

Moderne Time: Lawson Art Deco Clocks

MODERNE TIME



LAWSON ART DECO CLOCKS

RANDY JUSTER

Founded in 1933, Lawson Time manufactured an astonishing range of premium-quality Art Deco-style digital clocks. These distinctive timepieces have been illustrated in numerous books and acquired by American museums for their permanent collections, but details about the clocks and their maker have been hard to come by and long the subject of speculation—until now.

Here, for the first time, is a detailed and comprehensively researched history of Lawson clocks, including handsome color photographs of over seventy different models manufactured from 1933 to 1980.

Also in *Moderne Time* are profiles of Lawson designers Paul Feher and George Adomatis, tips on dating and evaluating Lawson clocks, clock repair information, catalogs, period advertisements—even a list of movies in which Lawson clocks make an appearance!

Whether you're a Lawson clock collector, an Art Deco aficionado, or simply a fan of obscure 20th century history, you'll be captivated by *Moderne Time*, with its richly illustrated and fascinating story of a heretofore little-known aspect of American Art Deco.



OVER 200 ILLUSTRATIONS — 179 IN COLOR — OVER 70 MODELS ILLUSTRATED,
PLUS PROTOTYPES — CATALOGS — ADVERTISEMENTS



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Join celebrated Art Deco photographer Randy Juster for an illustrated talk showcasing his new book: *MODERNE TIME - LAWSON ART DECO CLOCKS*. Randy will open with a discussion and photo illustration of how he became enamoured with the beauty of Art Deco, which ultimately led him to his passion for all things Lawson.

The Lawson Clock Story

In 1933, Harold B. Lawson founded Lawson Clocks Limited, a small company that manufactured digital clocks. In the early 1930s, Americans were fascinated by streamlined objects like airships and speeding locomotives which were seen as symbols of a bright future. Capitalizing on this trend, most Lawson clocks were designed in the Art Deco or Streamlined Moderne styles. Lawson clocks were of high quality (and price) and while no records remain, it appears most Lawson clocks were not sold in large numbers. Because of the company's low profile and continuous use of Streamline Moderne styling, many people assumed the company went out of business during the Depression. In fact, Lawson Time had three different owners, four different locations and finally closed for good in 1980!

Moderne Time tells this little-known story, along with that of Lawson clock designers Paul Feher and George Adomatis, illustrated with photos of over 70 different Lawson models, plus prototypes, catalogs and period advertisements.

(Although not part of the lecture, the book also covers repairs and how to estimate a clock's value.)

[Buy the Book](#)

About the Presenter

Randy Juster graduated from Chicago's Columbia College with a B.A. in photography. His photographs have appeared in over 30 books, magazines, the New York Times, Los Angeles Times, National Geographic and Forbes. His work has been exhibited at the Minnesota Museum of Art, Center for the Fine Arts in Miami, Joslyn Art Museum in Omaha, Philbrook Museum of Art in Tulsa, National Gallery of Victoria in Melbourne and in the permanent collection of the Smithsonian.

Please visit Randy's website <https://www.decopix.com/> to enjoy his incredible photos of Art Deco buildings from around the world.



Program Details

Date: April 18, 2021

Time: 4:00 PM to 5:30 PM

Cost: \$15 ADSW Members

\$15 Members of other Art Deco Societies(ICADS)

\$20 Non Members

The program will be recorded so that registrants can watch the program at a later date.

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