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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

cc Miss Greta Daniel

return of Loans, unused

May 1, 1950

Mr. Alfred A. Kester
2927 Valentine Avenue
Bronx 58,
New York

Dear Mr. Kester:

Could you please have your station wagon pick up from the Museum and deliver to the owners the items on the attached list on Thursday, May 4.

Miss Dudley suggests, also, that your men obtain receipts for your own records.

Our order #49696 will be mailed to you under separate cover.

Very sincerely yours,

Emily Kalichstein,
Secretary to the Registrar

EK

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

LOCAL RETURNS FROM GREGORY AIN HOUSE OF ITEMS NOT EXHIBITED

Creative Playthings

To be picked up for delivery by Mr. Koster's station wagon on Thursday, May 4.

Martin Freeman Co., ~~Box House, road, with 3 blocks~~
43 West 24th Street

J. No. 50.591 Vase, gold glass

195 50.593 Wine Bottle, green glass

*Exchange Fire Dogs order
Lined wood skillet-back*

HOUSE IN GARDEN I I

Catalog lists
Memos

Ja
51

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ramic
ic
t, ceramic

pel

inside, ceramic
on, ceramic

Bl
591

S. Hutton,
Dept.)

- 50.306.2 & 3 2 Trays, metal, yellow
- 50.322 Poker, iron
- 50.323 Fire Screen, metal mesh and brass
- 50.292.1-6 Luncheon mats, 6, woven straw
- 50.296 Bread Basket, woven reed
- 50.669 2 Wastebaskets, black plastic, stuck together

J. G. Furniture Co., Inc.
317 East 32nd Street (Att. Mr. Morris Goldman)

50.585.1,2ab,3ab Chessa: Armchair, Black metal frame, with
2 pc. leather seat, 2 pc. linen seat,
and unrecorded 2 pc. leather seat (on frame)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

LOCAL RETURNS FROM GREGORY AIN HOUSE OF ITEMS NOT EXHIBITED

Creative Playthings
To be picked up for delivery by Mr. Kester's station wagon on Thursday, May 4.

Martin Freeman Co., *Book House, wood, with 3 blocks*
143 West 24th Street

J. No 50.591. Vase, gold glass
126 50.593 Wine Bottle, green glass

Exchange Fire Dugs order
Lined wood skillet - back
out

Cool hangers not
no mentioned

Juice container refer - cabal.
Can Opener
Wedge (Set) ref.
See box container, steel
Blair jars ref?

Ja
51

Bl
591

- 50.306.2 & 3 2 Trays, metal, yellow
- 50.322 Poker, iron
- 50.323 Fire Screen, metal mesh and brass
- 50.292.1-6 Luncheon mats, 6, woven straw
- 50.296 Bread Basket, woven reed
- 50.669 2 Wastebaskets, black plastic, stuck together

J. G. Furniture Co., Inc.
317 East 32nd Street (Att. Mr. Morris Goldman)

50.585.1,2ab,3ab Chessa: Armchair, Black metal frame, with
2 pc. leather seat, 2 pc. linen seat,
and unrecorded 2 pc. leather seat (on frame)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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LOCAL RETURNS FROM GREGORY AIN HOUSE OF ITEMS NOT EXHIBITED

Creative Playthings
To be picked up for delivery by Mr. Koster's station wagon on Thursday, May 4.

Martin Freeman Co., Lock House, wood, with 7 blocks
43 West 24th Street

- 50.591 Vase, gold glass
- 126 50.593 Wine Bottle, green glass
- 50.594 Heavy Vase, green glass
- 50.595 Vase, green glass

J
5

To G.D.

Date _____ Time _____

WHILE YOU WERE OUT

Miss Churchill

of Bloomington

Phone _____

TELEPHONED	PLEASE CALL HIM	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	RUSH	<input type="checkbox"/>

Message after one
of school

Operator

Longlife Form No. 3 W —H. Davison & Co., Inc., 225 West Broadway, N. Y.

- B1
59
- 50.322 Poker, iron
 - 50.323 Fire Screen, metal mesh and brass
 - 50.292.1-6 Luncheon mats, 6, woven straw
 - 50.296 Bread Basket, woven reed
 - 50.669 2 Wastebaskets, black plastic, stuck together

J. G. Furniture Co., Inc.
317 East 32nd Street (Att. Mr. Morris Goldman)

50.585.1,2ab,3ab Chessa: Armchair, Black metal frame, with
2 pc. leather seat, 2 pc. linen seat,
and unrecorded 2 pc. leather seat (on frame)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

LOCAL RETURNS FROM GREGORY AIN HOUSE OF ITEMS NOT EXHIBITED

To be picked up for delivery by Mr. Kester's station wagon on Thursday, May 4.

Martin Freeman Co. Book House, wood, with 3 blocks
13 West 24th Street

- 50.591 Vase, gold glass
- 126 50.593 Wine Bottle, green glass
- 50.594 Heavy Vase, green glass
- 50.595 Vase, green glass
- 50.596 Footed vase, green glass
- 50.597 Footed vase, gold glass
- 50.598ab Covered Urn (2 parts) green glass

*You gave this to me,
or I took it from
you, or something
- anyway, I found
it on my desk,
Couchy*

Bloomington Bros. (Att. Mrs. Alice S. Hutton,
59th Street and Lexington Ave. Publicity Dept.)

- 50.304 Toastmaster, electric toaster
- 50.317 Wastebasket, yellow metal
- 50.299 Basket, large, with handle, woven reed
- 50.318 Rolling Pin, wood
- 50.306.2 & 3 2 Trays, metal, yellow
- 50.322 Poker, iron
- 50.323 Fire Screen, metal mesh and brass
- 50.292.1-6 Luncheon mats, 6, woven straw
- 50.296 Bread Basket, woven reed
- 50.669 2 Wastebaskets, black plastic, stuck together

J. G. Furniture Co., Inc. (Att. Mr. Morris Goldman)
317 East 32nd Street

- 50.585.1,2ab,3ab Chess: Armchair, Black metal frame, with
2 pc. leather seat, 2 pc. linen seat,
and unrecorded 2 pc. leather seat (on frame)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

LOCAL RETURNS FROM GREGORY AIN HOUSE OF ITEMS NOT EXHIBITED

Creative Playthings
To be picked up for delivery by Mr. Kester's station wagon on Thursday, May 4.

Martin Freeman Co. Book House, wood, with 3 blocks
13 West 24th Street

- 50.591 Vase, gold glass
- 126 50.593 Wine Bottle, green glass
- 50.594 Heavy Vase, green glass
- 50.595 Vase, green glass
- 50.596 Footed vase, green glass
- 50.597 Footed vase, gold glass
- 50.598ab Covered Urn (2 parts) green glass

Jacques Seligmann & Co., Inc.
5 East 57th Street

- 50.374 Mowry: Vase, eggplant shape, ceramic
- 50.375 " : Bottle, terra cotta, turquoise neck
- 50.376 " : Ash tray-dish, ceramic
- 50.381 Ball: Bowl, low and broad, ceramic
- 50.382 " : Pitcher, green, ceramic
- 50.383 " : Bowl, Cordovan red, ceramic
- 50.384 " : Vase, tall, ceramic
- 50.387 " : Vase, squat, brown, tiered, ceramic
- 50.388 " : Jardiniere, Cordovan red, ceramic
- 50.389 " : Bottle, bomb-shaped, green neck, ceramic
- 50.390 " : Vase, salt glaze, ceramic
- 50.391 " : Bowl-Jardiniere, red with green inside, ceramic
- 50.392 " : Vase, cylindrical, red with green, ceramic
- 1 unrecorded large red plate by Ball

Bloomington Bros. (Att. Mrs. Alice S. Hutton,
59th Street and Lexington Ave. Publicity Dept.)

- 50.304 Toastmaster, electric toaster
- 50.317 Wastebasket, yellow metal
- 50.299 Basket, large, with handle, woven reed
- 50.318 Rolling Pin, wood
- 50.306.2 & .3 2 Trays, metal, yellow
- 50.322 Poker, iron
- 50.323 Fire Screen, metal mesh and brass
- 50.292.1-6 Luncheon mats, 6, woven straw
- 50.296 Bread Basket, woven reed
- 50.669 2 Wastebaskets, black plastic, stuck together

J. G. Furniture Co., Inc. (Att. Mr. Morris Goldman)
317 East 32nd Street

- 50.585.1,2ab,3ab Chessa: Armchair, Black metal frame, with
2 pc. leather seat, 2 pc. linen seat,
and unrecorded 2 pc. leather seat (on frame)

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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2.

THE MUSEUM OF MODERN ART

Creative Playthings
867 Madison Avenue

(Att. Mr. Frank Caplan)

50.599.1-3 Lock House, wood, with 3 blocks

J. Ray Peck, Bookseller
126 East 51st Street

35 books -- nos. 50.497
50.536 - 50.559
50.565 - 50.569
50.571 - 50.574
50.578

THE MUSEUM OF MODERN ART

Dear Sirs:
The items returned to the Museum today are the same as those which were
sent to you by various sources and are included in the list enclosed.
These items could be returned to their owners if you wish, or they
may be retained with your files to help you in your research, if
any action is necessary.

To: Mr. Peck
From: Creative Playthings

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc. Miss Hoyt

Date April 27, 1950

To: Miss Dudley

Re: Return shipment of loans

From: Greta Daniel

House in the Garden II

Dear Dorothy:

We have returned to the Mezanine today the last pieces of furnishing requested as loans from various sources and not included in the final selection.

These items could be returned to their owners without delay. I shall be glad to go over these returns with your girls to help them with proper identification and separation if necessary.

GD

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

as retail value, N.Y. retail outlet and will let you know
S's reply

to our collection and is
I don't know whether
anyhow, it should go

MUSEUM OF MODERN ART
March 10, 1950
HOUSE IN THE GARDEN II

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

CC. Miss Hoyt

Date May 8, 1950

To: Liz Boldt

Re: Loan - Model Gregory Ain House

From: Greta Daniel

I made an arrangement with Georg Jensen's Mr. Lunning that the Ain House model will be displayed at their Fifth Avenue and 54th Street Window beginning May 26th for about two weeks or longer.

I wanted you to know so that you will not accept other commitments for the time indicated.

2.0. ✓

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

Harold Stearns,
Croton, N.Y.
S's reply
as retail value, I. I. retail outlet and will let you know

I don't know whether
anyhow, it should be
our collection and is

MUSEUM OF MODERN ART
March 10, 1950

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date March 30, 1950

To: ~~Natalie Hoyt~~
From: ~~Dorothy Dudley~~

Re: Exhibition House II

Please issue loan receipt to General Electric Company Home Bureau, 1285 Boston Avenue, Bridgeport, Connecticut, Att: Mr. I. P. Pruitt. or early Tuesday morning ^{4 soul} for photographing (Tuesday - Thursday). These things will go right back and don't have to be recorded, insured, etc. However, I have asked them to send along a list so that we can check them for return shipment.

GD.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

as retail value, I. I. retail outlet and will let you know
S's reply
the donor was also in manufacturer
Karoia Stiles,
Croton, Palis, N.Y.

no our collection and is
I don't know whether
Anyhow, it should be
March 10, 1950
MUSEUM OF MODERN ART

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 27, 1950

To: Miss Dudley

Re: House in the Garden II

From: Greta Daniel

WOMAN'S HOME COMPANION are going to send over today or early Tuesday morning a number of kitchen equipment, etc. which will be used exclusively for photographing (Tuesday - Thursday). These things will go right back and don't have to be recorded, insured, etc. However, I have asked them to send along a list so that we can check them for return shipment.

GD.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

as retail value, ...
S's reply
I don't know whether
Anyhow, it should be
no our collection and is

MUSEUM OF MODERN ART
March 10, 1950
HOUSE IN THE GARDEN II

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date March 27, 1950

To: Miss Dudley

Re: Loans - HOUSE IN THE
GARDEN II

From: Greta Daniel

The New York Telephone Co. an additional loan from
 426 West 51st Street
 Att.: Mr. Trainor Inc., 171 Madison Avenue
 New York 16, N.Y. Retail

has lent two telephones (desk type) to be used in the
 House in the Garden. They will let me know today if
 they want us to insure them and for what amount.
 Also; they have a note to send a man to pick them up
 after the close of the exhibition, October 31st.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
 205 East 42nd Street
 New York, N. Y.
 Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

MUSEUM OF MODERN ART

March 10, 1950

HOUSE IN THE GARDEN II

as retail value, ...
 S's reply
 Harold H. ...
 Croton, N.Y.

no donor who also is manufacturer
 I don't know what they
 from the ...
 I don't know what they
 from the ...
 I don't know what they
 from the ...

no our collection and is

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 27, 1950

To: Miss Dudley

Re: Loans - HOUSE IN THE
GARDEN II

From: Greta Daniel

We will receive today or tomorrow an additional loan from

Molla Inc., 171 Madison Avenue
New York 16, N.Y.

Retail

one table frame, black metal, size 36"x18", 18" high \$30.00

Our own carpenters are going to make a wooden table top.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

as retail value, ...
S's reply
Karoide Stierle,
Croton, N.Y.
no donor who also is manufacturer

I don't know whether
anyhow, it should be
our collection and is

BOOK IN THE GARDEN II

March 10, 1950

MUSEUM OF MODERN ART

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THE MUSEUM OF MODERN ART

Date March 23, 1950

encl
To: Natalie Hoyt

Re: Air House

From: Barbara Rex

Dear Natalie:

Please note that I have spelled the name of the MIDDLETOWN CO. incorrectly on the green copy of the loan receipt sent into your office.

B. Rex.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

MUSEUM OF MODERN ART

Date: March 10, 1950

RETURN TO THE GARDNER II

as retail value, I.T. reads outlet and will let you know
S's reply
no donor who also is manufacturer
Harold Stearns,
Croton, Palle, N.Y.

I don't know whether
anyhow, it should be
to our collection and is

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 21, 1950

To: Mr. Faeth

Re: HOUSE IN THE GARDEN II

From: Miss Daniel

rug lining

Dear Bob:

As discussed on the telephone yesterday, may we get from your store of carpet material

one 9' x 12' OZITE rug lining

to be used under the living room rug in the Ain house. Mr. Johnson is coming back on Thursday and I would very much like to have the lining installed by that time.

Thanks,

Thanks.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

MUSEUM OF MODERN ART

Date March 10, 1950

HOUSE IN THE GARDEN II

as retail value, ... find outlet and will let you know
S's reply
Harold Stearns,
Croton, N.Y.
The donor who also has manufacturer

I don't know whether
Anyhow, it should be
no our collection and is

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 21, 1950

To: Mr. Faeth

Re: HOUSE IN THE GARDEN II

From: Miss Daniel

telephones

Dear Bob:

As discussed on the telephone, will you kindly order for us as a loan (March through October)

2 desk telephones (bell in base)

in good condition to be used as part of the furnishing of the Ain House. They will not be installed, of course, and should possibly be here not later than the end of this week. Also, will you find out whether the telephone company wants us to insure them for the duration of the exhibition and at what value.

Thanks.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

MUSEUM OF MODERN ART

Date March 10, 1950

HOUSE IN THE GARDEN II

as retail value, I. I. retail outlet and will let you know
B's reply
Harold Sittler,
Croton, Falls, N.Y.
do donor who also is manufacturer

appear with value in a
to our collection and is
I don't know whether
Anyhow, it should be

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THE MUSEUM OF MODERN ART

Date March 16, 1950

To: Miss Dudley

Re: _____

From: Greta Daniel

Dear Dorothy:

Could we arrange to have a large armchair picked up tomorrow morning at

KNOLL Planning Unit
22 East 56th Street
(5th Floor)

*Received
3.21.50*

We will need a station wagon for transporting and it is important that the chair is here at about noon time. Philip Johnson will be here tomorrow afternoon for just an hour and has to make a decision about using the chair in the house.

Also, we have to make sure that the chair is being returned to the same address early on Monday. Charges go to HOUSE IN THE GARDEN II.

Range	D11G1)	299.95
Dishwasher	AE748) received March 2	214.95
Disposal	FA3ER)	124.95
Ironer	AR50)	99.95

Loaned by: General Electric Appliance Inc.
205 East 42nd Street
New York, N. Y.
Attention: Mr. C. E. Humes

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

*as retail value, ...
replaced outlet and will let you have
B's reply*

*appear will pick up at
other the
I don't know whether
to our collection and is*

*HOUSE IN THE GARDEN II
March 10, 1950
MUSEUM OF MODERN ART*

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 15, 1950

To: Miss Dudley

Re: House in the Garden

From: Natalie Hoyt

The following information about equipment in the exhibition house is for registration and insurance purposes:

Four hanging electric fixtures - received March 9		
Loaned by: Middletown Mfg. Co.	Value \$ 75.00 each	
Middletown, N. Y.		
Washer AW 6A 8)	369.95	
Dryer AD 6)	249.95	Received Feb. 28
Refrigerator NJ 8 - LHD)	359.75	
Loaned by: General Electric Company		
1285 Boston Avenue		
Bridgeport 2, Conn.		
Attention: Mr. I. P. Pruitt		
Range D1181)	299.95	
Dishwasher AE748)	214.95	received March 2
Disposal FA3ER)	124.95	
Ironer AR50)	99.95	
Loaned by: General Electric Appliance Inc.		
205 East 42nd Street		
New York, N. Y.		
Attention: Mr. C. E. Humes		

NOTE: The insurance value of the kitchen cabinets, counter tops and sink, which were also supplied by General Electric at Bridgeport, are not yet known.

For dope on it such as retail value, I'll refer you to Mr. S's reply

I have written to the donor who also is manufacturer
Harold Attieley,
Croton, Falls, N.Y.

I don't know whether I should go ahead and pick it up today.

Date March 15, 1950

THE MUSEUM OF MODERN ART

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 10, 1950

To: Miss Dudley

Re: HOUSE IN THE GARDEN II

From: Greta Daniel

Here is a little pepper mill which is a gift to our collection and is being held by me as "PENDING ACQUISITIONS".

Philip wants to use it in the House in the Garden. I don't know whether you want to record it as loan from the Department? Anyhow, it should go over to the house with all the other things.

I have written to the donor who also is the manufacturer

Harold Sitterle,
Croton, Falls, N.Y.

for dope on it such as retail value, N.Y. retail outlet and will let you know as soon as I have Mr. S's reply

List of objects attached herewith.

80.

MODERN ART

Date March 9, 1950

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date March 10, 1950

To: Miss Dudley

Re: PICK - UP

From: Greta Daniel

HOUSE IN THE GARDEN II

Dear Dorothy:

We have to send today after 2 PM a messenger to pick up one or two cartons of glass and pottery pieces at the ware house of

Martin Freeman Co.
43 West 24th Street
N.Y.C.

These are pieces on approval to go into the House in the Garden. I picked them out last night and they have no facilities of sending them out today.

List of objects attached herewith.

S.D.

THE MUSEUM OF MODERN ART

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date March 9, 1950

To: Miss Dudley

Re: LOAN - HOUSE IN THE GARDEN II

From: Greta Daniel

Mr. Alexey Brodowitch, 315 East 57th Street, will deliver today to the Receiving Room:

1 Model coffee table, 30" diameter insurance value \$50.00

The tabel is for inspection only and not part of the furnishing of the house.

Notes: Listen to living (an exhibition will be taken down)
Galders: Korea
Marcks: Second Youth
Graves: Little Green Bird of the Inner Eye
Burchfield: West Wind
Bertola: Unsprink

5.0.

*Has to be used Friday morning on first floor by AHB and DCM to plan Recent Acquisitions show.

Modern Painters and Sculptors as Illustrators

As you probably know, Alfred has picked out a group of prints and drawings which are also to go out to the House. Dorothy Lytle is taking care of this.

Pioneers of Modern Design

Twentieth-century Italian Art

Pierre Bonnard

Picasso: Fifth Year of his Art

Georges Braque

Henri Rousseau

The Architecture of Bridges

Marcel Breuer,

Built in U.S.A.

If You Want to Build a House

Wies van der Vliet

The History of Photography

Ask to make pottery and ceramic sculptures

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc: Philip Johnson

Date March 8, 1950

To: Dorothy Dudley

Re: Paintings for House in the

From: Dorothy Miller

Garden

Dear Dorothy:

Can you have the following ready for Frank and Bill to take out to the House in the Garden on next Saturday morning, March 11th?

- Motherwell: Western Air*
- Matta: Listen to Living (on exhibition, will be taken down)
- Calder: Horse
- Marcks: Seated Youth
- Graves: Little Known Bird of the Inner Eye
- Burchfield: East Wind
- Bertoia: Monoprint

*Has to be used Friday morning on first floor by AHB and DCM to plan Recent Acquisitions show.

As you probably know, Alfred has picked out a group of prints and drawings which are also to go out to the House. Dorothy Lytle is taking care of this.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc: Harry Skevington
 Miss Kay Bill Fannie
 Miss

Date March 7, 1950

March 7, 1950

To: Publications Dept.
 Miss Dudley
 Miss Daniel
 From: Greta Daniel

Re: Books for Ain House

pink-up book loan to

house in garden

We would like to borrow for the Ain House in the Garden the following Museum books listed below. Would you please have them delivered to Harry Skevington not later than Thursday, the 9th so they can be carried to the house together with other furnishings.

Dear Miss Dudley:

Arts of the South Seas

We have to print Contemporary Painters. I have arranged a shipment of books for the

House in the Garden. Fantastic Art, Dada, Surrealism

The History of Impressionism

J. Ray Peck,
 126 E. 51st St. PL 4-2417

Indian Art of the United States

This shipment amounts to about 50 books, all of which will be carefully Modern Drawings

marked with the owner's name on the inside cover. I hope that this way Modern Painters and Sculptors as Illustrators

we will have little difficulty in separating them for return shipment from Painting and Sculpture in the Museum of Modern Art

the rest of the books lent to us. Pioneers of Modern Design

Charges should go the House in the Garden. Twentieth-century Italian Art

Will it be possible to arrange for a pick-up sometime on Wednesday, March 8th?

Picasso: Fifty Years of His Art

This shipment will be accompanied by a detailed list of titles and insurance values. Georges Rouault

Henri Rousseau

The Architecture of Bridges

Marcel Breuer,

Built in U.S.A.

If You Want to Build a House

Mies van der Rohe

The History of Photography

How to make pottery and Ceramic Sculpture

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

Peck,

THE MUSEUM OF MODERN ART

cc: Miss Hoyt
Miss

Date: March 7, 1950

To: Miss Dudley

Re: Pick-Up: Book loan to

From: Greta Daniel

House in Garden

Dear Miss Dudley:

We have to pick up by truck or stationwagon a shipment of books for the House in the Garden, lent by the book dealer:

J. Ray Peck,
126 E. 51st St. Pl 5-2417

This shipment amounts to about 50 books, all of which will be carefully marked with the owner's name on the inside cover. I hope that in this way we will have little difficulty in separating them for return shipment from the rest of the books lent to us.

Charges should go the House in the Garden.

Will it be possible to arrange for a pick-up sometime on Wednesday, March 9th?

This shipment will be accompanied by a detailed list of titles and insurance values.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

Simon & Schuster

THE MUSEUM OF MODERN ART

cc: Natalie Hoyt
~~Donna Dudley~~

Date March 7, 1950

To: Miss Dudley

Re: Simon & Schuster loan to

From: Greta Daniel

House in Garden

Dear Miss Dudley:

I have just made arrangements on the telephone with Simon & Schuster to have them send over some time this week about 40 books for the house. They will send a correct list along with titles and insurance values noted.

Date March 2, 1950

Re: Requesting of use of artist

Level Book for Gregory King

THE MUSEUM OF MODERN ART

The work is now in Director's office. I have asked Frank Quinn to get it sent to the print shop for you.
The job has to be ready at least one week and should be put on the project list for general print work on the house.

6.11

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date March 2, 1950

cc. Frank Quinn

To: George Magrath

Re: Repainting of one D'Amico

From: Greta Daniel

Easel Desk for Gregory Ain House

Dear George:

As we have discussed today, we would like to use one of D'Amico's easel-desks in the House in the Garden. It has to be repainted in a good lemon yellow, will most probably need two coats to cover the bright red paint. Let me see a sample of the color before putting on the final coat.

The easel is now in D'Amico's office. I have asked Frank Quinn to get it down to the paint shop for you.

The job has to be ready middle of next week and should be put on the project order for general paint work on the house.

B.D. ✓

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

The paintings (oils and watercolors) range in value from about \$200 to \$900.

If Philip approves a couple of changes tomorrow (a Jimmy Ernst painting instead of the Baziotos and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we know his opinion. Oke?

4/1/50

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THE MUSEUM OF MODERN ART

Date March 2, 1950

To: Mr. Karpel

Re: Books on loan for Gregory Ain
House

From: Greta Daniel

Dear Bernhard:

Here are the measurements for the entire "book" space in the house:

Living room: shelf, 11'4" long mixed literature, including Museum books, ^{and/} Simon
8" deep and Schuster publications.
12" high

Play room: open cabinet: 48" long Children books exclusively
16" deep
ca. 10" high

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

The paintings (oils and watercolors) range in value from about \$200 to \$900.

If Philip approves a couple of changes tomorrow (a Jimmy Ernst painting instead of the Baziotes and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we know his opinion. Oke?

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date February 20, 1950

To: Ted Morton

Re: Mimeographing form sheets

From: G

Books - good

Dear

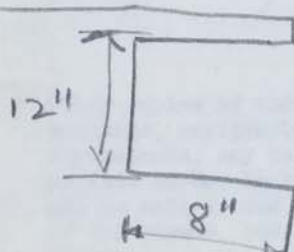
Would
paper

I would
it of

Thank

Dimensions:

(the plans are not consistent.
but I believe the final
dimensions are):



length 11'-6"

perhaps few
nickles shorter

depth 8"

height 12"

If Philip approves a couple of changes tomorrow (a Jimmy

Ernst painting instead of the Baziotes and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we
know his opinion. Oke?

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Date February 20, 1950

To: Ted Morton

Re: Mimeographing form sheets

From: Greta Daniel

for HOUSE IN THE GARDEN

Exhibition

Dear Ted:

Would you kindly have the attached ~~to~~ stencils mimeographed on plain white paper.

250 copies of the loan worksheets

(two sides of each sheet to be mimeographed!)

75 copies of the typewritten text

I would be happy to have the material sometime early on Tuesday to send it out to the lenders. We are very late confirming telephone requests.

Thanks

GD

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

The paintings (oils and watercolors) range in value from about \$200 to \$900.

If Philip approves a couple of changes tomorrow (a Jimmy Ernst painting instead of the Baziotes and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we know his opinion. Oke?

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc: Miss Hoyt
Miss D. Miller
Mr. Johnson

Date April 11, 1950

Date April 11, 1950

To: Miss Daniel
From: Olive Bragazzi

Re: Catalog for the Ain

Works from the Collection
house

Dear Greta:

Both Mr. Barr and Dorothy Miller agree that it's entirely up to you to decide how to list the works from the Collection that are used in the Ain house. It's ok either to list them room by room or separately at the end.

However, Mr. Barr does suggest a notation in smaller print somewhat along these lines:

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

The paintings (oils and watercolors) range in value from about \$200 to \$900.

If Philip approves a couple of changes tomorrow (a Jimmy Ernst painting instead of the Bazilotes and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we know his opinion. Oke?

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

Miss Daniel ✓
Miss Hoyt
Miss D. Miller
Miss Lytle
Miss Dudley

Date April 13, 1950

To:

Re: Works from the Collection

From: Olive Bragazzi

for the Ain house

Matia (Sofistocia) Matia (Scharran): Matia in Living (Nourter vivre).
1941. Oil on canvas. Inter-American Fund

Attached is the final Final FINAL list of paintings, sculpture
and prints borrowed from the Collection for the Ain house. We
understand that they will remain in the house through the end
of next October.

And if anybody so much as thinks about making any substitutions,
I'll shoot 'Em Daid. See?

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

Hopper, Edward: The Lonely House. 1922. Etching. Gift of Mrs. John D.
Rockefeller, Jr.

Hopper, Edward: Evening Wind. 1921. Etching. Gift of Mrs. John D. Rockefeller, Jr.

Kepes, Juliet: Lion, M. A. 1941. Color serigraph. Museum of Modern Art
Print Collection

→ Kuniyoshi ---
Miro, Joan: Acrobats in the Garden at Night. 1948. Color lithograph.
Purchase Fund

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

Sorry there's no smaller type to show how I feel...

4/13/50

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

check

~~Artbook for~~ THE MUSEUM OF MODERN ART
Museum of Modern Art
FINAL LIST OF WORKS FROM THE COLLECTION (BORROWED FOR THE AIN HOUSE)

Painting and Sculpture

- Burchfield, Charles: The East Wind. 1918. Watercolor. Gift of Mrs. W. Murray Crane
- Magritte, René: The False Mirror. 1928. Oil on canvas. Purchase Fund
- Matta (Sebastian Antonio Matta Echaurren): Listen to Living (Ecoutez vivre). 1941. Oil on canvas. Inter-American Fund
- Weber, Max: Morning. 1930. Gouache. Given anonymously
- Osver, Arthur: Melancholy of a Rooftop. 1942. Oil on canvas. Mrs. Simon Guggenheim Fund
- Ferber, Herbert: Portrait of Jackson Pollock. 1949. Lead. Purchase Fund

Prints & DRAWING

- Acrobats or print*
- Bertoia, Harry: Composition. 1943. Color monoprint, printed from movable forms. James Thrall Soby Fund
- Braque, Georges: Teapot with Lemons. 1947. Color lithograph. Purchase Fund
- Hayter, Stanley William: The Rape of Lucretia. 1934. Engraving and soft ground etching. Given anonymously
- Hopper, Edward: The Lonely House. 1922. Etching. Gift of Mrs. John D. Rockefeller, Jr.
- Hopper, Edward: Evening Wind. 1921. Etching. Gift of Mrs. John D. Rockefeller, Jr.
- Kepes, Juliet: Lion, M. A. 1941. Color serigraph. Museum of Modern Art Print Collection
- Kuniyoshi
- Miro, Joan: Acrobats in the Garden at Night. 1948. Color lithograph. Purchase Fund
- Reder, Bernard: Lady of the Middle Ages. 1949. Color woodcut. Purchase Fund

4/13/50

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

cc: Miss Dudley
Miss D. Miller
Miss Hoyt

Date: April 17, 1950

To: Miss Greta Daniel
From: Olive Bragazzi

Re: Kuniyoshi drawing for the house in the garden

Dear Greta:
Dear Greta:

These are the works being used in the Ain house in the garden. All but the Basileas are from the Museum Collection. should be added the following to the previous list of the works lent from the Collection for the Ain house:

*Paintings?
or prints?*

Morrillo, Benito: The Naked Mirror. 1928. Oil. Purchase Fund
Kuniyoshi, Yasuo: Fisherman. 1924. Dry brush and india ink.
Matta (Sebastian Antonio Matta Schaurran): Station in
Given anonymously (Donates vivre). 1941. Oil. Inter-American Fund

Weber, Max: Morning. 1930. Gouache. Given anonymously

I knew I shouldn't spend so much time in that fancy john out there. Should have looked at the Art.

Basileas, William: Maguerade Still Life. 1946. Oil. Collection of Philip Johnson

A thousand apologies.

The prints being used in the house have been listed Really. separately by Dorothy Lytle. I believe you have received a copy, Greta.

Let me know if I can get together any other info. Oks!
Forgive me?

Sorry there's no smaller type to show how I feel...

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc: Miss D. Miller
Miss Dudley

Date March 31, 1950

To: Miss Greta Daniel

Re: Painting and sculpture

From: Olive Bragazzi

for Ain house

Dear Greta:

These are the works being used in the Ain house in the garden. All but the Baziotes are from the Museum Collection.

Burchfield, Charles: The East Wind. 1918. Watercolor.
Gift of Mrs. W. Murray Crane.

Magritte, René: The False Mirror. 1928. Oil. Purchase Fund

Matta (Sebastian Antonio Matta Echaurren): Listen to Living. (Ecoutez vivre). 1941. Oil. Inter-American Fund

Weber, Max: Morning. 1930. Gouache. Given anonymously

Ferber, Herbert: Portrait of J. P. 1949. Lead. Purchase Fund

Baziotes, William: Masquerade Still Life. 1946. Oil.
Collection of Philip Johnson

The prints being used in the house have been listed separately by Dorothy Lytle, I believe you have received a copy, Greta. Let me know if I can get together any other info. Oke?

Olive

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

THE MUSEUM OF MODERN ART

cc. Miss Dudley
Miss D. Miller
Miss Daniels ✓

Date March 31, 1950

To: Mrs. Bragazzi

Re: Prints for Ain House

From: D. Lytle

Dear Olive:

Herewith is list of prints used in the Ain-house-in-the-garden:

255.44	Bertoia, Harry	<u>Composition.</u> (1943.) Color monoprint, printed from movable forms. James Thrall Soby Fund.
—	Braque, Georges	<u>Teapot with Lemons.</u> (1947.) Color lithograph. Purchase Fund.
517.41	Hayter, Stanley William	<u>The Rape of Lucretia.</u> 1934. Engraving and soft ground etching. Mrs. John D. Rockefeller, Jr. Fund Given anonymously.
954.40	Hopper, Edward	<u>The Lonely House.</u> (1922.) Etching. Gift of Mrs. John D. Rockefeller, Jr.
962.40	"	<u>The Evening Wind.</u> (1921.) Etching. Gift of Mrs. John D. Rockefeller, Jr.
555.41	Kepes, Juliet	<u>Lion, M.A.</u> (1941.) Color serigraph. Museum of Modern Art Print Collection
145.49	Miro, Joan	<u>Acrobats in the Garden at Night.</u> 1948. Color lithograph. Purchase Fund.
262.47	Picasso, Pablo	<u>Owl.</u> 1947. Color lithograph. Acquired through the Lillie P. Bliss Bequest
1266.40	Sheeler, Charles	<u>Yachts.</u> Lithograph. Gift of Mrs. John D. Rockefeller, Jr.

Alfred planned at one time I think to emphasize the fact that most modern prints are within the means of those of moderate income. He asked particularly about the Kepes Lion M.A. so I wrote to the artist to see if impressions were still available. She says she has a few left but is running off some more, price \$5. each. Her address is:

Mrs. Juliet Kepes
3 Walker Terrace
Cambridge 38, Mass.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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May 17 4 West 54 Street New York

GREGORY AIN ARCHITECT

MUSEUM OF MODERN ART—WOMAN'S HOME COMPANION

EXHIBITION HOUSE

*The Trustees of the Museum of Modern Art request the honor of
your presence at the private opening of an Exhibition House, designed
by Gregory Ain and co-sponsored by the Woman's Home Companion,
in the Museum Garden at 4 West 54 Street, New York, Wednesday,
May 17, 1950, from noon to seven.*

Because of the high cost of this project, members are entitled to only one free admission. Tickets otherwise will cost fifty cents. This card will admit one on Members' Day or any day thereafter through October 29, 1950.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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May 8, 1950

MEMORANDUM

TO: All Personnel
FROM: Architecture Department

You are cordially invited to attend a special preview for the Museum staff of the Exhibition House in the Garden on Monday, May 15th, from 11:30 A. M. to 2:30 P. M.

Because of the high cost of this project, the Museum is not issuing any complimentary tickets and cannot extend the privilege of free admission to staff members for family and friends.

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Greta

14563
D-6-7

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

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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BOWL (on counter): lacquered greenish-black glaze <i>des.</i> Jade Snow Wong, San Francisco, Calif.	\$ 25.00	ASH TRAY: pottery, alabaster glaze BOWL: pottery, rough texture <i>des.</i> Celeste Caravias, New York <i>ret.</i> Jacques Seligmann Galleries	\$ 6.00 4.00
PLATE (on table): grey swirl pattern <i>des.</i> F. Carlton Ball, Oakland, Calif.	12.00	HANGING LAMP: aluminum baffle, adjustable reel, paper shade <i>des.</i> Richard Kelly <i>mfr.</i> Middletown Mfg. Co., Middletown, N.Y. <i>ret.</i> through Richard Kelly	75.00
BOWL (on hearth): marbled and yellow glazes <i>des.</i> Celeste Caravias, New York <i>ret.</i> Jacques Seligmann Galleries	16.00	DRAPERY MATERIAL: "Streetscene" pattern on Osnaburg cotton <i>des.</i> Janna Pratt Goodspeed <i>mfr.</i> Arundell Clarke, New York <i>ret.</i> through decorators	yd. 4.20
CLOCK: electric, grey metal case <i>des.</i> George Nelson <i>mfr.</i> Howard Miller Clock Co., Zeeland, Mich. <i>ret.</i> New Design, Inc.	19.50	Dressing Room and Bathrooms	

Parents' Bedroom

DOUBLE BED: Beautyrest box spring and mattress, 54 x 74" <i>mfr.</i> Simmons Company, New York <i>ret.</i> Bloomingdale Bros., Inc.; James McCreery & Co.	ea. 59.50	STOOL: <i>see living room</i>	
BEDSPREAD: yellow unsinged goat's hair cloth, 66" wide, dyed to order <i>mfr.</i> Arundell Clarke, New York <i>ret.</i> through decorators	yd. 5.40	RUG: Wunda Weve, 4 x 6' <i>See living room</i>	21.95
ARM CHAIR: metal rod base, molded glass fibre and plastic shell (A prize winner in the Museum's International Competition for Low-cost Furniture Design) <i>des.</i> Charles Eames <i>mfr.</i> Herman Miller Furniture Co., Zeeland, Mich. <i>ret.</i> Sachs Quality Stores, Inc.	29.95	DRESSER SET: brown plastic: 6 pieces <i>mfr.</i> Shoreham, New York <i>ret.</i> Saks Fifth Avenue	32.30
BEDSIDE TABLES: black iron frame, glass shelves <i>mfr.</i> Molla, Inc., New York <i>ret.</i> Mayhew Shop	ea. 28.00	FLOWER VASE: pottery, Cordovan red <i>des.</i> F. Carlton Ball, Oakland, Calif. <i>ret.</i> Jacques Seligmann Galleries	12.00
RUGS: Wunda Weve, 24 x 48" <i>See living room</i>	ea. 6.50	WASTE BASKET: black plastic 1.79 SHOWER CURTAIN: white plastic 4.50 MISCELLANEOUS TOWELS .25 to 2.60 <i>ret.</i> Bloomingdale Bros., Inc.	
BOOK STAND: table model, brass <i>des.</i> & <i>mfr.</i> Karl Aubock, Vienna, Austria <i>ret.</i> Plus Studio	16.00	Children's Play Room	
		STORAGE UNITS: metal frame, plywood and plastic panels <i>Price dependent on size and fittings</i> <i>des.</i> Charles Eames <i>mfr.</i> Herman Miller Furniture Co., Zeeland, Mich. <i>ret.</i> Bloomingdale Bros., Inc.	59.95 to 79.95
		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 <i>mfr.</i> & <i>ret.</i> Creative Playthings, New York	ea. 4.50
		RUG: Wunda Weve, 36 x 60" <i>See living room</i>	12.95

447.15
D. 6.3

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.15

64563
D-6-4

WINDOW SHADES: $\frac{1}{8}$ " vertical bamboo sq. ft. \$.42
plus fittings
distr. Arundell Clarke, New York
ret. through decorators

HANGING LAMPS: see parents' bedroom

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

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

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

SIDE CHAIR: see living room

STOOL: see living room

RUG: Wunda Weve, 44 x 44" 15.20
See living room

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

BEN and ROOSTER: Portuguese pottery pair 12.00
Painted pair 6.00
Unpainted
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
Disposal 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) 38.50
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
Ekeo, 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

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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, \$ 35.00
 30 x 60"

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

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MUSEUM OF MODERN ART
WOMAN'S HOME COMPANION
EXHIBITION HOUSE

April 1950

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CATALOG INFORMATION

KITCHEN

Mfr. and
or Designer

Retail outlet

Retail Price

Catalogue
1st Draft

REVERE set of 4 skillets, ^{also} saucepans	19.20
VOLLRATH drip coffee maker, white enamel	2.96
REPUBLIC 3-pc. set of icebox containers, flexible plastic	2.95
juice container, flexible plastic	0.69
measuring cup, Pyrex glass	0.75
EKCO, FLINT kitchen tool set on rack, stainless steel	12.95
French ovenware bowl, pottery glazed brown inside	2.19
SHENANDOAH salad bowl, wood	4.98
" salad servers " 2-pc.	3.98

over

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MUSEUM OF MODERN ART
WOMAN'S HOME COMPANION
EXHIBITION HOUSE

April 1950

- 1 -

CATALOG INFORMATION

<u>KITCHEN</u>	<u>Mfr. and or Designer</u>	<u>Retail outlet</u>	<u>Retail Price</u>
Range			\$299.95
Dishwasher			214.95
Disposal			124.95
Ironer			99.95
Washer			369.95
Dryer			249.95
Refrigerator			359.75
Counter top and sink bowl			225.00
8 Kitchen cabinets			352.45
	General Electric Co.		
<u>KITCHEN EQUIPMENT, TOOLS, UTENSILS, ETC.:</u>			
Swedish Spice Set (built into wall)			33.50
SUNBEAM automatic toaster			22.50
DAZEY juicer, aluminum			5.95
WEAVER mixing bowl, aluminum			1.10
REVERE tea kettle, stainless steel, copper bottom			4.95
REVERE utensil rack, stainless steel			2.50
REVERE set of 4 skillets, ^{and} saucepans			19.20
VOLLRATH drip coffee maker, white enamel			2.96
REPUBLIC 3-pc. set of icebox containers, flexible plastic			2.95
juice container, flexible plastic			0.69
measuring cup, Pyrex glass			0.75
EKCO, FLINT kitchen tool set on rack, stainless steel			12.95
French ovenware bowl, pottery glazed brown inside			2.19
SHENANDOAH salad bowl, wood			4.98
" salad servers " 2-pc.			3.98

over

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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KITCHEN CONTINUED:

COSCO kitchen stool, chrome, leather seat and back	7.45
SANETTE, step-on garbage can, white enamel	2.95
cooking spoons, wood, set of four	0.79
MUNSING, rolling pin, wood	2.09
MAGGIE, magnetic memo board, metal	1.00
batter bowl, Portugese pottery	3.50
KROMEX, canister set of 4, aluminum	5.95

Ret.: Bloomingdale Bros., Inc.

Window Shades; 1/8" horizontal bamboo (inside cut)	19.62 ea.
Distributor: Arundell Clarke	
Retail: through decorators	

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catalog information, cont'd.

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DINING ROOM:

dining table, black iron rod frame, glass top; 30 $\frac{1}{2}$ x 48" \$59.98
 Mfr.: Pacific Iron Products Co., Pasadena
 Ret.: McCreery & Co.

dining chairs (4); black iron rod frames, sheet metal seats 27.50
 (A prize winner in the Museum's international competition
 for low-cost furniture design.)
 Des.: Donald Knorr
 Mfr.: Knoll Associates, New York
 Ret.: New Design, Inc.

table setting:

Dinner plates, ovenproof stoneware, dark green glaze ea. 1.60
 Mfr.: Putney Pottery, Putney, Vt. oval bowl 2.50
 Ret.: Bloomingdale Bros., Inc.

Tumblers, clear glass ea. 0.15
 Des.: Freda Diamond
 Mfr.: Libbey Glass Co., Toledo, Ohio
 Ret.: R.H. Macy & Co.

Flatware, stainless steel, pattern TORA. set of four 5.40
 Des.: Folke, Arstrom
 Mfr.: Gense, Sweden
 Ret.: Bonniers

Place mats, knitted cotton string, white, 13"x19" ea. 0.69
 Mfr.: Emily W. Ellis, Inc., New York
 Ret.: Bloomingdale Bros., Inc.

Coffee set; (on counter) white porcelain 17.00
 Mfr.: Arzberg, Germany
 Ret.: New Design Inc.

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LIVING ROOM

Library table; black iron rod frame, glass top; 34"x54" Mfr.: Pacific Iron Products Co., Pasadena, Calif. Ret.: McCreery & Co.		\$64.98
Side chair; black iron rod frame, sheet metal seat Des.: Donald Knorr Mfr.: Knoll Associates, New York, N.Y. Ret.: New Design, Inc.	Foam rubber pillow fabric covered	27. 50 31. 00
Sofa Chaise; adjustable black metal frame, foam rubber mattress and bolsters covered with navy Nylon fabric (Arundell Clarke) Des.: Van Keppel-Green Mfr.: Balboa Pacific Corp., Fullerton, Calif. Ret.: New Design, Inc.		225.00 Muslin Nylon dyed to order: 8.10 p.yd
Easy Chair; black iron rod frame, molded shell, upholstered. Des.: Eero Saarinen Mfr.: Knoll Associates, New York, N.Y. Ret.: New Design, Inc., James McCreery, Bloomingdale Bros. Inc.		246.00
Side Table (stacking stool); ebonized plywood Mfr.: Pascoe Industries, Inc., New York, N.Y. Ret.: same	set of 4	19.80
Floor Lamp; black lacquered metal stand, adjustable; linen shade Des.: David Wurster Mfr.: Richards-Morgenthau Co., New York, N.Y. Ret.: George Jensen, Pascoe Industries, Inc.		29.50
Rug; WUNDA WEVE, dove grey cotton, 9' x 12' Mfr.: Belrug Mills, Inc., Greenville, S.C. Ret.: Bloomingdale Bros, Inc., Lord & Taylor, B. Altman & Co.		94.50
Fire Place Equipment; Screen, black iron, 28 1/2"x40" Log Grabs, wrought iron Fire Dogs, iron Mfr.: Wm. H. Jackson Co., New York, N.Y. Ret.: same		30.00 35.00 12.00
	Mexican log basket, woven reed Hearth broom, Ret.: Bloomingdale Bros., Inc.	2.50 1.98

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LIVING ROOM, cont'd.

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Radio; HALLICRAFTER table model S-40 Mfr.: The Hallicrafters Co., Chicago, Ill. Des.: Raymond Loewy Ret.: Davega Stores	\$79.95
Tall Vase; pottery, white, Italian Ret.: DESIGNED FOR LIVING	30.00
Tall Vase; clear glass (on counter) Ret.: Bloomingdale Bros., Inc.	5.00
Clock; Chronopak electric, grey metal case, black masonite face Des.: George Nelson Mfr.: Howard Miller Clock Co. Ret.: New Design, Inc.	19.50
Cigarette Box, enamel on copper Ashtrays, enamel on copper, 3" diam. - 7" diam. Des.: E.H. Lichtblau Mfr.: Joseph Franken, New York, N.Y. Ret.: Bloomingdale Bros., George Jensen	12.98 \$1.98 - 8.98 ea.
Bowl (on counter), -lacquered greenish black glaze Des.: Jade Snow Wong	25.00
Plate (on table), grey swirl pattern Des.: F. Carlton Ball	12.00
Bowl (on hearth), marblized and yellow glazes Des.: Celeste Caravias Ret.: Jacques Selignann & Co., Inc.	16.00
Curtain Material; (also in Dining Space and Parents' Bedroom) STREETSCENE pattern on Osnaburg cotton Des.: Janna Pratt Goodspeed Mfr.: Arundell Clarke Ret.: Through decorators	4.20 p.yd.

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PARENTS' BEDROOM

Double Bed

Bedspread; unsinged goats hair cloth, dyed yellow, 66" wide per yard \$ 5.40
 Mfr.: Arundell Clarke dyed to order
 Ret.: through decorators

base of 4 metal rods,
 Arm Chair; ~~four-legged metal frame~~, molded 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.
 Ret.: Sachs Quality Stores, Inc.

Bedside Tables; two-tier black iron frame, glass shelves 28.00 ea.
 Mfr.: Molla, Inc., New York, N.Y.
 Ret.: Mayhew Shop

Rugs; Wunda Weve, dove grey cotton, 24"x48" 6.50 ea.
 Mfr.: Belrug Mills, Inc., Greenville, S.C.
 Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.

Book Stand; table model, brass 16.00
 Des.: Karl Aubock, Austria
 Ret.: Plus Studio

Ash Tray; pottery, alabaster glaze 6.00
 Bowl; ~~conical~~ shaped, rough textured 4.00
pottery
 Des.: Celeste Caravias
 Ret.: Jacques Seligmann & Co., Inc.

~~Lamp (also in Dining Space and Children's Playroom); "FLOATING LAMP" 75.00 ea.~~
 "FLOATING LAMP" (also in Dining Space and Children's Playroom); 75.00 ea.
 Light diffusing aluminum baffle lamp on adjustable reel,
 paper shade;
 Des.: Richard Kelly
 Mfr.: Middletown Mfg. Co., Middletown, N.Y.
 Ret.: through Richard Kelly

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DRESSING ROOM

+ Bath rooms

Stool; ebonized plywood set of four: \$ 19.80
 Mfr.: Pascoe Industries, Inc., New York, N.Y.
 Ret.: same

Rug; Wunda Weve, cinamon brown cotton, 4' x 6'
 Mfr.: Belrug Mills, Inc., Greenville, S.C.
 Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.

Dresser Set; (Comb and brush; clothes brush, mirror powder jars) 6-pc. 32.30
 Mfr.: Shoreham
 Ret.: Saks Fifth Avenue

Flower Vase; pottery, Cordovan red ~~with a green base~~ 12.00
 Des.: F. Carlton Ball
 Ret.: Jacques Seligmann & Co., Inc.

Waste Basket, black plastic 1.79
 Ret.: Bloomingdale Bros., Inc.

Shower Curtain: white plastic 4.50

Bath Towels: Ambassador brand, white 1.00 ea.

Face Towels: white 0.79 ea.

Face Cloths: white 0.25 ea.

Bath Mat: white 2.60

Ret: Bloomingdale Bros. Inc.

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CHILDREN'S PLAY ROOM

Storage Units; metal uprights and struts, plywood and plastic panels; ea. 48" long
 fitted with drawers and sliding doors
 Des.: Charles Eames
 Mfr.: Herman Miller Furniture Co., Zeeland, Mich.
 Ret.: Bloomingdale Bros., Inc.

Desks; combination of hollow blocks and loose table tops
 table tops, 22"x44", covered with Micarta 18.95 ea.
 (linoleum covered - \$11.95 ea.)
 blocks, 11"x11"x11" clear lacquered only 5.95 ea.
 " 11"x11"x13 3/4" " " 6.50 ea.

Stools; butter tubs with fitted plywood tops; 14" high and 16" high 4.50 ea.
 Mfr.: Creative Playthings, New York, N.Y.
 Ret.: same

Rug; WUNDA WEVE, cinamon brown cotton, 36" x 60" 12.95
 Mfr.: Belrug Mills, Inc., Greenville, S.C.
 Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.

Toys; Ret.: Creative Playthings, New York, N.Y.

Window Shades; 1/8" vertical bamboo (inside cut), per unit:transom 36.96
 Distributor: Arundell Clarke and window
 Retail: through decorators (or: sq.ft. \$0.42
 plus fittings)

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CHILDREN'S BED ROOM

Beds;

Bedspreads; Unsinged goat'shair cloth, dyed red, 66" wide dyed to \$5.40 p.yd.
Mfr.: Arundell Clarke order
Ret.: through decorators

Single Bed Table; black iron frame, plywood top, 18" x 38" 30.00
Mfr.: Molla, Inc., N.Y.
Ret.: Mayhew Shop

Side Chair; see dining chairs

Stacking Stool; see dressing room stool

Rug; (44" x 44"), see Playroom rug

Flowerbowl (on bed shelf); pottery, antique-bronze glaze 15.00
Des.: Jade Snow Wong

~~Ret.: Jacques Seligmann & Co., Inc. 12.00~~
~~XX~~
~~XX~~

~~Ret.: Jacques Seligmann & Co., Inc. 12.00~~
~~XX~~

Hen and Rooster, Portugese pottery, painted pair 12.00

Hen and Rooster, pottery, unpainted pair 6.00

Ret.: Good Living

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TERRACE:

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Table, black iron frame, wood slats top; 30"x60" \$35.00
 Benches, " " " " " " " 18"x 48" 21.00 ea.

Des.: Pipsan Saarinen Swanson
 Mfr.: Ficks Reed Co., Cincinnati, Ohio
 Ret.:

Brazier, HAWK barbecue brazier, black steel; 36" diameter 89.00

Des.: R. Coelho-Cordoza
 Mfr.: Hawk House, Los Angeles, Calif.
 Ret.: Bloomingdale Bros., Inc.

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What is original?

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LIVING ROOM

retail price

Library Table: black iron rod frame, glass top; 34" x 54" \$64.98
 Mfr: Pacific Iron Products Co., Los Angeles, California
 Ret: McCreery & Co., New York, Inc.

Side Chair: black iron rod frame, sheet metal seat 27.50
31.00

THE MUSEUM OF MODERN ART
NEW YORK 19

Catalogue
copies checked!

So: 225.00
8.10 yds

Armchair: black iron rod frame, molded plastic shell, upholstered 246.00
 Des: Eero Saarinen
 Mfr: Knoll Associates, New York, N.Y.
 Ret: James McCreery, Bloomingdale Bros., Inc.

Side Table (stacking stool): ebonized plywood 19.80
 Mfr: Pascoe Industries, Inc., New York, N.Y. set of 4
 Ret: Pascoe New York, Inc.

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where is original?

LIVING ROOM

retail price

Library Table: black iron rod frame, glass top; 34" x 54" \$64.98

Mfr: Pacific Iron Products Co., Los Angeles, California

Ret: McCreery & Co., New York, Inc.

Side Chair: black iron rod frame, sheet metal seat 27.50
foam rubber pillow, fabric covered 31.00

(A prize winner in the Museum's international competition
for low-cost furniture design)

Des: Donald Knorr

Mfr: Knoll Associates, New York, N.Y.

Ret: Sachs Quality Stores, Inc.

Sofa Chaise: adjustable black metal frame, foam rubber mattress and 225.00
bolsters; Navy nylon, dyed to order (Arundell Clarke) 8.10 yds

Des: Van Keppel-Green

Mfr: Balboa Pacific Corp., Fullerton, Calif.

Ret: New Design, Inc.

Armchair: black iron rod frame, molded plastic shell, upholstered 246.00

Des: Eero Saarinen

Mfr: Knoll Associates, New York, N.Y.

Ret: James McCreery, Bloomingdale Bros., Inc.

Side Table (stacking stool): ebonized plywood 19.80

Mfr: Pascoe Industries, Inc., New York, N.Y. set of 4

Ret: Pascoe New York, Inc.

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LIVING ROOM, cont'd.

Floor Lamp: black lacquered metal, adjustable; linen shade \$28.50
 Des: David Wurster
 Mfr: Richards-Morgenthau Co., New York, N.Y.
 Ret: Georg Jensen, Inc., Pascoe New York, Inc.
 Ret: Bloomingdale Bros., Inc., Georg Jensen, Inc.

Rug: Wunda Weve, dove grey cotton, 9'x12' 94.50
 Mfr: Belrug Mills, Inc., Greenville, S.C.
 Ret: Bloomingdale Bros., Inc.

Plate (on table), grey swirl pattern 12.00

Fire Place Equipment: screen, iron, 28½"x40" 30.00
 Log Grabs, wrought iron 35.00
 Fire Dogs, iron 12.00
 Mfr: William H. Jackson Co., New York, N.Y.
 Ret: William H. Jackson Co.

Mexican Log basket, woven reed 2.50
 Hearth Broom 1.98
 Ret: Bloomingdale Bros., Inc.

Radio: table model, grey metal case 79.95
 Mfr: The Hallicrafters Co., Chicago, Ill.
 Des: Raymond Loewy
 Ret: Davega Stores
 Mfr: Howard Miller Clock Co.

Tall Vase: pottery, white, Italian 30.00
 Ret: Bloomingdale Bros., Inc.

Tall Vase: clear glass 5.00
 Ret: Bloomingdale Bros., Inc.

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LIVING ROOM, cont'd.

Cigarette Box, enamel on copper \$12.98
 Ashtrays, enamel on copper, 3" diam. - 7" diam. 1.98 — 8.98 ea.
 Des: E. H. Lichtblau
 Mfr: Joseph Franken, New York, N.Y.
 Ret: Bloomingdale Bros., Inc., Georg Jensen, Inc.

Bedspread: yellow unlined goats hair cloth, 66" wide, good to order. 2.50

Bowl (on counter), lacquered greenish black glaze 25.00
 Des: Jade Snow Wong

Plate (on table), grey swirl pattern 12.00
 Des: F. Carlton Ball

Bowl (on hearth), marblized and yellow glazes 16.00
 Des: Celeste Caravias
 Ret: Jacques Seligmann Galleries, Inc.

Drapery Material: Streetscene pattern on Osnaburg cotton 4.20 yd.
 Des: Janna Pratt Goodspeed
 Mfr: Arundell Clarke
 Ret: through decorators

Clock: electric, grey metal case 19.50
 Des: George Nelson
 Mfr: Howard Miller Clock Co.

Book Stand: white wood, brass 18.00
 Des: Earl Auluck
 Ret: Play Studio

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PARENTS' BEDROOM

Double Bed: Beautyrest box spring & mattress; 54"x74" \$59.50 ea.

Mfr: Simmons Company

Ret: Bloomingdale Bros., Inc., James McCreery & Co.

Ret: Jacques Seligmann & Co.

Bedsread: yellow unsinged goats hair cloth, 66" wide, dyed to order 5.40 ~~yd.~~

Mfr: Arundell Clarke adjustable reel, paper shade

Ret: through decorators

Mfr: Hamilton Mfg. Co., Middletown, N.Y.

Arm Chair: metal rod base, molded *glass fibre & 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.

Ret: Sachs Quality Stores, Inc.

Bedside Tables: black iron frame, glass shelves 28.00 ea.

Mfr: Molla, Inc., New York, N.Y.

Ret: Mayhew Shop

Rugs: Wunda Weve, 24"x48" (see living room) 6.50 ea.

Book Stand: table model, brass 16.00

Des & Mfr: Karl Aubock

Ret: Plus Studio

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PARENTS' BEDROOM, cont'd.

Ash Tray: pottery, alabaster glaze 6.00
 Stool: (see living room)
 Bowl: pottery, rough texture 4.00
 Des: Celeste Caravias
 Mfr: Munda Ave, 4th St (see living room) *Galleries*
 Ret: Jacques Seligmann & Co., Inc.
 Dresser Set: brown plastic; 6 pieces
 Hanging Lamp: aluminum baffle, adjustable reel, paper shade 75.00 ea.
 Des: Richard Kelly
 Mfr: 14th Fifth Avenue
 Mfr: Middletown Mfg. Co., Middletown, N.Y.
 Ret: through Richard Kelly
 Flower Vase: pottery, cerise red
 Des: F. Carlton Bell
 Ret: Jacques Seligmann & Co., Inc.
 Waste Basket: black plastic 14.75
 Shower Curtain: white plastic 4.50
 Biscuit Jar: (see living room) 2.00 ea.
 Mfr: Biscuit Jar Works, Inc.
 Ret: Biscuit Jar Works, Inc.

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DRESSING ROOM & BATHROOMS
 Storage Unit: metal frame, plywood & plastic panels
 on case & fittings

- Stool: (see living room)
 Mfr: Herman Miller Furniture Co., Zeeland, Mich.
- Rug: Wunda Weve, 4'x6' (see living room) 21.95
- Dresser Set: brown plastic; 6 pieces 32.30
 Mfr: Shoreham
 Ret: Saks Fifth Avenue
- Flower Vase: pottery, Cordovan red 12.00
 Des: F. Carlton Ball
 Ret: Jacques Seligmann & Co., Inc.

- Waste Basket: black plastic 1.79
- Shower Curtain: white plastic 4.50
- Miscellaneous Towels .25 - 2.60, ea.
 Ret: Bloomingdale Bros., Inc.
- Ret: Bloomingdale Bros., Inc.

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CHILDREN'S PLAY ROOM

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Storage Units: metal frame, plywood & plastic panels. \$59.95 - 79.95

price dependent on size & fittings

Des.: Charles Eames

Mfr: Herman Miller Furniture Co., Zeeland, Mich.

Ret: Bloomingdale Bros., Inc.

Ret: Bloomingdale Bros., Inc.

(see parent's bedroom)

Desks: hollow blocks and table tops

Red Tables: black iron frame, plywood top, 18"x36"

blocks, clear lacquered only, 2 sizes

5.95 6.50

table tops, 22"x44", linoleum covered

11.95

Stools: butter tubs, plywood tops

4.50

Mfr: Creative Playthings, New York, N.Y.

Side Chair: (see living room)

Ret: Creative Playthings

Stools: (see living room)

Rug: Wunda Weve, 36"x60" (see living room)

12.95

Rug: Wunda Weve, 48"x60"

Window Shades: 1/8" vertical bamboo

42 sq.ft.
plus fittings

(see living room)

Dstr: Arundell Clarke

Ret: through decorators

Desk: pottery antique-brass glass

Desk: Jade Snow Wong

Hanging lamps: (see parents' bedroom)

Ret: Jacques Seligmann

Toys: Pet: Creative Playthings, New York, N.Y.

.75 - 6.95

Map and Kicker: Portuguese pottery, painted

unpainted

Ret: Good Living

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CHILDREN'S BEDROOM

Beds: Beautyrest box springs & mattresses; 33"x68" \$59.50 ea.

(see parent's bedroom) Mfg. Co., Pasadena, Calif.

Ret: James McCreevy & Co.

Bedspreads: red unsinged goat's hair cloth, 66" wide, dyed to order 5.40 ^X yd.

(see parent's bedroom)

Bed Table: black iron frame, plywood top, 15"x58" 30.00

Mfr: Molla, Inc., N.Y. 2.00 ea.

Ret: Mayhew Shop 3.00

Mfr: Putney Pottery, Putney, Vt.

Side Chair: (see living room) Mfg. Co., Inc.

(see living room)

Stool: (see living room) 1.00 ea.

Des: Freda Diamond

Rug: Wunda Weave, 44"x44" Mfg. Co., Toledo, Ohio 15.20

(see living room) Co. for clean glass

Morningsdale Bros., Inc. for colors

Bowl: pottery, antique-bronze glaze 15.00

Platters: Des: Jade Snow Wong Mfg. Co. 5.00

Ret: Jacques Seligmann & Co., Inc. ^{Galleries}

Mfr: Gense, Sweden

Hen and Rooster: Portugese pottery, painted (pair) 12.00

unpainted (pair) 6.00

Place Mat: Ret: Good Living Mfg. Co. string, white, 13"x18"

Mfr: Emily S. Ellis, Inc., New York

Hopkins white lines

Ret: Morningsdale Bros., Inc.

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→ DINING ROOM AREA

Dining Table: black iron rod frame, glass top, 50"x48" \$59.93

Coffee Set: white porcelain Loc Angeles \$17.00

Mfr: Pacific Iron Products Co., Pasadena, Calif.

Mfr: Arstora, Germany

Ret: James McCreery & Co.

Ret: Pasco, New York, Inc.

Dining Chairs: (see living room)

Drapery Materials: (see living room)

7-4-51
Table Setting:

Table Setting:

Dinner plates: stoneware, dark green glaze 1.60 ea.

oval bowl 2.50

Mfr: Putney Pottery, Putney, Vt.

Ret: Bloomingdale Bros., Inc.

Tumblers: clear glass .15 ea.

Des: Freda Diamond

Mfr: Libbey Glass Co., Toledo, Ohio

Ret: R.H. Macy & Co. for clear glass

Bloomingdale Bros., Inc. for colors

Flatware: stainless steel, Tora pattern 5.40
set of four

Des: Folke, Arstrom

Mfr: Gense, Sweden

Ret: Bonniers

Place Mats: knitted cotton string, white, 13"x19" .60ea.

Mfr: Emily W. Ellis, Inc., New York

Napkins: white linen 7.98 doz.

Ret: Bloomingdale Bros., Inc.

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DINING AREA cont'd.

Electric Appliances: furnished by General Electric Co., Bridgeport, Conn.

Coffee Set: white porcelain	\$17.00
Range	\$229.95
Mfr: Arzberg, Germany	
Dishwasher	\$14.95
Ret: Pascoe N.Y., Inc. <i>New York, Inc.</i>	\$104.95
Disposal	
Ironer	99.95
Drapery Material: (see living room)	
Washer	\$69.95
Dryer	\$49.95
Hanging Lamp: (see parents' bedroom)	\$69.75
Refrigerator	1.75
Iron	

Kitchen Utensils, etc.: furnished by Homestead Bros., Inc., N.Y.

Swedish Spice Set (built into wall)	\$4.50
Bombora automatic toaster	\$2.50
Dancy juicer, aluminum	5.95
Wearover mixing bowl, aluminum	1.10
Beverage tea kettle, stainless steel, copper bottom	4.95
Beverage utensil rack, stainless steel	2.50
Beverage set of 4 skillets	12.50
Vollrath drip coffee maker, white enamel	2.95
Edco, Flint kitchen tool-set on rack, stainless steel	11.95
Shenandoah salad bowl, wood	4.95
" " salad server, wood, 2-pc.	1.95
Hamilton, Cosco kitchen stool, chrome & leather	7.95
Sanette, step-on garbage can, white enamel	1.95
Knuping, rolling pin, wood	2.19
Maggie, magnetic memo board, metal	1.00
Kroner, resistor set, aluminum	2.95

7
Manning

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KITCHEN

Electric Appliances: furnished by General Electric Co., Bridgeport, Conn.

Range	\$299.95
Dishwasher	214.95
Disposal	124.95
Ironer	99.95
Washer	369.95
Dryer	249.95
Refrigerator	359.75
Iron	9.75

price 995

Kitchen Utensils, etc.: furnished by Bloomingdale Bros., Inc., N.Y.

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 set of 4 skillets	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
" salad servers, wood, 2-pc.	3.98
Hamilton, Cosco kitchen stool, chrome & leather	7.45
Sanette, step-on garbage can, white enamel	2.95
Munsing, rolling pin, wood	2.09
Maggie, magnetic memo board, metal	1.00
Kromex, canister set, aluminum	5.95

7
Munsing

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KITCHEN cont'd.

~~(Kitchen Utensils, etc.: furnished by Bloomingdale Bros., Inc., N.Y., cont'd.)~~

Measuring cup, Pyrex glass	\$.75
French ovenware bowl	2.19
Cooking spoons, wood, set of four	.79
Batter bowl, Portugese pottery	3.50

*12/22/77
107*

Window Shades: 1/8" horizontal bamboo

42 sq. ft.

Dstr: Arundell Clarke

plus fittings

Ret: through decorators

Floor Machine: 9" disk, metal 110.00

Mfr: Kent Electric Co., Rome, N.Y.

Ret: Edmar Equipment Co.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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TERPAGE

Table: black iron frame, wood slats, 30"x60" 35.00
Benches, black iron frame, wood slats, 18"x48" 21.00 ea.
Des: Pipsan Saurden Swanson
Mfr: Ficks Reed Co., Cincinnati, Ohio
Ret: W. & J. Sloane

Barbecue brazier, black steel, 36" diameter 89.00
Des: R. Coelho-Cordova
Mfr: Hawk House, Los Angeles, Calif.
Ret: Bloomingdale Bros., Inc.

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WORKS FROM THE MUSEUM OF MODERN ART COLLECTIONS

orig

Painting and Sculpture

Burchfield, Charles: The East Wind. 1918. Water color.

~~Gift of Mrs. W. Murray Crane~~

Magritte, Rene: The False Mirror. 1928. Oil on canvas.

~~Purchase Fund~~

Matta (Sebastian Antonio Matta Echeurren): Listen to Living

(Ecoutez vivre). 1941. Oil on canvas. ~~Inter-American Fund~~

Weber, Max: Morning. 1930. Gouache. ~~Given anonymously~~

~~Lithograph. Purchase Fund~~

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

~~Mrs. Simon Guggenheim Fund~~

~~Purchase Fund~~

Prints

Bertois, Harry: Composition. 1943. Color monoprint, printed

from movable forms. ~~James Thrall Coby Fund~~

~~equivalents, may be purchased from dealers or~~

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

~~Purchase Fund~~

~~at the Print Store, on the fourth floor~~

~~of the Museum, between ten and five, Monday through~~

Hayter, Stanley William: The Rape of Lucretia. 1934. Engraving

and soft ground etching. ~~Given anonymously~~

~~from about \$100 to \$200.~~

Hopper, Edward: The Lonely House. 1922. Etching. ~~Gift of~~

~~Mrs. John D. Rockefeller, Jr.~~

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WORKS FROM THE MUSEUM OF MODERN ART COLLECTIONS cont'd.

Prints and Drawings cont'd.

Hopper, Edward: Evening Wind. 1921. Etching. ~~Gift of~~
~~Mrs. John D. Rockefeller, Jr.~~

Kepes, Juliet: Lion, M. A. 1941. Color serigraph. ~~Museum of~~
~~Modern Art Print Collection~~

(?)
Kuniyoshi, Yasuo: Fisherman. 1924. Dry brush and india ink.
~~Given anonymously~~

Floor Number: 7th floor, 4011

110.00

Miro, Joan: Acrobats in the Garden at Night. 1948. Color
lithograph. ~~Purchase Fund~~

Reder, Bernard: Lady of the Middle Ages. 1949. Color woodcut.
~~Purchase Fund~~

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

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

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Floor Machine: 9" disk, metal

110.00

Mfr: Kent Electric Co., Rome, N.Y.

Ret: Edmar Equipment Co.

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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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Committee for the Exhibition House

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 Director, Department of Mrs. E. B. Parkinson
 Architecture and Design Mrs. John D. Rockefeller III
 Philip L. Goodwin Coordinator: Natalie Hoyt

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

*all retailers listed are in New York City

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

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

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

HANGING LAMPS: *see parents' bedroom*

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

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

BEDSIDE TABLE: black iron frame, plywood top, 18 x 33" 30.00
mfr. Molla, Inc., New York
ret. Mayhew Shop

SIDE CHAIR: *see living room*

STOOL: *see living room*

RUG: Wunda Weve, 44 x 44" 15.20
See living room

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

HEN and ROOSTER: Portuguese pottery pair 12.00
 Painted pair 6.00
 Unpainted
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
 Weavever 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

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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: $\frac{1}{4}$ " horizontal bamboo
dstr. Arundell Clarke, New York
ret. through decorators

sq. ft. .42
plus fittings

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

110.00

Terrace

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

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

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.

The Museum of Modern Art Archives, NY

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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.

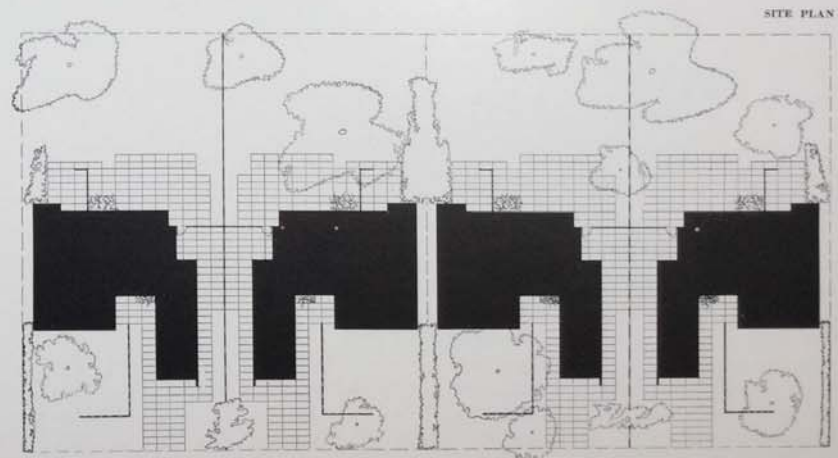
Mr. Ain is a prominent member of a group of young California architects who have adapted the work of the modern pioneers to the practical problems of today's family living. More than most of his generation, Mr. Ain has concerned himself with the design of multiple dwellings and the layout of communities. 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.



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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

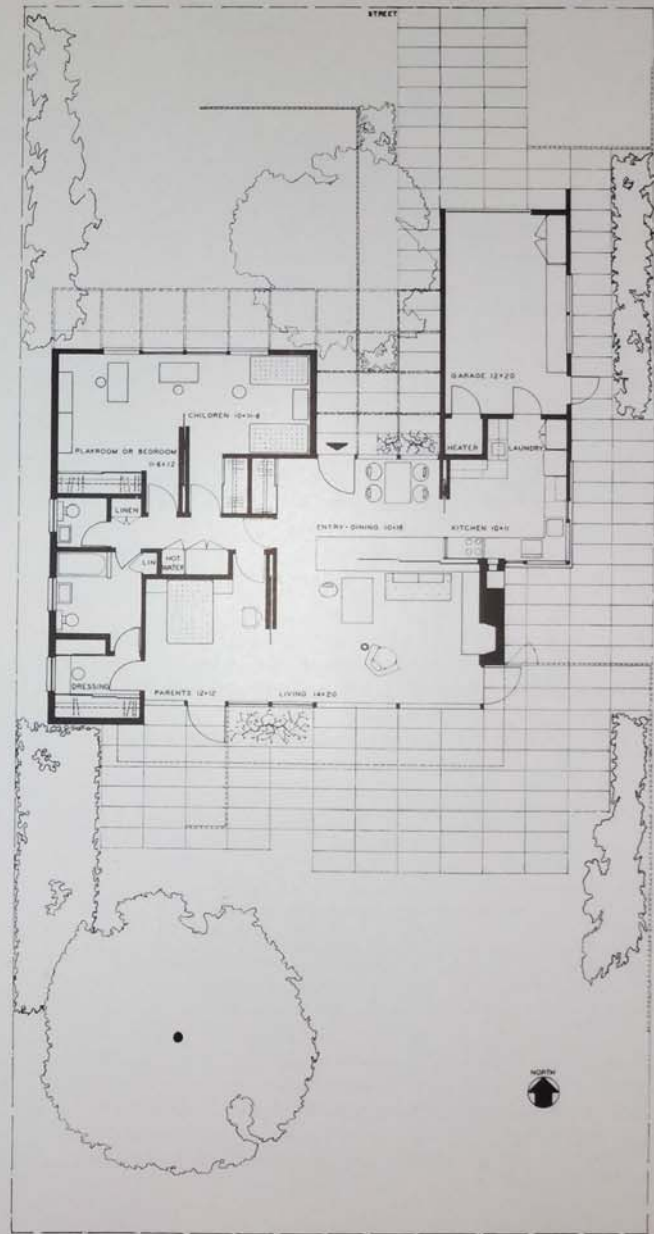
The house is built on a concrete floor slab, designed for the coils of a radiant heating system. The frame is of standard wood construction, except for the steel beam that supports the joists which span the living-dining area.

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



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GARDEN FAÇADE.

Photos: Ezra Stoller, Pietor

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, SISKRAFT 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.

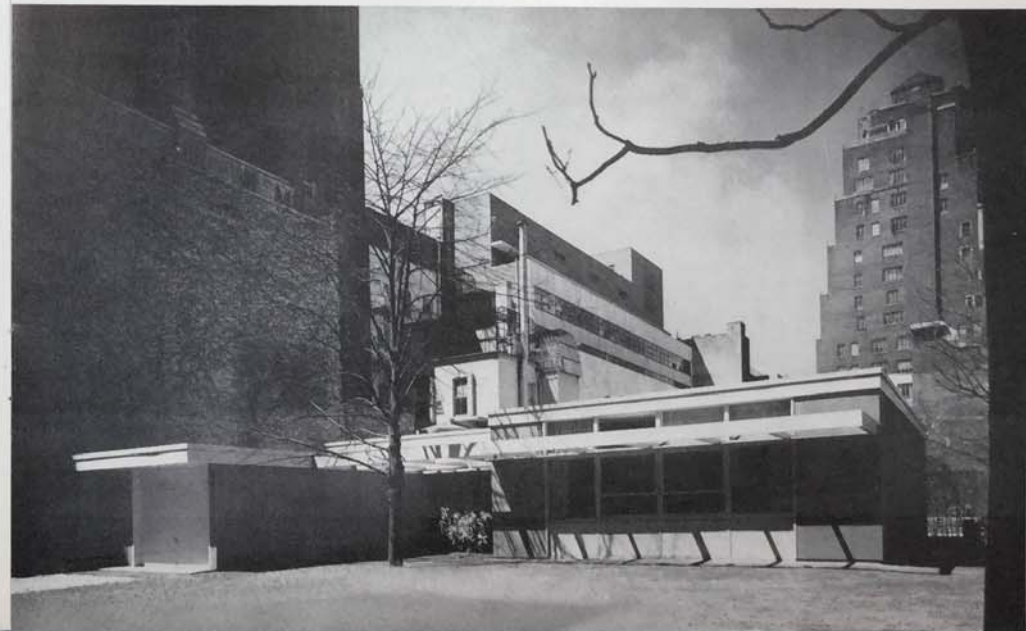
Furnishings

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.



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Photo: Ezra Stoller, Pietor

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, GINCRETE 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-MORCENTHAU CO.; fireplace equipment, WILLIAM H. JACKSON CO. & BLOOMINGDALE BROS. INC.; radio, HALLCRAFTERS 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, BELRUG 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 & Mengel flush doors, UNITED STATES PLYWOOD CORP.; bathroom fixtures, CRANE CO.; Glide-All sliding doors, WOODALL INDUSTRIES INC.; medicine cabinets and bathroom accessories, C. M. KETCHAM MFG. CORP.; mirror and glass, PITTSBURGH PLATE GLASS CO.; ceiling lights, KURT VERSEN CO.; wall lights, KIEGL BROS. UNIVERSAL ELECTRIC STAGE LIGHTING CO.; lighting fixture shield, THE ROC INDUSTRIAL CORP.; No-hue paint, MARTIN-SENOUR CO.; lock sets and hardware, YALE & TOWNE MFG. CO.; door hinges, THE STANLEY WORKS.

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

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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.

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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, WIEMOLD 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, BELRUC 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

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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	Architect	CRAWFORD DOOR SALES CORPORATION 32-16 37th Avenue, Long Island City 1	Garage door & installation
ANDERSON BRICK & SUPPLY CO., INC. 103 East 125th Street, New York 35	Masonry supplies	CREATIVE PLAYTHINGS 867 Madison Avenue, New York 21	Hollow block furniture & toys
ATLAS TILE & MARBLE WORKS, INC. 238 East 26th Street, New York 10	Soapstone hearth	GROSS, AUSTIN & IRELAND LUMBER COMPANY 1246 Grant Street, Brooklyn 6	Framing lumber
BALBOA PACIFIC CORPORATION 311 South Highland Avenue, Fullerton, California	Sofa-chaise	DOUGLAS FIR PLYWOOD ASSOCIATION Tacoma 2, Washington	Plyscord sheathing
BELRUG MILLS, INC. 148 River Street, Greenville, South Carolina	Rugs	EDMAR EQUIPMENT COMPANY 279 Fifth Avenue, New York 3	Kent floor machine
BLOOMINGDALE BROTHERS, INC. 59th Street & Lexington Avenue, New York 22	Housewares, linens, accessories	EMILY W. ELLIS, INC. 1133 Broadway, New York 10	Table mats
JULIUS BLUM & CO., INC. 532 West 22nd Street, New York 11	Thresholds	FICKS REED CO. 424 Findlay Street, Cincinnati 14, Ohio	Terrace furniture
BONNIERS 605 Madison Avenue, New York 22	Flatware	H. E. FLETCHER CO., INC. 104 East 40th Street, New York 16	Granite roof pebbles
CINCRETE CORPORATION East River at 26th Avenue, Long Island City 2	Waylite block & brick	JOSEPH FRANKEN 200 East 63rd Street, New York 21	Smoking accessories
CITY ELECTRIC DISTRIBUTORS, INC. 510 West 34th Street, New York 1	Wiring material	FREDENBURG & LOUNSBURY, INC. 101 Park Avenue, New York 17	Face brick
ARUNDELL CLARKE 313½ East 65 Street, New York 21	Fabrics for dra- peries, bedspreads, cushions & uphol- stery. Bamboo shades	MARTIN FREEMAN CO. 225 Fifth Avenue, New York 10	Pottery vase & ornaments
COURT ASSOCIATES, INC. 5 Beekman Street, New York 7	Coffee set	GENERAL ELECTRIC COMPANY 1285 Boston Avenue, Bridgeport 2, Connecticut	Kitchen appliances, cabinets, Texto- lite counters, hand iron and lamp bulbs
H. W. COVERT COMPANY 339 East 48th Street, New York 17	Fireplace damper	GENERAL LIGHTING CO., INC. 1527 Charlotte Street, New York 60	Lighting fixtures
CRANE COMPANY 836 South Michigan Avenue, Chicago, Illinois	Bathroom fixtures	GRANT PULLEY & HARDWARE COMPANY Broadway at 57th Street, Woodside, New York	Sliding door hardware & curtain track

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

Radio

HAMILTON MANUFACTURING
CORPORATION
1501 Cottage Avenue,
Columbus, Indiana

Kitchen chair

HARRISON-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-SENOER 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*

NATIONAL GYPSUM COMPANY
325 Delaware Avenue,
Buffalo 2, New York

*Gypsum board
& tape*

NEW YORK TELEPHONE COMPANY
426 West 51st Street, New York 19

Telephones

PACIFIC IRON PRODUCTS COMPANY
1150 East Pico Boulevard,
Los Angeles, California

*Dining &
library tables*

PASCOE INDUSTRIES, INC.
10 West 55th Street, New York 19

Stacking stools

J. RAY PECK—BOOKSELLER
126 East 51st Street, New York 22

Books

PITTSBURGH PLATE GLASS
COMPANY
Grant Building,
Pittsburgh 19, Pennsylvania

*Plate glass, window
glass, mirror
& glazing*

PLUS STUDIO
713 Madison Avenue, New York 21

Book stand

PUTNEY POTTERY
The Putney School,
Putney, Vermont

Dinnerware

REVERE COPPER & BRASS, INC.
Rome Manufacturing Company
Division, Rome, New York

Cooking utensils

RICHARDS-MORGENTHAU COMPANY
225 Fifth Avenue, New York 10

Floor lamp

BENJAMIN RIESNER, INC.
353 East 78th Street, New York 21

Roofing contractor

ROBINSON CLAY PRODUCTS CO.
Akron 9, Ohio

Flue lining

THE ROG INDUSTRIAL CORPORATION
101 Park Avenue, New York 17

*Softone shield for
lighting fixture*

SAKS FIFTH AVENUE
611 Fifth Avenue, New York 22

Dresser set

JACQUES SELIGMANN GALLERIES
5 East 57th Street, New York 22

*Pottery bowls
& vases*

SIMMONS COMPANY
1 Park Avenue, New York 16

*Beautyrest
box springs &
mattresses*

SIMON & SCHUSTER, INC.
1230 Sixth Avenue, New York 20

Books

SISALKRAFT COMPANY
205 West Wacker Drive,
Chicago 6, Illinois

*Sisalkraft build-
ing paper &
Sisalation reflect-
ive insulation*

THE STANLEY WORKS
Lake Street
New Britain, Connecticut

Door hinges

TILE-TEX DIVISION
FLINTKOTE COMPANY
1232 McKinley Avenue,
Chicago Heights, Illinois

*Flexachrome
floor tile &
installation*

TRANSIT-MIX CONCRETE
CORPORATION
Janet Place and Roosevelt Avenue,
Flushing, New York

*Ready mixed
concrete & sand*

TRUSCON STEEL COMPANY
Albert Street,
Youngstown 1, Ohio

*Steel casements &
sashes, reinforcing
rods & mesh*

UNITED STATES
PLYWOOD CORPORATION
55 West 44th Street, New York 18

*Weldtex, Plankweld,
Weldwood plywood
paneling, Weldwood
structural plywood,
Mengel flush
doors, Micarta &
Firzite*

UNITED STATES STEEL
SUPPLY COMPANY
Foot of Bessemer Street
Newark 1, New Jersey

Steel beam

KURT VERSEN COMPANY
4 Sloebin Avenue,
Englewood, New Jersey

Lighting fixtures

WILLYS OVERLAND MOTORS, INC.
Toledo 1, Ohio

Jeepster

WIREMOLD COMPANY
Hartford 10, Connecticut

*Fluorescent lighting
units & Plugmold*

WOODALL INDUSTRIES, INC.
29-50 Northern Boulevard,
Long Island City

*Glide-All sliding
doors*

YALE & TOWNE
MANUFACTURING COMPANY
Stamford, Connecticut

*Tabular lock sets
& finish hardware*



VIEW OF LIVING ROOM AND PARENTS' BEDROOM FROM TERRACE.
Photo: Ezra Stoller, Pietor

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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

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MUSEUM OF MODERN ART
WOMAN'S HOME COMPANION
EXHIBITION HOUSE

April 1950

CATALOG INFORMATION

<u>KITCHEN</u>	<u>Mfr. and or Designer</u>	<u>Retail outlet</u>	<u>Retail Price</u>
Range			\$299.95
Dishwasher			214.95
Disposall			124.95
Ironer			99.95
Washer			369.95
Dryer			249.95
Refrigerator			359.75
Counter top and sink bowl			225.00
8 Kitchen cabinets	General Electric Co.		352.45

KITCHEN EQUIPMENT, TOOLS, UTENSILS, ETC.:

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 set of 4 skillets, ^{and} saucepans		19.20
VOLLRATH drip coffee maker, white enamel		2.96
REPUBLIC 3-pc. set of icebox containers, flexible plastic		2.95
juice container, flexible plastic		0.69
measuring cup, Pyrex glass		0.75
EKCO, FLINT kitchen tool set on rack, stainless steel		12.95
French ovenware bowl, pottery glazed brown inside		2.19
SHENANDOAH salad bowl, wood		4.98
" salad servers " 2-pc.		3.98

over

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KITCHEN CONTINUED:

COSCO kitchen stool, chrome, leather seat and back	7.45
SANETTE, step-on garbage can, white enamel	2.95
cooking spoons, wood, set of four	0.79
MUNSING, rolling pin, wood	2.09
MAGGIE, magnetic memo board, metal	1.00
batter bowl, Portugese pottery	3.50
KROMEX, canister set of 4, aluminum	5.95

Ret.: Bloomingdale Bros., Inc.

Window Shades; 1/8" horizontal bamboo (inside cut)	19.62 ea.
Distributor: Arundell Clarke	
Retail: through decorators	

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catalog information, cont'd.

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DINING ROOM:

dining table, black iron rod frame, glass top; 30 $\frac{1}{2}$ x 48" \$59.98
 Mfr.: Pacific Iron Products Co., Pasadena
 Ret.: McCreery & Co.

dining chairs (4); black iron rod frames, sheet metal seats 27.50
 (A prize winner in the Museum's international competition
 for low-cost furniture design.)
 Des.: Donald Knorr
 Mfr.: Knoll Associates, New York
 Ret.: New Design, Inc.

table setting:

Dinner plates, ovenproof stoneware, dark green glaze ea. 1.60
 Mfr.: Putney Pottery, Putney, Vt. oval bowl 2.50
 Ret.: Bloomingdale Bros., Inc.

Tumblers, clear glass ea. 0.15
 Des.: Freda Diamond
 Mfr.: Libbey Glass Co., Toledo, Ohio
 Ret.: R.H.Macy & Co.

Flatware, stainless steel, pattern TORA. set of four 5.40
 Des.: Folke Arstrom
 Mfr.: Gense, Sweden
 Ret.: Bonniers

Place mats, knitted cotton string, white, 13"x19" ea. 0.69
 Mfr.: Emily W. Ellis, Inc., New York
 Ret.: Bloomingdale Bros., Inc.

Coffee set; (on counter) white porcelain 17.00
 Mfr.: Arzberg, Germany
 Ret.: New Design Inc.

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LIVING ROOM

Library table; black iron rod frame, glass top; 34"x54" Mfr.: Pacific Iron Products Co., Pasadena, Calif. Ret.: McCreery & Co.	\$64.98
Side chair; black iron rod frame, sheet metal seat Des.: Donald Knorr Mfr.: Knoll Associates, New York, N.Y. Ret.: New Design, Inc.	27. 50
Foam rubber pillow fabric covered	31. 00
Sofa Chaise; adjustable black metal frame, foam rubber mattress and bolsters covered with navy Nylon fabric (Arundell Clarke) Des.: Van Keppel-Green Mfr.: Balboa Pacific Corp., Fullerton, Calif. Ret.: New Design, Inc.	225.00 muslin
Nylon dyed to order: 1.1 8.10 p.yd	
Easy Chair; black iron rod frame, molded shell, upholstered. Des.: Eero Saarinen Mfr.: Knoll Associates, New York, N.Y. Ret.: New Design, Inc., James McCreery, Bloomingdale Bros. Inc.	246.00
Side Table (stacking stool); ebonized plywood Mfr.: Pascoe Industries, Inc., New York, N.Y. Ret.: same	set of 4 19.80
Floor Lamp; black lacquered metal stand, adjustable; linen shade Des.: David Wurster Mfr.: Richards-Morgenthau Co., New York, N.Y. Ret.: George Jensen, Pascoe Industries, Inc.	29.50
Rug; WUNDA WEVE, dove grey cotton, 9' x 12' Mfr.: Belrug Mills, Inc., Greenville, S.C. Ret.: Bloomingdale Bros, Inc., Lord & Taylor, B. Altman & Co.	94.50
Fire Place Equipment; Screen, black iron, 28 1/2"x40" Log Grabs, wrought iron Fire Dogs, iron Mfr.: Wm. H. Jackson Co., New York, N.Y. Ret.: same	30.00 35.00 12.00
Mexican log basket, woven reed Fearth broom, Ret.: Bloomingdale Bros., Inc.	2.50 1.98

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LIVING ROOM, cont'd.

Radio; HALLICRAFTER table model S-40 Mfr.: The Hallicrafters Co., Chicago, Ill. Des.: Raymond Loewy Ret.: Davega Stores	\$79.95
Tall Vase; pottery, white, Italian Ret.: DESIGNED FOR LIVING	30.00
Tall Vase; clear glass (on counter) Ret.: Bloomingdale Bros., Inc.	5.00
Clock; Chronopak electric, grey metal case, black masonite face Des.: George Nelson Mfr.: Howard Miller Clock Co. Ret.: New Design, Inc.	19.50
Cigarette Box, enamel on copper Ashtrays, enamel on copper, 3" diam. - 7" diam. Des.: E.H.Lichtblau Mfr.: Joseph Frankel, New York, N.Y. Ret.: Bloomingdale Bros., George Jensen	12.98 \$1.98 - 3.98 ea.
Bowl (on counter), lacquered greenish black glaze Des.: Jade Snow Wong	25.00
Plate (on table), grey swirl pattern Des.: F. Carlton Ball	12.00
Bowl (on hearth), marblized and yellow glazes Des.: Celeste Caravias Ret.: Jacques Seligmann & Co., Inc.	16.00
Curtain Material; (also in Dining Space and Parents' Bedroom) STREETSCENE pattern on Osnaburg cotton Des.: Janna Pratt Goodspeed Mfr.: Arundell Clarke Ret.: Through decorators	4.20 p.yd.

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PARENTS' BEDROOM

Double Bed

Bedspread; unsinged goats hair cloth, dyed yellow, 66" wide per yard \$ 5.40
Mfr.: Arundell Clarke dyed to order
Ret.: through decorators

base of 4 metal rods,
Arm Chair; ~~four-legged metal frame~~, molded 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.
Ret.: Sachs Quality Stores, Inc.

Bedside Tables; two-tier black iron frame, glass shelves 28.00 ea.
Mfr.: Molla, Inc., New York, N.Y.
Ret.: Mayhew Shop

Rugs; Wunda Weve, dove grey cotton, 24"x48" ~~EXX~~ 6.50 ea.
Mfr.: Belrug Mills, Inc., Greenville, S.C.
Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.

Book Stand; table model, brass 16.00
Des.: Karl Aubock, Austria
Ret.: Plus Studio

Ash Tray; pottery, alabaster glaze 6.00
Bowl; ~~conical~~ shaped, rough textured 4.00
pottery
Des.: Celeste Caravias
Ret.: Jacques Seligmann & Co., Inc.

~~Lamp (also in Dining Space and Children's Playroom); "FLÓATING LAMP" 75.00 ea.~~
"FLÓATING LAMP" (also in Dining Space and Children's Playroom); 75.00 ea.
Light diffusing aluminum baffle lamp on adjustable reel,
paper shade;
Des.: Richard Kelly
Mfr.: Middleton Mfg. Co., Middleton, N.Y.
Ret.: through Richard Kelly

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DRESSING ROOM

- Stool; ebonized plywood set of four: \$ 19.80
 Mfr.: Pascoe Industries, Inc., New York, N.Y.
 Ret.: same
- Rug; Wunda Weve, cinamon brown cotton, 4' x 6'
 Mfr.: Belrug Mills, Inc., Greenville, S.C.
 Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.
- Dresser Set; (Comb and brush; clothes brush, mirror powder jars) 6-pc. 32.30
 Mfr.: Shoreham
 Ret.: Saks Fifth Avenue
- Flower Vase; pottery, Cordovan red ~~with green glaze~~
 Des.: F. Carlton Ball
 Ret.: Jacques Seligmann & Co., Inc.
- Waste Basket, black plastic 1.79
 Ret.: Bloomingdale Bros., Inc.

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CHILDREN'S PLAY ROOM

Storage Units; metal uprights and struts, plywood and plastic panels; ea. 48" long
 fitted with drawers and sliding doors
 Des.: Charles Eames
 Mfr.: Herman Miller Furniture Co., Zeeland, Mich.
 Ret.: Bloomingdale Bros., Inc.

Desks; combination of hollow blocks and loose table tops
 table tops, 22"x44", covered with Micarta 18.95 ea.
 (linoleum covered - \$11.95 ea.)
 blocks, 11"x11"x11" clear lacquered only 5.95 ea.
 " 11"x11"x13 3/4" " " 6.50 ea.

Stools; butter tubs with fitted plywood tops; 14" high and 16" high 4.50 ea.
 Mfr.: Creative Playthings, New York, N.Y.
 Ret.: same

Rug; WUNDA WEVE, cinamon brown cotton, 36" x 60" 12.95
 Mfr.: Belrug Mills, Inc., Greenville, S.C.
 Ret.: Bloomingdale Bros., Inc., Lord & Taylor, B. Altman & Co.

Toys; Ret.: Creative Playthings, New York, N.Y.

Window Shades; 1/8" vertical bamboo (inside cut), per unit:transom 36.96
 and window
 Distributor: Arundell Clarke (or: sq.ft. \$0.42
 Retail: through decorators plus fittings)

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CHILDREN'S BED ROOM

Beds;

Bedspreads; Unsinged goat's hair cloth, dyed red, 66" wide dyed to \$5.40 p.yd.
 Mfr.: Arundell Clarke order
 Ret.: through decorators

Single Bed Table; black iron frame, plywood top, 18" x 38" 30.00
 Mfr.: Molla, Inc., N.Y.
 Ret.: Mayhew Shop

Side Chair; see dining chairs

Stacking Stool; see dressing room stool

Rug; (44" x 44"), see Playroom rug

Flowerbowl (on bedstead); pottery, antique-bronze glaze 15.00
 Des.: Jade Snow Wong

Ret.: Jacques Seligmann & Co., Inc.
~~Spandorff and Sons, pottery, antique-bronze glaze, 18.00~~
~~Ret.: Jacques Seligmann & Co., Inc.~~

Ret.: Jacques Seligmann & Co., Inc.

Hen and Rooster, Portugese pottery, painted pair 12.00

Hen and Rooster, pottery, unpainted pair 6.00

Ret.: Good Living

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THE MUSEUM OF MODERN ART

cc: Miss Hoyt
Miss D. Miller
Mr. Johnson

Date April 11, 1950

To: Miss Daniel
From: Olive Bragazzi
Re: Catalog for the Ain house

Dear Greta:

Both Mr. Barr and Dorothy Miller agree that it's entirely up to you to decide how to list the works from the Collection that are used in the Ain house. It's ok either to list them room by room or separately at the end.

However, Mr. Barr does suggest a notation in smaller print somewhat along these lines:

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 to \$100. Inquiries may be made at the Print Room, on the fourth floor of the Museum, between two and five, Monday through Friday.

The paintings (oils and watercolors) range in value from about \$200 to \$900.

If Philip approves a couple of changes tomorrow (a Jimmy Ernst painting instead of the Baziotes and perhaps a Reder print too)

I can give you the catalog information on the works as soon as we know his opinion. Oke?

9/15/50

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THE MUSEUM OF MODERN ART

FINAL LIST OF WORKS FROM THE COLLECTION BORROWED FOR THE AIN HOUSE

Date: April 13, 1950

Painting and Sculpture

- To: Miss Gail
Miss Hoyt
- Burchfield, Charles: The East Wind. 1918. Watercolor. Gift of Mrs. W. Murray Crane
- From: Olive Bregazzi
- Magritte, René: The False Mirror. 1928. Oil on canvas. Purchase Fund
- Matta (Sebastian Antonio Matta Echaurren): Listen to Living (Ecoutez vivre). 1941. Oil on canvas. Inter-American Fund
- Attached is the final Final FINAL list of paintings, sculpture and prints borrowed from the Collection for the Ain House. We
- Weber, Max: Morning. 1930. Gouache. Given anonymously
- Osver, Arthur: Melancholy of a Rooftop. 1942. Oil on canvas. Mrs. Simon Guggenheim Fund they will remain in the house through the end
- Ferber, Herbert: Portrait of Jackson Pollock. 1949. Lead. Purchase Fund
- Prints if anybody so much as thinks about making any substitutions, I'll shoot 'Em Buid. See?
- Bertoia, Harry: Composition. 1943. Color monoprint, printed from movable forms. James Thrall Soby Fund
- Braque, Georges: Teapot with Lemons. 1947. Color lithograph. Purchase Fund
- Hayter, Stanley William: The Rape of Lucretia. 1934. Engraving and soft ground etching. Given anonymously
- Hopper, Edward: The Lonely House. 1922. Etching. Gift of Mrs. John D. Rockefeller, Jr.
- Hopper, Edward: Evening Wind. 1921. Etching. Gift of Mrs. John D. Rockefeller, Jr.
- A thousand apologies.
- Kepes, Juliet: Lion. M. A. 1941. Color serigraph. Museum of Modern Art Print Collection
- Miro, Joan: Acrobats in the Garden at Night. 1948. Color lithograph. Purchase Fund
- Reder, Bernard: Lady of the Middle Ages. 1949. Color woodcut. Purchase Fund
- Forgive me?
- Berry there's no smaller type to show how I feel...

9/13/50

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THE MUSEUM OF MODERN ART

Miss Daniel
Miss Hoyt
Miss D. Miller
Miss Lytle
Miss Dudley

To: Daniel

From: Olive Bragazzi

Date: April 13, 1950

Re: Works from the Collection
for the Ain house

Attached is the final Final FINAL list of paintings, sculpture and prints borrowed from the Collection for the Ain house. We understand that they will remain in the house through the end of next October.

And if anybody so much as thinks about making any substitutions, I'll shoot 'Em Daid. See?

I knew I shouldn't spend so much time in that fancy john out there.

Should have looked at the Art.

A thousand apologies.

Really.

Forgive me?

Sorry there's no smaller type to show how I feel...

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THE MUSEUM OF MODERN ART

cc: Miss Dudley
Miss D. Miller
Miss Hoyt

Date April 17, 1950

To: Miss Greta Daniel

Re: Kuniyoshi drawing for the

From: Olive Bragazzi

house in the garden

Dear Greta:

From my sack-cloth and ashes I say in a small voice that there should be added the following to the previous list of the works lent from the Collection for the Ain house:

Kuniyoshi, Yasuo; Fisherman. 1924. Dry brush and india ink.

Given anonymously

I knew I shouldn't spend so much time in that fancy john out there. Should have looked at the Art.

A thousand apologies.

Really.

Forgive me?

Sorry there's no smaller type to show how I feel...

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Catalog

TEXT FOR THE BULLETIN

Ever since the end of the war, private builders have realized that there is of the interior can be kept uncluttered, since they are backed with very a large and growing market for modern houses in suburban real estate develop- large storage facilities. At first, they tried merely to incorporate some of the trade marks of modern architecture in their designs: they have long used glass walls, open plans 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's demands and that will be practical in economic and structural terms as well.

of flat economy as characteristic of real estate developments consisting of The house by Gregory Ain, of Los Angeles, is a good example of this type of identical houses. The sides of the house, which in a development would merely overlook the adjoining lot, contain no important exposures. Even the kitchen spaciousness rarely found in real estate developments in the past. It uses has its principal exposure toward the garden, which ideally should be to the traditional construction methods which, for economic and technical reasons, are still more practicable in today's building market than the experimental methods of prefabrication. And finally, it applies many of the esthetic achievements, which modern architects have demonstrated in more expensive residences in the past, to a medium cost solution for suburban dwelling.

The house was designed for a lot approximately 60' x 120' in size. Basically, the plan of the house shows three bedrooms in addition to the living and dining area and the services. What distinguishes it from other speculative houses of similar square foot area is that most of its interior space can serve a dual purpose and is not bottled up in small, inaccessible cubicles. So, for example, the master bedroom can become a part of the large area, which can also be extended to include the dining and kitchen areas; and the children's bedrooms can be thrown together into one generous play space. All this was achieved by use of sliding partitions and sliding doors. Furthermore, open portions

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FURNISHINGS FOR THE AIN HOUSE

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In furnishing a small house, it is necessary to keep two things in mind: first, the furniture should be light in look so as not to crowd already restricted space; secondly, the furniture and accessories should be in character with the architecture itself so as not to create visual conflicts. As is the case with most modern houses, Mr. Ain's house has been planned with close attention to the landscaping of the site. On the garden side, the living room extends virtually uninterrupted into an outside terrace. Several modern designers have recently produced furniture whose structural components are black metal rods that give a sense of lightness and elegance to the design. In selecting the furnishings for the Ain house, we decided to use this design idea. We also decided that dark colors in the furniture would further tend to reduce the apparent size of the pieces and from providing overlook the adjoining lot, contain no important exposures. Even the kitchen has its principal exposure toward the garden, which ideally should be to the south of the building. In addition to the paintings and sculpture, were intended to provide accents in an otherwise neutral setting.

Since the house was designed for a moderate price range, the furniture and the accessories were also selected with this economic level in view. ^{MARTC} The paintings, prints and sculpture shown in the house are all from the collection of the Museum of Modern Art, and include several original works and several prints of limited edition that are quite reasonable in price and could be within reach of most people able to afford a house of this kind.

A number of pieces used are part of the result of the Museum of Modern Art's "Low Cost Furniture Competition." They are the black metal chair by Donald Knorr, which was a first prize, and the plastic shell chair by Charles Eames, which was a second prize. In addition, there are several new pieces

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FURNISHINGS FOR THE AIN HOUSE

that have not heretofore been widely exhibited. These include an iron and glass table, produced by Pacific Iron Products Company, and a storage unit first, the furniture should be light in looks so as not to crowd already recently designed by Charles Eames, and shown here in the children's play room. restricted space; secondly, the furniture and accessories should be in

character with the architecture itself so as not to create visual conflicts. The lighting of the house is somewhat more elaborate than it need be for that would be doubly disturbing in a small area. ordinary purposes since it was designed to accent the exhibition character of

the building. This lighting scheme was designed by Richard Kelly, who is also the designer of the new "floating" lamp with its moveable pulley suspension. Several modern designers have recently produced furniture whose structural components are black metal rods that give a sense of lightness and elegance

to the design. In selecting the furnishing for the Ain house, we decided to ~~use~~ ^{use} the accessories ~~throughout~~ ^{throughout} the house, there are also some recent designs, ~~which~~ ^{which} this design idiom. We also decided that dark colors in the furniture such as the inexpensive glass ware by Freda Diamond, the stoneware by Stan Pistina, the Swedish stainless steel flatware, and the white Orsberg china. a more practical surface. Warmth and brightness were added in the fabrics and As an additional realistic touch, a Millie Overland Jespeter has been parked in the incidental accessories placed throughout the interior. These, in outside the garage driveway. addition to the paintings and sculpture, were intended to provide accents in an otherwise neutral setting.

Since the house was designed for a moderate price range, the furniture and the accessories were also selected with this economic level in view. ^{Most of} The paintings, prints and sculpture shown in the house are all from the collection of the Museum of Modern Art, and include several original works and several prints of limited edition that are quite reasonable in price and would be within reach of most people able to afford a house of this kind.

A number of pieces used are part of the result of the Museum of Modern Art's "Low Cost Furniture Competition." They are the black metal chair by Donald Knorr, which won a first prize, and the plastic shell chair by Charles Eames, which won a second prize. In addition, there are several new pieces

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that have not heretofore been widely exhibited. These include an iron and glass table, produced by Pacific Iron Products Company, and a storage unit recently designed by Charles Eames, and shown here in the children's play room.

The lighting of the house is somewhat more elaborate than it need be for ordinary purposes since it was designed to accent the exhibition character of the building. This lighting scheme was designed by Richard Kelly, who is also the designer of the new "floating" lamp with its moveable pulley suspension.

Among the accessories used in the house, there are also some recent designs, such as the inexpensive glass ware by Freda Diamond, the stoneware by Stan Fistick, the Swedish stainless steel flatware, and the white Arzberg china. As an additional realistic touch, a Willys Overland Jeepster has been parked outside the garage driveway.

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The furniture in the Ain house was selected from two view points:

- A) To present to the visitors to the Museum a survey of good modern furniture presently available which indicates new trends in home furnishings.
- B) A type of design which would help creating the illusion of spaciousness without blocking the free flow of movement throughout the house. The decision fell therefore primarily on black metal furniture which tends to look slim and makes the more solid shapes ~~xxxx~~ of chairs, sofas, tables, and beds appear like floating instead of sitting bulkily on the floor. Warmth and brightness was added by the use of warm colored fabrics which act like colorful accents against an otherwise neutral background.

Great care was taken to ^{stay} ~~xxxx~~ within a moderate price range in keeping with the general cost of the house. All furnishings are stock merchandise and/ ~~are~~ available in stores in New York.

A number of prize winning chairs from the Museum's Low-Cost Furniture Competition were placed in the Ain House. In this way a possibility is given to visitors to the exhibition of the furniture competition which runs simultaneously with the exhibition of the Ain House, to study these designs in an actual living surrounding.

Greta Daniel

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THE MUSEUM OF MODERN ART

Date March 14th, 1950

To: NATALIE HOYT

From: PETER BLAKE

Re: Museum of Modern Art -

Woman's Home Companion House

May 19 - October 29, 1950.

The following outline gives the principal points which I feel should be emphasized in presenting the Ain house to the public:

1. Purpose for Building it

The Ain house proves that good architectural design is possible in the small home builders' field, in which modern architects have so far been unable to make much headway.

2. Why Ain was selected

Gregory Ain is one of the few modern American architects with experience in multiple dwelling projects designed for speculative builders. His outstanding contribution to this field has been the Mar Vista development in California, which consists of houses quite similar to the one in the Museum garden.

3. The Program

It was realized that in the field for which this house was being designed, certain requirements have been met in the past and others should be met in the future. For example:

- The house should fit on a 60' lot approximately $\frac{1}{4}$ acre in size
- The house should contain three bedrooms
- The house should give an illusion of spaciousness far greater than its actual size would suggest
- The house should have an interesting and flexible plan, radically different from the stereotype solutions found in most real estate developments in this category
- The house should be conceived as part of a regular, orderly street pattern without the monotony that frequently goes with such standardization.

4. The Solution

Mr. Ain has used conventional construction methods throughout, and yet produced a highly unconventional plan.

The outstanding characteristic of the plan is its spatial flexibility, achieved by the use of several sliding walls and panels that can be made to vary and subdivide the

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interior spaces as different needs arise. The unusual ceiling height (9 feet) helps to emphasize the spaciousness of the interior.

So, for example, the master bedroom, living room, dining space, entrance and kitchen can all be thrown together into one very spacious living area; or, else, they can be closed off from each other to form smaller rooms with great privacy, if need be.

Similarly, the children's rooms can be used either as one large space, or as two bedrooms, or as a separate bedroom and playroom. They are set apart from the parents' quarters by a "sound baffle" consisting of a corridor lined with storage closets.

The irregular street facade does two things: It produces a kind of entrance court; and it prevents the flat monotony of a street pattern consisting of identical houses.

The garden facade, with its floor-to-ceiling windows, extends the interior space into the terrace and landscaping beyond.

Finally, the ample storage facilities and the separate dressing room will all help to keep this small house uncluttered and open.

5. Gregory Ain's contribution

Mr. Ain is one of the young generation of California architects who might be described as having taken the work of the modern pioneers, and adapted it to serve the practical problems of suburban living.

While many of the ideas shown in this exhibition house have become familiar in the great — and often expensive — architectural masterpieces of the past few years, they have rarely been applied with so much skill (and with so much sense of economic feasibility) in the field of small, one-family housing.

While Mr. Ain's work has been largely in California, the principles which he and others have developed can be applied with minor modifications in all parts of the United States.

Robert Blake

Furnishings

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The house was designed for a lot approximately 60' x 120' in size. The main entrance is under a very low roof trellis that covers the space between the garage and bedroom wings. As one opens the door, he immediately makes the transition from this low space to a high and airy living area with the landscaping visible through a glass wall directly ahead. To the left, there is a dining space screened from the street with frosted glass (clear glass was substituted in the Museum house for exhibition reasons). The dining and entrance space are, in turn, screened from the living room proper by a high storage cabinet. The height of this cabinet creates an illusion of cozy privacy when one sits down in either the dining space or in the living area on the other side, and yet permits a sense of continuous flowing space throughout the main areas of the house. This sense of continuous space is further emphasized in the living area, where the master bedroom, as well as the dining space, can be turned into part of the larger room by means of sliding panels and walls. Moreover, the terrace toward the garden beyond is a visual extension of the living room proper. This effect is emphasized by a deep roof overhang toward the garden side. The bedroom portion of the house, in addition to the master bedroom already described, contains a dressing room, a bathroom, a separate washroom, and two children's rooms. The latter are again separated by a sliding wall so that they can be used either as one large space or else as two separate bedrooms. Between the children's quarters and the parents' bedroom, there are rows of generous storage closets which act as a kind of sound baffle between these two areas, and also assure that the living spaces of the house can remain relatively

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uncluttered. While all rooms and living areas are characterized by a spacious openness, these storage and service areas are compactly planned and tightly grouped together for economy of construction.

beyond
At the other end of the house, ~~back~~ the dining area, there is a large kitchen with a view toward the garden, as well as good visibility toward the living area. This kitchen has its own service entrance through the rear of the garage. Between the kitchen and the garage, there is a small service closet containing the heating plant for the entire house.

The plan has been conceived not merely within its own limits, but also as part of a street pattern in a continuous real estate development. However, unlike the flat monotony so often characteristic of real estate developments consisting of identical houses, Mr. Ain's intended street pattern will consist of a series of set-backs that form intimate entrance courts, and thus break the street monotony of a row house concept. Since, in developments of this kind, houses overlook each other very closely across lot boundary lines, Mr. Ain has planned his rooms so as to keep all important views oriented either toward the garden (which ideally should be to the south), or to the entrance yard. A system of exterior screens further helps to create areas of privacy and accentuate the usefulness of some of the exterior space in relation to its adjoining interior areas.