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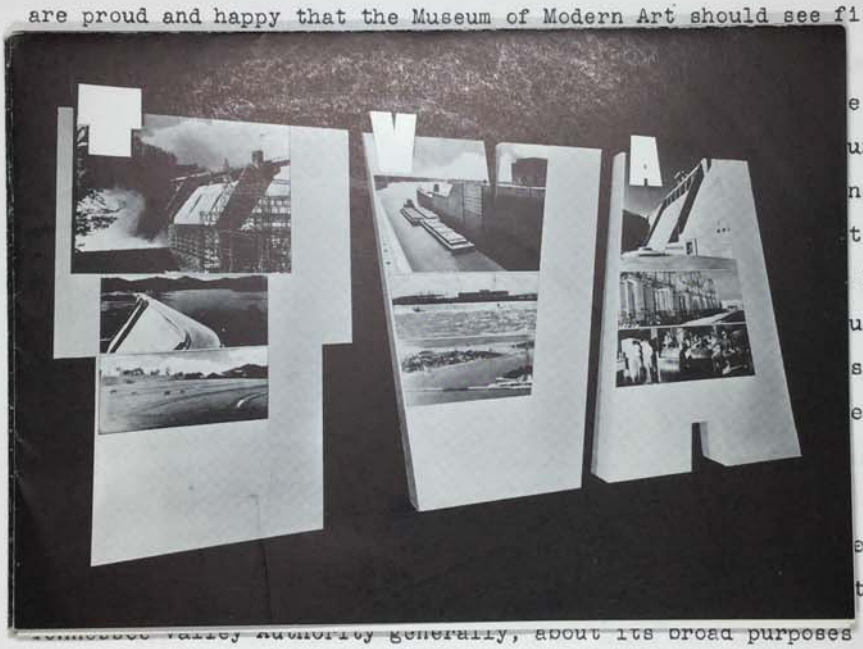
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK
TELEPHONE: CIRCLE 5-8900

REMARKS MADE BY DAVID E. LILIENTHAL, DIRECTOR OF TVA, AT THE MEMBERS PREVIEW OF THE EXHIBITION OF TVA ARCHITECTURE AND DESIGN AT THE MUSEUM OF MODERN ART, TUESDAY, APRIL 29, 1941.

At the outset let me say quite candidly that we of the TVA are proud and happy that the Museum of Modern Art should see fit



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TVA ARCHITECTURE AND DESIGN

ARRANGED IN COLLABORATION WITH THE TENNESSEE VALLEY AUTHORITY

ON TUESDAY AFTERNOON THE TWENTY-NINTH OF APRIL, 1941

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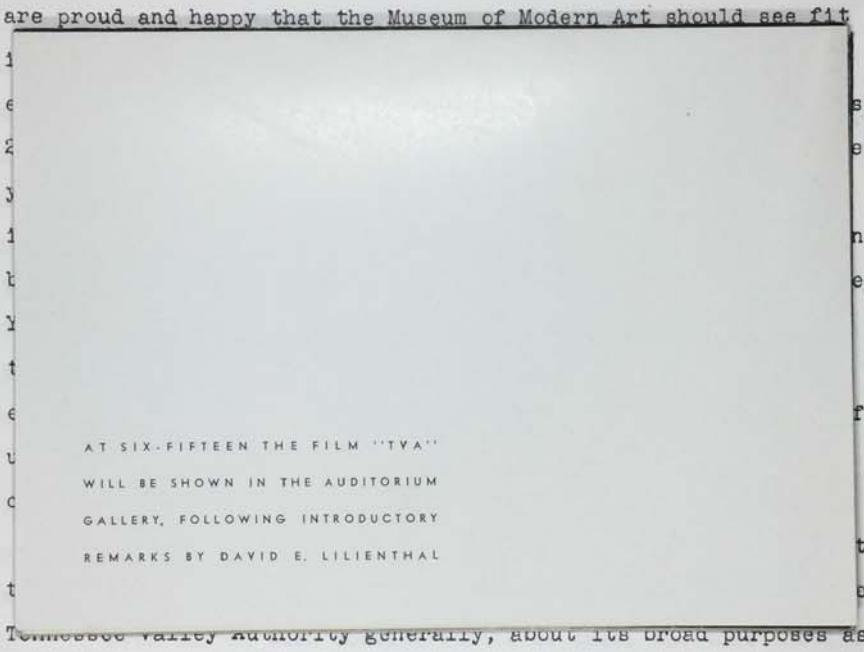

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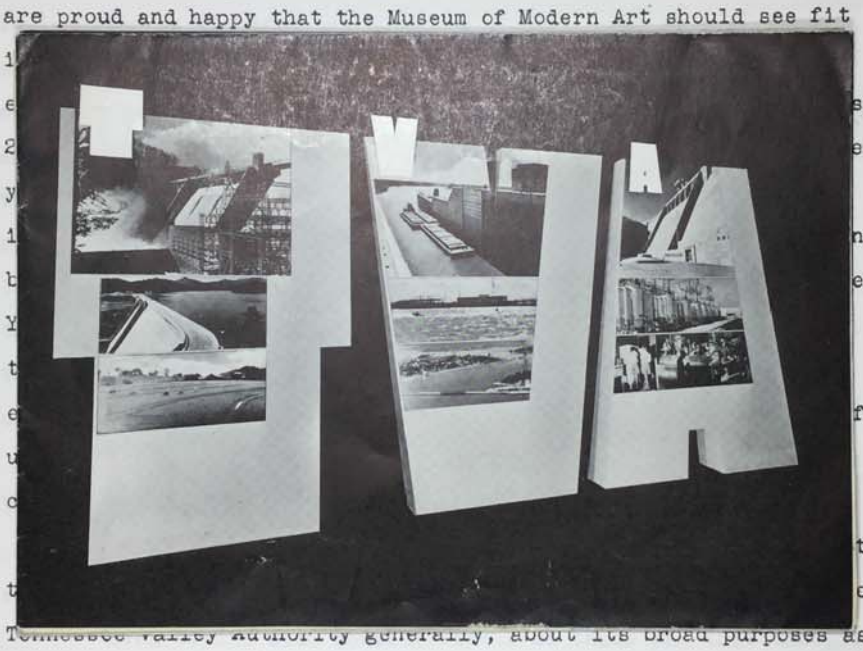

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AT SIX-FIFTEEN THE FILM "TVA" WILL BE SHOWN IN THE AUDITORIUM GALLERY, FOLLOWING INTRODUCTORY REMARKS BY DAVID E. LILIENTHAL

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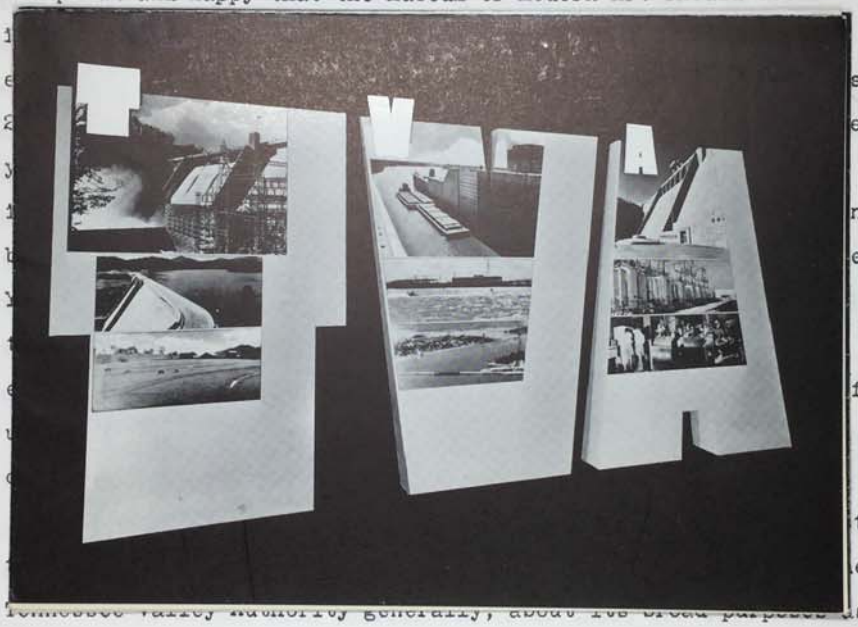

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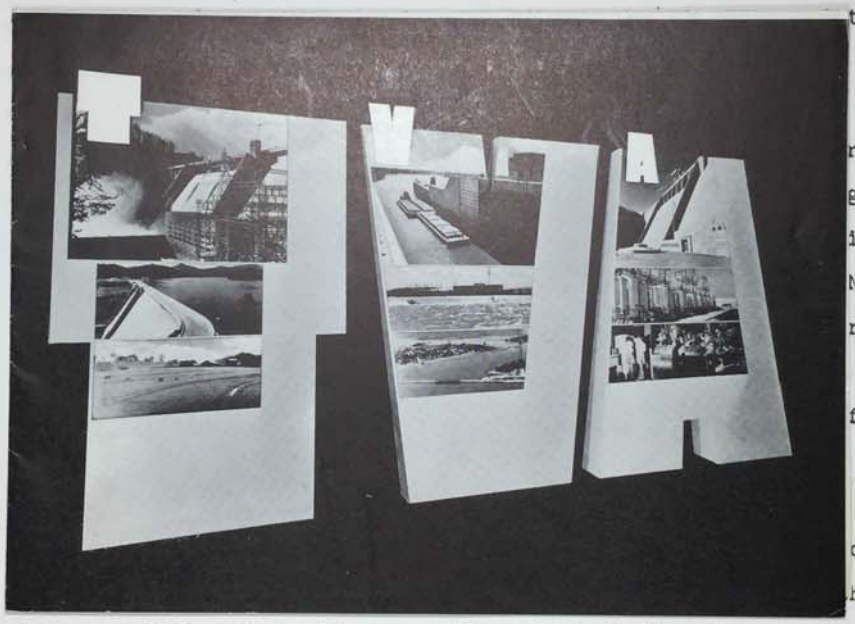

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At the outset let me say quite candidly that we of the TVA are proud and happy that the Museum of Modern Art should see fit in this signal way to recognize TVA structures as noteworthy examples of modern American architecture and design. There are some 20,000 men and women building and operating the TVA; I can assure you that all of us, all of the men who at this hour are drilling into bed-rock, operating the huge shovels or bending over drafting boards sense the importance of what is happening here today in New York City hundreds of miles from our job. And so we express our thanks to the officers and trustees of the Museum, because this exhibit of modern public architecture will have a stimulating effect upon the minds and imagination of many thousands of our fellow citizens.

We are here to witness an exhibit of design and architecture; therefore this is not the occasion for extended remarks about the Tennessee Valley Authority generally, about its broad purposes as a demonstration of modernized democracy in action. Nor is it an appropriate time to relate how the income and the living standards in a wide area have risen, how new life has come to sterile lands, how in eight years in the place of despair there is renewed hope for millions of people. Nor should I yield to the temptation--a very strong one indeed--to tell you how TVA has speedily mobilized its forces for urgent defense needs of our land and of Britain as well; how TVA has gone into action to prepare for defense of these shores and at the same time and by the same facilities is making ready for the hazardous days when this crisis is finally past.

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there runs through all these structures a single theme. Such things do not, of course, happen by pure accident.

How this did happen is not a very pretentious story and it can be simply told. In a few weeks it will be eight years since TVA came into being. In June of 1933 we were under feverish pressure to rush into the actual construction of what was to be--and now is--the most extensive series of engineering works ever built by the United States. We realized that we were building not for our time alone, but structures that would stand for centuries, a thousand years or more perhaps. The dams must be the finest flower of modern engineering skill; that was clear of course. But wh t of their esthetic quality, their form? These monuments would reflect for centuries the standard of American culture and the purpose of American life of our time. Should that be passed over as of little importance? We asked whether we should follow the quite general practice of building the structures, and then adding some decorations to make them "pretty". Should we raise up monoliths to set their giant shoulders against the floods of a thousand years, and then embellish their strength with the doo-dads and columns of a civilization now gone for a thousand years?

Those questions we tried to answer, eight years ago, when TVA was still only an idea, before a yard of concrete had been poured; to what effect we answered them the exhibit you have here seen has told you.

Even beyond such considerations as these was this thought that concerned us deeply back in 1933. Millions of Americans, we told ourselves, will see these structures. They will see in them a kind of token of the virility and vigor of democracy, of its concern for living men and generations yet to come. We wanted these dams to have the honest beauty of a fine tool; for TVA was a tool to do a job for men in a democracy. When people see these dams that they own and were built for them we wanted their hearts to be moved with pride. We wanted them to look upon the flag flying over these structures and feel a renewed love of their country and faith in its future. In this impulse we were right, as it turns out; for today at this breathless moment in the history of this nation we need greatly to declare again and again the faith we have in the future of America. And it is just this faith that the TVA project presents in a form that the eye can see and the

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imagination of men dwell upon.

There were practical difficulties to overcome. We had to search for architects who were not in a constant delirium of nostalgia for the past, men who could interpret the functional strength the engineers would build into these structures; and we had to find engineers willing to collaborate with architects with open and eager minds. And then there was the administrative task, and not an easy one at first, of welding these two skills together into the partnership of voluntary spirits. The exhibit you have seen tells how well that union succeeded.

We like to think of the building of the TVA as an anonymous undertaking. This is not to say that individuals have not touched it with their special talent and genius. Of course that is true; and without the great abilities of such men as Chief Engineer Theodore Parker, or Chief Architect Roland Wank or General Manager Gordon Clapp the result would have been quite different and doubtless inferior. But you will search in vain for bronze tablets on any TVA dams, tablets listing the names of engineers or architects, or members of the board of directors for that matter. Nor is this undertaking built to glorify the fame or augment the power of any man. There is one phrase and only one you will find written over the doors of these structures; in large letters is this simple legend: BUILT FOR THE PEOPLE OF THE UNITED STATES.

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THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK
TELEPHONE: CIRCLE 5-8900

See revised release #26.

FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART WILL HOLD EXHIBITION 42
OF TVA ARCHITECTURE AND DESIGN

The new architecture which has evolved from the mighty engineering feats of the TVA development will be shown in an exhibition opening April 30 at the Museum of Modern Art. The variety of structures, from tourist cabins to power plants, the architectural features of the construction of the huge dams, the locks, the bridges, the control buildings, and the reshaping of the earth's surface for new uses will be shown at the Museum by means of models, photographic murals, architects' designs and graphic diagrams showing the engineering control over the 700-mile Tennessee River and its effects upon the valley through which it flows, an area larger than England.

The exhibition has been prepared by the Tennessee Valley Authority in collaboration with the Museum of Modern Art. It will be open to the public from Wednesday, April 30, through Sunday, June 8. A private preview to which Government officials, architects, engineers and defense program officials have been invited, will be held from 5 to 7 P.M. Tuesday, April 29.

The exhibition is designed primarily to show the gratifying result of close cooperation between architects and engineers on a vast scale; but the immediate importance of the TVA project to National Defense and the surprising growth of the project as a recreation development will also be stressed.

The constructions illustrated in the exhibition will include the ten huge dams: Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler; the control buildings, power plants, visitors' buildings and defense housing. Graphic diagrams will show how dams and locks function; and photographs will indicate the extent to which navigation has been improved and an attractive vacation land created. The exhibition will include five scale models of the Powerhouse at Chickamauga

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Dam; Lock Operations building at Kentucky dam; Powerhouse at Guntersville Dam; Crane at Hiwassee Dam; and Pickwick Dam.

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THE MUSEUM OF MODERN ART

Date January 27, 1941

To: Mr. Wheeler
Miss Ulrich

From: Mr. McAndrew

Re Sale of reprints during TVA exhibition

In lieu of a catalogue of the TVA architecture exhibition, the TVA has suggested our selling at the front desk three reprints of material published in various magazines dealing with their architectural program. I spoke to Monroe about this some time ago and he said he thought it could be arranged. However, Mr. Wank now tells us that these reprints as sold by the government have the sale price printed on the cover and since the government sells them at cost , we would have to sell them without profit. Do you think this is at all feasible? If not, do you think we can consider recovering them?

We are asking Mr. Wank to send us copies of the two reprints already being sold. We have seen all of the material (or at least the type) and think it would be interesting material to have sold.

The reprints proposed are:

1. The Architectural Forum (purchased from the Forum by the government for 8½¢ and sold for 10¢) deals broadly with the purposes and set-up of the TVA

2. Pencil Points (purchsed from Pencil Points for 9.7¢ and sold for 10¢) More specifically architectural in its approach.

3. Magazine of Art (to be purchased for approximately 23¢ and sold by the government for 25¢) To include reprints of three publications. It would form a folio of plates. They propose to have the cover of this reprint read "TVA Architecture as shown at the Museum of Modern Art" - or bear some similar title.

"The TVA project presents in concrete terms American faith in the future of America. Millions of Americans have already visited

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THE MUSEUM OF MODERN ART

Date November 1, 1940

To: Mr. McAndrew

From: Miss Barry

Re:

If the TVA show that was mentioned at the meeting the other day should materialize, would you think it appropriate for me to do something about some government-made films on the same subject which I think will be available at that time? They might, I think, at least be run at the press show~~s~~ if good & if you agree

GOVERNMENT PROJECT CAN PRODUCE FINE ARCHITECTURE, A GRATIFYING TRUTH WE OFTEN FORGET WHEN LOOKING AT MUCH OF THE RECENT WORK FOR HOUSING, PARK SERVICE, OR, MORE RECENTLY, DEFENSE. FROM THE MINOR BUILDINGS BUILT AROUND THEM TO THE COLOSSAL DAMS THEMSELVES, THESE STRUCTURES COMBINE DIGNITY, LOGIC AND BEAUTY.

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THE MUSEUM OF MODERN ART

Date Feb. 21, 1941

To: MR. BAXTER

Re: TVA SHow

From: MISS COURTER

Dear Douglas:

This is just a warning to let you know that the TVA show will probably require a minimum of three weeks in our shops before the opening here the first week in ~~XXXXX~~ May. I am trying to get completed plans from them within the next few weeks. Photographs have to be mounted and stands similar to the samples sent xx to us in the fall will have to be constructed in the carpentry shop. Details later.

GOVERNMENT PROJECT CAN PRODUCE FINE ARCHITECTURE, A GRATIFYING TRUTH WE OFTEN FORGET WHEN LOOKING AT MUCH OF THE RECENT WORK FOR HOUSING, PARK SERVICE, OR, MORE RECENTLY, DEFENSE. FROM THE MINOR BUILDINGS BUILT AROUND THEM TO THE COLOSSAL DAMS THEMSELVES, THESE STRUCTURES COMBINE DIGNITY, LOGIC AND BEAUTY.

"The TVA project presents in concrete terms American faith in the future of America. Millions of Americans have already visited

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THE MUSEUM OF MODERN ART

Date November 2, 1940

To: Miss Barry **Re:** TVA Film

From: J McA

The showing of the TVA exhibition in the Museum has been postponed until after the Indian Show. At that time, it would seem an excellent idea to have the TVA films in the auditorium if they are good.

In the meantime, if we are handling the films, they might be offered to Dartmouth and other places which are having our TVA show before it comes to the Museum; Elodie has the list.

After the Wright and Griffith crises are past, we might look at the films some day.

yes. JM

GOVERNMENT PROJECT CAN PRODUCE FINE ARCHITECTURE, A GRATIFYING TRUTH WE OFTEN FORGET WHEN LOOKING AT MUCH OF THE RECENT WORK FOR HOUSING, PARK SERVICE, OR, MORE RECENTLY, DEFENSE. FROM THE MINOR BUILDINGS BUILT AROUND THEM TO THE COLOSSAL DAMS THEMSELVES, THESE STRUCTURES COMBINE DIGNITY, LOGIC AND BEAUTY.

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(Title Mount)

T V A ARCHITECTURE AND DESIGN

DISTINGUISHED BY HANDSOME IMAGINATIVE DESIGN, THE ARCHITECTURE OF THE TVA IS WORTHY OF CAREFUL STUDY. IT REPRESENTS A CLOSE COOPERATION OF ARCHITECT AND ENGINEER, WITH A MUTUAL UNDERSTANDING OF EACH OTHER'S SKILLS, UNMATCHED SINCE THE GREAT UTILITARIAN BUILDING CAMPAIGNS OF IMPERIAL ROME.

THE CHIEF PURPOSE OF THE TVA IS OF COURSE THE MANY MATERIAL BENEFITS WHICH IT BRINGS TO MILLIONS OF PEOPLE. THIS EXHIBITION, HOWEVER, HAS BEEN PLANNED TO SHOW OTHER VIRTUES, LESS TANGIBLE BUT NONE THE LESS REAL. IT SHOWS THE HIGH LEVEL OF DESIGN IN THE HUNDREDS OF STRUCTURES, IT SHOWS THAT A HUGE GOVERNMENT PROJECT CAN PRODUCE FINE ARCHITECTURE, A GRATIFYING TRUTH WE OFTEN FORGET WHEN LOOKING AT MUCH OF THE RECENT WORK FOR HOUSING, PARK SERVICE, OR, MORE RECENTLY, DEFENSE. FROM THE MINOR BUILDINGS BUILT AROUND THEM TO THE COLOSSAL DAMS THEMSELVES, THESE STRUCTURES COMBINE DIGNITY, LOGIC AND BEAUTY.

"The TVA project presents in concrete terms American faith in the future of America. Millions of Americans have already visited

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First draft apr. 26.

Not yet proof read by Miss Meyer.

At the members' preview Mr. Lilienthal made the following statement:

"When we began the building of TVA eight years ago we realized the weight of our responsibility. Here, along hundreds of miles of the Tennessee River in a wide valley which covers an area larger than England, huge structures were to rise that would last not for decades but for centuries, perhaps for a thousand years or more--monuments that would reflect for many generations the standard of American culture and the purpose of American life of our time. These modern pyramids were not to entomb dead kings but to serve living Americans.

"Millions and millions of average Americans would view the TVA development. We therefore saw an opportunity to stir the imagination of people through the esthetic as well as the practical development of the project. Form and design were too important to leave to accident or to entrust to a dead architectural past.

"The problem was to engage architects and engineers capable of a collaboration so flexible that the architects would not impose ideas of design contrary to engineering needs, or engineers arbitrarily reject architectural form that did not injure function.

"We were determined to engage architects modern enough not to apply architectural decoration--perhaps a Greek colonnade, a Roman pediment, a medieval turret--but to interpret the functional strength of the structure. Our engineers would build for a long future and we wanted architects who would project that future in terms of design so true to the underlying strength and function of the structures that their form would remain modern as long as their function was efficient.

"The TVA project presents in concrete terms American faith in the future of America. Millions of Americans have already visited it. We hope that millions more will come to see for themselves ~~embodied in these structures~~ the strength of the present and the future ~~we feel~~ we have built into these structures."

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41417 - 26

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK
TELEPHONE: CIRCLE 5-8900

See revised #26 release

FOR IMMEDIATE RELEASE

MUSEUM OF MODERN ART WILL HOLD EXHIBITION OF TVA ARCHITECTURE AND DESIGN

The new architecture which has evolved from the mighty engineering feats of the TVA development will be shown in an exhibition opening April 30 at the Museum of Modern Art. The variety of structures, from tourist cabins to power plants, the architectural features of the construction of the huge dams, the locks, the bridges, the control buildings, and the reshaping of the earth's surface for new uses will be shown at the Museum by means of models, photographic murals, architects' designs and graphic diagrams showing the engineering control over the 700-mile Tennessee River and its effects upon the valley through which it flows, an area larger than England.

The exhibition has been prepared by the Tennessee Valley Authority in collaboration with the Museum of Modern Art. It will be open to the public from Wednesday, April 30, through Sunday, June 8. A private preview to which Government officials, architects, engineers and defense program officials have been invited, will be held from 5 to 7 P.M. Tuesday, April 29.

The exhibition is designed primarily to show the gratifying result of close cooperation between architects and engineers on a vast scale; but the immediate importance of the TVA project to National Defense and the surprising growth of the project as a recreation development will also be stressed.

The constructions illustrated in the exhibition will include the ten huge dams: Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler; the control buildings, power plants, visitors' buildings and defense housing. Graphic diagrams will show how dams and locks function; and photographs will indicate the extent to which navigation has been improved and an attractive vacation land created. The exhibition will include five scale models of the Powerhouse at Chickamauga

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Dam; Lock Operations building at Kentucky dam; Powerhouse at Guntersville Dam; Crane at Hiwassee Dam; and Pickwick Dam.

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Arch file copy

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK
TELEPHONE: CIRCLE 5-8900

REMARKS MADE BY DAVID E. LILIENTHAL, DIRECTOR OF TVA, AT THE MEMBERS PREVIEW OF THE EXHIBITION OF TVA ARCHITECTURE AND DESIGN AT THE MUSEUM OF MODERN ART, TUESDAY, APRIL 29, 1941.

At the outset let me say quite candidly that we of the TVA are proud and happy that the Museum of Modern Art should see fit in this signal way to recognize TVA structures as noteworthy examples of modern American architecture and design. There are some 20,000 men and women building and operating the TVA; I can assure you that all of us, all of the men who at this hour are drilling into bed-rock, operating the huge shovels or bending over drafting boards sense the importance of what is happening here today in New York City hundreds of miles from our job. And so we express our thanks to the officers and trustees of the Museum, because this exhibit of modern public architecture will have a stimulating effect upon the minds and imagination of many thousands of our fellow citizens.

We are here to witness an exhibit of design and architecture; therefore this is not the occasion for extended remarks about the Tennessee Valley Authority generally, about its broad purposes as a demonstration of modernized democracy in action. Nor is it an appropriate time to relate how the income and the living standards in a wide area have risen, how new life has come to sterile lands, how in eight years in the place of despair there is renewed hope for millions of people. Nor should I yield to the temptation--a very strong one indeed--to tell you how TVA has speedily mobilized its forces for urgent defense needs of our land and of Britain as well; how TVA has gone into action to prepare for defense of these shores and at the same time and by the same facilities is making ready for the hazardous days when this crisis is finally past.

What I shall talk of, but quite briefly, is how it came about that in these TVA dams and buildings there is a distinctive and modern form and beauty. For you have observed, I am sure, that

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there runs through all these structures a single theme. Such things do not, of course, happen by pure accident.

How this did happen is not a very pretentious story and it can be simply told. In a few weeks it will be eight years since TVA came into being. In June of 1933 we were under feverish pressure to rush into the actual construction of what was to be--and now is--the most extensive series of engineering works ever built by the United States. We realized that we were building not for our time alone, but structures that would stand for centuries, a thousand years or more perhaps. The dams must be the finest flower of modern engineering skill; that was clear of course. But wh t of their esthetic quality, their form? These monuments would reflect for centuries the standard of American culture and the purpose of American life of our time. Should that be passed over as of little importance? We asked whether we should follow the quite general practice of building the structures, and then adding some decorations to make them "pretty". Should we raise up monoliths to set their giant shoulders against the floods of a thousand years, and then embellish their strength with the doo-dads and columns of a civilization now gone for a thousand years?

Those questions we tried to answer, eight years ago, when TVA was still only an idea, before a yard of concrete had been poured; to what effect we answered them the exhibit you have here seen has told you.

Even beyond such considerations as these was this thought that concerned us deeply back in 1933. Millions of Americans, we told ourselves, will see these structures. They will see in them a kind of token of the virility and vigor of democracy, of its concern for living men and generations yet to come. We wanted these dams to have the honest beauty of a fine tool; for TVA was a tool to do a job for men in a democracy. When people see these dams that they own and were built for them we wanted their hearts to be moved with pride. We wanted them to look upon the flag flying over these structures and feel a renewed love of their country and faith in its future. In this impulse we were right, as it turns out; for today at this breathless moment in the history of this nation we need greatly to declare again and again the faith we have in the future of America. And it is just this faith that the TVA project presents in a form that the eye can see and the

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imagination of men dwell upon.

There were practical difficulties to overcome. We had to search for architects who were not in a constant delirium of nostalgia for the past, men who could interpret the functional strength the engineers would build into these structures; and we had to find engineers willing to collaborate with architects with open and eager minds. And then there was the administrative task, and not an easy one at first, of welding these two skills together into the partnership of voluntary spirits. The exhibit you have seen tells how well that union succeeded.

We like to think of the building of the TVA as an anonymous undertaking. This is not to say that individuals have not touched it with their special talent and genius. Of course that is true; and without the great abilities of such men as Chief Engineer Theodore Parker, or Chief Architect Roland Wank or General Manager Gordon Clapp the result would have been quite different and doubtless inferior. But you will search in vain for bronze tablets on any TVA dams, tablets listing the names of engineers or architects, or members of the board of directors for that matter. Nor is this undertaking built to glorify the fame or augment the power of any man. There is one phrase and only one you will find written over the doors of these structures; in large letters is this simple legend: BUILT FOR THE PEOPLE OF THE UNITED STATES.

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When we faced the fact eight years ago of building a series of huge structures, we were weighed down with a sense of responsibility that here were structures that would last not for decades but for centuries. We were building structures that would last perhaps a thousand years or more and would reflect for many generations the standards of American cultures of this time and the purposes of American life. Furthermore we would recognize that here were great monuments that would be seen by millions and millions of average Americans. It would therefore be an opportunity ... to stir the imagination of ordinary people even than music or painting or books -- because there they were before you all the time.

All of that led to a feeling that the form and design of these structures is not an inconsequential thing to be passed off as a matter of little consequence. (Here was a matter that was of vital importance in the whole.)

Without that feeling that this is of such importance that it goes to the heart of the whole future of this job, nothing much would have developed because then you would not have selected people with an eye to their understanding that form and design are terribly important.

Next practical step was to engage engineers who were as competent as we could possibly find but whose minds were open to the possibility that the design of these structures from an esthetic point of view was important and who, therefore, would be willing to collaborate with architects who also were sensitive to that.

We knew, even as laymen, that the usual function of an architect .. to a structure of this kind was,after the engineer had designed it, to decorate it, usually with some fancy Roman or Greek column. Therefore in picking our architects we had to be sure that they were men who could see that they were building for the long future and were trying to stir the imagination of the people who would see this today and a hundred years from now with the notion that this was something new. Project ... faith in the

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future. That sense of the strength of the present and the future is in these structures. Both the architects and the engineers had to have that sense.

The most difficult thing was the administrative job of getting architects and engineers to collaborate so that you don't have architects imposing ideas of form contrary to engineering needs or engineers arbitrarily discarding ...

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THE MUSEUM OF MODERN ART

Date April 15, 1941

To: Miss Newmeyer

Re: TVA Architecture and Design

From: Miss Henrich

Dear Sarah:

Exhibition material in the TVA show will include about 160 photographs, 6 special colored explanatory diagrams, a large schematic map of the Tennesee Valley showing what has been done to the river with the dams etc, and the following five models:

Powerhouse at Chickamauga Dam
Lock Operations building at Kentucky dam
Powerhouse at Guntersville Dam
Crane at Hiwassee Dam
Pickwick Dam

Special Introductory text panels will indicate the importance of the work of the TVA in relation to design etc (by the Museum) and its value to the region and the country (by Stuart Chase, copy attached). The first of these is not in final form and we will send you a copy when it is, but the idea is that this is the first time our government has used the advantages of good modern design and it has been used here with a consistency and scope which is unequalled. One sentence quoted from J.MCA which will appear in the final panel is "It represents the close cooperation of architect and engineer, with an understanding of each other's skills which is on a scale unmatched since the Roman era.

~~Materials buildings illustrated~~
Constructions illustrated will include the huge dams themselves (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler) the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

Is this what you want for the present. If not what kind of thing do you want more of?

Janet

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File

THE MUSEUM OF MODERN ART

Date January 27, 1941

To: Mr. Barr
Mr. Wheeler

From: Mr. McAndrew

Re: T. V. A. Architecture exhibition

The authorities of the T.V.A. have now been assured that the exhibition of T. V. A. architecture will be held following the Indian show. There is still a question about the points listed below, which should be made definite as soon as possible.

1. Opening date

2. Gallery space: verbal arrangements on the 2nd of January gave the assurance of 200 running feet. Since the original arrangements were for a show of 250-300 feet, it is important that the space finally given to this exhibition should be such that the running footage can be increased by fin walls, etc.

3. The Opening: The T.V.A. is very anxious to make the opening count for publicity and propaganda purposes. They would like to -

   a. send out a number of invitations to friends and enemies of T.V.A.
   b. have a talk given at some time (at the opening itself or in connection with the showing of documentary films connected with the exhibition) by one of the following:
      Mrs. Roosevelt
      Archibald MacLeisch
      George Norris
      Mr. Lilienthal of T.V.A.

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R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 4, 1941

MR. CHARLES KRUTCH
GRAPHIC SECTION
TVA
KNOXVILLE, TENNESSEE

HAVE YOU SOMEONE IN NEW YORK WHO COULD DESIGN POSTER FOR TVA - MUSEUM OF MODERN ART EXHIBITION. POSTER TO BE PRODUCED BY WPA ART PROJECT USING SILK SCREEN PROCESS.

FRANCES HAWKINS
ACTING SECRETARY

an evening program on April 29. We will keep the Museum open and the galleries and auditorium staffed and will show, if you wish, the TVA film "Power for Defense" which we plan to run regularly in our auditorium at 3 p. m. during the exhibition.

2. If you do not wish a formal opening, we will send cards announcing a preview of the exhibition on the afternoon of April 29 and will, of course, ask as many guests as you wish.

Will you let me know your choice about opening plans. I'd appreciate hearing from you as soon as possible as it will be necessary to get to work at once on the announcement and publicity.

Would you like to have your office design the card announcing the exhibition to go to our members?

Sincerely yours,

Frances Hawkins
Acting Secretary

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9 NT DUPLICATE
NAB70 KNOXVILLE TENN 4

FRANCES HAWKINS ~~WPA ART PROJECT~~

CARE MUSEUM OF MODERN ART

WILL BE IN NEWYORK APRIL SEVENTH AND DISCUSS POSTER

TEN VALLEY AUTHORITY CHARLES KRUTCH.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

1. You will invite a list of guests up to 500 (the seating capacity of the auditorium) whom you would like to attend an evening program on April 29. We will keep the Museum open and the galleries and auditorium staffed and will show, if you wish, the TVA film "Power for Defense" which we plan to run regularly in our auditorium at 3 p. m. during the exhibition.

2. If you do not wish a formal opening, we will send cards announcing a preview of the exhibition on the afternoon of April 29 and will, of course, ask as many guests as you wish.

Will you let me know your choice about opening plans. I'd appreciate hearing from you as soon as possible as it will be necessary to get to work at once on the announcement and publicity.

Would you like to have your office design the card announcing the exhibition to go to our members?

Sincerely yours,

Frances Hawkins
Acting Secretary

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April 3, 1941

Mr. Charles Krutch
Graphic Section
TVA
Knoxville, Tennessee

Dear Mr. Krutch:

As my office handles the formal opening of exhibitions, as well as the sending out of announcements to members, I am writing to you at the suggestion of John McAndrew in regard to the opening of the TVA exhibition here on April 29.

I understand there has been some discussion of a program which would include speakers and that you have recommendations for those whom you would like to have address the guests at the opening.

There are two alternate plans we can suggest for the opening of the exhibition:

1. You will invite a list of guests up to 500 (the seating capacity of the auditorium) whom you would like to attend an evening program on April 29. We will keep the Museum open and the galleries and auditorium staffed and will show, if you wish, the TVA film "Power for Defense" which we plan to run regularly in our auditorium at 3 p. m. during the exhibition.

2. If you do not wish a formal opening, we will send cards announcing a preview of the exhibition on the afternoon of April 29 and will, of course, ask as many guests as you wish.

Will you let me know your choice about opening plans. I'd appreciate hearing from you as soon as possible as it will be necessary to get to work at once on the announcement and publicity.

Would you like to have your office design the card announcing the exhibition to go to our members?

Sincerely yours,

Frances Hawkins
Acting Secretary

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE. TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

August 6, 1941

Miss Janet Henrich
Acting Curator
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Henrich:

Your letter of July 21 to Mr. Charles Krutch, requesting information concerning the date of completion of each of the Authority's dams, has been referred to this office.

Completion dates have not been set for the four new Hiwassee Projects (Apalachia, Chatuge, Nottely, and Ocoee No. 3), recently started by the Authority. The following list of the TVA's other dams gives the time of closure and first storage of water:

Project	Date
Kentucky	January 1944
Pickwick Landing	February 1938
Wilson	April 1924
Wheeler	October 1936
Guntersville	January 1939
Hales Bar	October 1913
Chickamauga	January 1940
Watts Bar	January 1942
Fort Loudoun	March 1943
Norris	March 1936
Hiwassee	February 1940
Cherokee	December 1941
Ocoee No. 1	1912
Ocoee No. 2	1913
Blue Ridge	1930
Great Falls	1916

Chronologically.
'12 Ocoee 1
'13 Ocoee 2
'13 Hales Bar
'16 Great Falls
'24 Wilson
'30 Blue Ridge
'36 Norris
'36 Wheeler
'38 Pickwick Landing
'39 Guntersville
'40 Chickamauga
'40 Hiwassee
'41 Cherokee
'42 Watts Bar
'43 Fort Loudoun
'44 Kentucky.

Hales Bar, Ocoee No. 1, Ocoee No. 2, Blue Ridge, and Great Falls Dams were acquired by the Authority in the purchase of Tennessee Electric Power Company properties in 1939.

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Miss Janet Henrich

August 5, 1941

The Watts Bar steam plant is scheduled for completion in December 1941.

We hope this information will serve your purpose. If we can be of any further assistance, please let us know.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Maurice Henle

Maurice Henle, Chief
Information Service Staff

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COPY OF LETTER

TENNESSEE VALLEY AUTHORITY

to Miss Janet Henrich

Knoxville, Tennessee

August 6, 1941

Your letter of July 21 to Mr. Charles Kruton, requesting information concerning the date of completion of each of the Authority's dams, has been referred to this office.

Completion dates have not been set for the four new Hiwassee Projects (Apalachia, Chatuge, Nottely, and Ocoee No. 3), recently started by the Authority. The following list of the TVA's other dams gives the time of closure and first storage of water:

Project	Date
Kentucky	January 1944 have lock Operation Bldg model
Pickwick Landing	February 1938 have model
Wilson	April 1924
Wheeler	October 1936
Guntersville	January 1939 . have model of Guntersville.
Hales Bar	October 1913
Chickamauga	January 1940 - have model of Powerhouse
Watts Bar	January 1942
Fort Loudoun	March 1943
Norris	March 1936
Hiwassee	February 1940 - have model of crane
Cherokee	December 1941
Ocoee No. 1	1912
Ocoee No. 2	1913
Blue Ridge	1930
Great Falls	1916

Hales Bar, Ocoee No. 1, Ocoee No. 2, Blue Ridge, and Great Falls Dams were acquired by the Authority in the purchase of Tennessee Electric Power Company properties in 1939.

The Watts Bar steam plant is scheduled for completion in December 1941.

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THE MUSEUM OF MODERN ART

To: Miss Courter
cc Miss Ulrich
Mr. Baxter
Mr. Wheeler

Date ~~June 6, 1941~~

Re: TVA exhibition

From: Miss Henrich

Dear Elodie:

In going over the TVA show I find there is going to be even more work necessary on it before it is packed for tour than I had realized. This is due to two things: the scheme which the TVA worked out for showing here would need several - three, I think - additional 8' x 1'6" panels to assure complete flexibility; and the installation was not accurately constructed from the drawings supplied by the TVA.

Briefly, all of the "C panels" which support the frames as well as the model stands and the panels which support them were to have been made in demountable form,so that they could be packed flat, and held together by bolts and pins. These were constructed in our shops in rigid form, and I am afraid there is a good deal of work necessary to make them over into demountable units. In addition, the center construction on the south wall of the gallery, which was not done according to the final plan, will have to be replaced by two complete "C panel" units.

This looks like a difficult situation since I believe our budget for museum installation is completely spent, and I don't suppose you counted on any expense except boxing and a few incidentals. The trouble seems to have arisen from the fact that the final installation here was handed over to me after you and John had approved the final plans with Cl auss, and the corrected drawings came in only after our shops had been asking for them fro several days. I therefore sent the drawings down there immediately and told them to ask me about anything which wasn't clear. Since I was asked only about the method of attaching the large photographs to the C panels, I supposed that the drawings were clearly understood otherwise.

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THE MUSEUM OF MODERN ART

Date April 15, 1941

To: Miss Dudley

Re: ~~Models for TVA show~~

From: Miss Henrich

The models which have already arrived from TVA are:
Powerhouse, Chickamauga Dam
Lock Operations Building, Kentucky Dam
Powerhouse, Guntersville Dam
Crane, Hiwassee Dam
The names are lettered on the bases (for identification) and each should be insured for $500.00

Still to come is a model of Pickwick Dam

(Address: Office of Government Reports, Executive Office of the President, Washington)

"TVA" two reels, available in 16 or 35 mm through Mr. Mersey. Made from the extra footage taken in making "Power for Defense". Deals with the general program of TVA and does not duplicate material in the defense film although the defense program is touched on lightly.

"TVA at Work" an older film on the general program of TVA. Mr. Mersey would probably refer us to ~~xxxxx~~ W.L. Sturdevant, Director of Information, Tennessee Valley Authority, Knoxville, Tenn. on this

The Rural Electrification Administration has a documentary which deals with some aspects of TVA and might form interesting supplementary material

TVA material appears anonymously in "The River". Mr. Wank says if you don't think this has been done to death, it might be considered as supplementary material in making up a program.

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THE MUSEUM OF MODERN ART

Date March 28, 1941

To: Mr. McAndrew

Re: T.V.A. Show dates

From: Mr. Wheeler

If agreeable to you the T.V.A. exhibition will run for approximately six weeks - from April 29th through June 8th.

(Address: Office of Government Reports, Executive Office of the President, Washington)

"TVA" - two reels, available in 16 or 35 mm through Mr. Mersey. Made from the extra footage taken in making "Power for Defense". Deals with the general program of TVA and does not duplicate material in the defense film although the defense program is touched on lightly.

"TVA at Work" an older film on the general program of TVA. Mr. Mersey would probably refer us to ~~Kxxax~~ W.L. Sturdevant, Director of Information, Tennesee Valley Authority, Knoxville, Tenn. on this

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THE MUSEUM OF MODERN ART

Date January 27, 1941

To: Miss Barry

From: Mr. McAndrew

Re: Documentary films relating to T.V.A. architecture

Dear Iris:

The T. V. A. show about which we talked in the fall is now scheduled for showing here after the Indians close. The TVA people have brought up independently the idea you mentioned of showing some documentaries related to the show at that time. Below is dope Roland Wank has given us on possible material. Do you think it would be possible to get some of the material (or all) sent here so we could all have a look at it to see how good it is, and whether you would be willing to show any of it.

I have to be out of town in various directions on lecture appointments, so if it would be convenient and possible to see the films between the 4th and 15th of February, it would be best for me.

"Power for Defense" one reel, available in 16 or 35 mm. done for the Stettinius Committee by the U. S. Film Service under the direction of Arch Mersey (Address: Office of Government Reports, Executive Office of the President, Washington)

"TVA" two reels, available in 16 or 35 mm through Mr. Mersey. Made from the extra footage taken in making "Power for Defense". Deals with the general program of TVA and does not duplicate material in the defense film although the defense program is touched on lightly.

"TVA at Work" an older film on the general program of TVA. Mr. Mersey would probably refer us to W.L. Sturdevant, Director of Information, Tennesee Valley Authority, Knoxville, Tenn. on this

The Rural Electrification Administration has a documentary which deals with some aspects of TVA and might form interesting supplementary material

TVA material appears anonymously in "The River". Mr. Wank says if you don't think this has been done to death, it might be considered as supplementary material in making up a program.

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THE MUSEUM OF MODERN ART

MCA

~~Miss Courter~~

To: ~~Mr. McAndrew~~

From: Miss Courter ~~JMA~~ Elodie

Date January 6th, 1940

Re: TVA exhibition for museum and tour

Dear John:

Janet tells me Wank wanted a written list of the division of labor and materials on the TVA exhibition. As I remember our conversation with Krutch, we agreed to the following:

1. In general, material was to be supplied by TVA and the Museum was to do the work of assembling, etc.

2. TVA is to make enlarged photographs, the Museum to mount them and place them within the frames in any arrangement we wish.

3. ~~3.~~ TVA is to furnish material for the stands, including paint which is to be be sprayed on here. The small sections which contain lettering are to be prepared by TVA - the lettering to be lined up to the left instead of being letter spaced as the samples were. We are to make the stands and frames in our carpentry shop.

4. ~~4.~~ ~~We are also~~ The Museum is to make model stands from material to fit into the frames holding photographs. TVA ~~is to~~ will supply material for stands here.

If this does not agree with your recollections of the conversation, lets hash it out soon so we can send an outline to Wank.

Elodie

This sounds right - we are to OK everything - text and layout we ought to see beforehand - photographs we can trust them with. If you return this I will write Wank.

J.

right Ea

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Return to Miss Henrich

THE MUSEUM OF MODERN ART

Date January 2, 1940

To: Mr. McAndrew
cc Mr. Wank
From: Miss Henrich

Re: Conversation with Mr. Wank about TVA exhibition

Mr. Wank asked whether there was a definite space allocation for the exhibition as yet. I spoke to Mr. Barr about this and he said that for the present he would like to say simply that we can definitely have 200 running feet- since he hopes to be able to move the show to the second floor. Since the exhibition is to be done as ready for circulation Mr. Barr thought that work could proceed for the present on this basis.

Films

Mr. Wank suggested again the possibility of showing films dealing with the work of TVA either as a regular program during the exhibition or as a special program at the time of the opening. Films which he knows of as available are:

"Power for Defense" a documentray film of one reel done for the Stettinius Committee by the U.S. Film Service under the direction of Arch Mersey (address Office of Government Reports, Executive Office of the President, Washington)

"TVA" a 2 reel film made from the extra footage taken in making the Power for Defense reel. It deals with the general program of TVA and there is no duplication of actual material although the defense program is touched on lightly.

Both of the above films are available in 16 and 35 mm through Mr. Mersey

"TVA at Work" is an older film on the general program (Mr. Mersey would probably refer us to Sturdevant on this

The Rural Electrification Administration has a documentary which deals with some aspects of TVA and might be interesting supplementary material

"The River" is another suggestion if it hasn't been done to death. TVA material appears in it anonymously

Opening

As has been discussed before, Mr. Wank would like if possible to invite a number of the friends and enemies of TVA to the opening and to have a short talk by some person who would have news value. I suggested as a possibility a talk before the first film showing . Mr. Wanks suggestions for possible speakers were:

Mrs. Roosevelt
Archibald MacLeish, who apparently speaks well and is somewhat of a TVA enthusiast. Since he is a Trustee we might make arrangements directly if he were the choice
George Norris
Mr. Lilenthal speaks well in a quiet un-haranguing way

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Reprints for catalogues

The TVA would like to have sold at the desk in lieu of a catalogue the two reprints we have already seen - from the Architectural Forum and Pencil Points - which sell for 10¢ each and also a larger reprint from the Magazine of Art which will sell for 25¢.

I asked Mr. Wank whether all three of these publications were necessary and he said he thought them all valuable for different aspects and that people who might not want the larger reprint might get ~~the~~ one of the smaller ones .

Since the prices of these pamphlets are printed on the covers it would be necessary for us to sell them without any added charge. The TVA now sells them at cost and therefore couldn't let us have them at any lower rate. (they buy from Arch. Forum at 8½¢, from Pencil Points at 9.7¢ and supposedly from Mag. of Art at 23¢, and they have to add overhead) I said that you would have to take this up with our Department of Publications or Treasurer's office and let them know.

The Arch. Forum reprint deals broadly with the purposes and set-up of the TVA, the Pencil Points issue is more specifically architectural and the things the Mag of Art has published are generally speaking architectural but aimed more at the layman than the Pencil Points stuff. The Mag of Art pamphlet is to include their publication from sometime ago of 4 pages on the Norris Dam, the folio of illustrations from the issue of November 1940 and some additional photographs made since the last publication which would bring things right up to date.It is planned to have these last appear in the March or April issue and then the collected reprints would be put into a pamphlet which would have a legend such as "TVA architecture as shown at the Museum of Modern Art" Since it will be necessary to schedule the printing of the last set of photos in time to have the reprints ready by our opening date, Mr. Wank is anxious to know as soon as possible what the date of the show here will be.

Division of Labor, etc.

We talked about the request in Mr. Sturdevantts letter to Mr. Barr for a confirming letter from you re working arrangements between us and the TVA. I couldn't find any notes on the subject in our file, but Miss Courter said she was sure you and she between you would remember what the conditions agreed to were, so you could send the confirming letter next week.

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THE MUSEUM OF MODERN ART

Date February 23, 1940

To: ~~Mr. Barr~~

From: Miss Henrich

Re: Proposed exhibition of TVA architecture

John has asked me to ask you about the possibility of giving Roland Wank a tentative date for an exhibition of TVA architecture. I don't know whether you and John have discussed this at all, but you will remember that it was suggested at the meeting of the Architecture Committee which you attended on November 2nd. Such a show was strongly recommended then by Carl Feiss and Professor Hamlin, and the rest of the Committee seemed to think it a good idea.

Attached is what correspondence there has been with Wank, and a copy of Pencil Points with a number of photographs of TVA work. Wank has said that more architectural material (some of it new) will be available. John's idea would be to let it be the TVA's show which we would exhibit, having approved the program, material, and presentation, rather than a show made by us from their material. I understand that Seppel Clauss would probably work on it.

What do you think about such a show and would there be a five or six week period when it could be shown just before the Indian show or just after it? I should like to give Wank some further word on it as soon as possible.

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Hiwassee F II

1. Unclear - what is concrete? If whole overlook, suggest "Visitor's overlook (uncompleted in photo) built of concrete for low maintenance has benches curved for best view." or "Benches made of concrete for low maintenance are curved for best view."

2. OK

3. If we understand what this means -- "Deck is roof . . . . . Control . . . Giant crane, used to move generating equipment, installed here without the protecting superstructure necessary at plants like Norris which are subject to higher floods."

4. Operating . . . . . windows are alternately glass block for insulation and clear glazed sash for view. Omit rest of title since too complicated for clear explanation within space.

5. OK

Hiwassee & Norris F II

1. Visitors' lobbies . . . . . .

2. Generator rooms and equipment are simplified in every detail.

3-5 OK

Norris F III

1. Pattern and texture result from pouring concrete into forms of rough-sawn boards laid in alternating directions.

2-6 OK

7. Unclear. Precast slabs with air spaces between joints or . . . . . precast slabs with open joints cover tar-and-felt roofing of penthouse. Air space left between roof and slabs for (insulation? (drainage?

8. Sluicegates (Are these explained in photograph or diagram?)

9-10 OK

Chickamanga F IV

1-3 OK

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Chickamanga F V

1-2 OK

3. Lower stories must be free of openings. Heavy walls act as dams against high water and prevent building from becoming buoyant under flood conditions.

4. OK see change

5. OK

6. OK see change

7-8 OK

9. OK see change

10. OK

Guntersville F VI

1. Generator hall (above flood line?) is of brick . . . . . offices behind continuous windows of top story.

2. OK

3. Generator hall ceiling is of asbestos sheathing; attic space used for air conditioning ? ? ? ? (attic space used as air chamber for conditioning or heating system?) ("plenum chamber" is too technical for our public)

4. see changes in typed copy.

5. OK

6. Gallery (adjacent? to) generator hall provides offices with view of (and access to) plant.

7. OK

Watts Bar F VII

1. OK

2. see changes on typed copy.

3. OK-see changes on typed copy.

4. Steam power for (Army? or American airplanes? or U.S. air power? Gigantic new plant receives water for steam from Watts Bar hydroplant nearby. Hooded slots . . . . . offices in . . etc. Power will make possible enormous increase in aluminum production for airplanes.

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Pickwick F VIII

1. Pickwick powerhouse will be three times as long when finished.

2. OK

3.. Provisions? Equipment? better?

4-5 OK

6. Perfectly adjusted lighting, acoustics and air-conditioning aid in keeping control room operators constantly alert.

Wheeler F IX

1. Wheeler dam . . . . . .

Additional units now being built will occupy space to left of round generator coverings.

2. Enormous cranes handle? or The enormous crane handles?

3. OK

4. see change

5. see change

6. OK

7. OK

Hiwassee and Norris Visitors Buildings F X

1. see change - interchange "restrooms" with "refreshment stands."

2. see change

Pickwick, Guntersville, Chickamanga F XI

1. OK-see change

2. Pickwick overlook buildings, straddling the high earth-filled(?) dyke, were constructed of lightweight materials to minimize settlement. Exposed mullions are steel, other framing of wood. Exteriors and interiors of asbestos cement board.

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3. Visitors' facilities are divided between two buildings to allow for unobstructed passage of heavy machinery.

4. See change on typed copy.

Second sentence not clear - do you mean (a) Windows and doors can be interchanged if necessary or (b) These are uniform panels. If so, is it necessary to mention this.

5. Guntersville Dam visitors building serves the recreational boat landing and offers magnificent view of project and reservoir lake.

6. See change

Details F XII

1. Does this mean - All operating machinery for gantry crane is enclosed under protective shell. At right end of crane is a glass cage providing unimpeded view for operator.

2. OK

3. Elevator penthouse atop dam - (omit concrete etc. mentioned several times previously)

4. see change in typed copy.

NOTE: if picture shows the beacon it would be clearer if label read -"This Navigation beacon mounted on a river guage house, like doors and other details of powerhouses, shows fresh study in the arrangement of necessary parts.

5. OK

TVA Exhibits F XIII

1. In Wheeler Reception Room, a story of the TVA Program is told in pictures and text mounted directly on the walls.

2. At the Golden Gate Exposition, and 18 foot map was painted in transparent color on glass, lighted from behind. A profile of the Tennessee River with models of all the dams showed the step arrangement by which the river was made navigable.

3-13 see changes on typed copy.

General Subjects F XIV

1. What is - dam construction.
   What is - limited access rural highway.
   Can you explain or use other title?

2. OK

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3. see changes on typed copy

4. " " " " "

5. " " " " "

6. OK

7. OK

8. Heavy bridges are built to replace flooded highways and in connection with dams. Murphy . . . . . OK

9. see changes on typed copy.

Hiwassee F I

1. "Benches made of concrete for low maintenance are curved for best view" - to be incorporated in original text.

2. If you are anxious to mention the pre-cast slabs, how about simple statement "Panels over windows (? I don't have copy of text here so don't know exactly where they are) were pre-cast of concrete"

Norris F II

7. "Precast slabs with open joints cover tar-and-felt roofing of penthouse. Air space left between roof and slabs for insulation."

Chickamauga F V

3. Lower stories must be free of openings. Extra heavy walls ~~retain~~ serve as retaining walls, act as dams against high water and prevent building from becoming buoyant under flood conditions

4.

Guntersville F VI

3. Generator hall ceiling is of asbestos sheathing; attic space, helpful for insulation, forms part of ventilating system.

Watts Barr F VII

4. Steam power for U.S. air power. Gigantic new plant receives water for steam and other services from Watts Bar Hydroplant nearby. etc etc. Power will make possible enormous increase in aluminum production for airplanes.

Pickwick, Guntersville Chickamauga FVI

4. see changes on original typed copy. Second sentence to read "Flexibility of use assured by interchangeable door and window panels."

General subjects F XIV

1. Is there room to say "Roads used for dam construction were designed to become first U.S. rural highways with limited access"

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Hiwassee F I

1. "Benches made of concrete for low maintenance are curved for best view" - to be incorporated in original text.

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Norris F III

7. "Precast slabs with open joints cover tar-and-felt roofing of penthouse. Air space left between roof and slabs for insulation."

Chicakamauga F V

3. Lower stories must be free of openings. Extra heavy walls xxxxxx serve as retaining walls, act as dams against high water and prevent building from becoming buoyant under flood conditions

4.

Guntersville F VI

3. Generator hall ceiling is of asbestos sheathing; attic space, helpful for insulation, forms part of ventilating system.

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Pickwick, Guntersville Chickamauga FXI

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Hiwassee FI

TVA

1. Unclear – what is concrete? – ~~overlook, benches of view~~. If whole overlook – suggest "Visitor's overlooks (uncompleted in plants) built of concrete for low maintenance has benches curved for best view." or Benches made of concrete for low maintenance are curved for best view.

2. ok

3. If we understand what this means – "Deck is roof ..... Control ..... Giant crane, used to ~~transfer~~ move generating equipment, ~~installed~~ here without the protecting superstructure necessary at plants like Norris which are subject to higher floods.

4. Operating ..... Windows are alternately glass blocks for insulation and clear glazed sash for view. ~~Present suggest~~ omit. rest of Title since too complicated for clear explanation within space.

5. ok

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Hivassee + Norris F II

1. Visitors' lobbies .....

2 Generator rooms and equipment are simplified in every detail.

3-5 OK

Norris F III

1. Pattern and texture result from pouring concrete into forms of rough-sawn boards laid in alternating directions.

2-6 OK

7. Unclear - Precast slabs with air spaces between joints or ---- precast slabs with open joints cover tar-and-gravel roofing of penthouse. ~~Unclear~~ Air space 6ft between roof and slabs for insulation? drainage?

8. Sluicegates (are these explained in photograph or diagram?)

9-10 OK

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Chickamauga F IV

1- 3 OK

Chickamauga F V

1- 2 OK

3 Lower stories must be free of openings. Heavy walls act as dams against high water and prevent building from becoming buoyant under flood conditions.

4- OK - see change

5- OK

6- OK - see change

7-8 OK

9- OK see change

10- OK

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Owensville FPI

1- Generator hall (above flood line?) is of brick
. . . . . Offices behind continuous
windows of top story.

2- OK

3- generator hall ceiling is of asbestos sheathing;
attic space used for air conditioning ???
(" " " as air chamber for conditioning
or heating system?

("plenum chambers" is too technical for us public)

4- see changes in typed copy

5- OK

6- Gallery (adjacent to) generator hall provides
offices with view of and access to plant.

7- OK

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Watts Bar F VII

1- OK

2- see changes in typed copy

3- OK - see changes " "

4- Steam power ~~[illegible]~~ for {army? or american airplanes? or U.S. air power. or public new plant receives visits for steam from Watts Bar hydroplant nearby.
Hooded slots ..... Offices in ... Power will make possible enormous increase in aluminum production for airplanes.

Pickwick F VIII

1- Pickwick powerhouse will be three times as long when finished. . . . . .

2- OK

3- Provisions ?
Equipment ? better ?

4-5. OK

6- Perfectly adjusted lighting, acoustics and air-conditioning aid in keeping control room operators constantly alert.

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Wheeler F IX

1- Wheeler dam . . . . . .

Additional units now being built will occupy space to left of ~~round~~ generator coverings.

2- Enormous cranes handle
or
The enormous crane handles ?

3- OK

4- see change

5- " "

6- OK

7-

Hiwassee and Norris Visitors Buildings F X

1- see change - interchange "rest rooms" with "refreshment stands"

2- see change

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Pickwick, Guntersville, Chickamauga FXI

1- OK - see changes

2- Pickwick overlook buildings, straddling the high earth-filled (?) dykes, were ~~built~~ constructed of lightweight materials to minimize settlement. Exposed mullions are steel other framing of wood. Exteriors and interiors of asbestos cement board.

3- Visitors' facilities are divided between two buildings to allow for unobstructed passage of heavy machinery.

4- see change on typed copy
Second sentence not clear. Do you mean
a- windows and doors can be interchanged if necessary
or b-1 is it necessary to mention this ~~fact~~ since doors are uniform panels. If so,

5- Guntersville Dam visitors building serves the recreational boat landing and offers magnificent view of project and reservoir lake

6 see change

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~~Pickwick, Gantwinkle, Chickamauga~~ F XI

~~doc~~

Details F XII

1- ~~gantry crane~~ Does this mean? all operating machinery for gantry crane is enclosed under protective shell. At right end of crane is a glass cage providing unimpeded view for operator.

2. OK

3 - Elevator penthouse atop dam - (omit concrete eli - - mentioned several times previously)

4: see change typed copy

5- Note - If picture shows the beacon it would be clearer if label read This Navigation Beacon mounted on a river Gauge ~~tower~~ tower. The doors and other details of power-houses, shows fresh study in the arrangement of necessary parts.

5 — OK

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~~Details F XII~~

TUA Exhibits F XII

1- In Wheeler Reception Room, a story of the TUA Program is told in pictures and text mounted directly on the walls.

2- At the Golden Gate Exposition, an 18 foot map was painted in transparent color on glass, lighted from behind. A profile of the Tennessee River with models of all the dams showed ~~the~~ the step arrangement by which the river was made navigable.

3- 13 see changes on typed copy.

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General Subjects # XIV

1- What is - dam construction
" " - limited access rural highway
can you explain or use other title?

2- OK

3- see changes on typed copy

4- " " " " "

5- " " " " "

6- OK

7- OK

8- many bridges are built to replace flooded highways and in connection with dams. Murphy ..... OK
see changes on typed copy

9-

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- ☐ Rural Electrification Lessons for Boys' Groups ..... ~~.40~~ .25
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Tennessee Valley Authority
Information Office
Knoxville, Tennessee

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The Authority has certain pamphlets and reports which are available at the prices indicated below. Please check the publications you wish to purchase and RETURN THIS ORDER BLANK TO THE TREASURER OF THE AUTHORITY with check or money order payable to the Tennessee Valley Authority. Stamps are not acceptable.

- ☐ Annual Report, 1938 (only) $1.00
- ☐ Norris Dam Illustrated ..... .15
- ☐ Scenic Resources of the Tennessee Valley 1.00
- ☐ TVA Program - in Text and Pictures ..... .10
- ☐ Unified Development of the Tennessee River System ..... .25

- ☐ Drawings for the Guntersville Project 2.50
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- ☐ Drawings for the Wheeler Project 2.50
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- ☐ Tripoli Deposits of Western Tennessee and Mississippi ..... .50
- ☐ Vermiculite and Bentonite of the Tennessee Valley Region ..... .50

- ☐ Industrial Water Resources of the Tennessee Valley ..... .40
- ☐ Manual for Soil Erosion Control in the Tennessee Valley (Engineering Phase) ..... .85
- ☐ Pumps and Plumbing for the Farmstead ..... .50
- ☐ Rural Electrification Lessons for Boys' Groups ..... ~~.40~~ .25
- ☐ Rural Electrification for the Home ..... .50
- ☐ Studies in the Heating of Small Houses ..... .50
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TREASURER
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

I am enclosing check/money order for $_____ to pay for the publications which I have indicated by X above:

NAME _____

STREET ADDRESS _____ Be Sure To Fill In

CITY AND STATE _____

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Invitations, Requests — Forms

April 11, 1941

Mrs. Franklin D. Roosevelt
The White House
Washington, D. C.

My dear Mrs. Roosevelt:

The Tennessee Valley Authority has joined with the Board of Trustees of the Museum of Modern Art in presenting a comprehensive exhibition of the Authority's work. This is the first occasion in which the full range of dam construction, power house design, and other aspects of our farflung program have been exhibited as an expression of modern art.

We have learned with great pleasure that the Board of Trustees has invited you as a guest of honor to the formal opening of this exhibit on April 29. On behalf of our Board of Directors may I express to you our very sincere hope that you may find it possible to accept this invitation.

Cordially yours,

Harcourt A. Morgan
Chairman of the Board

cc: Mr. Lilienthal
Mr. Pope
Mr. Clapp
Mr. Sturdevant
Mr. Kruthh, Hotel Taft, New York
Miss Owen, Washington

These letters went out special delivery tonight.

BIR

Same letter to: Mayor Fiorello H. LaGuardia, New York

Archibald MacLeish
Library of Congress, Washington

Felix Frankfurter
1511 Thirtieth Street, N. W. "

Francis Biddle
2101 Connecticut Ave. "

Geo. W. Norris
The Methodist Building, "

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cc to Mrs. Roosevelt, Francis Biddle, George Norris, La Guardia

MUSEUM OF MODERN ART, 11 WEST 53

x

MR. FELIX FRANKFURTER
1511 THIRTIETH STREET, NW
WASHINGTON, D.C.

IT IS MY PLEASURE TO CONVEY TO YOU THE INVITATION OF THE BOARD OF TRUSTEES OF MUSEUM OF MODERN ART TO BE PRESENT AS GUEST OF HONOR AT THE OFFICIAL OPENING OF THE EXHIBITION OF TVA ARCHITECTURE AND DESIGN, ARRANGED IN COOPERATION WITH THE TENNESSEE VALLEY AUTHORITY, AT THE MUSEUM ON TUESDAY, APRIL 29, AT FIVE O'CLOCK. THE EXHIBITION, WHICH WILL CONTINUE THROUGH MAY AND WILL THEN BE SENT ON TOUR BY THE MUSEUM, IS THE FIRST COMPREHENSIVE PRESENTATION OF THE WORK OF THIS GREAT NATIONAL PROJECT. THE TRUSTEES BELIEVE THAT IT IS OF SIGNIFICANT IMPORTANCE AND HOPE THAT YOU WILL BE ABLE TO ACCEPT THEIR INVITATION TO BE PRESENT AS GUEST OF HONOR AT THE OPENING. MAY WE HAVE YOUR REPLY BY COLLECT TELEGRAM?

SINCERELY YOURS,

JOHN HAY WHITNEY
PRESIDENT, MUSEUM OF MODERN ART

11 WEST 53 STREET

and To

Edward Stettinius -

Harry Hopkins

Sumner Welles

William Allen White - Emporia Kansas

Dorothy Thompson - New York Post

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J. C. WILLEVER, FIRST VICE-PRESIDENT

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1941 APR 25 PM 12 06

NK 12 25 GOVT SER=KNOXVILLE TENN 25 1036A
CHARLES KRUTCH=
HOTEL TAFT=

DR MORGAN REQUESTED FOLLOWING NAMES BE ADDED TO TEA INVITATION LIST DR GRACE MACLEOD 106 MORNINGSIDE DRIVE NEWYORKCITY DR HENRY C SHERMAN COLUMBIA UNIVERSITY NEWYORKCITY= LOUISE FOSTER TENNESSEE VALLEY AUTHORITY.

106.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

held this afternoon from four to seven o'clock, and regret that the press of official business at this time prevented my being with you for this outstanding event. I am sure that it will be a great success.

With best wishes, I am

Very sincerely yours,

Prentice Cooper

Prentice Cooper

D

RECD MAY 1 1941

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NAB27 25 GOVT=KNOXVILLE TENN 24 902A

FRANCES HAWKINS=

:MUSEUM OF MODERN ART 11 WEST 53 ST=

APR 24 AM 10 38

=MAIL TEA INVITATIONS TO MISS LUCY FAY 600 W 115 STREET NEWYORK MR AND MRS M B ARNSTEIN THE BUCKINGHAM 101 W 57 STREET NEWYORK=

:CHARLES KRUTCH.

.600 W 115 101 W 57.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

held this afternoon from four to seven o'clock, and regret that the press of official business at this time prevented my being with you for this outstanding event. I am sure that it will be a great success.

With best wishes, I am

Very sincerely yours,

Prentice Cooper

Prentice Cooper

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NAB61 24 GOVT SER=KNOXVILLE TENN 24 951A

MISS FRANCES HAWKINS=

=MUSEUM OF MODERN ART 11 WEST 53 ST=

=MAIL TEA INVITATION TO LUCY MORGAN 706 FARMINGTON AVENUE WESTHARTFORD CONNECTICUT ALSO ADD QUOTE AND FRIEND QUOTE TO INVITATION TO LUCY FAY WIRED EARLIER=

=CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

706.

me an invit

an exhibition PRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

held this afternoon from four to seven o'clock, and regret that the press of official business at this time prevented my being with you for this outstanding event. I am sure that it will be a great success.

With best wishes, I am

Very sincerely yours,

Prentice Cooper

Prentice Cooper

D

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TENNESSEE
EXECUTIVE OFFICE
NASHVILLE

PRENTICE COOPER
GOVERNOR

April 29, 1941

The Museum of Modern Art
11 West 53 Street
New York, New York

Gentlemen:

I deeply appreciate your kindness in sending me an invitation to attend the official opening of an exhibition of TVA architecture and design to be held this afternoon from four to seven o'clock, and regret that the press of official business at this time prevented my being with you for this outstanding event. I am sure that it will be a great success.

With best wishes, I am

Very sincerely yours,

Prentice Cooper

Prentice Cooper

D

RECD MAY 1 1941

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

April 25, 1941

Miss Frances Hawkins
Acting Secretary
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Hawkins:

This will acknowledge receipt of your letter of April 21 containing an invitation to be present at tea on the occasion of the opening of the exhibit, "TVA Architecture and Design," at the Museum on April 29, from four to six o'clock. You enclosed a card of admission.

I appreciate this invitation, and I expect to be present.

Very sincerely,

J. P. Pope

James P. Pope
Director

JPP:DM

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

April 18, 1941

Miss Frances Hawkins
Museum of Modern Art
11 West 53 Street
New York City

Dear Miss Hawkins:

Attached is a list of names of people to whom we think it important to send invitations to the preview of the TVA Exhibition on April 29. A second list is of the names of people to be invited to tea. We have been working over these lists very carefully and no name is being put down unless there is in our opinion an important reason for calling his attention to the Museum exhibition.

These lists are not complete. Additional names will be sent to you air mail Monday. We thought that you would mail out these partial lists without waiting for the additional names.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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NAA3 49 NT GOVT=KNOXVILLE TENN 17 1941 APR 18 AM 2 32

MISS FRANCES HAWKINS:

=MUSEUM OF MODERN ART 11 WEST 53 ST NYK=

ANSWERING YOUR TELEGRAM, THE INVITATION WORDING IS ALL RIGHT. LILIENTHAL WILL MAKE INTRODUCTORY REMARKS BUT WE ARE STILL HOPING HE WILL INTRODUCE LAGUARDIA OR SOMEONE ELSE TO SPEAK ALSO. LILIENTHAL IS SPEAKING AT HARVARD THE 22ND AND WILL PROBABLY CALL ON MR BARR IN NEWYORK THE 23RD OR 24TH=

CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

22 23 24.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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Send the following message, subject to the terms on back hereof, which are hereby agreed to

MR. CHARLES KRUTCH
GRAPHIC SECTION
TVA
KNOXVILLE, TENNESSEE

April 17, 1941

LAGUARDIA OUT OF TOWN UNTIL FRIDAY. SUMNER WELLES REGRETS. STETTINIUS HOPKINS WHITE NO ANSWER FROM. THEREFORE INVITATIONS MUST GO TO PRESS WITH REGULAR INVITATION AND FOLLOWING COPY: AT SIX-FIFTEEN THE FILM TVA will be SHOWN IN THE AUDITORIUM GALLERY, FOLLOWING INTRODUCTORY REMARKS BY DAVID E. LILIENTHAL.

FRANCES HAWKINS

[illegible] invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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JOHN HAY WHITNEY=

MUSEUM OF MODERN ART 11 WEST 53 ST=

APPRECIATIVE OF YOUR INVITATION AND REGRET DEEPLY JUDICIAL DUTIES PRECLUDE ACCEPTANCE=

:FELIX FRANKFURTER.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

With reference to your [illegible] April 11, I am sorry that I cannot accept your kind invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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NAB141 15 COLLECT=THE WHITE HOUSE WASHINGTON DC 21 148P
1941 APR 21 PM 2 34

JOHN HAY WHITNEY=
11 WEST 53 ST= 36 v

I REGRET EXCEEDINGLY THAT PREVIOUS ENGAGEMENT PREVENTS ME FROM ACCEPTING YOUR VERY KIND INVITATION=
HARRY L HOPKINS.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

With reference to your telegram of April 11, I am sorry that I cannot accept your kind invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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JOHN HAY WHITNEY=
11 WEST 53 RD ST=

1941 APR 16 PM 2 47

204

EXTREMELY SORRY I SHALL BE UNABLE TO ACCEPT YOUR INVITATION FOR THE OPENING OF THE EXHIBITION OF TVA ARCHITECTURE AND DESIGN=
FRANCIS BIDLE SOLICITOR GENERAL.

238P

1941 APR 16 PM 2 48

With reference to your telegram of April 11, I am sorry that I cannot accept your kind invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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SECRETARY OF WAR

FRANK KNOX
SECRETARY OF THE NAVY

WILLIAM S. KNUDSEN
DIRECTOR GENERAL

SIDNEY HILLMAN
ASSOCIATE DIRECTOR GENERAL

OFFICE OF PRODUCTION MANAGEMENT
OFFICE OF THE DIRECTOR GENERAL
WASHINGTON, D. C.

April 14, 1941

Mr. John Hay Whitney
President
Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. Whitney:

With reference to your telegram of April 11, I am sorry that I cannot accept your kind invitation to formally open the exhibition, "TVA Architecture and Design", on April 29. My schedule has already been arranged and I will be out in the territory on a tour of inspection at that time.

Yours very truly,

William S. Knudsen

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NAB96 43 GOVT=SN NAB96 43 GOVT=SN WASHINGTON DC 12 1124A
JOHN HAY WHITNEY, PRESIDENT MUSEUM OF MODERN ART= 1941 APR 12 PM 12 12
11 WEST 53 ST=

I THANK YOU SINCERELY FOR YOUR VERY KIND INVITATION TO BE PRESENT AT OFFICIAL OPENING OF EXHIBITION OF TVA ARCHITECTURE AND DESIGN APRIL 29 AT FIVE OCLOCK. I REGRET EXCEEDINGLY THAT PRESSURE OF OFFICIAL DUTIES MAKES IT IMPOSSIBLE FOR ME TO BE PRESENT=

:G W NORRIS UNITEDSTATES SENATE.

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JOHN HAY WHITNEY=
=MUSEUM OF MODERN ART 11 WEST 53
=MRS ROOSEVELT DEEPLY REGRETS ENGAGEMTS
ACCEPTING INVITATIN FOR APRIL 29=
=MALVINA THOMPSON SECRETARY TO M

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NAB128 TWS GOVT 3 PD=WUX WASHINGTON DC 17 102P
JOHN HAY WHITNEY PRESIDENT=
:MUSEUM OF MODERN ART 11 WEST 53 ST=

DEEPLY APPRECIATE COMPLIMENT CONTAINED IN YOUR WIRE OF APRIL 15 JUST RECEIVED I WISH IT WERE POSSIBLE TO BE PRESENT AT THE OPENING CEREMONIES ON THE TWENTY NINTH BUT REGRET LONG STANDING AND IMPORTANT APPOINTMENT IN WASHINGTON THAT DAY MAKES IT IMPOSSIBLE FOR ME TO BE IN NEWYORK I AM SURE YOU UNDERSTAND MANY THANKS AND BEST WISHES=
:E R STETTINIUS JR.

15.

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)NAB89 11 COLLECT=NEWYORK NY 16 1133A 1941 APR 16 AM 11 47

JOHN HAY WHITNEY

=MUSEUM OF MODERN ARTS 11 WEST 53 ST=

C/R

TERRIBLY SORRY I WILL BE IN TEXAS ON APRIL 29TH=

DOROTHY THOMPSON.(

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Postal Telegraph

Mackay Radio
Commercial Cables

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=MRS ROOSEVELT DEEPLY REGRETS ENGAGEMT

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J. C. WILLEVER, FIRST VICE-PRESIDENT

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NAB110 29 COLLECT=SN WASHINGTON DC 16 1139A

JOHN HAY WHITNEY=

:PRESIDENT MUSEUM OF MODERN ART=

:11 WEST 53 ST=

:DELIGHTED THAT YOU ARE GOING TO HAVE:THIS TVA EXHIBIT;
BUT UNFORTUNATELY I HAVE AN ENGAGEMENT TUESDAY EVENING
WHICH MAKES IT IMPOSSIBLE FOR ME TO BE WITH YOU=

:H A WALLACE.

TVA.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Postal Telegraph

Mackay Radio
Commercial Cables

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NEW YORK CITY, N. Y.
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TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH

Form 16

N WC5 29 14 GOVT=THE WHITEHOUSE WASH

JOHN HAY WHITNEY=

:MUSEUM OF MODERN ART 11 WEST 53

:MRS ROOSEVELT DEEPLY REGRETS ENGAGEMT

ACCEPTING INVITATIN FOR APRIL 29:

=MALVINA THOMPSON SECRETARY TO M

29.

"

"

cture

orth St.N.Y.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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CLASS OF SERVICE

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WESTERN UNION

551

1201

R. B. WHITE, PRESIDENT
NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
J. C. WILLEVER, FIRST VICE-PRESIDENT

SYMBOLS
DL = Day Letter
NT = Overnight Telegram
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

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NAB275 38 DL COLLECT=SD WASHINGTON DC 16 625P
JOHN HAT WHITNEY, PRESIDENT=
MUSEUM OF MODERN ART 11 WEST 53 ST=

1941 APR 16 PM 6 57

GREATLY REGRET THATTHE PRESSURE OF OFFICIAL BUSINESS HERE IN WASHINGTON MAKES IT IMPOSSIBLE FOR ME TO BE PRESENT AT THE MUSEUM OF MODERN ART ON TUESDAY, APRIL 29. I GREATLY APPRECIATE THE INVITATION EXTENDED TO ME=
SUMNER WELLES.

29.(

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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Commercial Cables
TELEGRAM CABLEGRAM RADIOGRAM

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NEW YORK CITY, N. Y.
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N.WC509 14 GOVT=THE WHITEHOUSE WASH
JOHN HAY WHITNEY=
=MUSEUM OF MODERN ART 11 WEST 53
=MRS ROOSEVELT DEEPLY REGRETS ENGAGEMT
ACCEPTING INVITATIN FOR APRIL 29=
=MALVINA THOMPSON SECRETARY TO M

29.

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Postal Telegraph

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N.WC509 14 GOVT=THE WHITEHOUSE WASHINGTON DC 12 1103A
JOHN HAY WHITNEY=
=MUSEUM OF MODERN ART 11 WEST 53 ST NYC=
=MRS ROOSEVELT DEEPLY REGRETS ENGAGEMTENT IN OREGON PREVENTS HER ACCEPTING INVITATIN FOR APRIL 29=
=MALVINA THOMPSON SECRETARY TO MRS ROOSEVELT.
1941 APR 12 PM 12 01

29.

Walter Detmar, " " " " "
D.W. Guenthar, " " " " "
Henry Menkes " " "
Sidney Katz Bureau of Architecture
Mrs. Margaret Vilas, " " "
Francis Gradwohl, Asst. Engineer, Bur.of Architecture

Address to: Department of Public Works,
c/o Bureau of Sewage Disposal, 125 Worth St.N.Y.

W. Donaldson, Director, Bureau of Sewage Disposal,
Casimir Rogus, Project Engineer, S.D.
Henry Liebman, Engineer of Design,
Wm.A. O'Leary, Project Engineer
Sigvald Steffenson, " "
Arthur Ford, Structural Division
L.M. Glasser, " "
Frederick Zeigler, Project Engineer

Mr. M. L. Radoslovich, 304 Burns Street, Forest Hills, L. I.

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N .WC185 25 GOVT=JM WASHINGTON DC 11 954A

FRANCES HAWKINS=
MUSEUM MODERN ART NYC=

1941 APR 11 AM 10:41

RE KRUTCH REQUEST KNUDSEN HOME ADDRESS 2910 WOODLAND DRIVE. ALSO HAS SECRETARY TO HANDLE PERSONAL MAIL AT OFFICE OF PRODUCTION MANAGEMENT SOCIAL SECURITY BUILDING, WASHINGTON=
MARGUERITE OWEN TENNESSEE VALLEY AUTHORITY.

2910.

Walter Detmar, " " " " "

D.W. Guenther, " " " " "

Henry Menkes " " "

Sidney Katz Bureau of Architecture

Mrs. Margaret Vilas, " " "

Francis Gradwohl, Asst. Engineer, Bur.of Architecture

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c/o Bureau of Sewage Disposal, 125 Worth St.N.Y.

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Casimir Rogus, Project Engineer, S.D.
Henry Liebman, Engineer of Design,
Wm.A. O'Leary, Project Engineer
Sigvald Steffenson, " "
Arthur Ford, Structural Division
L.M. Glasser, " "
Frederick Zeigler, Project Engineer

Mr. M. L. Radoslovich, 304 Burns Street, Forest Hills, L. I.

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N .WB234 15 GOVT=JM WASHINGTON DC 11 158P
FRANCES HAWKINS=
=MUSEUM MODERN ART NYC=

1941 APR 11 PM 4 50

HOME ADDRESSES NORRIS THE METHODIST BUILDING FRANKFURTER 1511 THIRTIETH STREET NW BIDDLE 2101 CONNECTICUT AVE=
=MARGUERITE OWEN TENNESSEE VALLEY AUTHORITY.

1511 NW 2101.

D.W. Guenthar, " " " " "
Henry Menkes " " "
Sidney Katz Bureau of Architecture
Mrs. Margaret Vilas, " " "
Francis Gradwohl, Asst. Engineer, Bur.of Architecture

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c/o Bureau of Sewage Disposal, 125 Worth St.N.Y.

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Casimir Rogus, Project Engineer, S.D.
Henry Liebman, Engineer of Design,
Wm.A. O'Leary, Project Engineer
Sigvald Steffenson, " "
Arthur Ford, Structural Division
L.M. Glasser, " "
Frederick Zeigler, Project Engineer

Mr. M. L. Radoslovich, 304 Burns Street, Forest Hills, L. I.

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Opening invitation - return to Miss Henrich

WO 2-4748

Address to: Department of Public Works,
Municipal Building, New York, N.Y. in care of the
Bureau indicated.

Hon. Irving V. A. Huie, Commissioner

Homer R. Seely, Deputy Commissioner

Richard H. Gould, Deputy Commissioner

J. Frank Johnson, Chief Engineer of Department,

A. Gordon Lorimer, Acting Director, Bureau of Architecture

Albert H. Morgan, Director, Bureau of Public Buildings

Isadore Rosenfield, Chief Architect, Bureau of Architecture,

J. Blumenkranz, Senior Architect, Bureau of Architecture

Albert B. Bauer, Supervising Architect, Bureau of Architecture,

A. J. Daidone, Executive Assistant to the Director, Bur. of Arch.

A. Henry Johnson, Supervising Architect, Bur.of Architecture

Joseph Ligeti, " " " " "

Walter Detmar, " " " " "

D.W. Guenthar, " " " " "

Henry Menkes " " "

Sidney Katz Bureau of Architecture

Mrs. Margaret Vilas, " " "

Francis Gradwohl, Asst. Engineer, Bur.of Architecture

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Mr. M. L. Radoslovich, 304 Burns Street, Forest Hills, L. I.

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T. V. A.

Invited as

POSSIBLE SPEAKERS

~~Henry Wallace~~

Mayor LaGuardia

GUESTS OF HONOR

Edward Stettinius

Harry Hopkins

~~Sumner Welles~~ refused

William Allen White

~~Dorothy Thompson~~

~~Francis Biddle~~

Archibald MacLeish (questionable)

INVITATION TO TEA

Pare Lorentz - 230 Park Ave.

Katherine Cornell

T.V.A.

W. L. Sturdevant, Director of Information

James P. Pope, Director

David E. Lilienthal, Director

Harcourt A. Morgan, Chmn of the Board

Gordon Clapp, General Manager TVA

Mrs. Katherine Ludington

Mrs. Casper Whitney

Mrs. Lewis Slade

William Nichols, This Week

Miss Mildred Thompson, Dean Vassar College

John Carmody, Federal Works Agency

Marguerite Owen, TVA

Mr. and Mrs. Joseph Wood Krutch
Bethel, RFD, Conn.

Mr. and Mrs. Lindsay Bradford
Pres., City Bank Farmers Trust

Mr. and Mrs. Stuart Chase
Georgetown, Conn.

Mr. Bascom Torrance - 433 E. 51st St.

Mr. and Mrs. Morris Cooke
Hay-Adams House, Washington, D. C.

Mr. Ralph Ingersoll -
PM, 27 Sixth Ave., Brooklyn,

Mr. Ralph Steiner
PM, 27, Sixth Ave., Brooklyn,

D. A. Richardson
School of Engineering
State College, Pa

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TVA

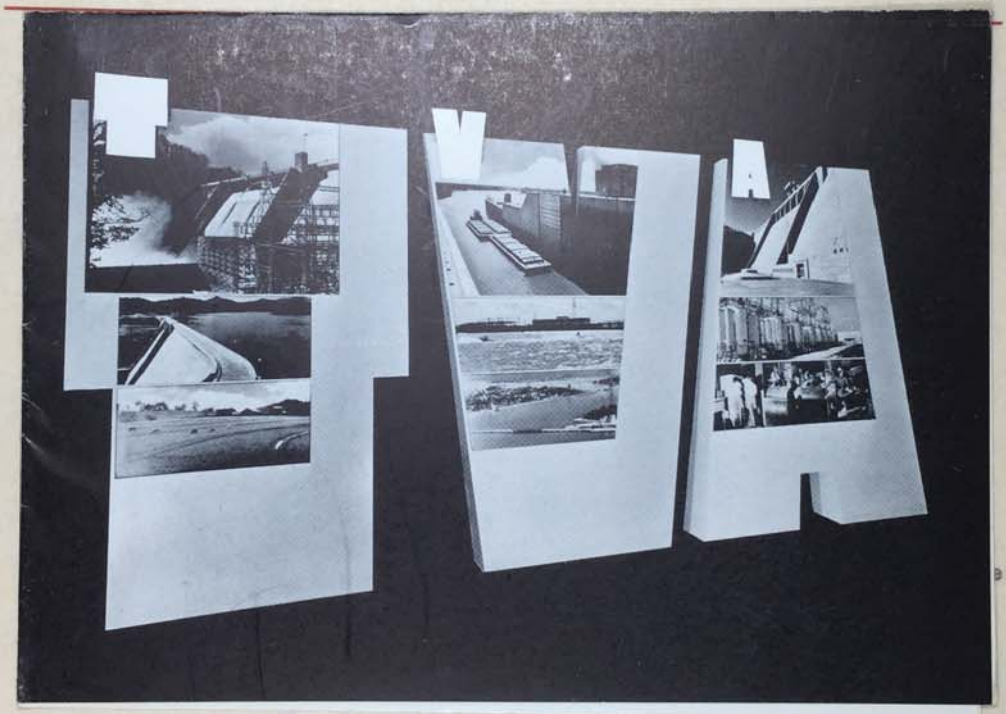
THE MUSEUM OF MODERN ART

Date April 29, 1941

To: Mr. Barr
Miss Hawkins

From: Architecture Department

Re:



I hope that in all future histories of American architecture the work of you and your companions in the TVA will receive its just place as one of the great architectural achievements of our country.

Sincerely yours,

David E. Lilienthal, Esq., Director
Tennessee Valley Authority
Knoxville, Tennessee

sbb;vc

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TVA

THE MUSEUM OF MODERN ART

Date April 29, 1941

To: Mr. Barr
Miss Hawkins

From: Architecture Department

Re: _____

_____

AT SIX-FIFTEEN THE FILM "TVA" WILL BE SHOWN IN THE AUDITORIUM GALLERY, FOLLOWING INTRODUCTORY REMARKS BY DAVID E. LILIENTHAL

THE PRESIDENT AND TRUSTEES OF THE MUSEUM OF MODERN ART

INVITE YOU TO ATTEND THE OFFICIAL OPENING OF AN EXHIBITION OF

TVA ARCHITECTURE AND DESIGN

ARRANGED IN COLLABORATION WITH THE TENNESSEE VALLEY AUTHORITY

ON TUESDAY AFTERNOON THE TWENTY-NINTH OF APRIL, 1941

FROM FOUR TO SEVEN O'CLOCK, ELEVEN WEST FIFTY-THIRD STREET. THIS INVITATION WILL ADMIT TWO PERSONS

Dear Mr. Lilienthal:

I hope that in all future histories of American architecture the work of you and your companions in the TVA will receive its just place as one of the great architectural achievements of our country.

Sincerely yours,

David E. Lilienthal, Esq., Director
Tennessee Valley Authority
Knoxville, Tennessee

AB:vs

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TVA

THE MUSEUM OF MODERN ART

Date April 29, 1941

To: Mr. Barr
Miss Hawkins

Re:

From: Architecture Department

The people from the TVA who are here today are:

Dr. Morgan
Senator Pope — Directors
Mr. Lilienthal

Mr. Clapp — General Manager

Colonel Parker — Chief Engineer

Mr. Wank — Chief Architect

Mr. Swidler — Attorney

Mr. Krug — Power Engineer

Mr. Bass — Chief Conservation Engineer

Mr. Sturdevant — Head of the Information Division

Mr. Krutch — Chief of the Graphic Arts Section and photographer who made most of the photos

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

Lilienthal
E.K.

May 8, 1941

Dear Mr. Lilienthal:

I want to write you personally about how much I enjoyed our conversations before the opening of the TVA exhibition. I found your point of view about the exhibition so exactly mine that I was a little afraid people might think we had imposed our philosophy of architecture on yours.

The extraordinary harmony which you achieved between technology and esthetic design in the TVA would have been extremely difficult even in a private undertaking. In a great government project with all its complexity and red tape what you have done seems miraculous!

I hope that in all future histories of American architecture the work of you and your companions in the TVA will receive its just place as one of the great architectural achievements of our country.

Sincerely yours,

David E. Lilienthal, Esq., Director
Tennessee Valley Authority
Knoxville, Tennessee

ahb;vs

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TVA Ex.

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

Trustees mtg

May 6, 1941

5/8

Dr Morgan

TO

Mr. Alfred H. Barr, Jr.
Director, Museum of Modern Art
11 West 53 Street
New York City

Dear Mr. Barr:

The kind and generous words which you spoke at the opening of the TVA Exhibit pleased all of us very much. I thank you for the work of the Museum and the staff in putting our architecture and design before the people of New York. Walking through various galleries in the building, we were all impressed with your technique of display. You use a dramatic presentation new to museums; art objects are shown rather than just preserved.

The tea served in the penthouse was thoroughly enjoyable. Meeting you and the members of your staff was a pleasure.

With kindest regards,

H. A. Morgan

Dr. H. A. Morgan
Chairman

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TVA

TENNESSEE VALLEY AUTHORITY

KNOXVILLE. TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 12, 1941

Mr. Alfred H. Barr, Jr.
Director
The Museum of Modern Art
New York, New York

Dear Mr. Barr:

Your letter of May 8 has been received during Mr. Lilienthal's absence from the office for a few days. It will be brought to his attention upon his return, and I am sure he will deeply appreciate your very generous remarks.

Sincerely yours,

Catherine Purser

Catherine Purser
Secretary to Mr. Lilienthal

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Morgan

May 8, 1941

Dear Dr. Morgan:

Many thanks for your kind letter of May 6th.

I am glad that you thought the TVA exhibition opened auspiciously. We are delighted to have the exhibition here, for many of us feel it is a very great achievement in the history of American architecture.

Our staff greatly enjoyed the privilege of meeting you and your staff. We hope now that the exhibition will have the successful tour which the material deserves.

With very kind regards, I am

Sincerely yours,

Dr. H. A. Morgan, Chairman
Tennessee Valley Authority
Knoxville, Tennessee

ahb;vs

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April 22, 1941

Mr. David E. Lilienthal, Director
Tennessee Valley Authority
Knoxville, Tennessee

Dear Mr. Lilienthal:

Mr. Charles Krutch assured us that you would be kind enough to be a guest of honor at the tea on the occasion of the opening of the exhibition, "TVA Architecture and Design" here at the Museum on Tuesday afternoon, April 29th. He also told us that you would make the introductory remarks in the auditorium prior to our showing of the film of the TVA work, and therefore, without writing you for formal confirmation of this, we put your name, as you can see, on our announcements.

I am now somewhat belatedly, but nevertheless gratefully, writing to tell you how much we appreciate your interest in the opening of our exhibition and to let you know how eagerly we look forward to the occasion.

Sincerely yours,

Frances Hawkins
Acting Secretary

FH:ma

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THE MUSEUM OF MODERN ART

Date April 10, 1941

To: Mrs. Barry

Re: TVA invitations

From: Miss Henrich

Dear Mrs. Barry:

In addition to the list I gave you this morning of people from the Department of Public Works, the following Bureaus and organizations might prove good sources for engineers etc. who we do not ordinarily attract to an exhibition:

American Society of Civil Engineers
29 West 39th Street

Boro Presddent's Office, Manhattan -Get list of those interested

(Commissioner Walter D. Binger)

Park Department - Robert Moses, etc.

N.Y. City Planning Commission - Rexford Tugwell
Laurens
Orten

It might be well to call all of these people for a list of names of people who might be interested. These names could then be added to the next membership mailing.

Please send an invitation to Mr. M. L. Radoslovich
304 Burns Street
Forest Hills, Long Island

JH

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TVA

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

July 8, 1941

TVA - Publicity Cones.

Sent to Library July 10.

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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TVA

TENNESSEE VALLEY AUTHORITY

KNOXVILLE. TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

July 8, 1941

Miss Lillian Fugarini
Secretary to Miss Newmeyer
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Fugarini:

Sent to Library July 10.

This is in answer to your letter of July 2. We would be very glad to have you keep the publications mentioned.

My friendliest regards.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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	MoMA Exhs.	125.2

July 2, 1941.

November 8, 1941

Dear Mr. Krutch:

Miss Newmeyer is still holding the following publications on TVA and would like to know if you wish us to return them to you:

"The Unified Development of the Tennessee River System"
"Fifty Inches of Rain"
"The Art Bulletin" March, 1941. College Art Association of America
"An Archaeological Survey of Wheeler Basin on the Tennessee River in Northern Alabama"
"An Archaeological Survey of the Norris Basin in Eastern Tennessee"
"The Scenic Resources of the Tennessee Valley"

We shall be glad to return these books to you immediately if you would like to have them back. However, if you do not need them we would be happy to have them for our Library.

Sincerely,

Secretary to Miss Newmeyer

Mr. Charles Krutch
Graphic Section
Tennessee Valley Authority
Knoxville, Tenn.

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TVA

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

November 8, 1941

Dear Mr. Krutch:

In answer to your letter which we received this morning, a print of the installation view appearing in the circulating exhibitions catalog has been ordered. The print should be ready in a few days.

Do you wish it sent to you or directly to the Encyclopaedia Britannica to save time? If to the latter, to whom should it be addressed?

Photo sent to Krutch 11/10

Sincerely yours,

Assistant to Miss Newmeyer

Mr. Charles Krutch
Chief Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tenna.

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

DAVID E. LILIENTHAL
CHAIRMAN
HARCOURT A. MORGAN
DIRECTOR
JAMES P. POPE
DIRECTOR

November 7, 1941

Miss Sarah Newmeyer
Publicity Director
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Newmeyer:

I have a letter from the Encyclopaedia Britannica wanting to use a picture of the Tennessee Valley Authority Exhibit as held at the Museum of Modern Art. We do not have a satisfactory picture, and I am wondering if I can get from you a glossy print of the picture appearing in your catalog of circulating exhibitions.

With best regards, I am

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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July 1941

FVA

159 photos of FVA
given to Library. We
were not charged for
these.

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THE MUSEUM OF MODERN ART

Date April 29, 1941

To: Mr. Barr
Miss Hawkins

From: Miss Neumeyer
Architecture Department

Re:

The people from the TVA who are here today are:

Dr. Morgen
Senator Pope — Directors
Mr. Lilienthal

Mr. Clapp — General Manager

Colonel Parker — Chief Engineer

Mr. Wank — Chief Architect

Mr. Swidler — Attorney

Mr. Krug — Power Engineer

Mr. Bass — Chief Conservation Engineer

Mr. Sturdevant — Head of the Information Division

Mr. Krutch — Chief of the Graphic Arts Section and photographer who made most of the photos

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 14, 1941

Miss Sarah Newmeyer
Museum of Modern Art
11 West 53rd Street
New York City

Dear Miss Newmeyer:

Thank you very much for the photographs. I wired for the address of Mr. Fenn, thinking that we might want to buy more of the prints.

We were very much pleased with the articles that have appeared in the Times and the Sun and the unusually good article in Time magazine. In fact, we have had so many good reactions to the show it would be impossible to list them.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch

Charles Krutch, Chief
Graphic Arts Service

+.

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	MoMA Exhs.	125.2

CHARGE TO THE ACCOUNT OF THE MUSEUM OF MODERN ART

CLASS OF SERVICE DESIRED			
DOMESTIC		FOREIGN	
TELEGRAM	XX	FULL RATE CABLE	
DAY LETTER		DEFERRED CABLE	
NIGHT MESSAGE		NIGHT CABLE LETTER	
NIGHT LETTER		RADIOGRAM	
SHIP RADIOGRAM			

PATRONS SHOULD CHECK CLASS OF SERVICE DESIRED, OTHERWISE MESSAGE WILL BE TRANSMITTED AS A FULL-RATE COMMUNICATION

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TELEGRAMS CABLEGRAMS RADIOGRAMS

RECEIVER'S NUMBER

CHECK

TIME FILED

STANDARD TIME

Send the following message, subject to the terms on back hereof, which are hereby agreed to

Form 2-C

May 12, 1941

Mr. Charles Krutch
Tennessee Valley Authority
Knoxville, Tennessee

Albert Fenn address fourteen east forty-fourth street,

New York. ~~City.~~

Sarah Newmeyer

Museum of Modern Art

Sent May 16 BT.

Chas. Krutch

Charles Krutch, Chief
Graphic Arts Service

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1941 MAY 12 PM 1 57

N.BMA75 7/9 GOVT XU=KNOXVILLE TENN 12 1023A
MISS SARAH NEWMEYER=
:MUSEUM OF MODERN ART 11 WEST 53 ST NEWYORK NY=

PLEASE WIRE POSTALTELEGRAPH COLLECT ADDRESS ON PHOTOGRAPHER ALBER FENN=
:CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

ALBER FENN.

Sent May 16 BT.

Chas. Krutch
Charles Krutch, Chief
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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 14, 1941

Miss Sarah Newmeyer
Museum of Modern Art
11 West 53d Street
New York City

Dear Miss Newmeyer:

Will you please send me the two pamphlets containing the testimony of Knudsen before the Military Affairs Committee concerning TVA. These pamphlets are hard to get and I would appreciate it if you would return them.

With friendliest regards,

Sent May 16 BT.

Chas. Krutch

Charles Krutch, Chief
Graphic Arts Service

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE. TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 6, 1941

Miss Sarah Newmeyer
Museum of Modern Art
11 West 53 Street
New York City

Dear Miss Newmeyer:

Thank you for your work in connection with the opening of the TVA Exhibit of Architecture in the Museum of Modern Art.

Your personal interest over and above a "press job" is what we especially appreciate. We all had a good time, and appreciate your generous help.

Cordially,

H. A. Morgan

H. A. Morgan
Chairman

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 5, 1941.

Dear Mr. Krutch:

In response to your letter of May 2, I am sending you, under separate cover, one print each of the four photographs that were made by our photographer at the opening of the TVA exhibition.

The only other photographer who was here was Mr. Fein of the Herald Tribune. I doubt, however, if you could get any photographs from them. Furthermore, Mr. Fein's photographs would more or less duplicate the ones our own photographer took.

I hope you saw the nice piece in yesterday's Times by Mr. Jewell; also the interview with Mr. Lilienthal printed in the Sun Wednesday, April 30.

I enjoyed meeting all you folks and hope to have that pleasure again either here or in my native state of Tennessee.

Sincerely,

Mr. Charles Krutch
Tennessee Valley Authority
Knoxville, Tenn.

SN:lf

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 2, 1941

Miss Sarah Newmeyer
Museum of Modern Art
11 W. 53rd Street
New York, New York

Dear Miss Newmeyer:

Several pictures were made of Mayor La Guardia and TVA Directors at the opening of our exhibit. I was told that some of the newspapers as well as the Museum made pictures. Will you please order for me one print each of all pictures made or, if you prefer, tell me how I may order them.

I want to thank you again for the highly profitable interest you showed in the TVA exhibit. I enjoyed the work I did around the Museum.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas Krutch

Charles Krutch
Graphic Arts Service

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THE MUSEUM OF MODERN ART

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CZA20 25 NT=COLUMBUS OHIO 5 PM MAY 6 AM 2 46

SARAH NEWMEYER=

MUSEUM OF MODERN ART WEST 53RD ST NYK=

SENDING LILIENTHAL SCRIPT AIR MAIL TUESDAY ONE COPY TO KNOXVILLE AS AGREED AND OTHER COPY CARE OF TVA AUTHORITY WASHINGTON RETURNING FRIDAY WILL TELEPHONE YOU=

BEATRICE CHINNACK CBS.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Very truly yours,

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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Send the following message, subject to the terms on back hereof, which are hereby agreed to

May 5, 1941

Miss Beatrice Chinnock
Deshler-Wallick Hotel
Columbus, Ohio

Lilienthal wants to know if you have mailed Manuscript to him at Knoxville. If not send one copy there as agreed and the other copy must reach him later than Wednesday care of Tennessee Valley Authority, Washington, D. C. Please wire me what you have done.

Sarah Newmeyer
Museum of Modern Art

Very truly yours,

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE. TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

April 22, 1941

Miss Neumeyer
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Neumeyer:

In making a poster to go in the display case in front of the Museum, we hit upon this trimming of one of our pictures. I am sending you several prints. You might think it would catch some Sunday Editor along with an announcement of the opening.

The picture shows the face of Hiwassee Dam on the Hiwassee River in North Carolina. It is a storage dam and stands 307 feet high.

Very truly yours,

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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NAB78 19 GOVT=KNOXVILLE TENN 24 1026A

1941 APR 24 AM 11 57

SARAH NEWMEYER=

MUSEUM OF MODERN ART 11 WEST 53 ST=

Grant

: MAIL DUPLICATE RELEASE JULIAN HARRIS CHATTANOOGA TIMES WOULD HAVE FLOWN BUT PLANES GROUNDED. ARRIVE WITH ALL PICTURES NOON FRIDAY=

:CHARLES KRUTCH.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler), the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

Is this what you want for the present. If not what kind of thing do you want more of?

Grant

Suggestion:

How for the first time a big river has been put Completely under the control of Man. Floods have been Controlled, Electricity made Navigation extended 700 miles and a new vacation land Created

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SERIAL		DEFERRED	
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R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 24, ~~1941~~ 1941.

Mr. Charles Krutch
Tennessee Valley Authority
Knoxville, Tennessee

Airmailing Julian Harris copy of release sent to you. Impossible for this office to furnish feature article for April 27. Cannot your office supply this to Harris?

Sarah Newmeyer

Museum of Modern Art

~~Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx~~
Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler), the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

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RXNAB200 38/41 SER GOVT=KNOXVILLE TENN 23-336P
MISS SARAH NEWMEYER= 1941 APR 23 PM 5 12
MUSEUM OF MODERN ART 11 WEST 53 ST=

JULIAN HARRIS, EXECUTIVE EDITOR, CHATTANOOGA TIMES,
CHATTANOOGA, TENNESSEE, WISHES TO RUN FEATURE ARTICLE
SUNDAY,,=APRIL 27. WILL YOU AIR MAIL TEXT TO HIM. I WILL
SUPPLY PICTURES IF YOU DESIRE. WIRE BY WESTERNUNION ANSWER.
I WILL BE IN NEWYORK FRIDAY NOON=
TENNESSEE VALLEY AUTHORITY CHARLES KRUTCH.
27.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler), the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

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R. B. WHITE, PRESIDENT — NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 25, 1941.

Mr. Charles Krutch
Tennessee Valley Authority
Knoxville, Tennessee

PLEASE DO NOT GO ANY FURTHER WITH RADIO SPEAKER UNTIL YOU HERR FROM ME. BROADCASTING STATION JUST DECIDED IT WOULD PREFER LILIENTHAL IF OBTAINABLE. I WILL SPEAK TO LILIENTHAL WHEN HE COMES TO OFFICE THIS WEEK AND WILL LET YOU KNOW. WHEN WILL YOU ARRIVE IN NEW YORK?

Sarah Newmeyer
Museum of Modern Art

Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler), the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

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Suggestion:

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DAY LETTER		URGENT RATE	
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WESTERN UNION

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ACCOUNTING INFORMATION

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R. B. WHITE, PRESIDENT
NEWCOMB CARLTON, CHAIRMAN OF THE BOARD
J. C. WILLEVER, FIRST VICE-PRESIDENT

Send the following message, subject to the terms on back hereof, which are hereby agreed to

April 23,1941

Mr. Charles Krutch
Tennessee Valley Authority
Knoxville, Tenn.

Will you arrive here Friday morning? Please bring with you complete new set of pictures in addition to ones we have just ordered.

Sarah Newmeyer
Museum of Modern Art

Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler), the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

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Suggestion:

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Just

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TVA

THE MUSEUM OF MODERN ART

Date April 15, 1941

To: Miss Newmeyer **Re:** ~~TVA Architecture and Design~~

From: Miss Henrich

Dear Sarah:

Exhibition material in the TVA show will include about 160 photographs, 6 special colored explanatory diagrams, a large schematic map of the Tennesee Valley showing what has been done to the river with the dams etc, and the following five models:

Powerhouse at Chickamauga Dam
Lock Operations building at Kentucky dam
Powerhouse at Guntersville Dam
Crane at Hiwassee Dam
Pickwick Dam

Special Introductory text panels will indicate the importance of the work af the TVA in relation to design etc (by the Museum) and its value to the region and the country (by Stuart Chase, copy attached). The first of these is not in final form and we will send you a copy when it is, but the idea is that this is the first time our government has used the advantages of good modern design and it has been used here with a consistency and scope which is unequalled. One sentence quoted from J.MCA which will appear in the final panel is "It represents the close cooperation of architect and engineer, with an understanding of each other's skills which is on a scale unmatched since the Roman era.

Constructions illustrated will include the huge dams themselves, (Chickamauga, Guntersville, Hiwassee, Norris, Kentucky, Fort Loudon, Cherokee, Watts Bar, Pickwick, Wheeler) the control buildings, power plants, visitors buildings, Diagrammatic explanation of how the dams and locks function, and photographs indicating how navigation has been improved and an attractive vacation land created. The most recent development shown will be a portable (can be moved in 3 slices) house developed for defense housing by the TVA.

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(Title Mount)

draft

T V A ARCHITECTURE AND DESIGN

DISTINGUISHED BY SOBER YET IMAGINATIVE DESIGN,
THE ARCHITECTURE OF THE TVA IS WORTHY OF CAREFUL STUDY.
IT REPRESENTS A CLOSE COOPERATION OF ARCHITECT AND ENGINEER WITH
AN UNDERSTANDING OF EACH OTHER'S SKILLS ON A SCALE UNMATCHED
SINCE THE GREAT UTILITARIAN BUILDING CAMPAIGNS OF IMPERIAL ROME.

THE CHIEF PURPOSE OF THE TVA IS OF COURSE THE MANY
MATERIAL BENEFITS WHICH IT BRINGS TO MILLIONS OF PEOPLE, AND
IN THIS IT HAS SUCCEEDED. THIS EXHIBITION, HOWEVER, HAS BEEN
PLANNED TO SHOW OTHER VIRTUES, LESS TANGIBLE BUT NONE THE LESS REAL.
IT SHOWS THE FINE HIGH LEVEL OF DESIGN IN THE HUNDREDS OF
STRUCTURES. IT SHOWS THAT A HUGE GOVERNMENT PROJECT CAN PRODUCE
FINE ARCHITECTURE, A GRATIFYING TRUTH WE OFTEN FORGET WHEN
LOOKING AT MUCH RECENT WORK FOR HOUSING, PARK SERVICE, OR,
NOW, DEFENSE; THESE STRUCTURES HANDSOMELY COMBINE DIGNITY,
LOGIC AND SENSIBILITY - FROM THE MINOR BUILDINGS BUILT AROUND
THEM TO THE COLOSSAL DAMS THEMSELVES.

AN EXHIBITION PREPARED BY THE TENNESSEE VALLEY AUTHORITY
IN COLLABORATION WITH THE MUSEUM OF MODERN ART,

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FROM THE GREAT SMOKIES TO THE LOWLANDS OF KENTUCKY, OVER A BASIN AS LARGE AS ENGLAND, THE TENNESSEE RIVER RUNS.

OUR PIONEER FATHERS DISCOVERED IT, SETTLED IT, LOVED IT, AND BEGAN ITS DESTRUCTION. WITH PLOW AND FIRE, THE CAREFUL BALANCE OF NATURE WAS DESTROYED. SOILS RAN BLEEDING TO THE SEAS. FORESTS WERE SACKED AND BURNED. THE WEALTH OF WATERS WAS CAST AWAY IN MAN MADE FLOODX.

EIGHT YEARS AGO THE PEOPLE OF THE VALLEY AND THE GOVERNMENT OF THE UNITED STATES JOINED IN AN EFFORT TO REVERSE THIS TRAGEDY, AND COME TO TERMS WITH NATURE AGAIN. THE TENNESSEE VALLEY AUTHORITY WAS THEIR AGENT FOR THIS TASK.

IN NO OTHER LAND HAS A GREAT RIVER BEEN HARNASSED FROM SOURCE TO MOUTH IN ONE BENEFICENT CONTROL. SEE, AT THEIR DIALS, ENGINEERS WHO CAN HALT SEVEN HUNDRED MILES OF FLOOD, RELEASE A MILLION KILOWATTS OF ENERGY.

TO HOLD THE RIVER HARMLESS FOR A THOUSAND YEARS REQUIRES DAMS LIKE PYRAMIDS ANCHORED INTO THE BEDROCK OF THE HILLS. NO ARCHITECT, DREAMING OF ATHENS OR OF CHARTRES CAN ALTER THE DESIGNS WHICH THIS GREAT PRESS OF WATERS DEMAND.

A NEW ARCHITECTURE, BOLD AS THE ENGINEERING FROM WHICH IT SPRINGS, IS RISING IN THE VALLEY. NOTHING LIKE IT HAS EVER BEEN SEEN BEFORE. LOOK AT IT AND BE PROUD THAT YOU ARE AN AMERICAN.

- STUART CHASE

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From the great Smokies to the lowlands of Kentucky, over a basin as large as England, the Tennessee River runs.

Our pioneer fathers discovered it, settled it, loved it, and began its destruction. With plow and fire, the careful balance of nature was destroyed. Soils ran bleeding to the seas. Forests were sacked and burned. The wealth of waters was cast away in man-made floods.

Eight years ago the people of the valley and the Government of the United States joined in an effort to reverse this tragedy and come to terms with nature again. The Tennessee Valley Authority was their agent for this task.

In no other land has a great river been harnassed from source to mouth in one beneficent control. See, at their dials, engineers who can halt seven hundred miles of flood, release a million kilowatts of energy.

To hold the river harmless for a thousand years requires dams like pyramids anchored into the bedrock of the hills. No architect, dreaming of Athens or of Chartres can alter the designs which this great press of waters demand.

A new architecture, bold as the engineering from which it springs, is rising in the valley. Nothing like it has ever been seen before. Look at it and be proud that you are an American.

- Stuart Chase

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TVA ARCHITECTURE AND DESIGN - Apr. 30 - June 8, 1941

Distinguished by sober yet imaginative design, the architecture of the TVA is worthy of careful study. It represents a close cooperation of architect and engineer with an understanding of each other's skills on a scale unmatched since the great utilitarian building campaigns of imperial Rome.

The chief purpose of the TVA is of course the many material benefits which it brings to millions of people, and in this it has succeeded. This exhibition, however, has been planned to show other virtues, less tangible but none the less real. It shows the fine high level of design in the hundreds of structures. It shows that a huge government project can produce fine architecture, a gratifying truth we often forget when looking at much recent work for housing, park service, or, now defense; these structures handsomely combine dignity, logic and sensibility - from the minor buildings built around them to the colossal dams themselves.

Exhibition prepared by the Tennessee Valley Authority in collaboration with the Museum of Modern Art.

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TVA ARCHITECTURE AND DESIGN - Apr. 30 - June 8, 1941

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Our pioneer fathers discovered it, settled it, loved it, and began its destruction. With plow and fire, the careful balance of nature was destroyed. Soils ran bleeding to the seas. Forests were sacked and burned. The wealth of waters was cast away in man-made floods.

Eight years ago the people of the valley and the Government of the United States joined in an effort to reverse this tragedy and come to terms with nature again. The Tennessee Valley Authority was their agent for this task.

In no other land has a great river been harnessed from source to mouth in one beneficent control. See, at their dials, engineers who can halt seven hundred miles of flood, release a million kilowatts of energy.

To hold the river harmless for a thousand years requires dams like pyramids anchored into the bedrock of the hills. No architect, dreaming of Athens or of Chartres can alter the designs which this great press of waters demand.

A new architecture, bold as the engineering from which it springs, is rising in the valley. Nothing like it has ever been seen before. Look at it and be proud that you are an American.

- Stuart Chase

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THE DES MOINES
REGISTER AND TRIBUNE

Miss Sar
The Muse
11 W. 53
New York

Dear Mis

We
May 18th

n a layout

I a
a tearsh

nd you

tor

kc/v

BESSIE BEATTY

WOR, 1440 BROADWAY, NEW YORK CITY

May 8, 1941

Dear Miss Neumeyer —

This is but a scrap - an indication. B.B. has also broadcast the TVA show and the Coffee Concerts, but unfortunately there's no opportunity to get you

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THE DES MOINES
REGISTER AND TRIBUNE

41

Miss
The M
11 W.
New Y

Dear

May 1

t in a layout

a tea

send you

a Transcription.

Congratulations on your letter in the H-T this morning — good stuff!

yrs, etc -

Gould Cassal

Editor

kc/v

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THE DES MOINES
REGISTER AND TRIBUNE

DES MOINES, IOWA

May 13, 1941

Miss Sarah Newmeyer
The Museum of Modern Art
11 W. 53rd Street
New York, New York

Dear Miss Newmeyer:

We are using four pictures of the TVA Exhibit in a layout May 18th.

I am returning the others to you, and I will send you a tearsheet when one is available.

Sincerely,

Ken Clayton
Sunday Feature Editor

kc/v

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File

TRAVEL

File

ROBERT M. Mc BRIDE & COMPANY, Publishers • 116 East Sixteenth Street • New York

May 29,1941

Publicity Department
Museum of Modern Art
11 West 53rd Street
New York City

Dear Sirs

We return herewith all of the used and unused prints of Indian masks and of the TVA development which you so kindly loaned us. The Indian masks appeared in the June issue, a copy of which was mailed you, and we hope to use the TVA article in either our July or August issues. A copy of the issue in which it appears will be sent to you upon publication.

Thank you for your cooperation.

Sincerely yours

Mary Parker

Mary Parker
Assistant Editor

MP:G
Enclosures

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The Birmingham News
THE BIRMINGHAM AGE-HERALD

May 1, 1941

Dear Mr. Henderson:

I am enclosing thirteen photographs from the exhibition TVA Architecture and Design in answer to your request of April 28. You will find examples of each one of the dams which are illustrated in the exhibition. These photographs are the same ones that are on display at the Museum in larger prints. I am also sending you a map that will give you a line-up of the dams which you requested in your letter.

We would appreciate your returning any photographs you do not use.

Sincerely yours,

Assistant to Miss Newmeyer

Mr. Ernest Henderson
Art Editor
BIRMINGHAM NEWS
Birmingham, Alabama

Enc.

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EVENING - MORNING - SUNDAY

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PROPRIETORS

The Birmingham News
THE BIRMINGHAM AGE-HERALD
THE SOUTH'S GREATEST NEWSPAPERS

BIRMINGHAM, ALA.

April 28,1941

Museum of Modern Art,
11 W. 53rd St.,
New York City.

Gentlemen:

The release on the exhibition of TVA architecture to be shown at the Museum of Modern Art came to me this morning, and I am wondering if a set of photographs could be made for us for use on one of our Sunday picture pages?

If it is possible to secure these pictures, we would like to have the series show the complete line-up of dams in order to make a story page of the set.

We will give the Museum full credit for the pictures if they will be available.

Thanking you for your help in this matter, I am

Very truly yours,

Ernest Henderson

Art Editor,
Birmingham News.

RECD APR 30 1941

OPERATING RADIO STATION W S G N -- N. B. C. BLUE NETWORK

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The New York Times
Times Square

April 25, 1941

Miss Sarah Newmeyer
Publicity Director
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Newmeyer:

It is a great mistake not to have lunch with you, at any time and for any reason--and I shall remedy that defect in short order.

Meanwhile, thanks for the TVA suggestion. It happens we are very much crowded this week and so can't take it on, but I promise that we shall do better with your next show.

Here are my best regards.

Yours, sincerely,

Lester Markel
Sunday Editor

LM:jf

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April 22, 1941.

Dear Mr. Markel:

It is a great mistake not to have had lunch with me right away because by now I have thought up something I'd like to see in The TIMES Magazine Section!

I enclose our preliminary release on the exhibition of TVA Architecture and Design which we are opening a week from Wednesday (April 30). I wanted to get in touch with you about this earlier, but I thought I should know a little about the subject myself before I invited questions. I now know a little about it, but Roy L. Duffus, who occasionally writes for you, knows a great deal about it in case you would like him to do an article. I have not, of course, been in touch with Mr. Duffus regarding the matter.

It seems to me that the three remarkable features of the TVA are its strategic position and tremendous volume of power for national defense; the wise refusal of its architects and engineers to fancy-up good honest functional lines with Greek colonnades; and the rather surprising by-product of the development as a national playground and vacation land.

I have sent Mrs. Little about thirty-five photographs. If you care to do an article on this I am sure everyone, including particularly the Government, will be very much pleased.

Sincerely yours,

Mr. David Rockefeller
Office of Mayor LaGuardia
City Hall
New York, N. Y.

Mr. Lester Markel, Editor
Sunday Magazine
THE NEW YORK TIMES
229 West 43 Street
New York, N. Y.

Encl.
SN:lf

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April 28, 1941.

Dear Mr. Rockefeller:

We are very happy to hear the Mayor will arrive at the Museum at 6 P.M. Tuesday, April 29, to attend the preview of our exhibition of TVA Architecture and Design.

I am sure the Mayor does not need any information on Mr. Lilienthal as he has known him for a number of years; and he is even more conversant with the entire TVA project as he was one of its very first boosters and, I believe, voted for it when it was Muscle Shoals.

The Mayor may wish, however, to glance over the gist of Mr. Lilienthal's speech. I therefore enclose my release which quotes all but a paragraph or two of the speech.

If the Mayor needs any further information will you please telephone me.

Sincerely yours,

Mr. David Rockefeller
Office of Mayor LaGuardia
City Hall
New York, N. Y.

Encl.
SN:lf

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Exh. 125

THE NEW YORK TIMES, SUNDAY, MAY 15, 1983

T.V.A., at 50, Drafting New Role in Region's Future

By WENDELL RAWLS Jr.
Special to The New York Times

ATLANTA, May 14 — Fifty years ago, in the first days of the agency that was to remold the Tennessee River Valley, all the cities and towns there were deep in the craw of the Great Depression.

In Decatur, Ala., for example, that was the year, 1933, when the largest industry in town, which had employed 2,000 people, sank to its knees and closed. A much smaller operation went bankrupt, then another and another. Seven of the eight banks in the county folded. Cotton was selling for 5 cents a pound and land was selling for the amount of tax owed. Children had empty stomachs, parents had vacant eyes.

The per capita income in the region was $168 that year, about 45 percent of the national average. The birth rate was about a third above the national average. About 30 percent of the residents in some areas of the valley had malaria. More than half the three million people lived on farms, and half of them were sharecroppers. About 97 percent of the farms had no electricity. Fires burned about 10 percent of the forests each year, and floods ripped along the rivers. About 7 million of the region's 12 million cleared acres were severely eroded.

It was in that year, on May 18, that President Roosevelt signed a bill establishing the Tennessee Valley Authority, a Government corporation charged with taming the Tennessee River, improving navigation, reforesting and restoring land and providing for the agricultural and industrial development of the valley.

Praised and Criticized

From its birth the T.V.A. was swaddled in controversy as one of the foundation blocks in Roosevelt's New Deal. It has been criticized as an experiment in socialism and praised as one of the few Government experiments that worked.

It became the largest utility in the country, though it is now second, and probably the most effective regional development agency. It has struggled with politicians and snail darters and opponents of nuclear power. It has improved the overall quality of life in the region, but it has also flooded generations-old farmland and the birthplace of the Cherokee Indian nation; it has attracted industry but has polluted the skies.

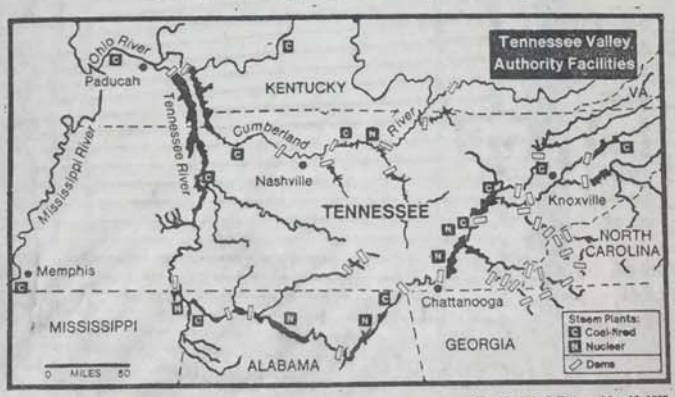
Since 1933, the number of manufacturing plants in the region has increased by 400 percent. Per capita income has climbed to 77 percent of the national average. The river is tame and navigable for the entire 650 miles from Knoxville, Tenn., to Paducah, Ky. And in the fiscal year 1982, in a deeply recessionary economy, there were 273 announcements from industries planning to build new facilities or expand existing ones in the region.

In an area once speckled with the log cabins of ragged sharecroppers, the highways are lined with brick homes with late-model pickup trucks and outboard motorboats parked outside.

When Barrett Shelton, the 80-year-old editor and publisher of The Decatur Daily, is asked, "Wouldn't all that have happened without T.V.A.?" all he says is "It didn't."

The New York Times / T. Michael Keza

The new Tennessee Valley Authority office complex under construction in Chattanooga, Tenn.



The New York Times / May 15, 1983

The T.V.A. has speckled the region with dams and power plants.

the lowest of any region in the country and 30 percent below the national average.

David Freeman maintained that companies choosing new plant sites were now more interested in the level of the work force's skills than in any other selection criteria. "In a high-tech plant, fully 85 percent of the production jobs require technical training," he said.

So the T.V.A. is encouraging local school districts and state legislators to spend more on educational programs as a weapon for economic survival. Otherwise, a highly placed T.V.A. official

opment projects, cut across all the public and private entities in seven states and perhaps beyond and become a catalyst to get things done."

The T.V.A. is not subject to any state public service or utility commissions, answering only to Congress, and only for some things. But its days of building dams and power plants seem to be at an end, at least for the near term, since there are very few rivers in the region left to dam and the capacity of electricity is far beyond foreseeable projected demands.

Several of the higher-ranking officials in the agency say privately that political interference and overwhelming local sentiment led to such debacles as the Tellico and Columbia dam projects and that construction megalomania and previous management battles with coal producers led to widespread overbuilding of nuclear power plants.

While they will have to continue to coexist with shortsighted political demands, they say, the agency has demonstrated its ability to move in a different direction.

"If T.V.A. was only going to be a power company, I would not even be interested in serving out the remaining four years of my term," Richard Freeman said. "But now that we have some of the stormy past behind us we can do things with national and international application and justify the taxpayers' dollars and validate the continued existence of the agency."

What makes Innovation most luggage dealer?

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cabins of ragged sharecroppers, the highways are lined with brick homes with late-model pickup trucks and outboard motorboats parked outside.

When Barrett Shelton, the 80-year-old editor and publisher of The Decatur Daily, is asked, "Wouldn't all that have happened without T.V.A.?" all he says is, "It didn't."

Questions About Future Role

Looking back over half a century, it is easy to see where the T.V.A. changed the Tennessee Valley. Looking ahead toward the 21st century, its role in the region's future is sufficiently unclear to generate questions about the need for its continued existence.

"The need for this agency is very different now than it was 50 years ago," said Richard M. Freeman, one of the three managing directors who set policy for the T.V.A. "Then there was a need for a central agency to tame the river and develop the region. But a laboratory for the development of ideas and new technology is just as much needed today.

"T.V.A. can be a leader in pushing for renewable energy sources, for conservation and more efficient use of energy," he said. "Our role would not be so much in the area of pure research, but taking the research technology and and making things actually happen with it, getting it into the hands of the consumer, is a role T.V.A. can play."

As is occurring throughout much of the nation, especially in the states that are looking enviously at California's Silicon Valley, North Carolina's Research Triangle and Boston's Route 128, Southern states are seeking high-technology industries as the employers of tomorrow.

For its part, Mr. Freeman said, the T.V.A. is helping Tennessee develop a "technology corridor" between Knoxville, where the University of Tennessee is situated, and Oak Ridge, which is home to the National Atomic Energy Laboratory and 2,000 people with doctoral degrees. The T.V.A. is addressing a similar situation near Huntsville, Ala., where early space technology was developed at the Redstone Arsenal and some such work is continuing at National Aeronautics and Space Administration centers.

S. David Freeman, who is another managing director but no relation to Richard Freeman, sees the development of high-technology industry in the Tennessee Valley as imperative.

"The old engines of economic growth in the valley — low-cost electricity and cheap labor — have run out of steam," he said. "The new engine is to be found in the emergence of high-technology industries and high-skill services."

Lack of Education Hurts

And because a large portion of the work force in the region lacks the skills that are now required, he said, the area is beginning to lose the economic gains it made in the previous 50 years.

He points out that the T.V.A. region, which includes all of Tennessee, northern Alabama, northeast Mississippi, southern Kentucky and small portions of northern Georgia, western North Carolina and southwestern Virginia, "continues to have the lowest percentage of high school graduates in the nation with 55 percent completing high school."

Spending per pupil in the region is about $1,700 a year, he added, which is

selection criteria. "In a high-tech plant, fully 85 percent of the production jobs require technical training," he said.

So the T.V.A. is encouraging local school districts and state legislators to spend more on educational programs as a weapon for economic survival. Otherwise, a highly placed T.V.A. official said, new plants will continue to be located in North Carolina and suburban Atlanta.

The Freemans, both Democrats, are generally credited with effecting significant changes since they were appointed by President Carter. The new chairman of the board is Charles Dean, a Republican appointed by President Reagan.

Work on Nuclear Plants Halted

The Freemans voted to halt work on three nuclear power units and to cancel construction of five other units ordered by previous directors. In 1977, when the Freemans took office, 58 of the T.V.A.'s 63 coal-burning steam-generating plants were not in compliance with air pollution standards. At the end of last year, after $1 billion had been spent, 60 of the 63 were in full compliance.

With the support of the new chairman, an open information policy, unique among utilities, is in effect at the T.V.A. It includes daily reports of operating conditions at all nuclear plants through toll-free telephone service.

And, to the surprise of the 7.8 million people in its service area, the T.V.A.'s electric rates were recently reduced for the first time in 20 years. However, they are expected to rise again in the fall.

Besides helping to attract American industries to the region, the T.V.A. is also seeking foreign investment. In addition, the agency's role is expanding internationally as it lends foreign countries experts and expertise on both electric power and agriculture.

Last fall the T.V.A. signed an agreement with the Agency for International Development to help less developed nations with bioenergy programs. Using the T.V.A.'s regional and community development techniques, it plans natural resource and energy conservation projects in the Philippines, Indonesia, Egypt, the Sudan and other African and Latin American countries in the next five years.

The authority previously lent scientists and engineers for assignments in such countries as Brazil, Turkey and Bangladesh and has provided agricultural training to groups from eight other nations.

Goal of Becoming Catalyst

"We will be trying to play a role of helping people do the best they can with the resources available to them," Richard Freeman said. "Changing in the new age of technology will not be as easy as changing from an agricultural society to an industrial society. But we can provide the necessary data in a faster moving world.

"We can't operate educational systems, but we can do research and devel-

for some things. But its days of building

dollars and validate the continued existence of the agency."

New York Day by Day

Monday-Saturday

The New York Times

What makes Innovation America's largest luggage dealer?

Savings of over $100 on genuine harness leather attaches from Atlas of Boston.

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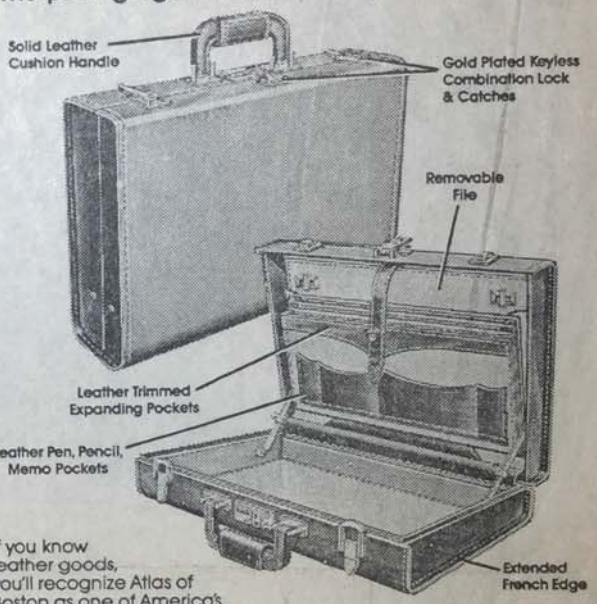

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April 30, 1941

Dear Mr. Robertson:

I am sending under separate cover twelve photographs from the exhibition TVA Architecture and Design. These are the same pictures which have been enlarged and comprise the greater part of the exhibition. Five scale models and a number of diagrams are also displayed. We do not, however, have any pictures of the models which you especially requested in your letter of April 26.

I hope that you will be able to use some of these.

Sincerely yours,

Assistant to Miss Newmeyer

Mr. Cary Robertson
Sunday Editor
THE COURIER-JOURNAL
Louisville, Kentucky

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BARRY BINGHAM, *President & Publisher*

MARK F. ETHRIDGE, *Vice President & General Manager* LISLE BAKER, JR., *Treasurer*

The Courier-Journal
THE LOUISVILLE TIMES

LOUISVILLE, KY.

April 26, 1941

Museum of Modern Art
11 West 53rd Street
New York, N. Y.

Mr. Macdonald

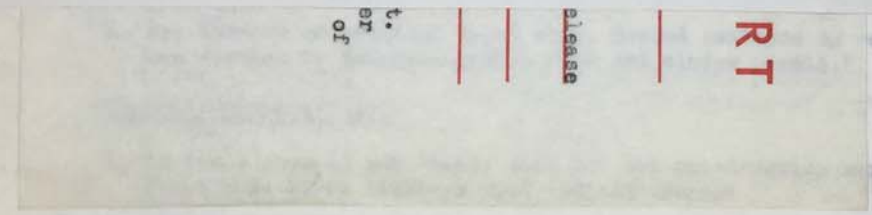
Gentlemen:

Do you have photographs of the models and other items in the exhibition of TVA Architecture and Design? We should appreciate seeing them if you do.

Sincerely yours,
Cary Robertson
SUNDAY EDITOR
THE COURIER-JOURNAL

Cary Robertson
SR

RECD APR 29 1941



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THE MUSEUM OF MODERN ART

Date April 29, 1941

To: Miss Hawkins

Re: Coffee Concert Release

From: S. Newmeyer

As agreed here are the releases for the next concert. You will remember that I was not to send any out but just turn them over to you. Miss Gerstein thought she would like one hundred. So instead of giving you fifty, here are 150.

a. send out a number of invitations to friends and enemies of T.V.A.
b. have a talk given at some time (at the opening itself or in connection with the showing of documentary films connected with the exhibition) by one of the following:
Mrs. Roosevelt
Archibald MacLeish
George Norris
Mr. Lilienthal of T.V.A.

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125 Dept Rec.

THE MUSEUM OF MODERN ART

Date Jan 27

To: Mr. Barr
Mr. Wheeler

Re: T. V. A. Architecture exhibition

From: Mr. Meandrew

The authorities of the T.V.A. have now been assured that the exhibition of T. V. A. architecture will be held following the Indian show. There is still a question about the points listed below, which should be made definite as soon as possible.

1. Opening date

2. Gallery space: verbal arrangements on the 2nd of January gave the assurance of 200 running feet. Since the original arrangements were for a show of 250-300 feet, it is important that the space finally given to this exhibition should be such that the running footage can be increased by fin walls, etc.

3. The Opening: The T.V.A. is very anxious to make the opening count for publicity and propaganda purposes. They would like to -

   a. send out a number of invitations to friends and enemies of T.V.A.
   b. have a talk given at some time (at the opening itself or in connection with the showing of documentary films connected with the exhibition) by one of the following:
      Mrs. Roosevelt
      Archibald MacLeish
      George Norris
      Mr. Lilienthal of T.V.A.

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Hiwassee F I

1. "Benches made of concrete for low maintenance are curved for best view" - to be incorporated in original text.

4. If you are anxious to mention the pre-cast slabs, how about simple statement "Panels over windows (? I don't have copy of text here so don't know exactly where they are) were pre-cast of concrete"

Norris F III

7. "Precast slabs with open joints cover tar-and-felt roofing of penthouse. Air space left between roof and slabs for insulation."

Chickamauga F V

3. Lower stories must be free of openings. Extra heavy walls xxxxxx serve as retaining walls, act as dams against high water and prevent building from becoming buoyant under flood conditions

4.

Guntersville F VI

3. Generator hall ceiling is of asbestos sheathing; attic space, helpful for insulation, forms part of ventilating system.

Watts Barr F VII

4. Steam power for U.S. air power. Gigantic new plant receives water for steam and other services from Watts Bar Hydroplant nearby. etc etc. Power will make possible enormous increase in aluminum production for airplanes.

Pickwick, Guntersville Chickamauga FXI

4. see changes on original typed copy. Second sentence to read "Flexibility of use assured by interchangeable door and window panels."

General subjects F XIV

1. Is there room to say "Roads used for dam construction were designed to become first U.S. rural highways with limited access"

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Hiwassee F I

1. Unclear - what is concrete? If whole overlook, suggest "Visitor's overlook (uncompleted in photo) built of concrete for low maintenance has benches curved for best view." or "Benches made of concrete for low maintenance are curved for best view."

2. OK

3. If we understand what this means -- "Deck is roof . . . . . Control . . . Giant crane, used to move generating equipment, installed here without the protecting superstructure necessary at plants like Norris which are subject to higher floods."

4. Operating . . . . . windows are alternately glass block for insulation and clear glazed sash for view. Omit rest of title since too complicated for clear explanation within space.

5. OK

Hiwassee & Norris F II

1. Visitors' lobbies . . . . . .

2. Generator rooms and equipment are simplified in every detail.

3-5 OK

Norris F III

1. Pattern and texture result from pouring concrete into forms of rough-sawn boards laid in alternating directions.

2-6 OK

7. Unclear. Precast slabs with air spaces between joints or . . . . . precast slabs with open joints cover tar-and-felt roofing of penthouse. Air space left between roof and slabs for (insulation? (drainage?

8. Sluicegates (Are these explained in photograph or diagram?)

9-10 OK

Chickamanga F IV

1-3 OK

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Check order for repetition

Chickamanga F V

1-2 OK

3. Lower stories must be free of openings. Heavy walls act as dams against high water and prevent building from becoming buoyant under flood conditions.

4. OK see change

5. OK

6. OK see change

7-8 OK

9. OK see change

10. OK

Guntersville F VI

1. Generator hall (above flood line?) is of brick . . . . . offices behind continuous windows of top story.

2. OK

3. Generator hall ceiling is of asbestos sheathing; attic space used for air conditioning ? ? ? ? (attic space used as air chamber for conditioning or heating system?) ("plenum chamber" is too technical for our public)

4. see changes in typed copy.

5. OK

6. Gallery (adjacent? to) generator hall provides offices with view of (and access to) plant.

7. OK

Watts Bar F VII

1. OK

2. see changes on typed copy.

3. OK-see changes on typed copy.

4. Steam power for (Army? or American airplanes? or U.S. air power? Gigantic new plant receives water for steam from Watts Bar hydroplant nearby. Hooded slots . . . . . offices in . . etc. Power will make possible enormous increase in aluminum production for airplanes.

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Pickwick F VIII

1. Pickwick powerhouse will be three times as long when finished.

2. OK

3.. Provisions? Equipment? better?

4-5 OK

6. Perfectly adjusted lighting, acoustics and air-conditioning aid in keeping control room operators constantly alert.

Wheeler F IX

1. Wheeler dam . . . . . .
Additional units now being built will occupy space to left of round generator coverings.

2. Enormous cranes handle? or The enormous crane handles?

3. OK

4. see change

5. see change

6. OK

7. OK

Hiwassee and Norris Visitors Buildings F X

1. see change - interchange "restrooms" with "refreshment stands."

2. see change

Pickwick, Guntersville, Chickamanga F XI

1. OK-see change

2. Pickwick overlook buildings, straddling the high earth-filled(?) dyke, were constructed of lightweight materials to minimize settlement. Exposed mullions are steel, other framing of wood. Exteriors and interiors of asbestos cement board.

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3. Visitors' facilities are divided between two buildings to allow for unobstructed passage of heavy machinery.

4. See change on typed copy.

Second sentence not clear - do you mean (a) Windows and doors can be interchanged if necessary or (b) These are uniform panels. If so, is it necessary to mention this.

5. Guntersville Dam visitors building serves the recreational boat landing and offers magnificent view of project and reservoir lake.

6. See change

Details F XII

1. Does this mean - All operating machinery for gantry crane is enclosed under protective shell. At right end of crane is a glass cage providing unimpeded view for operator.

2. OK

3. Elevator penthouse atop dam - (omit concrete etc. mentioned several times previously)

4. see change in typed copy.

NOTE: if picture shows the beacon it would be clearer if label read -"This Navigation beacon mounted on a river gauge house, like doors and other details of powerhouses, shows fresh study in the arrangement of necessary parts.

5. OK

TVA Exhibits F XIII

1. In Wheeler Reception Room, a story of the TVA program is told in pictures and text mounted directly on the walls.

2. At the Golden Gate Exposition, and 18 foot map was painted in transparent color on glass, lighted from behind. A profile of the Tennessee River with models of all the dams showed the step arrangement by which the river was made navigable.

3-13 see changes on typed copy.

General Subjects F XIV

1. What is - dam construction.
   What is - limited access rural highway.
   Can you explain or use other title?

2. OK

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3. see changes on typed copy

4. " " " " "

5. " " " " "

6. OK

7. OK

8. Heavy bridges are built to replace flooded highways and in connection with dams. Murphy . . . . . OK

9. see changes on typed copy.

THE MUSEUM OF MODERN ART
Date
Re:
To: Miss Henrich
From: Mr. Barter
Will you please wire T.V.A. and ask
send an extra gallon of Blue Finish
D.L. Barter

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THE MUSEUM OF MODERN ART

Date April 17, 1941

To: Miss Henrich

From: Mr. Baxter

Re: T.V.A.

Will you please wire T.V.A. and ask them to send an extra gallon of Blue Finish Lacquer?

D.L.Baxter

FS

Sincerely yours,

Janet Henrich
Assistant, Department
of Architecture

Albert B. Bauer, Supervising Architect
Department of Architecture
Department of Public Works
Municipal Building, New York

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THE MUSEUM OF MODERN ART

Date April 8, 1941

To: Frank Quinn

From: J. Henrich

Re: ~~TVA photo shipment~~

Dear Frank:

Here is the white copy of the Bill of Lading for yesterday's shipment from TVA. Will you give the white copy to the Railway Express and put the yellow copy in the envelope supplied. The letter says the yellow copy should be accompanied by a copy of the bill . Have you this?

Sincerely yours,

Janet Henrich
Assistant, Department
of Architecture

Albert B. Bauer, Supervising Architect
Department of Architecture
Department of Public Works
Municipal Building, New York

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April 25, 1941.

Dear Mr. Bauer:

We are sending you herewith the invitations to the TVA opening indicated on the list which you sent me. We will be most appreciative of your trouble in seeing that they reach the people for whom they are intended today.

We would like very much to have you as our guest at tea on Tuesday between four and six o'clock. Enclosed is a card which will admit you to the Museum and also to the Members' Rooms where tea will be served. I look forward to seeing you again then.

Sincerely yours,

Janet Henrich
Assistant, Department
of Architecture

Albert B. Bauer, Supervising Architect
Department of Architecture
Department of Public Works
Municipal Building, New York

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THE MUSEUM OF MODERN ART

Date May 26, 1941

To: Mr. Baxter

From Miss Ulrich
J. Henrich

Re: ~~Project Order 910~~

I have not filled in date of completion or cost on this order. There is no hectic rush about sending these things - but if there is to be more than a week's delay I would appreciate knowing so that I can inform the TVA.

They should be packed in the least expensive way which will insure safe arrival. We are simply returning material not used.

should sign the original and all copies except the number 3 copy which he will keep for his records.

As soon as this shipment has been made, please return the original and number 2 memorandum copy direct to the writer. The number 4 copy is for your file.

Yours truly,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell

L. B. Rockwell
Traffic Supervisor
Materials Department

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THE MUSEUM OF MODERN ART

Date ~~May 26, 1941~~

To: Frank Quinn

Re: Return of TVA sample panels

From: J. Henrich

Attached is the government Bill of Lading on which the TVA sample panels are to be returned. When the shipment goes out the driver should sign all copies (and original) except copy #3 which he keeps. If you will then send all excpt copy #3 back to me I will see that they are sent to the proper people.

should sign the original and all copies except the number 3 copy which he will keep for his records.

As soon as this shipment has been made, please return the original and number 2 memorandum copy direct to the writer. The number 4 copy is for your file.

Yours truly,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell

L. B. Rockwell
Traffic Supervisor
Materials Department

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 22, 1941

Miss Janet Henrich
The Museum of Modern Art
New York, New York

Subject: Bill of Lading TV-76640

Dear Miss Henrich:

Please refer to our Mr. Charles Krutch's letter of May 21, 1941, requesting you to return to the Tennessee Valley Authority at Knoxville, Tennessee, two display panels.

We enclose Government bill of lading TV-76640 for your use in making this shipment by express from New York City, N. Y., to Knoxville, Tennessee. You will please sign the original and the number 3 copy of this bill of lading at the points checked, and when the express company picks up the shipment, the driver (or agent) should sign the original and all copies except the number 3 copy which he will keep for his records.

As soon as this shipment has been made, please return the original and number 2 memorandum copy direct to the writer. The number 4 copy is for your file.

Yours truly,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell

L. B. Rockwell
Traffic Supervisor
Materials Department

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
DIRECTOR

May 21, 1941

Miss Janet Henrich
The Museum of Modern Art
New York, New York

Dear Miss Henrich:

Last fall when we were developing the plans for the TVA exhibition we sent the museum two full-size display panels complete with pictures and posts.

These sample panels are no longer of any use to you, so we would like to have them back. I am asking our Traffic Section to send you a government bill of lading to take care of the return shipment.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

m

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THE MUSEUM OF MODERN ART

May 21, 1941

Mr. William L. Sylvester
Assistant Engineer
Office of the Commissioner
The City of New York
Municipal Building
New York, New York

Dear Mr. Sylvester:

We were all very pleased to learn, from your letter of May 14, of your interest in the TVA Exhibit at the Museum of Modern Art.

We are enclosing detailed plans of this particular exhibit. We do not have accurate plans of other exhibits, but we do have some very good photographs which we are including.

I hope that you find what you want in this material. Anything else that you want we will try to supply.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

CK

Charles Krutch, Chief
Graphic Arts Service

ck:rmc
Enclosures

CC: Miss Janet Henrich, The Museum of Modern Art

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THE MUSEUM OF MODERN ART

Date August 20, 1941

To: CARPENTRY SHOP: NATHAN

Re: TVA show

From: MISS HENRICH

c.c. Miss Courter
Mr. Baxter

Dear Nathan:

I think the points below cover the things we talked about yesterday afternoon. Please check them over carefully right away, and if you have any questions at all, call Miss Tredick and I can come in before I take my train.

1. Two masonite title panels with white painted lettering should have sleeves in all four corners.

2. Two end pieces to allow breaking the show into separate parts, listed under item one of Miss Courter's memo, are to be made from the side panels used with the C panels in the show here.

3. C panels 11 and 12, which were not used in the original exhibition, need black lettering. Miss Twining will take care of this next week.

4. Three squares of masonite lacquered blue 40"x43" are to be prepared and sent with the show for masking the backs of C panels on occasion.

5. Boxes should be made, but final packing cannot proceed until Miss Woodruff returns September second to check and mark the show.

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THE MUSEUM OF MODERN ART

Date ~~August 19, 1941~~

To: MR BAXTER

From: MISS HENRICH

c.c. Miss Courter

Re: ~~TVA show~~

Dear Douglas:

I think Elodie told you yesterday that she was asking me to check the TVA activities in the shop before leaving for my vacation today. She asked me to go over the situation with you, but I have not been able to reach you. I have, however, been over the material with Nathan and find that the following things are necessary in addition to Elodie's memo of August 12th attached to the project order. I think some of these things were written on a former memo and all of them have been decided and instructions given verbally before this.

1. Two masonite title panels with white painted lettering should have sleeves in all four corners.

2. The end pieces to allow breaking the show into separate parts, listed under item one of Miss Courter's memo, are to be made from the side panels used with the C panels in the show here. Miss Courter has suggested three or four of these, but I am sure that two will be sufficient, and, unless you hear from Miss Courter within the next day or so, you can proceed with having only two of these.

3. C panels 11 and 12, which were not used in the original exhibition, need black lettering. Miss Twining will take care of this next week.

4. Three squares of masonite lacquered blue, 40x43", are to be prepared and sent with the show for masking the backs of C panels on occasion.

5. Boxes should be made, but final packing cannot proceed until Miss Woodruff returns September second to check and mark the show.

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August 20, 1941

MISS TWINING

MISS HENRICH

TVA

Dear Emay:

It seems the TVA show has to go out by about September third, and there is a nasty job left, I find in checking over things with Nathan. Two of the standing panels, C11 and C12, had to be replaced for circulation and the text in black paper letters, therefore, should be done over on the new panels.

I don't know whether you are going to have time to do this, but I am gaily telling you about it anyway. Below is the necessary text and they should be done with the same size letters and same margin as all the others. Hope you have fun. Nathan can show you which panels they are. They are marked on the back anyway.

C11 - The harnessed power of the river produces electricity for defense. The sheet of aluminum above, manufactured with TVA power, may now be part of a speedy fighter or long range bomber.

C12 - An area of high mountains and man-made lakes. Here the Smoky Mountains and broad, deep lakes attract thousands of vacationists. Recreation is an important by-product of the TVA Chain of Lakes --- but it is proving profitable for the people of the region.

You remember that we used string held on with scotch tape instead of drawing lines on the panels.

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THE MUSEUM OF MODERN ART COPY TO BE RETAINED BY ISSUING DEPT.

PROJECT ORDER

No. 813

ISSUED BY Architecture DEPARTMENT

TO Mr. Baxter's DEPARTMENT DATE April 9, 1941

SEPARATE INSTRUCTIONS MUST BE ISSUED TO EACH DEPARTMENT CONCERNED. IF WORK IS DONE IN OWN DEPARTMENT, SO INDICATE.

DETAILED INSTRUCTIONS Construction of frames, model stands, and installation of the T.V.A. Architecture exhibition

DATE WORK MUST BE COMPLETED April 29th - noon

COST LIMIT _____ IF COSTS EXCEED THIS LIMIT, A NEW PROJECT ORDER MUST BE OBTAINED.

APPROVED J. M'Andrew DEPARTMENT HEAD _____ COMPTROLLER

TIME					MATERIAL				
DATE	NAME OF EMPLOYEE	HOURS	AMOUNT		DATE	ITEM—INDICATE IF FROM STOCK	ORDER NO.	AMOUNT	
4/13	Workshop	65	48	07	4/15	1152 sq. ft. Masonite	13479	57	60
4/20	"	144½	97	74	4/16	2 Gal. Lac. Thinner	13484	2	50
4/27	"	176	178	00	4/17	5 lb. Nails	13487	2	50
4/27	Electricians	17½	14	92		24 sq. ft. W.W. ¼"	13487	1	44
5/4	"	9	7	07	4/21	Paints	13494	21	90
5/4/	Workshop (O.T.)	15	11	37	4/22	6 lb. Steel Wool	13500	1	50
5/4	"	15½	11	95	4/22	50 lb. Maroon Fresco	13496	17	50
			369	11	4/23	1 Gal. Lac. Thinner	13505	1	00
						1 pc. 1/10" Presdwood	13506	2	76
					4/25	Paint- 1 lb Steel Wool	13510		93
					4/20	8 Utilites	13514	7	60
						1025 ft. 1x2 Cl. Pine	stock	17	94
						550 ft. 1x4 Com. Pine	"	15	13
						Hardware	"	5	00
								155	30

FORM 1—2M—9-3[illegible]

Time 369.11
Material 155.30
524.41

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TVA

THE MUSEUM OF MODERN ART

Date August 8, 1941

To: Miss Courter

Re: TVA

From: Miss Henrich

Dear El:

To remind me as well as you of the points still to be settled about TVA here is a report of my conference with Eddie and Nathan this afternoon. Nathan is to be in charge of the work on the show while Eddie is away.

Nathan will check on prices and use two hinges or double action hinges - whichever is cheaper.

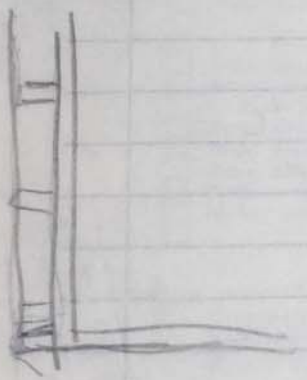
Pending your approval- in order to save weight-the "C" panels will not be filled in below the photographs, but the frame etc. will be painted blue.

The panels with the map of the Tennessee region, which are 6" think and correspondingly heavy, will be cut down to the same thickness as the "C" panels.

To be decided: extra supports to allow breaking the show into two galleries

arrangement for models, if possible abandoning the solid panels which now support each model on two sides.

I told Nathan you or I would talk to him further about this on Monday.



Jane

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PROJECT ORDER

No. 910

ISSUED BY ARCHITECTURE DEPARTMENT

TO MR. BAXTER'S DEPARTMENT DATE May 26, 1941

SEPARATE INSTRUCTIONS MUST BE ISSUED TO EACH DEPARTMENT CONCERNED. IF WORK IS DONE IN OWN DEPARTMENT, SO INDICATE.

DETAILED INSTRUCTIONS Box for shipment two sample panels and end pieces belonging to the Tennessee Valley Authority which are now in the Circulating Exhibitions storeroom and ship Railway Express Collect on Government Bill of Lading TV - 76640 - which Frank Quinn has

DATE WORK MUST BE COMPLETED

COST LIMIT IF COSTS EXCEED THIS LIMIT, A NEW PROJECT ORDER MUST BE OBTAINED.

APPROVED J. McAndrew per H.R.C. DEPARTMENT HEAD

Arbus COMPTROLLER

TIME				MATERIAL			
DATE	NAME OF EMPLOYEE	HOURS	AMOUNT	DATE	ITEM—INDICATE IF FROM STOCK	ORDER NO.	AMOUNT
6/1	Workshop	8	5.00		No material		
6/15	"	6	4.12				
			9.12				

Time 9.12

Material

Approved by J.B.

FORM 1—2M—9-39

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TVA 3077 (ADM-1-41)

Tennessee Valley Authority
Information Office
Knoxville, Tennessee

ORDER BLANK

The Authority has certain pamphlets and reports which are available at the prices indicated below. Please check the publications you wish to purchase and RETURN THIS ORDER BLANK TO THE TREASURER OF THE AUTHORITY with check or money order payable to the Tennessee Valley Authority. Stamps are not acceptable.

- ☐ Annual Report, 1938 (only) $1.00
- ☐ Norris Dam Illustrated ..... .15
- ☐ Scenic Resources of the Tennessee Valley 1.00
- ☐ TVA Program - in Text and Pictures ..... .10
- ☐ Unified Development of the Tennessee River System ..... .25

- ☐ Drawings for the Guntersville Project 2.50
- ☐ Drawings for the Pickwick Landing Project 2.50
- ☐ Drawings for the Wheeler Project 2.50
- ☐ Engineering Geology of the Tennessee River System 1.00
- ☐ Plans and Specifications for the Norris Dam 2.50
- ☐ Specifications for Rural Electric Distribution Pole Lines 1.25
- ☐ Technical Review of the Chickamauga Project 1.00
- ☐ Technical Review of the Guntersville Project 1.00
- ☐ Technical Review of the Hiwassee Project 1.00
- ☐ Technical Review of the Norris Project 1.00
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- ☐ Technical Review of the Wheeler Project 1.00
- ☐ Value of Flood Height Reduction from TVA Reservoirs to the Alluvial Valley of the Lower Mississippi River ..... .50

- ☐ Barite in the Tennessee Valley Region ..... .50
- ☐ Clay Resources of the TVA Region--Part I. ..... .50
- ☐ Engineering Geology and Mineral Resources of the Tennessee Valley Region ..... .50
- ☐ Geologic Work of the Tennessee Valley Authority, 1933-1935 ..... .50
- ☐ Iron, Chromite, and Nickel Resources of the Tennessee Valley Region ..... .50
- ☐ Structural Materials of the TVA Region ..... .50
- ☐ Tripoli Deposits of Western Tennessee and Mississippi ..... .50
- ☐ Vermiculite and Bentonite of the Tennessee Valley Region ..... .50

- ☐ Industrial Water Resources of the Tennessee Valley ..... .40
- ☐ Manual for Soil Erosion Control in the Tennessee Valley (Engineering Phase) ..... .85
- ☐ Pumps and Plumbing for the Farmstead ..... .50
- ☐ Rural Electrification Lessons for Boys' Groups ..... ~~.40~~ .25
- ☐ Rural Electrification for the Home ..... .50
- ☐ Studies in the Heating of Small Houses ..... .50
- ☐ Wiring and Lighting the Farmstead ..... .40

TREASURER
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

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TVA.

FORTUNE

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK

EDITORIAL OFFICES

July 22, 1941

Miss Townsend
Museum of Modern Art
11 West 53rd St.
New York, N.Y.

Dear Miss Townsend:

Rec'd

We are returning to you under separate cover, insured, the 18 photographs of T.V.A. architecture which you so kindly loaned us for possible use in FORTUNE. While they were not selected for illustrations, we greatly appreciate and thank you for your courtesy and trouble.

Yours very truly,

Elsieanna Graff

Elsieanna Graff (Miss)
Art Department

G

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June 4, 1986

T.V.A. ARCHITECTURE & DESIGN
Department material

copies of enclosed memos and a few others, plus
invitation list for opening, and
publicity correspondence removed to Architecture
& Design Dept

There was no catalog for show - no checklist found