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July 21, 1941

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

Dear Mr. Krutch:

Thank you for your nice note. Let me assure you again that we are in no rush whatever about the photographs but would like to have them eventually.

I meant to ask you when I wrote last week if we could have a list of the construction dates for the various projects. I was amazed to find that we do not have this information, and while it does not seem terribly important now, I think it will be increasingly so in the future. This again is not a rush job. Mr. Wank, when he was in town, told us how busy you all are, and I hesitate to ask any favors under the circumstances.

I envy you even thinking about Mexico and Acapulco and hope you really do get there.

Although we are in no rush to receive them, we would like to have them soon. Cordially yours,

I hope you will have a good summer.

Sincerely,

Janet Henrich
Acting Curator
Department of Architecture

Janet Henrich
Assistant in Charge

jh:at

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. HENRICH
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. THOMAS
MANAGER

July 15, 1941

July 15, 1941

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

Dear Mr. Krutch:

I am hoping that we can impose on your generosity once more in the matter of photographs. We are very anxious to have a complete set of the photographs which were used for publicity during the show as a permanent addition to the Department of Architecture reference files.

In checking these we find the following missing:

K-2198 Navigation Lock Wall, Guntersville Dam
K-2269 Hiwassee Dam
K-933 Gantry Crane for Generators, Wheeler Dam
K-1382 Rehosing Water over Spillway, Norris Dam
K-1850 Pickwick Dam Spillways
K-1849 Generator Room, Pickwick Dam
K-1503 Generators, Norris Dam

We would very much like to have a glossy print of each of these if it is still possible for you to send them. Although we are in no rush to receive them, we would like to have them sometime soon.

I hope you will have a good summer.

Sincerely,

Janet Henrich
Assistant in Charge

jhs:at

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

Dear Miss Henrich:

Here are the plans corrected to take care of final changes.

I cannot give you an accurate formula for the paint. It is Sherwin-Williams Opex Lacquer Hi-Gloss. White and Medium Blue make up the bulk but a little Carmine and Bell Green have both been added. Sorry I can't make it more accurate.

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

Enclosure

*Miss Janice
Copy 65
put in TVA file
Return to Henrich*

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MARGARET H. HENRICH
CHIEF
DAVID S. LUBENTHAL
CHIEF
JAMES P. FORT
CHIEF

Mr. John Krutch, Chief
Department of Architecture
The Bureau of Public Works
11 East Fifty-third Street
New York, New York

May 28, 1941.

Dear Mr. Krutch:

Thank you for the new prints
of the final plans and the information about
the paint.

We have received the bill of
lading for the return of the sample panels
and they will be shipped as soon as they are
packed. The shop is rather busy now so there
may be a few days delay on the boxing. I gather
that you are not in any particular rush.

Sincerely yours,

Janet Henrich
Assistant

Charles Krutch, Chief
Graphic Arts Section
Tennessee Valley Authority
Knoxville, Tennessee

P. S. Please note the attached memorandum.

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

April 18, 1940

Please return

Mr. John McAndrew, Curator
Department of Architecture
The Museum of Modern Art
11 West Fifty-third Street
New York, New York

Dear John:

Many thanks for the trouble you took to show the delegation of the Chattanooga Power Board through the Museum.

We are looking forward to a confirmative letter from the Museum relating to TVA architectural show. It is necessary that such a letter be received before we can rough out the proposed "scenario."

With sincerest regards,

TENNESSEE VALLEY AUTHORITY

Roland

Roland A. Wank
Principal Architect

RAW:HHR

P. S. Please note the attached memorandum.

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

May 15, 1941

ROBERT A. MORGAN
Chairman
ALFRED E. LUBENTHAL
Director
JAMES F. POPE
Assistant

Miss Janet Henrich
Museum of Modern Art
11 West 53d Street
New York City

May 15, 1941.

Dear Mr. Krutch:

Thank you for your letter about the panel and frame sizes. It was probably as much my fault as Eddie's since I didn't write you confirming our interpretation of the arrangements. Eddie seemed to have forgotten the conversation with Clauss and working from your approximate measurements on the elevation drawings, I concluded that the frame measurements were to be exact. I should have confirmed this with you people, but in any case, I don't think the resulting difficulties were serious.

We seem to have mislaid or lost the final plan of the installation, and while it is simple enough to indicate changed details on the former plan, we would like very much to have a new print of the final plan if you could arrange to have one sent. Also, in the light of future possible repairs, etc. it would be well for us to have the paint formula on file. Could you send us that at the same time?

Sincerely ,

Janet Henrich
Assistant

Charles Krutch, Chief
Graphic Arts Service

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

May 13, 1941

Miss Janet Henrich
Museum of Modern Art
11 West 53d Street
New York City

Dear Miss Henrich:

I was concerned about the tight fit of the panels with text. Here is our story. Clauss went over the plans personally with Eddie. The question was whether the frames were to be exact or the panels exact--one or the other should have 1/8" allowance. Because some of the pictures were square it was decided to make all panels exact size and to make frames 1/8" larger. The plans showed panels exact and frames approximate. We made our panels exact size. Eddie made all panels 1/8" smaller--and made the frames exact. The result was that half of your square size pictures had the 1/8" taken off the wrong size and fit too tight. All of our text panels were too snug. Not serious, but I did want you to know our story.

Sincerely,

TENNESSEE VALLEY AUTHORITY

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

May 15, 1941

Miss Janet Henrich, Assistant
Department of Architecture
The Museum of Modern Art
New York, New York

Dear Miss Henrich:

Thank you for sending the copy of the material written by Stuart Chase for Introductory Panel #2. We have copies of Mr. Lilienthal's talk in our files. The remaining item which Mr. Wank would like to have for his files is a copy of the introductory material for Panel #1. If you can get a copy of this for us, it will be appreciated very much.

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Harriette H. Rowe

Harriette H. Rowe
Secretary to Mr. Wank

Sent
5/19

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MANAGEMENT & GENERAL
DIRECTOR
DAVID N. LILIENTHAL
DIRECTOR
JAMES H. HARRIS
DIRECTOR

Miss Harriette H. Rowe
The Governor of Tennessee
11 West Fifth Street
Knoxville, Tenn.

May 12, 1941.

Dear Miss Rowe:

Dear Miss Rowe:

I have your letter asking about copies of the speeches in connection with the opening of the TVA show.

Mr. Barr spoke extemporaneously so no copy of what he said exists, unfortunately. And I am not sure what else it was that Mr. Wank wants. The other speakers at the opening ceremonies were, of course, Mr. Lilienthal and Mayor LaGuardia. I suppose that Mr. Wank wants a copy of the introductory panel material written by Stuart Chase, and am therefore enclosing a copy. If he wants a copy of Mr. Lilienthal's remarks, I shall be glad to send one, but am not doing so now as we are rather short on them.

Sincerely yours,

Janet Henrich
Assistant

Miss Harriette H. Rowe
c/o Roland A. Wank
Tennessee Valley Authority
Knoxville, Tennessee

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

May 9, 1941

Miss Janet Henrich, Assistant
The Museum of Modern Art
11 West Fifty-third Street
New York, New York

Dear Miss Henrich:

Mr. Wank asked me to see if you would be good enough to secure copies of addresses made by Stuart Chase and Alfred Barr in connection with the opening of the TVA exhibit. If you do not have spare copies on hand, we shall be only too glad to copy the ones you may have in your possession and return them to you promptly. Your assistance will be appreciated.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Harriette H. Rowe

Harriette H. Rowe
Secretary to Roland A. Wank

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FROM THE GREAT SMOKIES TO THE LOWLANDS OF KENTUCKY, OVER A BASIN AS LARGE ENGLAND, THE TENNESSEE RIVER RUNS.

OUR PIONEER FATHERS DISCOVERED IT, SETTLED IT, LOVED IT, AND BEGAN ITS DESTRUCTION. WITH PLOW AND AXE 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 HARNESSSED 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.

91 LOOK AT IT AND BE PROUD THAT YOU ARE AN AMERICAN.

218 words.

STUART CHASE

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Lilienthal

THE MUSEUM OF MODERN ART

11 W. 53rd STREET

OFFICE OF THE DIRECTOR

May 8, 1941

Dear Dr. Morgan:

Dear Mr. Lilienthal: for your kind letter of May 6th.

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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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.

Sincerely,
With very kind regards, I am

Sincerely yours,

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

shb:vs

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

May 6, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53 Street
New York City

Dear Mr. McAndrew:

All of us who represented the Tennessee Valley Authority at the opening of the exhibit of TVA architecture in the Museum of Modern Art express our appreciation to you. Your interest in the work we have done in the Tennessee Valley and your cooperation made the exhibit possible.

Sincerely,

H. A. Morgan
H. A. Morgan
Chairman

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tennessee valley authority

KNOXVILLE, TENNESSEE

April 22, 1941

MARGARET A. MORAN
CHIEF
EDITH E. LLOYD
MANAGER
JAMES P. FINE
CLERK

Mr. John MacGraw
Museum of Modern Art
11 West 53rd Street
New York, New York

May 7, 1941

Dear Mr. Krutch:

The enclosed copy of a letter which I have written to Mr. Bauer of the Public Works Department is in answer to a request that we give them complete drawings on the TVA installation so that they can prepare an exhibition on the work of the New York Bureau of Architecture for public works. While we are quite used to seeing various parts of an installation copied, I was rather nonplussed by Mr. Bauer's request for complete drawings. Since the drawings are yours, I am, as you see, very happily passing the buck. You may hear from Mr. Bauer, or from a Mr. Sylvester who is in charge of their exhibition.

The show seems to be going very well, and we have had lots of compliments for the photographs, the installation, and the opening. I hope you saw the big spread in the Times on Sunday. And there is supposed to be quite an article in this week's TIME.

I sent the enlargement which you left here in a tube back to you at the beginning of the week. We went through the extra mounted enlargements and have thrown some away, but are keeping the better ones in case they might fit into a show sometime. I hope this meets with your approval.

Sincerely,

Charles Krutch, Chief
Graphic Arts Section
Janet Henrich
Assistant

Charles Krutch, Chief
Graphic Arts Section
Tennessee Valley Authority
Knoxville, Tennessee

*Hope you understand
Charles' plans - Lee*

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

April 22, 1941

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

Mr. John McAndrew
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

All title cards for the exhibit were shipped to you yesterday by railway express. Each card is marked on the back to show its place in the exhibit.

You now have all material for assembly of "F" frames I, II, III, VI, VII, VIII, IX, and XII.

Delay assembly of "F" frames IV, V, X, XI, XIII, and XIV. These six frames require new arrangements and replacements as shown on the enclosed plan. The twelve photographs needed to complete these frames have been mounted and are being shipped to you today.

The two remaining items required to complete the full exhibit are photograph #2 for panel "C-13", and the panel marked on our plans as "special 2-foot panel." These are to be shipped to you tomorrow.

The two introductory panels will be rushed to you as soon as we finish the lettering.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

*Hope you understand
Claus's plans - Lee
help you Saturday*

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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

Claude Manning
Tennessee Valley Authority
Knoxville, Tennessee

April 17, 1941

THANKS FOR YOUR WIRE. PHOTOGRAPHS HERE

JOHN MCANDREW

TVA exhibition

blue lacquer and one half gallon of tan lacquer. It was addressed to Mr. Baxter.

All the photographs which you are to mount will be shipped by Monday. There will be three or four, needed to complete the exhibit in full, which we cannot include in this last shipment. These we will mount ourselves so that when you receive them they will be ready to slip into place in the display panels.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Alfred Clauss

Alfred Clauss, Associate Architect
Graphic Arts Service

Copy to Mr. Krutch

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Form 16

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JOHN MCANDREW=

MUSEUM OF MODERN ART 11 WEST 53 ST NEWYORK NY=

PHOTOGRAPHS SHIPPED APRIL 14 RAILWAY EXPRESS ON BILL OF LADING
TV-80079 HAVE STARTED TRACER HERE=

TENNESSEE VALLEY AUTHORITY CLAUDE MANNING.

1941 APR 17 PM 12 59

14 TV-80079.

enclosed on all sides as it will be viewed partly from the rear.

Today we shipped railway express to the Museum 3 gallons of blue lacquer and one half gallon of tan lacquer. It was addressed to Mr. Baxter.

All the photographs which you are to mount will be shipped by Monday. There will be three or four, needed to complete the exhibit in full, which we cannot include in this last shipment. These we will mount ourselves so that when you receive them they will be ready to slip into place in the display panels.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Alfred Clauss

Alfred Clauss, Associate Architect
Graphic Arts Service

Copy to Mr. Krutch

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

April 10, 1941

Mr. John McAndrew
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

You will note that the model we sent you yesterday includes a change from the plan of the TVA architecture exhibit. The end post of panels F VII and F XIII has been omitted and in its place we use an additional "C" panel.

This becomes "C" panel #13. It is for photographs of the Authority's new demountable houses. As you will see from the model, this particular "C" panel will have to be a finished structure on all sides as it will be viewed partly from the rear.

Today we shipped railway express to the Museum 3 gallons of blue lacquer and one half gallon of tan lacquer. It was addressed to Mr. Baxter.

All the photographs which you are to mount will be shipped by Monday. There will be three or four, needed to complete the exhibit in full, which we cannot include in this last shipment. These we will mount ourselves so that when you receive them they will be ready to slip into place in the display panels.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Alfred Clauss

Alfred Clauss, Associate Architect
Graphic Arts Service

Copy to Mr. Krutch

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

April 9, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53d Street
New York, New York

Dear Mr. McAndrew:

As a study of the color scheme of the TVA Architecture Exhibit we have constructed a scale model of the exhibit. We are shipping this model to you tonight via railway express with the idea that it will serve much better than color samples and written instructions in presenting the final color scheme we suggest. Your staff should experience no difficulty in assembling the model as each exhibit panel, model stand, and room wall is numbered to correspond with numbers marked on the floor base of the model.

Please note the dark blue of the wall facing the lobby. This is to provide a suitable background for the TVA letters display.

The blue lacquer paint for "F" frames and "C" panels and model bases will be shipped to you tomorrow. Also in this shipment will be the tan for the copy panel and the special air view panel.

On Friday we will ship via freight five crates: the TVA letters, the large map, and the Pickwick Landing Dam Model.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Alfred Clauss

Alfred Clauss, Associate Architect
Graphic Arts Service

Copy to Mr. Krutch

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cc ~~Miss Ulrich~~
~~Mr. Wheeler~~
Mr. Baxter

April 4, 1941

via Airmail

April 4, 1941.

We have arranged to have the photographs mounted outside the Museum, and the people who are to do the job would rather do all photographs at once, and will give us a better price on this arrangement. We should give them the photographs on April 15th, so please arrange to have them in our hands at that time.

Dear Mr. Krutch: which I think has never been brought up is the color of the walls in the exhibition galleries. Have you any strong preferences or recommendations? Enclosed are additional notes on the label material sent to you last night. As you will see, most of these comments concern labels whose meaning was not clear to us because we are unable to remember the photographs accurately. If there is time, we would very much like to see final copy on these before the panels are made. In general the changes made were due to two considerations: our very lay public cannot be presented with anything approaching a technical phrase without having it explained; and we felt that at times it was necessary to modify the telegraphic style for the sake of clarity. Additional copies during the run of the exhibition.

The text for the general introductory label, which Mr. McAndrew and Miss Courter have discussed with you in the past and which we talked of again while Mr. Clauss was here, was not included in the material sent. This label is one of the most important parts of the exhibition, for while we now have a great deal of interesting material and fairly detailed information on the individual parts of TVA's activities, we still have no general statement of its purpose, its relation to the region and the United States, and the scope and quality of design - in other words, the reason for our having the show. We hope you can send us this copy soon.

Since we expect to begin actual installation in the galleries on April 23rd, all of the label panels should be at the Museum by April 22nd at the latest.

Thank you for your letter about the omission of the two models. While we are disappointed not to have all six models, it is undoubtedly better to have four first-rate ones. We are making the necessary changes in the plans. As you have suggested, we will need the models in order to make the stands. It would therefore be best to arrange for their shipment as soon as possible. Please let us know when they are being shipped so that we may be ready to receive the shipment.

The lacquer for the final coat on frames, stands, etc. we would like to have sent at the same time. Since space here is at a premium, it would be more convenient for us if you could hold the large letter display for about two weeks. However, if it takes any

P.S. I am also enclosing a sketch plan indicating the relation of the exhibition space to the entrance, etc.

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Mr. Krutch

April 4, 1941

great difference in convenience to you, we can arrange to receive it with the models and lacquer.

We have arranged to have the photographs mounted outside the Museum, and the people who are to do the job would rather do all photographs at once, and will give us a better price on this arrangement. We should give them the photographs on April 15th, so please arrange to have them in our hands at that time.

One further point which I think has never been brought up is the color of the walls in the exhibition galleries. Have you any strong preferences or recommendations on this? We had thought of using a light grey, possibly with one of two walls of a deep red.

Our Publications Department would like to have 500 copies of the Architectural Forum reprint and 300 of the Magazine of Art reprint on consignment under the conditions outlined in your letter of March 24th. These should reach us a few days before the opening of the exhibition. We would also like to know approximately how long it will take to obtain additional copies during the run of the exhibition.

I think this covers all points with the exception of those connected with the opening, about which Miss Hawkins has written you. When Mr. McAndrew told you of the date of opening, April 29th, on the telephone, did he also tell you that we want to continue the exhibition until June 8th. This brings the exhibition period to six weeks lacking two days.

We will appreciate having some confirmation from you on the various arrangements I have outlined above.

Looking forward to the arrival of the models and other material, and with kindest regards, I am

Sincerely yours,

Janet Henrich
Assistant

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

P.S. I am also enclosing a sketch plan indicating the relation of the exhibition space to the entrances, etc.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

THE MUSEUM OF MODERN ART

Date: April 3, 1941

via Airmail Special Delivery

Re: T.V.A. April 3, 1941.

From: Miss Henrich

Dear Mr. Krutch:

The attached letter indicating that the Watts Bar Steam Plant and the Visitors Enclosed is the copy for the label material for the show on which we have indicated the changes we think necessary. In some cases it has not been possible to indicate on the original copy our questions and ideas for revised text, but since this checking has taken longer than we hoped and time is important, I am sending you the bulk of the material now. Fuller notes on the labels marked "change" and underlined in red will be sent off as soon as they have been typed up in the morning. These notes will refer to the numbers we have pencilled in at the margin of each section.

I shall also write you more fully tomorrow about the schedule for shipments and the reprints for sale. Since Mr. McAndrew has to be out of town for a few days, I am in charge of arrangements for the exhibition for the present.

TENNESSEE VALLEY AUTHORITY Sincerely yours,

Janet Henrich
Assistant

Charles Krutch
Charles Krutch, Chief
Graphic Arts Service

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

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THE MUSEUM OF MODERN ART

KNOXVILLE, TENNESSEE

Date April 3, 1941

April 3, 1941

To: Mr. Baxter

Re: T.V.A.

From: Miss Henrich

The attached letter indicating that the Watts Bar Steam Plant and the Visitors Building models will not be sent, will necessitate slight changes in the exhibition plan.

I am writing Mr. Krutch today about a number of things, so if you have any questions, I'll be glad to include them

Dear Mr. McAndrew:

We have reconditioned all of the models and find that two of them are not quite good enough to use. We are therefore eliminating the steam plant model and the visitors' building model on the plan marked A and B, and A and C. You will have to make four more boards, size 11 x 16, on which to mount photographs and make room for two more panels, C11 and C12.

On all of the boards, please use only one side. The two sides are marked by the grooves of the frame. You will note that the paper will be mounted on the inside of the board. When the board is mounted, the edges of the paper will be visible.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Please examine the models and return them immediately as we have a big job pending.

Charles Krutch
Charles Krutch, Chief
Graphic Arts Service

+

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 3, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. McAndrew:

We have reconditioned all of the models and find that two of them are not quite good enough to use. We are therefore eliminating the steam plant model and the visitors' building model on the plan marked A and B4 and A and B6. You will have to make four more boards, size 28 x 36, on which to mount photographs and make room for two more panels, C11 and C12.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch
Charles Krutch, Chief
Graphic Arts Service

+

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 1, 1941

invitation list

Mr. John McAndrew
Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. McAndrew:

Enclosed is a complete plan.

We will start sending photographs tomorrow.

Please note that as mounted and slipped into place all photos on Panels C are exposed on four edges. Therefore picture area must bend around all four edges of the board. On all others the top and bottom edge only show. The two sides are masked by the grooves of the frame. You will note that the paper will stretch when wet, making the picture area larger. When the paper dries on the board with edges wrapped, the shrinkage will not return to present unmounted size.

Please examine the titles and return them immediately as we have a big job getting them ready in time.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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MUSEUM OF MODERN ART

WESTERN UNION

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TIME FILED

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

March 28, 1941

CHARLES KRUTCH, CHIEF
GRAPHIC ARTS SECTION
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

SENDING PLAN INCREASED GALLERY SPACE AIRMAIL. REGARDS

JOHN MCANDREW
MUSEUM OF MODERN ART

For our general interest and satisfaction will you
please send us a museum floor plan showing just
where our room will be located.

Friendliest regards.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

+ -

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

March 31, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53 Street
New York City

Dear Mr. McAndrew:

The new plan received and it works out all right.
By tomorrow we will have a blue print to send you.

Our understanding is that we are to ship nothing
until you ask for it. The large map, the TVA
display letters, and the models are ready. You
will have to have the models before you can build
the stands.

For our general interest and satisfaction will you
please send us a museum floor plan showing just
where our room will be located.

Friendliest regards.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

+ -

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOWLEDGE, TENNESSEE

HANDOUT A. MORGAN

CHAIRMAN

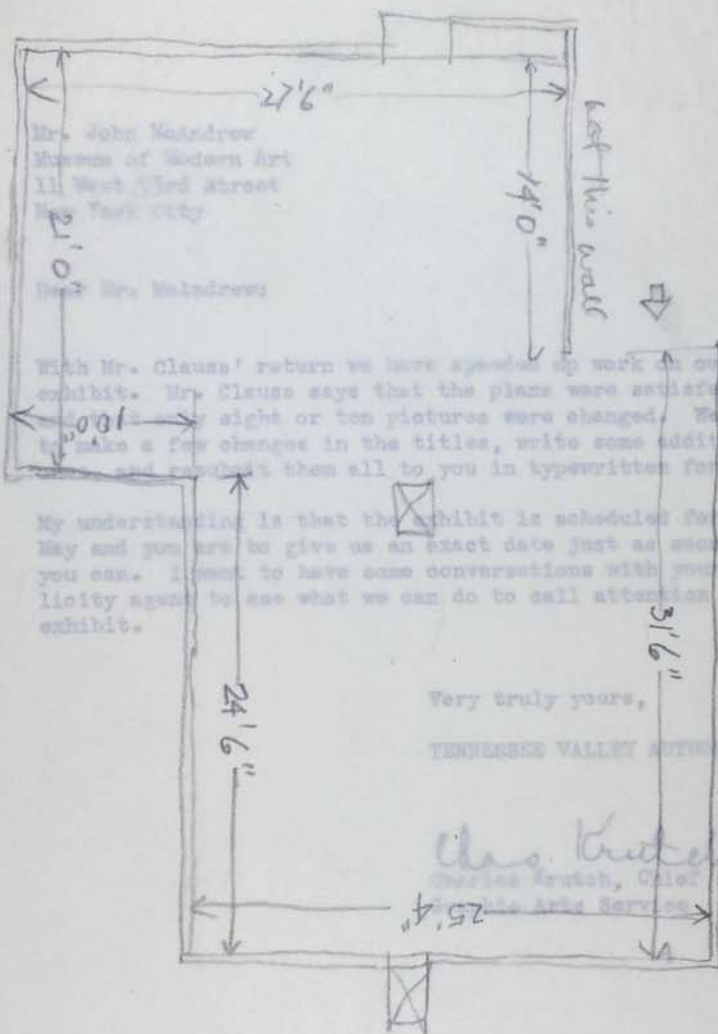
DAVID E. LLOYD

SECRETARY

JAMES P. POSE

DIRECTOR

March 24, 1941



With Mr. Claus's return we have speeded up work on our exhibit. Mr. Claus says that the plans were satisfactory. Eight or ten pictures were changed. We are making a few changes in the titles, write some additional and exhibit them all to you in typewritten form.

My understanding is that the exhibit is scheduled for early May and you are to give us an exact date just as soon as you can. I want to have some conversations with your publicity agent to see what we can do to call attention to the exhibit.

31 6
25 4
24 6
21
27 6
14 2
154

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

March 24, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. McAndrew:

With Mr. Clauss' return we have speeded up work on our exhibit. Mr. Clauss says that the plans were satisfactory and that only eight or ten pictures were changed. We are to make a few changes in the titles, write some additional ones, and resubmit them all to you in typewritten form.

My understanding is that the exhibit is scheduled for early May and you are to give us an exact date just as soon as you can. I want to have some conversations with your publicity agent to see what we can do to call attention to the exhibit.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

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R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

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NAB35 10 GOVT=KNOXVILLE TENN 21 909A

JANET HENRICH=

:MUSEUM OF MODERN ART 11 WEST 53 ST=

:REQUEST YOU URGE RAILWAY EXPRESS START VIGOROUS TRACER
FROM NEWYORK=

CHARLES KRUTCH TENN VALLEY AUTHORITY.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

You will note that the horizontal lengths of the back strips can all be 12 feet long and differ. But the back strips can all be 12 feet long and the extending ends at their varying lengths provide for hook-up to pedestals and model panels (drawing 3a). Model stands are constructed in two separate panels "A" and "B" with "B" to fit to either side of "A". No table tops are necessary. The models have adequate base. The models are now ready and you may have them during construction period if you wish so that you can fasten leg flanges and dowels.

We have done a good deal of work. The large map and the TVA letters are completed. Many of site plans and floor plans are completed in color with lacquer on masonite. You will be very much pleased with how good looking they are.

We want to do some careful planning with you on the all over effect of the exhibit. As it is now shaping up, it should be most impressive and cause a great deal of favorable comment.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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MUSEUM OF MODERN ART

WESTERN UNION

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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

March 24, 1941

ALFRED CLAUSS
TENNESSEE VALLEY AUTHORITY
205 UNION BUILDING
KNOXVILLE, TENNESSEE

PLAN OF GALLERY SPACE COMING AIRMAIL TOMORROW. SORRY FOR
DELAY. REGARDS.

JOHN MCANDREW

You will note that the horizontal length of the frames differ. But the back strips can all be 12 feet long and the extending ends at their varying lengths provide for hook-up to pedestals and model panels (drawing 3a). Model stands are constructed in two separate panels "A" and "B" with "B" to fit to either side of "A". No table tops are necessary. The models have adequate base. The models are now ready and you may have them during construction period if you wish so that you can fasten leg flanges and dowels.

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Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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TELEGRAM	ORDINARY
DAY LETTER	URGENT
NIGHT LETTER	DEFERRED
SPECIAL SERVICE	NIGHT LETTER
	SHIP RADIOGRAM

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MUSEUM OF MODERN ART

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PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

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

March 21, 1941

CHARLES KRUTCH
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

MUST

~~XXXXXXXX~~ TRACE SHIPMENT ~~ONLY~~ THROUGH KNOXVILLE OFFICE RAILWAY
EXPRESS. RECEIPT ~~NUMBER~~ 732837.

JANET HENRICH
MUSEUM OF MODERN ART

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Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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MUSEUM OF MODERN ART

WESTERN UNION

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R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCOUNTING INFORMATION
TIME FILED

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

March 20, 1941

CHARLES KRUTCH
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

YOUR WIRE ARRIVED TOO LATE TO CHECK WITH RAILWAY EXPRESS TODAY. CLERK SAYS CRATE ADDRESSED PER GOVT. BILL OF LADING TO TVA, 511 WALNUT STREET KNOXVILLE. BILL OF LADING FORWARDED PER CLAUSSE INSTRUCTIONS TO MANNING ROOM 205 UNION BUILDING. WILL WIRE TOMORROW IF RAILWAY EXPRESS CAN GIVE US FURTHER INFORMATION.

JANET HENRICH
MUSEUM OF MODERN ART

You will note that the horizontal length of the frames differ. But the back strips can all be 12 feet long and the extending ends at their varying lengths provide for hook-up to pedestals and model panels (drawing 3a). Model stands are constructed in two separate panels "A" and "B" with "B" to fit to either side of "A". No table tops are necessary. The models have adequate base. The models are now ready and you may have them during construction period if you wish so that you can fasten leg flanges and dowels.

We have done a good deal of work. The large map and the TVA letters are completed. Many of site plans and floor plans are completed in color with lacquer on masonite. You will be very much pleased with how good looking they are.

We want to do some careful planning with you on the all over effect of the exhibit. As it is now shaping up, it should be most impressive and cause a great deal of favorable comment.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

WESTERN UNION (29)

1201

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NLT=Cable Night Letter
Ship Radiogram

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NAB237 35 GOVT=KNOXVILLE TENN 20 307P

JANET HENRICH=

1941 MAR 20 PM 4 30

MUSEUM OF MODERN ART 11 WEST 53 ST=

URGENTLY NEED CRATE OF DRAWINGS SHIPPED MONDAY BY
YOUR CLERK AT CLAUSS REQUEST. WIRE WHETHER CRATE WAS
PROPERLY ADDRESSED TO TVA KNOXVILLE. TRACE WITH RAILWAY
EXPRESS. SHIPMENT WAS ON GOVERNMENT BILL OF LADING

TV-75829=

CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

substituted panels

posts or pedestals.

TVA TV-75829.

THE COMPANY WILL

for lumber, 4' x 12' boards, and adopting
construction we have brought costs lower than in
plan. It might be a saving to order vertical
strips for frames "F" (drawing 2) ready cut and grooved.
You will note that the horizontal length of the frames "F"
differ. But the back strips can all be 12 feet long and
the extending ends at their varying lengths provide for
hook-up to pedestals and model panels (drawing 3a). Model
stands are constructed in two separate panels "A" and "B"
with "B" to fit to either side of "A". No table tops are
necessary. The models have adequate base. The models are
now ready and you may have them during construction period
if you wish so that you can fasten leg flanges and dowels.

We have done a good deal of work. The large map and the
TVA letters are completed. Many of site plans and floor
plans are completed in color with lacquer on masonite. You
will be very much pleased with how good looking they are.

We want to do some careful planning with you on the all over
effect of the exhibit. As it is now shaping up, it should
be most impressive and cause a great deal of favorable comment.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

March 10, 1941

John McAndrew
Mr. John McAndrew
Museum of Modern Art
11 West 53d Street
New York City

Dear Mr. McAndrew:

We are enclosing a new set of plans and drawings. (Plan 1a, plan 1b, drawing 2, drawing 3a, two perspectives.) Please destroy previous drawings as we have made some changes. In order to accommodate more large photographs we have eliminated the posts and have substituted panels for pictures which act as posts or pedestals.

Using stock sizes for lumber, 4' x 12' boards, and adopting a simpler construction we have brought costs lower than in the first plan. It might be a saving to order vertical strips for frames "F" (drawing 2) ready cut and grooved. You will note that the horizontal length of the frames "F" differ. But the back strips can all be 12 feet long and the extending ends at their varying lengths provide for hook-up to pedestals and model panels (drawing 3a). Model stands are constructed in two separate panels "A" and "B" with "B" to fit to either side of "A". No table tops are necessary. The models have adequate base. The models are now ready and you may have them during construction period if you wish so that you can fasten leg flanges and dowels.

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We want to do some careful planning with you on the all over effect of the exhibit. As it is now shaping up, it should be most impressive and cause a great deal of favorable comment.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosures

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MUSEUM OF MODERN ART																	
Charge to the account of																	
<table border="1"><tr><th colspan="2">CLASS OF SERVICE DESIRED</th></tr><tr><th>DOMESTIC</th><th>CABLE</th></tr><tr><td>TELEGRAM</td><td>ORDINARY</td></tr><tr><td>DAY LETTER</td><td>URGENT RATE</td></tr><tr><td>SERIAL</td><td>DEFERRED</td></tr><tr><td>NIGHT LETTER</td><td>NIGHT LETTER</td></tr><tr><td>SPECIAL SERVICE</td><td>SHIP RADIOGRAM</td></tr></table>		CLASS OF SERVICE DESIRED		DOMESTIC	CABLE	TELEGRAM	ORDINARY	DAY LETTER	URGENT RATE	SERIAL	DEFERRED	NIGHT LETTER	NIGHT LETTER	SPECIAL SERVICE	SHIP RADIOGRAM	1206-B	
CLASS OF SERVICE DESIRED																	
DOMESTIC	CABLE																
TELEGRAM	ORDINARY																
DAY LETTER	URGENT RATE																
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NIGHT LETTER	NIGHT LETTER																
SPECIAL SERVICE	SHIP RADIOGRAM																
WESTERN UNION																	
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																	
		CHECK															
		ACCOUNTING INFORMATION															
		TIME FILED															

NIGHT LETTER

March 10, 1941

CHARLES KRUTCH, CHIEF
GRAPHIC ARTS SERVICE
TENNESSEE VALLEY AUTHORITY
KNOXVILLE
TENN.

MCANDREW RETURNING FRIDAY, MISS COURTER LEAVING THAT AFTERNOON FOR A WEEK.
COULD CLAUSS COME FOR CONFERENCE STARTING AT ELEVEN? ABSOLUTELY ESSENTIAL
WE HAVE PLANS FOR ESTIMATE WEDNESDAY MORNING AT LATEST. HOPE THEY ARE ON
THE WAY. REGARDS.

JANET HENRICH
MUSEUM OF MODERN ART

hibit, I think it would be better to await Mr. McAndrews' return so that both of you could be on hand when the pictures are selected and the titles written. It would hardly be safe to build the frames before the number and size of the photographs are decided upon. I don't think you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. McAndrews' support when we begin asking for inclusion of everything in the show.

I hope you will agree with me that it is best to await Mr. McAndrews' return inasmuch as we will be able to make only the one trip to New York.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

+

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

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NBD30 7 NT=ALBUQUERQUE NMEX MAR 10
MISS JANET HENRICH:
=MUSEUM OF MODERN ART 11 WEST 53 ST:
=SHALL APPEAR SUNBURNED AND GROWLING EARLY FRIDAY=
JOHN.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

hibit, I think it would be better to await Mr. McAndrews' return so that both of you could be on hand when the pictures are selected and the titles written. It would hardly be safe to build the frames before the number and size of the photographs are decided upon. I don't think you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. McAndrews' support when we begin asking for inclusion of everything in the show.

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TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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MUSEUM OF MODERN ART

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PRESIDENT

NEWCOMB CARLTON
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J. C. WILLEVER
FIRST VICE-PRESIDENT

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

MARCH 10, 1941

JOHN MCANDREW
CARE OF FRANK D. REEVES
ART LEAGUE OF THE UNIVERSITY OF NEW MEXICO
ALBUQUERQUE, NEW MEXICO

THANKS YOUR WIRE. COULD YOU MEET ELEVEN OCLOCK APPOINTMENT CLAUSSE FRIDAY? ELODIE
LEAVING AFTER LUNCH WASHINGTON.

JANET

hibit, I think it would be better to await Mr. McAndrews' return so that both of you could be on hand when the pictures are selected and the titles written. It would hardly be safe to build the frames before the number and size of the photographs are decided upon. I don't think you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. McAndrews' support when we begin asking for inclusion of everything in the show.

I hope you will agree with me that it is best to await Mr. McAndrews' return inasmuch as we will be able to make only the one trip to New York.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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NAB263 3=HOLLYWOOD CALIF 10 102P

MISS JANET HENRICH=

1941 MAR 10 PM 4 54

MUSEUM OF MODERN ART 11 WEST 53 ST=

BACK FRIDAY MORNING=

JOHN.

*Could you meet eleven o'clock approx. Friday
After leaving after lunch Washington*

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

hibit, I think it would be better to await Mr. McAndrews' return so that both of you could be on hand when the pictures are selected and the titles written. It would hardly be safe to build the frames before the number and size of the photographs are decided upon. I don't think you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. McAndrews' support when we begin asking for inclusion of everything in the show.

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Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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March 6, 1941

AIR MAIL

Dear John:

The enclosed copy of a letter to Mr. Krutch may partially explain it-
self. He seems to Elodie and me to be particularly dull in grasping
what the whole situation in regard to the show is. The April 1st
deadline is not a gag since the shop is to get out three huge shows
for South America in record time sometime between April 1st and May
15th.

Both Elodie and I think there are going to be a number of changes
necessary. Therefore if we get the plans from T.V.A. at the beginning
of next week, Friday the 14th would seem like a good time for Clauss
to come. I think it would be a good idea for you to wire us when
you get this whether that is oke for you. In any case it would be
a help to know when you are arriving.

The way in which you have completely swamped us with communications
has left us breathless. It is not lumber
and paint but labor which will probably be the major item in preparing
the exhibition. When we understood that you were supplying the materials,
we thought that our budget could well cover the labor costs on the show.
If we are to supply all installation materials and labor, with the excep-
tion of photographs and title panels, the picture is somewhat changed.
While we still hope to be able to carry out your plans as now drawn up,
it is possible that some simplification of the plans (not the size of the
exhibition) may have to be worked out to cut down labor costs. It there-
fore seems essential that we should get definite from our shop before Mr.
Clauss comes to New York so that we may have a concrete basis for discus-
sion, and can work out our changes which may be necessary while he is here.
After these alterations, we will then be able to give you a diagram of accuracy in less
than a week. We shall appreciate your forwarding the plans
as soon as possible, by March 10th, we could arrange for
the work to be done, and this seems to us to leave
the time which will be necessary before we

Mr. John McAndrew
c/o Peter Harnden
2241 Cahuenga Boulevard
Los Angeles, California

JH:fp
enc.

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Mr. Charles Krutch

March 6, 1941

Real preparation of material begins here in April.

I hope this clears up any misunderstanding, and that we may receive the drawings without delay. We are all looking forward to the exhibition and are only anxious to avoid any last-minute rush.

March 6, 1941

AIR MAIL

Sincerely yours,

Dear Mr. Krutch:

Miss Courter has asked me to write you in reply to your letter of March 4th. When your telegram arrived suggesting that Mr. Clauss come on the 3rd we discussed the matter of whether she and I could go over the material for the exhibition with Mr. Clauss, and while we of course thought it preferable to await Mr. McAndrew's return, it seemed that an early visit from Mr. Clauss would facilitate work on the exhibition. As Miss Courter explained, our shop will be involved with several large jobs in addition to the T.V.A. show so that the plans must be in final form by April first at the latest if we are to complete the work in time for an opening in the first week of May. It was simply to save time, that we suggested Mr. Clauss come this week.

Since Mr. McAndrew will be back at the Museum by the end of next week, the best plan now is certainly to await his return. We are writing him airmail today and will wire you as soon as we know when it will be possible for him to see Mr. Clauss.

Apparently you misunderstood Miss Courter's request for installation drawings in her last letter as well as her telegram. It is not lumber and paint but labor which will probably be the major item in preparing the exhibition. When we understood that you were supplying the materials, we thought that our budget could well cover the labor costs on the show. If we are to supply all installation materials and labor, with the exception of photographs and title panels, the picture is somewhat changed. While we still hope to be able to carry out your plans as now drawn up, it is possible that some simplification of the plans (not the size of the exhibition) may have to be worked out to cut down labor costs. It therefore seems essential that we obtain estimates from our shop before Mr. Clauss comes to New York so that we may have a concrete basis for discussion, and can work out any changes which may be necessary while he is here. Since these estimates cannot be made with any degree of accuracy in less than three to four days, we should appreciate your forwarding the plans immediately. If we have the drawings by March 10th, we could arrange for Mr. Clauss's visit for the end of the week, and this seems to us to leave the minimum of time for all the work which will be necessary before ac-

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Mr. Charles Krutch

-2-

March 6, 1941

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HAROLD A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

March 4, 1941

tual preparation of material begins here in April.

I hope this clears up any misunderstanding, and that we may receive the drawings without delay. We are all looking forward tremendously to the exhibition and are only anxious to avoid any last-minute rush.

11 West 53rd Street
New York City

Sincerely yours,

Dear Miss Courter:

Janet Henrich
Assistant

Thank you for your letter of February 27.

I thought that I had left a complete drawing with you. However, that is not important as we have made some changes which I think are improvements.

When we look over the job of the titles and the general lettering, and of course the material for the panels with the lettering, I thought that it was an even swap and that you were willing to supply the paint and letter for the frames. That was the way I remembered our conference.

Earlier than come to New York now to discuss details about the exhibit, I think it would be better to wait Mr. Henderson's return.

Mr. Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee
When you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. Henderson's support when we begin asking for inclusion of everything in the show.

I hope you will agree with me that it is best to wait Mr. Henderson's return inasmuch as we will be able to make only one trip to New York.

Sincerely,

TENNESSEE VALLEY AUTHORITY

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

March 4, 1941

Miss Elodie Courter
Museum of Modern Art
11 West 53rd Street
New York City

Dear Miss Courter:

Thank you for your letter of February 27.

I thought that I had left a complete drawing with you. However, that is not important as we have made some changes which I think are improvements.

When we took over the job of the titles and the general lettering, and of course the material for the panels with the lettering, I thought that it was an even swap and that you were willing to supply the paint and lumber for the frames. That was the way I remembered our conference.

Rather than come to New York now to discuss details about the exhibit, I think it would be better to await Mr. McAndrews' return so that both of you could be on hand when the pictures are selected and the titles written. It would hardly be safe to build the frames before the number and size of the photographs are decided upon. I don't think you will want to cut down on the size of the exhibit when you see the material we have. And I want Mr. McAndrews' support when we begin asking for inclusion of everything in the show.

I hope you will agree with me that it is best to await Mr. McAndrews' return inasmuch as we will be able to make only the one trip to New York.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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TVA

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NAB224 13/15 GOVT=KNOXVILLE TENN 27 327P

1941 FEB 27 PM 4 50

JOHN MCANDREW=

MUSEUM OF MODERN ART WEST 53 ST=

CAN YOU SEE ALFRED CLAUSS MARCH THIRD TO CHECK PHOTOS
AND PLANS. WIRE WU ANSWER=

CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

material and labor with the exception of the enlarged photographs and the lettering sections of the screens, it may be necessary for us to simplify the layout of the exhibition and even to eliminate some of the material. In our original discussion with Mr. Wank, I understood that all of the material would be provided by the TVA and that our only connection with the material would be putting together the screens and installing them in our galleries and, of course, furnishing lighting equipment. This was the arrangement we made with the Housing Authority for our exhibition of Houses and Housing a year ago. The exhibition as a traveling show was approved on this basis. It will be impossible for us to pay for the exhibition by the fees from other exhibitors if the cost of the exhibition goes much over \$300. There is no money in the Museum budget for the exhibition because it was originally planned for circulation only. I mention this now because I want you to understand why changes are being made if we find it necessary to cut down the exhibition in any way after we have seen your layout.

I think the photographs ought to have at least an inch and a half margin so that we can wrap the edges around the board if we find

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MUSEUM OF MODERN ART

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SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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FIRST VICE-PRESIDENT

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

NIGHT LETTER

Feb. 27, 1941

CHARLES KRUTCH, CHIEF
GRAPHIC ARTS SERVICE
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

MCANDREY AWAY UNTIL THIRTEENTH. WE WOULD LIKE TO DISCUSS EXHIBITION PLANS WITH CLAUSS NEXT WEEK BUT WOULD APPRECIATE PLANS FOR SCREENS EARLIER TO ASCERTAIN BEST AS BASIS FOR DISCUSSION WITH CLAUSS. LETTER MAILED TO YOU

COST
TODAY EXPLAINS. COULD CLAUSS PLAN VISIT AROUND SEVENTH?

ELODIE COURTER
MUSEUM OF MODERN ART

material and labor with the exception of the enlarged photographs and the lettering sections of the screens, it may be necessary for us to simplify the layout of the exhibition and even to eliminate some of the material. In our original discussion with Mr. Wank, I understood that all of the material would be provided by the TVA and that our only connection with the material would be putting together the screens and installing them in our galleries and, of course, furnishing lighting equipment. This was the arrangement we made with the Housing Authority for our exhibition of Houses and Housing a year ago. The exhibition as a traveling show was approved on this basis. It will be impossible for us to pay for the exhibition by the fees from other exhibitors if the cost of the exhibition goes much over \$300. There is no money in the Museum budget for the exhibition because it was originally planned for circulation only. I mention this now because I want you to understand why changes are being made if we find it necessary to cut down the exhibition in any way after we have seen your layout.

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Mr. Krutch

page two

February 27, 1941

February 27, 1941

this available.

AIR MAIL

We have now just about four weeks left for approving the plans and making any changes in the layout. The shop ought to begin work on the construction of the screens at least a month before the opening of the exhibition at the Museum because this work conflicts with the jobs which must be carried on during the month of April.

Dear Mr. Krutch:

Mr. McAndrew is away from the Museum on a lecture tour and will be gone another week or ten days. I am, therefore, replying to your last two letters of January 30th and February 7th.

You mention that we have complete drawings for the frames and model stands. I am sure these have not been received in the Museum. We have only the original sketch for the exhibition showing it installed in a projected gallery. I imagine you refer to the plans which you and Mr. McAndrew and I went over when you were here, copies of which you were to send us for our final approval of the layout of the exhibition. I shall appreciate it if you can send these as soon as possible. It will be necessary for us to go over the cost of the exhibition with our workshop. If we are to pay for all of the material and labor with the exception of the enlarged photographs and the lettering sections of the screens, it may be necessary for us to simplify the layout of the exhibition and even to eliminate some of the material. In our original discussion with Mr. Wank, I understood that all of the material would be provided by the TVA and that our only connection with the material would be putting together the screens and installing them in our galleries and, of course, furnishing lighting equipment. This was the arrangement we made with the Housing Authority for our exhibition of Houses and Housing a year ago. The exhibition as a traveling show was approved on this basis. It will be impossible for us to pay for the exhibition by the fees from other exhibitors if the cost of the exhibition goes much over \$300. There is no money in the Museum budget for the exhibition because it was originally planned for circulation only. I mention this now because I want you to understand why changes are being made if we find it necessary to cut down the exhibition in any way after we have seen your layout.

I think the photographs ought to have at least an inch and a half margin so that we can wrap the edges around the board if we find

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Mr. Krutch

page two

February 27, 1941

this advisable.

We have now just about four weeks left for approving the plans and making any changes in the layout. The shop ought to begin work on the construction of the screens at least a month before the opening of the exhibition at the Museum because this work conflicts with several other jobs which must be carried on during the month of April. When you send us the plans for the screens would it be possible for you to send us also eight by ten copies of the photographs you plan to use as well as a list of the text material? I think we will need this in order to judge any changes which should be made in the layout. I hope this clears up everything. If there are any questions in your mind about the procedure from now on, please let me know.

With kindest regards,

Very sincerely yours,

Thanks again for Mrs. Rose's fine lunch.

Sincerely,

Janet Harrison
Assistant

Roland Funk, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

Charles Krutch, Esq., Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tenn.

ecta

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HAROLD A. HENRICH

CHIEF CLERK

DAVID E. L. HENRICH

CHIEF CLERK

JANET T. FORD

CHIEF CLERK

January 30, 1941

Mr. John H. Wank,
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York, New York

April 7, 1941

Dear John:

Your letter of January 28 has just been received. I hope
Dear Mr. Wank: thing will work out well; and with regard to the
next to last paragraph, Mr. Maurice Heale, of the TVA
Here are the notes we made on Saturday to be added to the changes in text
material which will have reached you by the time you get this.
would seem here in line with the procedure.

Mr. Krutch has brought with him an altered plan for the exhibition in which
the dowel arrangement on which we planned to hang the house photos has been
replaced by a small section of solid wall. This can easily be made the proper
width to carry the mount re houses, which, as I remember, was to be 28". We will
need a confirmation of this dimension in order to make the final change on
the plan.

Thanks again for Mrs. Rose's fine lunch.

Sincerely,

Roland

Roland A. Wank
Principal Architect

Janet Henrich
Assistant

RAH:JFK

Roland Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

January 30, 1941

Mr. John McAndrew, Curator
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear John:

Your letter of January 28 has just been received. I hope everything will work out well; and with regard to the next to last paragraph, Mr. Maurice Henle, of the TVA Information Office, will write you shortly giving some alternative suggestions which might arrive at the same result and would seem more in line with TVA procedure.

In the meantime, I am taking the liberty to advise the American Magazine of Art that the show is definitely scheduled for early in May in order that they may take the proper steps to complete their treatment of TVA work.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Roland

Roland A. Wank
Principal Architect

RAW:HHR

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DETAILS OF RESPONSIBILITY FOR THE EXHIBITION OF T. V. A. ARCHITECTURE

1. Program, selection of material, complete layout and text to be worked out by the T.V.A. and approved by the Museum before execution.

2. Execution

January 28, 1941

- A. Photographs: enlargements to be used by T. V. A., sent to the Museum where they will be mounted and installed in the frames.

Dear Mr. Krutch:

Enclosed is an outline of division of labor, materials and responsibility for the exhibition as Miss Courter and I understood our conversations with you. If you find that your understanding of these points differs in any way from ours, please let me know; perhaps you have further suggestions. I am also enclosing a copy of my letter to Mr. Wank about various points he brought up when last in New York.

Our Indian exhibition is now scheduled to run through the 27th of April, so the T.V.A. exhibition will open during the first days of May.

I am sorry that my trip to Mexico and other things have delayed the work on the exhibition, but hope that it can proceed without delay now. Please let us know as soon as there is anything we can do which will be of assistance.

Sincerely yours,

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

cc Wank
Courter

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DIVISION OF SCULPTURE FOR THE EXHIBITION OF T. V. A. ARCHITECTURE

1. Program, selection of material, complete layout and text to be worked out by the T.V.A. and approved by the Museum before execution.

2. Execution

January 28, 1941

- A. Photographs and drawings to be used by T. V. A., sent to the Museum where they will be mounted and installed in the frames.

Dear Mr. Krutch:

Enclosed is an outline of division of labor, materials and responsibility for the exhibition as Miss Courter and I understood our conversations with you. If you find that your understanding of these points differs in any way from ours, please let me know; perhaps you have further suggestions. I am also enclosing a copy of my letter to Mr. Wank about various points he brought up when last in New York.

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I am sorry that my trip to Mexico and other things have delayed the work on the exhibition, but hope that it can proceed without delay now. Please let us know as soon as there is anything we can do which will be of assistance.

Sincerely yours,

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

cc Wank
Courter

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DIVISION OF RESPONSIBILITY FOR THE EXHIBITION OF T. V. A. ARCHITECTURE

1. Program, selection of material, complete layout and text to be worked out by the T.V.A. and approved by the Museum before execution.

2. Execution

January 28, 1941

- A. Photographs: enlargements to be made by T. V. A., sent to the Museum where they will be mounted and installed in the frames.

Dear Roland: B. Frames: to be made by the Museum according to drawings from the T.V.A.

I got back from Lumber and paint to be supplied by T.V.A. or of things here which have delayed my writing to you and to Mr. Kravitz. He has not settled some of the doubtful questions. C. Text panels: to be executed by the T.V.A. after wording and layout have been approved by the Museum. (In general lettering is to be lined up to the left rather than letter-spaced and centered as on sample panels sent of the second floor in about the same position as the third floor gallery we looked at last fall, but to the Museum.)

You will see that, as we suspected, the Indian show is being kept on through next April so the T.V.A. to supply material for these stands as for the frames.

Our Film is D. Models: to be supplied by the T.V.A. The Museum will execute model. Miss Heinrich about, and I have passed on the suggestions for publicity at the time of the opening. E. Lighting: to use material already owned by the Museum following any special recommendations of T.V.A. This can be most easily worked out on with the higher price over the printed price on the old contract. Or perhaps we could combine the two of the spot. prints in one cover. What do you think about this? Would it be possible for you to send us copies of the two reprints now being sold so that we can see exactly what the present arrangement is?

I was sorry to miss you the last time you were in New York, but hope to see you soon.

Sincerely,

Roland A. Hank, Principal Architect
Hawesville Valley Authority
Hawesville, Tennessee

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77A

DIVISION OF RESPONSIBILITY FOR THE EXHIBITION OF T. V. A. ARCHITECTURE

1. Program, selection of material, complete layout and text to be worked out by the T.V.A. and approved by the Museum before execution.

2. Execution

January 28, 1941

1. Photographs: enlargements to be made by T. V. A., sent to the Museum where they will be mounted and installed in the frames.

Dear Roland: Frames to be made by the Museum according to drawings from the T.V.A.

I got back from Mexico only to become involved in a number of things here which have delayed my writing to you and to Mr. Krutch. We have now settled some of the doubtful questions about the exhibition, and I enclose copies of the letter and memorandum I am sending Mr. Krutch today.

been approved by the Museum. (In general lettering is to be lined up to You will see that, as we suspected, the Indian show is being kept on through most of April so the T.V.A. exhibition will open early in May. Its location will be in the center of the second floor in about the same position as the third floor gallery we looked at last fall, but the exact walls are not yet definite - in fact they are not yet built.

Our Film Library is looking into the documentary material on T.V.A. which you told Miss Henrich about, and I have passed on the suggestions for publicity at the time of the opening. We will let you know what we think can be arranged. Mrs. Roosevelt spent two and a half hours in the Indian show the other day. We certainly ought to be able to get her to come to the T.V.A. show. (at for those stands as for the frames.

It seems improbable that we can arrange to sell the reprints without any mark-up (which really means selling them at a loss, of course), but we are anxious to sell them. Possibilities to be considered would seem to be putting new covers on or pasting a label with the higher price over the printed price on the old cover. Or perhaps we could combine the two cheaper reprints in one cover. What do you think about this? Would it be possible for you to send us copies of the two reprints now being sold so that we can see exactly what the present arrangement is?

I was sorry to miss you the last time you were in New York, but hope to see you soon.

Sincerely,

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

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DIVISION OF RESPONSIBILITY FOR THE EXHIBITION OF T. V. A. ARCHITECTURE

1. Program, selection of material, complete layout and text to be worked out by the T.V.A. and approved by the Museum before execution.
2. Execution
 - A. Photographs: enlargements to be made by T. V. A., sent to the Museum where they will be mounted and installed in the frames.
 - B. Frames: to be made by the Museum according to drawings from the T.V.A. Lumber and paint to be supplied by T.V.A.
 - C. Text panels: to be executed by the T.V.A. after wording and layout have been approved by the Museum. (In general lettering is to be lined up to the left rather than letter-spaced and centered as on sample panels sent to the Museum.)
 - D. Models: to be supplied by the T.V.A. The Museum will execute model stands in accordance with drawings of the whole scheme, and install. T. V. A. to supply material for these stands as for the frames.
 - E. Lighting: to use material already owned by the Museum following any special recommendations of T.V.A. This can be most easily worked out on the spot.

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1940 OCT 29 12 31
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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

Mr. Roland Wank
Tennessee Valley Authority
~~Front Street~~
Knoxville, Tennessee

Oct. 29, 1940

REGRET IMPOSSIBLE TO HAVE EXHIBITION HERE UNTIL SPRING
UNLESS SOMETHING ELSE SHOULD FALL THROUGH. EXTREMELY
SORRY.

John McAndrew

10 8 55

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

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102

1940 OCT 29 PM 4

C=BOOKKEEPING DEPT

WESTERN
UNION

120

SYMBOLS

DL=Day Letter

NL=Night Letter

LC=Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

R. B. WHITE

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

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HOA71 SVC= KNOXVILLE TENN=

OUR 1231P ROLAND WANK TENNESSEE VALLEY AUTHORITY SGD
JOHN MCANDREW PLS ASCERTAIN FROM ADDSEE WITH WHOM
SDR IS CONNECTED WITH FOR ACCTG PURPOSES=

HO NYK 29

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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(02)

411-36

OCT 29 PM 4 06

1P ROLAND WANK
JOHN MCANDREW
MODERN ART=

use let us know as soon as

WESTERN
UNION (48)

1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LC=Deferred Cable
NLT=Cable Night Letter
SR=Ship Radiogram

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

OCT 29 PM 2 55

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WAC216 SVC=HO NYK=

1231P ROLAND WANK TVA SGD JOHN MCANDREW SENDERS ADS MUSEUM
OF MODERN ARTS 11 WEST 53 ST REFER YOUR SVC=
FY KNOXVILLE TENN 29.

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(02)

1940 OCT 20

HOA128 SVC=BOOKKEEPING DEPT NYK=

OUR HOA70 CK 16 SENT WITHOUT

TENNESSEE VALLEY AUTHORITY

MK ACCTG READ MUS

HO NYK 29



1940 OCT 20

soon as

Sincerely yours,

BOOKKEEPING DEPT NYK

OUR HOA70 ck 16 sent without any acctg
I231p roland wank tennessee valley authority knoxville
tenn sgd john mcandrew mk acctg read museum of modern
art rpt museum of modern art

ho nyk 29

41

1940 OCT 20

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(02)

OCT 29 PM 4 06

HOA128 SVC=BOOKKEEPING DEPT NYK=
OUR HOA70 CK 16 SENT WITHOUT ANY ACCTG 1231P ROLAND WANK
TENNESSEE VALLEY AUTHORITY KNOXVILLE TENN SGD JOHN MCANDREW
MK ACCTG READ MUSEUM OF MODERN ART RPT MUSEUM OF MODERN ART=
HO NYK 29.

*Done per
Original RAC*

Is attached

which w
exhibit. We have not started to
work and are anxious to get the thing going.

Sincerely yours,

Sincerely,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

MARGHERIT A. MORGAN
CHAIRMAN
DAVID E. LILIENTHAL
DIRECTOR
JAMES P. POPE
SECRETARY

January 17, 1941

January 28, 1941

Dear Mr. Krutch:

Mr. John W. Anderson
Museum of Modern Art
11 West 53 Street

Enclosed is an outline of division of labor, materials and responsibility for the exhibition as Miss Courter and I understood our conversations with you. If you find that your understanding of these points differs in any way from ours, please let me know; perhaps you have further suggestions. I am also enclosing a copy of my letter to Mr. Wank about various points he brought up when last in New York.

Our Indian exhibition is now scheduled to run through the 27th of April, so the T.V.A. exhibition will open during the first days of May. Mr. Barr.

I know that you have been out of the city. I am sorry that my trip to Mexico and other things have delayed the work on the exhibition, but hope that it can proceed without delay now. Please let us know as soon as there is anything we can do which will be of assistance. preparing the exhibit. We have not started to work and are anxious to get the thing going.

Sincerely yours,

Sincerely,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Charles Krutch, Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tennessee

enclosures

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KNOXVILLE, TENNESSEE

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

January 17, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53 Street
New York, New York

Dear Mr. McAndrew:

I am attaching a copy of a letter written by Mr. Sturdevant on December 27 to Mr. Barr. I know that you have been out of the city but just as soon as you can, I should like to have the letter mentioned, going into detail about what is expected of us in preparing the exhibit. We have not started to work and are anxious to get the thing going.

Sincerely,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

Enclosure

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McAndrew

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

December 27, 1940

12/31

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

Dear Mr. Barr:

Thank you very much for your letter of December 11th setting April or May for a TVA Exhibit. We are all very much pleased and will enthusiastically go to work.

Mr. Krutch, who heads our Graphic Arts Section, was in New York in October and planned the exhibit in considerable detail with Mr. McAndrew. Mr. McAndrew made notes covering their agreements on a division of work and he was to have incorporated these in a formal letter. Due to the postponement of dates the letter was never written. I think that this letter should be written now so that there will be no misunderstanding about what we are to do and what you are to do.

Thanking you again for your helpful interest in the TVA, I am

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

W. L. Sturdevant
W. L. Sturdevant
Director of Information

+

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December 27, 1940

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

January 2, 1940

Dear Mr. Wank:

Enclosed is a copy of my memo to Mr. McAndrew about our conversation of this morning on the exhibition. If I have grossly misstated you, please let me know.

I should have told you when we were talking about the Magazine of Art reprint that the opening date of the exhibition will, in all probability, not be made definite until some time in February. Therefore you will probably not be able to wait for a definite date to make the final publication arrangements with the Magazine of Art. However, Mr. McAndrew will undoubtedly write you about the whole matter of the reprints etc. soon.

It was nice to see you this morning. We will have to think of some vital reason for you to come back soon.

Sincerely,

Janet Henrich
Assistant

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

Sincerely yours,

THE TENNESSEE VALLEY AUTHORITY

V. A. Sundt
Director of Technical Work

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December 27, 1940

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

Dear Mr. Barr:

Thank you very much for your letter of December 11th setting April or May for a TVA Exhibit. We are all very much pleased and will enthusiastically go to work.

Mr. Krutch, who heads our Graphic Arts Section, was in New York in October and planned the exhibit in considerable detail with Mr. McAndrew. Mr. McAndrew made notes covering their agreements on a division of work and he was to have incorporated these in a formal letter. Due to the postponement of dates the letter was never written. I think that this letter should be written now so that there will be no misunderstanding about what we are to do and what you are to do.

Thanking you again for your helpful interest in the TVA, I am

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

W. L. Sturdevant
Director of Information

WLS:CK

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TVA
Sturdevant

~~separate~~

December 11, 1940

Dear Mr. Sturdevant:

We would very much like to be able to show at the Museum, some time in the spring, the exhibition of TVA architecture. Due to the fact that we are unable now to determine definitely when the Indian exhibition will close we cannot name an exact date when the TVA show could be opened at the Museum. We would like to open it about the 1st of April but we might possibly have to retain the Indian show through the month, in which case we would open the TVA exhibition about May 1st.

I realize that it may be somewhat inconvenient for you not to know immediately the exact date, but I hope that in spite of this the exhibition can be arranged.

Sincerely,

We are all extremely impressed with the handsome sample panels and attractive installation plan which we have discussed with Mr. Fack and Mr. Krutch in the past week, and look forward to a highly successful exhibition.

Sincerely yours,

Mr. W. D. Sturdevant
Division of Information
Tennessee Valley Authority
Knoxville, Tennessee

Mr. V. S.
Division
Tennessee Valley Authority
Knoxville, Tennessee

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HAROLD G. FRANKLIN

Director

DAVID C. LLOYD

Assistant

JAMES F. WALKER

Assistant

November 1, 1940

Dear Mr. Sturdevant:

We are extremely sorry to have to tell you that we have been unable to arrange a showing of the TVA exhibition here at the Museum in December. Our schedule has been uncomfortably crowded for some time and it has proved impossible to displace a photography exhibition planned for that time without jeopardizing the gift of certain funds about to be made to the Department of Photography which we are about to establish. Under the circumstances, you will appreciate our decision that the schedule could not be revised.

However, we do not plan to display the TVA exhibition in the late spring, ^{as originally planned,} immediately after the close of our American Indian exhibition, and at that time it will be possible to give you more and better gallery space for a longer period.

The fact that the exhibition will already have been shown out of town will make very little difference here in New York in general interest, attendance and publicity; and the longer exhibition period and better space would seem to us well to over-balance the possible advantages of an earlier showing.

We are all extremely impressed with the handsome sample panels and attractive installation plan which we have discussed with Mr. Wank and Mr. Krutch in the past week, and look forward to a highly successful exhibition.

Sincerely yours,

Mr. W. D. Sturdevant
Division of Information
Tennessee Valley Authority
Knoxville, Tennessee

Yours very truly,

Harold G. Franklin

W. L. Sturdevant
Mr. L. Sturdevant
Division of Information

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

November 4, 1940

*Dr. Armando Viñal
33 W 42 St
November 4, 1940*



Mr. John McAndrew, Curator
Department of Architecture
Museum of Modern Art
New York City

Dear Mr. McAndrew:

Naturally I was very much disappointed to receive your letter of November 1 in which you inform me that you will be unable to care for the TVA exhibit at the end of the year. Mr. Krutch, after his return from New York last week, indicated that complete arrangements for the December showing had been made in your conferences and that only a formal acceptance by the Board was necessary.

Under the present circumstances we have decided to discontinue work on the exhibit until we receive a formal invitation from the Directors of the Museum requesting it, and fixing definite dates for the showing. I am sure you realize that we cannot afford to prepare an exhibit of this scope for out-of-town showings only. We feel it necessary to have the initial showing in New York.

I am sorry that we have not been able to get together in fixing a definite date, but I do appreciate the problems which you have met and I am sure you will understand our position.

As the matter stands now, we shall hold the work in abeyance pending definite advice from your Directors as to dates for the New York showing.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

W. L. Sturdevant
W. L. Sturdevant
Director of Information

*John - will report write?
x*

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cc. Miss Courtes

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

ROBERT A. MORGAN

CHAIRMAN

DAVID E. LILIENTHAL

DIRECTOR

JAMES P. POPE

MANAGER

October 29, 1940

via airmail

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

November 1, 1940

Dear Mr. Sturdevant:

Miss Elodie Courtes:

Attention: Miss Elodie Courtes

Mr. John Waindrew

We are extremely sorry to have to tell you that we have been unable to arrange a showing of the TVA exhibition here at the Museum in December. Our schedule has been uncomfortably crowded for some time and it has proved impossible to displace a photography exhibition planned for that time without jeopardizing the gift of certain funds about to be made to the Department of Photography which we are about to establish. Under the circumstances, you will appreciate our decision that the schedule could not be revised.

and White, 2 parts.

, as originally planned,

However, we do now plan to display the TVA exhibition in the late spring immediately after the close of our American Indian exhibition, and at that time it will be possible to give you more and better gallery space for a longer period.

The fact that the exhibition will already have been shown out of town will make very little difference here in New York in general interest, attendance and publicity; and the longer exhibition period and better space would seem to us well to over-balance the possible advantages of an earlier showing.

Very truly yours,

We are all extremely impressed with the handsome sample panels and attractive installation plan which we have discussed with Mr. Wank and Mr. Krutch in the past week, and look forward to a highly successful exhibition.

Charles Krutch

Sincerely yours,

Charles Krutch, Chief
Graphic Arts Service

Mr. W. D. Sturdevant
Division of Information
Tennessee Valley Authority
Knoxville, Tennessee

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

October 29, 1940

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

Dear Miss Courter:

Attention: Miss Elodie Courter
Mr. John McAndrew

Our pictures are mounted on Weatherwood Densboard, 1/4 inch, made by U.S. Gypsum. I gave you the wrong information in New York.

The color is made from Rogers brushing lacquer and the mixture is as follows: Rich blue, 1 part; Cinnamon brown, 1/2 part; and White, 2 parts.

We want a blueprint of the auditorium in which the exhibit will be shown.

When you write details of procedure, please set down your estimates of magazine reprints to be sold at no profit.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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BMA364 15 GOVT NL

KNOXVILLE TENN 21

MISS ELODIE COURTER, MUSEUM OF MODERN ART
11 WEST 53RD ST NYC

MAY I HAVE ENGAGEMENT OCTOBER TWENTY FOURTH WITH BOTH YOU AND
MR MCANDREW WIRE ANSWER

CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY..

*We shall be ^{very} glad to see
you Thursday morning*

EC

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THE MUSEUM OF MODERN ART

Date Oct. 22, 1940

To: Mr. Barr

Re: TVA Exhibition

From: E. Litchfield

Mr. McAndrew reports that the TVA are very anxious to have the circulating show open at the Museum; they want to have Lilienthal and Mrs. Roosevelt make speeches at the opening, etc. The exhibition could be held in ~~the~~ Place of the Useful Objects and ⁱⁿ the gallery now containing the sculpture heads (120 running ft. required). It is proposed to open it Dec. 27 and close it with the rest of the 3rd floor on Jan. 12.

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For

NA92 13GOVT=KNOXVILLE TENN OCT 21 1940 1146A

ROLAND WANK=

CARE MUSEUM OF MODERN ART 11WEST 53 ST NEWYORK NY

= SAMPLE PANELS SHIPPED OCTOBER 17 VIA RAILWAY EXPRESS. EXPRESS
COMPANY IS TRACING SHIPMENT=

: CLAUDE MANNING TENNESSEE VALLEY AUTHORITY. 140P

*file
TWA*

17 PL

*But we
do not have
bill gluing*

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NIGHT LETTER	NIGHT LETTER
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MUSEUM OF MODERN ART

WESTERN UNION

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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

New York October 22, 1940

CHARLES KRUTCH
TENNESSEE VALLEY AUTHORITY
KNOXVILLE
TENNESSEE

WE SHALL BE VERY GLAD TO SEE YOU THURSDAY MORNING

ELODIE COURTER
MUSEUM OF MODERN ART
New York, New York

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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

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Museum of Modern Art

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TELEGRAM	ORDINARY
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SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

Patrons should check class of service desired, otherwise the message will be transmitted as a telegram or ordinary radiogram.

WESTERN UNION

1206-B

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCOUNTING INFORMATION
TIME FILED

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

Oct 21, 40

Mr. Morning
Graphic Arts Section
Tennessee Valley Authority
Knoxville, Tennessee

SAMPLE PANELS NOT DELIVERED AT MUSEUM. PLEASE WIRE IMMEDIATELY
WHEN SHIPPED AND HOW. ALSO CHECK WITH EXPRESS COMPANY.

ROLAND WANK
C/O MUSEUM OF MODERN ART
11 WEST 53, NEW YORK

Charge to TVA exhibition

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

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

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TVA
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

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

October 2, 1940

Miss Elodie Courter
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Courter:

Shortly we shall have something comprehensive to show you. It is also quite likely that I can call on you personally and come to definite conclusions about the exhibit.

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Chas Krutch
Charles Krutch, Chief
Graphic Arts Service

4

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

September 11, 1940

Miss Elodie Courter
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Courter:

I have sent you a drawing of a proposed exhibit and we are right now making up one panel. We will take a picture of the panel when it is completed and send it to you. The framework of all panels will be standard, and photographs, dividing spaces, and lettering will all be mounted on Masonite to slip into standard grooves. Thus the pattern of every panel will be different, being made up of different size pictures, but the framework will be the same.

We have been very slow developing this exhibit. Sickness, vacations, and a large volume of work have thrown us behind. However, two of our recent structures--Hiwassee Dam and Chickamauga Dam will not be ready for photography for another two weeks so the delay actually very much enhances the value of the exhibit.

I shall write you again soon.

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Charles Krutch
Charles Krutch, Chief
Graphic Arts Service

+

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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September 4, 1940

AIR MAIL

Dear Mr. Krutch:

I am sorry indeed there has been such a delay in writing to you about the TVA exhibition. I had hoped that before writing you I would be able to obtain a definite period on our schedule for the TVA show this year. After talking at length with Mr. Barr we have decided tentatively to place the TVA show in the spring, possibly during the early part of April. I cannot guarantee these dates because our own schedule is very tentative indeed. I do feel, however, that we shall be able to fit it in sometime between our big exhibitions. These arrangements will be confirmed by Mr. McAndrew after dates for our major exhibitions have been settled.

I realize that you do not want to go ahead with expensive preparations for this exhibition until we are able to make more definite commitments. In order for us to decide, however, just how much we can do in the way of installation work, it will be necessary for us to have an outline of the show as you plan it. This Mr. Wank had promised to us early in the summer. Otherwise I should not have asked you for it repeatedly. We are prepared to do any necessary work on the show in line with the installation outlined in your plans. This we agreed with Mr. Wank with the provision that we could alter the installation if it seemed too costly you submitted the plans to us for the show.

The enlarged photographs arrived last week and they seem entirely satisfactory. May I ask if you have mounted them on a composition board which does not warp? We have found previously that photographs wrapped around the edge of composition board tend to warp badly unless they are counter-mounted on the back with paper the same weight as that of the enlargement.

I did not receive any sketches for the exhibition at the time the photographs came. Were these mailed separately?

Please be assured that we shall arrange other out of town bookings for the exhibition and that we sincerely want the show here at the Museum as well as for tour. A number of people have requested further information about the show than is listed in our catalog. As soon as I have an idea about the material you are going to use I think it will be possible to get many other bookings. It is hard to force other institutions to commit themselves to a definite date until definite information about the show is available.

I hope we shall hear from you again very soon and I am most anxious to see the plans.

Very sincerely yours,

Charles Krutch, Esq., Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tenn.

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

WILLIAM A. WOODMAN

CHAIRMAN

DAVID E. L. LINDENHALL

MANAGER

JOHN P. FINE

SECRETARY

August 11, 1940

August 12, 1940

Dear Mr. Krutch:

Your letter of August 5th has been received during Miss Courter's absence from the Museum on vacation and will be brought to her attention as soon as she returns.

Under separate cover I am sending you our catalog of circulating exhibitions in which you will find our description of the TVA show which is listed as number 23.

discussions about the exhibit for the Museum but we have not got very far. The TVA is prepared

to design a suggested exhibit of photographs, but we don't know yet how far you are willing to go in making an exhibit.

We hardly feel justified in asking you to make plans and expensive photographs.

any assurance of a New York one out-of-town booking. It least we should know that you will build structural frame work that will set off the exhibit as something unusual.

We are sending you a sketch of the sort of thing we have in mind and we are sending two enlargements to show you the character of the photograph we will exhibit.

May we see the catalog of the properties describing the TVA exhibit which you have sent out.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch, Esq., Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tenn.

Charles Krutch, Esq.
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

August 5, 1940

Miss Elodie Courter
Museum of Modern Art
11 West 53d Street
New York City

Dear Miss Courter:

We have had a number of serious and protracted discussions about the exhibit for the Museum but we have not got very far. The TVA is prepared to design a suggested exhibit and to furnish the photographs, but we don't know yet how far you are willing to go in making an exhibit. We hardly feel justified in going ahead with costly plans and expensive photography without having any assurance of a New York showing and with only one out-of-town booking. At least we should know that you will build structural frame work that will set off the exhibit as something unusual.

We are sending you a sketch of the sort of thing we have in mind and we are sending two enlargements to show you the character of the photograph we will submit.

May we see the catalog or the properties describing the TVA exhibit which you have sent out.

Yours truly,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

+

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TUP
TUP

Knoxville

July 11, 1940

July 30, 1940

AIR MAIL Enclosure:

Under separate cover I am sending you four photographs of panels which have
Dear Mr. Krutch: two of our traveling architectural exhibitions. These indicate
our general method of mounting enlarged and small photographs as well as labels.
Will you be good enough to let me know when you expect to send us the outline
for the T.V.A. exhibition? I understood in talking with Mr. Wank that we would
probably have final plans for the exhibition by the first of August and that
the exhibition could be sent to us to be completed sometime toward the end of
the month. I have therefore made plans to send the exhibition out from the
Museum by the middle of September. If this is to be accomplished we must have
all the material here by the last week in August.

If you do not think the exhibition can be completed by this time will you let
me know at once so that I can advise exhibitors to whom I have offered the show
when they may expect it?

Very sincerely yours,

Gladys Kensing, Esq.
Tennessee Valley Authority
Knoxville, Tenn.

cc: a

Charles Krutch, Esq., Chief
Graphic Arts Service
Tennessee Valley Authority
Knoxville, Tenn.

cc: a

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TVA

TVA

Knoxville

July 11, 1940

June 28, 1940

Dear Mr. Manning:

Under separate cover I am sending you four photographs of panels which have been included in two of our traveling architectural exhibitions. These indicate our general method of mounting enlarged and small photographs as well as labels on uniform size colored panels. If you have any questions about the pictures please write me. I am sure you will have many more suggestions and interesting ideas for layout and installation.

Very sincerely yours,

Very sincerely yours,

Claude Manning, Esq.
Claude Manning, Esq.
Tennessee Valley Authority
Knoxville, Tenn.

ec:a

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

June 25, 1940

Knoxville

TVA

June 28, 1940

Miss Elodie Searter, Director
Department of Circulating Exhibitions
The Museum of Modern Art
New York City

Dear Mr. Manning:

Thank you very much for your letter of June 25th. I am sorry that I now find we have no photographs on hand which would explain briefly the type of show we have in mind for the TVA exhibition. I am having a few photographs taken this week, however, and I shall be glad to send them to you as soon as they are ready. I acknowledge your letter of June 20th.

I know that Mr. Krutch would be in the photographs you mention of some of your small architectural shops which have been on tour. Could you send these on so that they will be here when Mr. Krutch returns?

Very sincerely yours,

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Claude Manning, Esq.
Tennessee Valley Authority
Knoxville, Tenn.

Claude Manning
Claude Manning

for Charles Krutch, Chief
Graphic Arts Section

ec:a

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

June 25, 1940

Miss Elodie Courter, Director
Department of Circulating Exhibitions
The Museum of Modern Art
New York City

Dear Miss Courter:

In the absence of Mr. Krutch, who is away on a short vacation,
I wish to acknowledge your letter of June 20th.

I know that Mr. Krutch would be very much interested in the
photographs you mention of some of your small architectural
shows which have been on tour. Could you send these on so
that they will be here when Mr. Krutch returns?

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Claude Manning
Claude Manning

for Charles Krutch, Chief
Graphic Arts Section

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THE MUSEUM OF MODERN ART

April 29, 1940

Dear Mr. Wank:

I must apologize for delaying this letter so many days. I have been away from the Museum for a short time and I am rather behind in my correspondence.

I am enclosing the announcement of the TVA show which is to be published in my catalog of circulating exhibitions now in the hands of the printer. If you would like to make any changes or corrections in this text please be so kind as to return it to me as soon as soon as possible.

If there are no corrections or changes in this outline I think we may proceed with the arrangements we discussed the last time you were in New York. It is my understanding that the show will be prepared by the TVA architects under your direction and that you will submit first a program and then the material which is to be included in the show to us for approval before the exhibition is in final form. In other words, we would like to see photographs of the buildings which will be represented, text which will be used and drawings for layout and installation of the exhibition. As work progresses it is to be decided whether the final preparation of the exhibition will be done at the Museum or in the TVA offices. In any event, all the materials are to be supplied by the TVA and the Museum should be obliged only to put the exhibition into proper form for travelling as we may see fit.

I trust these arrangements will be satisfactory to you. Please do not hesitate to point out any discrepancies which may have resulted from misunderstanding in our previous conversation.

Very sincerely yours,

S.C.

P.S.

The reference I made to the Journal of the R.I.B.A. is not as strong as I remembered it. The report suggests that the work in Sweden and France is perhaps most important for British architects to study. It goes on to say that there are, of course, other important contributions from other countries, namely, the Tennessee Valley Regional Planning Scheme, the town plans of Soviet Russia, the new Fascist architecture of Italy, schools and factories in Holland and farms in Denmark. The article appears in the issue of January 9, 1939 under "Recent Swedish Architecture".

Roland A. Wank, Esq., Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

enclosure
ec:a

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Y

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Washington?
Knoxville

June 20, 1940

June 20, 1940

Dear Mr. Krutch:

I have your letter of June 11th concerning the TVA exhibition and have discussed it in detail with Mr. McAndrew. I think I can answer most of your questions fairly completely now but if you need any fuller information please do not hesitate to write me. I shall take your questions in the order of your letter.

1. At the present time I have only one definite request for the TVA show--from Dartmouth College. I expect others will come in after the museums and colleges have had sufficient time to study our catalog and decide which shows they are interested in for the coming season. We expect to be able to send the exhibition to at least eight places during the year, starting off possibly late in September or early in October.
2. We cannot make any commitment at this time on dates for the showing at the Museum. On this you will have to communicate with Mr. McAndrew who will probably propose to the exhibition committee that the TVA show be held here during the coming year. He will probably not be able to make a definite request for dates for the Museum showing until we have all seen the outline of the show as you are planning it.
3. We expect to build any frames, pedestals, wallboards, etc., which may be necessary for the installation of the exhibition on tour. However, it was my agreement with Mr. Wank that, as much as possible, this material be provided by the TVA, and that we would simply put it together when the exhibition is delivered to us. I think when you have outlined the plan of the show and have indicated possible installation units, materials for wallboards, etc., we can come to an agreement as to how much of the work will be in the hands of our carpenters and how much can be done in your shop.
4. I think it is very important that a picture story of the aims and philosophy of the TVA be shown along with the architecture and the dams.
5. I mention 200 running feet for the travelling exhibition as the outside figure. I should be very pleased if you were able to plan the exhibition within a smaller space. We figured that the show should not be larger than our Aalto exhibition which was composed of 20 panels approximately 6 feet long plus a group of furniture which occupied the rest of the space. The 20 6 foot panels with space between each panel would require about 150 running feet. The other 50 we allotted to separate photographs and furniture. Perhaps your show could be limited to 150 feet for the tour. I think this would still be a sizeable exhibition.

In addition to the information I originally gave Mr. Wank one specific suggestion

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

MEMORANDUM FOR MR. KRUTCH

Mr. Krutch page 2

June 20, 1940

RECEIVED

JAMES F. POPE

DIRECTOR

AIR MAIL

June 11, 1940

has been made by one of the prospective exhibitors--that we include large photographs of the architecture and the dams. I believe this is a good suggestion and think that possibly we might arrange to have 36 inch enlargements of the principal TVA constructions supplemented by panels which would contain smaller photographs, diagrams, etc. The big engineering projects are so dramatic in appearance they ought to be shown in the most dramatic fashion. 36 inch enlargements may be too big. I think actually the size should depend more or less on what size wallboards you plan to use. Perhaps the height should be limited to 30 inches.

exhibit which he has also discussed with you in person. The duty of completing If you would like me to send you photographs of some of our small architectural shows which have been sent on tour I shall be glad to do so. Perhaps this will give you a better idea of what we have in mind.

number of questions which I would like to ask before I start with the size and type of display that you and I have discussed.

Very sincerely yours,

1. As a travelling exhibit is there a definite number of panels or slides that exhibit will be shown? If not, is it a question of the size and the number after reviewing your catalogue? Can you work out of the catalogue at that? It will be definitely shown?
2. Are you prepared to make a definite commitment to show the exhibit in your museum in New York?
3. As a travelling exhibit, will frames, pedestals, wallboards, etc., be a part of the exhibit and will you build this equipment according to our specifications?
4. Aside from the photographs of architecture and dams, will it be agreed to tell a picture story of the aims and the philosophy that lies behind the TVA? (A photograph of such a picture story is enclosed.)

Charles Krutch, Esq., Chief running feet for the controlled basins and 450 feet Graphic Arts Service being. How are these figures arrived at? That is a very big Tennessee Valley Authority Could the size be materially cut down? Knoxville, Tenn.

It is important that I have this information. As the time is short, I hope you will write as promptly. Please give us as much detail as possible as you think I should have. We are all very much interested in the prospect of a showing under your auspices, and I am anxious to give you the

Very truly yours,

James F. Pope

Charles Krutch

James F. Pope, Chief
Graphic Arts Service

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No specific suggestions

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

AIR MAIL

June 11, 1940

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

Dear Miss Courter:

Mr. Wank has turned over to me all correspondence with you relating to an exhibit which he has also discussed with you in person. The duty of completing negotiations with you and of planning the exhibit itself falls upon me. Our Graphic Arts Section is a small unit. I must plan carefully to get a creditable display and at the same time take care of our routine commitments. There are a number of questions which I would like to have settled before I start work on the size and type of display that you and Mr. Wank have in your minds.

1. As a travelling exhibit is there a definite number of places at which the exhibit will be shown? If not, is it a question of who asks for the exhibit after reviewing your catalogue? Can you name any of the museums at which it will be definitely shown?
2. Are you prepared to make a definite commitment on dates for the showing in your museum in New York?
3. As a travelling exhibit, will frames, pedestals, wallboards, etc., be a part of the exhibit and will you build this equipment according to our specifications?
4. Aside from the photographs of architecture and dams, will it be proper to tell a picture story of the aims and the philosophy that lies behind the TVA? (A photograph of such a picture story is enclosed.) *YES!*
5. Mr. Wank speaks of 250 running feet for the travelling exhibit and 400 feet for the New York showing. How are these figures arrived at? This is a very big job for us to undertake. Could the size be materially cut down? *yes 200-250 OK*

It is important that I have this information. As the time is short, I hope that you will write me promptly. Please give me as much other detailed information as you think I should have. We are all very much pleased at the prospect of a showing under your auspices, and I am anxious to hear from you.

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

*yes - after discussion and
mutual approval of scheme - expensive*

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	MoMA Exhs.	125.3

March 11, 1940

Mr Roland Wank
Principal Architect
Tennessee Valley Authority
Knoxville, Tenn

Dear Roland,

As I was afraid, nothing definite has been done about the TVA show while I have been away. This sudden Mexican trip has been wonderfully pleasant for me personally, but it has thrown a wrench in the normal business of the Department of Architecture. Janet Henrich has written you about exhibition schedule difficulties (which are quite different from when I left). I do not see how it will be possible to make any definite arrangement right now.

I realize that you have to know definitely in advance before you can have work started on a show, and I feel badly at the way we have had to keep you dangling on this. The show is one that I should like very much to see at the Museum, and I know that several members of the Architecture Committee are in full agreement with me. For the time being, all that I can say is that I hope that a show can be arranged, and that if we can schedule it, we shall do so well in advance, and give you satisfactory time to work on it. But, for the time being, nothing specific can be promised.

It is pretty heavenly here; I go swimming every day at lunch time, and have a sunburn that looks dangerously Indian.

Hope to see you in New York soon,

Yours,

Janet Henrich
Assistant

Roland Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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TVA
TVA

April 29, 1940
March 2, 1940

Dear Mr. Wank:

I think Mr. McAndrew wrote you from Mexico that he had asked me to see what could be done about defining the status of the proposed TVA show and possibly setting a date. After some delay, I have talked to Mr. Barr about it, and I am afraid we cannot give you a definite statement now.

While we are all interested in the show, there seem to be several reasons why it could not, in any case, be scheduled before the very end of 1940 and probably not until late spring of 1941. Under the circumstances it would seem best to leave any definite statement until Mr. McAndrew returns to this country and is able to discuss the matter further. I hope my delay in getting you this word has not inconvenienced you.

Postcards from the Mocks have brought us equally enthusiastic news of TVA and the Wanks!

Sincerely yours,

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

Janet Henrich
Assistant

Roland Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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	MoMA Exhs.	125.3

TVA
Wank

I must apologize for delaying this letter so many days. I have been very busy with my work and I am rather behind in my correspondence. April 29, 1940

Dear Roland:

Thank you for your note with the copy of your letter to Mr. Abbott.

Since the TVA show is to be a circulating rather than a museum show, confirmation of our understanding should officially come from Miss Courter. I had already given her your letter, and I think she intends to send you some confirming word this week.

Sincerely,

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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	MoMA Exhs.	125.3

April 29, 1940

Dear Mr. Wank:

I must apologize for delaying this letter so many days. I have been away from the Museum for a short time and I am rather behind in my correspondence.

I am enclosing the announcement of the TVA show which is to be published in my catalog of circulating exhibitions now in the hands of the printer. If you would like to make any changes or corrections in this text please be so kind as to return it to me as soon as possible.

If there are no corrections or changes in this outline I think we may proceed with the arrangements we discussed the last time you were in New York. It is my understanding that the show will be prepared by the TVA architects under your direction and that you will submit first a program and then the material which is to be included in the show to us for approval before the exhibition is in final form. In other words, we would like to see photographs of the buildings which will be represented, text which will be used and drawings for layout and installation of the exhibition. As work progresses it is to be decided whether the final preparation of the exhibition will be done at the Museum or in the TVA offices. In any event, all the materials are to be supplied by the TVA and the Museum should be obliged only to put the exhibition into proper form for travelling as we may see fit.

I trust these arrangements will be satisfactory to you. Please do not hesitate to point out any discrepancies which may have resulted from misunderstanding in our previous conversations.

Very sincerely yours,

P.S.

The reference I made to the Journal of the R.I.B.A. is not as strong as I remembered it. The report suggests that the work in Sweden and France is perhaps most important for British architects to study. It goes on to say that there are, of course, other important contributions from other countries, namely, the Tennessee Valley Regional Planning Scheme, the town plans of Soviet Russia, the new Fascist architecture of Italy, schools and factories in Holland and farms in Denmark. The article appears in the issue of January 9, 1939 under "Recent Swedish Architecture".

Roland A. Wank, Esq., Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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TVA

Tennessee Valley Authority
Knoxville, Tennessee
Miss Cooper

April 29, 1940

Dear Mr. Wank:

April 29, 1940

I must apologize for delaying this letter so many days. I have been away from the Museum for a short time and I am rather behind in my correspondence.

I am enclosing the announcement of the TVA show which is to be published in my catalog of circulating exhibitions now in the hands of the printer. If you would like to make any changes or corrections in this text please be so kind as to return it to me as soon as possible.

If there are no corrections or changes in this outline I think we may proceed with the arrangements we discussed the last time you were in New York. It is my understanding that the show will be prepared by the TVA architects under your direction and that you will submit first a program and then the material which is to be included in the show to us for approval before the exhibition is in final form. In other words, we would like to see photographs of the buildings which will be represented, text which will be used and drawings for layout and installation of the exhibition. As work progresses it is to be decided whether the final preparation of the exhibition will be done at the Museum or in the TVA offices. In any event, all the materials are to be supplied by the TVA and the Museum should be obliged only to put the exhibition into proper form for travelling as we may see fit.

I trust these arrangements will be satisfactory to you. Please do not hesitate to point out any discrepancies which may have resulted from misunderstanding in our previous conversations.

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

Very sincerely yours,

P.S.

The reference I made to the Journal of the R.I.B.A. is not as strong as I remembered it. The report suggests that the work in Sweden and France is perhaps most important for British architects to study. It goes on to say that there are, of course, other important contributions from other countries, namely, the Tennessee Valley Regional Planning Scheme, the town plans of Soviet Russia, the new Fascist architecture of Italy, schools and factories in Holland and farms in Denmark. The article appears in the issue of January 9, 1939 under "Recent Swedish Architecture".

Roland A. Wank, Esq., Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

Miss Courter

MARGARET A. MORGAN

SECRETARY

DAVID E. LILIENTHAL

DIRECTOR

JAMES P. POPE

DIRECTOR

April 26, 1940

Mr. John H. Madsen, Curator
Architectural Section
The Museum of Modern Art
New York, New York

April 29, 1940

Dear Roland:

Dear Mr. Madsen:

Thank you for your note with the copy of your letter to Mr. Abbott.

Since the TVA show is to be a circulating rather than a museum show, confirmation of our understanding should officially come from Miss Courter. I had already given her your letter, and I think she intends to send you some confirming word this week.

The TVA show regarding the TVA show and our understanding as stated in my letter of April 1940

Sincerely,

With best regards,

Sincerely yours,

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

Roland
Roland A. Wank

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

April 26, 1940

Mr. John McAndrew, Curator
Architectural Section
The Museum of Modern Art
New York, New York

Dear Mr. McAndrew:

Attached you will find a copy of my rather unsatisfactory
reply to Mr. Abbott.

Incidentally, what are the chances of obtaining confirma-
tion from you regarding the TVA show and our understanding
as stated in my letter of April 18?

With best regards,

Sincerely yours,

Roland

Roland A. Wank

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

May 6, 1940

May 9, 1940

Dear Mr. Wank:

Thank you very much indeed for your letter of the 8th with the details regarding the TVA exhibition. In every case I agree with your suggestions and I have made the corrections which you recommended in my announcement of the exhibition.

I believe only one point remains unsettled and this I think we can work out together when we have seen your program. I refer to the "final preparation" of the exhibition. It is not clear to me how you intend to mount the photographs, charts, text, etcetera. If this material is mounted on uniform panels such as flexboard, masonite, or some other rigid durable material I should like to ask that, if possible, this be included as part of your preparation of the exhibition. If this is not feasible I shall be glad to work out some other arrangement. Your second point regarding the assembly of your exhibition into hinged display fixtures, construction of alcoves, wing partitions or suitable contrivances, I believe would concern only the exhibition at the Museum and not the travelling show. I agree that the actual dividing line between the display material which you will provide and the actual setting will have to be determined during the process of the work. This work would, of course, be undertaken by the Museum staff. We shall also be responsible for any special display fixture which could be constructed for the travelling exhibition, and for pedestals for models as well as for all boxing, etcetera, in connection with the travelling show.

I have shown your letter to Mr. McAndrew and he agrees as well with the suggestions you have made. I think when we have seen your program we can iron out any other points which may not be clear at present.

Very sincerely yours,

The program we are preparing will be designed to be developed in about 250
Roland A. Wank, Esq., Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee
which seems to be small and light enough for transporting.
of this material at the New York headquarters of the Museum.
we expect to add about 150 running feet of additional wall display and a
number of additional models which are either too bulky for travel, or have
not yet been prepared. We also anticipate that a certain portion of the
travelling exhibit will be sufficiently damaged by then to require replacement.

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	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

May 6, 1940

Miss Elodie Courter, Director
Department of Circulating Exhibitions
The Museum of Modern Art
11 West Fifty-third Street
New York, New York

Dear Miss Courter:

Thanks for your letter of April 29 which I would have answered sooner, but for the fact that it seemed necessary to discuss it around somewhat, especially with the Information Office of the Authority which will be chiefly responsible for all the work in connection with the exhibit from now on. Mr. Charles Krutch, Chief of the Graphic Arts Service, has begun to write a program in some detail which will be submitted for your comment and criticism as soon as practicable.

In the meantime, I should like to explain that it was my understanding that the Museum will undertake what you refer to as "final preparation," although I am a little vague as to just what is implied in that. In the main, however, it was my impression that TVA will contribute photographs, charts, enlarged text, etc., as required after the program has been properly detailed and approved by you; and that this material may be mounted or unmounted, as the Museum will wish; also such models as we have available. We are looking to the Museum, however, for the assembly of these materials into hinged display fixtures; also for the construction of any alcoves, wing partitions or whatever contrivances you find suitable for the purpose; and for the pedestals and crating of the models, as well as the crating of the panels. The amount of funds we can put into this exhibit, much as we appreciate its value to us, is quite limited, and will probably be near exhaustion after we have produced all of the display material proper. Moreover, we do not have much experience with travelling exhibits, and believe that your technique is bound to be considerably superior to ours. May I assume that the above is an accurate statement of our mutual understanding? Although of course the actual dividing line between display material and setting will have to be determined during the progress of the work.

The program we are preparing will be designed to be developed in about 250 running feet, two feet high, and will include four or five models which we have available and which seem to be small and light enough for transporting. For the showing of this material at the New York headquarters of the Museum, we expect to add about 150 running feet of additional wall display and a number of additional models which are either too bulky for travel, or have not yet been prepared. We also anticipate that a certain portion of the travelling exhibit will be sufficiently damaged by then to require replacement.

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	MoMA Exhs.	125.3

Miss Elodie Courter

-2-

May 6, 1940

With respect to the announcement proposed by the Museum, I should like to have Hiwassee included among the listing of projects in the first paragraph, preferably between Norris and Wheeler. Also, in the same listing, the proper name of the Pickwick Dam is "Pickwick Landing Dam." In the second paragraph, I think it would be more proper to eliminate the words "architects under the direction of Roland Wank, Chief Architect of the TVA," leaving the text as follows: "will be prepared by the TVA with the collaboration of the Museum of Modern Art." The reason for this suggestion is that the preparation of the exhibits will be chiefly the responsibility of the Graphic Arts Service, although the architects will, of course, cooperate. Other departments, such as the engineers, will also contribute their share.

Finally, it occurs to me that it may be of some interest to the institutions which take your circulating exhibits that reprints of architectural magazines and possibly other literature, replete with illustrations, will be made available for sale at the exhibits instead of the usual catalogs. We would find it hard at the moment to specify exactly which reprints will be available. As you know, two architectural magazines have produced suitable material to date, and others may be off the presses by the time the exhibit starts its rounds. A general statement to that effect might be desirable, and it might also be mentioned that such reprints will retail in general at ten cents, although some may be under or over that figure.

Thanking you for your kind cooperation, and hoping to have further pleasant contacts during the development of this show,

Sincerely yours,

TENNESSEE VALLEY AUTHORITY

Roland A. Wank

Roland A. Wank
Principal Architect

RAW:HRH

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HAROLD A. MORGAN
Chairman

DAVID E. L. LINTHILL
Director

JAMES T. FLOYD
Assistant

February 5, 1940

Mr. John McAndrew, Director
The Museum of Modern Art
11 West 53rd Street
New York, New York

February 14, 1940

Dear Mr. McAndrew:

As I recall, your Board was going to meet sometime in the near future to decide whether they would decide regarding the proposed TVA architectural exhibit. Not having heard from you, I am taking the liberty to inquire about the status of this matter, particularly because if it went through, we would have to allot funds and time to its preparation.

Dear Mr. Wank,

With very best regards, and hoping to see you again on your letter to Mr. McAndrew arrived after his departure for two months in Mexico. We are forwarding it to him and he will undoubtedly write you.

I do not know what the status of the T. V. A. show is or whether it has changed since last in town.

Cordially yours,
Sincerely yours,

Roland A. Wank
Principal Architect
Janet Henrich
Assistant

JH: FP

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KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

February 5, 1940

Mr. John McAndrew, Curator
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

As I recall, your Board was going to meet sometime during January, at which time they would decide regarding the proposed TVA architectural exhibit. Not having heard from you, I am taking the liberty to inquire about the status of this matter, particularly because if it went through, we would have to allot funds and time to its preparation.

With very best regards, and hoping to see you again on my next trip,

Cordially yours,

TENNESSEE VALLEY AUTHORITY

Roland

Roland A. Wank
Principal Architect

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

Wank Proposed Ex
December 21, 1939

Mr. John McAndrew, Curator
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

Your letter of December 13 was discussed with the General Manager and the Director of Information who expressed willingness to supply the Museum of Modern Art with exhibit material as described in your letter. In addition to 150 or 200 running feet of photographic enlargements, 24 inches high, which we would prepare for the occasion, we have on hand four architectural models which may increase to six by the time of the exhibition. It also seems possible to make full size models of structural details as discussed with you and Miss Elodie Courter. Reprints of articles in architectural magazines dealing with the TVA will be available should you want to use them in place of the usual catalogues, and the introductory portions of these reprints, as well as a portion of the material to be exhibited, may serve as background information to the public regarding the objectives and program of the Authority.

We shall await the decision of the Board with interest. In the meantime, may I express my very best wishes for the Season?

Cordially yours,

TENNESSEE VALLEY AUTHORITY

Roland

Roland A. Wank
Principal Architect

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

December 15, 1939

Mr. John McAndrew, Curator
Department of Architecture
The Museum of Modern Art
New York, New York

Dear Mr. McAndrew:

I am sure Mr. Wank will be glad to have your letter of December 13 which has arrived during his absence from the city. He will return to the office next week, at which time he will give your letter attention.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Harriette H. Rowe

Harriette H. Rowe
Secretary

*Wank
prop. 24*

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THE ART GALLERY OF TORONTO
GRANGE PARK, TORONTO

22nd May, 1941.

Miss Elizabeth Ames,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK CITY U.S.A.

December 13, 1939

Dear Miss Ames:

Dear Wank:

I have just received yours of the 12th which must have crossed
The Architecture Committee of the Museum of Modern Art dis-
cussed at its last meeting the possibility of an exhibition
of the architectural work of the TVA to be held possibly in
November 1940. Could you let me know what material you have
and would be willing to supply to such an exhibition if we
are able to arrange for it?

We had thought of perhaps 150 to 200 running feet of enlarged
photographs with occasional diagrams and explanatory text,
and a few introductory maps and graphic material explaining
what the TVA is, what it has accomplished, and what further
accomplishments it proposes. Small models would be a great
addition to the exhibition. They interest our very mixed
public perhaps more than any other architectural presenta-
tion.

CURATOR

Sincerely yours,

Mr. Roland Wank
Office of Chief Architect
Tennessee Valley Authority
Knoxville, Tenn.

JMcA:br

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R. A. DALY

CURATOR
MARTIN BALDWIN

TREASURER
W. G. HAY

THE ART GALLERY OF TORONTO
GRANGE PARK, TORONTO 2

22nd May, 1941.

Miss Elizabeth Ames,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK CITY U.S.A.

Dear Miss Ames:

I have just received yours of the 19th which must have crossed mine of the same date asking for the month of February for the TVA show. ^{which} ~~This~~ would fit in with our schedule much better. I must say, in apology, that our whole programme has to be re-arranged to allow the National Gallery at Ottawa to have first crack at the "Britain at War" show. In the meantime I will hold the contract.

Yours sincerely,

Martin Baldwin

CURATOR

B/B

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May 22, 1941

AIR MAIL

Dear Martin:

Many thanks for your very prompt letter. I did get the second train and, as a matter of fact, could have gotten the first. It was half an hour late leaving Columbus. But I am just as glad I didn't. Alfred and I had a very long and interesting discussion on the eight o'clock, mostly about Coomaraswamy's lecture.

I had a letter from Mr. McCurry yesterday in which he says, "I think the whole situation regarding the British war pictures will work out satisfactorily. I talked the matter over with Mr. Baldwin and he is in entire agreement with our plans.....Mr. Baldwin is quite happy to have the exhibition from the middle of November to the middle of December....and so forth. I shall write Mr. McCurry and confirm my arrangements with you, i.e., that the exhibition goes to Ottawa first only on condition that Mr. MacDonald opens it for you and that Mr. McCurry agrees to send the exhibition to Toronto by the 7th. His arrogance makes me perfectly furious. I shall do nothing about the contracts until the matter is entirely settled between you."

I can confirm the TVA dates and am enclosing the contract dated from February 6 to March 1. Just destroy the other contract that Miss Ames sent you while I was away. I thought from your other letter that you preferred the January date and instructed her to send you the contract.

I shall write you about the furniture show as soon as Mr. Noyes returns and I have a chance to discuss it with him further. Mr. Mitchell of the T. Eaton Company has called but we will not be able to give him any information, of course, until tomorrow when I expect Mr. Noyes will be back.

Many thanks for sending me the copy of your letter to Mr. McCurry. I do hope all goes well.

The Art Gallery of Toronto
Grange Park
Toronto 2, Canada

Sincerely,

Martin Baldwin, Esq., Curator
The Art Gallery of Toronto
Grange Park
Toronto 2, Canada

enclosures
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THE ART GALLERY OF TORONTO
GRANGE PARK, TORONTO 2

7th May, 1941.

Miss Rhodie Courter,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK CITY U.S.A.

May 19, 1941

Dear Rhodie:

Thanks for yours of the 8rd. I would like to have had the TVA show on my first date but if you can't do it let us

Dear Mr. Baldwin: or February - the dates would be the 9th of January to, Miss Courter is out of town again and has asked me to answer the part of your letter of May 7th regarding the TVA show. gets set. The closing dates of January 23rd and February 23rd which we mentioned before were arranged only temporarily from the preceding itinerary, but we shall be happy to give you the period from January 9th to February 1st which, we understand, is your first choice in the spring. I am enclosing the contract with these dates. Will you be good enough to sign and return the white copy to Miss Courter, keeping the blue copy for your own records? show would open on the 10th.

Very sincerely yours,

I hope I will be a little more definite about this when I get to Columbus and I hope Elizabeth Ames be there too. Secretary to Miss Courter McCurry, I think, is coming down and you can have a heart to heart talk with him about his scheme in the "Britain at War" show.

Best regards,
Martin Baldwin, Esq., Curator
The Art Gallery of Toronto
Grange Park
Toronto 2, Canada

Yours sincerely,

Martin B.

CURATOR

a B/S

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R. A. DALY

CURATOR
MARTIN BALDWIN

TREASURER
W. G. HAY

THE ART GALLERY OF TORONTO

GRANGE PARK, TORONTO 2

7th May, 1941.

Miss Elodie Courter,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK CITY U.S.A.

Dear Elodie:

Thanks for yours of the 3rd. I would like to have had the TVA show on my first date but if you can't do it let us move it to January or February - the dates would be the 9th of January to, if possible, the 1st of February; or the 6th of February to, if possible, the 1st of March. If the St. Lawrence Waterway gets active I naturally want to have the show as early as possible.

On reading your letter a little farther I find that your closing dates for January and February are the 23rd - if you can't extend it you can't but we always open a show on the first Friday in the month except when it follows New Years.

If we opened the "Britain at War" show on October 10th, we would close it on the 9th of November, as our next show would open on the 14th.

I hope I will be a little more definite about this when I get to Columbus and I hope you are going to be there too. McCurry, I think, is coming down and you can have a heart to heart talk with him about his scheme in the "Britain at War" show.

Best regards,

Yours sincerely,

Martin B.

CURATOR

B/B

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Will you settle this in discussion
or should I write while you
are away? As far as I can see
the dates he mentions (1st & 7) are
OK - you can answer TUA
dates & send contracts

your interest anything to do with the canal which has been proposed
to connect the St. Lawrence with the Great Lakes? I listened to
a very interesting debate on the radio several Sundays ago in
connection with this. Did you by any chance hear it?

I foolishly set the fee for the TVA exhibition at \$60 believing
that the government cooperation would enable us to circulate it
at a lower figure than is normally possible with an exhibition of
this size. I hope this figure will enable us to find more exhibitors
for the exhibition. It occupies approximately 150 running feet in
our galleries, jutting two partitions out into the room. I think
175 feet would easily accommodate it. There are fourteen frames
containing 12 by 14 inch photographs, thirteen freestanding panels
with enlarged photographs approximately 8 feet by 4 feet, two panels
approximately 8 feet square, four small models and one large one on
a base 8 feet by 4 feet. I think I could send you pictures within
a week or so if you would like to see them.

I find I have made a fatal error on the TVA dates, however. I
completely forgot I had promised it to the Addison Gallery at
Andover together with Regional Architecture for a long period
running from November 7 to December 15. As they do not seem to be
able to run the two exhibitions together at any other time I wonder
if you might be able to show the TVA immediately following their
showing or perhaps later in the spring. Open dates are from January
2 to 23 and February 2 to 23.

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Mr. Baldwin
May 3, 1941
Page two

May 3, 1941

I have not heard from Mr. McGarry about the Britain at War dates but have written him that you have confirmed the AIR MAIL October 12 to November 7, and asked him if he would like to have it immediately following this period. You mentioned five full weekends. Does this mean you would like to run it through the 9th of November? I think we can confirm these dates unless by some chance the exhibition is Dear Martin: after the 15th of September. I shall need at least three weeks to prepare the show for tour.

Once again my apologies for delaying a reply to your letter for so long. I had hoped by this time there would be complete information about all of the exhibitions you mentioned in your letter but once again I have to give you rather tentative material. There is a possibility of scheduling it then.

The TVA exhibition opened Tuesday and I think it looks very fine indeed. I am awfully glad you are interested in taking it. Has it your interest anything to do with the canal which has been proposed to connect the St. Lawrence with the Great Lakes? I listened to a very interesting debate on the radio several Sundays ago in connection with this. Did you by any chance hear it?

I foolishly set the fee for the TVA exhibition at \$80 believing that the government cooperation would enable us to circulate it at a lower figure than is normally possible with an exhibition of this size. I hope this figure will enable us to find more exhibitors for the exhibition. It occupies approximately 150 running feet in our galleries, jutting two partitions out into the room. I think 175 feet would easily accommodate it. There are fourteen frames containing 12 by 14 inch photographs, thirteen freestanding panels with enlarged photographs approximately 8 feet by 4 feet, two panels approximately 8 feet square, four small models and one large one on a base 8 feet by 4 feet. I think I could send you pictures within a week or so if you would like to see them.

I find I have made a fatal error on the TVA dates, however. I completely forgot I had promised it to the Addison Gallery at Andover together with Regional Architecture for a long period running from November 7 to December 15. As they do not seem to be able to run the two exhibitions together at any other time I wonder if you might be able to show the TVA immediately following their showing or perhaps later in the spring. Open dates are from January 2 to 25 and February 2 to 25.

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THE ART GALLERY OF TORONTO

GRANGE PARK, TORONTO 2

Mr. Baldwin
May 3, 1941
Page two

April 16, 1941.

I have not heard from Mr. McCurry about the Britain at war dates but have written him that you have confirmed the period from October 10 to November 7, and asked him if he would like to have it immediately following this period. You mentioned five full weekends. Does this mean you would like to run it through the 9th of November? I think we can confirm these dates unless by some chance the exhibition is extended here after the 13th of September. I shall need at least three weeks to prepare the show for tour.

May I write you a little later on about the Furniture exhibition when I have a little more information for you? I would like to hold the month following January 8th for your exhibition if you think there is a possibility of scheduling it then.

Your project for the Museum Association meeting next season sounds in the realm of the impossible. I hope you will have more encouraging information before the directors' meeting this year. Budgets are getting smaller and smaller and \$80 per person sounds rather steep.

With kindest regards,

I am glad McCurry is taking the Picasso show, but I still think it is the wrong time for it in Canada. Sincerely,

The T. V. A. show we would like to have, as you suggest, in November—opening on the 14th and closing on the 14th December.

As I look over my calendar, I find that it might be as well to open the "Britain at War" show on October 10th rather than the 17th as I suggested, as this would give us five full week-ends. Would that upset your schedule completely?

The Furniture show, though I cannot be too definite about this, might come along and open January 8th. There is usually held an Exhibition of Furniture Manufacturers in Toronto in that month and the show might do a lot of good.

Martin Baldwin, Esq., Curator
The Art Gallery of Toronto
Grange Park
Toronto 2, Canada

to arrange for the Museum's Association to come to the best people need about \$80.00 per person with people attending to make it possible, and the people have got to be interested in the Museum's Association who would be willing to come? Apparently only one hundred and seventy came to Toronto about six years ago—which does not look very promising. I still have some more hope on this before I get to the meeting this year. Sincerely,

Yours sincerely,

Martin Baldwin

CURATOR.

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R. A. DALY

CURATOR
MARTIN BALDWIN

TREASURER
W. G. HAY

THE ART GALLERY OF TORONTO

GRANGE PARK, TORONTO 2

April 16, 1941.

Miss Elodie Courter,
Director of Circulating Exhibitions,
The Museum of Modern Art,
11 West 53rd Street,
NEW YORK CITY.

Dear Elodie:-

Thanks for yours of the 9th. Glad to hear that the "Britain at War" show can come to us for the dates set out in my last letter. I telephoned McCurry about circulating it and he seemed to feel that he was going to be approached by the British Council in that connection and was rather vague about the affair. He did not say when he was going to have the show in Ottawa but I suspect he will try and forestall us which, as we have the date we want, is O. K. Unless McCurry comes through fairly soon, within the next three or four weeks, I would suggest writing to Dr. Martin of the Montreal Art Association, as I am almost sure that they would like to take it and can afford the fee.

I am glad McCurry is taking the Picasso show, but I still think it is the wrong time for it in Canada.

The T. V. A. show we would like to have, as you suggest, in November--opening on the 14th and closing on the 14th December.

As I look over my calendar, I find that it might be as well to open the "Britain at War" show on October 10th rather than the 17th as I suggested, as this would give us five full week-ends. Would that upset your schedule completely?

The Furniture show, though I cannot be too definite about this, might come along and open January 9th. There is usually held an Exhibition of Furniture Manufacturers in Toronto in that month and the show might do a lot of good. *by (Amie)*

It seems to be quite a job to arrange for the Museum's Association to come to Canada this year. The boat people need about \$30.00 per person with three hundred people attending to make it possible, and the people have got to pay their way to Montreal and back as well. The question is, are there three hundred people in the Museum's Association who would be sufficiently interested to come? Apparently only one hundred and seventy came to Toronto about six years ago--which does not look very promising. I will have some more dope on this before I get to the Meeting this year. Regards,

Yours sincerely,

Martin B.

CURATOR.

MB:EJB

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TVA

Toronto

April 9, 1941

Dear Martin:

Many thanks for your letter of April 2nd. I am glad to know you have settled on the dates for the Britain at War exhibition. I shall be happy to reserve them for you until we can give you fuller information about the costs, and so forth.

I had a note from Mr. McCurry about the Picasso exhibition which I think we will send him in the fall. I did not mention the Britain at War show. Would you do me the favor of discussing your dates with him and asking him whether he would like to take the exhibition immediately following you? We have already had other requests for the period and I would like to save the dates for the Canadian museums together if it can be planned this way.

You can schedule the other two exhibitions any time you want. I have made no promises as yet for the dates you mention. Possibly it would be wise to take the smaller show after the Britain at War which would indicate the T.V.A., opening on the 14th of November. Let me know whether you would rather have the furniture exhibition in January or in February and I will hold the period for you.

The T.V.A. show will occupy approximately 175 to 200 running feet. I can give you complete information about this--number of panels, size, etc.--in about two weeks.

The furniture exhibition is a little less definite as to size and scope but I think you ought to reserve approximately 250 to 300 running feet at least. It will be divided into three parts: a) Survey of Contemporary Furniture Design, b) The Competition (including the actual pieces produced) and c) The Process of Manufacture.

Sincerely,

Martin Baldwin, Esq., Curator
The Art Gallery of Toronto
Grange Park
Toronto 2, Canada

ec:1a

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NAB202 10 GOVT=KNOXVILLE TENN 11 243P JANET HENRICH, MUSEUM OF MODERN ART= 11 WEST 53 ST= 1941 MAR 11 PM 4 22			
CLAUSS WILL BE AT MUSEUM MODERN ART FOR FRIDAY CONFERENCE= CHARLES KRUTCH TENNESSE VALLEY AUTHORITY.			
TVA			
(16)			
THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE			

The best source of information about Ferriss' sketch of the Cherokee Dam seemed to be Mr. Hugh Ferriss himself. When he returned to town today, after almost a week's absence, he informed me that the drawing was still in his possession. Since he didn't give me any idea of costs and other sources weren't helpful either, you may want to write directly to him at 101 Park Avenue.

Please let me know if I may be of assistance at any time.

Sincerely yours,

Assistant

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125 Corres TVA

TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

HAROLD A. BORGAN
DIRECTOR
DAVID L. LILIENTHAL
VICE DIRECTOR
JAMES P. COPE
MANAGER

July 17, 1941

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

June 8, 1942

Miss Henrich:
Mr. Charles Krutch
Chief, Graphic Arts Section
Tennessee Valley Authority
Knoxville, Tennessee

Dear Mr. Krutch:

I am sorry an answer to your letter has been so long delayed. Miss Henrich has left the Museum; she is now Mrs. C.P. O'Connell and is living in Norfolk, Virginia, where her doctor-husband is stationed in the Navy Hospital.

The best source of information about Ferriss' sketch of the Cherokee Dam seemed to be Mr. Hugh Ferriss himself. When he returned to town today, after almost a week's absence, he informed me that the drawing was still in his possession. Since he didn't give me any idea of costs and other sources weren't helpful either, you may want to write directly to him at 101 Park Avenue.

Please let me know if I may be of assistance at any time.

Charles Krutch
Sincerely yours,

Assistant

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KNOXVILLE, TENNESSEE

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

July 17, 1941

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

Dear Miss Henrich:

Because of an unusually large number of visitors, including South American diplomats, we have got behind with our photographic shop. However, within the next few days we will make up the pictures you want. Please be sure that we are glad to give you all the pictures you can use.

I have been too busy to do much thinking about a summer vacation, and in addition have been bitten by the Mexican bug. Am going to try to go to Acapulco this fall.

Friendliest regards.

Cordially yours,

TENNESSEE VALLEY AUTHORITY

Charles Krutch

Charles Krutch, Chief
Graphic Arts Service

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

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

May 29, 1942

Thursday

*Mr. Lewis
Arch 4-4575
will call.*

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

Dear Miss Henrich:

I took this page out of Time Magazine because it shows what looks like a damned exciting sketch of TVA's Cherokee Dam under way. I hate to bother you, knowing as I do how hectic most days around the Department of Architecture are, but I want to know what original sketches of that kind sell for. Maybe these are not for sale? Could you find out for me without too much trouble?

I would like to see you and the Steichen Exhibition and a few other things, but I haven't been in New York in so long I would have to look it up on a map before I started.

Friendliest regards,

Charles Krutch

Charles Krutch

Enclosure

16 write Mrs.

*exhib. Whitney Mus.
Mr. F. Will write
asked what dept
Krutch was in
if you know, would
you call him*

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June 27, 1941.

June 27, 1941.

Dear Roland:

I have been out of town so much of late that I have not written you, as I wanted to, how much satisfaction the TVA exhibition has given us all. As you probably realize, it received wide and enthusiastic publicity and the consistent interest and admiration shown by Museum visitors was most gratifying. I am sure its reception will be equally good during its tour of the country next season.

This letter will also serve to introduce to you Mr. Julio Villalobos, Chief Architect of Hydraulic Works in the Ministry of Public Works for Buenos Aires. Mr. Villalobos was one of the winners in the Latin American division of the competition for furniture designs which the Museum's Department of Industrial Art conducted last fall. His greatest interest in this country is your work in the Tennessee Valley and I hope you will have time to see him. We shall all greatly appreciate any courtesy you are able to show him.

I hope you will have a fine summer. Please remember me to Mrs. Wank.

Sincerely,

With best wishes for a good summer,

Sincerely yours,

Roland A. Wank, Principal Architect
Tennessee Valley Authority
Knoxville, Tennessee

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June 27, 1941.

Dear Mr. Irwin:
Dear Clauss:

Consistent absence from town has delayed my writing to tell you how much I admired and appreciated your fine work on the TVA exhibition. As you no doubt realize the show was given wide and enthusiastic publicity and the fine arrangement has received continuous compliments.

This letter also introduces to you Mr. Julio Villalobos, Chief Architect of Hydraulic Works for the Ministry of Public Works in Buenos Aires. Mr. Villalobos was one of the winners in the Latin American division of the competition for furniture designs which the Museum's Department of Industrial Art conducted last fall. His greatest interest in this country is the work of the TVA, and we will all greatly appreciate any courtesy you are able to show him. If you find it convenient, I am sure he would enjoy very much seeing your fine new house as well as your furniture designs.

With kindest regards and best wishes for a pleasant summer,
With best wishes for a good summer,

Sincerely yours,

Charles Kruttschnitt, Chief
Alfred Clauss, Esq.
Tennessee Valley Authority
Knoxville, Tennessee

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

ROBERT A. MORGAN
DIRECTOR

JOHN A. LINDENHALL
ASSISTANT DIRECTOR

JOHN B. POPE
SUPERVISOR

May 7, 1941

Mr. John McAndrew
Museum of Modern Art
11 West Fifty-third Street
New York, New York

June 27, 1941

Dear Mr. Krutch: Mr. McAndrew

This will introduce to you Mr. Julio Villalobos, Chief Architect of Hydraulic Works for the Ministry of Public Works of Buenos Aires. Mr. Villalobos was one of the winners of the Latin American division of the competition for furniture designs which the Museum's Department of Industrial Design conducted last fall. His greatest interest in this country is the work of the TVA which he knows largely through your photographs. We will all greatly appreciate any courtesy you are able to show him.

I have intended to write you, but continuous absences from town have prevented, to tell you again how fine I thought the exhibition was as finally installed. The wide and enthusiastic reception which it received both in the press and from Museum visitors must be particularly gratifying to you since your photographs "made" the show. I am sure its tour next season will be equally well received.

With kindest regards and best wishes for a pleasant summer,

Very truly yours,

Sincerely,

TENNESSEE VALLEY AUTHORITY

Maurice Keale

Maurice Keale, Chief
Information Service Staff

Charles Krutch, Chief
Graphic Arts Section
Tennessee Valley Authority
Knoxville, Tennessee

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Publications

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

May 7, 1941

Mr. John McAndrew
Museum of Modern Art
11 West Fifty-third Street
New York, New York

*She got copy of
this*

Dear Mr. McAndrew:

May we acknowledge Miss Ulrich's letter of April 29. Due to an error in our warehouse, instead of 500 copies of the Forum reprint you were sent an additional supply of the Magazine of Art reprint. We had thought of sending you 1,000 copies of the Forum reprint in all.

Will you return to us, express collect, the 489 copies of the Magazine of Art reprint received by you on April 28? This leaves you with 500 of the Forum and 500 of the Magazine of Art reprints.

By this time you will know whether or not you want us to send the additional 500 Forum reprints we had intended to send you.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Maurice Henle

Maurice Henle, Chief
Information Service Staff

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

April 16, 1941

Mr. John McAndrew
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

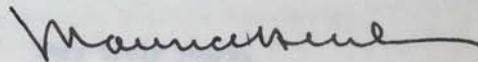
Mr. Krutch advises us that you would like to have duplicate copies of booklets mentioned in the back of the reprint from the Architectural Forum.

These we are glad to send you under separate cover. We also are taking the liberty of sending a few additional ones and of omitting one "How Cheap Electricity Pays Its Way," which is out of print.

We are sending a limited supply of order blanks which list publications for sale by the Treasurer of the Authority. It might be that some visiting the Museum would be interested in receiving a copy of this order blank.

Very truly yours,

TENNESSEE VALLEY AUTHORITY



Maurice Henle, Chief
Information Service Staff

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

THE MUSEUM OF MODERN ART

To: Miss Ulrich
Mr. Wheeler
From: Miss Karpis

April 9, 1941

The following is quoted from a letter I have sent Mr. Charles Karpis at the today:

"The Magazine of Art department would like to have 500 copies of the TVA reprint of the Barr Building. 500 copies of the Magazine of Art reprint re Washington, D. C. outline in your letter of March 21st. Please check these as a few days before the opening of Subject: Requisition 280538 1941. We know approximately how long it will take to Order K-41-18984 the Gentlemen: exhibition"

This supersedes previous correspondence you have had for the delivery of the 2,000 copies of the TVA reprint.

Please send 500 of the copies direct to Mr. John McAndrew, Museum of Modern Art, 11 West 53rd Street, New York City.

If your printing office is in Washington, retain an additional 500 copies there pending word from us. Ship the balance to the Information Office of the Authority in Knoxville.

If your printing plant is not in Washington but is in the vicinity of New York keep the 500 copies there. If the printing plant is distant from New York, ship 1,000 copies in all to the Museum of Modern Art, instead of 500, and send the balance as indicated to Knoxville.

Be sold for \$15 or more if you wish. There will be a phrase on the cover of this reprint indicating that it was made for the Museum of Modern Art.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

Yours very truly,

TENNESSEE VALLEY AUTHORITY

C. H. Garity
Director of Purchases

chg:sh:mrh
cc to Mr. McAndrew

Charles Karpis
Graphic Arts Service

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THE MUSEUM OF MODERN ART

FRANCIS A. MORGAN

CHAIRMAN

DAVID E. LAURENTHAL

CHAIRMAN

JAMES P. POPE

DIRECTOR

March 28 **Date** April 4, 1941

To: Miss Ulrich
From: Mr. Wheeler
Miss Henrich

Re: TVA publications

The following is quoted from a letter I have sent Mr. Charles Krutch at TVA today:

" Our Publications Department would like to have 500 copies of the Architectural Forum reprint and 300 copies of the Magazine of Art reprint on consignment under the conditions outline in your letter of March 24th. These should reach us a few days before the opening of the exhibition. We would also like to know approximately how long it will take to obtain additional copies during the run of the exhibition"

Dear Mr. Morgan:

This is in answer to your letter of March 20, addressed to Mr. Henrich.

I am enclosing a reprint of the "Architectural Forum" which will be offered to you at 75¢ a copy, to be sold during the exhibition at 10¢ or more if you want to.

In one booklet we are having reprinted three articles which have appeared in the Magazine of Art--September 1940, January 1941, April 1941--and which will be sold to you at 21¢. There will be no price printed on the cover and it can be sold for 25¢ or more if you wish. There will be a phrase on the cover of this reprint indicating that it was made for the purpose of sale at the Museum of Modern Art.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Charles Krutch
Charles Krutch, Chief
Graphic Arts Service

Enclosure

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TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

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

March 24, 1941

*Power for Defense
daily at 3
evening show*

*Consignment { 500 Arch Forum
300 Mag of Art
= 1500*

Mr. John McAndrew
The Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. McAndrew:

This is in answer to your letter of March 20,
addressed to Mr. Henle.

I am enclosing a reprint of the "Architectural
Forum" which will be offered to you at 7 $\frac{1}{2}$ ¢ a
copy, to be sold during the exhibition at 10¢
or more if you want to.

*all
u*

In one booklet we are having reprinted three
articles which have appeared in the Magazine of
Art--September 1940, January 1941, April 1941--
and which will be sold to you at 21¢. There
will be no price printed on the cover and it can
be sold for 25¢ or more if you wish. There will
be a phrase on the cover of this reprint indicating
that it was made for the purpose of sale at the
Museum of Modern Art.

Yours very truly,

TENNESSEE VALLEY AUTHORITY

Chas. Krutch
Charles Krutch, Chief
Graphic Arts Service

+

Enclosure

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	MoMA Exhs.	125.3

cc Miss Ulrich
Mr. Wheeler

via Airmail

March 20, 1941.

Dear Mr. Henle:

During the past year we have, several times, discussed with Mr. Wank and Mr. Krutch the possibility of selling reprints on TVA architecture in lieu of a catalogue during our TVA exhibition. We wrote in January asking that we be provided with a sample copy of the various publications which might be suitable, saying that we were not sure it would be possible for us to seal these reprints at cost, but that some decision could be reached after we had seen the samples.

Mr. Wank wrote us on January 28th that the matter of reprints was in your hands and that we would hear from you shortly. Since the time of the exhibition is now approaching, we would greatly appreciate your sending us copies of the reprints as soon as possible so that our treasurer's office and publications director may see them.

Sincerely yours,

John McAndrew

Maurice Henle, Chief
Information Service
Tennessee Valley Authority
Knoxville, Tennessee

JM:jh

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STANDARD TIME INDICATED
RECEIVED AT
TELEPHONE YOUR TELEGRAMS TO POSTAL TELEGRAPH

Form 16

Postal Telegraph

Mackay Radio
Commercial Cables



All America Cables
Canadian Pacific Telegraphs

THIS IS A FULL RATE TELEGRAM, CABLE-GRAM OR RADIOGRAM UNLESS OTHERWISE INDICATED BY SYMBOL IN THE PREAMBLE OR IN THE ADDRESS OF THE MESSAGE. SYMBOLS DESIGNATING SERVICE SELECTED ARE OUTLINED IN THE COMPANY'S TARIFFS ON HAND AT EACH OFFICE AND ON FILE WITH REGULATORY AUTHORITIES.

XLH 731 .BMA349 36 NL GOVT=KNOXVILLE TENN 18

MISS HENRICH=

=MUSEUM OF MODERN ART 11 WEST 53 ST NEWYORK NY

1941 APR 18 6 46
ma

:NEW PRINT OF FX10 SEVERAL PHOTOS WHICH WE KNEW WERE
SHORT THE PICTURES FOR FORMER COPY PANEL AND TWO OR
THREE NOT UP TO STANDARD ENLARGEMENTS WILL BE MOUNTED
BY US AND SHIPPED NEXT WEEK=

:CHARLES KRUTCH TENNESSEE VALLEY AUTHORITY.

FX10.

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Charge to the account of <u>museum of modern art</u>		1206-B	\$																	
<table border="1"><tr><td colspan="2">CLASS OF SERVICE DESIRED</td></tr><tr><td>DOMESTIC</td><td>CABLE</td></tr><tr><td>TELEGRAM</td><td>ORDINARY</td></tr><tr><td>DAY LETTER</td><td>URGENT</td></tr><tr><td>SERIAL</td><td>DEFERRED</td></tr><tr><td>NIGHT LETTER</td><td>NIGHT</td></tr><tr><td>SPECIAL SERVICE</td><td>SUP. RADIOGRAM</td></tr></table>		CLASS OF SERVICE DESIRED		DOMESTIC	CABLE	TELEGRAM	ORDINARY	DAY LETTER	URGENT	SERIAL	DEFERRED	NIGHT LETTER	NIGHT	SPECIAL SERVICE	SUP. RADIOGRAM	<table border="1"><tr><td>CHECK</td></tr><tr><td>ACCOUNTING INFORMATION</td></tr><tr><td>TIME FILED</td></tr></table>		CHECK	ACCOUNTING INFORMATION	TIME FILED
CLASS OF SERVICE DESIRED																				
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TIME FILED																				
WESTERN UNION																				
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 18, 1941

CHARLES KRUTCH
GRAPHIC ARTS SERVICE
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

FIND PHOTO FXIII#6 MISSING. ~~FX~~ FX #10 was torn in unpacking. CAN USE
AS IS BUT NEW PRINT WOULD BE BETTER. PLEASE ADVISE. ONLY ONE ~~FX~~ PHOTO HERE
FOR C13. IS ANOTHER COMING? REGARDS

JANET HENRICH
MUSEUM OF MODERN ART

ONLY

from the Authority.

In the event you have paid charges prior to receipt of
bill of lading the agent will make refund when you give
him the original.

Also please note date of arrival on face of memorandum
copy and return same to the writer with a copy of freight
or express bill.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell
Traffic Supervisor
Materials Division

LBR:

Enclosure

Letter 704

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

October 23, 1940

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

Subject: Government B/L TV- 74004
Shipment of: Government Exhibit
From: Knoxville, Tenn.
Via: Railway Express
To: New York, N. Y.

There is attached the above numbered government bill of lading covering shipment as shown.

Shipment should be examined for loss and/or damage, and proper notations made in space provided on reverse of original. Same notations should be made on memorandum copy.

ORIGINAL of bill of lading (White Copy) is to be given to agent for transportation company, after filling in "Consignee's Certificate of Delivery" at bottom of the sheet. The agent will use same in collecting charges from the Authority.

In the event you have paid charges prior to receipt of bill of lading the agent will make refund when you give him the original.

Also please note date of arrival on face of memorandum copy and return same to the writer with a copy of freight or express bill.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell
Traffic Supervisor
Materials Division

LBR:

Enclosure

Letter 704

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

NO. C 51117

MEMO FROM CLAUDE MANNING - 10-16-40

CREDIT
ACCT. NO. \$

DATE SHIPPED 10-17-40 19 40 G.B.L. NO. TV 74004 METHOD OF SHIPMENT Railway Express

MATERIAL RECEIVED	19
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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

Knoxville

TVA

August 28, 1940

Mr. John Rockwell, General
Manager of Architecture
The Museum of Modern Art
11 West 53rd St.
New York, N. Y.

August 28, 1940

AIR MAIL

RE: Government B/L TV- 69533 Knoxville to New York via Railway Express

Dear Mr. Rockwell:

Since we have returned the Bill of Lading to the Railway Express Agency within forty-eight hours, we assume that we will not be billed. Therefore, we do not have two copies of the Express invoice.

Very truly yours,

Since we have returned the Bill of Lading to the Railway Express Agency, we assume that we will not be billed. Therefore, we do not have two copies of the Express invoice.

The agent will not have the authority.

L. B. Rockwell, Esq., Traffic Supervisor
Materials Division
Tennessee Valley Authority
Knoxville, Tenn.

enclosure
ec:a

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

DAVID E. LILIENTHAL
DIRECTOR

JAMES P. POPE
DIRECTOR

August 23, 1940

Mr. John McAndrew, Curator
Department of Architecture
The Museum of Modern Art
11 West 57th St.
New York,

Since we have immediately returned the Bill of Lading to the Railway Express Agency, we assume that we will not be billed.

Therefore we do not have two copies of the Express invoice

69533
Government Exhibit
Knoxville, Tenn.
Railway Express
New York, N. Y.

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Very truly yours,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell

L. B. Rockwell
Traffic Supervisor
Materials Division

LBR:

Enclosure

Letter 704 (Mat.)

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TENNESSEE VALLEY AUTHORITY

KNOXVILLE, TENNESSEE

HARCOURT A. MORGAN
CHAIRMAN

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August 23, 1940

Mr. John McAndrew, Curator
Department of Architecture
The Museum of Modern Art
11 West 53rd St.
New York, N. Y.

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*Trans to
over*

ORIGINAL of bill of lading (White Copy) is to be given to agent for transportation company, after you have filled in and signed the "Consignee's Certificate of Delivery" at bottom of the sheet. The agent will use same in collecting charges from the Authority.

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Also please note date of arrival on face of memorandum copy and return same to the writer with two copies of freight ~~er~~ express bill.

Very truly yours,

TENNESSEE VALLEY AUTHORITY

L. B. Rockwell
L. B. Rockwell
Traffic Supervisor
Materials Division

LBR:

Enclosure

Letter 704 (Mat.)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3



THE CITY OF NEW YORK
DEPARTMENT OF PUBLIC WORKS
MUNICIPAL BUILDING

April
Ninth
1941
August 20, 1941

Miss Janet Henrich
Museum of Modern Art
West 53rd Street
New York, N.Y.

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

In accordance with your request

Dear Mr. Krutch: I am enclosing a list of names, members of our Department,

who should receive special invitation to the grand day,
Miss Henrich has just left for a ten days vacation.
She will, of course, answer your letter immediately upon her return to the
Museum on September second.

I hope this delay will not seriously inconvenience
you.

Sincerely yours,

Cordially Yours,

Anne Tredick

ALBERT B. BAUER

ABR/wm.

Encl.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3



THE CITY OF NEW YORK
DEPARTMENT OF PUBLIC WORKS
MUNICIPAL BUILDING

April
Ninth
1941

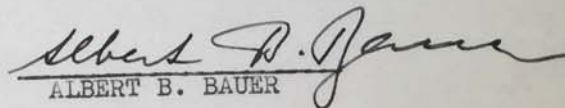
Miss Janet Henrich
Museum of Modern Art
West 53rd Street
New York, N.Y.

My dear Miss Henrich:

In accordance with your request
I am enclosing a list of names, members of our Department,
who should receive special invitation to the opening day,
April 29th, of the T.V.A. Exhibition.

I remain,

Cordially Yours,


ALBERT B. BAUER

ABB/mm.

Encl.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

cc Mr. Krutch

May 7, 1941.

Dear Mr. Bauer:

I find that we do not have in the Museum any extra prints of the TVA exhibition installation designs. Since we could not in any case release such drawings without the permission of the TVA, I suggest that you write to Mr. Charles Krutch, Chief of the Graphic Arts Section, TVA, Knoxville, who was in charge of preparing the exhibition material.

Sincerely yours,

Janet Henrich
Assistant

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

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.3

Charge to the account of		MUSEUM OF MODERN ART	\$														
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DAY LETTER	URGENT																
SERIAL	DEFERRED																
NIGHT LETTER	NIGHT LETTER																
SPECIAL SERVICE	SHIP RADIOGRAM																
Patrons should check class of service desired; otherwise the message will be transmitted as a telegram or ordinary cablegram.		R. B. WHITE PRESIDENT	NEWCOMB CARLTON CHAIRMAN OF THE BOARD														
		J. C. WILLEVER FIRST VICE-PRESIDENT															
		CHECK															
		ACCOUNTING INFORMATION															
		TIME FILED															

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

CHARLES KRUTCH
TENNESSEE VALLEY AUTHORITY
KNOXVILLE, TENNESSEE

NEED ONE MORE GALLON BLUE LACQUER. PLEASE SEND. THANKS, REGARDS

JANET HENRICH
MUSEUM OF MODERN ART

of the exhibition, for while we now have a great deal of interesting material and fairly detailed information on the individual parts of TVA's activities, we still have no general statement of its purpose, its relation to the region and the United States, and the scope and quality of design - in other words, the reason for our having the show. We hope you can send us this copy soon.

Since we expect to begin actual installation in the galleries on April 23rd, all of the label panels should be at the Museum by April 22nd at the latest.

Thank you for your letter about the omission of the two models. While we are disappointed not to have all six models, it is undoubtedly better to have four first-rate ones. We are making the necessary changes in the plans. As you have suggested, we will need the models in order to make the stands. It would therefore be best to arrange for their shipment as soon as possible. Please let us know when they are being shipped so that we may be ready to receive the shipment.

The lacquer for the final coat on frames, stands, etc. we would like to have sent at the same time. Since space here is at a premium, it would be more convenient for us if you could hold the large letter display for about two weeks. However, if it takes any

P.S. I am also enclosing a sketch plan indicating the relation of the exhibition space to the entrance, etc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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cc Miss Ulrich
Mr. Wheeler
Mr. Baxter

Mr. Krutch

April 4, 1941

great difference in convenience to you, we can arrange to receive it with the models
via Airmail

April 4, 1941.

We have arranged to have the photographs mounted outside the Museum, who are to do the job would rather do all photographs at once, and will give us a better price on this arrangement. We should give them the photographs on April 13th, so please arrange to have them in our hands at that time.

Dear Mr. Krutch:

Enclosed are additional notes on the label material sent to you last night. As you will see, most of these comments concern labels whose meaning was not clear to us because we are unable to remember the photographs accurately. If there is time, we would very much like to see final copy on these before the panels are made. In general the changes made were due to two considerations: our very lay public cannot be presented with anything approaching a technical phrase without having it explained; and we felt that at times it was necessary to modify the telegraphic style for the sake of clarity.

The text for the general introductory label, which Mr. McAndrew and Miss Courter have discussed with you in the past and which we talked of again while Mr. Clauss was here, was not included in the material sent. This label is one of the most important parts of the exhibition, for while we now have a great deal of interesting material and fairly detailed information on the individual parts of TVA's activities, we still have no general statement of its purpose, its relation to the region and the United States, and the scope and quality of design - in other words, the reason for our having the show. We hope you can send us this copy soon.

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Mr. Krutch

April 4, 1941

great difference in convenience to you, we can arrange to receive it with the models and lacquer.

We have arranged to have the photographs mounted outside the Museum, and the people who are to do the job would rather do all photographs at once, and will give us a better price on this arrangement. We should give them the photographs on April 15th, so please arrange to have them in our hands at that time.

One further point which I think has never been brought up is the color of the walls in the exhibition galleries. Have you any strong preferences or recommendations on this? We had thought of using a light grey, possibly with one or two walls of a deep red.

Our Publications Department would like to have 500 copies of the Architectural Forum reprint and 300 of the Magazine of Art reprint on consignment under the conditions outlined in your letter of March 24th. These should reach us a few days before the opening of the exhibition. We would also like to know approximately how long it will take to obtain additional copies during the run of the exhibition.

I think this covers all points with the exception of those connected with the opening, about which Miss Hawkins has written you. When Mr. McAndrew told you of the date of opening, April 29th, on the telephone, did he also tell you that we want to continue the exhibition until June 8th. This brings the exhibition period to six weeks lacking two days.

We will appreciate having some confirmation from you on the various arrangements I have outlined above.

Looking forward to the arrival of the models and other material, and with kindest regards, I am

Sincerely yours,

Janet Henrich
Assistant

Charles Krutch, Chief
Graphic Arts Section
Tennessee Valley Authority
Knoxville
, Tennessee

P.S. I am also enclosing a sketch plan indicating the relation of the exhibition space to the entrances, etc.