



EVERYDAY ART QUARTERLY
A GUIDE TO WELL DESIGNED PRODUCTS

SUMMER 1948
No. 8 / 20c

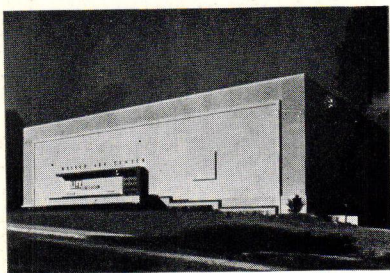
WALKER ART CENTER • MINNEAPOLIS

A smaller version of the exhibition MODERN JEWELRY UNDER FIFTY DOLLARS, which was shown in the Everyday Art Gallery in the spring of 1948, is being prepared by the Art Center for circulation by the American Federation of Arts and will be ready in the fall. The exhibition contains fifty-six pieces of jewelry by thirty-two designer-craftsmen.

The first showing in September will be at the Lyman Allyn Museum in New London, Connecticut. For bookings, communicate directly with the American Federation of Arts, 1262 New Hampshire Avenue, N. W., Washington, D. C.

Due to the steadily rising cost of production, the price of EVERYDAY ART QUARTERLY will be increased starting with the next issue. Single copies will be 25c; subscriptions \$1 per year by mail. Subscriptions at the old rate of \$1 for six issues will be accepted until September 1st.

On the cover: Entrance to the Walker Art Center during the CHILDREN'S FAIR in May, 1948.



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.

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in the FALL issue:
EVERYDAY ART OUTDOORS

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D. S. DEFENBACHER, Director
WILLIAM M. FRIEDMAN, Assistant Director

Editor: HILDE REISS, Curator of Everyday Art
Staff Photographer: JOHN SZARKOWSKI

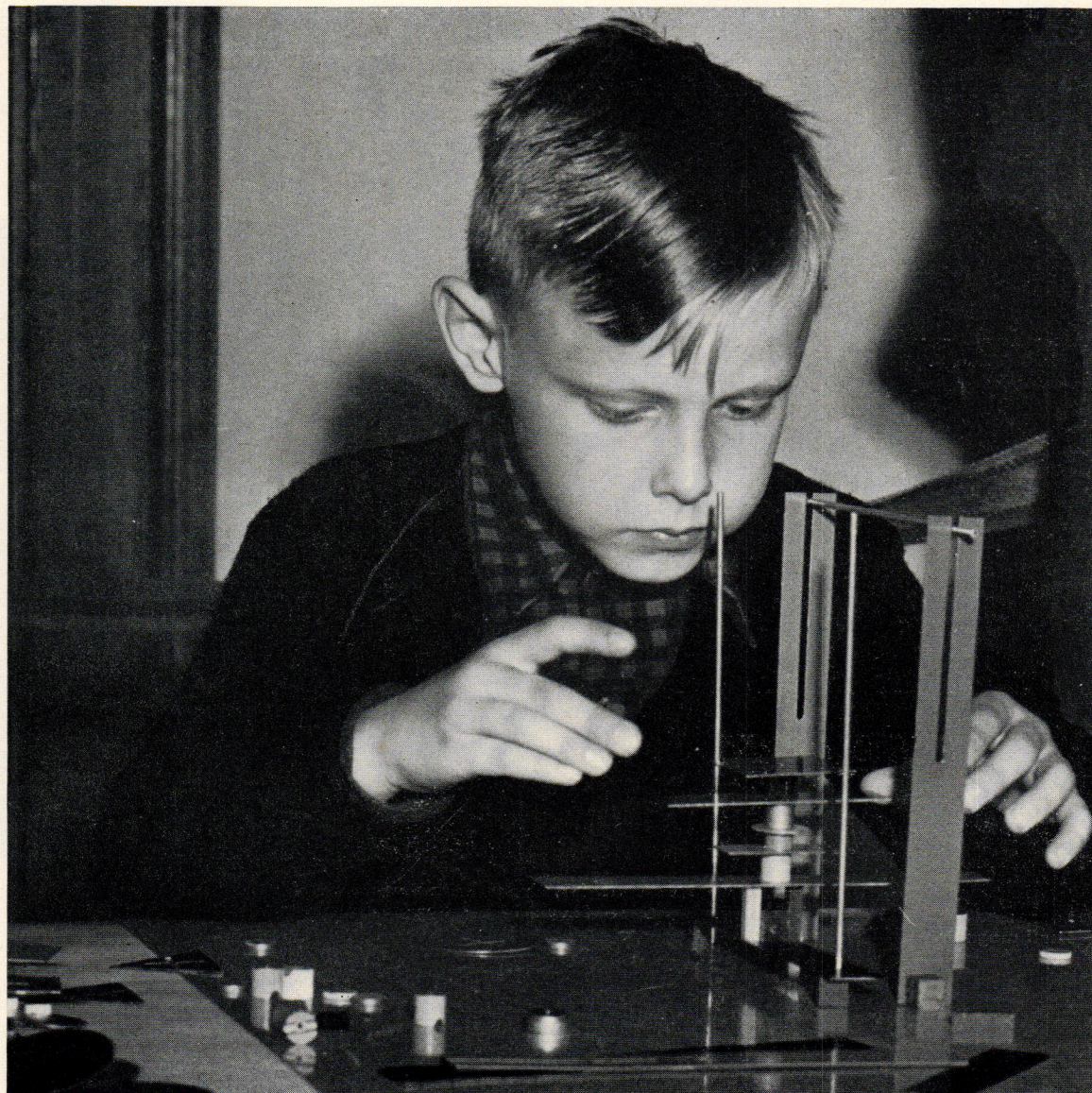
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MAGNET MASTER

*the first basic invention in toys
since the electric train
designed by Arthur A. Carrara
distributed by the Walker Art Center*



ARTHUR CARRARA, a young Chicago architect, together with his brothers Reno and Alfonso, has developed a unique toy based on one of nature's forces . . . magnetism. Basic geometric metal shapes and permanent magnets made of Alnico are used for the first time to stimulate creative activity. In the MAGNET MASTER toy an important contribution has been made in the field of educational playthings.

MAGNET MASTER is composed of multi-colored metal pieces which are put together with small vari-shaped magnets. There are many remarkable things about the toy:

it is abstract and does not require a spring-board of realism;

the elements come apart as easily as they are put together, so the child is encouraged to build again and again;

there are no mechanical difficulties such as encountered by the child with the nuts and bolts of the usual construction set, yet the child's sense of order, his manual skill, and his knowledge are extended;

the freedom from imitative constructions is complete.

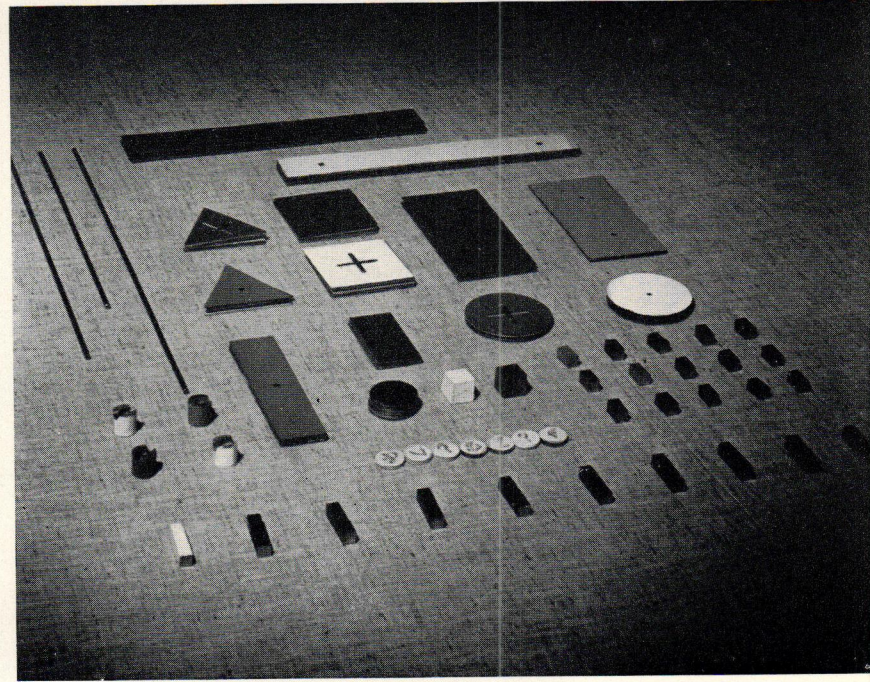
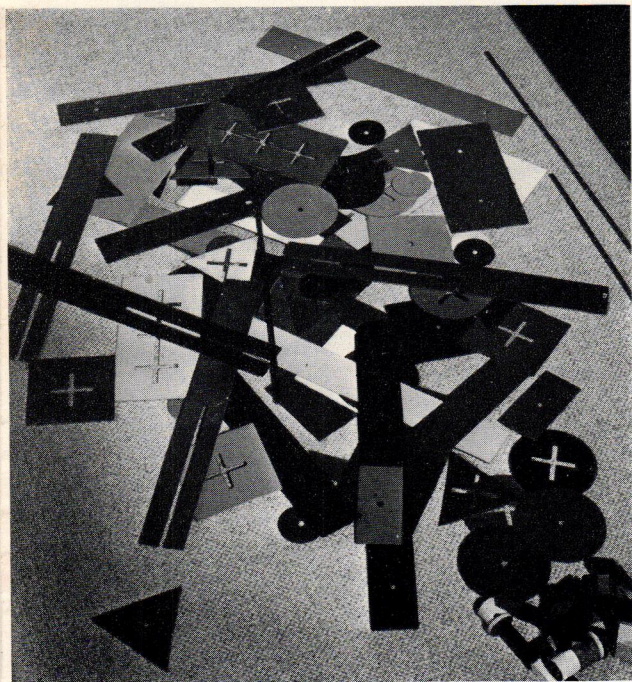
what is **MAGNET MASTER?**

MAGNET MASTER is a new basic toy. It combines the advantages of a construction set and of an art set. With it, a child can create objects or arrangements having either a utilitarian or an abstract "work of art" appearance.

Part of the miracle of this toy is its avoidance of restricting mechanical methods of assembly. The arrangement or construction which the child evolves is easy to put together and easy to take apart. This ease in dismantling encourages the child to use the toy over and over again in new and inventive ways.

Further, the toy brings to the child the fundamental physical phenomenon of the magnet. It opens a door to the world of physics which is so important in our present mechanical age.

Most important of all, the toy is a cultural



MAGNET MASTER parts: squares, rectangles, triangles, circles, with various perforations, made of steel enameled in bright colors. Shown in the foreground are the small magnets.