

Abbreviations:

AH: AMERICAN HOME, 444 Madison Ave., New York, N. Y.
AF: ARCHITECTURAL FORUM, 350 Fifth Ave., New York, N. Y.
AN: ART NEWS, 136 E. 57, New York, N. Y.
A&A: ARTS & ARCHITECTURE, 3305 Wilshire Blvd., Los Angeles, Calif.
BH&G: BETTER HOMES & GARDENS, 1714 Locust, Des Moines, Ia.
CR: CONSUMER REPORTS, 17 Union Square, New York, N. Y.
CR: CONSUMERS' RESEARCH, Washington, N. J.
CH: CRAFT HORIZONS, 485 Madison Ave., New York, N. Y.
DES: DESIGN, 131 E. State, Columbus, O.
HB: HOUSE BEAUTIFUL, 572 Madison Ave., New York, N. Y.
H&G: HOUSE AND GARDEN, 420 Lexington Ave., New York, N. Y.
INT: INTERIORS, 11 E. 44, New York, N. Y.
MA: MAGAZINE OF ART, Barr Bldg., Washington, D. C.
PA: PROGRESSIVE ARCHITECTURE, 330 W. 42, New York, N. Y.

MODERN HOUSES

One-room house in California by John W. DeLonge. *AH June*.
 High on a sand dune — Pacific Coast house by Van Evera Bailey. *AH July*
 Two small Southern California houses by Ralph Clifford. *AH August*.
 Southern exposure cuts fuel bills — house by Raymond Viner Hall. *AH Sept.*
 Compact house in Seattle takes advantage of view by John T. Jacobsen. *AH Sept.*

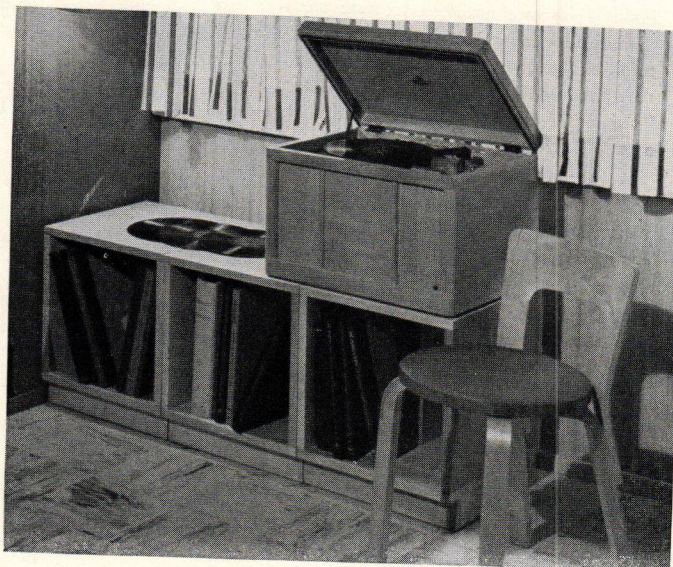
They put their walls in storage — house in Tucson by Gordon Luepke. *BH&G July*
 Open planning brings the outdoors in — house in California by Wm. Kiesling. *BH&G July*
 It isn't the size of a house that counts — house in Los Angeles by J. R. Davidson. *BH&G August*
 Built into a Virginia hillside, country house displays a flexible approach to planning and boldness in rich contrasts of materials by Charles M. Goodman. *AF June*
 House for a northern climate uses native raw materials to harmonize with rugged surroundings by Henry L. Blattner. *AF June*
 Suburban house combines privacy and open planning on a standard lot by R. Whitney Smith. *AF June*
 Pint-sized house in Seattle is tailored to the confines of a typical inside lot by Philip A. Moore. *AF July*
 New England house combines compactness with open planning by Edwin G. Johnson. *AF July*
 Year 'round house in New Jersey strikes an urbane note in country living by John Hironimus. *AF July*
 A solid, sturdy design is typical of the Middlewest by Wm. F. Deknatel. *AF August*
 Conservative modern fits neatly into rural New York landscape by William Hamby and George Nelson. *AF August*
 Split-level design takes full advantage of view and sloping site in Oregon by Van Evera Bailey. *AF August*
 Large Long Island house by Edward D. Stone. *H&G July*
 Cantilevered house by Marcel Breuer. *H&G August*
 Small house in California by Lloyd Ruocco. *A&A July*
 Case Study House No. 17 by Rodney Walker. *A&A July*
 Case Study House No. 2 by Sumner Spaulding and John Rex. *A&A August*
 Prize winning houses by Gordon Drake, Whitney R. Smith, Arthur T. Brown, J. R. Davidson, Marcel Breuer. *PA June*
 Cape Cod cottage by David Fried. *PA June*
 House in Berkeley by John Ekin Dinwiddie. *PA August*
 It's better because it's different — a house in Portland by Pietro Belluschi. *HB August*

continued page 20

We specialize in

UNPAINTED FURNITURE

in the better grades; a good deal of it made in our own cabinet shops. Chests, bookcases, desks, beds, cabinets, etc. Send for brochure.

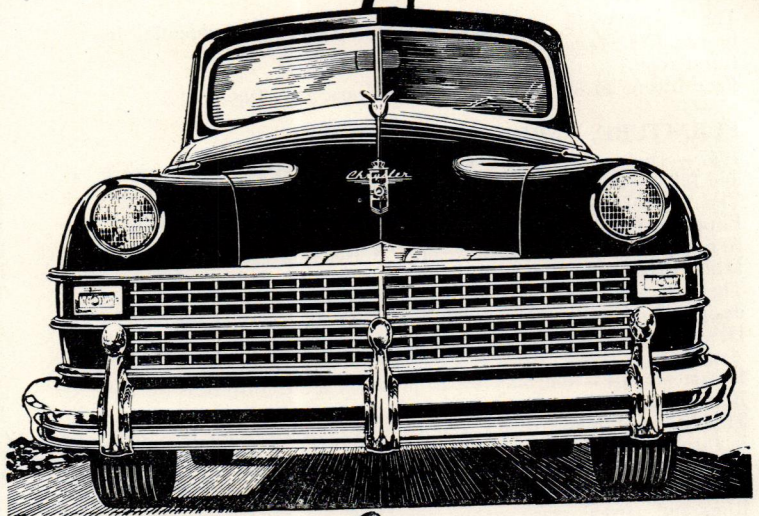


Unit cubes of maple for record albums, 15x15x15 inches. Unfinished \$6, finished \$7. Separate bases, \$1 each.

home
FURNITURE COMPANY
 THE HOME OF UNPAINTED FURNITURE
 911-913 MARQUETTE AVENUE • MINNEAPOLIS 2, MINN

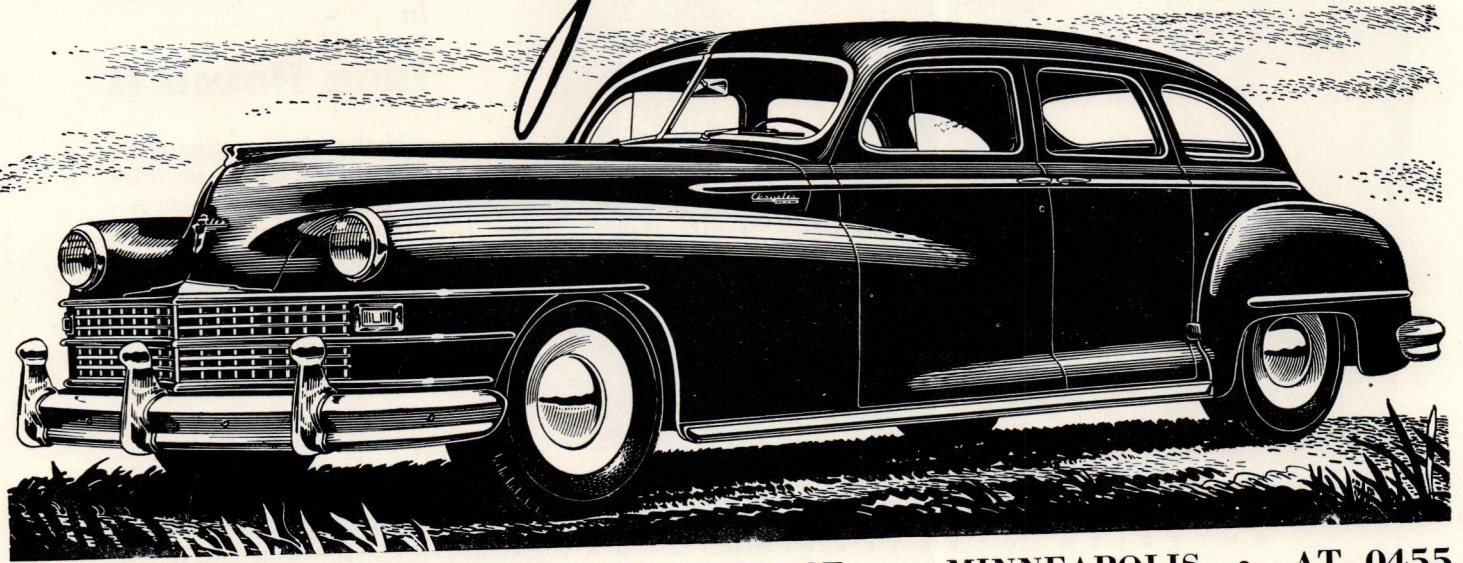
The Beautiful

SHOWPIECE . . . The moment you take the wheel, you begin to realize that the Chrysler is an engineering showpiece, too. From the sure, swift surge of liquid power to an engine with Superfinished parts, every feature of the beautiful Chrysler demonstrates that advanced and imaginative engineering pioneers a new kind of satisfaction and fun in motoring.



Chrysler

WITH HYDRAULICALLY
OPERATED TRANSMISSION
AND gýrol FLUID DRIVE



HOLT MOTOR CO. • 1301 HARMON PLACE • MINNEAPOLIS • AT. 0455

EVERYDAY ART in the magazines continued

PREFABRICATION

California Cabin by Kenneth N. Lind. *PA June*
Lustron Corporation's enamel steel prefabricated house. *AF June*

REMODELING

A Connecticut hay barn is remodeled into a country house pleasantly free of affectation or cliché by Bimel Kehm. *AF July*
Remodeled flat in San Francisco provides outdoor living in city by Gardner A. Dailey. *AF August*

INTERIORS

The Year's Work — a survey of commercial and residential interiors. *INT August*
Guest rooms in disguise. *BH&G July*
Face lifting an old room by Vernon Sears. *HB August*

FURNITURE, FABRICS, ACCESSORIES

1947 — Design Year in the U. S. A. A survey of modern furniture and fabrics by Eames, Nelson, Wormley, Sanders, Schwartz, Dorn, Van Keppel-Green, Testa, Cooper, Liebes, and others. *H&G July*
Furniture for today and tomorrow. *H&G August*
A new family of furniture; George Nelson's designs for Herman Miller. *BH&G August*
There is a new pattern in furniture behavior; George Nelson's designs for Herman Miller. *HB June*
Down-to-earth modern; the new Heywood-Wakefield line. *BH&G August*
It comes apart — but only when he wants it to; furniture by Art Brenner. *INT August*
Tubular steel glass, cord; Van Keppel — Green combines them in furniture. *INT July*
New Furniture by Greta Grossman. *A&A July*
Crystal from Europe and crystal from home. *INT June*
Rugs and carpets you can buy now. *INT June*
Resilient floor coverings. *INT July*
Dorothy Wright Liebes, first lady of the loom. *INT July*
Innerspring mattresses. *CR June*

STORAGE

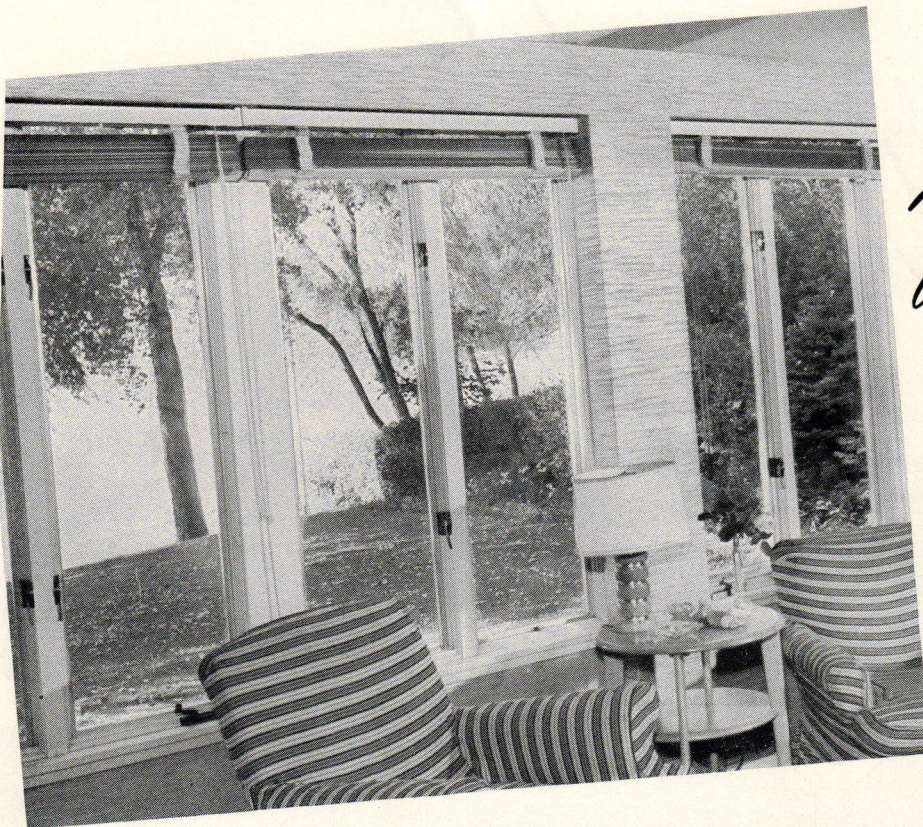
Ideas for handier storage space. *BH&G August*
How to cure your storage troubles. *HB Sept.*
Now you can keep order among your possessions — storage drawers with movable dividers. *HB June*

EQUIPMENT

With the right ventilator your kitchen can be cool, clean, comfortable. *HB August*
How beautiful are your pots and pans? *HB July*
The designer looks at the kitchen — the work of Design Associates. *INT June*
Electric clocks. *CRep August*
Electric and spring-wound clocks. *CR August*
Midget radios. *CRep August*
Portable radios. *CRep July*
FM radios. *CRep June*
Electric fans. *CRep July*
Vacuum cleaners. *CRep June*
Three pressure saucepans. *CR August*
Dishwashing machines. *CR August*
Food mixers. *CR July*
Orange juice extractors. *CR June*
Ice crushers. *CR June*
Three-corner bath designed by Robert L. Davidson. *H&G Sept*

ARTICLES

The Stock Plan House by Breines and Pomerance. *CRep June*
Some Facts About Cooperative Housing by Breines and Pomerance. *CRep July*
The Case for the Cellarless House by Breines and Pomerance. *CRep August*
The Shape of Things; Portable Radios by Eliot Noyes. *CRep July*
The Shape of Things; Electric Clocks by Eliot Noyes. *CRep August*
When Is a Small House Large? An analysis of small house planning by William W. Wurster. *H&G August*
The 12 Best Houses of the Last 12 Years. *HB Sept*
Styling — Organization — Design by George Nelson. *A&A August.*



ANDERSEN Windowalls

in

Idea House II

Modern fenestration at its best is achieved in the Idea House by the use of ANDERSEN WINDOWALLS — complete wood window units that function both as walls and as windows.

ANDERSEN WINDOWALLS in the Idea House were furnished by E. E. Bach Millwork Co. of Minneapolis.

ANDERSEN CORPORATION • BAYPORT • MINNESOTA



Ideas in the
IDEA HOUSE . . .
*to give you good ideas
for a better home !*

When you build or remodel *your* home . . . it will be
a better home with Forman, Ford's Formanite Paints,
Arm-R Brand Wood Finishes and Preservatives, and
flawless Mirrors and Plate Glass.

FORMAN, FORD AND COMPANY
111-123 SECOND STREET SOUTH, MINNEAPOLIS 1

TYPOGRAPHY

"AROUND THE CLOCK" SERVICE TO MEET PRESS SCHEDULES

FOR THE TRADE • ADVERTISING AGENCIES • PUBLISHERS

ANDERSEN TYPESETTING COMPANY

LINOTYPE • MONOTYPE • LUDLOW • FOUNDRY • IN MINNEAPOLIS SINCE 1908

EVERYDAY ART on exhibition

CALIFORNIA

California Palace of the Legion of Honor, San Francisco
Ceramics by Whitney Atchley,
Sept. 18 - Oct. 18

San Francisco Museum
Architecture and City Planning
by Franklin, Kump & Falk, Sept. 10-28

Wallpapers by Pacific Coast Artists,
Sept. 11 - Oct. 5

Modern Art in Advertising,
Oct. 8 - Nov. 9

COLORADO

Colorado Springs Fine Arts Center
Architecture by George Fred Keck,
Oct. 1 - Nov. 15

ILLINOIS

Art Institute of Chicago
Two Cities, Oct. 15 - Nov. 15

MASSACHUSETTS

Worcester Art Museum
Exhibition by Worcester County Artists
and Craftsmen, Nov. 6 - Dec. 28

MICHIGAN

Detroit Institute of Arts
The Work of Frederick W. Goudy, Type
Designer, Oct. 24 - Nov. 16

MINNESOTA

St. Paul Gallery & School of Art
Consumers Gallery: Fabrics, Furniture
and Other Household Articles,
Nov. 5 - Dec. 5

Walker Art Center, Minneapolis
Idea House II (a full size exhibition
house) Open Sept. 28 for 6 months

Designs for Idea Houses III to VIII by
5 Twin Cities Architects and Students
of the University of Minnesota
Sept. 30 - Nov. 16

Useful Gifts, Nov. 23 - Jan. 11

NEW YORK

Brooklyn Museum
Clothing One World, Sept. 16 - Nov. 16

Museum of Modern Art, New York
100 Useful Objects of Fine Design
Available under \$100, Sept. 17 - Nov. 23

Architecture of Mies van der Rohe,
Sept. 17 - Nov. 23

Bertha Schaefer Gallery, 32 E. 57,
New York
The Modern House Comes to Life
Sept. 18 - Oct. 11

Syracuse Museum of Fine Arts
12th National Ceramic Exhibition,
Nov. 9 - Dec. 7

OHIO

Akron Art Institute
The Work of Honoré Guilbeau
Ceramics, Weaving, Prints, Oct. 5-20

Cincinnati Museum Association
Architecture of Louis Sullivan,
Sept. 15 - Oct. 15

Cleveland Museum of Art
Architecture of Louis Sullivan
Oct. 31 - Nov. 30

OREGON

Portland Museum of Art
11th National Ceramic Exhibition,
Sept. 25 - Oct. 15

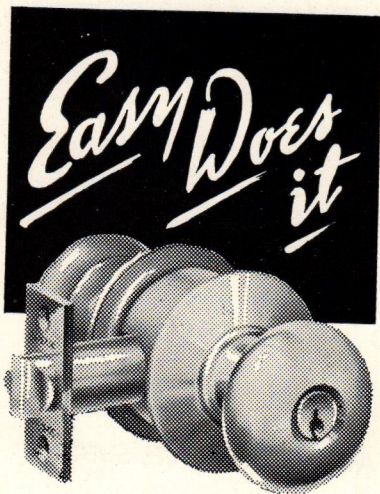
American Institute of Architects,
Oct. 7 - Nov. 11

Modern Art in Advertising,
Nov. 17 - Dec. 22

Society of Industrial Designers, Nov.

WASHINGTON

Seattle Art Museum
Textiles, Scalambre Silk, Nov. 6-30



SCHLAGE LOCKS

See them installed in
IDEA HOUSE II at the
WALKER ART CENTER

SCHLAGE LOCKS...

MODERN LOCKS FOR MODERN HOMES

Cylindrical construction makes installation a quick one-two-three job. Bore two holes — insert the lock — tighten two machine screws — the job is done. Do not associate Schlage Locks with antiquated mortise locks that mar your door.

INVESTIGATE

Schlage Locks with their many conveniences. Designs to enhance every type of home decoration. The newest and most convenient way of obtaining privacy.

GARDNER

HARDWARE CO.

IF IT COMES FROM GARDNER'S - IT MUST BE GOOD

311 NICOLLET

MINNEAPOLIS

NATURAL COLOR . . .

The simple and striking exterior effect of Idea House II is produced with select California Redwood in its natural color. Carried into the living room, it creates a unity of the outside with the inside.

All lumber and plywood used in the Idea House were furnished by Foote Lumber and Coal Company, Minneapolis.

“Home is where the heart is...”

A house can be a show-place — but a home's a place to live in. And play in. And work in.

People today set their hearts on houses designed and equipped — as is Idea House II — with that idea in mind. And often such ready-to-live-in homes can be bought on a single package mortgage under FHA.

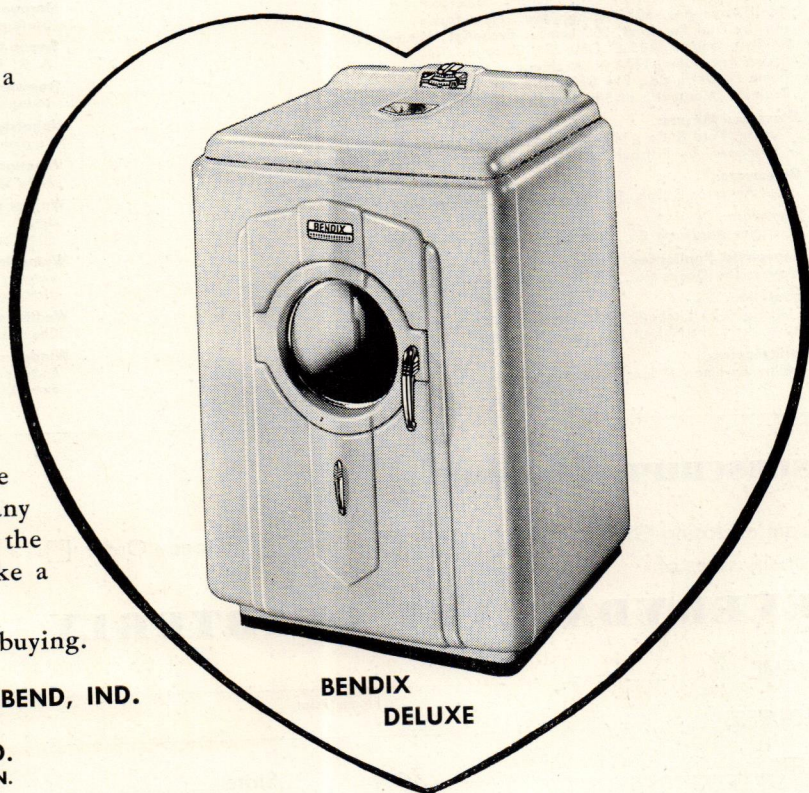
... and the heart of the home is Bendix Appliances

In the business of living, laundering looms large. The Bendix Washer, that does all the washing, rinsing and damp-drying without any attention; the Bendix Dryer, that banishes the clothesline — these are equipment that make a home easy to live in.

They're things to look for when planning or buying.

BENDIX HOME APPLIANCES, INC., SOUTH BEND, IND.

MOTOR POWER EQUIPMENT CO.
2446 UNIVERSITY ST. PAUL, MINN.
WHOLESALE DISTRIBUTORS



**BENDIX
DELUXE**

ADDRESSES of suppliers to Idea House II

Air Conditioning:

Servel, Inc., Evansville, Ind.
distr. by Minneapolis Gas Light Co., Marquette at 8th, Minneapolis

Air Diffusers:

Anemostat Corp. of America, 10 E. 39th, New York
distr. by Thermal Co., 2410 University Ave., St. Paul

Aluminum Utensils:

Reynolds Metals Co., Louisville, Ky.

Asphalt Tile:

"Tuff-Tex," Tile-Text Co., Chicago Heights, Ill.
distr. by Insulation Sales Co., 251 Sixth Ave. S., Minneapolis

Automobile:

"Chrysler and Plymouth" from Holt Motor Co., 1301 Harmon Place, Minneapolis

Bathroom Accessories:

Columbus Plastic Products, 1625 W. Mound St., Columbus, Ohio

Bathroom Unit:

"Stanfab" from Standard Fabrication Inc., 1400 W. Armitage, Chicago, Ill.
distr. by Houghton Plumbing & Heating Co., 5809 Nicollet Ave., Minneapolis

Bedspreads:

Minnesota Drapery Mfg. Co., 119 N. 4th St., Minneapolis

Blankets:

North Star Woolen Mills, 218 S. 2nd St., Minneapolis

Building Contractor:

Ernest M. Ganley Co., 2922 Oakland Ave., Minneapolis

Building Foreman:

Nels O. Nelson, 3245 46th Ave. S., Minneapolis

Cabinet Work:

Libbey & Libby Co., 224 Second Ave. S., Minneapolis
Holly Mfg. Co., 139 Aldrich Ave. N., Minneapolis

Cutlery:

EKCO Products Co., 1949 N. Cicero Ave., Chicago, Ill.

Dinnerware:

Red Wing Pottery, Red Wing, Minn.
distr. by S. Jacobs & Co., 811 Nicollet Ave., Minneapolis

Draperies:

Twin City Scenic & Drapery Co., 2819 Nicollet Ave., Minneapolis
Minnesota Drapery Mfg. Co., 119 N. 4th St., Minneapolis

Drapery Hardware:

The Kroder Rubel Co., 556 Meeker Ave., Brooklyn, N. Y.

Ductwork:

Twin City Furnace Co., 318 E. Lake St., Minneapolis

Electrical Work:

Batzli Electric Co., 1811 S. 1st St., Minneapolis

Exhaust Fan:

Electro Specialty Mfg. Co., 1900 Third St. N. E., Minneapolis

Fabrics:

Cohn-Hall-Marx Co. (Angelo Testa designs), 40 East 34th St., New York City
Louisville Textiles, Inc. (Lillian Garrett designs), Louisville, Ky.
Comprehensive Fabrics (Koroseal), Empire State Bldg., New York City

Fire Extinguishers:

Minnesota Fire Extinguisher Co., 2476 University Ave., St. Paul

Furniture:

Herman Miller Furniture Co., Zeeland, Michigan
Knoll Associates, 601 Madison Ave., New York
rep. by Paul Roseland, 200 Lumber Exchange, Minneapolis
Baldwin-Kingrey, 105 E. Ohio St., Chicago, Ill.
Barwa Associates, 177A N. Michigan, Chicago, Ill.
Home Furniture Co., 911 Marquette Ave., Minneapolis
Boutell's, Marquette at 5th, Minneapolis

Glass and Mirrors:

Forman, Ford & Co., 111 S. 2nd St., Minneapolis
"Twindow" by Pittsburgh Plate Glass Co., Grant Bldg., Pittsburgh, Pa.

Glassware:

Alex Anderson & Son, 912 Nicollet Ave., Minneapolis

Hardware:

Gardner Hardware Co., 311 Nicollet Ave., Minneapolis

Household Appliances, Linens:

Powers Dry Goods Co., Nicollet at 5th, Minneapolis

Insulation:

"Kimsul" by Kimberly-Clark, Neenah, Wis.
distr. by B. F. Nelson Mfg. Co., Minneapolis

Landscaping:

Henry Bachman & Sons, 6010 Lyndale Ave. S., Minneapolis

Lighting and Lamps:

Kurt Versen, 4 Stocum Ave., Englewood, N. J.
Dazor Mfg. Co., 4483 Duncan Ave., St. Louis, Mo.
Century Lighting Inc., 419 W. 55th, New York
all distr. by Chas. A. Anderson Co., 1214 Nicollet Ave., Minneapolis
Nessen Studios, 40 E. 21st St., New York
Baldwin-Kingrey, 105 E. Ohio, Chicago

Locks:

Schlage Lock Co., 2201 Bayshore Blvd., San Francisco
distr. by Gardner Hardware Co., Minneapolis

Lumber:

Foote Lumber Co., 2528 University Ave. S. E., Minneapolis

Mattresses:

The Salisbury Co., 201 S. E. Main St., Minneapolis

Medicine Cabinet:

Kahn Mfg. Co., 2051 N. 19th St., Milwaukee, Wis.
rep. by C. R. Lindell, 2305 S. Girard, Minneapolis

Millwork:

Aaron Carlson, 1505 Central Ave., Minneapolis

Modernfold Doors:

New Castle Products, New Castle, Ind.
distr. by Insulation Sales Co., 251 6th Ave. S., Minneapolis

Music:

"Goodell AM-FM Radio Phonograph"
mfg. by Minnesota Electronics Corp., 816 La Salle, Minneapolis
"Magnavox" Phonograph from Paul A. Schmitt Music Co., 88 S. 10th St., Minneapolis

Painting:

A. Viken Co., 2239 N. E. Lincoln, Minneapolis

Paints and Finishes:

Forman, Ford & Co., 111 S. 2nd St., Minneapolis

Plastic Screens:

Lumite Division, Chicopee Mfg. Co., 47 Worth St., New York

Plumbing:

Mooneys Plumbing & Heating Co., 814 W. Lake St., Minneapolis

Plywood:

Birch, pine and fir "Weldtex" by U. S. Plywood Co., 55 W. 44th, New York
distr. by Foote Lumber Co., Minneapolis

Range:

Geo. D. Roper Corp., Rockford, Ill.
distr. by Minneapolis Gas Light Co.

Refrigerator:

Servel, Inc., Evansville, Ind.
distr. by Minneapolis Gas Light Co.

Roofing Materials:

B. F. Nelson Mfg. Co., 401 N. E. Main St., Minneapolis

Roofing and Sheetmetal Work:

Willis J. Kruckeberg Roofing & Sheetmetal Works, 2111 4th Ave. S., Minneapolis

Rubber Tile:

Northern Rubber Products Co., 119 S. 2nd St., Minneapolis

Rugs:

Cabin Crafts, Dalton, Ga.

Sodding:

Donley & Sieverson, 3248 3rd Ave. S., Minneapolis

Stainless Steel Ware:

EKCO Products Co., 1949 N. Cicero Ave., Chicago, Ill.

Storage Units:

Storage Wall, Inc., 40 Front St., Indian Orchard, Mass.

Sweep-In:

A. R. Rheinberger, 2116 Dayton Ave., St. Paul

Tree work and Wood Flagging:

Irving Cater, 5833 30th Ave. S., Minneapolis

Upholstery:

Kaufman's, 1920 Lyndale Ave. S., Minneapolis

Venetian Blinds:

Apex Shade & Blind Co., 624 E. Lake St., Minneapolis

Washer and Dryer:

Bendix Home Appliances, Inc., South Bend, Ind.
distr. by Motor Power Equipment Co., 2234 University Ave., St. Paul

Water Heater:

Servel, Inc., Evansville, Ind.
distr. by Minneapolis Gas Light Co.

Weatherstripping:

Chamberlin Co., 2400 Hennepin Ave., Minneapolis

Windows:

Andersen Corp., Bayport, Minn.
distr. by E. E. Bach Millwork Co., 3121 Hiawatha, Minneapolis

SUBSCRIPTION ORDER

I am enclosing ONE DOLLAR Cash Check Money Order
for six issues of

EVERYDAY ART QUARTERLY

NAME ^{Mr.} ^{Miss} ^{Mrs.} _____
Please Print

ADDRESS _____

CITY _____ Zone _____ State _____

OCCUPATION _____

Start my subscription with issue No. _____

EVERYDAY ART QUARTERLY A GUIDE TO WELL DESIGNED PRODUCTS

Keeps you informed on new
furniture,
home equipment,
accessories.

regular issues 20c each
six for one dollar by subscription



Mail Coupon to
WALKER ART CENTER
MINNEAPOLIS 5, MINN.