

The Museum of Modern Art-Woman's home companion exhibition house, 14 West 54 Street, New York

**Gregory Ain, architect, Joseph Johnson and Alfred
Day, collaborating**

Author

Ain, Gregory, 1908-1988

Date

1950

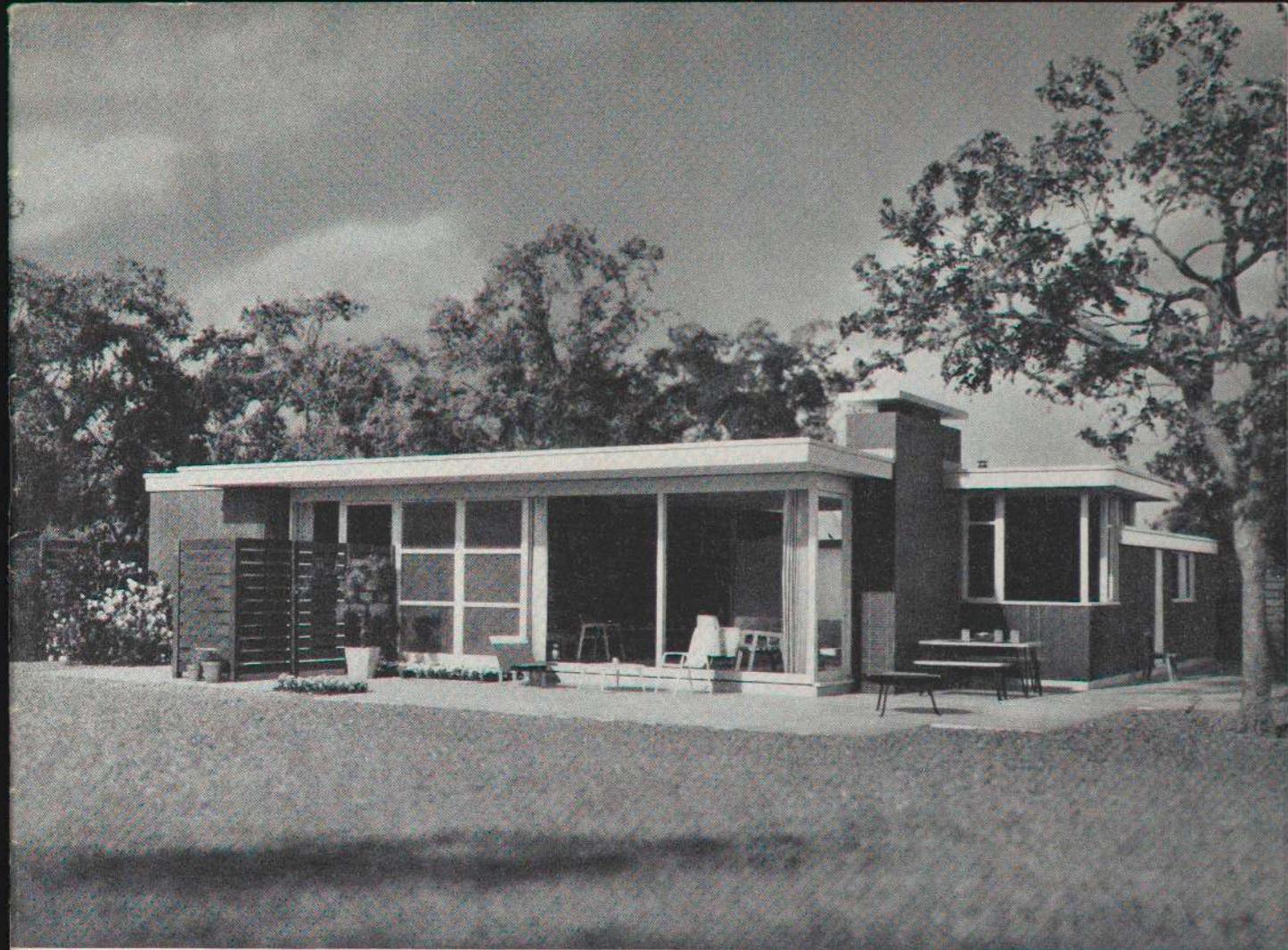
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The Museum of Modern Art

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The Museum of Modern Art's exhibition history—
from our founding in 1929 to the present—is
available online. It includes exhibition catalogues,
primary documents, installation views, and an
index of participating artists.



The Museum of Modern Art—Woman's Home Companion
Exhibition House

14 West 54 Street New York

Gregory Ain *Architect*

Joseph Johnson and Alfred Day *Collaborating*

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The Museum of Modern Art wishes to express its gratitude to the editors of the Woman's Home Companion for their co-sponsorship of the Exhibition House in the Museum Garden. Special thanks are also due the principal contributor, United States Plywood Corporation, and to the general contractors, Murphy-Brinkworth Construction Corporation. The lighting was designed by Richard Kelly.

The Exhibition House is an activity of the Department of Architecture & Design. The interiors and furnishings were selected by the Department, and assembled by Greta Daniel, Assistant Curator of Architecture & Design.

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Price List for Furnishings
in The Museum of Modern Art—Woman's Home Companion
Exhibition House

May 19—October 29 1950
 4 West 54 Street New York
 Gregory Ain Architect

Living Room

	<i>retail price</i>		
LIBRARY TABLE: black iron rod frame, glass top, 34 x 54"	\$64.98	FLOOR LAMP: black lacquered metal, adjustable; linen shade	\$29.50
<i>mfr.</i> Pacific Iron Products Co., Los Angeles, Calif.		<i>des.</i> David Wurster	
<i>ret.</i> James McCreery & Co.*		<i>mfr.</i> Richards-Morgenthau Co., New York	
		<i>ret.</i> Georg Jensen, Inc.	
SIDE CHAIR: black iron rod frame, sheet metal seat	27.50	RUG: Wunda Weve, dove grey cotton, 9 x 12'	94.50
Foam rubber pillow, fabric covered	31.00	<i>mfr.</i> Belrug Mills, Inc., Greenville, S.C.	
(A prize winner in the Museum's International Competition for Low-cost Furniture Design)		<i>ret.</i> Bloomingdale Bros., Inc.	
<i>des.</i> Donald R. Knorr		FIREPLACE EQUIPMENT:	
<i>mfr.</i> Knoll Associates, New York		Screen, iron, 28½ x 40"	30.00
<i>ret.</i> Sachs Quality Stores, Inc.		Log Grabs, wrought iron	35.00
		Fire Dogs, iron	12.00
SOFA-CHAISE: adjustable black metal frame, foam rubber mattress and bolsters	225.00	<i>mfr. & ret.</i> William H. Jackson Co., New York	
Navy nylon, dyed to order (Arundell Clarke)	yd. 8.10	Log Basket, woven reed	2.50
<i>des.</i> Van Keppel-Green		Hearth Broom	1.98
<i>mfr.</i> Balboa Pacific Corp., Fullerton, Calif.		<i>ret.</i> Bloomingdale Bros., Inc.	
<i>ret.</i> New Design, Inc.		RADIO: table model, grey metal case	79.95
		<i>des.</i> Raymond Loewy	
ARMCHAIR: black iron rod frame, molded plastic shell, upholstered	246.00	<i>mfr.</i> The Hallicrafters Co., Chicago	
<i>des.</i> Eero Saarinen		<i>ret.</i> Davega Stores	
<i>mfr.</i> Knoll Associates, New York		TALL VASE: pottery, white, Italian	30.00
<i>ret.</i> James McCreery & Co.;		<i>ret.</i> Bloomingdale Bros., Inc.	
Bloomingdale Bros., Inc.		TALL VASE: clear glass	5.00
		<i>ret.</i> Bloomingdale Bros., Inc.	
SIDE TABLE (stacking stool): ebonized plywood	set of 4, 19.80	CIGARETTE BOX: enamel on copper	12.98
<i>mfr.</i> Pascoe Industries, Inc., New York		ASHTRAYS: enamel on copper,	
<i>ret.</i> Pascoe New York, Inc.		3" to 7" diam.	1.98 to 8.98
		<i>des.</i> E. H. Lichtblau	
		<i>mfr.</i> Joseph Franken, New York	
		<i>ret.</i> Bloomingdale Bros., Inc., Georg Jensen, Inc.	

*all retailers listed are in New York City

BOWL (on counter): lacquered greenish-black glaze \$ 25.00
des. Jade Snow Wong, San Francisco, Calif.
 PLATE (on table): grey swirl pattern 12.00
des. F. Carlton Ball, Oakland, Calif.
 BOWL (on hearth): marbled and yellow glazes 16.00
des. Celeste Caravias, New York
ret. Jacques Seligmann Galleries

DRAPERY MATERIAL: "Streetscene" pattern on Osnaburg cotton yd. 4.20
des. Janna Pratt Goodspeed
mfr. Arundell Clarke, New York
ret. through decorators

CLOCK: electric, grey metal case 19.50
des. George Nelson
mfr. Howard Miller Clock Co., Zeeland, Mich.
ret. New Design, Inc.

Parents' Bedroom

DOUBLE BED: Beautyrest box spring and mattress, 54 x 74" ea. 59.50
mfr. Simmons Company, New York
ret. Bloomingdale Bros., Inc.; James McCreery & Co.

BEDSPREAD: yellow unsinged goat's hair cloth, 66" wide, dyed to order yd. 5.40
mfr. Arundell Clarke, New York
ret. through decorators

ARM CHAIR: metal rod base, molded glass fibre and plastic shell 29.95
 (A prize winner in the Museum's International Competition for Low-cost Furniture Design)
des. Charles Eames
mfr. Herman Miller Furniture Co., Zeeland, Mich.
ret. Sachs Quality Stores, Inc.

BEDSIDE TABLES: black iron frame, glass shelves ea. 28.00
mfr. Molla, Inc., New York
ret. Mayhew Shop

RUGS: Wunda Weve, 24 x 48" ea. 6.50
See living room

BOOK STAND: table model, brass 16.00
des. & mfr. Karl Aubock, Vienna, Austria
ret. Plus Studio

ASH TRAY: pottery, alabaster glaze \$ 6.00
 BOWL: pottery, rough texture 4.00
des. Celeste Caravias, New York
ret. Jacques Seligmann Galleries

HANGING LAMP: aluminum baffle, adjustable reel, paper shade 75.00
des. Richard Kelly
mfr. Middletown Mfg. Co., Middletown, N.Y.
ret. through Richard Kelly

Dressing Room and Bathrooms

STOOL: *see living room*

RUG: Wunda Weve, 4 x 6' 21.95
See living room

DRESSER SET: brown plastic: 6 pieces 32.30
mfr. Shoreham, New York
ret. Saks Fifth Avenue

FLOWER VASE: pottery, Cordovan red 12.00
des. F. Carlton Ball, Oakland, Calif.
ret. Jacques Seligmann Galleries

WASTE BASKET: black plastic 1.79
 SHOWER CURTAIN: white plastic 4.50
 MISCELLANEOUS TOWELS .25 to 2.60
ret. Bloomingdale Bros., Inc.

Children's Play Room

STORAGE UNITS: metal frame, plywood and plastic panels 59.95 to 79.95
Price dependent on size and fittings

des. Charles Eames
mfr. Herman Miller Furniture Co., Zeeland, Mich.
ret. Bloomingdale Bros., Inc.

DESKS: wood
 Hollow blocks, clear lacquered only, 2 sizes 5.95 & 6.50
 Table tops, 22 x 44", linoleum covered 11.95

STOOLS: butter tubs, plywood tops ea. 4.50
mfr. & ret. Creative Playthings, New York

RUG: Wunda Weve, 36 x 60" 12.95
See living room

6.00 WINDOW SHADES: 1/8" vertical bamboo sq. ft. \$.42
 4.00 *plus fittings*
distr. Arundell Clarke, New York
ret. through decorators

HANGING LAMPS: *see parents' bedroom*

5.00 TOYS: Creative Playthings, New York .75 to 6.95

Children's Bedroom

BEDS: Beautyrest box springs and mattresses, 33 x 68" ea. 59.50
See parents' bedroom

1.95 BEDSPREADS: red unsinged goat's hair cloth, 66" wide, dyed to order yd. 5.40
See parents' bedroom

2.30 BEDSIDE TABLE: black iron frame, plywood top, 18 x 38" 30.00
mfr. Molla, Inc., New York
ret. Mayhew Shop

2.00 SIDE CHAIR: *see living room*

STOOL: *see living room*

1.79 RUC: Wunda Weve, 44 x 44" 15.20
 4.50 *See living room*
 2.60

BOWL: pottery, antique-bronze glaze 15.00
des. Jade Snow Wong, San Francisco, Calif.
ret. Jacques Seligmann Galleries

HEN and ROOSTER: Portuguese pottery
 Painted pair 12.00
 Unpainted pair 6.00
ret. Good Living

Dining Area

DINING TABLE: black iron rod frame, glass top, 30 x 48" 59.98
mfr. Pacific Iron Products, Co., Los Angeles, Calif.
ret. James McCreery & Co.

DINING CHAIRS: *see living room*

DINNER PLATES: stoneware, dark green glaze ea. 1.60
 OVAL BOWL: 2.50
mfr. Putney Pottery, Putney, Vt.
ret. Bloomingdale Bros., Inc.

TUMBLERS: clear glass ea. \$.15
des. Freda Diamond
mfr. Libbey Glass Co., Toledo, Ohio
ret. R. H. Macy & Co. for clear glass
 Bloomingdale Bros., Inc. for green

FLATWARE: stainless steel, Tora pattern set of 4, 5.40
des. Folke Arstrom
mfr. Gense, Sweden
ret. Bonniers

PLACE MATS: knitted cotton string, white, 13 x 18" ea. .69
mfr. Emily W. Ellis, Inc., New York
 NAPKINS: white linen doz. 7.98
ret. Bloomingdale Bros., Inc.

COFFEE SET: white porcelain 17.00
mfr. Arzberg, Germany
ret. Pascoe New York, Inc.

DRAPERY MATERIAL: *see living room*

HANGING LAMP: *see parents' bedroom*

Kitchen

ELECTRIC APPLIANCES: furnished by General Electric Co., Bridgeport, Conn.
 Range 299.95
 Dishwasher 214.95
 Disposall 124.95
 Ironer 99.95
 Washer 369.95
 Drier 249.95
 Refrigerator 359.75
 Iron 9.95

KITCHEN UTENSILS, ETC.: furnished by Bloomingdale Bros., Inc.
 Swedish Spice Set (built into wall) 33 50
 Sunbeam automatic toaster 22.50
 Dazey juicer, aluminum 5.95
 Wearever mixing bowl, aluminum 1.10
 Revere tea kettle, stainless steel, copper bottom 4.95
 Revere utensil rack, stainless steel 2.50
 Revere skillets, stainless steel, copper bottoms set of 4, 19.20
 Vollrath drip coffee-maker, white enamel 2.96
 Ekco, Flint kitchen tool-set on rack, stainless steel 12.95
 Shenandoah salad bowl, wood 4.98
 Shenandoah salad servers, wood, 2 pieces 3.98
 Hamilton, Cosco kitchen stool, chrome and leather 7.45

Sanette, step-on garbage can, white enamel \$2.95
 Munising, rolling pin, wood 2.09
 Maggie, magnetic memo board, metal 1.00
 Measuring cup, Pyrex glass .75
 French ovenware bowl 2.19
 Cooking spoons, wood set of 4, .79
 Batter bowl, Portuguese pottery 3.50

WINDOW SHADES: 1/8" horizontal bamboo sq. ft. .42
dstr. Arundell Clarke, New York plus fittings
ret. through decorators

FLOOR MACHINE: 9" disk, metal 110.00
mfr. Kent Electric Co., Rome, N.Y.
ret. Edmar Equipment Co.

Terrace

TABLE: black iron frame, wood slats, 30 x 60" \$ 35.00

BENCHES: black iron frame, wood slats, 18 x 48" ea. 21.00

des. Pipsan Saarinen Swanson
mfr. Ficks Reed Co., Cincinnati, Ohio
ret. W. & J. Sloane

BARBEQUE BRAZIER: black steel, 36" diam. 89.00

des. R. Coelho-Cordoza
mfr. Hawk House, Los Angeles, Calif.
ret. Bloomingdale Bros., Inc.

Archive

MoMA

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The Museum of Modern Art—Woman's Home Companion

Exhibition House

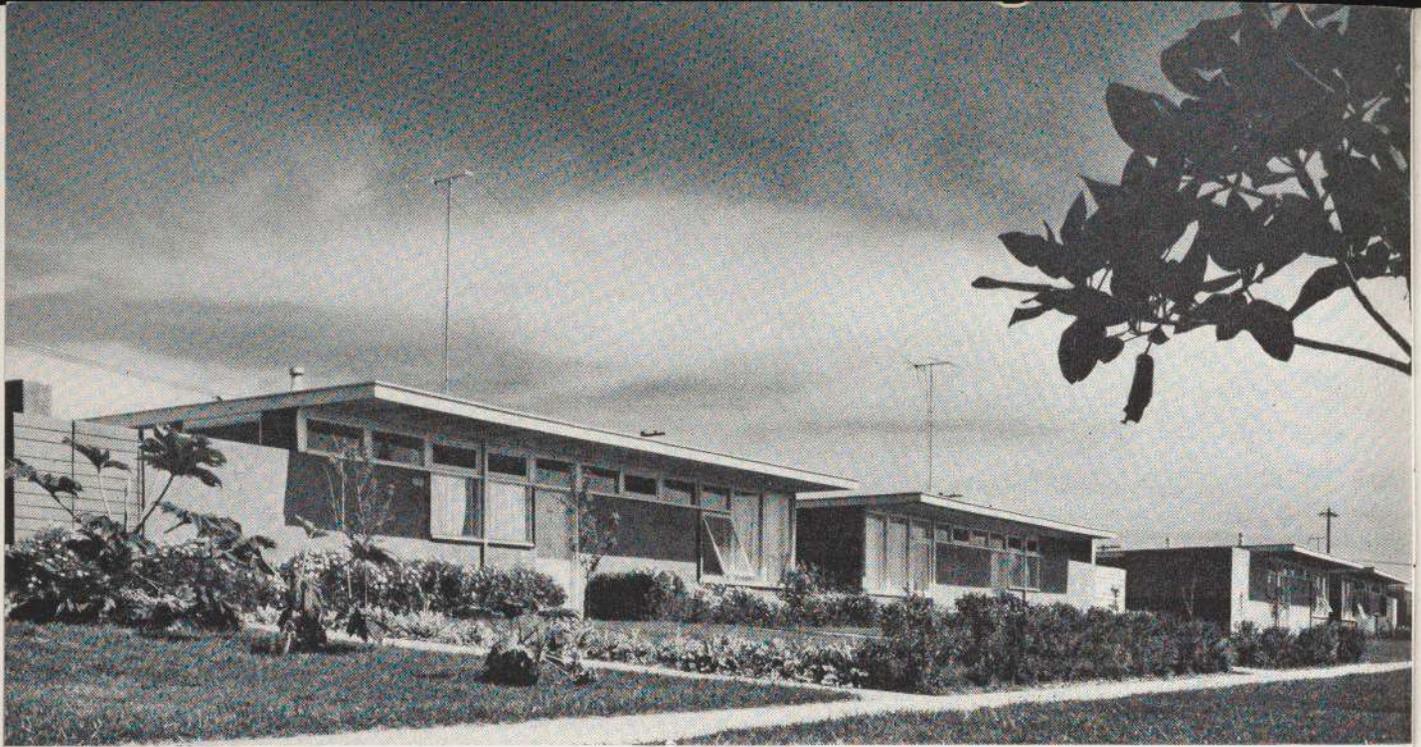
Gregory Ain *Architect*

Joseph Johnson and Alfred Day *Collaborating*

Since the end of the war many builders have realized that there is a large and growing market for modern houses in suburban real estate developments. At first, they merely incorporated into their houses some of the trade marks of modern architecture, such as large windows and flat roofs. Recently, however, they have turned with increasing frequency to young modern architects to design houses for them that will satisfy the public demand for modern architecture and that will be practical in economic and structural terms as well.

In order to show that good modern architectural design is possible in the field of speculative building, The Museum of Modern Art asked Gregory Ain of Los Angeles to design a house that could be built, with only slight variations, in any section of the country. Gregory Ain is one of the few modern American architects with experience in designing developments for speculative builders. One of his notable contributions to this field is the development in the Mar Vista section of Los Angeles which consists of houses similar to the one in the Museum garden.

Mr. Ain's solution is a practical one. The plan is compact, and yet it conveys an illusion of spaciousness rarely found in real estate developments in the past. He uses traditional construction methods which, for economic and technical reasons, are still more practical in today's building market than the experimental methods of prefabrication. And finally, he applies many of the esthetic achievements, which modern architects have demonstrated in more expensive residences, to a medium-cost solution for suburban dwelling under existing economic conditions. These conditions frequently result in subdivision of land into small lots, and Mr. Ain's house was designed to fit such a lot. Needless to say, neither The Museum of Modern Art nor Mr. Ain feels that this type of subdivision is the only answer to our planning problems, or even a desirable answer. However, since subdivisions are a fact throughout this country, both felt that a good solution should be found within the existing limits. The Museum of Modern Art believes that Mr. Ain has found such a solution in his exhibition house.



MAR VISTA PROJECT, LOS ANGELES, CALIF.

Photo: Julius Shulman

Biographical Note

Gregory Ain was born in 1908 in Pittsburgh, Pennsylvania. He studied at the Universities of California and Southern California and, from 1932 to 1935, was associated with the pioneer modern architect, Richard Neutra. Since 1935 Mr. Ain has had his own office in Los Angeles.

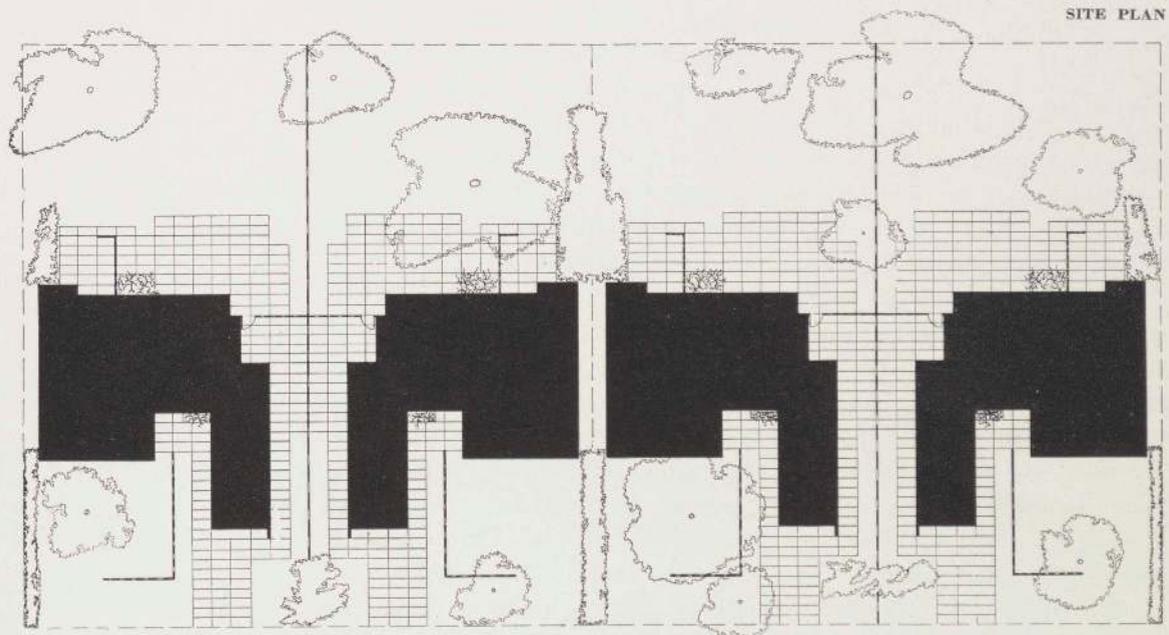
Mr. Ain is a prominent member of a group of young California architects who have adapted the work of the modern pioneers to the practical problems of today's family living. More than most of his generation, Mr. Ain has concerned himself with the design of multiple dwellings and the layout of communities. He obtained a Guggenheim Fellowship for low-cost housing research in 1940, and his buildings have received numerous awards in nation-wide competitions. He has built several apartments and single-house developments, as well as individual residences and commercial buildings in the Los Angeles area. In recent years much of this work has been done in collaboration with Joseph Johnson and Alfred Day.

The Site Plan

Although the house Mr. Ain has designed is a single unit, it can be combined with similar houses to form a development. Such an arrangement is suggested by the site plan and by the photograph of a row of houses in the Mar Vista Project in Los Angeles. The street façade of the exhibition house with its irregular set-backs and two-level roof avoids the usual dull flatness of development houses.

The house was designed for a lot approximately 60' x 120' in size. Since in developments of this kind, houses overlook each other closely along lot lines, Mr. Ain has planned the rooms so that no major windows face the neighboring houses, and that, instead, the most important views are directed toward the gardens. A system of exterior screens helps to create areas of privacy in the gardens and to relate some of the exterior space to adjoining interior areas.

In all his work in designing real estate developments, Mr. Ain has avoided the extreme of the dull rows of boxes that were once so popular, as well as the other extreme of miniature ranches that are now in vogue. Instead, he has managed to create variety and interest within each dwelling unit, without sacrificing an overall concept of order. His work shows a fine regard for urban arrangement, varied to avoid monotony, and formal enough to bring a badly needed sense of unity into the town pattern.



The Plan

The outstanding characteristic of the plan is its spatial flexibility, which is achieved by the use of several sliding walls and panels. The living room, dining area, parents' bedroom (or study-guest room) and the kitchen can all be thrown together to form one living area, or they can be sub-divided for privacy. Similarly, the children's rooms can be used as one large bedroom, as two bedrooms, or as a bedroom and a playroom, depending on the age of the children. The sliding wall between the rooms can be left either permanently open or permanently closed, to suit each family's particular requirements. The children's rooms are separated from the rest of the house by a corridor, lined on both sides with storage closets. This corridor serves also as an effective sound baffle.

The unusual ceiling height of 9' emphasizes the airiness of the interior and is strikingly apparent on entering the front door from under a low trellis. The illusion of spaciousness is further stressed by the standardized use of materials: one flooring material throughout the house, one ceiling treatment (except in the bathrooms) and one type of wall paneling in each area.

The paved terrace on the garden side and the wide overhang above, which are visual extensions of the living room, contribute to the sense of continuous space. While all rooms and living areas are characterized by this openness, the storage and service areas are compactly planned and tightly grouped together for economy of construction.

Construction Materials

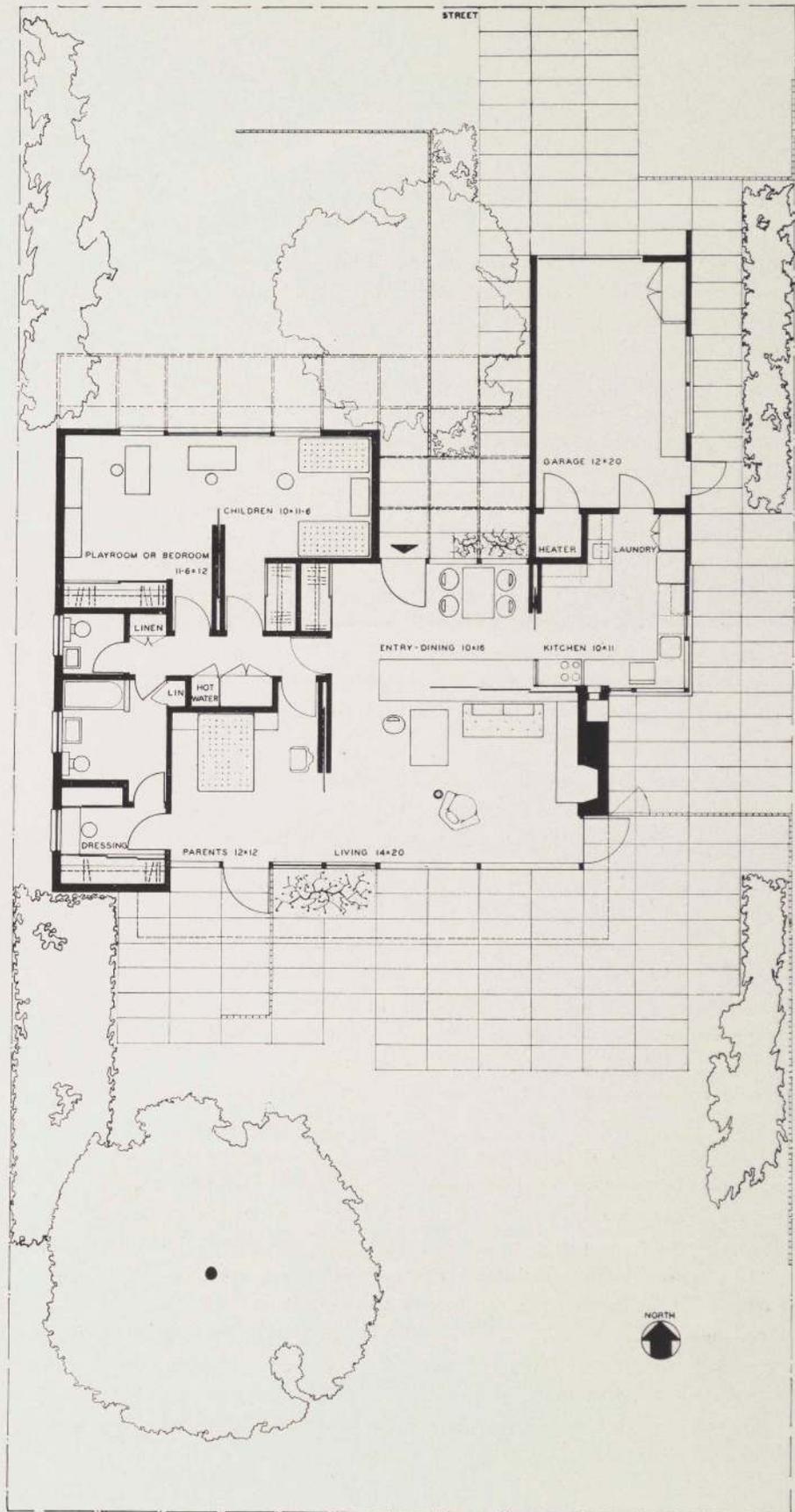
The house is built on a concrete floor slab, designed for the coils of a radiant heating system. The frame is of standard wood construction, except for the steel beam that supports the joists which span the living-dining area.

It might be called a plywood house, for the exterior siding, the sheathing and all interior wall surfaces are of plywood, in one form or another: striated Douglas fir plywood for the siding, plain Douglas fir plywood for the sheathing and other structural uses, walnut veneer for the walls of the living area, pre-finished oak strip panels for the children's rooms, and paint-grade plywood for the dressing room, bathrooms, and kitchen. Gypsum board panels have been used for the ceilings throughout.

The dry-wall construction is protected by a fiber-reinforced sheathing paper on the outside and insulated with a reflective material, which also acts as a vapor barrier on the inside. The roof is further insulated against the sun by white granite pebbles on top of the composition roofing material.

The chimney in the exhibition house, which is one of its principal design features, has been faced with Roman brick, laid in block bond, and its raised hearth has been built of soapstone. However, the effectiveness of the design would not suffer if common brick and a reinforced concrete hearth were substituted.

Most of the glass in the house is fixed in position, but in each room there





GARDEN FAÇADE.

Photos: Ezra Stoller, Pictor

is also an operating sash for ventilation purposes. Obscure glass is used for privacy in several areas. The plumbing fixtures, the bathroom accessories, and the hardware throughout the house have been selected for their efficiency, simple design, and moderate cost. All of the painted wall surfaces have been standardized to a single color. This helps to unify the design of a small house.

Contractors: Building contractor, MURPHY-BRINKWORTH CONST. CORP., landscape contractors, HEFLIN & STORMS INC.; roofing contractor, BENJAMIN REISNER INC.

Building Materials: Ready mixed concrete, TRANSIT-MIX CONCRETE CORP.; concrete block, INLAND BLDG. BLOCK CORP.; framing lumber, CROSS, AUSTIN & IRELAND LUMBER CO.; building paper and insulation, SISALKRAFT CO.; roof sheathing, DOUGLAS FIR PLYWOOD ASSOC.; roofing felt and pitch, KOPPERS CO. INC.; roof pebbles, H. E. FLETCHER CO. INC.; Weldtex siding, UNITED STATES PLYWOOD CORP.; plate and window glass and glazing, PITTSBURGH PLATE GLASS CO.; steel sash and reinforcing steel, TRUSCON STEEL CO.; steel beam, UNITED STATES STEEL SUPPLY CO.; garage door, CRAWFORD DOOR SALES CORP.; Nu-hue paints and stain, MARTIN-SENOUR CO.; lighting fixtures, GENERAL LIGHTING CO. INC.; ventilation louvers, MIDGET LOUVER CO.

Furnishings: Terrace furniture, FICKS REED CO.; barbecue brazier, HAWK HOUSE; Jeepster, WILLYS OVERLAND MOTORS INC.

Furnishings

The furniture in a small house should be lightweight in appearance to avoid crowding the limited space. It should also, if possible, be in character with the architecture. In furnishing the Ain house it was decided to select pieces whose structural components of black metal would give a sense of lightness and freedom to the design. And the dark colors of the furniture further tend to reduce its apparent size as well as to provide more practical surfaces. The paintings, fabrics, and accessories accent an otherwise neutral setting with touches of bright colors.

The millwork and cabinet work in the house have been kept to a minimum. The high storage cabinet that screens the dining area from the living room proper is the major built-in feature. While the height of this cabinet creates privacy on either side, it also permits a sense of continuous and unified space. This unity of interior design is also achieved by the use of identical draperies in the living room, dining area, and parents' bedroom.

The lighting for the exhibition house was designed by Richard Kelly to accent the exhibition character of the building. It demonstrates a proper balance of light without being overly dramatic. Mr. Kelly also designed the adjustable hanging lamps which are suspended on reels.

STREET FAÇADE.

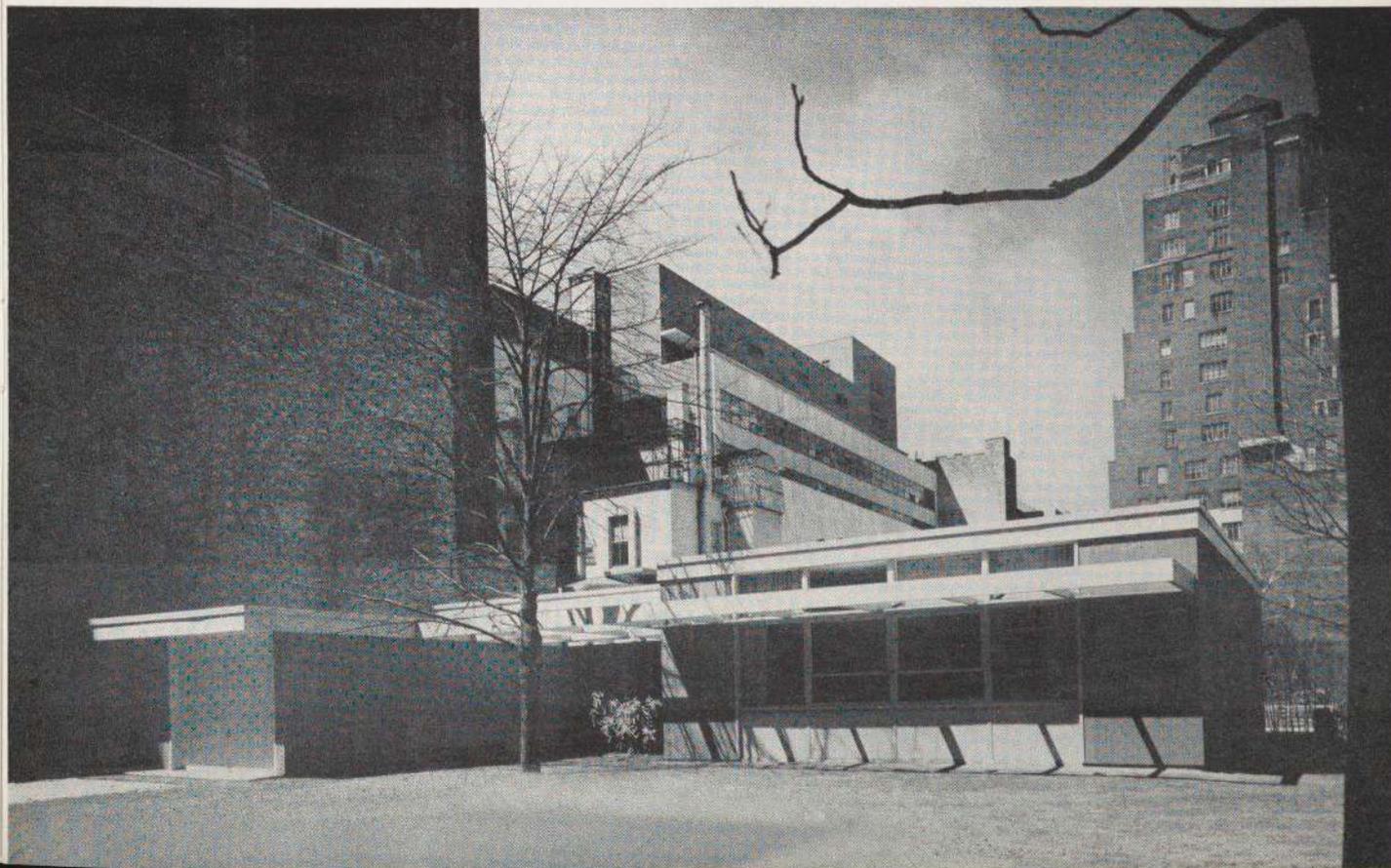




Photo: Ezra Stoller, Pictor

Living Room

Building Materials: Walnut plywood paneling, UNITED STATES PLYWOOD CORP.; gypsum plaster board ceiling, NATIONAL GYPSUM CO.; plastic floor tiles and installation, TILE-TEX DIVISION; chimney face brick, FREDENBURG & LOUNSBURY INC.; masonry supplies, ANDERSON BRICK & SUPPLY CO. INC.; soapstone hearth, ATLAS TILE & MARBLE WORKS INC.; fireplace damper, H. W. COVERT CO.; Waylite block and brick, CINCRETE CORP.; fire brick, HARBISON-WALKER REFRACTORIES CO.; lime, LIMESTONE PRODUCTS CORP.; masonry cement, LOUISVILLE CEMENT CO.; flue lining, ROBINSON CLAY PRODUCTS CO.; sliding door hardware and curtain track, GRANT PULLEY & HARDWARE CO.

Furnishings: Sofa-chaise, BALBOA PACIFIC CORP.; library table, PACIFIC IRON PRODUCTS CO.; armchair and side chair, KNOLL ASSOCIATES; side table, PASCOE INDUSTRIES INC.; rug, BELRUG MILLS INC.; floor lamp, RICHARDS-MORGENTHAU CO.; fireplace equipment, WILLIAM H. JACKSON CO. & BLOOMINGDALE BROS. INC.; radio, HALLICRAFTERS CO.; drapery, upholstery and cushion fabrics, ARUNDELL CLARKE; draperies and cushion made by VAGN LARSEN; vases, JACQUES SELIGMANN GALLERIES, MARTIN FREEMAN CO., BLOOMINGDALE BROS. INC.; clock, HOWARD MILLER CLOCK CO.; cigarette box and ashtrays, JOSEPH FRANKEN; books, J. RAY PECK, SIMON & SCHUSTER.

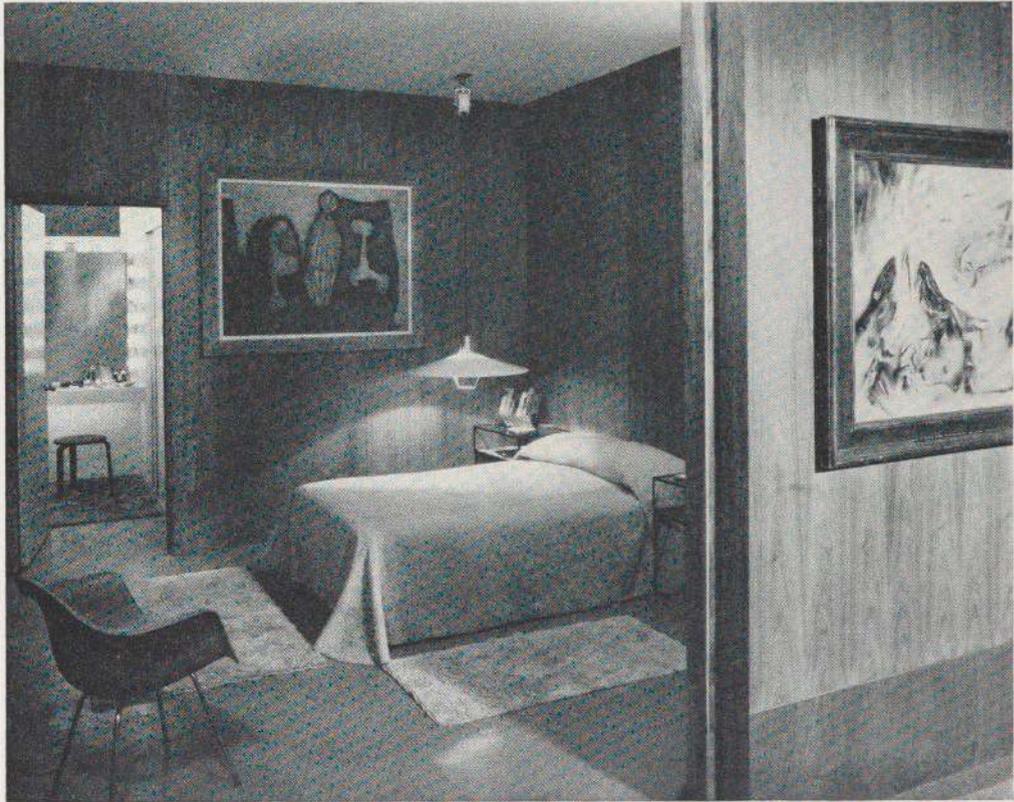


Photo: Gray-O'Reilly Studio

Parents' Bedroom

Building Materials: Plate glass, PITTSBURGH PLATE GLASS CO.; steel sash, TRUSCON STEEL CO.; lighting fixtures, WIREMOLD CO.; wiring material, CITY ELECTRIC DISTRIBUTORS INC.; lamp bulbs, GENERAL ELECTRIC CO.

Furnishings: Bed, SIMMONS CO.; armchair, HERMAN MILLER FURNITURE CO.; bedside tables, MOLLA INC.; rug, BELRUC MILLS INC.; bedspread fabric, ARUNDELL CLARKE; bedspread made by VAGN LARSEN; book stand, PLUS STUDIO; hanging lamp, MIDDLETOWN MFG. CO.; telephone, NEW YORK TELEPHONE CO.

Dressing Room, Bathrooms and Corridor

Building Materials: Plywood & Mangel flush doors, UNITED STATES PLYWOOD CORP.; bathroom fixtures, CRANE CO.; Glide-All sliding doors, WOODALL INDUSTRIES INC.; medicine cabinets and bathroom accessories, G. M. KETCHAM MFG. CORP.; mirror and glass, PITTSBURGH PLATE GLASS CO.; ceiling lights, KURT VERSEN CO.; wall lights, KLEI GL BROS. UNIVERSAL ELECTRIC STAGE LIGHTING CO.; lighting fixture shield, THE ROC INDUSTRIAL CORP.; Nu-hue paint, MARTIN-SENOUR CO.; lock sets and hardware, YALE & TOWNE MFG. CO.; door hinges, THE STANLEY WORKS.

Furnishings: Stool, PASCOE INDUSTRIES INC.; rug, BELRUC MILLS INC.; dresser set, SAKS FIFTH AVENUE; linens, BLOOMINGDALE BROS. INC.

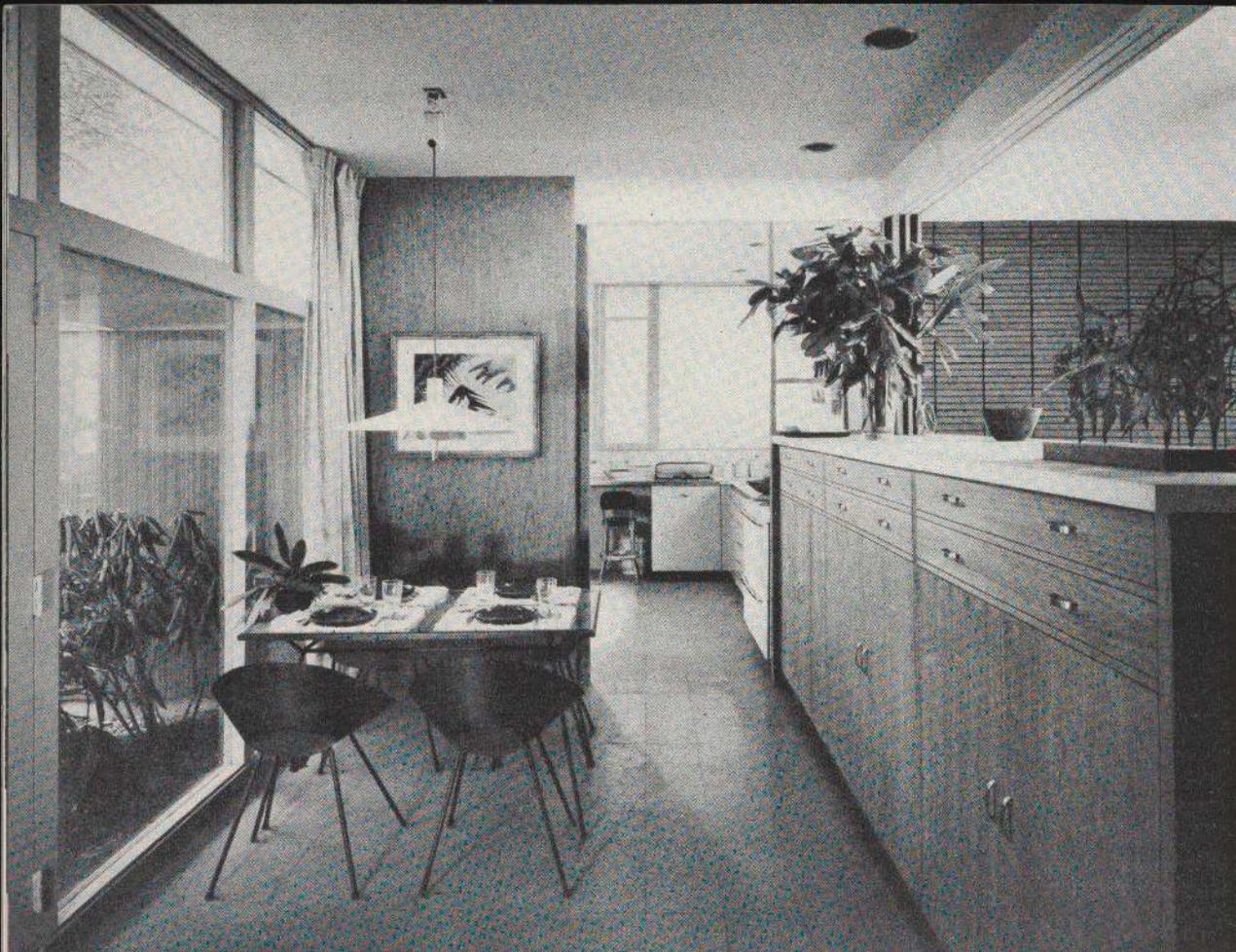


Photo: Ezra Stoller, Pictor

Dining Area

Building Materials: Micarta counter top, UNITED STATES PLYWOOD CORP.; Glide-All sliding doors, WOODALL INDUSTRIES INC.; ceiling lights, GENERAL LIGHTING CO. INC.; thresholds, JULIUS BLUM & CO. INC.; lock sets, YALE & TOWNE MFG. CO.; door hinges, THE STANLEY WORKS.

Furnishings: Dining table, PACIFIC IRON PRODUCTS Co.; dining chairs, KNOLL ASSOCIATES; tableware, PUTNEY POTTERY, LIBBEY GLASS Co., BONNIERS, EMILY W. ELLIS INC.; hanging lamp, MIDDLETOWN MFG. Co.; coffee set, COURT ASSOCIATES INC.

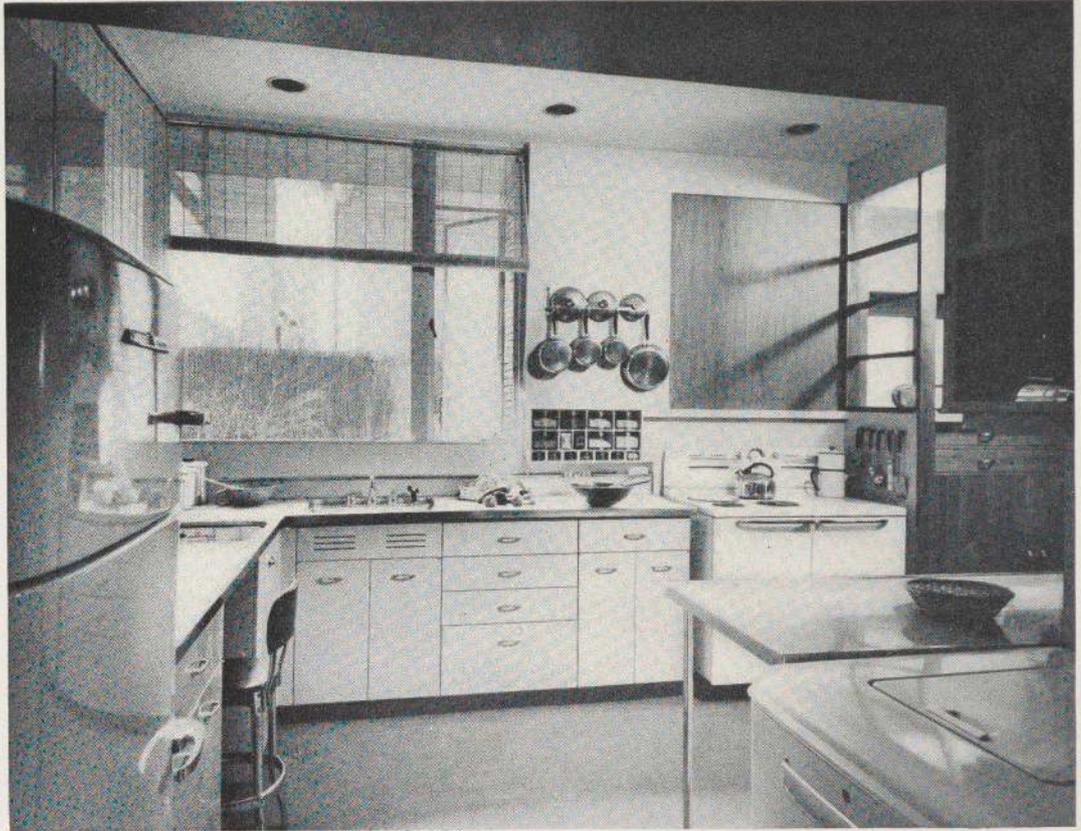


Photo: Ezra Stoller, Pictor

Kitchen

Building Materials: Plywood, UNITED STATES PLYWOOD CORP.; plastic floor tiles, TILE-TEX DIVISION; glass, PITTSBURGH PLATE GLASS CO.; cabinets, Textolite counter tops and electric appliances, GENERAL ELECTRIC CO.; ceiling lights, GENERAL LIGHTING CO. INC.; Nu-hue paint, MARTIN-SENOUR CO.; Plugmold, WIREMOLD CO.

Furnishings: Spice set and cooking utensils, BLOOMINGDALE BROS. INC., REVERE COPPER & BRASS INC.; bamboo shades, ARUNDELL CLARKE; kitchen chair, HAMILTON MFG. CORP.; Kent Floor Machine, EDMAR EQUIPMENT CO.

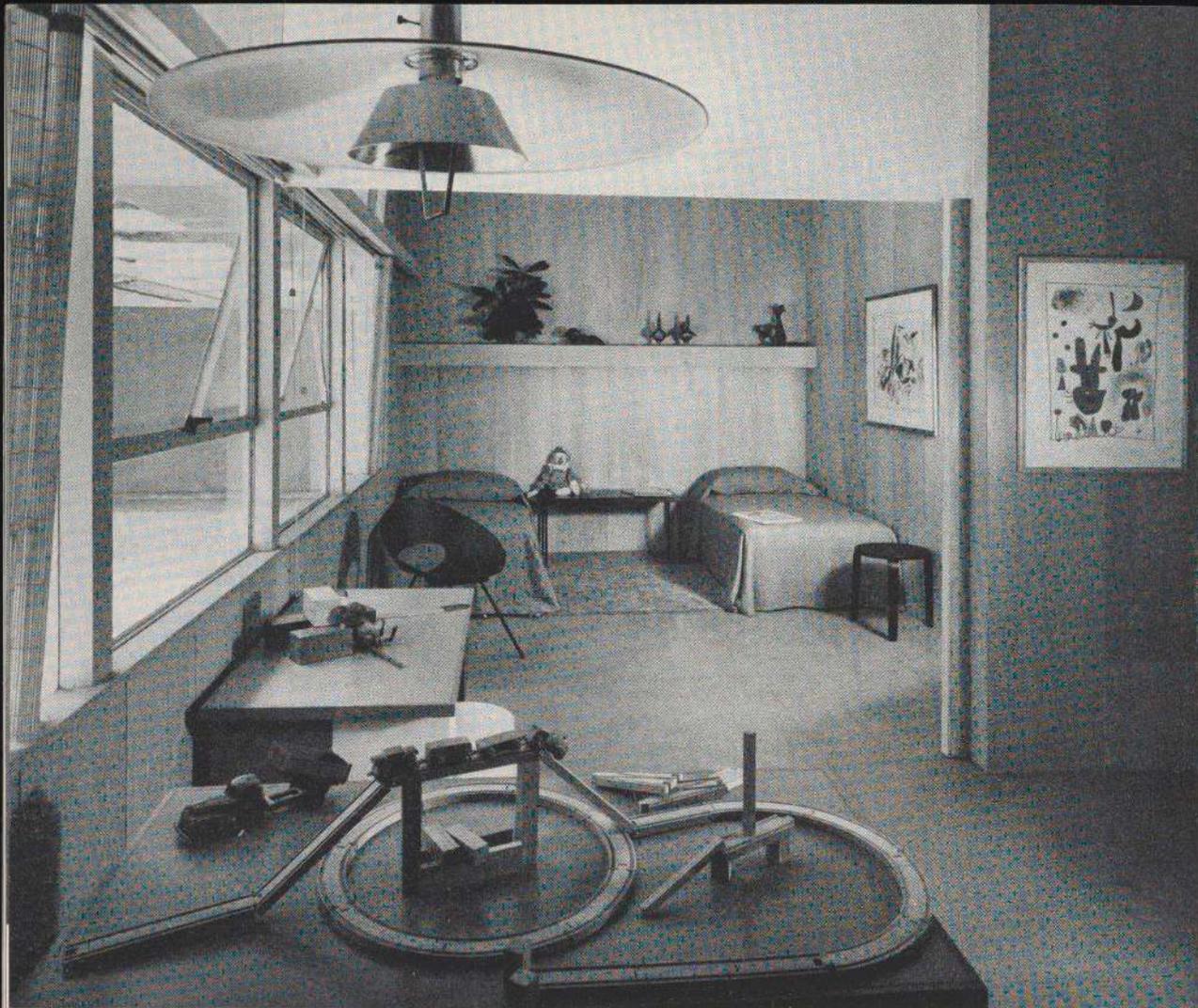


Photo: Ezra Stoller, Pictor

Children's Rooms

Building Materials: Oak Plankweld, UNITED STATES PLYWOOD CORP.; plastic floor tiles, TILE-TEX DIVISION; gypsum board, NATIONAL GYPSUM CO.; glass, PITTSBURGH PLATE GLASS CO.; steel sash, TRUSCON STEEL CO.; Glide-All sliding doors, WOODALL INDUSTRIES INC.; lighting units, WIREMOLD CO.; lamp bulbs, GENERAL ELECTRIC CO.; sliding door hardware and curtain track, GRANT PULLEY & HARDWARE CO.; lock sets, YALE & TOWNE MFG. CO.; door hinges, THE STANLEY WORKS.

Furnishings: Storage units, HERMAN MILLER FURNITURE CO.; beds, SIMMONS CO.; desks, stools and toys, CREATIVE PLAYTHINGS; bedside table, MOLLA INC.; side chair, KNOLL ASSOCIATES; stool, PASCOE INDUSTRIES INC.; bedspread fabric and bamboo shades, ARUNDELL CLARKE; bedspreads made by VAGN LARSEN; rugs, BELRUG MILLS INC.; hanging lamps, MIDDLETOWN MFG. CO.; pottery, MARTIN FREEMAN CO.

Works of Art from The Museum of Modern Art Collections

Painting and Sculpture

Burchfield, Charles: *The East Wind*. 1918. Watercolor.

Magritte, René: *The False Mirror*. 1928. Oil on canvas.

Matta (Sebastian Antonio Matta Echaurren): *Listen to Living*. 1941. Oil on canvas.

Weber, Max: *Morning*. 1930. Gouache.

Osver, Arthur: *Melancholy of a Rooftop*. 1942. Oil on canvas.

Prints and Drawings

Bertoia, Harry: *Composition*. 1943. Color monoprint, printed from movable forms.

Braque, Georges: *Teapot with Lemons*. 1947. Color lithograph.

Hayter, Stanley William: *The Rape of Lucretia*. 1934. Engraving and soft ground etching.

Hopper, Edward: *The Lonely House*. 1922. Etching.

Hopper, Edward: *Evening Wind*. 1921. Etching.

Kepes, Juliet: *Lion, M. A.* 1941. Color serigraph.

Kuniyoshi, Yasuo: *Fisherman*. 1924. Dry brush and india ink.

Miro, Joan: *Acrobats in the Garden at Night*. 1948. Color lithograph.

Reder, Bernard: *Lady of the Middle Ages*. 1949. Color woodcut.

Children's paintings from the classes of The People's Art Center of The Museum of Modern Art.



Photo: Gray-O'Reilly Studio

Cost of the House

Construction

It is impossible to quote a fixed price for the Exhibition House since the cost of construction is dependent upon a number of variables that will affect it in a decisive manner. These variables include geographic location and site requirements, local conditions as far as labor and contractors are concerned, and opportunities for buying certain materials at advantageous prices.

These variables are all the more important because this is a builder's house and not a custom design for an individual client. While buyers may request certain minor changes in the plan, economies in construction can be effected only if these houses are built in quantity within a development, and if all units retain substantially the same plan.

In quantities, the cost of one house may vary from \$15,500 to \$19,500. This rough estimate does not include the hardwood panelling, the Roman brick or the elaborate lighting shown in the exhibition house. All these would be replaced by more economical materials and equipment.

We are indebted to the builders of the following developments who have cooperated with us by preparing estimates of the cost of construction of groups of houses of this design. These builders are in no way committed to building such houses at any given figure:

HOLLIN HILLS, Fort Hunt Road, Route 1, Alexandria, Virginia

KEE-LEE HOMES INC., Freeport Estates, 315 West Seaman Avenue,
Freeport, New York

OAK HILL VILLAGE, 90 Hartmann Road, Newton Centre, Massachusetts

Furnishings

The prices of the furnishings are listed in a separate leaflet and are not included in the estimate of the cost of the house.

Works of Art

The paintings (oils and watercolors) range in value from about \$100 to \$900.

Other copies of the prints (lithographs, engravings, etchings, serigraphs, monoprints, etc.) or their equivalents, may be purchased from dealers or artists in New York for \$5 up to \$100. Inquiries may be made at the Print Room on the fourth floor of the museum, between two and five, Monday through Friday.

Directory

The Museum of Modern Art acknowledges with gratitude the many generous contributions to the Exhibition House.

GREGORY AIN 2305 Hyperion Avenue, Los Angeles 27, California	<i>Architect</i>	CRAWFORD DOOR SALES CORPORATION 32-16 37th Avenue, Long Island City 1	<i>Garage door & installation</i>
ANDERSON BRICK & SUPPLY CO., INC. 103 East 125th Street, New York 35	<i>Masonry supplies</i>	CREATIVE PLAYTHINGS 867 Madison Avenue, New York 21	<i>Hollow block furniture & toys</i>
ATLAS TILE & MARBLE WORKS, INC. 238 East 26th Street, New York 10	<i>Soapstone hearth</i>	CROSS, AUSTIN & IRELAND LUMBER COMPANY 1246 Grant Street, Brooklyn 6	<i>Framing lumber</i>
BALBOA PACIFIC CORPORATION 311 South Highland Avenue, Fullerton, California	<i>Sofa-chaise</i>	DOUGLAS FIR PLYWOOD ASSOCIATION Tacoma 2, Washington	<i>Plyscord sheathing</i>
BELRUC MILLS, INC. 148 River Street, Greenville, South Carolina	<i>Rugs</i>	EDMAR EQUIPMENT COMPANY 279 Fifth Avenue, New York 3	<i>Kent floor machine</i>
BLOOMINGDALE BROTHERS, INC. 59th Street & Lexington Avenue, New York 22	<i>Housewares, linens, accessories</i>	EMILY W. ELLIS, INC. 1133 Broadway, New York 10	<i>Table mats</i>
JULIUS BLUM & CO., INC. 532 West 22nd Street, New York 11	<i>Thresholds</i>	FICKS REED CO. 424 Findlay Street, Cincinnati 14, Ohio	<i>Terrace furniture</i>
BONNIERS 605 Madison Avenue, New York 22	<i>Flatware</i>	H. E. FLETCHER CO., INC. 104 East 40th Street, New York 16	<i>Granite roof pebbles</i>
CINCRETE CORPORATION East River at 26th Avenue, Long Island City 2	<i>Waylite block & brick</i>	JOSEPH FRANKEN 200 East 63rd Street, New York 21	<i>Smoking accessories</i>
CITY ELECTRIC DISTRIBUTORS, INC. 510 West 34th Street, New York 1	<i>Wiring material</i>	FREDENBURG & LOUNSBURY, INC. 101 Park Avenue, New York 17	<i>Face brick</i>
ARUNDELL CLARKE 31½ East 65 Street, New York 21	<i>Fabrics for dra- peries, bedspreads, cushions & uphol- stery. Bamboo shades</i>	MARTIN FREEMAN CO. 225 Fifth Avenue, New York 10	<i>Pottery vase & ornaments</i>
COURT ASSOCIATES, INC. 5 Beckman Street, New York 7	<i>Coffee set</i>	GENERAL ELECTRIC COMPANY 1285 Boston Avenue, Bridgeport 2, Connecticut	<i>Kitchen appliances, cabinets, Textolite counters, hand iron and lamp bulbs</i>
H. W. COVERT COMPANY 339 East 48th Street, New York 17	<i>Fireplace damper</i>	GENERAL LIGHTING CO., INC. 1527 Charlotte Street, New York 60	<i>Lighting fixtures</i>
CRANE COMPANY 836 South Michigan Avenue, Chicago, Illinois	<i>Bathroom fixtures</i>	GRANT PULLEY & HARDWARE COMPANY Broadway at 57th Street, Woodside, New York	<i>Sliding door hardware & curtain track</i>

THE HALLICRAFTERS COMPANY
4401 West Fifth Avenue,
Chicago 24, Illinois

Radio

HAMILTON MANUFACTURING
CORPORATION
1501 Cottage Avenue,
Columbus, Indiana

Kitchen chair

HARBISON-WALKER
REFRACTORIES CO.
1800 Farmers Bank Building
Pittsburgh 22, Pennsylvania

Fire brick

HAWK HOUSE
2421 Silver Ridge Avenue,
Los Angeles 39, California

Barbecue Brazier

HEFLIN & STORMS
Wyckoff, New Jersey

*Landscape
Contractors*

INLAND BUILDING BLOCK
CORPORATION
Glen Cove Road,
Mineola, New York

Concrete block

WILLIAM H. JACKSON
SALES CORPORATION
8 East 48th Street, New York 17

*Fireplace
equipment*

RICHARD KELLY
110 West 40th Street, New York 18

Lighting Designer

G. M. KETCHAM
MANUFACTURING CORPORATION
81 Washington Street, Brooklyn 1

*Medicine cabinets
& bathroom
accessories*

KLIEGL BROTHERS
UNIVERSAL ELECTRIC
STAGE LIGHTING CO., INC.
321 West 50th Street,
New York 19

Lighting fixtures

KNOLL ASSOCIATES
601 Madison Avenue, New York 22

*Armchair, dining
& side chairs*

KOPPERS COMPANY, INC.
Pittsburgh 19, Pennsylvania

*Roofing felt
& pitch*

VAGN LARSEN
414 East 75th Street, New York 21

*Making of draper-
ies, bedspreads &
cushion covers;
installation of
curtain track
& shades*

LIBBEY GLASS COMPANY
Box 1035, Toledo 1, Ohio

Glassware

LIMESTONE PRODUCTS
CORPORATION
9 Rockefeller Plaza
New York 20, New York

Hydrated lime

LOUISVILLE CEMENT COMPANY
315 Guthrie Street,
Louisville 2, Kentucky

*Brixment
masonry cement*

MARTIN-SENOUR COMPANY
9 East 56th Street, New York 22

*Nu-hue paints
& stains*

MIDDLETOWN MANUFACTURING
COMPANY
Middletown, New York

Hanging lamps

MIDGET LOUVER COMPANY
6-8 Wall Street,
Norwalk, Connecticut

Ventilation louvers

HERMAN MILLER FURNITURE
COMPANY
Zeeland, Michigan

*Storage units &
molded armchair*

HOWARD MILLER CLOCK COMPANY
Zeeland, Michigan

Clocks

MOLLA, INC.
171 Madison Avenue, New York 16

Bedside tables

MURPHY-BRINKWORTH
CONSTRUCTION CORP.
217 East 80th Street, New York 21

*Building
Contractors*



VIEW OF LIVING ROOM AND PARENTS' BEDROOM FROM TERRACE.

Photo: Ezra Stoller, Pictor

NATIONAL GYPSUM COMPANY 325 Delaware Avenue, Buffalo 2, New York	<i>Gypsum board & tape</i>	SIMON & SCHUSTER, INC. 1230 Sixth Avenue, New York 20	<i>Books</i>
NEW YORK TELEPHONE COMPANY 426 West 51st Street, New York 19	<i>Telephones</i>	SISALKRAFT COMPANY 205 West Wacker Drive, Chicago 6, Illinois	<i>Sisalkraft build- ing paper & Sisalation reflec- tive insulation</i>
PACIFIC IRON PRODUCTS COMPANY 1150 East Pico Boulevard, Los Angeles, California	<i>Dining & library tables</i>	THE STANLEY WORKS Lake Street New Britain, Connecticut	<i>Door hinges</i>
PASCOE INDUSTRIES, INC. 10 West 55th Street, New York 19	<i>Stacking stools</i>	TILE-TEX DIVISION FLINTKOTE COMPANY 1232 McKinley Avenue, Chicago Heights, Illinois	<i>Flexachrome floor tile & installation</i>
J. RAY PECK—BOOKSELLER 126 East 51st Street, New York 22	<i>Books</i>	TRANSIT-MIX CONCRETE CORPORATION Janet Place and Roosevelt Avenue, Flushing, New York	<i>Ready mixed concrete & sand</i>
PITTSBURGH PLATE GLASS COMPANY Grant Building, Pittsburgh 19, Pennsylvania	<i>Plate glass, window glass, mirror & glazing</i>	TRUSCON STEEL COMPANY Albert Street, Youngstown 1, Ohio	<i>Steel casements & sashes, reinforcing rods & mesh</i>
PLUS STUDIO 713 Madison Avenue, New York 21	<i>Book stand</i>	UNITED STATES PLYWOOD CORPORATION 55 West 44th Street, New York 18	<i>Weldtex, Plankweld, Weldwood plywood paneling, Weldwood structural plywood, Mengel flush doors, Micarta & Firzite</i>
PUTNEY POTTERY The Putney School, Putney, Vermont	<i>Dinnerware</i>	UNITED STATES STEEL SUPPLY COMPANY Foot of Bessemer Street Newark 1, New Jersey	<i>Steel beam</i>
REVERE COPPER & BRASS, INC. Rome Manufacturing Company Division, Rome, New York	<i>Cooking utensils</i>	KURT VERSEN COMPANY 4 Slocum Avenue, Englewood, New Jersey	<i>Lighting fixtures</i>
RICHARDS-MORGENTHAU COMPANY 225 Fifth Avenue, New York 10	<i>Floor lamp</i>	WILLYS OVERLAND MOTORS, INC. Toledo 1, Ohio	<i>Jeepster</i>
BENJAMIN RIESNER, INC. 353 East 78th Street, New York 21	<i>Roofing contractor</i>	WIREMOLD COMPANY Hartford 10, Connecticut	<i>Fluorescent lighting units & Plugmold</i>
ROBINSON CLAY PRODUCTS Co. Akron 9, Ohio	<i>Flue lining</i>	WOODALL INDUSTRIES, INC. 29-50 Northern Boulevard, Long Island City	<i>Glide-All sliding doors</i>
THE ROC INDUSTRIAL CORPORATION 101 Park Avenue, New York 17	<i>Softone shield for lighting fixture</i>	YALE & TOWNE MANUFACTURING COMPANY Stamford, Connecticut	<i>Tubular lock sets & finish hardware</i>
SAKS FIFTH AVENUE 611 Fifth Avenue, New York 22	<i>Dresser set</i>		
JACQUES SELIGMANN GALLERIES 5 East 57th Street, New York 22	<i>Pottery bowls & vases</i>		
SIMMONS COMPANY 1 Park Avenue, New York 16	<i>Beautyrest box springs & mattresses</i>		

Exhibition dates: May 19–October 29, 1950

Cover: Model by Theodore Conrad, photograph by Louis Checkman

THE MUSEUM OF MODERN ART, 11 WEST 53 STREET, NEW YORK 19