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	MoMA Exhs.	125.4

Panel C-3

Main copy:

X (A rushing tide of water, held back by Norris Dam during the danger period in the 1937 flood, pours smoothly over a drop greater than Niagara Falls. With the flood receding on the lower river, this water ~~now~~ now can do no harm. Flood gates act as giant faucets to turn the water on or off, at will.

Small lettering on photograph:

Norris Dam

Panel C-5

X (A ^{steel} transmission tower, etched in lacy, functional design of steel, overlooks Norris Dam on the Clinch River. Behind this ~~massive~~ ^{massive dam} graceful monolith of concrete stretches a two-pronged lake capable of storing two million acre-feet of water to prevent flood damage, to aid navigation, and to produce electric power.

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Panel C-10

Main copy for panel:

Ploughing the waters of the deep channel provided by TVA
are towed the 700 mile length of
dams, barge ~~tows~~ ply the Tennessee River. For ~~the first~~
time in the river's history, *A* automobiles are arriving in
the valley via the river routes.

small lettering on photo:

✓ Navigation Lock, Guntersville Dam

Panel C-11

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

This to be done

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no text { C4 Kentucky
C1 chidea
C2 Grant.

Panel G-9

X

TVA construction forces are a compact group of highly skilled workers. TVA operates under an enlightened labor relations policy; it provides all possible safeguards to prevent accidents; it enjoys the confidence and cooperation of its labor groups.

small lettering on photographs, top:

✓ Pickwick Landing Dam in 1937

bottom:

✓ Wheeler Dam in 1935

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Panel C-8

Asks John
makes a dramatic spectacle
~~NIGHT AND DAY~~--- Nightfall brings added beauty to the TVA
night and day
dams---dams which work ceaselessly to generate power, to
hold back flood waters, and to maintain navigation channels.

Panel C-12

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

small lettering on photograph:

Chickamauga Dam

Panel "Special Panel"

In the
An air view of Guntersville Dam, with the lake curving
broadly into the background, suggests the magnitude of
the project. *are* powerhouse (center) houses three great
generating units; the deep lake stretching 82 miles
upstream, forms a water highway for sturdy tugs, and barges,
and graceful pleasure craft.

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Panel C-6

36
This gleaming row of transformers at Chickamauga Dam
46
"steps up" electric current from the 13,200 volts at
39
which it comes from the generators to 154,000 volts
for transmission to homes, factories, and shops
throughout the Tennessee Valley region.

Panel C-7

variety
TVA's chain of lakes is making possible a rebirth of
of pleasant
~~the time-tested pleasure~~ of river cruises. Packets
now bring vacationists from Ohio and Mississippi River
ports.

small lettering on both photos:

✓
Navigation Lock, Pickwick Landing Dam

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Photos

\$ 124.60
final price

CI-75330

April 10, 1941.

Dear Mr. Cantelmo:

The following are the sizes of the photographs you are to mount for us on 1/4" Weatherwood Bensboard (U.S.Gypsum):

4 to be 24 x 29 7/8"
9 to be 30 x 23 7/8"
(in other words roughly speaking 13 to be 24x30)

65

23 to be 19 x 23 7/8"
20 to be 24 x 18 7/8"
(roughly speaking 43 to be 19x24)

129
178

71 to be 15 x 18 7/8"
18 to be 19 x 14 7/8"
(roughly speaking 89 to be 15x19)

In giving these dimensions, the height is given first and all of the above are to be mounted with wrapped edges top and botteom, these edges to be bevelled as on the sample we sent you. Accurate dimensioning and square corners are very important. The sides on these may be cut square and photos trimmed flush (not wrapped).

In addition, the following are to be mounted with all four sides bevelled and wrapped:

15 19 to be 28 x 36"
2 to be 36 x 57 1/2"
1 to be 39 x 53
1 to be 39 x 48

105
29
14
13
9

There are several details about the mounting which can best be explained in person, but this information should enable you to proceed with ordering the necessary board. I shall telephone you on Monday morning to see how things are progressing and arrange to see you for detailed instructions.

Mr. Edward Cantelmo
Brewer Cantelmo Co. Inc.
116 East 27th Street
New York, New York

Sincerely yours,

Janet Henrich
Assistant

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March 19, 1941.

Dear Mr. Cantelmo:

I understand that your estimate for the mounting job on 180 prints covered in my letter of March 12th was \$102.00

This seems to us a fair price and we will therefore place the material in your hands for mounting. There have been a few changes made in the layout of the exhibition which will change the count slightly. As soon as the arrangements are final I will send you the corrected list so that you may give us a final price. This should be within the next week.

We shall be receiving the photographs in installments starting about ten days from now and will be glad to forward them to you for mounting as they arrive (and receive them as they are mounted) if this arrangement meets with your approval. The whole job should be completed soon after the middle of April.

Sincerely yours,

Janet Henrich
Assistant

Mr. Edward Cantelmo
Brewer Cantelmo Co. Inc.
116 East 27th Street
New York, N.Y.

JH:fp

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THE MUSEUM OF MODERN ART

Date March 18, 1941

To: Mr. Baxter

Re: attached letter

From: Miss Henrich

Dear Mr. Baxter:

Does the attached letter cover the problem of the mounting job? I am waiting to send it out until I hear from you. The yellow copy which I would like returned is the set of specifications on which they gave the \$102. bid.

Dear Janet

JH

This is OK. List of numbers to be mounted is according to plans brought in by Mr. Klaus (?). Before leaving he told me you were eliminating some photographs. — There was also a panel (i) of no designated size.

to return them to you as they arrive, in this arrangement meets with your approval.

Your will not. The whole job must be completed by about the middle of April. We should like a written confirmation of the financial arrangements involved, but perhaps the other details may be settled by telephone. Good strips on the back of photos will be applied here.

Sincerely yours,

I will appreciate it if you can let us have an estimate on this job by Friday morning, March 15th at 10 o'clock.

Janet Henrich
Assistant

Janet Henrich
Assistant

Mr. Edward Cantelmo
Brewer Cantelmo Co. Inc.
116 East 27th Street
New York, N.Y.

JH:fp

cc: Mr. Baxter

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The Museum of Modern Art Archives, NY	Collection:	Series/ Folder:
	MoMA Exhs.	125.4

March 12, 1941.
March 18, 1941

Dear Mr. Cantelmo:

I understand that your estimate for the mounting job on 180 prints covered in my letter of March 12 was \$102.00.

Photos supplied to be mounted per sample on 1/2" BEATHERWOOD
Since this offer is agreeable to us, we will place the material in your hands for mounting. We shall be receiving photographs in installments starting about a week from now and will be glad to forward them to you as they arrive, if this arrangement meets with your approval.

The whole job must be completed by about the middle of April. We should like a written confirmation of the financial arrangements involved, but perhaps the other details may be settled by telephone. Good strips on the back of photos will be applied here.

Sincerely yours,

I will appreciate it if you can let us have an estimate on this job by Friday morning, March 15th at 10 o'clock.

Janet Henrich
Assistant

Janet Henrich
Assistant

Mr. Edward Cantelmo
Brewer Cantelmo Co. Inc.
116 East 27th Street
New York, N.Y.

JH:fp

cc: Mr. Baxter

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\$102.00 for 180 prints
on bevelled boards mounted

March 12, 1941.

Dear Mr. Cantelmo:

Here are the specifications on the mounting job for which we would like an estimate:

Photos supplied to be mounted per sample on $\frac{1}{4}$ " WEATHERWOOD
DENSEBOARD (U.S.GYPSUM) . . .

13 to be 24x30"
43 to be 19x24"
114 to be 15x19"
10 to be 12x15"

Your will note that the board has been well rounded or bevelled in the case of the sample. While we would not require the edges of the mounted photos to be as much rounded as the sample, the board would have to be well sanded. The wood strips on the back of photos will be applied here.

I will appreciate it if you can let me have an estimate on this job by Friday morning, March 14th at 10 o'clock.

Sincerely yours,

Janet Henrich
Assistant

Mr. Edward Cantelmo
Brewer Cantelmo Co. Inc.
116 East 27th Street
New York, New York

MLL 5-1200

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PHOTOGRAPHY
IN ALL OF ITS
POSSIBILITIES

Apeda Studio

APEDA BUILDING
212-216 West 48th
NEW YORK 2, N. Y.

TELEPHONE: CIRCLE 6-5790

March 18, 1941

March 18, 1941

Miss J. Henrich,
Museum of Modern Art,
11 West 53 Street,
New York, N. Y.

Dear Mr. Rosenthal: Mounting Photographs
TVA Exhibit

Thank you so much for sending us the
estimate on the T.V.A. photographs.

I am sorry to say that the other estimate we received was considerably lower so we shall not be bothering you.

We appreciate your trouble in making up the estimate.

13 - 34 x 50
114 - 15 x 19
10 - 18 x 15

Sincerely yours,

\$150.00

It is understood that the photographs will be furnished to us and there will be sufficient ad-wrap the photographic paper around

Janet Henrich
Assistant

The photographs are to be mounted on 3/4" Weatherwood (laminated board manufactured by the U.S. Gypsum Co. The board will have a slight bevel all around on all four sides so that when the photograph is wrapped around, it will give a quarter round effect.

We will require one week time to complete this work.

Mr. D. Anson Rosenthal
Apeda Studio
Apeda Building
212-216 West 48th Street
New York, N.Y.

JH:fp

TELL YOUR STORY WITH "APEDA" PHOTOGRAPHS

"USE ON A MILLION"

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PHOTOGRAPHY
IN ALL OF ITS
POSSIBILITIES

Apeda
Studio
INC

APEDA BUILDING
212-216 WEST 48TH STREET
NEW YORK CITY

TELEPHONE: CIRCLE 6-0790

March 13, 1941

Miss J. Henrich,
Museum of Modern Art,
11 West 53 Street,
New York, N. Y.

Re: Mounting Photographs
TVA Exhibit

Dear Miss Henrich:-

We wish to submit estimate as below---

For mounting 180 photographs:

13 - 24 x 30
43 - 19 x 24
114 - 15 x 19
10 - 12 x 15

\$150.00

It is understood that the photographs will be furnished to us and there will be sufficient additional paper so as to wrap the photographic paper around the edges of the board.

The photographs are to be mounted on $\frac{1}{4}$ " Weatherwood dense board manufactured by the U.S.Gypsum Co. The board will have a slight bevel all around on all four sides so that when the photograph is wrapped around, it will give a quarter round effect.

We will require one weeks time to complete this work.

TELL YOUR STORY WITH "APEDA" PHOTOGRAPHS

"ONE OR A MILLION"

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

from APEDA STUDIO, Inc.

To

Museum of Modern Art

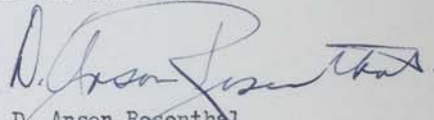
March 12, 1941

We wish to thank you for your inquiry and to express, at this time, our appreciation of the many courtesies extended to the writer.

We look forward to the favor of your order.

Very truly yours,

APEDA STUDIO INC.



D. Anson Rosenthal

DAR
L

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	125.4

Rough Preliminary Cost Estimate

Construction:

<u>Material</u>	Densboard	\$80.00	
			March 13, 1941
	Stripping	35.00	
To Mr. Rosenthal	Bars	20.00	
Apeda Studios	Back Pieces	15.00	
	Hardware,		
	nails	15.00	

We will need the estimate on this work by 10:00 this next Friday morning.

The photographs will have to be mounted on 1/4" Weatherwood Densboard (U.S.Gypsum).

13 to be	24 x 30	
43	19 x 24 etc.	30.00
114	15 x 19	
10	12 x 15	

Installation Paint 25.00

If you will call Miss Henrich this afternoon she will tell you whether the edges of the boards should be rounded, and whether the prints should be spotted, also how much time will be allowed for the mounting job.

Construction

Carpentry	175.00	
Mounting	175.00	
Painting	Elizabeth Mock	385.00

Installation

Carpentry	25.00	
Painting	25.00	50.00

? Spotting
allowance for
double weight

	115.00	<u>115.00</u>
--	--------	---------------

~~Painting~~ Total \$750.00

florio

?

\$150 complete (c \$25 for rounding edges)

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TUN

Rough Preliminary Cost Estimate

Construction:

<u>Material</u>	Densboard	\$60.00	
	Stripping	35.00	
	Bars	20.00	
	Back Pieces	15.00	
	Hardware, nails	<u>15.00</u>	145.00
	Paint, Arabol, etc.		30.00
	Installation Paint		25.00

Labor

Construction

Carpentry	175.00	
Mounting	175.00	
Painting	35.00	385.00

Installation

Carpentry	25.00	
Painting	25.00	50.00

Allowance for
Changes

	115.00	<u>115.00</u>
--	--------	---------------

Total \$750.00

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Rough Estimate for Materials- T.V.A. Exhibition

$\frac{1}{4}$ " Weatherwood Densboard (U.S.Gypsum Co. product)	- For mounting photos. back panels, etc.
	35 sheets - 4'x 10'

$\frac{3}{8}$ " x $2\frac{1}{4}$ " Stripping (Idaho Pine)	- For top and bottom catch bars on Photo Unit Panels
	900 running feet

$\frac{3}{4}$ " x $2\frac{1}{2}$ " Idaho Pine	- For vertical section bars on Photo Units
	525 running feet

$\frac{7}{8}$ " x 4"	- For horizontal back pieces on Photo Units
	300 running feet or 28- 12 foot lengths

Note: Hardware- screws,
nails, etc. extra

Paint

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(Construction Only)

Information for Labor Estimate.

(Carpentry- [] hrs.
 (Mounting " "
 (Painters " "

1. 1/4" Weatherwood Densboard Paneling

	No.Panels	Size	To be Cut	To be Painted	Photo. mount
	8	36"x8'-	x	x	-
	1	4'x8'	x	x	-
	1	39"x48"	x	-	x
Photo and other Mounting Panels	1	36"x58"	x	-	x
	14	28"x36"	x	-	x
	13	24"x30"	x	-	x
	43	19"x24"	x	-	x
	114	15"x19"	x	-	x
	10	12"x15"	x	-	x
	<u>205</u>				
	48	4"x19"	x	x	
	9	15"x15"	x	x	
Copy Panels	13	14"x19"	x	x	
	9	4"x24"	x	x	
	2	5"x30"	x	x	
	2	5"x19"	x	x	
	1	10"x24"	x	x	
	8	15"x24"	x	x	
10	5"x15"	x	x		
<u>102</u>					

2. Vertical Section Bars- 3/4"x2 1/2" stock
 110 lengths- 4'-5" to be cut and grooved 2 sides
 Also each piece to be mitered in 2 places for back bar

3. Horizontal Back Bars 7/8"x4" stock
 28 pieces-8'-12' long -to be cut and beveled-2 edges

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change photos

Huvassee + Davis F 11

let us
see
out



How does this label work?

interior? details box

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- 1 - How will labels be put on? wrapped paper over edge of piece between photographs
- 2 - How are labels put on larger blue sections - black places between photographs
- 3 - Do you have these spaces measured exactly so we don't have to worry about their fit with our spaces?

will labels be wrapped