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The Bulletin, Friday, December 27, 1963 9

Public tiring of designers' guessing game

By Gay Pauley
UPI Staff Writer

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

So charges a leading industrial 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 Margulies, an industrial design and marketing consultant firm, said that "designers sometimes smoke too much of their own opium."

"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 an inordinate amount of that 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. "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, handles, knobs and other gadgets that operate the windshield wiper, radio, windows, heater, defroster, and what-have-you can take a lot of attention from the important business of driving."

"...It could mean ending your trip up against a tree," Margulies, a constant traveler, cited some modern hotel rooms as good examples of over-design.

"The surroundings are usually inviting and put the traveler in a nice frame of mind," he said, "until he starts trying to figure out the idiosyncrasies of the glossy telephone directory that slips under the phone, the bath with its camouflaged shower controls, the bedside lamp with the switch that defies detection."

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LOST? Classified Ad INDEX

To Buy... Sell... Trade

Automobiles For Sale	21
Business Services	21
Automobiles Wanted	21
Auto For Trade	21
Auto For Sale	21
Baby Sitters	21
Beauty & Hair	21
Business Opportunities	21
Building Contractors	21
Food & Drink	21
General Notices	21
Help Wanted	21
Lost & Found	21
Legal Notices	21
Medical Services	21
Real Estate	21
Services	21
Used Cars	21
Used Furniture	21
Used Appliances	21
Used Tools	21
Used Books	21
Used Records	21
Used Clothing	21
Used Electronics	21
Used Stoves	21
Used Washers	21
Used Dryers	21
Used Freezers	21
Used Dishwashers	21
Used Microwaves	21
Used Toasters	21
Used Blenders	21
Used Juicers	21
Used Coffee Makers	21
Used Kettles	21
Used Pots	21
Used Pans	21
Used Trays	21
Used Plates	21
Used Cups	21
Used Saucers	21
Used Spoons	21
Used Forks	21
Used Knives	21
Used Utensils	21
Used Tableware	21
Used Linens	21
Used Towels	21
Used Bath Towels	21
Used Hand Towels	21
Used Bed Linens	21
Used Pillow Cases	21
Used Sheets	21
Used Blankets	21
Used Quilts	21
Used Comforters	21
Used Duvet Covers	21
Used Bedspreads	21
Used Rugs	21
Used Carpets	21
Used Area Rugs	21
Used Wall Paper	21
Used Paint	21
Used Stains	21
Used Sealers	21
Used Primers	21
Used Finishes	21
Used Adhesives	21
Used Glues	21
Used Cements	21
Used Mortars	21
Used Plasters	21
Used Gypsum	21
Used Concrete	21
Used Blocks	21
Used Bricks	21
Used Tiles	21
Used Lumber	21
Used Plywood	21
Used OSB	21
Used Siding	21
Used Shingles	21
Used Roofing	21
Used Insulation	21
Used Vapor Barriers	21
Used Radon Gas	21
Used Radon Seals	21
Used Radon Mitigation	21
Used Radon Testing	21
Used Radon Remediation	21
Used Radon Encapsulation	21
Used Radon Sub-slab Depressure	21
Used Radon Sumps	21
Used Radon Fans	21
Used Radon Monitors	21
Used Radon Alarms	21
Used Radon Detectors	21
Used Radon Filters	21
Used Radon Charcoal	21
Used Radon Zeolite	21
Used Radon Activated Carbon	21
Used Radon Ion Exchange	21
Used Radon Reverse Osmosis	21
Used Radon Ultrafiltration	21
Used Radon Nanofiltration	21
Used Radon Reverse Electrodialysis	21
Used Radon Electrodialysis	21
Used Radon Membrane Desalination	21
Used Radon Membrane Filtration	21
Used Radon Membrane Separation	21
Used Radon Membrane Distillation	21
Used Radon Membrane Evaporation	21
Used Radon Membrane Crystallization	21
Used Radon Membrane Adsorption	21
Used Radon Membrane Absorption	21
Used Radon Membrane Permeation	21
Used Radon Membrane Diffusion	21
Used Radon Membrane Transport	21
Used Radon Membrane Separation	21
Used Radon Membrane Purification	21
Used Radon Membrane Concentration	21
Used Radon Membrane Dilution	21
Used Radon Membrane Extraction	21
Used Radon Membrane Inclusion	21
Used Radon Membrane Encapsulation	21
Used Radon Membrane Immobilization	21
Used Radon Membrane Stabilization	21
Used Radon Membrane Protection	21
Used Radon Membrane Preservation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
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Used Radon Membrane Recycling	21
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Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
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Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
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Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
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Used Radon Membrane Remediation	21
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Used Radon Membrane Renovation	21
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Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Disposal	21
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Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
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Used Radon Membrane Refurbishment	21
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Used Radon Membrane Demolition	21
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Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
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Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	21
Used Radon Membrane Reclamation	21
Used Radon Membrane Remediation	21
Used Radon Membrane Restoration	21
Used Radon Membrane Rehabilitation	21
Used Radon Membrane Renovation	21
Used Radon Membrane Refurbishment	21
Used Radon Membrane Repair	21
Used Radon Membrane Replacement	21
Used Radon Membrane Removal	21
Used Radon Membrane Demolition	21
Used Radon Membrane Destruction	21
Used Radon Membrane Disposal	21
Used Radon Membrane Recycling	21
Used Radon Membrane Reuse	