

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

No. 12 / 25c
FALL 1949

WALKER ART CENTER • MINNEAPOLIS

on the cover

Double gooseneck desk lamp,
brushed brass. no PD2; \$25.
Middletown Manufacturing Co.

on page 1

This is the only lamp of the decorative base-
and-shade type shown here. It was chosen for
the ingenious way in which the current-carrying
wire was used as an element of design.
The base is formed of two sheets of Plexiglas
between which bits of colored metal have been
arranged together with the copper wire stripped
of its insulation. A solid wood block gives
stability to the lamp. \$135
Designed and made by Zahara Schatz

Hilde Reiss, editor,
is taking a leave of absence
for the coming year.
Lillian Garrett will be editor
during this period.

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

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Lamps and Lighting - - - - - 1

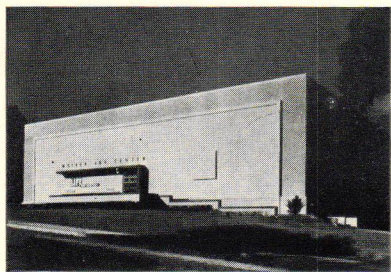
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in the WINTER issue:
WHERE TO SEE EVERYDAY ART



THE WALKER ART CENTER

is a progressive
museum of the arts.

The objective of the Center is to give men, women and children an oppor-
tunity to know, enjoy and use the arts, to clarify the relationship of all
art to contemporary life, 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.

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

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WILLIAM M. FRIEDMAN, Assistant Director

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WHAT SHOULD A LAMP BE: a decorative object which incidentally sheds light? Or a device designed to give the best possible light in controlled quantities and directions?

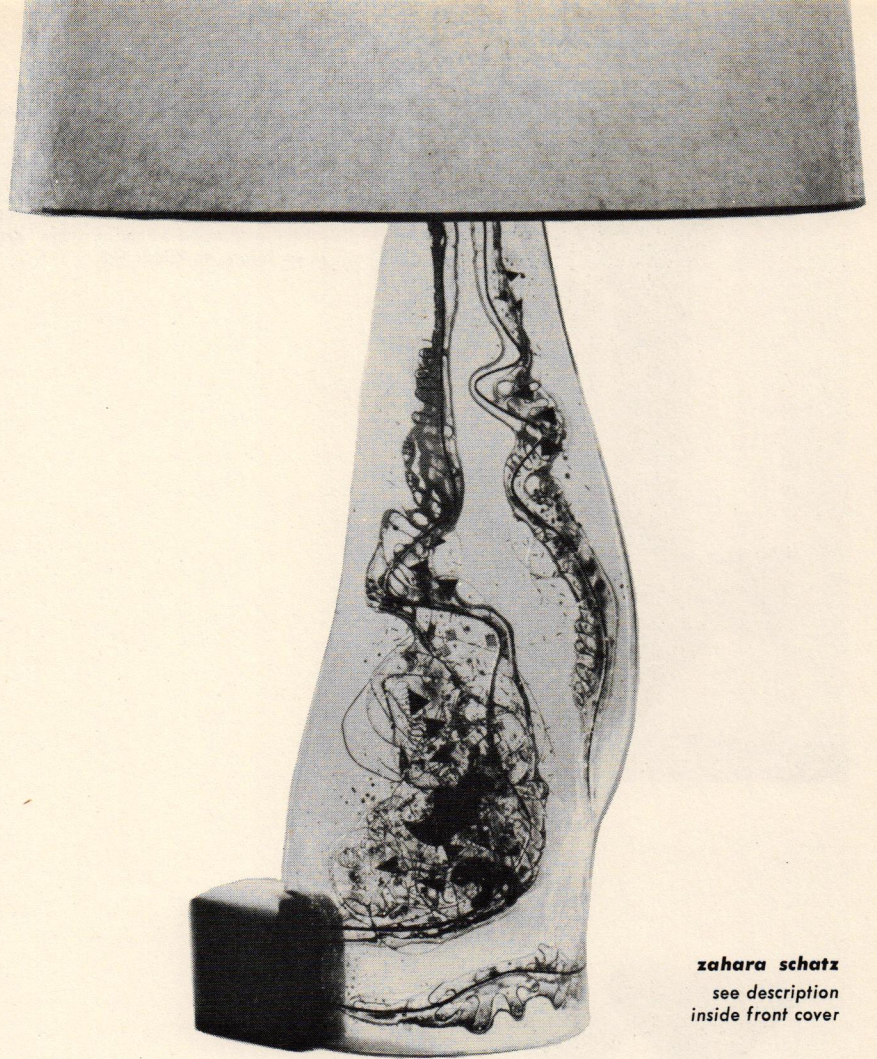
There are many handsome lamps being made today of the conventional base-and-shade type, with attractive bases of ceramics, wood, leather, or other materials. But these lamps do not generally make a contribution to better lighting. It is highly desirable to have sculpture and ceramics in the home, but not necessarily as bases for electric lights.

The well-designed lighting instrument must have flexibility. Swivel joints, goosenecks, adjustable stems, are among the characteristics of the many free-standing or wall-mounted lamps shown on these pages. One can recognize that better light was the main concern of their designers.

Not only do these lamps give good light, they also have visual appeal. Slim rods, straight or curved; conical or parabolical reflectors; contrasts of dull and shiny, opaque and translucent surfaces; variety in position and relationships of parts – all these elements result in handsome objects.

But there are countless possibilities of built-in lighting still unexplored; there are hardly any fluorescent fixtures or lamps on the market that are of really satisfactory design.

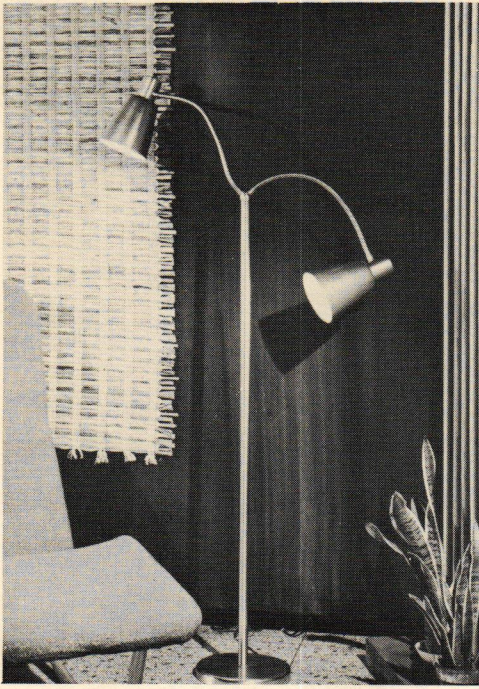
One cannot help but feel that lighting design still has a long way to go.



zahara schatz
see description
inside front cover

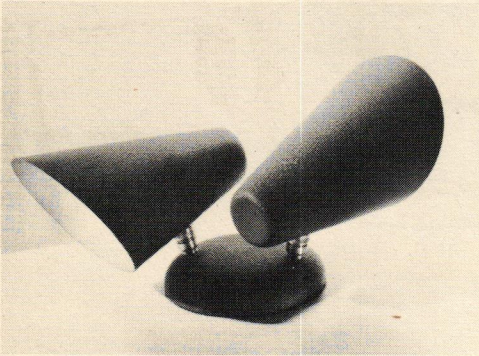
lamps

and lighting

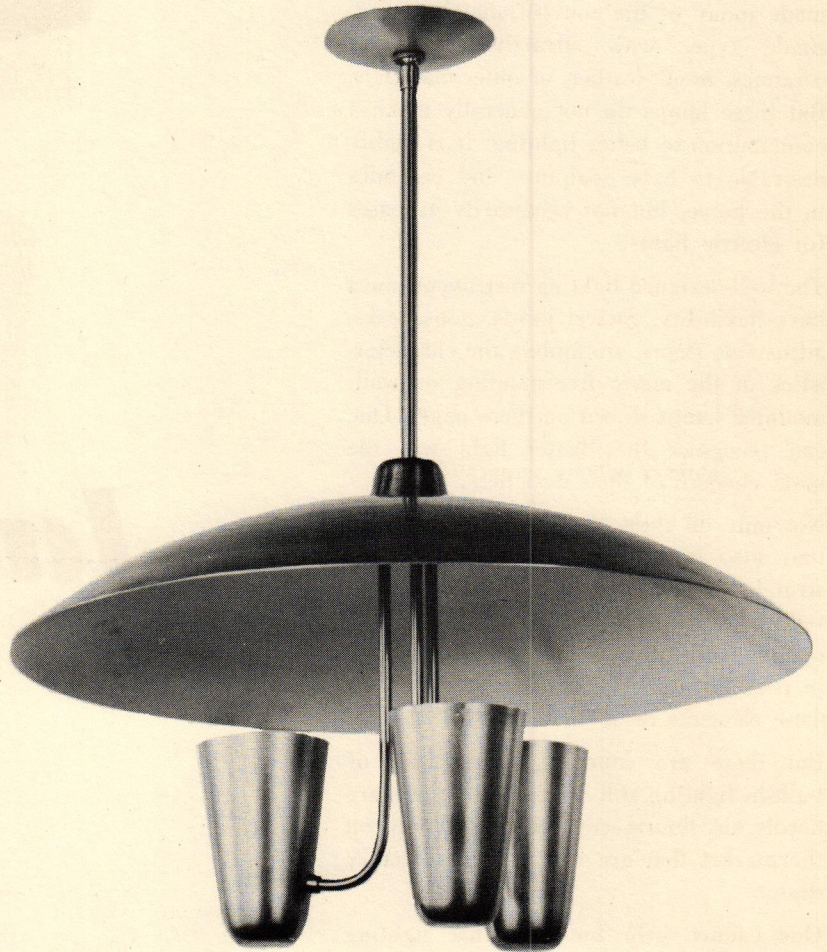


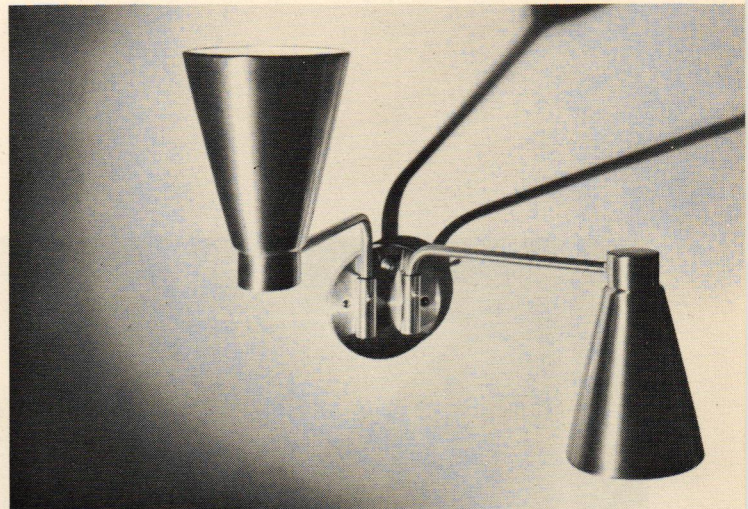
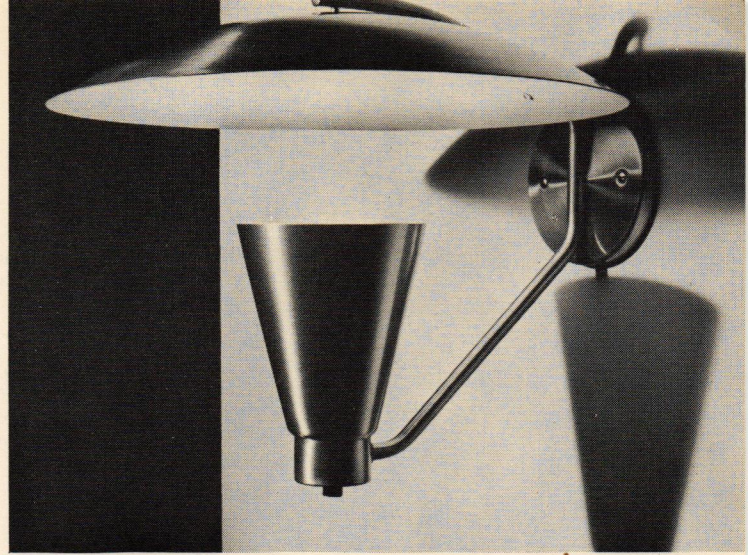
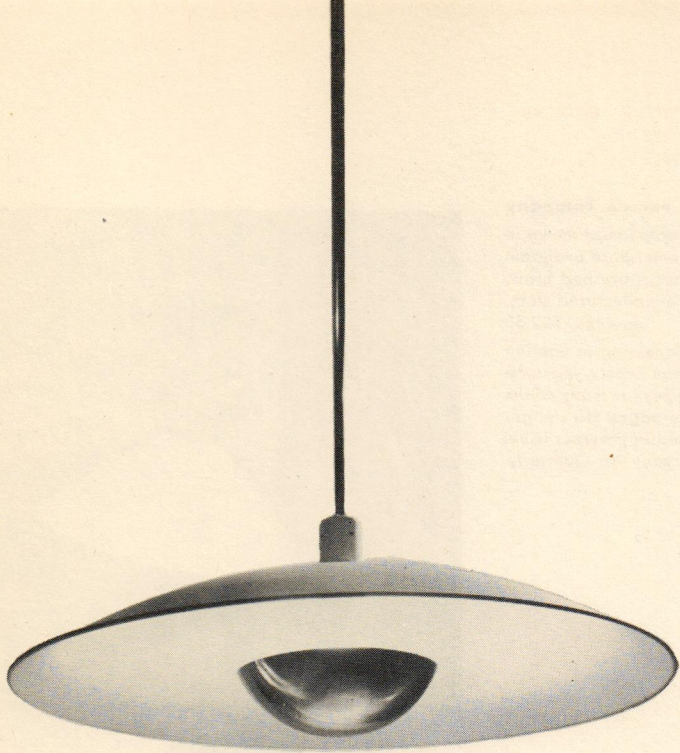
middletown manufacturing company
ledlin light designers distributors

Floor lamp with two reflectors mounted on
goosenecks, brushed brass finish. no FD6, \$49
Two reflectors, swivel-mounted on a base, can be used
on the wall or on a shelf. Crinkle finish available
in six colors. no PD13, \$25



ledlin light designers
harry gitlin designer
Brass ceiling fixture for indirect light.
no 291-3S, \$97.50





gotham lighting corporation

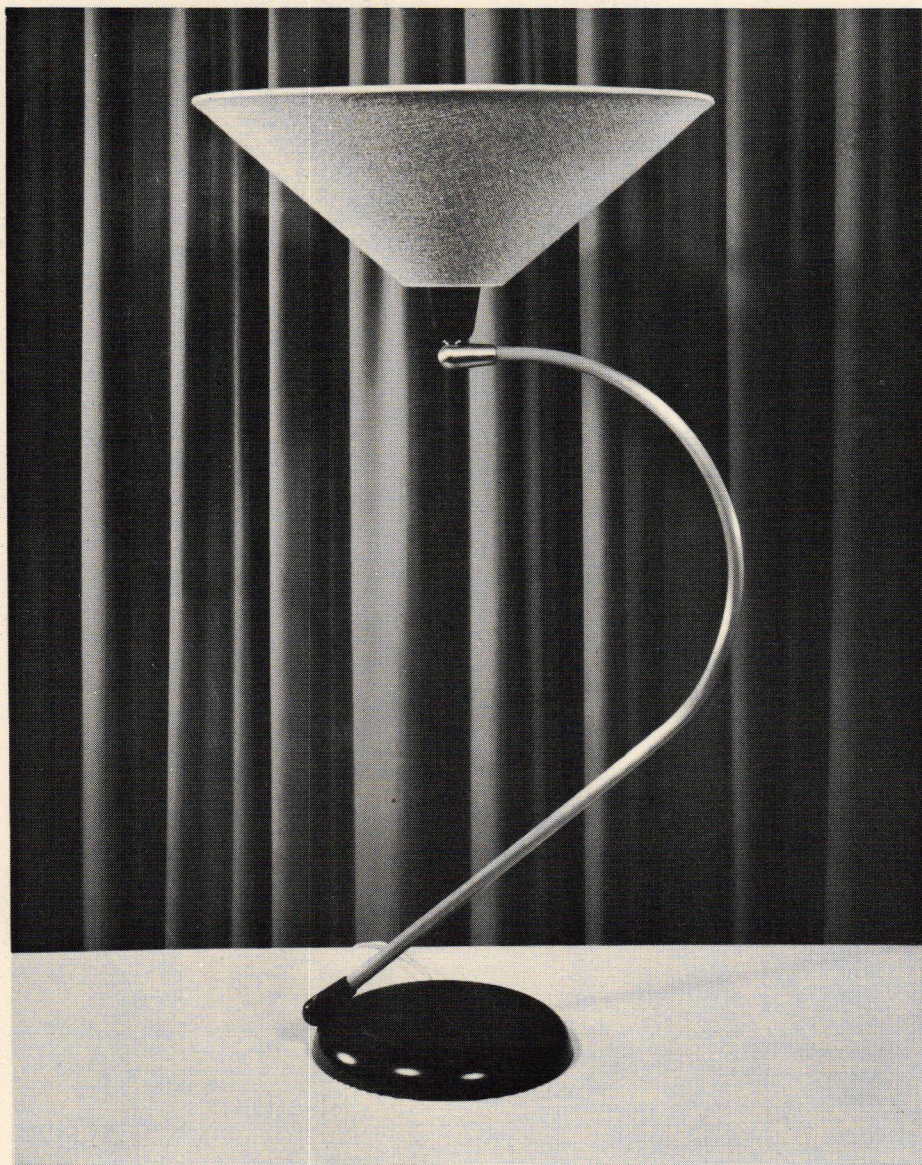
Domelite ceiling fixture provides diffuse indirect illumination without dependence on ceiling surfaces. no 662-36 for 200-watt lamp; no 663-36 for 300-watt lamp; \$55

Right, three Formlite wall fixtures. The top one is fixed and gives indirect light; the other two are adjustable for direct and indirect light. Top to bottom: no 642E, \$36.50; no 641C, \$38.50; no 632C, \$29.50

kurt versen company

A very versatile table lamp, shown in three positions. Baked enamel base available in five colors; the stem is brushed brass, the shade a rough-textured cloth.
no 4420, \$22.50

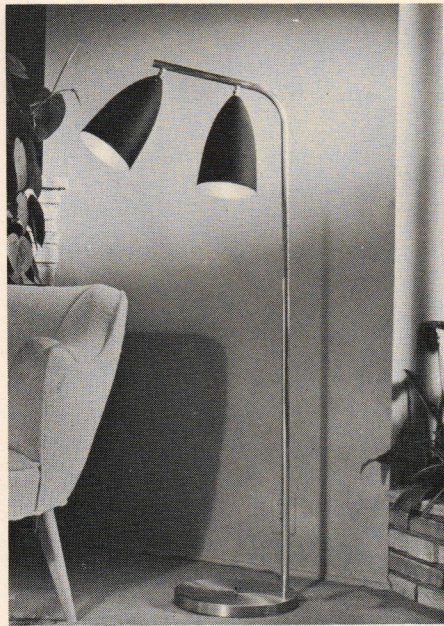
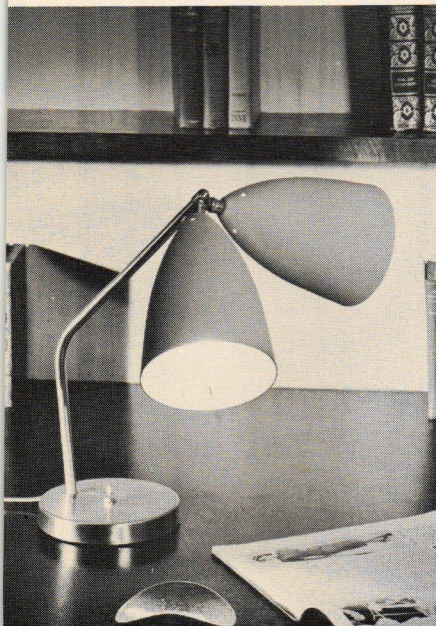
Kurt Versen has been pioneering in lighting design for more than twenty years; he developed the prototypes for many of the lamps shown on these pages. His designs have been published in previous issues of *Everyday Art Quarterly*.



ralph o smith manufacturing company
greta magnusson grossman designer
Two floor lamps and a table lamp, all with
adjustable shades. Stems are brass or
enamel; spun aluminum shades come in ten
colors. Right, no 831, \$19.50; below,
table lamp no 832, \$24.95 and floor lamp
no 731, \$39.50



Julius Shulman



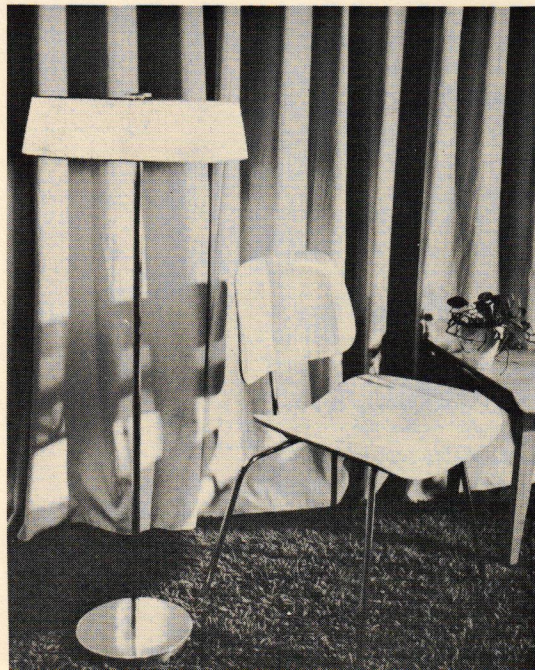


david wurster designer and manufacturer
richards morgenthau distributor
 Double gooseneck desk or night table lamp,
 brushed brass with Polyplastex shades.
 no SN212, \$31.50

knoll associates
isamu noguchi designer
 Lantern of sheet plastic and finely modeled
 hardwood supports. no 9, \$20.75



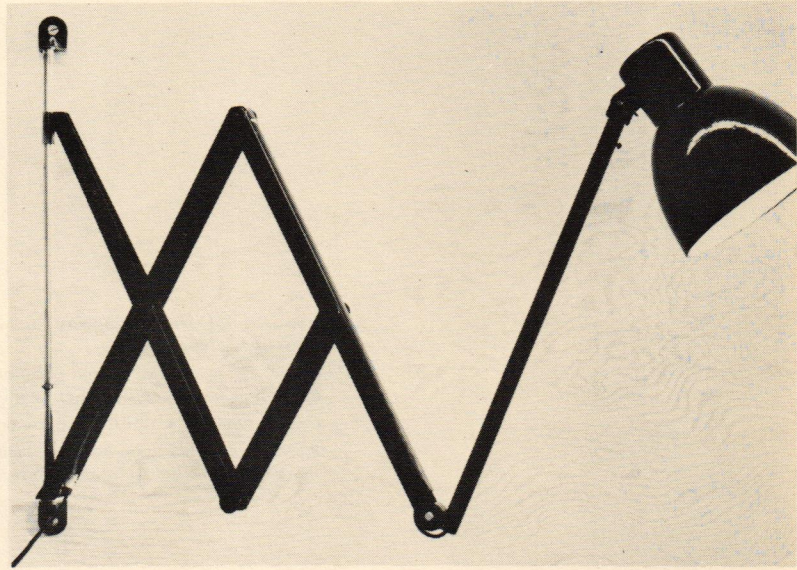
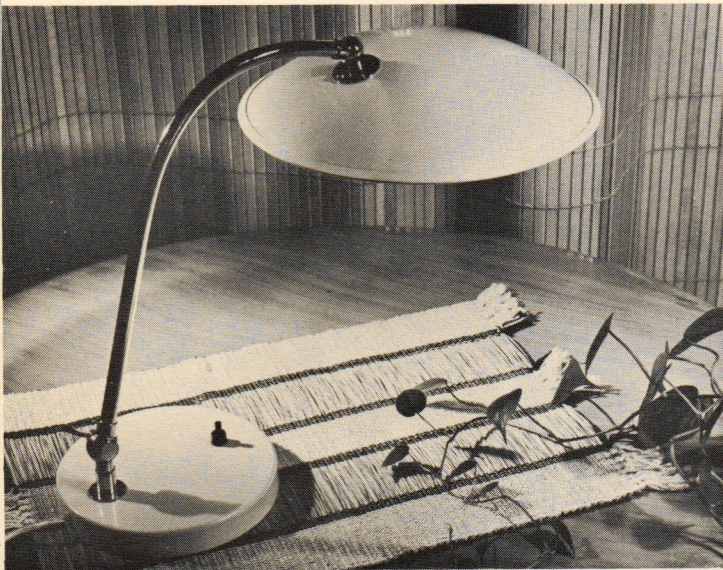
Betty Lundquist



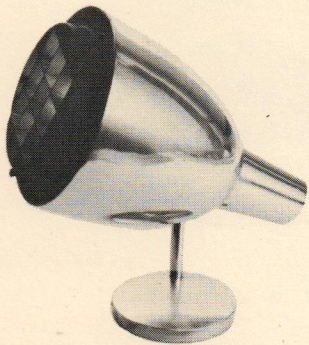
new design
philip johnson designer
 Floorlamp of unusual proportions. Only 42 inches
 tall, it gives good light for reading in a low
 chair. Dull brass with Fiberglas shade. \$44



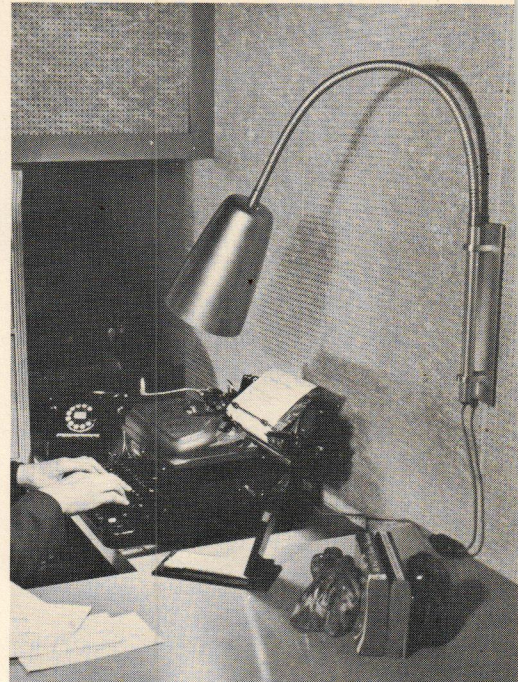
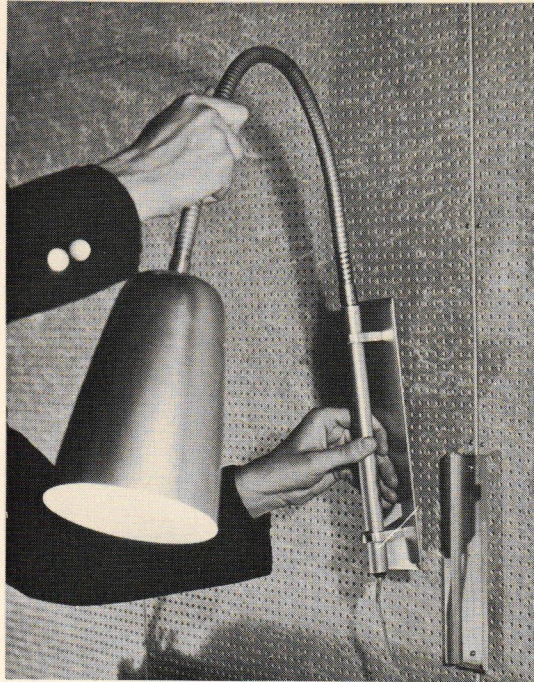
finnish-american trading corporation
paavo tynell designer
 Polished brass table lamp; the stem is wrapped
 with wicker. no 5321, \$42.50



arvid bohlmarks lamp factory
charles a anderson importer
 Table lamp, adjustable at base and shade. Polished
 chrome and white baked enamel. no 15266, \$30
 Extension wall bracket in black enamel. no 8470, \$22.50



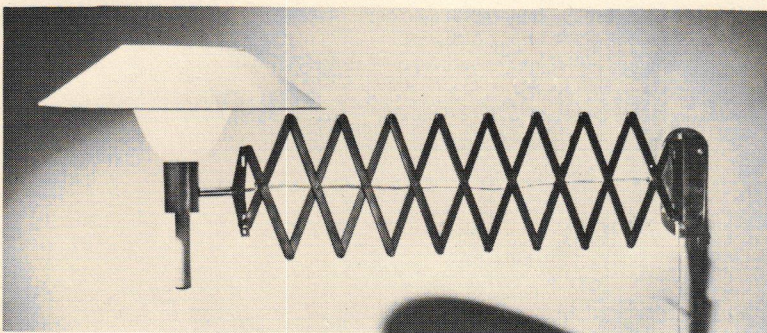
century lighting
oliver lundquist designer
 Dramalite adjustable spotlight for use on
 ceiling, wall, or floor. Removable black
 louvre. no. 941, \$8.50; louvre \$3



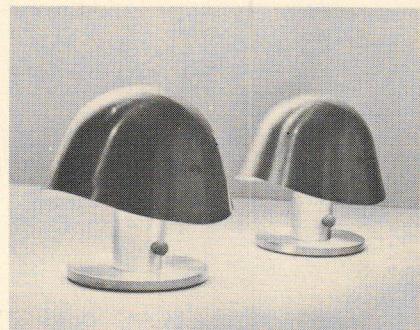
David Royter

general lighting company
george nelson designer

Below, extension wall fixture with parchment shade. no 1970, \$39
Spun aluminum television lamps with tilting shades. no 1960, \$5.95
Center, two-way wall fixture, glass and aluminum. no 1950, \$20
Right, triple table lamp has swivel stems and adjustable shades, colored baked enamel finish. no TB-4 triple, \$21

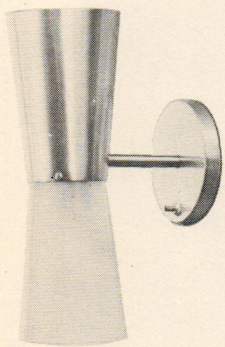
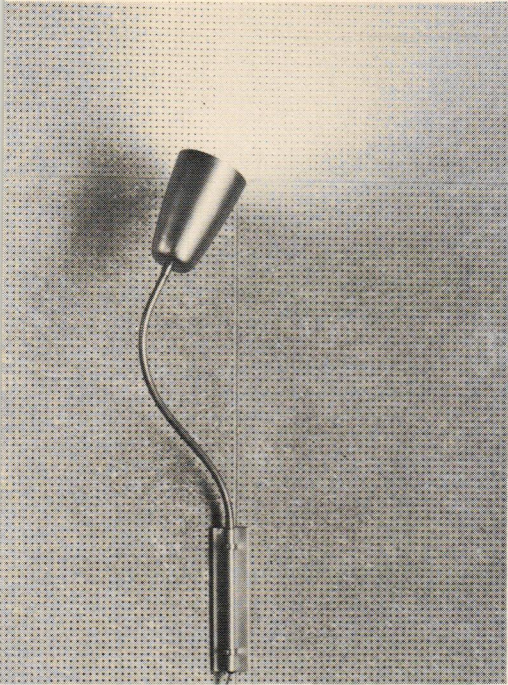


Hope Sanders



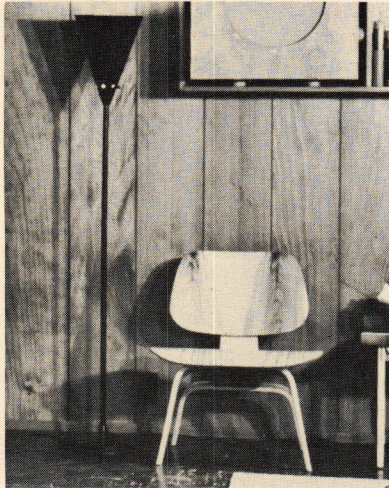
edgewood furniture company
william armbruster designer

Flexible wall fixture of brushed brass, designed
to slip over a wall-fastened plate. \$22





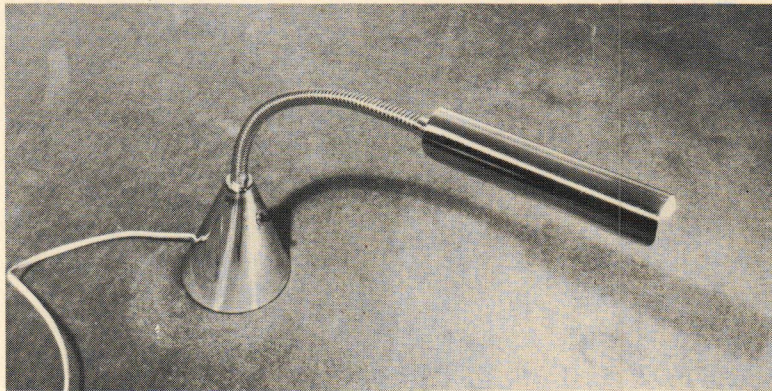
hansen
walter von nessen designer
Table lamp of the base-and-shade type, included here because of its elegant simplicity. Stem of dull brass, oval linen shade. no 938, \$27



baldwin kingrey
harry weese designer
Above, indirect floor lamp finished dull black. no 12-10C, \$37.50
Right, desk lamp of polished brass. no 12-40, \$24

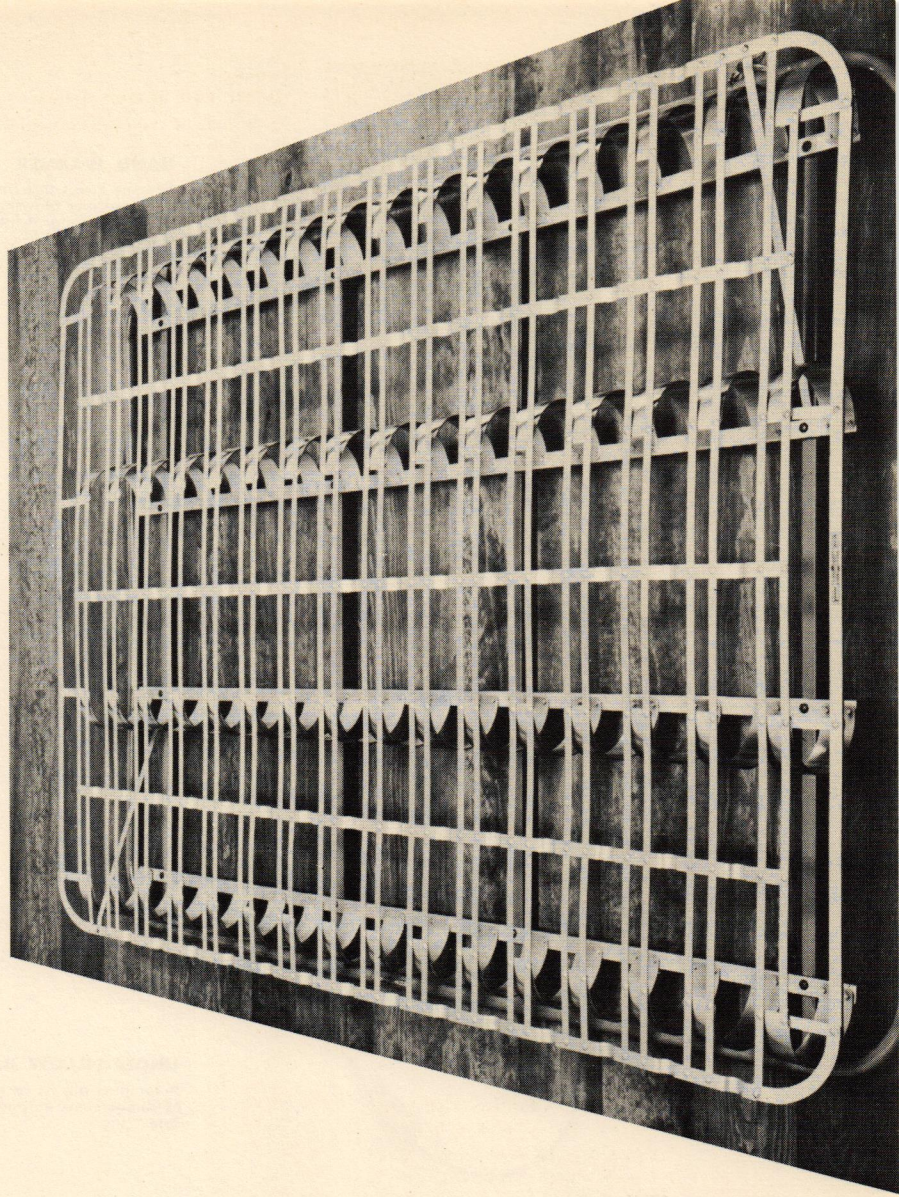


the egli co
john vassos designer
This table lamp combines two incandescent bulbs with a Circline fluorescent. The transformer is hidden in the base. Dull brass with Synskin shade. no T-107, \$47.50



nessen studio
walter von nessen designer
Table lamp in satin chrome with Fiberglas shade has a swinging extension arm. Designed in 1937, it was one of the first modern flexible lamps on the market. no NS922, \$37.50

BED SPRING
Flexsteel bed spring of simple and sturdy construction. The spring steel bands form a visually interesting pattern. \$39.50
Flexsteel Spring Corporation



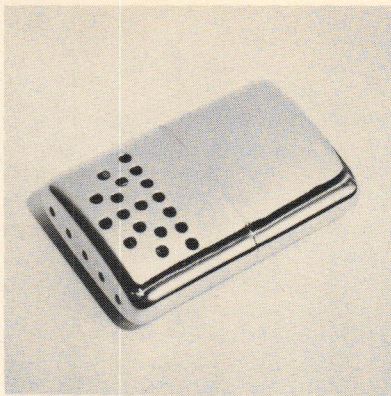
MADE IN MINNESOTA

The exhibition **MADE IN MINNESOTA** was the result of a survey which the Walker Art Center conducted in order to discover whether consumer goods of fine design are being manufactured in Minnesota today. After reviewing hundreds of catalogs and photographs and visiting many factories, about two hundred objects were selected for exhibition.

The survey indicated that although there are a great number of products being made without benefit of designer and with little thought given to their design quality, there are many others that reveal some degree of design consciousness on the part of the manufacturer.

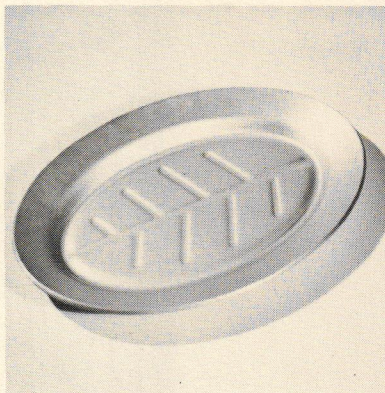
The objects in the exhibition were chosen for one of two reasons: either because they showed a deliberate design effort and were intelligent and imaginative solutions to design problems; or because they represent a tradition of making well those things that have become standard equipment.

Shown here are a few examples from the exhibition that have national distribution. They indicate the wide range of products manufactured in a predominantly agricultural state which this year is celebrating its territorial centennial.



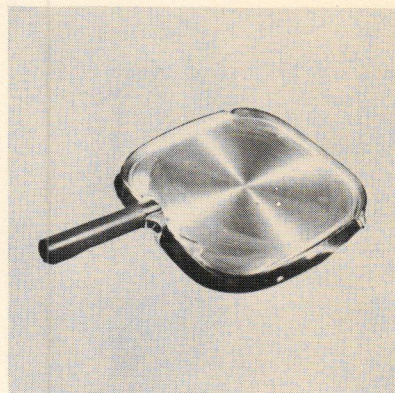
HAND WARMER

Benzine keeps this chrome plated **Jon-e** hand warmer glowing without a flame. 3 1/2 inches long, it fits in pocket or mitten. \$3.50
Aladdin Laboratories



STEAK PLATTER

Heavy stamped aluminum, for broiling and serving. \$2.65
Northland Aluminum Products



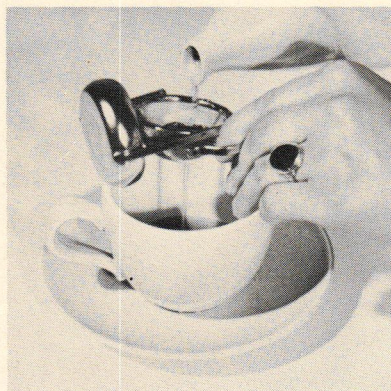
GRIDDLE

Cast aluminum with wood handle. Inside the polished rim is a groove for surplus fat. \$4.95
Northland Aluminum Products



UNDER-PILLOW RADIO SPEAKER

A compact plastic case takes the place of cumbersome earphones. \$10.95
Telex, Inc.

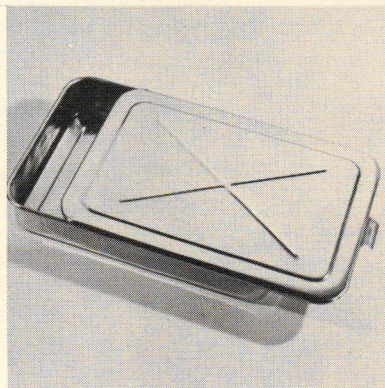


TEA OR COFFEE STRAINER

No-Drip nickel-finished strainer, attached to a small drip cup which serves as base. 59c
Main Tool and Manufacturing Company

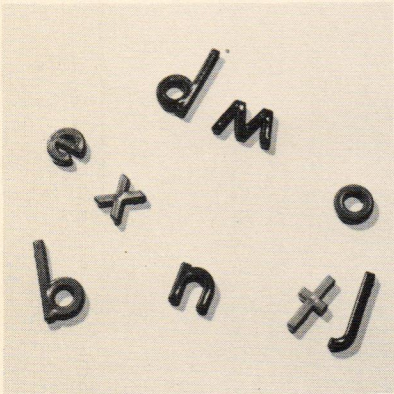
CUP AND SAUCER

Town and Country pottery designed by Eva Zeisel. Available in seven glaze colors. \$1
Red Wing Potteries



COVERED CAKE PAN

Aluminum pan for baking and storing with tight-fitting sliding cover. Two sizes, \$1.98, \$2.19
Paul Douglas & Company

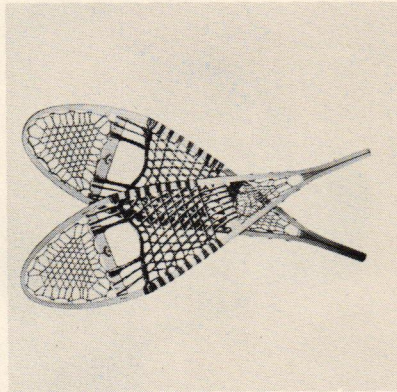


MANUSCRIPT LETTERS

Cut-out letters of a plastic composition in bright colors. \$2.50 for set of 80 letters. The Judy Company

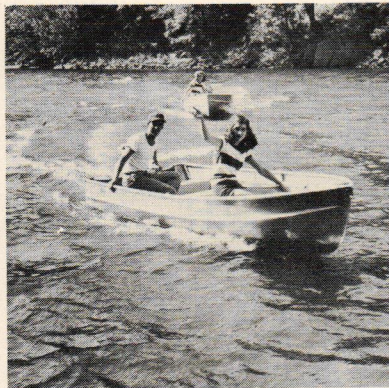
SNOW SHOES

Michigan snow shoes made of northern White Ash with cowhide lacing. \$20 Northland Ski Manufacturing Company



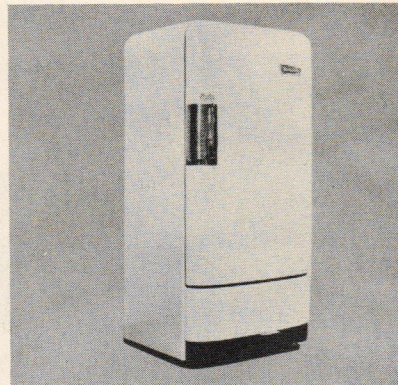
IRONING BOARD

Ridgid board of all-steel construction. \$8.95 J. R. Clark Company



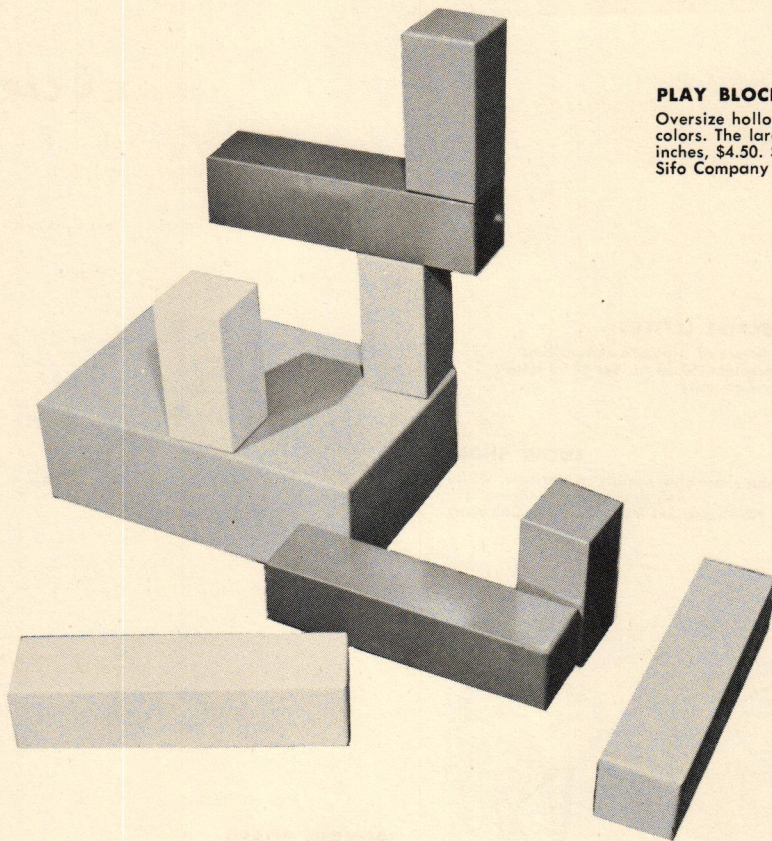
ALUMINUM BOAT

All-aluminum row boats in several sizes. \$210 to \$459 Aluma Craft Boat Company



REFRIGERATOR

New 8-foot model. \$299.95 Designed by George Scharfenberg. Coolerator Company



PLAY BLOCKS

Oversize hollow building blocks in bright colors. The largest one measures 15 x 10 x 5 inches, \$4.50. Set of eight smaller blocks \$10 Sifo Company

SOFA AND CHAIR

A simple design, covered in metal-threaded fabric. \$225, \$126 Charles Manufacturing Company

COFFEE TABLE and RECORD CUBES

Natural finish maple. Table \$49.95, cubes \$11.95 each. Home Furniture Company

PHONOGRAPHS

Portable *Phonola*; the larger one has an automatic record changer. \$28.95, \$57.50 Waters Conley Company

RUG

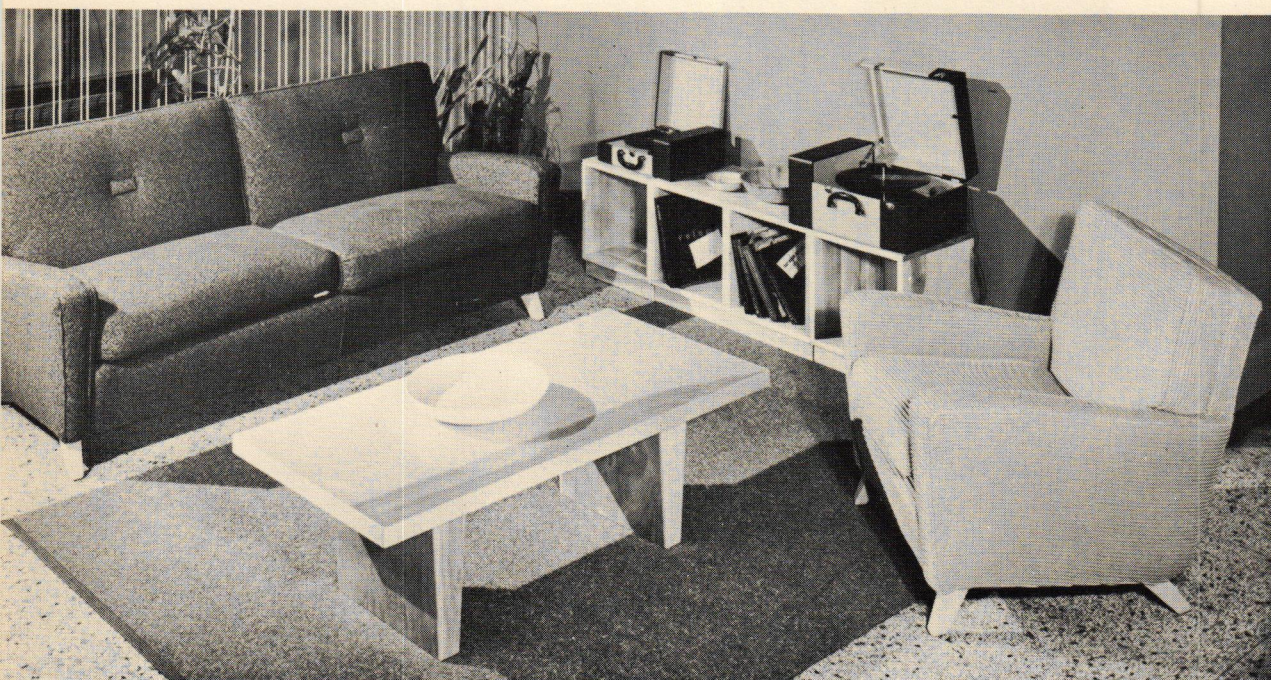
Reversible *Klearflax* linen and flax rug. \$8.90 square yard. *Klearflax* Linen Looms

WOOD BOWLS

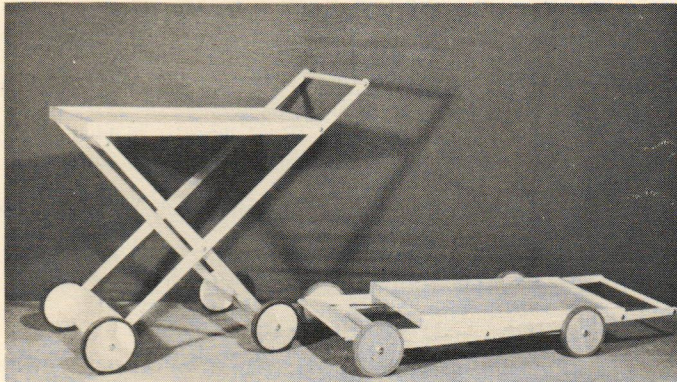
Molded of interwoven wood strips. Large \$7.50; small \$1.25 Weavewood, Inc.

POTTERY BOWL

Shallow bowl, pale green glaze. \$4 Red Wing Potteries



PRODUCT REVIEW



TEA CART

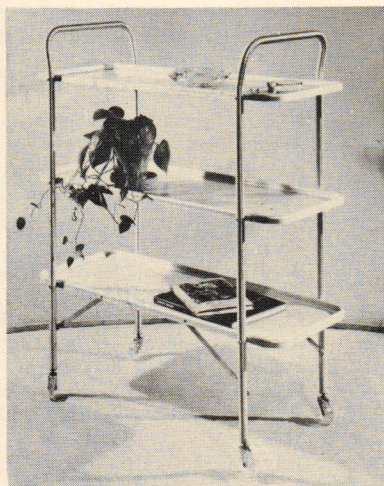
designer: Kurt Fetz

manufacturer: Devon Dennett

price: \$42.50

materials: Walnut or maple, clear lacquer finish.
Rubber wheel rims. Brass hardware.

dimensions: Top 16 x 29 inches, 27 inches high.



TRAYTABLE

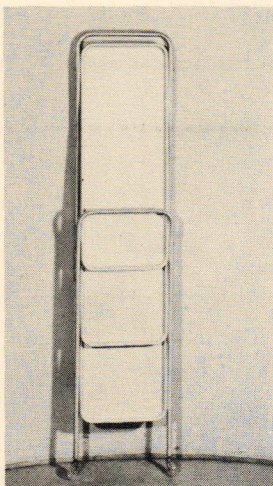
designer: Charles T. De Puy

manufacturer: Trimble Nurseryland Furniture

price: \$10.95 without casters.
\$11.95 with 2" casters.

materials: Aluminum, aluminite finish.
Clear plastic casters.

dimensions: Shelves 31 x 12 inches.
Height 32 inches to top shelf.



EVERYDAY ART in the magazines

A&A: ARTS & ARCHITECTURE, 3305 Wilshire Blvd., Los Angeles, Cal.
AF: ARCHITECTURAL FORUM, 350 Fifth Avenue, New York, N. Y.
AH: AMERICAN HOME, 444 Madison Avenue, New York, N. Y.
A&I: ART & INDUSTRY, 381 Fourth Avenue, New York, N. Y.
AN: ART NEWS, 136 East 57th Street, New York, N. Y.
AR: ARCHITECTURAL RECORD, 119 West 40th Street, New York, N. Y.
BH&G: BETTER HOMES & GARDENS, 1714 Locust Street, Des Moines, Ia.
CH: CRAFT HORIZONS, 435 Madison Avenue, New York, N. Y.
CR: CONSUMERS' RESEARCH, Washington, N. J.
CRep: CONSUMER REPORTS, 12 Union Square, New York, N. Y.
DES: DESIGN, 131 East State Street, Columbus, Ohio
HB: HOUSE BEAUTIFUL, 572 Madison Avenue, New York, N. Y.
H&G: HOUSE & GARDEN, 420 Lexington Avenue, New York, N. Y.
INT: INTERIORS, 11 East 44th Street, New York, N. Y.
MA: MAGAZINE OF ART, 1262 New Hampshire Ave., NW, Washington, D. C.
ML: MADEMOISELLE'S LIVING, 122 East 42nd Street, New York, N. Y.
MP: MODERN PLASTICS, 122 East 42nd Street, New York, N. Y.
PA: PROGRESSIVE ARCHITECTURE, 330 West 42nd Street, New York, N. Y.

HOUSES

A Long Island beach house is lifted up and reversed for the sake of the view. By Stanley Sharp. *AF July*.

A two-story square house in Pennsylvania is relieved of boxiness by careful conservative design. By Lawrence J. Israel. *AF July*.

House in Pennsylvania of inexpensive materials, circled by high ribbon windows. Carroll, Grisdale & Van Alen. *AF June*.

House in Massachusetts combining interior spaciousness and a modest exterior by David Fried. *AF June*.

House by Marcel Breuer, built in the garden of the Museum of Modern Art in New York. *A&A May*.

Built as a test unit for prefabrication, this Massachusetts house is intended to be delivered by trailer and placed on the site. By Carl Koch. *PA June*.

Vacation house in Connecticut by Burton Ashford Bugbee designed for efficiency in housekeeping. *H&G June*.

A two-part plan and a butterfly roof distinguish a house in Maine designed for year-round carefree vacations by the Architects Collaborative. *H&G June*.

Budget house near Pittsburgh designed by Mitchell and Ritchey. *AF July*.

A house with good siting and creative planning by Robert Carroll May. *PA June*.

Two-bedroom house in Minneapolis by McEnary & Kraftt. *AH June*.

House in Florida built principally for entertaining during winter seasons by Ralph S. Twitchell and Paul M. Rudolph. *PA June*.

California house by Fred and Lois Langhorst whose kitchen is located so that all major family activities can be supervised therefrom. *PA July*.

House in California by Fred Langhorst which received the A.I.A. Honor Award. *A&A May*.

Excavated hillside site surrounded by trees and facing the Pacific places this house by Charles Eames and Kenneth Acker in its own world. *A&A May*.

Ranch house and guest house by Pietro Belluschi developed around a

landscaped courtyard looks out over beautiful valley view in Oregon. *PA June*.

Two-bedroom house in California, planned for future additions, by Richard Neutra. *PA June*.

California house with wonderful economy, simple structural rhythm, and a good plan: 485 square feet, built in 22 working days at a cost of \$4,100. By Albert Henry Hill. *PA June, A&A June*.

California house designed for a large family with privacy for each member; by Arthur Munson. *AH June*.

Clarence W. Mayhew designed a house with two wings and rare privacy, in California. *AR May*.

Entire issue devoted to all aspects of planning, building, and living in a house in California designed by Robert Stanton for himself and his family. *HB July*.

Five apartments with outdoor living areas in a California building by Richard Neutra. *A&A June*.

A free and easy plan is created within the limits of a prefab concrete panel system in a California house by Joseph Allen Stein. *AF July*.

DESIGN AND DESIGNERS

Anatomy for interior designers: the room we live in. By Francis DeN. Schroeder. *INT June*.

Designers in the East: a cross section of American designers and characteristic examples of their work. *H&G July*.

California designers and examples of their work. *H&G July*.

Architects design for industry: a visual report on industrial design by architects, covering products ranging from bathing slippers to mechanical cores for buildings. *AR June*.

T. S. Haile, ceramist. *CH Summer*.

The shape of things; by Eliot Noyes. *C Rep July*.

INTERIORS AND FURNISHINGS

Custom furnishings promote the success of a bachelor in the Park Avenue penthouse designed by Felix Augenfeld. *INT June*.

An old-fashioned kitchen remodeled to serve the needs of a modern family with five children. *HB June*.

Storage walls are handsome and practical in almost every room in the house. *H&G June*.

Weaving with wild fibers, by Geraldine Funk, Puerto Rico Industrial Development Co. *CH Summer*.

Glass across the map: from Finland, Sweden, Czechoslovakia and America come new designs for glass. By Edgar Kaufmann, Jr. *AN Summer*.

Modern furniture: its nature, sources, and probable future. 42 pages of pictures and discussion with an introduction by George Nelson. *INT July*

INTERIORS covers the rug and carpet market. *INT July*

EQUIPMENT

Final report on automatic and semi-automatic toasters and a grill. *CR June*.

Ten models of electric refrigerators tested and discussed. *C Rep June*.

Walker Art Center Minneapolis 5, Minn.

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Baldwin Kingrey, 105 East Ohio Street, Chicago, Illinois
Arvid Bohlmarks Lamp Factory, Stockholm, Sweden
Century Lighting Co., 419 W. 55th Street, New York, N. Y.
Charles Mfg. Co., 1115 East Hennepin Avenue, Minneapolis, Minn.
Coolerator Co., Duluth, Minnesota
J. R. Clark Co., Spring Park, Minn.
Devon Dennett, 32-49 56th Street, Woodside, N. Y.
Paul Douglas & Co., 354 Plymouth Bldg., Minneapolis, Minn.
Edgewood Furniture Co., 208 E. 27th Street, New York, N. Y.
The Egli Co., Inc., 801 3rd Avenue, New York, N. Y.
Finnish-American Trading Corp., 41 East 50th Street, New York, N. Y.
Flexsteel Spring Corp., 113 6th Street N. E., Minneapolis, Minn.
General Lighting Co., 1527 Charlotte Street, Bronx, N. Y.
Gotham Lighting Corp., 548 West 22nd Street, New York, N. Y.
Gregg Mfg. Co., 2325 Endicott Street, St. Paul, Minn.
Hansen, 978 1st Avenue, New York, N. Y.
Home Furniture Co., 911 Marquette Avenue, Minneapolis, Minn.
The Judy Co., 107 3rd Avenue N., Minneapolis, Minn.
Klearflax Linen Looms, Inc., Duluth, Minn.
Knoll Associates, 601 Madison Avenue, New York, N. Y.
Ledlin Light Designers, Inc., 154 Nassau Street, New York, N. Y.
Main Tool and Mfg. Co., 3016 East Lake Street, Minneapolis, Minn.
Middletown Mfg. Co., P. O. Box 340, Middletown, N. Y.
Nessen Studio, 40 East 21st Street, New York, N. Y.
New Design, Inc., 33 East 75th Street, New York, N. Y.
Northland Aluminum Products, Highway 7 at Beltline, Minneapolis, Minn.
Northland Ski Mfg. Co., 1951 University Avenue, St. Paul, Minn.
Red Wing Potteries, Inc., Red Wing, Minnesota
Richards Morgenthau & Co., 225 Fifth Avenue, New York, N. Y.
Zahara Schatz, 211 East 56th Street, New York, N. Y.
Sifo Co., 353 Rosabel Street, St. Paul, Minnesota
Ralph O. Smith Mfg. Co., 1750 N. Evergreen Street, Burbank, California
Telex, Inc., Telex Park, Minneapolis, Minn.
Trimble Nurseryland Furniture, Inc., Rochester, N. Y.
Kurt Versen Co., Englewood, N. J.
Waters Conley Co., Rochester, Minn.
Weavewood, Inc., 1301 South 3rd Street, Minneapolis, Minn.
David Wurster, 26 Monroe Street, South Norwalk, Conn.

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