The Bulletin, Friday, December 27, 1963 Public tiring of designers'

quessing game By Gay Pauley

NEW YORK (UPI) — Modern industrial designers have set off a great guessing game with "over-design," and the American consumer is getting tired

So charges a leading indus-trial designer who chides his confreres for creating car door handles so carefully disguised that they can't be found; lamps that have no apparent means of being turned on and off; and washing machine control panels that might belong to a lunar probe spaceship.

Walter P. Margulies, president of Lippincott and Margu-lies, an industrial design and marketing consultant firm, said that "designers sometimes smoke too much of their own

"Design is great," he said, "but it's got to be design with a purpose. If it's just showing off - and let's face it, there's around today — then sooner or later, it's going to backfire.

Consumer Rules "The average consumer...will take just so much of what we call 'designy-design.' Then he's going to say, 'Stop trying to kid me."

"Quite a few people already are saying it," said Margulies. Margulies commented in an interview that "cute" design can be a safety hazard too. He cited the various models

of automobiles as an example. of automobiles as an example.
"Quite a few people are renting cars these days," he said.
"All too frequently, the car you rent today presents quite a different set of controls than the one you drove yesterday. The hunt for 'exotic' push-buttons, hunt for 'exotic' push-buttons, handles, knobs and other gad-gets that operate the windshield wiper, radio, windows, heater, defroster, and what-have-you can take a lot of attention from the important business of driv-

"...It could mean ending your trip up against a tree."

Margulies, a constant traveler, cited some modern hotel rooms as good examples of

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No. 2506
In the District Court of the
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NOTICE IS HEREBY GIVEN, that the undersigned, Administrator with the Will Annexed of the estate of Walter H. May, deceased, has filed its final account in the above entitled court, and that Friday, January 10th, 1964, at 10:00 o clock a.m. in the Court Room of the above entitled court has been appointed by the court as the time and place for the hearing of objections thereto, if any, and the settlement thereof.

Dated and first published December 13, 1963.

Date of last publication January 3, 1964.

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