

DESIGN FOR LIVING

HOUSE NO. 4, HOME AND INDUSTRIAL ARTS GROUP
A CENTURY OF PROGRESS. CHICAGO EXPOSITION 1933

JOHN C. B. MOORE ARCHITECT

130 WEST 42ND STREET, NEW YORK

GILBERT ROHDE INTERIORS

136 EAST 57TH STREET, NEW YORK

S. CLEMENTS HORSLEY, ARCHITECT, ASSOCIATED
RICHARD C. WOOD, ARCHITECT, ASSOCIATED

JAMES W. OWEN, NURSERIES, LANDSCAPING
MARY P. CUNNINGHAM, CONSULTANT

THE EXHIBIT



This exhibit is a simple, modern house designed for occupancy by an average family. It is adapted for construction as an individual unit or in group housing.

Design is governed by modern principles of indoor and outdoor living. Rooms have extensive exposure to sun. Ample porches on two levels provide large outdoor spaces. Cellar, attic, and waste spaces are eliminated. Maximum utilizable space is combined with construction requiring a minimum quantity of materials. Building costs are consequently reduced.

Construction is based on a system of standard units. Wall panels measuring 4 feet by 8 feet are composed of structural members and exterior surfaces and have doors and windows built in as required. These are shop-fabricated, ready for erection at the building site. Floors are ready cut. Erection is simple, requiring no specially trained mechanics. Adjustments can be simply made.

Framework is wood, still generally the least expensive structural material for small house construction. It is easier to fabricate and adjust than other materials. Mass production methods, if applied to its fabrication, can result in savings as great as those anticipated in the fabrication of other materials.

The current commercial size of wall-board is a fundamental motive of the design.

Exterior wall panels are covered with insulating wall-board of

THE EXHIBIT

requisite density and weather-resisting quality, painted with especially prepared oil paints which produce complete hiding and maximum wearing quality in a minimum number of coats.

Interior finishes of walls and ceilings are wall-boards of appropriate hardness and insulating quality with paint applied directly to the insulating material, thereby eliminating the necessity for plaster or specially prepared surfaces. The paint used for the interior walls and ceilings is a new product offering the advantages of elimination of undercoatings or sizings, and of perfect washability and hiding in one application.

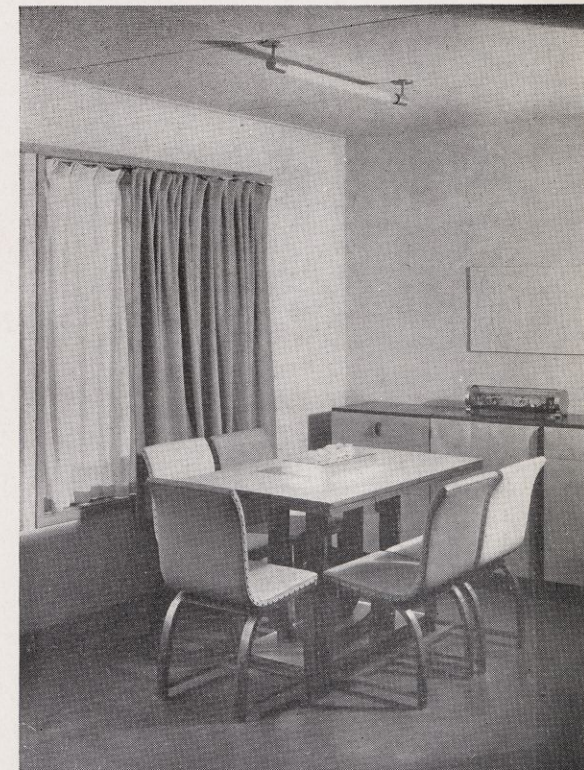
All wet construction, except concrete foundation work, is eliminated. Structural units can be salvaged.

Simple utilities and equipment of latest types are incorporated in the exhibit.

Materials have been chosen not with a view to the promotion of special products, but have been selected from those available on the market as best suited for their specific uses.

Models and plans exhibited in the garage show other "Designs for Living." These are arranged with larger living rooms, and in each case with three bedrooms, two baths and a play room.

Plans and specifications for the construction of these houses are for sale to prospective owners and builders at the office of the Architect, 130 West 42nd Street, New York City.



The main entrance and garage face the street; living room, bedrooms, porch and terrace overlook the garden.

The main entrance is protected from the weather.

The front door opens on a hall, not directly on the living room.

Stairs go up from the hall, not from the living room.

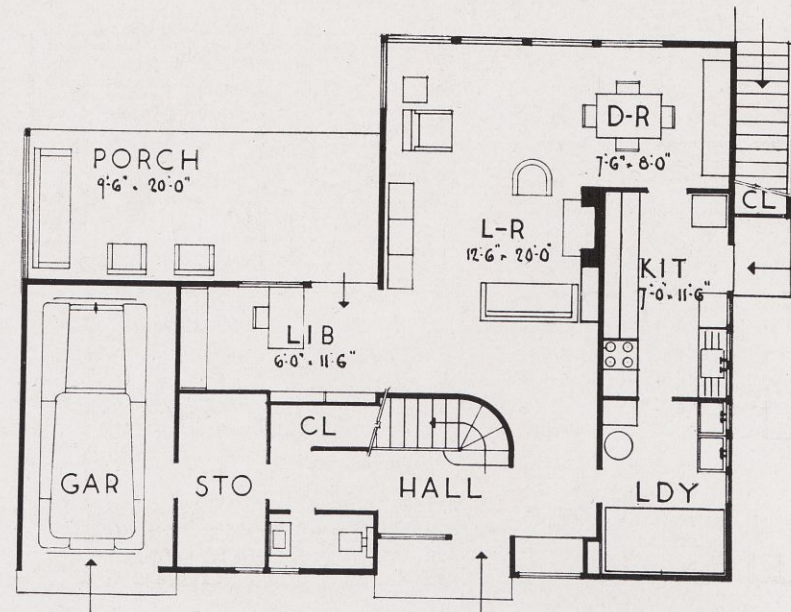
Coat closet and toilet are accessible from the hall.

The living room consists of a main portion with alcoves serving as dining room and library respectively, offering the most efficient use of a small area and permitting maximum flexibility.

The porch opens on the garden from the living room.

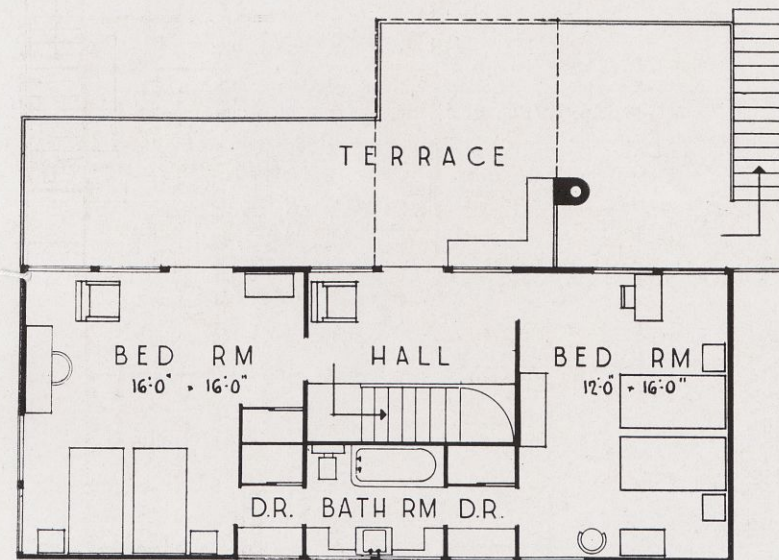
The kitchen adjoins the dining alcove. It has a side entrance from the exterior and communicates with the front hall through the laundry, not through the living room.

THE PLAN



FIRST FLOOR PLAN

THE PLAN



SECOND FLOOR PLAN

There is no cellar. Laundry tubs, hot air heater, hot water heater and house maid's closet are placed in the laundry accessible from the front hall and the kitchen.

There is no attic. Storage space is provided in a special room.

The garage, built into the house, is accessible from the front hall.

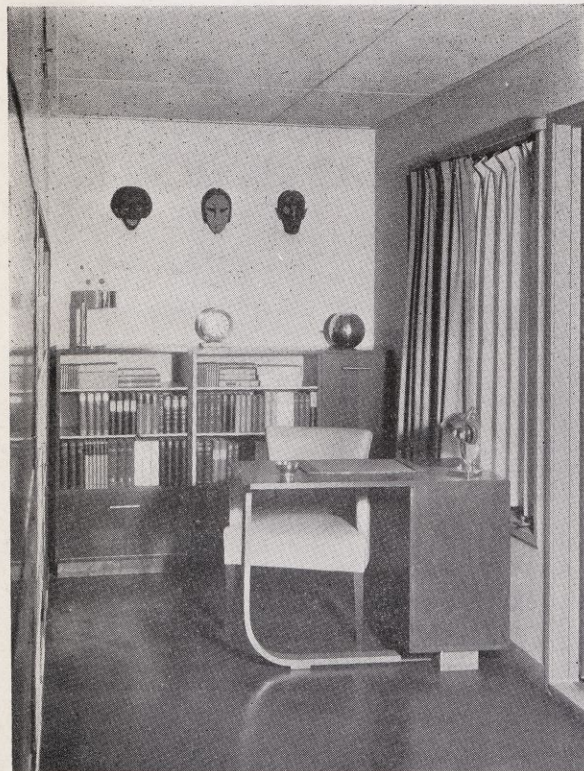
Two bedrooms, each with a small dressing room, have access to one bath.

An additional bedroom and bath can be added.

Bedrooms and second floor hall all open on a large terrace partially covered, adaptable for outdoor living. Screens and awnings may be used to subdivide the space.

The garden is laid out in areas of grass and planting which can be arranged to suit individual plots.

Rows of flowers in successive graded colors heighten the effect of planting in its opposition to smooth areas of grass and simple architecture.



THE MATERIALS

Foundations: Concrete slab.

Steps, Porch, Garage Floor: Cement.

Floor and Roof Construction: Ready cut joists.

Exterior Walls and Parapets: Shop-assembled panels of insulating wall-board on wood frames.

Roof: Tar and felt, aluminum painted, over heavy insulation.

THE MATERIALS

Stairs: Wood.

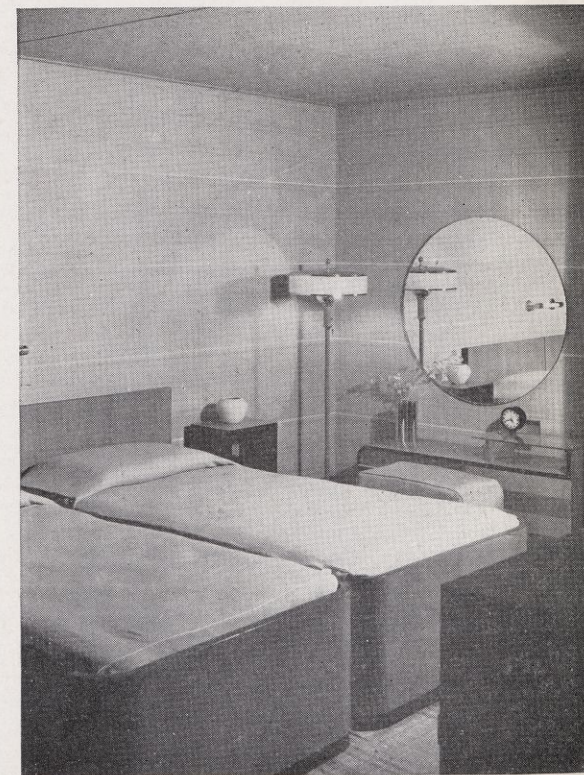
Exterior Trim: Wood.

Interior Partitions: Wood studs.

Interior Finish: Wood, flush doors.

Floor Finishes: Carpets, Rugs, Linoleum.

Kitchen and Bathroom Floor Finish: Asphalt tile.



EXHIBITORS COOPERATING BY FURNISHING THEIR PRODUCTS FOR THE ARCHITECTURAL DISPLAY

Garage Door—

Glass—

Gypsolite Wall-board—

Heating Installation and Air Conditioning—

Insulite Ceilings and Insulation—

Kitchen and Dressing Room Cabinets—

Kitchen Range—

K-Venience Closet Hardware—

Lighting Fixtures—

Medicine Cabinets—

Paints—Mira-Lith for interiors,
Miraco for exteriors—

Plumbing Fixtures—

Refrigerator—

Steel Windows and Screens—

Overhead Door Corp., Hartford City, Ind.

Libbey-Owens-Ford Glass Co., Toledo, Ohio.

Universal Gypsum & Lime Co., Chicago, Ill.

Holland Furnace Co., Holland, Mich.

The Insulite Co., Minneapolis, Minn.

The Kitchen Maid Corp., Andrews, Ind.

American Stove Co., Cleveland, Ohio.

Knappe & Vogt Mfg. Co., Grand Rapids, Mich.

Cox, Nostrand & Gunnison, Inc., Brooklyn, N. Y.

The F. H. Lawson Co., Cincinnati, Ohio.

Mitchell-Rand Mfg. Co., New York City.

Crane Co., Chicago, Ill.

Norge Corp., Detroit, Mich.

Hope's Windows, Inc., Jamestown, N. Y.

JOHN C. B. MOORE, ARCHITECT AND EXHIBITOR, 130 WEST 42nd STREET, NEW YORK CITY