

THE EXHIBITION AS A MEDIUM FOR DEVELOPING COMMUNITY
AWARENESS TO GOOD DESIGN IN USEFUL OBJECTS
AVAILABLE IN WICHITA FALLS, TEXAS

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CHAPTER I

INTRODUCTION

Statement of Problem

The pace of the twentieth century has developed a need for useful household objects which combine utility and beauty of line. The average consumer purchases a large number of utensils, appliances, furniture, and toys; however, only rarely does he consciously combine utility with beauty or realize that artistic useful objects are as available and as inexpensive as those less beautiful articles which he buys.

There exist in stores all over the nation well-designed coffee pots, chairs, garden tools, and other things that not only form part of everyday existence but also deserve to be called objects of art. Simple, well-designed, useful objects for the home give more pleasure to the daily necessary and leisure-time activities provided by the advanced technology of the times. Beautiful useful objects offer the poor man the best opportunity to possess works of art.

Realizing the need on the part of the general public for a better background for selection, an exhibition was planned by the writer in an attempt to develop a community

awareness to good design in useful objects available in Wichita Falls, Texas.

Scope of Problem

There were four major considerations inherent in the planning of an exhibition of the type projected by the author: (1) the procurement of the objects of good design to be exhibited, (2) the selection of an exhibition place, (3) the duration of the exhibition, and (4) the acquisition of patrons for whom the exhibition was conceived. Early in the formation of the exhibition, the decision was made to limit the objects to household articles that could be purchased with the least inconvenience by the average consumer in Wichita Falls; that is, in the home-town stores.

The procurement of the objects of good design to be exhibited.--To obtain the objects for display, the writer visited some twenty merchandising houses in Wichita Falls for the purpose of tentatively selecting those articles offered for sale which best illustrated the principles of good design. A memorandum was made of the price, availability, and suitability for exhibition of each article that seemed to have the desired characteristics. Forty-one objects from fifteen stores were finally chosen for display. They were divided into six groups: (1) glassware, (2) ceramic ware, (3) garden tools, (4) kitchen utensils, (5) furniture, and (6) toys.

The selection of an exhibition place.--There is no museum of any type in Wichita Falls; so the writer consulted the director of art education of the public schools, Jennie Roberson, in an effort to find the best location for the proposed exhibition. It was suggested that the director of the Y. M. C. A., Norman Macleod, would consider this project. He was co-operative and reserved the Chinese Room for the exhibition on March 14, 1951.

The duration of the exhibition.--The exhibition could be held for only one day, opening at 10 o'clock in the morning and closing at 9 o'clock in the evening, because of other demands for use of the Chinese Room.

The acquisition of patrons for whom the exhibition was conceived.--Ten days in advance of the exhibition 100 invitations were sent to housewives, merchants, local schools, colleges in the vicinity, and church and civic organizations. A week before the opening date there was an announcement in the Wichita Daily Times concerning the exhibition, and four days later the same newspaper carried an article describing it, with a picture of the writer (see Appendix, pp. 33-36).

Review of Similar Exhibitions

In preparation for the exhibition the writer found that several displays featuring art in useful objects had been held in other cities, but that none had ever been

held in this particular locality. The Museum of Modern Art, New York, has a circulating exhibition of this type;¹ the Walker Art Center, Minneapolis, Minnesota, publishes the Everyday Art Quarterly, as a guide to well-designed products and maintains exhibitions continuously; and some of the museums in Texas--Fort Worth, Dallas, and Houston--have exhibited products available in their cities. Recent issues of the Everyday Art Quarterly were used as a guide in finding new products of good design now on the market.²

Standards for Judging Good Design in Useful Objects

In selecting the articles for display, the "Twelve Precepts of Modern Design," as formulated by Kaufman, were used as a standard for judging:

(1) Modern design should fulfill the practical needs of modern life.

(2) Modern design should express the spirit of our times.

(3) Modern design should benefit by contemporary advances in the fine arts and pure sciences.

(4) Modern design should take advantage of new materials and techniques and develop familiar ones.

(5) Modern design should develop the forms, textures and colors that spring from the direct fulfillment of requirements in appropriate materials and techniques.

(6) Modern design should express the purpose of an object, never making it seem to be what they are not.

(7) Modern design should express the qualities and beauties of the materials used, never making the materials seem to be what they are not.

¹ American Artist, XV (January, 1951), 72.

² Everyday Art Quarterly, XIV, XV, and XVI (1950).

(8) Modern design should express the methods used to make an object, not disguising mass production as handicraft or simulating a technique not used.

(9) Modern design should blend the expression of utility, materials and process into a visually satisfactory whole.

(10) Modern design should be simple; its structure, evident in its appearance, avoiding extraneous enrichment.

(11) Modern design should master the machine for the service of man.

(12) Modern design should serve as wide a public as possible, considering modest needs and limited costs no less challenging than the requirements of pomp and luxury.³

It was decided to place the above precepts of modern design on a large placard and to repeat several of them on separate placards on the tables used in the exhibition, for the visitors' use as a guide.

³ Edgar Kaufman, Jr., What Is Modern Design?, p. 7.

CHAPTER II

PLANNING AND CONDUCTING THE EXHIBITION

Selection of Articles

The wide range of articles that might be included in a useful objects show made it advisable to select for the exhibition only moderately-priced objects most commonly used in the household. It was thought that this type of exhibition would have the greatest amount of interest for the average consumer. An attempt was made to present an assortment of plastic, metal, wood, fiber, glass, and ceramic wares for variety of texture as well as for beauty and utility. Because the available space was somewhat limited, the size of objects chosen had to be taken into consideration. The room that was used for the exhibition was decorated with a flowered wallpaper; therefore, color was a limitation in the selection of the well-designed products.

The writer visited department stores in Wichita Falls approximately two months prior to the date of the exhibition in an effort to make a tentative list of products to be used. Several visits were made, and a memorandum was kept concerning the price, brand name, availability, and suitability of the objects observed.

A final selection was made to include a diversity of materials: (1) plastics, (2) metals, (3) glassware, (4) ceramic ware, (5) wood, and (6) vegetable fibers. This resulted in a collection of forty-one objects for display, and these articles were classified in six groups: (1) furniture, (2) garden tools, (3) glassware, (4) ceramic ware, (5) kitchen utensils, and (6) toys. Specimens exhibiting the natural color of the material from which the object was made--natural wood, for example--were chosen first; and second, grey and dark green articles were used to blend with the natural colors of the first choices.

The writer talked with the merchants and asked for their co-operation in putting on the exhibition, explaining that publicity would be given them for the articles which they lent.

Catalog

A catalog was prepared by the writer so that the visitors would know both the name of the product before them and the store from which it came. The latter provided the merchant suitable recognition and advertisement. The cover of the catalog gave the exhibition title, "Useful Objects for the Home," and the name of the author. Each typed line was accented by a red gummed-paper dot (see Appendix, p. 37).

Questionnaire

The writer decided to use a questionnaire to help discover what factors have most influence in determining the choices in articles purchased by the public, which objects individuals would like or dislike most in the exhibition, and what volunteer comments would be made (see Appendix, p. 40). Each patron was given a copy of the questionnaire as he entered the room, previous to seeing the exhibition. The questionnaire required that the visitors examine each item carefully and caused them to think more about the well-designed products displayed.

Invitation

Ten days prior to the exhibition 100 invitations were mailed to housewives, merchants, local schools, colleges in the vicinity, and church and civic organizations. Many of these groups and individuals were also invited personally and by telephone. The form of the invitation repeated the layout used on the cover of the catalog so that there would be co-ordination throughout the exhibition (see Appendix, p. 32).

Installation

Five days before the exhibition the products were temporarily arranged on the five tables to be used for display, and a list was made of the objects on each table. The objects to be placed on the same table were packed in

a separate box to facilitate arrangement on the morning of the show. White gummed labels with the numbers lettered in India ink were prepared, each article having a number coincident with its number in the catalog. The articles on the several tables were numbered consecutively.

The tables were arranged in the exhibition room to give plenty of space between them so that the displays might be more readily comprehended (see Figure 1).

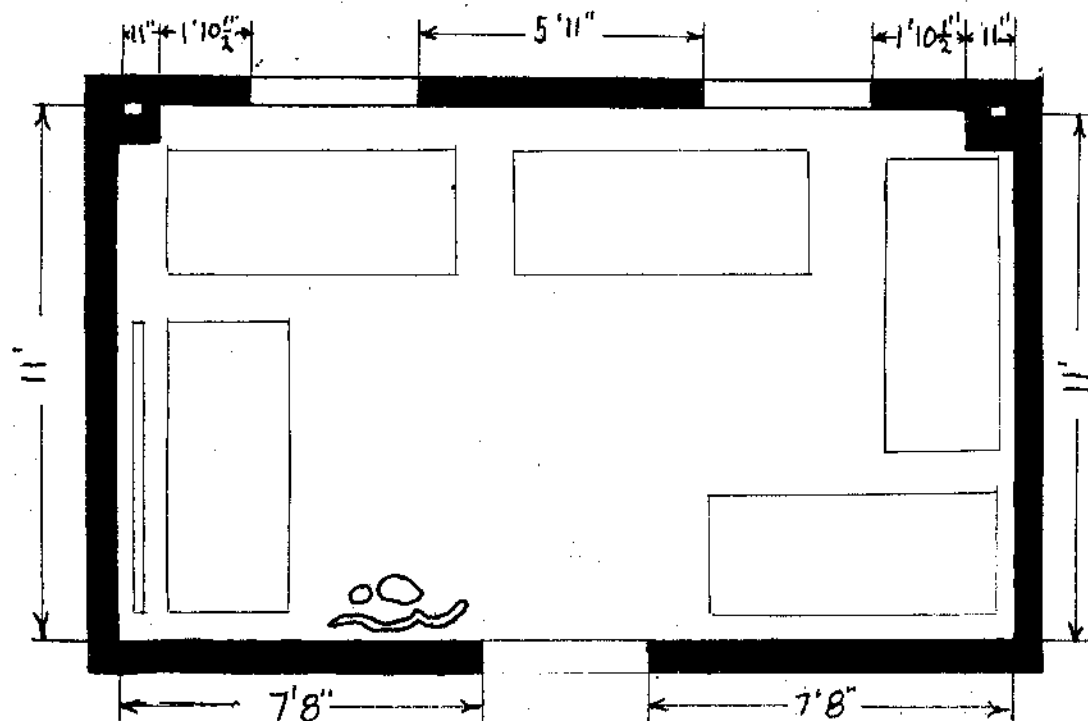


Fig. 1.--Scale drawing of exhibition room

The Chinese Room is 18 ft. 7 in. long by 11 ft. wide. The tables furnished by the Y. M. C. A. were 6 ft. long by 2 ft. 6 in. wide by 2 ft. 6 in. high. These tables had a natural oak finish and steel legs. The natural wood

surface facilitated a harmonious color arrangement of the objects.

In the furniture group, a white Eames chair and a dark red floor lamp were arranged in front of a white wooden screen. On the floor beside the chair was a gray placard on which were typed the twelve precepts of modern design.¹ A red dot was placed before the beginning of each statement, for emphasis. Figure 2 illustrates the placement of the furniture and indicates the use of the placard.



Fig. 2.--Photograph of furniture display

¹Edgar Kaufman, Jr., What Is Modern Design?, p. 7.

To display the garden tools, a bamboo blind was hung as a background on a frame behind the table. This formed a pleasing contrast with the different materials--redwood, aluminum, and terra-cotta--from which the articles on the table were made. This display also included a bamboo rake which repeated the material of the blind. The other articles displayed were a flower pot and tray, a scoop, a "PlantTender," a fork, a garden trowel, and a redwood planter box. To give the display a garden atmosphere, ivy was planted in the flower pot, and packets of the latest garden seed were placed around the tools. Of the twelve precepts of modern design used as standards for

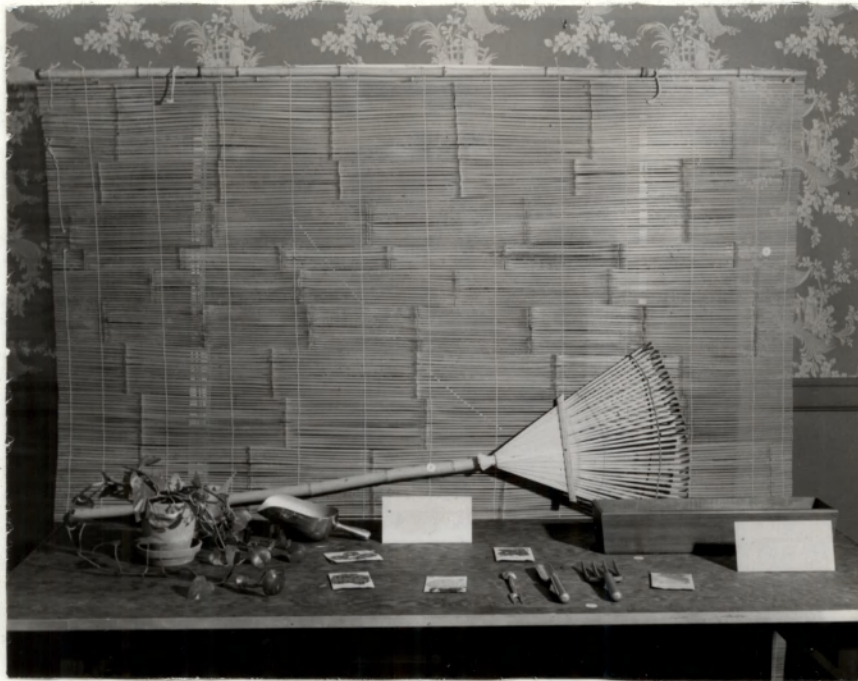


Fig. 3.--Photograph of Display Table No. 1

aluminum, and terra-cotta--from which the articles on the table were made. This display also included a bamboo rake which repeated the material of the blind. The other articles displayed were a flower pot and tray, a scoop, a "PlantTender," a fork, a garden trowel, and a redwood planter box. To give the display a garden atmosphere, ivy was planted in the flower pot, and packets of the latest garden seed were placed around the tools. Of the twelve precepts of modern design used as standards for

judging the objects, Number 1 and Number 8 were arranged on separate placards on this table (see Figure 3).²

On the second table, glassware and ceramic ware were utilized in reproducing some of the newest designs in moderately-priced table settings (see Appendix, p. 38).



Fig. 4.--Photograph of Display Table No. 2

Edith Heath stoneware was exhibited in a dinner plate, bread and butter plate, cream and sugar set, and an eight-cup teapot. A dark green plastic placemat was used under a milk pitcher, salad bowl, and dinner plate of grey Brusché pottery. A white Russell Wright vegetable bowl and an

²Ibid.

amber water glass were placed in front of this. A place setting of grey Ballerina pottery was arranged on a green plaid, fiber placemat with plain silver-plated flatware and a plain heavy-bottom glass. Placards indicating Precepts 2, 5, and 6 were set up on this table (see Figure 4).³

To continue presenting moderately-priced tableware, the third table was arranged to display a bamboo basket and a brown plastic tray, on which were placed a white plastic plate, a green individual bean pot, and stainless



Fig. 5.--Photograph of Display Table No. 3

³Ibid.

steel flatware. The table also held a green individual teapot, a green crackled water glass, and a place setting of dark green Malibu Modern pottery arranged on a grey nubbly placemat. A clear glass plate and a sherbert dish were placed on the dinner plate, and a tall, round clear glass flower container with wild plum branches in it completed the arrangement. Numbers 7, 9, and 12 of the "Precepts of Modern Design" were to be found with the objects on Table Number 3 (see Figure 5).⁴

On the fourth table a varied assortment of kitchen utensils illustrated Numbers 3 and 4 of the "Precepts of

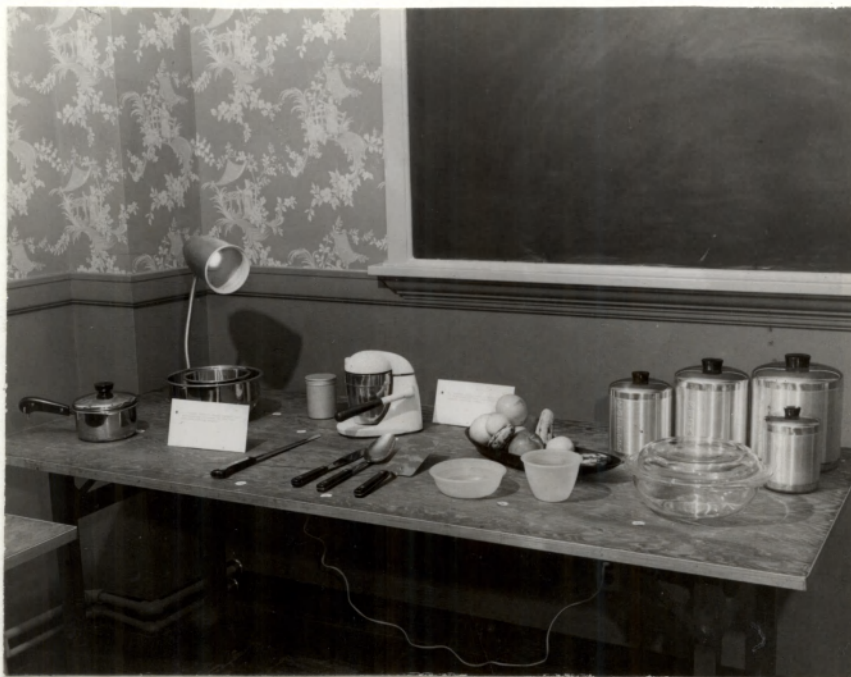


Fig. 6.--Photograph of Display Table No. 4

⁴Ibid.

Modern Design."⁵ A Revere Ware double boiler, an aluminum salt shaker, aluminum Mixmaster bowls, stainless steel Flint cooking tools, a Universal knife, a JuiceKing, a laminated plastic bowl with fruit in it, plastic refrigerator bowls, a pyrex baking dish, and an aluminum canister set were arranged as shown in Figure 6. A brass gooseneck lamp was also used with this group because of the availability of an electric outlet behind the table.

Holgate toys made of wood were displayed on the fifth table. A color cone and a wagon full of colored blocks

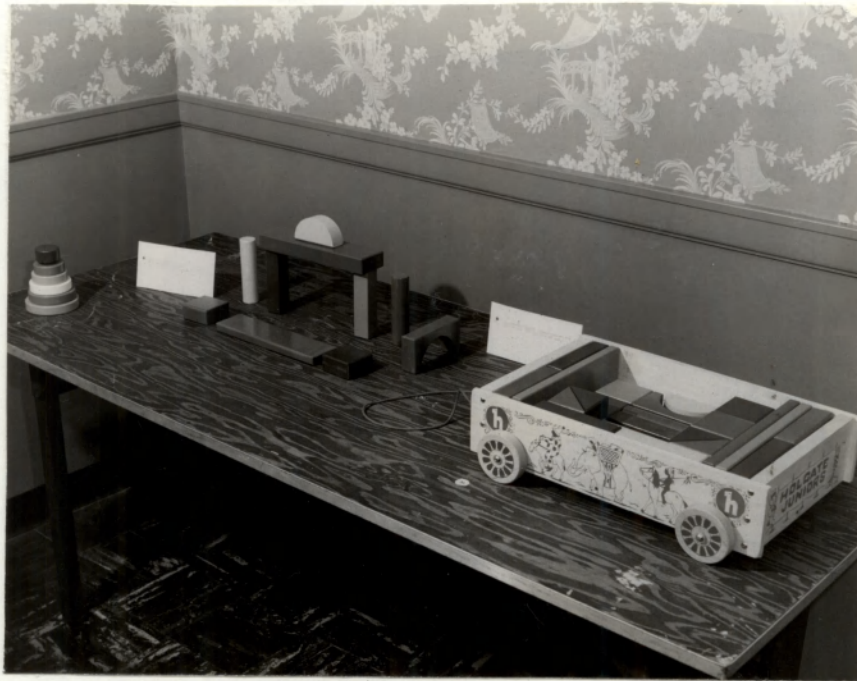


Fig. 7.--Photograph of Display Table No. 5

⁵Ibid.

were arranged with some of the blocks taken out of the wagon to show their construction possibilities (see Figure 7). Numbers 10 and 11 of the "Precepts of Modern Design" were displayed with the toys.⁶

Hostesses

It was decided that a group of hostesses would add to the efficiency and effectiveness of the exhibition; and with that aim in mind, friends of the writer were requested to act in that capacity. Five women accepted the responsibility, and each served for a two-hour period. The duties of the hostess on duty consisted of registering the visitors and dispensing the catalog and the questionnaire. She gave pencils to those needing them. The hostess also mingled with the visitors, answering any questions that arose. The hostess table was beside the entrance to the exhibition room, and as each visitor completed the tour of the exhibition, the completed questionnaire was received by the hostess and placed in a container provided for that purpose.

Publicity

The writer was interviewed for a special story concerning the exhibition by a member of the society staff of the Wichita Daily Times newspaper. This story and a

⁶Ibid.

picture of the writer were published in the Wichita Daily Times three days prior to the display (see Appendix, p.34). The night before the exhibition there was an announcement in the Wichita Daily Times, reported by the Wichita Falls Art Association.

In the lobby of the Y. M. C. A. on the day of the exhibition a notice was placed on the bulletin board, giving the title of the show and its location in the building. This made it easy for the visitors to find the exhibition room.

After the exhibition there were two notices in the newspaper. One was reported by the Wichita Falls Art Association in the Wichita Daily Times, and the second was written by the Haskell Free Press, Haskell, Texas, and appeared in that newspaper.

As a result of the publicity received in the Wichita Falls newspaper, the Unity Club at Henrietta, Texas, asked the writer to repeat the display for the Clay County Art Show, as the members and friends were interested in available well-designed products that could be purchased in their home-town, eighteen miles from Wichita Falls (see Appendix, p. 36).

Attendance

The exhibition had a duration of one day. It opened at 10 o'clock in the morning and closed at 9 o'clock in

the evening. During this period 167 visitors signed the register and saw the exhibition. There was no considerable period of time in which no visitors were in attendance. Some of the merchants and business people came during the noon hour, since the Y. M. C. A. is close to downtown Wichita Falls. Six visitors from Haskell, one from Olney, and one from Abilene came in the early afternoon. After school hours groups of Bluebirds, high-school and college students, and teachers attended. Later in the evening the Wichita Falls Art Association attended in a body after its regular meeting. There was no evident correlation between ages or occupational status of the visitors attending the exhibition; only their interest was common to the group.

CHAPTER III

EVALUATION OF DATA

One hundred and sixty-seven questionnaires were given out by the hostesses to the visitors at the exhibition. Of that number, 127 were returned. This number represented 76 per cent of the total. Since some of the school children were too young to possess the requisite information needed to complete the questionnaire, the number of returned questionnaires was greater than anticipated.

Analysis of Reasons for Purchasing

The questionnaire was of such a nature that the visitor was required to indicate a choice, or choices, from among four possibilities (see Questionnaire, Question I, Appendix, p. 40). The questions were asked in an attempt to discover whether the visitor was aware of the well-designed, everyday objects available in the home-town stores.

As shown in Table 1, most visitors checked the questions indicating choice based on use and good design, which indicated that they did not consider the price first; nor were they primarily attracted to the "pretty" object if appearance was not combined with practical features; however, four people checked "prettiness" and price as major

determinants in choice of household articles. Fourteen members of the group indicated that their purchases were determined primarily by the usefulness of the articles, and thirteen placed good design first. Three of the patrons checked all of the possibilities and two did not check any,

TABLE 1
STANDARDS USED BY VISITORS FOR PURCHASING
OBJECTS FOR THE HOME

How the Visitors Purchase	Number
"Do not buy"	1
Pretty	1
Useful	14
Right price	2
Well-designed	13
Pretty and useful	5
Useful and right price	19
Pretty and right price	4
Useful and well-designed	39
Pretty and well-designed	5
Pretty, useful, and well-designed	8
Pretty, useful, and right price	5
Useful, right price, and well-designed	6
Pretty, useful, right price, and well-designed	<u>3</u>
Total	125

although they filled in other parts of the questionnaire. One said that he did not do the purchasing of household articles. Nineteen checked the spaces "useful" and "the right price," while six checked "useful," "right price," and "well-designed." Two of the patrons considered the price before anything else. There was another combination of blanks checked by eight people. This combination included "pretty," "useful," and "well-designed." Only 30

per cent of the visitors checked "useful" and "well-designed," which shows the need of developing an awareness of well-designed objects for the home.

Analysis of Visitor's Likes and Dislikes

The questionnaire given to each visitor aided the writer in finding out which object appealed to the patron most and which one he disliked most. In making their selections, the visitors were asked to sit in the chair exhibited, in order to test it for comfort. They were also encouraged to handle other objects displayed. By receiving this tactile experience, the participants developed a better conception of the usefulness of the objects presented; for example, the garden tools displayed on the first display table (see Figure 3) were handled to discover their balance and ease of leverage.

The writer found, in tabulating the questionnaires, that most of the people liked everything in the exhibition even though they preferred one object to another or liked one less than another (see Comments, Appendix, p. 41). An additional fact discernible in the evaluation was that the objects which were liked the most by some visitors were also disliked the most by others (see Table 2).

Charles Eames chair.--The Eames chair caused more comment than any other object exhibited (see Figure 2). The high-school students said that they would like to have

TABLE 2

USEFUL OBJECTS IN THE EXHIBITION WHICH THE
VISITORS ESPECIALLY LIKED OR DISLIKED

Catalog Number	Object	Number Who Liked Article	Number Who Disliked Article
1	Bamboo blind	4	8
2	Bamboo rake	...	3
3	Flower pot and tray
4	Garden tools	3	1
5	Redwood planter box	2	...
6	Edith Heath stoneware	1	2
7	Russell Wright glass
8	Russell Wright vegetable bowl	1	...
9	Plastimat	1	1
10	Brusche pottery	1	...
11	Fiber placemat	1	...
12	Ballerina pottery
13	Silver plated flat-ware	...	4
14	Glass
15	Edith Heath stoneware	12	1
16	Bamboo basket	1	3
17	Individual teapot	...	1
18	Bean pot
19	Plastic plate	1	...
20	Stainless steel flat-ware	...	2
21	Plastic tray	3	...
22	Imported crackled water glass	3	1
23	Malibu Modern pottery	7	1
24	Glass plate and bowl	2	...
25	Placemat	1	...
26	Glass flower container	18	5
27	Aluminum mixmaster bowl set	5	1
28	Revere Ware double boiler	3	1
29	Universal knife
30	Salt Shaker
31	Flint cooking tools
32	JuiceKing	1	...
33	Laminated plastic bowl	8	...
34	Plastic refrigerator bowls	...	5
35	Pyrex baking dish	1	...
36	Aluminum canister set	4	3

TABLE 2--Continued

Catalog Number	Object	Number Who Liked Article	Number Who Disliked Article
37	Charles Eames chair	54	7
38	Floor lamp	3	6
39	Holgate toys	3	4
40	Brass gooseneck lamp
51	Screen	1	...

the chair at school; the clubwomen said that they would like to have it at club meetings; and many visitors thought it would be ideal for church. One lady's first thought about the chair was that it looked like a bathroom fixture. Many others were skeptical upon first seeing it, but after sitting in it, most of them thought it very functional and they were inclined to like it.

Fifty-three of the 127 votes indicated that the chair was first choice (see Table 2). This was 40 per cent of the total number, the largest favorable vote received by any other object. Seven individuals indicated a dislike for the chair. The bamboo blind and the floor lamp were almost equally disliked, although the number disliking either object or both was small in comparison to the total number of votes.

Glass flower container.--Next in popularity to the Eames chair was the tall, round, clear glass flower container. Wild plum branches were arranged in it (see Figure 5). The container occupied an advantageous position in the

room, as the sun shone on it during the afternoon. This well-designed object received 14 per cent of the preference votes of the visitors. There were eighteen who liked the flower container and five who did not like it.

Edith Heath stoneware.--The Edith Heath stoneware received nearly as many favorable votes as the glass flower container (see Figure 4). Many visitors were not aware that this product was available in their home-town. They were impressed by its beauty, simplicity, and durability. This popularity seems to indicate a tendency on the part of the patrons away from porcelain. One individual expressed a dislike for this ware while 9 per cent approved of it.

All other objects.--The bamboo blind, the bamboo rake, the dark red floor lamp, the silver plated flatware, the plastic refrigerator bowls, and the Holgate toys were the objects that were checked unfavorably the greatest number of times. Also, many school children expressed a dislike of the plastic plate and tray orally because of the mental association with a school cafeteria.

There were twenty-one objects--half of the group displayed--that received no indication of dislike. They were the flower pot and tray, the redwood planter box, the Russell Wright glass, the Russell Wright vegetable bowl, the Brusche pottery, the fiber place mat, the Ballerina pottery, the glass,

the bean pot, the plastic plate, the plastic tray, the glass plate and bowl, the placemat, the Universal knife, the salt shaker, the Flint cooking tools, the JuiceKing, the laminated plastic bowl, the pyrex baking dish, the brass gooseneck lamp, and the screen.

Nine of the previously mentioned group received neither an indication of like nor of dislike. They were: the flower pot and tray, the Russell Wright water glass, the Ballerina pottery, the water glass, the bean pot, the Universal knife, the salt shaker, the Flint cooking tools, and the brass gooseneck lamp. These objects seemed to make little impression on any of the patrons. It may be that the objects were too familiar household articles, or that the patron chose the article he liked least or best according to its interest as an object new to him.

The bamboo rake, the silver-plated flatware, the individual teapot, the stainless steel flatware, and the plastic refrigerator bowls composed a group that received no favorable, but several unfavorable, votes.

Comments

Forty-four of the questionnaires were returned without any comments under Point IV (see Questionnaire, Appendix, p. 40). There were ten that contained unfavorable comments, while seventy-three had favorable comments. Many of the unfavorable comments dealt with color and durability. While some visitors probably did not have the background

to appreciate the integrating value of a simple, subdued color scheme, others possibly had the impression that the author did not approve of a more varied color arrangement. Perhaps the reason for limiting the number of colors used (see p. 6) should have been explained to the visitors. Before people sat in the chair, they said that it did not look comfortable; however, after sitting in it all visitors except one changed their reaction to one of enthusiastic acceptance. Some thought that the writer should have included more decorated objects in the exhibition. This indicates that articles were considered one by one rather than as units in a larger decorating scheme--the whole room interior. One visitor thought it should be possible to combine the decorative features of the past periods with the severe simplicity of modern design, and thereby attain a more attractive effect; and another questioned: "Where does the art part enter?" There were several who did not think that the bamboo rake was durable, but one in particular said that it was not practical for inexperienced help.

The favorable comments included statements from many that they had never attended an exhibition of this type before; and these wished for more like it. As a whole the objects were accepted and were considered practical for this sandy country--well-designed, attractively priced, and more adaptable than antiques to our style of living. Some

of the visitors who had seen displays of this type before in other places were glad to see one in this community, and they hoped that this exhibition would create an awareness to good design in household articles and an interest in well-designed, useful objects that can be purchased in their home-town.

CHAPTER IV

CONCLUSION

This exhibition of useful objects for the home was held by the writer in an attempt to develop a community awareness to well-designed recently-produced products available in Wichita Falls. In selecting the products from the merchandising houses of this area, it was considered that the public would be most interested in contemporary design as expressed in household articles. Traditional pieces were not exhibited, even though they, too, may exemplify good design and suitability for present-day use, because the writer wished to impress upon the patrons the wealth of contemporary objects that have been designed especially to meet the needs of living today.

The harmonious arrangement of the objects which were displayed was achieved through color, texture, and form. The colors--grey and dark green--were chosen because of their ability to blend with the natural tones of the different materials of the objects and the oak finish of the tables upon which they were arranged. This provided sufficient contrast on each table; so no object was particularly outstanding, but all of the objects in each display had their place of interest as an integrated whole.

The exhibition was planned to present the simplest products of good design that could be obtained at a moderate price. Because of this plan to show the patrons how the simplicity of texture and form play an important part in art objects, the writer did not select any decorated object. A variety of materials was chosen, so that the consumer could see how modern design has developed the textures of both new and traditional materials.

Modern design should fulfill the practical needs of modern life, should express the spirit of the times, and should benefit by contemporary advances in the fine arts and pure sciences, as stated by Kaufman in his "Twelve Precepts of Modern Design."¹ The form of an object is influenced by the time in which it was designed; and objects of good form were presented in the display to show the advances of design in our time.

Some of the comments gathered from the questionnaire indicated that the patrons lacked the ability to accept the untraditional in American contemporary design. The dark red floor lamp was an example of this, as it received many unfavorable votes in comparison with its favorable ones. A lamp should be designed "to give the best possible light in controlled quantities and directions," and not be

¹ Edgar Kaufman, Jr., What Is Modern Design?, p. 7.

"a decorative object which incidentally sheds light."²

The brass gooseneck lamp exhibited on Display Table No. 4 (see Figure 6) received no recorded reaction. It is possible that the novelty of the "picture window" lamp has grown in popularity because of its decorative aspect; so the plain brass gooseneck lamp did not attract attention, although its form was functional and beautiful.

The comments also showed that the public is capable of changing its mind, once standards for judging good design are understood. Reactions to the Eames chair illustrate this point. The chair affected everyone who came to the exhibition. Many had not seen a chair like this before, but all were interested in testing this piece of furniture designed for twentieth century living "whose design compares favorably with the best in furniture design of the past."³ After sitting in the chair, many who previously disliked it enthusiastically accepted it.

The pyrex baking dish and the heavy-bottom water glass represented good design that has been available to the consumer for many years, yet slight changes have been made in both articles from time to time to keep in step with social and scientific changes. These two objects received

²"Lamps and Lighting," Everyday Art Quarterly, XII (Fall, 1949), 1.

³"The Tradition in Good Design," Everyday Art Quarterly, XVI (Fall, 1950), 13.

very little comment. This seemed to indicate that they had become so common that they were no longer noticed. They were completely accepted but not enjoyed as the works of art they really are.

The forty-one objects that were exhibited were selected to aid the public in realizing that art objects may be purchased in a nearby store and that they may be put to immediate and constant use.

It is hoped that the exhibition will have lasting effects on the patrons that attended: (1) that the art students of the high school will see fit to present a similar exhibit to their friends and fellow students, (2) that the art students from the college will present a useful objects exhibition periodically, (3) that the teachers will see the importance of stressing art in useful objects for everyday living, (4) that the merchants will continue to provide the consumer with well-designed objects, and (5) that the consumers will be aware that useful objects for the home are available in their hometown stores.

APPENDIX

The Invitation

- YOU ARE REQUESTED TO ATTEND
- AN EXHIBIT OF
USEFUL OBJECTS FOR THE HOME
BY PHOEBE TYSON
- CHINESE ROOM, YMCA
WICHITA FALLS, TEXAS
MARCH 14, 1951
10 A. M. TO 9 P. M.

Publicity

Wichita Daily Times Page 4 A THURSDAY
March 8, 1951
WICHITA FALLS, TEXAS

**'WORK SESSION'
IS CONDUCTED BY
ART ASSOCIATION**

The Wichita Falls Art Association held a "work session" Wednesday evening at the YMCA.

The members painted from life models and still life studies that had been set up. Jim Hillis was in charge of the work period.

Mrs. Meak Turner's painting, "Landscape" was hung as the picture of the month. Announcement was made that Phoebe Tyson, of North Texas State College in Denton is to hold an exhibit of "Useful Objects for the Home" at the YMCA in the Chinese Room from 10 a. m. to 9 p. m. March 14. The Forum affiliated tea is planned for March 30.

Miss Jennie Roberson, president, announced that the next meeting will be March 14 at 7:30 o'clock in the Pine Room of the YMCA. A criticism period will be held. Life models and still life models will be set up for the session. Hostesses will be announced later.

Hostesses for Wednesday's meeting were Misses June Thompson and Pauline Morley.

Publicity

Wichita Daily Times
 WICHITA FALLS, TEXAS
 Page 6 B SUNDAY
 March 11, 1931



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 TYSON JR.
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Wichita Daily Times

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Publicity

Wichita Daily Times Page 6 A THURSDAY
March 15, 1931
WICHITA FALLS, TEXAS

ART ASSOCIATION MAKES PLANS FOR EXHIBITION SUNDAY

Plans for an art exhibit at the Woman's Forum Clubhouse Sunday afternoon were discussed at a meeting Wednesday night by the Wichita Falls Art Association at the YMCA.

The exhibit is to feature original paintings by Lloyd Collins and Jim Hillis, members of the association. The public is invited to visit the show between 3 and 5 o'clock that afternoon. The Woman's Forum art department will be co-sponsors of the show.

Miss Jennie Roberson, president, conducted the meeting and announced that the members will sponsor an art show April 8 at the Woman's Forum clubhouse. Criticism of paintings for the exhibit was conducted. The meeting next week has been cancelled so that the members may use that time to prepare paintings for the exhibit. The members will meet March 28 for a lecture on recent art books and magazines by Lloyd Collins, who will also display a collection of books and magazines. Also at that time the final criticism period will be conducted at which time directions will be given for materials that are to be hung for the show.

An announcement was made of the Texas Arts and Crafts Show in Austin April 21, 22; a sidewalk show in Bowie by the Bowie Art League for Monday, April 2. The Wichita Falls Association members are invited to participate.

The members visited the exhibit of "Useful Objects for the Home" which was sponsored by Mrs. Phoebe Tyson.

Hostesses were Mesdames C. C. Bunnenberg and Meak Turner.

Publicity

Wichita Daily Times

WICHITA FALLS, TEXAS

Page 16B SUNDAY

April 8, 1951

Young Wichitans to Participate in Art Show Sponsored by Henrietta Unity Club

Nine young Wichitans will receive recognition at the Henrietta art show being sponsored by the Unity Club of that city Tuesday. They are Misses Nancy Penix, Gay Ireland, Alma Joe Schiebe, Cynthia Nelson, Joffa Gemar, Carol Beth Fillmore, Mary Jane Kolp, Elizabeth Pierce and Patsy LeBus. Students of Mrs. J. D. Avis III, prominent Clay County artist, the girls will appear at the show wearing skirts which they have painted under her direction.

The exhibit is to be held from 3 to 5 o'clock in the afternoon and beginning at 7:30 o'clock in the evening at the Henrietta Livestock Barn.

Mrs. Avis' work will be the most extensive in scope since she is to display portraits, still life paintings, landscapes in oils and pastels, copper and pewter objects, furniture, and miscellaneous examples of artistic endeavor. Mesdames W. S. Culwell, Houston McMurry and Dave Utley, all of Henrietta, will exhibit with Mrs. Avis.

One division of the show is to be patterned after the famous Parisian sidewalk exhibits. This will feature the puppets, crayon and tempera murals, ceramics and pen and ink sketches by Mrs. Clyde King and Mrs. Felix Watson. An artist making drawings of guests as they view the exhibits will lend atmosphere to the scene.

Mrs. Joe Tyson Jr., a former Wichitan now residing in Haskell, is arranging a display of modern design in everyday living. This particular interpretation of art, though comparatively new, is enjoying deserved recognition from outstanding museums throughout the country.

Students of Henrietta's public schools will play an important role in the art show. Examples of their work will be prominently displayed. Members of the Parent-Teacher Association and faculty of the grade school are to be hosts and hostesses at the evening show.

Co-chairmen of the general committee on arrangements are Mesdames L. E. Dickerson and Macon Boddy assisted by Mrs. D. O. Daniel and Mrs. Clyde Suddath. Mesdames Ernest Lamb,

Andrew Smith and E. L. Ikard are working with Mrs. Watson on the entertainment committee. Correspondence and telephone committee duties have been handled by Mrs. McMurry together with Mesdames Lewis Brown, William Burnside, T. K. Jones and Tom Green.

Others on the various committees include Mr. and Mrs. Frank H. Johnson, Mr. and Mrs. D. A. Greer, Mrs. Fred Oheim, Donley Suddath, Clyde Suddath, William Burnside, D. D. Daniel, Lewis Brown, Felix Watson, J. D. Avis III, Clyde King and Macon Boddy.

THE HASKELL FREE PRESS

Haskell, Texas, March 29, 1951

PAGE EIGHT

Haskell Woman Presents Display of Useful Home Objects In Wichita Falls

As a part of her work on the thesis for a master's degree in art at North Texas State College in Denton, Mrs. Joe Tyson of this city recently held an exhibit of useful articles for the home in Wichita Falls, which attracted widespread interest in that city, and has elicited much favorable comment for the young artist.

The Wichita Falls display was held in the Chinese Room of the YMCA in that city, and numer-

ous Wichita Falls merchants cooperated in making the display possible. Also cooperating and attending were the High School Art Classes and the Wichita Falls Art Association.

Emphasizing good design available in the most familiar of household articles, the display by Mrs. Tyson included furniture, garden tools, toys, kitchen utensils, glassware and ceramic ware and many other everyday objects.

The Catalog

USEFUL OBJECTS FOR THE HOME

PHOEBE TYSON

The Catalog

It is with gracious assistance and cooperation of the merchants, Miss Jennie Roberson, Director of Art Education of the Wichita Falls Public Schools, Mr. Norman Macleod, former Director of the Y.M.C.A. of Wichita Falls, Texas, Dr. Cora E. Stafford, Director of the Department of Art, North Texas State College, Denton, Texas, and my friends that this exhibit has been arranged and made possible

The Catalog

1. Bamboo blind
North Texas Furniture Co.
2. Bamboo rake
White's Auto Store
3. Flower pot and tray
Central Seed and Feed Store
4. Garden tools
Central Seed and Feed Store
5. Redwood planter box
Bebb's Flowers
6. Edith Heath stoneware
North Texas Furniture Co.
7. Russell Wright glass
Zale's Jewelers
8. Russell Wright vegetable bowl
Zale's Jewelers
9. Plastimat
Perkins-Timberlake
10. Brusche pottery
Perkins-Timberlake
11. Fiber placemat
Perkins-Timberlake
12. Ballerina pottery
Kruger Jewelry Co.
13. Silver plated flatware
Wichita Falls Cafe Equipment Co.
14. Glass
McCrory's Five and Ten

The Catalog

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| 15. Edith Heath stoneware
North Texas Furniture Co. | 20. Stainless steel flatware
Wichita Falls Cafe Equipment
Co. |
| 16. Bamboo basket
Wichita Falls Cafe Equipment
Co. | 21. Plastic tray
Wichita Falls Cafe Equipment
Co. |
| 17. Individual teapot
Wichita Falls Cafe Equipment
Co. | 22. Imported crackled water glass
Zale's Jewelers |
| 18. Bean pot
Wichita Falls Cafe Equipment
Co. | 23. Malibu Modern pottery
Wimberley Hardware Co. |
| 19. Plastic plate
Wichita Falls Cafe Equipment
Co. | 24. Glass plate and bowl
McCrory's Five and Ten |
| | 25. Placemat
Perkins-Timberlake |

The Catalog

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| <p>26. Glass flower container
Central seed and Feed Store</p> <p>27. Aluminum mixmaster bowl set
Wichita Falls Cafe Equipment
Co.</p> <p>28. Revere Ware double boiler
Perkins-Timberlake</p> <p>29. Universal knife
Noble Hardware Co.</p> <p>30. Salt shaker
Wichita Falls Cafe Equipment
Co.</p> <p>31. Flint cooking tools
Noble Hardware Co.</p> <p>32. JuiceKing
Unique Shop</p> | <p>33. Laminated plastic bowl
Unique Shop</p> <p>34. Plastic refrigerator bowls
Noble Hardware Co.</p> <p>35. Pyrex baking dish
McGrory's Five and Ten</p> <p>36. Aluminum cannister set
White's Auto Store</p> <p>37. Charles Eames chair
North Texas Furniture Co.</p> <p>38. Floor lamp
North Texas Furniture Co.</p> <p>39. Folgate toys
Lovelace Bookstore</p> <p>40. Brass gooseneck lamp
North Texas Furniture Co.</p> |
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Price List of Objects

Object	Price	Store
1. Bamboo blind	\$6.95	North Texas Furniture
2. Bamboo rake	.79	White's Auto Store
3. Flower pot and tray	.24	Central Seed and Feed Store
4. Garden tools		Central Seed and Feed Store
Scoop	1.80	
Plantender	.25	
Fork	.75	
Garden trowel	.50	
5. Redwood planter box	6.25	Bebb's Flowers
6. Edith Heath stoneware 6-piece place setting	13.50	North Texas Furniture Company
7. Russell Wright glass	.55	Zale's Jewelers
8. Russell Wright vegetable bowl	4.50	Zale's Jewelers
9. Plastimat	.79	Perkins-Timberlake
10. Brusche pottery		Perkins-Timberlake
Milk pitcher	1.25	
Bowl	1.00	
Dinner plate	1.00	
11. Fiber placemat	.69	Perkins-Timberlake
12. Ballerina pottery 20-piece starter set	4.95	Kruger Jewelry Company
13. Silver plated flatware		Wichita Falls Cafe
Knife	.40	Equipment Company
Fork	.30	
Spoon	.25	
14. Glass	.10	McCrory's Five and Ten
15. Edith Heath stoneware		North Texas Furniture Company
Cream and sugar 8-cup teapot	5.95	
16. Bamboo basket	10.95	
	.35	Wichita Falls Cafe
17. Individual teapot	.90	Equipment Company
		Wichita Falls Cafe
		Equipment Company
18. Bean pot	.40	Wichita Falls Cafe
		Equipment Company
19. Plastic plate	1.15	Wichita Falls Cafe
		Equipment Company
20. Stainless steel flatware		Wichita Falls Cafe
Fork	.15	Equipment Company
Desert spoon	.20	
Spoon	.10	
21. Plastic tray	1.15	Wichita Falls Cafe
		Equipment Company

Price List of Objects--Continued

Object	Price	Store
22. Imported crackled water glass	\$.45	Zale's Jewelers
23. Malibu Modern pottery		Wimberly Hardware Company
Cream and sugar	2.45	
Teapot	3.30	
Dinner plate	1.10	
Cup and saucer	1.10	
24. Glass plate and bowl	.20	McCrory's Five and Ten
25. Placemat	.79	Perkins-Timberlake
26. Glass flower container	8.75	Central Seed and Feed Store
27. Aluminum mixmaster bowl set	4.75	Wichita Falls Cafe Equipment Company
28. Revere Ware double boiler	6.00	Perkins-Timberlake
29. Universal knife	2.25	Noble Hardware Company
30. Salt shaker	.65	Wichita Falls Cafe Equipment Company
31. Flint cooking tools		Noble Hardware Company
Spoon	1.75	
Spatula	1.75	
Pancake turner	1.75	
32. JuiceKing	5.95	Unique Shop
33. Laminated plastic bowl	7.25	Unique Shop
34. Plastic refrigerator bowls	.29	Noble Hardware Company
35. Pyrex baking dish	1.00	McCrory's Five and Ten
36. Aluminum canister set	6.95	White's Auto Stores
37. Charles Eames chair	39.95	North Texas Furniture Company
38. Floor lamp	19.95	North Texas Furniture Company
39. Holgate toys		Lovelace Bookstore
Block wagon	12.50	
Color cone	1.50	
40. Brass gooseneck lamp	11.75	North Texas Furniture Company
41. Screen	17.95	North Texas Furniture Company

The Questionnaire

YOUR FRANK ANSWERS TO THE FOLLOWING QUESTIONS WILL BE VERY HELPFUL TO ME.

- I. WHEN SELECTING OBJECTS FOR THE HOME, DO YOU BUY
BECAUSE: (CHECK ONE IN EACH LINE)

IT IS PRETTY_____, OR IT IS USEFUL_____.

IT IS THE RIGHT PRICE_____, OR IT IS WELL-DESIGNED_____.

- II. WHICH OBJECT DO YOU LIKE BEST IN THIS DISPLAY?_____

- III. WHICH OBJECT DO YOU DISLIKE IN THIS DISPLAY?_____

- IV. COMMENTS:

Comments Written Under Point IV of the Questionnaire

"The display is interesting and even has some unusual features. I like the simplicity of modern design, but do not see why we should not find it possible to combine a bit of the decorative features of past periods with this severe simplicity and thereby attain a more attractive effect."

"Where does the art part enter?"

"Not enough bright colors. I don't like plastic."

"Bamboo rake will not last like a steel one. I especially like the kitchen articles."

"When you look at it (No. 37) you can't tell what it is. I don't think I would like it in my house."

"No. 37--Because it doesn't look like a chair and it doesn't look comfortable. No. 38--It isn't high enough."

"Rake should be steel. All very good. Decorative china is useful and pleasing to eye and color schemes. I predict great future for chair."

"I like the ideal of object No. 1 being used as curtains. The dishes are useful but I would like them better if they were of a louder color. The baby blocks are objects I like least. The chair is very good and also the lamps."

"Bamboorake, not practical for inexperienced help. Chair too high priced for average person. Nicely arranged. All these things are practical for this sandy country."

"The bamboo rake does not look to be very useful. Too frail."

"Everything is very helpful in keeping house."

"Very good--would like to see more."

"Entire exhibit very good."

"A nice display and well planned."

"This is a nice selection and gives one some very nice ideas for useful objects in the home."

"Nice display of useful objects for the home."

"Very artfully displayed and good taste used in selection of articles."

"Very lovely display."

"Its all very beautiful."

"It's a very nice display and all the items could be very useful to the modern housewife."

"I have to build a house I would surely use the chair No. 37 and coffee, sugar holders."

"Very well done."

"First one attended. Very unusual, clever, and beautiful."

"They are all pretty."

"I like the redwood planter very much, the Flint kitchen utensils, and the Mailbu dishes. I think the material is better than the shape of the dishes. The Pyrex baking dish (No. 35) is a nice piece, I think. The plastic chair (No. 37) and the laminated plastic bowl (No. 33) are my favorite pieces, I believe."

"I like the simplicity of line found in most of the objects on display. I'm glad to see someone preseting Wichita Falls with some contemporary art. People here aren't aware there is such a thing even though they use objects of modern creative design everyday in their homes."

"I also liked the glass flower container, it's simple yet very attractive; the aluminum canister set; and the Holgate toys." I really enjoyed the exhibit. It was much more unusual than anything I have ever seen of any kind of art exhibition."

"Wonderful display, wish I could buy it all!"

"Would enjoy having and using most all articles in display."

"Very interesting."

"I have enjoyed the display--and will keep several items in mind for purchase--sometime. I love the solid colored

dishes you selected rather than wild floral designs I see on some pottery."

"Very interesting."

"Equipment designed for usefulness as well as beauty and appearance."

"I consider them all very useful. I think everything very artistic and useful."

"A very interesting display."

"Nice."

"All articles are useful and attractive."

"I don't think you have to sell a lot of people on modern design just as long as the design is practical, reasonably priced and better than the existing design."

"A progressive step to modern living."

"Would suggest you bring objects as these to the attention of public more often. Enjoyed this."

"I like all your display."

"This is my first exhibit of this type. I like the entire exhibit, but am least interested in the gardening tools, etc. The chair is quite interesting."

"I enjoyed the display very much."

"As a whole everything is beautiful."

"I believe that this exhibition is especially valuable to the student of art to determine the best design that would fulfill its purpose and most liked by the public, the consumers."

"A well arranged display."

"Very interesting."

"It is a wonderful exhibit. I enjoyed it very much. Have never attended one like this before."

"I think that this exhibition is of extraordinary value to the art student."

"Everything is arranged in a way to provide for usefulness and comfort."

"I believe that modern materials and designs are more adaptable to our type of living than antiques. I shall be happy to accept any given article."

"A very fine display, representing much thoughtful planning."

"A very interesting and well rounded exhibit."

"Very fine display."

"This is my first visit to an exhibit of this kind. I like things with simple design."

"Very fine display."

"Good design, and practical."

"Very interesting display. Garden tools unique."

"No. 34 should have covers. Everyting which was displayed was quite interesting and had good design."

"I think you have used wonderful taste in all your selections."

"It's a pleasure to see such a well-designed as well as functional group of objects--all so well displayed. There is nothing here I couldn't use with delight."

"All are useful and a nice exhibition. The Revere Ware is grand."

"I believe everything is useful."

"You have so many nice things displayed, it is difficult to make a choice."

"Your entire exhibit appeals to me very much."

"A most interesting display, artistically arranged."

"All of these objects are useful in anybody's home and I like them all."

"This exhibit is filled with beautiful objects of great use and value to the homemaker. I cannot find anything I dislike."

"Attractive collection of articles--well-displayed."

"A wonderful and comprehensive exhibition. I have thoroughly enjoyed it."

"I like all objects in display, disliking none."

"I didn't dislike any of them."

"Your displays were wonderful."

"I like the modern design simplicity."

"The type material that should be shown and explained more often. The general public is not so well informed. Choice of objects well chosen, arrangement well planned, and in keeping with the problems desired."

"You have made such nice selections, I cannot find anything I would dislike."

"A very interesting, constructive, and well-chosen display. I like the kitchenware especially. Because my interests do not lie with children at the present, the toys were least interesting. The chair was quite unique--amazingly enough, so comfortable."

"I've enjoyed the display, especially because the articles are in a price range of budget homes."

"The exhibit is very attractive. I am not qualified to pass on the most practical objects but I enjoyed seeing all of them."

"Very practical exhibit. Would like to see more of them."

"First exhibit I have ever seen and find it very helpful. Would like to see more of them."

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