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**ORGANIC DESIGN IN HOME FURNISHINGS—148—24 September to 9 November 1941**

**Department Material**

Bloomingdale's Price List for Furniture And Furnishing Of Organic Design (corresponds to MoMA catalog)

A Note on the competition (possibly draft of catalog text)

Possible draft for the Latin American portion (16 June 1941)

Preliminary report of the jury—Industrial Design Competition (27 January 1941) attached note from Elliot Noyes to Alfred Barr

1941 Organic Design Floor Plan

Memos regarding the extension of the exhibit into the Rockefeller garden.

Memo regarding additional pieces in the exhibition 27 October 1941

Invitation list for Cocktail Party in honor of S.A. Competition winners, 3 June 1941

Invitation, guest list and other ephemera regarding luncheon to meet winner of the Latin American Industrial Design Competition on 16 June 1941.

Memo, guest list regarding Bloomingdale's dinner on 24 September 1941

Invitation, guest list, seating charts, and other ephemera for the opening meet the winners of the *Organic Design* Competition on 24 September 1941.

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BLOOMINGDALE'S PRESENTS

**ORGANIC DESIGN**

FURNITURE AND FURNISHINGS PLANNED

FOR TODAY'S LIVING, SPONSORED BY

THE MUSEUM OF MODERN ART

LEXINGTON AT 59th STREET, NEW YORK • VO 5-5900

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### HOW IT BEGAN

The Museum of Modern Art and Bloomingdale's undertook a major project in the field of home furnishings. They were convinced of the need and timeliness of a project to develop new designs in furniture which would be an expression of today's way of living in America. Out of this came

### ORGANIC DESIGN

Some of this new furniture and furnishings is shown here as it is used in actual living—in various combinations, in practical rooms and familiar settings, sane and reasonable for present-day living. The entire group is on exhibition and sale at Bloomingdale's.

### EXHIBITION AT THE MUSEUM OF MODERN ART

shows the winning competition drawings, the development of modern furniture, the construction processes, and the prize-winning pieces.

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Beverage Cart by Weese & Baldwin.  
Removable fibre basket, steel disc  
wheels, inflated rubber tires. **49.50**



Sectional Unit Chair with arms by  
Nicholson & Maier. Rubber-filled.  
**59.50**

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Outdoor & Occasional Chair by  
Anderson & Bellah. Candle-finish  
rattan with rubberized hair seat.  
Covered with leopard spot Organic  
Design fabric by Antonin Raymond.  
**25.00**

End Table by Anderson & Bellah.  
With lacquer top. **19.50**



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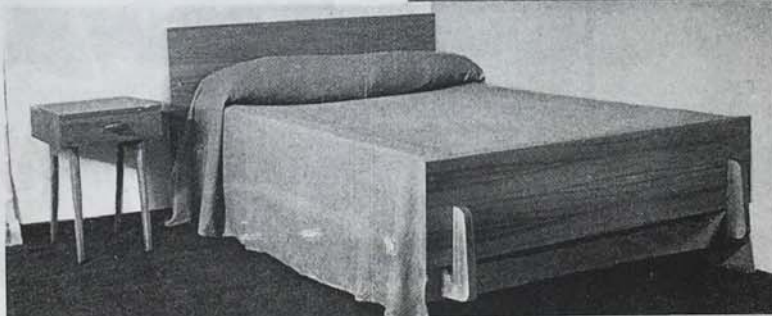
The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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It all begins with this Bed Frame, top photo (full size, adjustable to your measurement). **34.50**

Bed Frame with head- and foot-boards by Stonorov and von Moltke. Silvered walnut veneer on poplar. **44.50**

Night Table, **18.98**

Same Frame with Side Pieces makes a Studio Bed or Sofa. Complete with cushions and innerspring unit, **139.50**



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Dressing Table with Glass Shelf and full-length mirror by Craig & Hatfield. For left or right side use. Nature-tone finish on solid birch.

**139.50**

Body-Curve Dressing Table Bench by Craig & Hatfield. Sponge rubber filled.

**19.98**

Double Shade Floor Lamp by Pfisterer adjusts to 5 positions. Brushed chrome or brushed brass.

**24.98**

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Desk by Stonorov & von Moltke. Removable light and filing unit. 2 drawers and typewriter tray. Plastyle\* top. Silvered walnut veneer on poplar. **79.98**

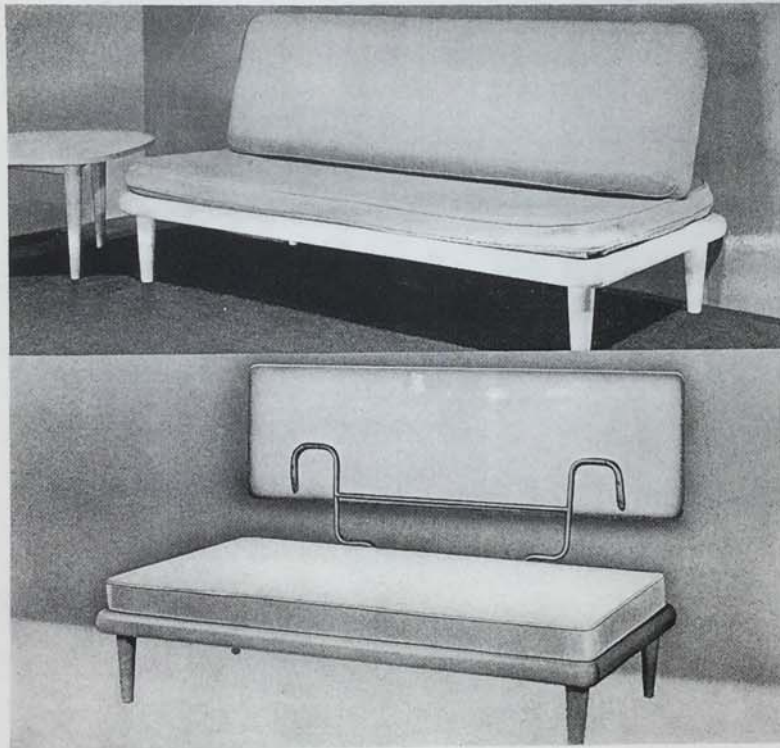
Desk Chair by Stonorov & von Moltke. Woven hemp upholstery. **24.98**

\*Reg



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Bed-Sofa by Craig & Hatfield. Covered with Organic Design fabric; fabric by Marli Ehrman. Upper photo shows sofa view. Rubber mattress covered with ticking. **139.50**

Same sofa, below, showing bed view, with back cushion raised for sleeping. Covering has 5" tuck-in flap so bedding may be stored inside.

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Revolutionary Body-Moulding Chair  
by Saarinen & Eames. Entirely new  
way legs are attached, gives resili-  
ency never before obtained. **75.00**

Tri-Ang Coffee Table by Saarinen  
& Eames. Honduras mahogany  
vener on poplar. **49.50**

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Living Room Group by Saarinen & Eames. Literally millions of variations possible.

Basic Benches, Honduras mahogany veneer on poplar, in 3 sizes: 36", 11.98. 54", 13.98. 72", 14.98

On them go any of 5 types of 18" chest or desk. Shown:

Cabinet Unit,	22.50
5-Drawer Unit,	24.50
Bookcase Unit,	19.98
Bookcase-Drawer Unit,	22.50
2-Legged Desk Shelf,	15.98
3-Drawer Desk Unit,	19.98



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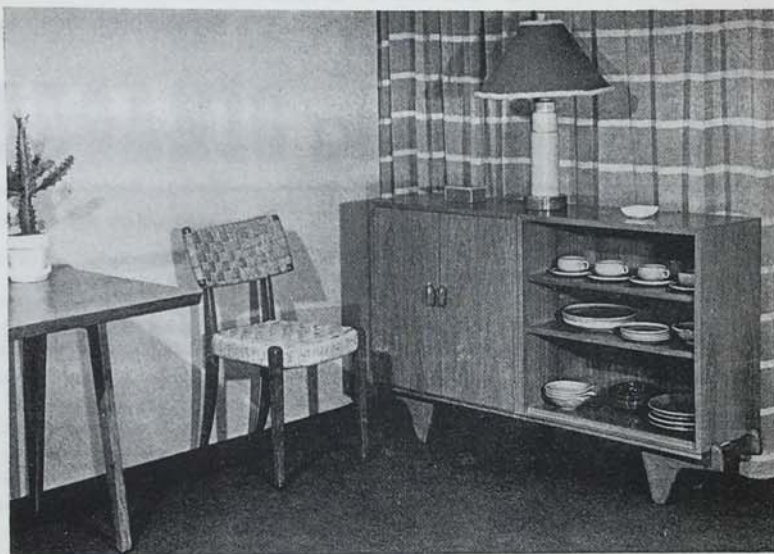


Living Room Group by Stonorov &  
von Moltke. Reclining Chair, **99.50**  
Companion Chair, abrupt front leg,  
**19.98**  
Rectangular Coffee Table, **22.98**

ns by  
led.  
**19.50**

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Dining Room Cabinet Units by Stonorov & von Moltke showing 2 units on a base. Price of base is **14.98**  
2-door Cabinet, **32.98**  
Adjustable 2-shelf unit, **29.98**  
Hemp-woven Chair by Stonorov & von Moltke, **24.98**  
Dining Table, 30x44", **29.98**  
All silvered walnut veneer on poplar.

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**B**LOOMINGDALE'S PRICE LIST FOR  
FURNITURE AND FURNISHINGS OF  
**ORGANIC** DESIGN

*Catalog*  
Exh 148

MUSEUM OF MODERN ART CATALOGUE:

- P. 13. Bottom photo. Revolutionary Body-Moulding Desk Chair by Saarinen and Eames. The entirely new way in which the legs are attached to the body gives a resiliency and swing never before obtained in any chair. **75.00**
- P. 15. Body-Moulding Side Chair using the same swing principle as chair on page 13. Upholstered in resilient sponge rubber and Organic Design fabric. **49.50**
- P. 15. Body-Moulding Armchair follows the curve of the entire body. **89.50**
- P. 17. Sectional Chair or Sofa unit by Saarinen and Eames. Same revolutionary body-moulding principle, as chair on page 13, hidden inside the upholstery. **89.50**
- P. 18. Top left. 3-Drawer Chest unit by Craig and Hatfield. 17" deep, 28" wide, 30" high. Grooves form the drawer pulls. **39.98**
- P. 18. Top center. 2-Shelf Bookcase unit, 12" deep, 28" wide, 30" high. **22.98**
- P. 18. Top right. Cabinet unit, center groove for easy opening. Usable for left or right sections. 17" deep, 19" wide, 30" high. **29.98**
- P. 18. Bottom left. Cabinet Top unit by Craig and Hatfield. Suitable for desk, radio or bar. 12" deep, 28" wide, 20" high. (Shown resting on co-ordinated 3-drawer chest unit to form a desk-secretary.) **32.98**
- P. 18. Bottom right. Adjustable 1-Shelf Bookcase unit, 12" deep, 28" high. (Shown resting on a 3-shelf bookcase unit to form one high case.) **16.98**
- P. 19. Bed-Sofa by Craig and Hatfield. Upper photograph shows sofa view with back cushion in place. Organic Design fabric covering by Marli Ehrman. **139.50**
- P. 19. Same Bed-Sofa in center photograph shows bed view with back cushion raised for sleeping. Bedding is kept inside the ticking. New 5-inch tuck-in flap keeps bedding from sliding out.
- P. 19. Free-Form Coffee or End Table by Craig and Hatfield. **19.98**
- P. 19. Dressing Table with glass shelf and full-length mirror by Craig and Hatfield. **139.50**
- P. 19. Body-Curve Vanity Bench by Craig and Hatfield. Filled with sponge rubber. **19.98**
- P. 20. Top photo. Wood units (described on page 18) showing room use. Form-Fitting Pull-up Chair by Craig and Hatfield, pivot back. **12.98**. Free-Form Coffee Table by Craig and Hatfield. **18.98**. Form-Fitting Lounge Chair by Craig and Hatfield. Organic Fabric design by Marli Ehrman. **79.50**.
- P. 20. Bottom photo. Wood units, showing another variation in grouping of units. **59.50**
- P. 20. Bottom photo. Low-slung Armchair by Nicholson and Maier. **59.50**
- P. 21. Top photo. Armless Sectional Chair unit by Nicholson and Maier. **39.50**. With arms, **59.50**
- P. 22. Sectional units by Stonorov and Von Moltke. Top row, left to right, for living room: Cabinet unit, 2 adjustable shelves, 2 doors. **32.98**. 2-Shelf Bookcase unit **29.98**. 2-Shelf unit with tambour door **39.98**.
- P. 22. Center row, left to right, for bedrooms: 2-door, cabinet with tie rack, 2 adjustable shelves. **39.98**. 3-drawer chest **44.50**. Chest with sliding trays, compartments, tambour door. **59.98**
- P. 22. Bottom row, left to right: Adjustable base with legs. **14.98**. Shown larger to hold 3 units.
- P. 23. Top photo. Low reclining chair by Stonorov and Von Moltke. **99.50**. Sectional Living Room units by Stonorov and Von Moltke (see page 22) in coordinated use.
- P. 23. Center photo: Sectional Bedroom units by Stonorov and Von Moltke (see page 22) in assembled grouping.
- P. 23. Bottom photo: Sectional Living Room units by Stonorov and Von Moltke (see page 22) shown assembled on shorter base.

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- P. 24. Top photo. Bed-Frame with Legs by Stonorov and Von Moltke. (Full size, adjustable to your measurement.) **34.50**
- P. 24. Center photo. Frame complete with head-and-footboard **44.50**. Night Table **18.98**
- P. 24. Bottom photo. Frame with Side Pieces becomes Studio Bed or Sofa. Complete with cushions and innerspring unit. Covered with Organic design fabric by Marli Ehrman. **139.50**
- P. 25. Top photo. Desk by Stonorov and Von Moltke. Removable light and filing unit, 2 drawers and typewriter tray. **79.98**. Desk Chair with woven hemp upholstery. By Stonorov and Von Moltke. **24.98**
- P. 25. Bottom photo. Hanging Vanity with giant mirror. By Stonorov and Von Moltke **59.98**. Vanity Chair **19.98**
- P. 26. Saarinen and Eames Unit Furniture. Top row, left to right: Bookcase unit, 18" wide. **19.98**. With 1 drawer, 1 shelf, **22.50**. 4-drawer unit. **24.50**. Cabinet with 1 adjustable shelf, 18" wide. **22.50**
- P. 26. Center row, left to right: 5-drawer unit, 18" wide. **24.50**. 5-drawer unit, 36" wide, **32.75**. Glass door bookcase, 36" wide. **32.75**
- P. 26. Bottom photo. Base benches, 36" long, **11.98**, 54" long, **13.98**, 72" long, **14.98**
- P. 27. Top left. Saarinen and Eames Unit Furniture (see page 26) in combinations. 5-drawer, 36" unit and bookcase resting on 36" bench base make a china and linen cabinet.
- P. 27. Top right. 4 units on 72" bench—boon for long wall.
- P. 27. Center. 5-drawer, 36" unit Bookcase resting on 72" bench base.
- P. 27. Bottom left. 18" drawer and cabinet units combined with 36" bench.
- P. 27. Bottom right. Desk by Saarinen and Eames. To a base bench add a 3-drawer chest, 18x15", **19.98** and a 2-legged desk-shelf. **15.98**
- P. 28. Bottom photo. Saarinen and Eames 4-drawer desk, 48" wide. **39.98**
- P. 29. Room Settings by Saarinen and Eames. Chairs, (see pages 13, 15) unit pieces, (see page 26).
- P. 30. Top photo. Room arrangement of Unit Furniture by Saarinen and Eames. Sponge rubber bench pads, 36" long, **12.98**, 54" long, **16.98**, 72" long, **22.98**
- P. 30. Dining Table by Saarinen and Eames. 36x56x30", two 17" leaves rest on metal device. **59.50**
- P. 30. Bottom photo. Tri-Ang Coffee Table by Saarinen and Eames. 38" sides, 16" high. **49.50**
- P. 32. Top photo. Occasional Chair by Anderson and Bellah. **25.00**. End table, **19.50**
- P. 32. Bottom photo. Chaise Longue by Anderson and Bellah. With body curve. **85.00**. Lightweight rattan Coffee-Tray Table. **29.50**
- P. 33. Top photo. Anderson and Bellah 2-unit rattan sofa. Left and right arms. Each unit, **57.50**. Top photo. Stationary top Coffee Table. **29.50**
- P. 33. Bottom photo. Armless Rattan Chair by Anderson and Bellah. Sofa center or single unit, **55.00**. Matching Foot-rest. **23.50**. Service cart by Anderson and Bellah, removable tray top. **29.50**
- P. 34. Balloon-tire Tea Wagon and Beverage Cart by Weese and Baldwin. Perforated metal with removable rattan basket and metal trays. **49.50**
- P. 36. Top photo, left to right. Canvas Cot by Weese and Baldwin. Stores easily. Canvas rolls up separately. **32.50**. Canvas Sail Chair. Canvas easily removed through new device. **14.98**. Wood Slat Chair, designed for small spaces. **12.98**
- P. 36. Bottom photo. Weese and Baldwin Picnic Table with folding legs. 29" high, 72" long, 30" wide, **32.50**. Picnic Bench, **16.98**. Metal Barbecue Wagon with 2 wheels, **23.50**
- P. 37. Top photo. Flexible Gooseneck Desk Lamp by Pfisterer. **11.98**
- P. 37. Center photo. Pen Tray Fluorescent Desk Lamp by Weese and Baldwin. **14.98**
- P. 37. Bottom photo. Double Shade Floor Lamp by Pfisterer. Can be used 5 ways. **24.98**
- P. 38. Top photo. Organic Design Fabrics by Marli Ehrman. Left to right: Horizontal Cord, 50" wide, yd. **4.50**. Chenille Plaid, 54" wide, yd. **4.50**. Cable Cloth, 54" wide, yd. **2.75**
- P. 38. Bottom photo. Organic Design Fabrics by Antonin Raymond. Left to right: Block and Circle with swish, 50" wide, yd. **2.25**. Leopard Spot, 50" wide, yd. **2.25**. Block and Circle without swish, 50" wide, yd. **2.25**
- P. 40. Peasant-type Furniture by Guerrero of Mexico. Clockwise: Siesta Bench with webbing, **12.00**. Storage Chest with serving shelf, **20.00**. Hanging Wall Cabinet, in place of usual buffet, **25.00**. Dining or Occasional Chair, **6.00**. Sturdy Pine Dining Table, **16.00**
- P. 41. Chaise Longue by Webb, Grabe and Van Beuren of Mexico. Position of legs determines position of chaise for reading or relaxing. **69.98**
- P. 42. Left photo. Spectacular Steel Lounge Chair by Fresnedo of Uruguay. **69.50**
- P. 44. Patio Chair by Rudofsky of Brazil. Metal and canvas. Removable sun shade. **29.50**

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*A Note on the Competition*

*Catalog*  
*p. 4*

The wonders of modern mechanism, we all know, have wrought much more than a change in our habits of life. Economics and politics and the state of nations in war and peace are all affected by the vast recent changes in the equipment of humanity on earth.

But in some respects we foolishly flatter ourselves. We are not as modern as we think we are or as we should be. In private, at home, most of us still live in the tasteless clutter of inheritance from the nineteenth century. Much of this out of date and standardized furniture is no longer quite satisfactory to our aesthetic sense or even suitable to our needs. Modern mass manufacture has simply crystallized and eternalized many old styles that are neither beautiful nor entirely practical.

Obviously the forms of our furniture should be determined by our way of life. Instead, for the most part, we have had to adapt ourselves uncomfortably and unreasonably to what has happened to be manufactured. For several years the Museum of Modern Art has been studying this problem in order to foster a collaboration between designer, manufacturer, and merchant, to fill this strange gap in the equipment for modern existence.

On the first of October, 1940, the Museum's Department of Industrial Design inaugurated a competition for the design of furniture, fabrics and lamps. The purpose of the contest was to discover and engage good designers in the task of creating a better environment for today's living. Twelve important stores in major cities throughout the United States sponsored the competition and offered contracts with manufacturers as prizes to the winners.

A separate division of the competition was established for entrants from the other American republics (see page 20).

*p. 39*

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Under the supervision of the Museum, contracts with manufacturers were arranged for all of the first prize winners and for some of those who had received honorable mention. A significant innovation was that in the case of chairs by Saarinen and Eames, a manufacturing method never previously applied to furniture was employed to make a light structural shell consisting of layers of plastic glue and wood veneer molded in three dimensional forms. When individual pieces, arrangements were made in some cases for winners to develop designs for production in a category other than the one in which he had received an award. All pieces were produced as closely as possible in accordance with the original designs, and modified only when necessitated by the process of manufacture. Most of the designs in production are illustrated on the following pages. As this exhibition opens at the Museum of Modern Art, the furniture which has been produced through this project is being offered for sale by the sponsoring stores, some of which have arranged special displays designed by competition winners.

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P 4

Under the supervision of the Museum, contracts with manufacturers were arranged for all of the first prize winners and for some of those who has received honorable mention. During the process of manufacture, the original drawings were used as the basis for larger groups of furniture, and a number of the competition winners asked to design additional pieces to fill out these groups. And as the purpose of this competition was to select designers rather than individual pieces, arrangements were made in some cases for a winner to develop designs for production in a category other than the one in which he had received an award. All pieces were produced as closely as possible in accordance with the original designs, and modified only when necessitated by the process of

Insert A and B  
on pp. 14  
via P

manufacture. Most of the designs in production are illustrated on the following pages.

As this exhibition opens at the Museum of Modern Art, the furniture which has been produced through this project is being offered for sale by the sponsoring stores, some of which have arranged special displays designed by competition winners.

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Insert B

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... has been done to bring North, Central and South  
together. We think that this is the most tangible  
practical accomplishment to cement the relations between  
It should be born in mind however the theoretical or experimental aspects of  
design were necessarily limited by the existing facilities of the collaborating  
manufacturers for mass production.

It is like to think of this as a happy omen, only the  
beginning of a broader enterprise which will integrate our  
peoples and serve as a vehicle for the interchange of our  
talents, energies and industries. One needs more than  
good-will to create good business. This project expresses  
both good-will and good business.

It does another thing of first importance today. It  
gives an answer to youth who have been asking what they can  
do concretely to open up new fields for their talents. To  
give expression to their special gifts. It is well to wave  
a flag and to tell the young people that they need come to  
the aid of their country when it needs them. That is as it  
should be. But America must offer more hospitality to its  
young people than that which says, "We need you only when  
we are in danger, when it is necessary for you to see a  
gun and stand in front of a tank. To have an assignment  
or work for you in the so-called peace time." That is a  
one way street.

Any project which taps the untapped reservoirs of  
energy and talent of American youth is an answer to a  
real need. This competition called on the youth of all  
the Americas to express their ideas in the field of design

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Secretary Mr. Noyes? June 16, 1941 (1)

Much has been done to bring North, Central and South America together. We think that this is the most tangible and realistic accomplishment to cement the relations between the Americas. It is the first project relating to design, manufacturing and distribution which draws on the best resources and talents of all our people on this continent. We like to think of this as a happy symptom, only the beginning of a broader enterprise which will integrate our peoples and serve as a vehicle for the interchange of our talents, energies and industries. One needs more than good-will to create good business. This project combines both. *good will and good works.*

It does another thing of first importance today. It gives an answer to youth who have been asking what they can do concretely to open up new fields for their talents, to give expression to their special gifts. It is well to wave a flag and to tell the young people that they must come to the aid of their country when it needs them. That is as it should be. But America must offer more hospitality to its young people than that which says, "We need you only when we are in danger, when it is necessary for you to use a gun and stand in front of a tank. We have no encouragement or work for you in the so-called peace time." That is a one way street.

Any project which taps the unlimited reservoirs of energy and talent of American youth is an answer to a real want. This competition called on the youth of all the Americas to express their ideas in the field of design

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Our present furniture styles are largely inherited and for living today, and to translate <sup>them in</sup> it into things to hundreds live with. It did not tell these young people that we People may or may not do something with their designs but it tried to promised the manufacture of them, the exhibition and the distribution of them by specific leading retail stores <sup>throughout</sup> throughout the country. The young designers will receive not only recognition, encouragement, but specific funds <sup>and</sup> and royalties for their designs. This is all materializing now, and these four South American designers are here today as more than ambassadors of good-will, but as liaison officers who are helping bridge a gap between the Americas <sup>by a concrete effort.</sup> by a concrete effort. <sup>by the stores, especially in the very</sup> low price brackets is anachronism in these straight-line economy-space, clean-cut rooms. This is only one example of what we mean.

The furniture resulting from this competition began with today's living problems and grew out of their needs. In each piece, neither design nor purpose is accidental or secondary to the other. The design does not lean on the purpose nor the purpose lean on the design. They are necessary to <sup>each</sup> the other. They are an organic whole. That is why we call this furniture "Organic Design".

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Our present furniture styles are largely inherited and belong to past eras of living. They are <sup>the</sup> residue of hundreds of overlapping styles and periods. They are history. People have adapted themselves to their furniture or have tried to adapt that furniture to our present way of living - with rather confused results. Certainly the designs for furnishings have not kept pace with the new developments in architecture and housing. No one, to the best of our knowledge, has given much or any thought to what goes in to these new homes. The housing developments springing up and multiplying all over the nation contain ~~preparations~~ and atmosphere of living for rooms for which there is no adaptable furniture. That which is offered by the stores, especially in the very low price brackets, is <sup>an</sup> anachronism in these straight-line economy-space, clean-cut rooms. This is only one example of what we mean.

The furniture resulting from this competition began with today's living problems and grew out of their needs. In each piece, neither design nor purpose is accidental or secondary ~~to the other~~. The design does not lean on the purpose nor the purpose lean on the design. They are necessary to <sup>each</sup> the other. They are an organic whole. That is why we call this furniture "Organic Design".

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# 148  
1/27/41

THE MUSEUM OF MODERN ART

NEW YORK

PRELIMINARY REPORT OF THE JURY - INDUSTRIAL DESIGN COMPETITION

CABLES: MODERNART, NEW YORK

While a detailed report of the jury on the winning designs will be made at the time that these designs are published, the jury wishes to state now that it feels that the competition has been completely successful in securing a group of designers who have the ability to create useful and beautiful furniture for today's living.

January 27, 1941

Winners in the various categories were selected where the jury felt that designers had thoroughly demonstrated sound direction and real competence in design. Honorable Mentions were awarded to designers usually for specific designs rather than for their entire entries, and signify that the jury wishes to recommend that these designs be considered for production.

Dear Alfred:

Winners were selected in all categories excepting for dining room furniture, where no competitor had made a sufficient study of the various essential dining room requirements. Two Honorable Mentions were awarded in this category, however.

The jury was particularly pleased that the competition had not only brought out good designs in all categories, but that it had uncovered one outstanding new development in furniture design in the entries of Eero Saarinen and Charles O. Eames, of Bloomfield Hills, Michigan, whose submissions matched a reasonable and intelligent structural idea with a brilliant aesthetic expression. Their designs for chairs, using a technique new to the furniture industry, gives promise of being an important step in the progress of furniture design, and their new handling of unit furniture in a living room marks a definite advance over any now produced.

Trusting very much,

ELT

EPH:as  
Encs.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA EXHS	148.6

THE MUSEUM OF MODERN ART  
NEW YORK

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

ELIOT F. NOYES, DIRECTOR  
DEPARTMENT OF INDUSTRIAL DESIGN

January 27, 1941

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

Dear Alfred:

Many thanks for your endurance and fortitude in taking charge of the jury for me. It was certainly something of a workout for you jury members, but what may have been ordeal for you was certainly ideal for me. You realize, of course, how completely you have disproved your own statement that you would be a useless juror.

I'm glad that the competition can contribute this check, if not a dining room table yet, for your efforts.

Thanks very much.

Eliot

EFN:as  
Encls.

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*Goodwin*

PHILIP L. GOODWIN - ARCHITECT - 32 EAST 57 STREET - NEW YORK - VOLUNTEER 2-1941

July 17, 1941

Mr. Monroe Wheeler,  
Museum of Modern Art,  
12 West 53rd Street, New York.

July 25, 1941

Dear Monroe:

I enclose a sketch showing a situation with regard to the exhibit. Many thanks for reminding us that the little pavilion we are building for the Organic Design exhibition will extend upon the Rockefeller garden property. I am asking Dick Abbott to clear this matter for us before we proceed. Do you think it will be necessary to obtain a building permit for so small a structure? Miss Ulrich is of the opinion that if we clear the matter properly with our insurance agents, the City authorities are not likely to mind.

I would have Mr. Saxter or a figure from Shuldiner or some other window glass place us to the west of taking out the pane, replacing it etc. which might be quite expensive.

Mr. Philip Goodwin  
32 East 57 Street  
New York City

Sincerely,  
*Philip*

MW:CH

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*Organic Design*

PHILIP L. GOODWIN \* ARCHITECT \* 32 EAST 57 STREET \* NEW YORK \* VOLUNTEER 5-1990

July 17, 1941

Mr. Monroe Wheeler,  
Museum of Modern Art,  
11 West 53rd Street, New York.

Dear Monroe:

I enclose a sketch showing a situation with regard to the proposed plan for the Industrial Design Exhibit that I think you should know about.

Both Dick Abbott and Alfred have been most anxious lately not to use any portion of the Rockefeller land other than with the permission they now have. As you will see by the sketch unless the projection from the wall of the Museum is kept within 10 feet a little corner of it is bound to spill outside the Museum property.

I would have Mr. Baxter get a figure from Shuldiner or some other window glass place as to the cost of taking out the pane, replacing it etc. which might be quite expensive.

Sincerely,

*Philip L.*

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# THE MUSEUM OF MODERN ART

Date July 23, 1941

To: Mr. Abbott

Re: Organic Design Exhibition

From: Mr. Wheeler

---

As you know, we are planning to build a little extension into the garden for the Organic Design exhibition in order to show the garden furniture. According to our present layout, this will extend onto the Rockefeller property about eleven feet beyond the tiled walk on the north side of the building. Is it necessary to obtain special permission from Mr. John D. Rockefeller, Jr. before doing this? I cannot believe that he would object. I am also aware that Mr. Clark does not feel that he wants to bother Mr. Rockefeller to ask permission, but if this must be done, I attach hereto a tracing showing what we plan to do. I should like to obtain permission to proceed with our plans, or instructions to change them, as soon as possible.

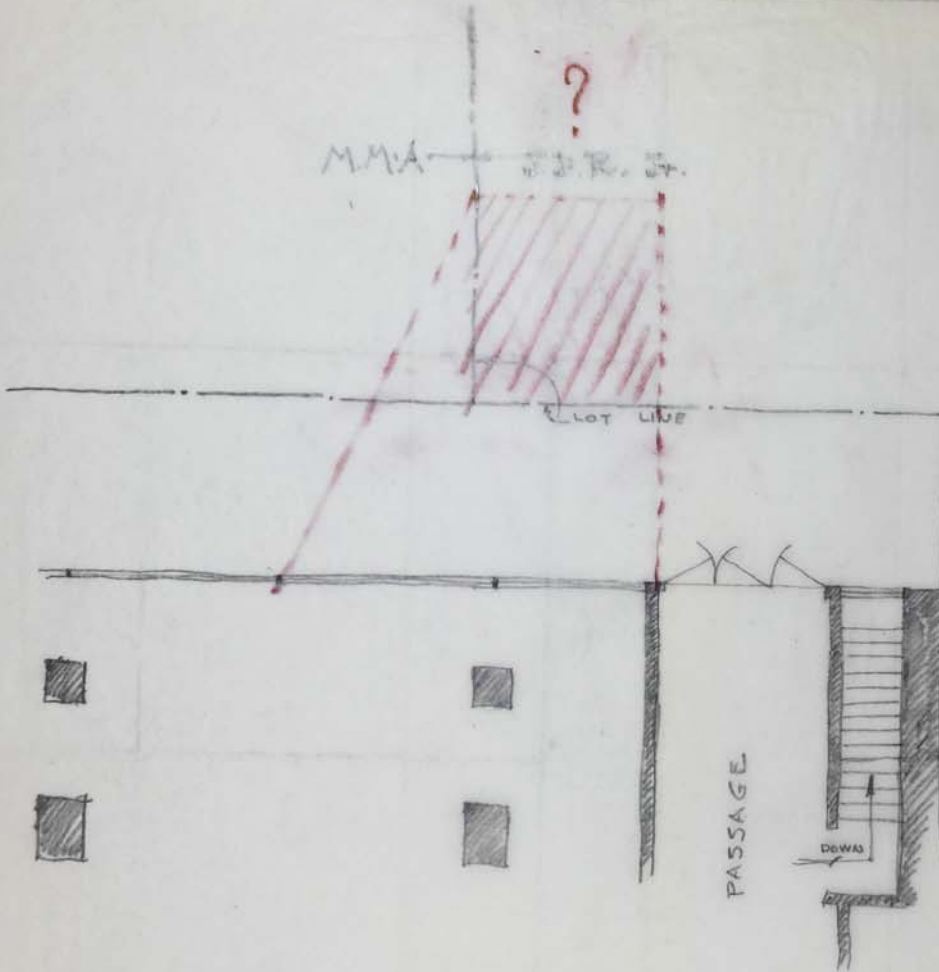
MW:CH

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#148

# THE MUSEUM OF MODERN ART



GALLERY

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#148

# THE MUSEUM OF MODERN ART

**Date** July 23, 1941

**To:** Mr. Abbott

**Re:** Organic Design Exhibition

**From:** Mr. Wheeler

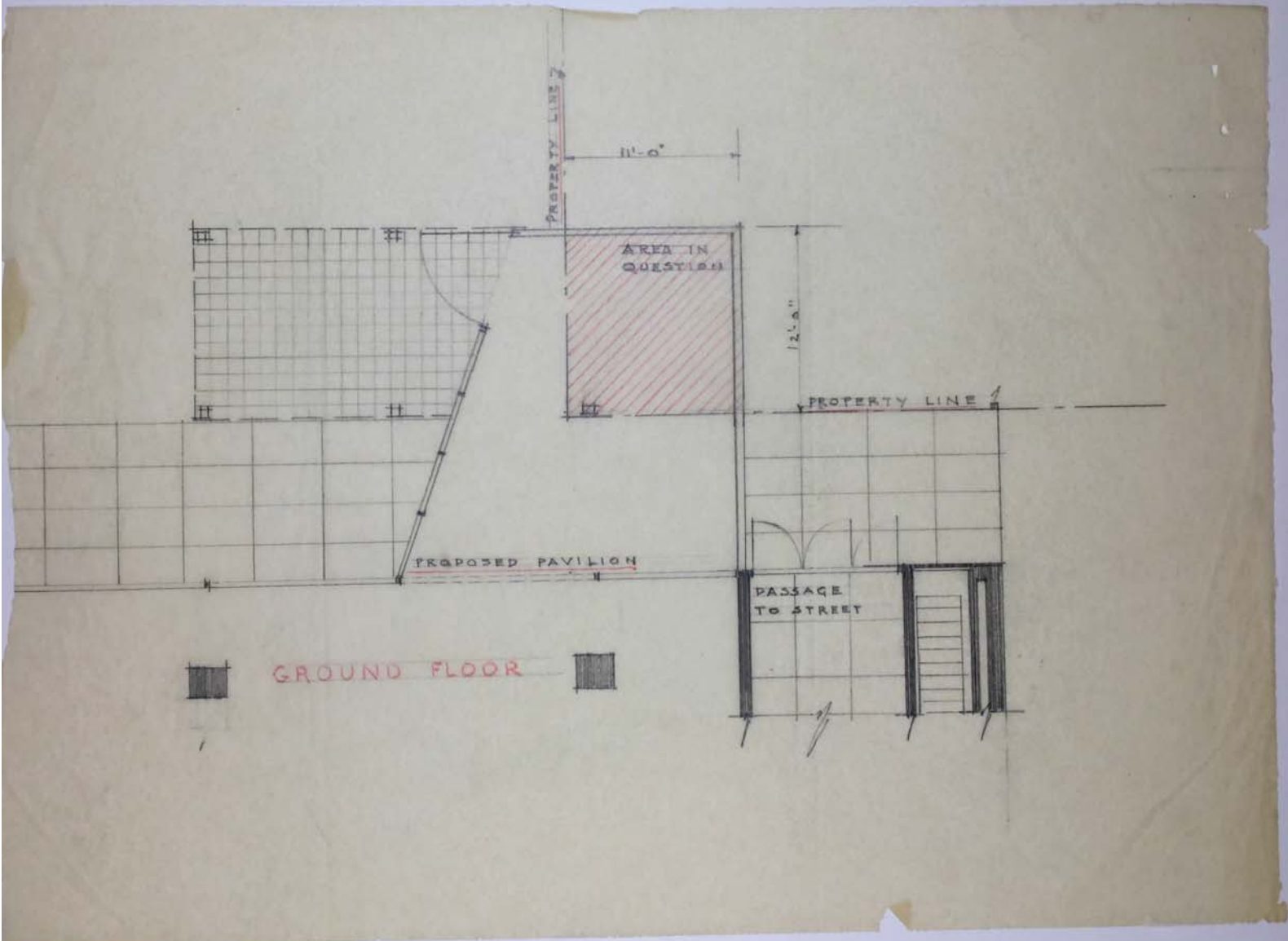
As you know, we are planning to build a little extension into the garden for the Organic Design exhibition in order to show the garden furniture. According to our present layout, this will extend onto the Rockefeller property about eleven feet beyond the tiled walk on the north side of the building. Is it necessary to obtain special permission from Mr. John D. Rockefeller, Jr. before doing this? I cannot believe that he would object. I am also aware that Mr. Clark does not feel that he wants to bother Mr. Rockefeller to ask permission, but if this must be done, I attach hereto a tracing showing what we plan to do. I should like to obtain permission to proceed with our plans, or instructions to change them, as soon as possible.

MW

MW:CH

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# THE MUSEUM OF MODERN ART

Date October 27, 1941

To: Miss Parrish

Re: Organic Design Furn.  
Pieces in exhibit.

From: Miss Sewall

We have acquired three additional pieces of furniture for the show, 2 chairs & one table (B. Ludofsky) - These were manufactured by the Mahoney Chair Co. in Gardner, Mass., so you will probably get some kind of invoice from them. Not to be paid for as with the other furniture.

Also: we have ordered 5 yards of fabric from the Moss Rose Mfg. Co. which is to be sent to the Valley Upholstery Corp. to cover a chair. This chair will be sent to us subsequently to be put in the show. So if you receive invoices from either Moss Rose or Valley, you'll know why. Also not to be paid for.

*Sewall*

## Art Committee:

Force, Mrs. Juliana R.  
Roberts, Mr. Laurance P. - *accept tentatively*  
Taylor, Francis Henry  
~~Vaillant, George G. - *regret*~~  
Read, Mrs. Helen Appleton  
~~Williams - *Donald & Dunbar*~~

*Brooklyn Museum*

5

## Misc. Designers, Architects, & Artists:

Aronson, Joseph  
Billings, Henry  
Breck, John  
Calder, Alexander - *accept - Louisa*  
Castellon, Frederico *accepts (telephone)*  
Coolidge, John (Arch.C)  
de Creeft, Jose  
Feiss, Carl (Arch.C)  
Fiene, Ernest  
Goodman, Percival  
Hare, Michael  
Hirsch, Stefan - *M & M - accept*  
Johnson, Philip (Arch.C)  
Laning, Edward  
Lynes, Geo. Platt  
Hamlin, Talbot (Arch.C)  
Goldstone, Harmon

MacAlister, Paul R.  
Marsh, Reginald  
Matta  
Mechau, Frank A.  
Maier, Douglas - *accepts*  
Meserole, Harriet - *accepts*  
Mutrux, Robert  
Miller, Frances  
Nelson, George (Arch.C.)  
Nicholson, Emrich - *accepts*  
Noguchi, Isamu  
Papadaki, Stamo  
Refregier, Anton  
Sanders, Morris  
Sanders, Walter  
Rivera, Jose Ruiz de

37

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*Secretary* 104

INVITATION LIST FOR COCKTAIL PARTY IN HONOR OF S. A. COMPET. WINNERS, JUNE 3, 1941

Trustees (31 - including in town members of Arch. & I. D. Comms.)

31

~~Hanson - accept~~

<sup>M.+</sup>  
Coale, Mrs. Griffith B., Chrm. Membership Com. - *accept*  
Russell, Mrs. Charles, Jr., " Reception Com.

Stevens, Dr. David H. -- Rockefeller Foundation  
Marshall, John ----- " "  
Dollard, Charles ----- Carnegie Foundation

Kepl  
Moe

Cou

TO MEET THE WINNERS OF THE LATIN AMERICAN INDUSTRIAL  
DESIGN COMPETITION: ROMAN FRESNEDO, XAVIER GUERRERO,  
BERNARD RUDOFKY AND JULIO VILLALOBOS

*good  
Neah  
7*

Jon  
Say  
Cal  
Don  
Jam  
Spa  
McC  
M

THE MUSEUM OF MODERN ART REQUESTS THE PLEASURE OF

Art

COMPANY AT LUNCHEON ON MONDAY, THE SIXTEENTH  
OF JUNE AT HALF AFTER TWELVE AT THE MUSEUM, 11 WEST  
FIFTY-THIRD STREET.

5

For  
Rob  
Tay  
Vai  
Res  
Will

R. S. V. P.  
FRANCES HAWKINS, ACTING SECRETARY

PLEASE PRESENT THIS INVITATION  
AT THE ENTRANCE

Mis

Arch

Billings, Henry  
Breck, John  
Calder, Alexander - *accept - 4 Louisa*  
Castellon, Frederico *accepts (telephone)*  
Coolidge, John (Arch.C)  
de Creeft, Jose  
Feiss, Carl (Arch.C)  
Fiene, Ernest  
Goodman, Percival  
Hare, Michael  
Hirsch, Stefan - *M+M+M - accept*  
Johnson, Philip (Arch.C)  
Laning, Edward  
Lynes, Geo. Platt  
Hamlin, Talbot (Arch C).  
Goldstone, Harmon

Marsh, Reginald  
Matta  
Mechau, Frank A.  
Meier, Douglas - *accepts*  
Meserole, Harriet - *accepts*  
Mutrux, Robert  
Miller, Frances  
Nelson, George (Arch C.)  
Nicholson, Emrich - *accepts*  
Noguchi, Isamu  
Papadaki, Stamo  
Refregier, Anton  
Sanders, Morris  
Sanders, Walter  
Rivera, Jose Ruiz de

32

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Secretary 104

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Russell, Mrs. Charles, Jr., " Reception Com.

Stevens, Dr. David H. --- Rockefeller Foundation  
Marshall, John ----- " " "  
Dollard, Charles ----- Carnegie Foundation  
Keppel, Dr. Frederick --- " " "  
Moe, Henry Allen ----- Euggenheim " 7

Council of Natl. Defense: *Coordinator's Office*  
Jones, Arthur W. *444 m ad*  
Saymon, Miss Clarice (Mrs. Arthur W. Jones) *Mr. John E Lockwood*  
Caldwell, Dr. Robt. G. *11 W 54* *Gen. Council Wash*  
Don Francisco - *444*  
Jamieson, Dr. Frank - *offic etc Dept comm*  
Spaeth, Mr. Carl B. " "  
McClintock, John C. " "  
~~Mrs. Dancy - accept~~ " *11 W 54* 7

Art Committee:  
Force, Mrs. Juliana R.  
Roberts, Mr. Laurance P. - *accept tentatively*  
Taylor, Francis Henry  
~~Vaillant, George G. - regret~~  
Read, Mrs. Helen Appleton  
~~Williams - a Donald & Dunbar~~ *Brooklyn Museum* 5

Misc. Designers, Architects, & Artists:

Aronson, Joseph	MacAlister, Paul R.
Billings, Henry	Marsh, Reginald
Breck, John	Matta
Calder, Alexander - <i>accept - &amp; Louisa</i>	Mechau, Frank A.
Castellon, Frederico <i>accepts (Telephone)</i>	Meier, Douglas - <i>accepts</i>
Coolidge, John (Arch.C)	Meserole, Harriet - <i>accepts</i>
de Creeft, Jose	Muttrux, Robert
Feiss, Carl (Arch.C)	Miller, Frances
Fiene, Ernest	Nelson, George (Arch.C.)
Goodman, Percival	Nicholson, Emrich - <i>accepts</i>
Hare, Michael	Noguchi, Isamu
Hirsch, Stefan - <i>Mrs Mrs. - accept</i>	Papadaki, Stamo
Johnson, Philip (Arch.C)	Refregier, Anton
Laning, Edward	Sanders, Morris
Lynes, Geo. Platt	Sanders, Walter
Hamlin, Talbot (Arch C)	Rivera, Jose Ruiz de
Goldstone, Harmon	

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INVITATION LIST FOR COCKTAIL PARTY CONT.

Shahn, Ben  
Sherwood, Anthony  
Sert, Mr. & Mrs. Jose *accepts*  
Wiener, Paul Lester  
Stone, Edward D.

(also I.D.Dept. designers' file selected list 33)  
(see attached list)<sup>5</sup>

Bloomingdales Inc.

Ellis, Jane  
Hollis, Karen  
Hirschman, Ira *you accept*  
Reisman, Sidney

4

Pratt Institute

Boudreau, James C., Director  
Dohner, Ronald R.  
Kolli, Robert  
Kostellow, Alexander J.  
Longyear, Wm. L.  
Patterson, James R.  
Rigby, Ivan  
Rodyenko, Major Peter  
Wittmann, Konrad

9-

Also: Rich, Larimer  
Lagan, Nancy-

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INVITATION LIST FOR COCKTAIL PARTY CONT - I. D. DEPT. DESIGNERS' FILE

Brauer, Carl Frederick  
 Bach, Alfons - *accepts*  
 Bayer, Herbert  
 Beall, Lester  
 Bel Geddes, Norman  
 Bennett, Richard M.  
 Brodovitch, Alexey  
 Cooper, Dan Inc.  
 Craig, Martin  
 Deskey, Donald  
~~Dohner, Donald~~ *dup.*  
 Dreyfuss, Henry  
 Fuller, Buckminster  
 Hatfield, Mrs. Ann - *accepted*  
 Huntington, John  
 Jensen, Gustav  
 Kiesler, Frederick J.  
 Kocher, A. Lawrence  
~~Lescage, Wm. E.~~ - *regret*  
 Loewy, Raymond  
 Matter, Herbert  
 Muschenheim, Wm.  
 Pahlmann, Wm.  
 Rand, Paul  
 Raymond, Antonin  
 Rohde, Gilbert  
 Sakier, George  
 Teague, Walter Dorwin  
*dup.* Wiener, Paul Lester - *accepts*  
 Wright, Russel  
 Gibbings, T. H. Robsjohn  
~~Noguchi, Isamu~~ *dup.*  
 Kauffer, E. McKnight

20 - Staff -

Wheeler's list

Mr. Paley - *regret*

Mr. McArdew  
 Miss Janet Heulich  
 Mrs. E. Mode  
 Mr. Baxter  
 Miss Courter  
 Miss Twining ✓  
 Miss Ulrich  
 Mr. Barr  
 Miss Litchfield ✓  
 Mr. Vito D'Amico  
 Mr. Abbott  
 Miss Barry  
 Mr. Porter  
 Mr. Newhall  
 Mr. Magriel ✓  
 Miss Miller  
 Miss E. Van Hook ✓  
 Mr. Monroe Wheeler  
 Miss Newmyer  
 Miss Hawkins  
 Miss Dudley  
 Mr. Carlos Dyer  
 Gustavo Duran  
 Luis Bunuel

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*Secretary*

PROGRAM OF EVENTS FOR LUNCHEON, JUNE 16, 1941

Wallace Harrison, as chairman of the Museum's Industrial Design Committee, will preside. June 16, 1941

Harrison introduces John Hay Whitney.

Mr. Roman Fresnedo, welcoming the South American designers and introducing the luncheon, will speak for one minute or less.  
CENTURY HOTEL  
41 West 46th Street  
New York, New York

Dear Mr. Fresnedo:

I am writing to confirm the arrangements for the luncheon to be given at the Museum next Monday, June 16th in honor of you and the other winners of the Latin American Design Competition, at 12:30 o'clock.

Mr. Wallace K. Harrison, Chairman of the Industrial Design Committee and Trustee of the Museum will act as Chairman of the luncheon and introduce the speakers. Mr. John Hay Whitney, President of the Museum, will speak and introduce Mr. Noyes who will speak for the Museum and will, in turn, introduce the four winners. It will not be necessary for you to prepare a speech but simply an acknowledgment of the introduction and greeting for the guests. Mr. Ira Hirschmann will speak for Bloomingdale's at the close of the introductions.

We look forward to having you present and if there is any further information you would like about the luncheon, I shall be glad to hear from you. If for any reason it will be impossible for you to be present, will you please call my office?

Sincerely yours,

FH:ma  
Frances Hawkins  
Acting Secretary

Also:  
Guzman  
Rudofsky  
Villalobos

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*Sec. Secretary*

PROPOSED ORDER OF EVENTS FOR LUNCHEON, JUNE 16, 1941

GUESTS - LATIN AMERICAN LUNCHEON JUNE 16, 1941

Wallace Harrison, as chairman of the Museum's Industrial Design Committee, will preside.

Harrison introduces John Hay Whitney.

Auerbach, Mr. Alfred 12

Whitney speaks very briefly, welcoming the South American designers and introducing each one, who will speak for one minute or less.

Bach, Mr. Alfons 3

Harrison greets the United States competitors who are present without calling on them.

Barr, Mr. and Mrs. Alfred H., Jr.

Harrison introduces Hirschmann, who speaks not more than ten minutes expressing his point of view as a retailer on the need for new design, announcing name "Organic Design" and explaining it.

Caldwell, Dr. Robert G. 2

Mr. Cushman, John I. 5

Craig, Mr. Martin 11

De Caspi, Miss Willala 10

Doqui, Mrs. Dorothy 24

Esby, Mr. Douglas 12

Khrman, Mrs. Harli 3

Ellis, Miss Jane 17

Harrison introduces Noyes, who speaks for not more than ten minutes explaining the relation of this project to the Museum's activities, outlining the way the project has been run, announcing the exhibition in the fall, announcing that South American designs are to be constructed.

Fitch, Mr. James H., Jr. 16

Frasconi, Mr. Don 5

Force, Mrs. Juliana R.

Fremado, Mr. Roman 8

Gansner, Miss Emily 14

Gerstel, Mr. Fred 13

Grayson, Bernard F.

Grossman, Mr. Chalmers 11

Harrois, Mr. and Mrs. Xavier

Hopwood, Mrs. Elizabeth

Hughes, Mrs. Elizabeth 15

Hare, Michael 15

Harrison, Mr. Wallace K. 8

Hecker, Mrs. Frederick E.

Hensley, Mr. Harry 1

Haskins, Miss Frances 14

Heard, Mrs. Frances T. 16

Hirschmann, Mr. Ira A. 8

Hochschild, Mrs. Walter 12

Hollis, Miss Karen 6

Hopwood, Mr. Henry 3

James, Mr. Arthur W. 7

Kahn, Mr. Ely Jacques 4

Lockwood, Mr. John E. 4

Logan, Miss Nancy 18

Maier, Mr. Douglas 16

Marshall, Mr. John 13

McAllister, Miss Gertrude 11

McAlpin, Mr. David 15

McConis, Miss Mary 8

McFadden, Miss Frances 1

Mandelstam, Mr. Eric 4

Meserole, Miss Barlet 15

Miller, Miss Frances 4

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Secretary

## GUESTS - LATIN AMERICAN LUNCHEON JUNE 16, 1941

Abbott, Mrs. John E. 4	Hamlin, Prof. Talbot 3
Adams, Miss Agnes 9	Hare, Michael 15
Agha, Dr. M. 5	Harrison, Mr. Wallace K. A
Auerbach, Mr. Alfred 12	Hasler, Mr. Frederick E.
Austin, Mrs. Jean 13	Hatfield, Mrs. Ann 5
Bach, Mr. Alfons 3	Hatry, Mr. Harry 1
Barber, Mrs. William A. 11	Hawkins, Miss Frances 14
Barr, Mr. and Mrs. Alfred H., Jr. 3	Heard, Mrs. Frances T. 16
Baringo, Mrs. J.T. 2	Hearst, Mr. Wm. R. Jr.
Beall, Mr. Lester	Hirschmann, Mr. Ira A. A
Caldwell, Dr. Robert G. 2	Hochschild, Mrs. Walter 12
Mr. Clisham, John J. 5	Hollis, Miss Karen 6
Craig, Mr. Martin 11	Humphrey, Mr. Henry 3 -
De Campi, Miss Willala 10 -	Jones, Mr. Arthur W. 8
Draper, Mrs. Dorothy 2	Kahn, Mr. Ely Jaques 4
Easby, Mr. Douglas 12	& Serranvalde, Juan Luis 13
Ehrman, Mrs. Marli 3	Kernodie, Miss Margaret
Ellis, Miss Jane 17	Lemusalan, Samuel A. 9
Fatt, Mr. Arthur 10	Lockwood, Mr. John E. 4
Finan, Mrs. Sturgis 1	Logan, Miss Nancy 10
Mrs. Israel Vallarino de Hernandez 10	Maier, Mr. Douglas 16
Fisher, Mr. Sterling Fisher 14	Marshall, Mr. John 13
Fitch, Mr. James M., Jr. 16	McAllister, Miss Gertrude 11
Francisco, Mr. Don 5	McAlpin, Mr. David 15
Force, Mrs. Juliana R.	McComic, Miss Mary 8
Fresnedo, Mr. Roman A	McFadden, Miss Frances 1
Genauer, Miss Emily 14	Mendelssohn, Mr. Eric 4
Gerstel, Mr. Fred 13	Meserole, Miss Harriet 15 -
Greenberg, Bernard F. 16	Miller, Miss Frances 4
Greenlee, Mr. Chalmers 17	
Guerrero, Mr. and Mrs. Xavier	
Guggenheim, Mrs. Simon	
Hamill, Miss Virginia 15	

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Miller, Miss Gladys -17  
 Miller, Miss Lois  
 Moltke, Mr. Willow 9  
 Myers, Mr. Howard 15  
 Myers, Mr. Larry 17  
 Murdock, Miss Henrietta 16  
 Nelson, Mr. George 2  
 Newmeyer, Miss Sarah 7  
 Noyes, Mr. Eliot A  
 Nicholson, Emrich 14  
 Papadaki, Mr. Stamo 17  
 10 Mrs. Mrs. Antonia Raymond (Mrs 17)  
 Read, Mrs. Helen Appleton 13  
 Reid, Mr. Kenneth 10  
 Reisman, Mr. Sidney 3  
 Roberts, Mr. Laurence P. 12  
 Robinson, Mr. Henry Norton  
 Robinson, Mr. Leonard 9  
 Rockefeller, Mr. Nelson 1  
 Rogers, Mr. Arch  
 Rogers, Mr. Frank 6  
 Mr. Luis Cigno Rossi 12  
 Russell, Mr. Charles H. 9  
 A  
 Rudofsky, Mr. and Mrs. Bernard 7  
 Sanders, Mr. Paul 13  
 Schaap, Mr. Michael 1  
 Sermolino, Miss Maria 5  
 Shenbaum, Miss Sylvia 9  
 Sherman, Mr. Roger - George a Sanderson 11  
 Sloan, Mr. George  
 - Smith, Dr. Carleton Sprague  
 Stevens, Dr. David H. 15  
 Stone, Mr. Edward 14  
 - Stow, Charles. Sum -  
 Stowell, Mr. Kenneth 14 -  
 Sutton, Mr. George  
 Traverso, The Hon. Conrado 1  
 Villalobos, Mr. Julio A  
 - Villere, Mr. (U.P.) 11  
 - Van Mottke, W. New  
 Watson, Mr. Thomas J. 1  
 Wheeler, Mr. Monroe 5  
 Whitney, Mr. John Hay A  
 Wood, Miss Gracia 11  
 Wright, Mr. Richardson 4  
 Ulrich, Miss Ione - Mrs. Geo. Sutton - 16  
 Young, Miss Marian

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*Secretary*

PRESS-LATIN AMERICAN LUNCHEON JUNE 16, 1941

NOTE: Additions to Guest List

AMERICAN MUSE - Mrs. John Smith

ARCHITECTS - Mr. Sidney Reisman  
Bloomingdale Brothers  
Lexington Avenue and 59th Street  
New York, N.Y.

Mr. James V. Fitch, Jr.  
*George A. Sanderson*

ARCHITECTS - Mr. Harry Hatry  
Bloomingdale Brothers  
Lexington Avenue and 59th Street  
New York, N.Y.

ARTS AND CRAFTS - Miss Elizabeth de Groot

ARTS AND CRAFTS - Mrs. Dorothy Deane  
Mrs. I. T. Deane

ARTS AND CRAFTS - Frances Schaefer

ARTS AND CRAFTS - Richardson Wright  
Henry Kuepfer

ARTS AND CRAFTS - Mrs. Frances T. Beard  
Kathleen Howell

INTERNATIONAL PRESS SERVICE - Leroy Myers

JOURNALISM - Mrs. W. C. Deane

KING FESTIVAL - Miss Mary Kuepfer

LADIES GOLF ASSOCIATION - Miss Elizabeth Deane

LIFE - Miss Marie Schaefer

MRS. SERVICE - Miss Marie Schaefer

N. Y. POST - Miss Agnes Smith

N. Y. SUN - Mr. Charles Smith

PERSONAL SERVICE - Mr. Campbell Smith

RETAILING - Mr. Auerbach

UNITED PRESS - Mr. Villars  
Erin Rogers

WASH. - Dr. Agnes

WASH. POST - Mrs. Elizabeth Deane

WASH. TIMES - Daily Worker

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*Secretary*

PRESS-LATIN AMERICAN LUNCHEON JUNE 16, 1941

AMERICAN HOME - Mrs. Jean Austin

ARCHITECTURAL FORUM - Mr. Howard Myers  
Mr. George Nelson

ARCHITECTURAL RECORD - Mr. James M. Fitch, Jr.  
~~Mr. Roger Sherman~~ *George A. Sanderson*

ASSOCIATED PRESS - Paul Sanders  
~~Miss Margaret Kernode~~

BROOKLYN DAILY EAGLE - Miss Gertrude McAllister

DAILY NEWS - Willela de Campi

GOOD HOUSEKEEPING - Mrs. Dorothy Draper  
Mrs. I. T. Barringer

HARPERS BAZAAR - Frances McFadden

HOUSE AND GARDEN - Richardson Wright  
Henry Humphrey

HOUSE BEAUTIFUL - Mrs. Frances T. Heard  
Kenneth Stowell

INTERNATIONAL NEWS SERVICE - Larry Myers

JOURNAL AMERICAN - ~~Wm. R. Hearst, Jr.~~

KING FEATURES - Miss Mary McComic

LADIES HOME JOURNAL - Miss Henrietta Murdock

LIFE - Miss Marie Sermolino

NEA SERVICE \* Miss Marian Young

N. Y. POST - Miss Agnes Adams

N. Y. SUN - Mr. Charles Stow

PENCIL POINTS - Mr. Kenneth Reid

RETAILING - Mr. Auerbach

UNITED PRESS - Mr. Villere  
Arch Rogers

VOGUE - Dr. Agha

WOMAN'S HOME COMPANION - Miss Virginia Hamill

WORLD TELEGRAM - Emily Gensauer

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CITY DESKS

JOURNAL AMERICAN - Miss Mary Elizabeth Lanphier  
PM - ~~Elizabeth Sacartoff~~

(?)

Miss Joan Younger

Miss Helen Canavaro

Miss Alice Hughes

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*Press List*

*Secretary*

*29 names*

Magazine Editors:

The New York Times  
200 West 40 St.  
NYC

New York Herald Tribune  
200 West 40 St.  
NYC

Magazine Editors:

Mrs. Jean Austin  
The American Home  
444 Madison Avenue  
New York, N. Y.

Miss Aimee Larkin  
Collier's Magazine  
250 Park Avenue  
NYC

Mr. Godfrey Hammond  
Design for Living  
353 Fourth Avenue  
NYC

Mrs. Carmel Snow  
Harper's Bazaar  
572 Madison Avenue  
NYC

Mrs. Frances Heard  
House Beautiful  
572 Madison Ave.  
NYC

Mr. Richardson Wright  
House and Garden  
420 Lexington Ave.  
NYC

Miss Henrietta Murdock  
The Ladies' Home Journal  
1270 Sixth Avenue  
NYC

Miss Maria Sermolino  
Life Magazine  
14 W. 49 St.  
NYC

International News Service  
220 N. 40 St.  
NYC

The Associated Press  
50 Rockefeller Plaza  
New York, N. Y.

Mr. Carl G. Beards  
The Christian Science Monitor  
1 Norway St.  
Boston, Mass.

Mr. Paul Sanders  
The Associated Press  
50 Rockefeller Plaza  
NYC  
Magazine Editors (cont'd)

Mr. Wilson Hicks  
Life Magazine  
14 W. 49 St.  
NYC

Miss Gladys Miller  
555 Fifth Ave. Service  
NYC 45 St.  
NYC

Mr. Henry A. Bull  
Town and Country  
572 Madison Ave. Inc. Co.  
NYC Rockefeller Plaza  
NYC

Mrs. Edna Woolman Chase  
Vogue and Chester  
420 Lexington Ave. System  
NYC Madison Ave.  
NYC

Mr. Howard Myers, Editor  
Architectural Forum  
14 West 40 St.  
NYC

Mr. Kenneth Deld, Editor  
Pencil Points  
250 W. 42 St.  
NYC

Mr. Roger Sherman, Managing Editor  
Architectural Record  
119 West 40 St.  
NYC

Mr. Alfred Auerbach  
Retailing  
8 E. 15 St.  
NYC

Miss Virginia Knoll  
Woman's Home Companion  
180 Park Avenue  
NYC

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City Desk reporters of:

The New York Times  
229 West 43 St.  
NYC

New York Herald Tribune  
230 West 41 St.  
NYC

New York World Telegram  
125 Barclay St.  
NYC

New York Sun  
280 Broadway  
NYC

New York Journal-American  
210 South St.  
NYC

The Daily Mirror  
225 E. 45 St.  
NYC

The Daily News  
220 E. 42 St.  
NYC

New York Post  
75 West St.  
NYC

PM  
27 Sixth Avenue  
Brooklyn, N. Y.

Brooklyn Daily Eagle  
Brooklyn, N. Y.

City News Association  
2 Lafayette St.  
NYC

The United Press  
220 E. 42 St.  
NYC

International News Service  
255 E. 45 St.  
NYC

The Associated Press  
50 Rockefeller Plaza  
New York, N. Y.

Mr. Carl G. Beede  
The Christian Science Monitor  
1 Norway St.  
Boston, Mass.

Mr. Paul Sanders  
The Associated Press  
50 Rockefeller Plaza  
NYC

Mr. Arch Rogers  
The United Press  
220 E. 42 St.  
NYC

Mr. Larry Myers  
International News Service  
255 E. 45 St.  
NYC

Mr. John Elwood  
National Broadcasting Co.  
30 Rockefeller Plaza  
NYC

Mr. Edmund Chester  
Columbia Broadcasting System  
485 Madison Ave.  
NYC

Mr. Howard Myers, Editor  
Architectural Forum  
14 West 49 St.  
NYC

Mr. Kenneth Reid, Editor  
Pencil Points  
330 W. 42 St.  
NYC

Mr. Roger Sherman, Managing Editor  
Architectural Record  
119 West 40 St.  
NYC

Mr. Alfred Auerbach  
Retailing  
8 E. 13 St.  
NYC

Miss Virginia Hamill  
Woman's Home Companion  
250 Park Avenue  
NYC

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ED. NOTES' LIST FOR LUNCHES

- M. Lewis Mumford  
 Avenia, New York  
 Mr. Kenneth Stowell, Editor  
 House Beautiful  
 572 Madison Ave.  
 NYC  
 Mr. Henry Humphrey, Managing Editor  
 House and Garden  
 420 Lexington Ave.  
 NYC  
 Mr. William A. Wieland  
 The Associated Press  
 50 Rockefeller Plaza  
 NYC  
 Mr. George Pipal  
 United Press  
 220 E. 42 St.  
 NYC  
 Mr. Sterling Fisher  
 CBS  
 485 Madison Ave.  
 NYC  
 Mr. Stephen L. MacDonald  
 Mr. Douglas Maier  
 Miss Harriet Secorols  
 Miss Frances Miller  
 Mr. Chester E. Nagel  
 Mr. George Nelson  
 Miss Virginia Spedal  
 Mr. Berick Nicholson  
 Mr. Stano Papadaki  
 Mr. Peter Pflaterer  
 Mr. Norton Polivnick  
 Mr. and Mrs. Antonia Raymond  
 Mrs. Helen Appleton Read  
 Mr. Laurence P. Roberts  
 Mr. Enzo Scavini  
 Mr. Edward S. Stone  
 Mr. Oskar Stancov  
 Miss Marianne Strongell  
 Mr. Francis Henry Taylor  
 Miss of Eagles  
 Dr. George C. Tallant  
 Mr. Harry Weiss  
 Mr. Charles S. Wyckoff

Secretary

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*Secretary*

MR. NOYES' LIST FOR LUNCHEON

July 28, 1941

- Mr. Winslow Ames
- Mr. Carl Anderson
- Mr. Alfons Bach
- Mr. Benjamin Baldwin
- Miss Catherine Bauer
- Mr. Lester Beall
- Mr. Ross Bellah
- Mr. Marcel Breuer
- Mr. John Coolidge
- Mr. Martin Craig
- Mrs. Harli Ehrman
- Mr. Carl Feiss
- Mrs. Juliana Force
- Mr. Bernard Greenberg
- Prof. Walter Gropius
- Prof. Talbot Hamlin
- Mr. Michael Hare
- Mrs. Ann Hatfield
- Miss Carolyn Rees
- Mr. Henning Watterston
- Mr. Henry Russell Hitchcock, Jr.
- Dean Joseph Hudnut
- Mr. Philip Johnson
- Mr. Edgar Kaufmann
- ~~Incumbentes-~~
- Mr. Carl Koch
- Mr. William E. Lescage
- Miss Nancy Logan
- Mr. Stephen L. Macdonald
- Mr. Douglas Maier
- Miss Harriet Meserole
- Miss Francis Miller
- Mr. Chester E. Nagel
- Mr. George Nelson
- Miss Virginia Nepodal
- Mr. Emrich Nicholson
- Mr. Stamo Papadaki
- Mr. Peter Pfisterer
- Mr. Norton Polivnick
- Mr. and Mrs. Antonin Raymond
- Mrs. Helen Appleton Read
- Mr. Laurence P. Roberts
- Mr. Esro Saarinen
- Mr. Edward D. Stone
- Mr. Oskar Stonorov
- Miss Marianne Strengell
- Mr. Francis Henry Taylor
- Ulla of Ugglas
- Dr. George C. Vaillant
- Mr. Harry Weese
- Mr. Charles W. Wyckoff



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From Karen Hollis  
 To Mr. Hirschmann  
 Miss Newmeyer  
 Miss Ellis

Secretary

May 28, 1941

Tentative list of guests for luncheon June 17th in honor of  
 Pan American Design winners:

- Mr. & Mrs. <sup>over</sup> L.E. Kirstein - ~~57 Madison Ave.~~ *Fitzner Bros Co, Boston*
- Mr. & Mrs. Walter Rothschild - *Abraham Straus - Fulton St., Brooklyn,*
- Mr. & Mrs. Fred Lazarus *F. & L. Lazarus Co. Columbus, Ohio*
- Mr. & Mrs. Michael Schaap - *Bloomfield*
- Mr. & Mrs. I.A. Hirschmann -
- Mr. & Mrs. Nelson Rockefeller - *510 Fifth (accept)*
- John Hay Whitney - *630 Fifth (accept)*
- Mr. & Mrs. Thomas J. Watson - *4275<sup>th</sup> St.*
- Mr. & Mrs. Thomas H. McInerney - *820 5<sup>th</sup> (230 Park) Mu 6 6170*
- Mr. & Mrs. Charles R. Hook *(Chairman of Jr. Achievement) - Middleburg, Ohio -*
- Mr. & Mrs. George A. Sloan *(Mayor's Bus. Men's Advisory Comm) - 630<sup>th</sup> Pl (60 Bway) Wh 3-2575*
- Mr. & Mrs. Frederick E. Hasler *(Pres. Pan American Society) 580 Park (30 Broad) H a 3-3700*
- + Dr. L.S. Rowe *(Pres. Pan American Union) - Washington, D.C.*
- Mr. & Mrs. Ely Jacques Kahn - *970 Park*
- Mr. & Mrs. William Fellowes Morgan Jr. *139 Cedar St., N.Y. (Park 3-4130) Ca 6-2880*
- Cornelius Vanderbilt Whitney - *230 Park Ave.*
- ~~Mr. & Mrs.~~ Mrs. Winthrop Aldrich - *15278*
- ~~Mr. & Mrs.~~ Mrs. Vincent Astor - *Rhinebeck, N.Y.?*
- Mrs. John L. Whitehurst *(Pres. Gen. Fed. Women's Clubs - Ci 6-6500 1896)*
- Mrs. Mary Simkhovitch - *(27 Barrow St. N.Y., Greenwich House) 4101 Cerecree Way Baltimore, Md.*

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2-

288 Wellington Crescent, Winnipeg, Canada

~~Mr.~~ Mrs. George Ferguson - (Pres. Junior Leagues of America) 215-4380

~~Mr.~~ Mrs. Albert D. Lasker (forming Civic Housing Comm) % Miss Helton,  
99 Brelman Place  
Latin-American Diplomatic and Consular Corps

Museum to add list of architects, designers, their own trustees.

Press - about 40.

17 Dallas Pl  
wh4 0629 / Naguay } Jose Richling - Washington  
10 Ave. } S. Rivas Costa - adhip conga  
C-7760 Brazil } Carlos Martins - amt -  
9 Ave. } Oscar Couzia -  
e-6-3225 Argentina } Dr. Antio Pelepe Espel - (amt)  
70 Ave } Dr. Conrado Traverso  
wh4 7232 Mexico } Dr. Castillo Najera - (amt)  
Mr. Rafael Colina

Mr. & Mrs. Wm. Q.M. Burden, Jr - 10 Cranie Square

Mr. & Mrs. Griffith B. Coole - 125 W. 11th St.

Mr. & Mrs. Charles H. Russell, Jr - 20 East 84th Street

44

Coordinators office?

56 Trustees - 100 -

Moys

Miss Ellis -  
Publishers -  
Architects (2)

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FROM: KAREN HOLLIS  
TO: MR. HIRSCHMANN  
MISS NEWMAYER  
MISS ELLIS

JUNE 3rd, 1941

*Secretary*

Additions to list of guests for luncheon June 16th in honor of  
Pan American Design winners.

Miss Sylvia Shenbaum  
Bloomingdale's

Mr. Chalmers Greenlee  
Bloomingdale's

Mr. Roy S. Howard  
World Telegram  
125 Barclay St.  
New York, N.Y.

Mr. Arthur Hays Sulzberger  
New York Times  
229 West 43 St.  
New York, N.Y.

Mr. William R. Hearst, Jr.  
Journal-American  
210 South Street,  
New York, N.Y.

Mr. and Mrs. George Backer  
944 Fifth Ave.  
New York, N.Y.

Mrs. Ogden Reid  
New York Herald Tribune  
230 West 41 St.  
New York, N.Y.

Cap. J.M. Patterson  
Daily News  
220 East 42 St.  
New York, N.Y.

Mr. Ralph Ingersoll  
P M  
27 Sixth Ave.  
Brooklyn, N.Y.

Mr. David Sarnoff  
44 East 71 St.  
New York, N.Y.

Mr. and Mrs. William Paley  
~~29 Beekman Place~~  
New York, N.Y.

Hon. Robert Moses  
Comm. of Parks  
Central Park Arsenal  
New York, N.Y.

Mr. and Mrs. Nathan Straus  
1 West 81 St.  
New York City.

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*Secretary Publicity*

## THE MUSEUM OF MODERN ART

**Date** August 19, 1941

**To:** Miss Hawkins, Mr. Noyes

**Re:** Bloomingdale's

**From:** S. Newmeyer

Dear Slaves:

An extra word about the Bloomingdale dinner. Or rather here are a few words, tabulated by number but in no particular sequence:

1. It is perfectly natural for Bloomingdale's publicity and advertising effort to rise to a crescendo as we approach the opening.
2. All of their effort will be directed to selling Bloomingdale's. No matter what they say or pretend, they are not one iota interested in sending any customers our way. They will use our name only in so far as it benefits them. Which is perfectly natural.
3. We can--and should--do nothing to make their publicity work in our direction, except possibly a very discreet small mention of our exhibition in their ads. But if they do not do this of their own accord, without any suggestion from us, you can be absolutely sure that for this favor they will exact from us a far heavier toll than it is worth.
4. Therefore, Hirschmann's desire to throw a flashy dinner plays right into our hands. And the fact that--thank Heaven!-- we have decided on private individual dinners instead of a Museum dinner is of great help in avoiding total encirclement (by Bloomingdale's, of course). Remember as a Museum we are not giving a dinner as it is too early in the season. Into private dinners, of course, they cannot butt. And, as members of the staff of the Museum we, of course, cannot in any way govern those private dinners. BUT, for goodness sake, get Harrison to throw a dinner and invite Noyes, and have Abbott throw a dinner and invite Whitney. Peg Whitney and Noyes down tight, also Abbott and Harrison. And don't let N. R. come near a dinner. Our dinners must be strictly non-commercial and if it can be done smoothly the four I have mentioned must not go to Hirschmann's dinner. This is important, although if they protest we can at a pinch throw Noyes to the lions. But definitely not Whitney.
5. By acceding to their demand for a publicity luncheon last June and by sacrificing our South Americans on the altar to Hirschmann, which gave them the only possible valid excuse for a luncheon at that time, we have made our complete bow to Bloomingdale's.

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Memo to Miss Hawkins, Mr. Noyes

(page 2)

That was why I was willing for Noyes to <sup>give</sup> them such a hand in his speech and why--in fact, the only reason why I permitted the luncheon really to be focussed on Hirschmann. We gave him his day in the sun. He rated it but now we have given it we are free to go ahead in the usual way with our own publicity--which will never again mention Bloomingdale's separately from the other stores, and will never again need to mention Hirschmann. We have made our bow to him and to Bloomingdale's, and it was a handsome, all-out bow. He cannot reasonably expect us to continue bowing like mandarins. Of course, he'll unreasonably expect it, but we are in no way obliged to fulfill his unreasonable expectations. As you know, I was against that Bloomingdale luncheon; I wanted to concentrate on the South American, and bring in the luncheon much close to the opening. But you know how they all opposed that. Well, he's made his choice. He can't eat his South Americans (or the publicity he swiped from them) and have them, too.

6. Now none of this need be explained in words of one syllable to Hirschmann or the Heavenly Twins, Hollis and Ellis. In fact, it should not be mentioned at all. We should pleasantly applaud any or all of his schemes which do not involve the Museum and gracefully dodge any that do. It is important to bear in mind that he will try to drag us into anything and everything that he does. He will do this for two reasons: 1) to connect us with Bloomingdale in the eyes of the public wherever possible; 2) by making everything a joint activity (or pretending to) he will kid us (he thinks) into working for Bloomingdale's under the innocent assumption that we are working for ourselves. For example, they count on us to get those society people to that luncheon--and they'll work every possible angle to get us to pull all kinds of chestnuts into the fire of publicity for them. That's why they want to discuss their dinner with us. They are counting on our prestige and our actual pull through people like N. R., Whitney, etc. to get important speakers for it. Don't be taken in by this trick. It is all wrong--very, very bad--for us from this point on to be used as a front for Bloomingdale's. We have given them full and generous measure. Now that we've done our complete duty, we don't have to kiss the girl (Bloomingdale's)! Please don't ask Whitney to speak at that dinner. Why the Hell should he have that second-class store or any store hung around his neck? It won't do the Museum any good; in fact, from this point on it will do the Museum definite harm.
7. In your meeting with Hirschmann, I beg you to remember that it is his and Bloomingdale's dinner he is arranging. It isn't our dinner. We have no part in it and must not be made to seem to have part in it. That is the way he will try to stampede you: he will try to make you believe it's just one big cooperative effort. Well it is not. As a Museum we have absolutely no right to cooperate more than we already have with a commercial organization whose be-all and end-all is and must necessarily be to sell as big a bill of goods as possible to the public. Eliot, you as head of the Industrial Art Department are in great danger

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Memo to Miss Hawkins, Mr. Noyes

(page 3)

of criticism if we appear to let Bloomingdale use us for commercialization. Don't explain that to Hirschmann; he would just love to argue the point with you and act injured and abused. Let's all just be bland and pleasant about it all--but keep ourselves clear of entanglements.

8. Please do not involve me in Bloomingdale's advertising campaign. It is understood that we must O.K. every advertisement that uses our name. That, however, does not mean that I will show them my press releases or even tell them what I plan in the way of publicity. I shall follow exactly my usual procedure--and it would not even remotely occur to me that I should check my releases with Bloomingdale's, Altman's or Macy's. Don't tell them any of this. It will simply be taken for granted. My job is to publicize our exhibition. In my big formal release to the critics I will mention Bloomingdale's along with the other 11 stores. I may or may not mention the 12 stores in my other publicity. But that is no concern of Bloomingdale's.
9. Hawky, please do not let Ellis and Hollis get you exercised over getting or even suggesting a speaker for that Fashion Group Luncheon. There again they are trying to stampede the MMA into getting some fool "name". Abbott made the right choice when he asked Harrison. Our only dignified attitude is to stand quietly by that choice; not wrack our brains to think up some name that will not be as good as Harrison. If they don't want Harrison our cue is, of course, that we are very sorry; we feel Harrison is the right person, but if they don't, of course, we want them to feel free to select and ask their own speaker.

Well, kids, I hope you get my pernts.

Sincerely,

(signed) Sarah

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*Secretary*

BLOOMINGDALE'S DINNER LIST  
 AT MUSEUM OF MODERN ART, WEDNESDAY  
 SEPTEMBER 24TH, 1941

- |   |  |
|---|--|
| 7- Mr. Peter Pflanzner                  | Mr. Maurice Wheeler - 6                |
| 1- Mr. and Mrs. John E. Abbott - 4      | Mrs. Frances Heard - 8                 |
| 17- Mr. & Mrs. Olexander                | Mr. Ira Hirschmann - 10                |
| 10- Mr. Carl Anderson (& Mrs.)          | Miss Karen Hollis - 11                 |
| 14- Mr. Alfred Auerbach                 | Mr. Edward Alden Jewell and guest - 5  |
| 3- Mr. Benjamin Baldwin                 | Mr. A. C. Kaufmann - 4                 |
| 2- Mr. and Mrs. Alfred H. Barr, Jr. - 1 | Mr. Edgar Kaufmann, Jr. - 9            |
| 12- Miss Shirley Bluestein              | Miss Margaret Kernodle - 11            |
| 8- Mr. Harold Burton                    | Mr. Herman Kiaer (& Mrs.) - 17         |
| 12- Mr. C. A. Buss                      | Mr. and Mrs. Lincoln Kirstein - 10     |
| 16- Miss Alice Carson                   | Mr. Nelson Lansdale - 11               |
| 12- Mr. Cyrus Clark                     | Miss Olive Lyford - 13                 |
| 15- Mr. Martin Craig                    | Mr. David H. McAlpin - 7               |
| 13- Mr. Neiman Craley                   | Mr. John McKinley - 7                  |
| 7- Mrs. Marli Ehrman                    | Miss Frances McFadden - 5              |
| 15- Mr. Robert Ficks                    | Mr. Norman MacBrien - 13               |
| 17- Dr. and Mrs. Alfred Frankfurter     | Mr. Douglas Maier - 11                 |
| 7- Miss Emily Genauer                   | Mr. Alfred Mayer - 9                   |
| 10- Mrs. Susan Gleaves                  | Miss Harriet Meserole - 15             |
| 3- Mr. Philip L. Goodwin                | Mr. and Mrs. George Mayercord, Jr. - 4 |
| 1- Mr. A. Conger Goodyear               | Miss Gertrude Miller - 12              |
| 3- Mr. Ralph Gray                       | Mr. Edward B. Miller - 15              |
| 13- Mr. Bernard Greenberg               | Mrs. Frances Miller - 14               |
| 13- Mr. Chalmers Greenlee               | Dr. Henry Allen Moe - 5                |
| 15- Mr. G. Halverson                    | Mr. Howard Myers                       |
| 2- Mrs. Paul Hammond                    | Miss Virginia Nepodal - 15             |
| 1- Mr. Wallace K. Harrison              | Miss Sarah Newmeyer - 8                |
| 11- Miss Elizabeth Howes (& Mrs.)       | Mr. and Mrs. Emrich Nicholson - 12     |
| 13- Miss Frances Hawkins                | 9- Mr. and Mrs. Eliot Noyes - 1        |
|   | Mr. and Mrs. Frank Parrish - 16        |

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- 7- Mr. Peter Pfisterer James Eastman Blvd. Mr. Monroe Wheeler -6
- 14- Mr. Norton Polivnick Loves to Authors of the Story Mr. and Mrs. Allen Whiting -14
- 8- Mr. Antonin Raymond (& Mrs.)
- 6- Mr. R. S. Reed Monroe Wheeler  
Annet Henrich  
Mr. & Mrs. Elliot Seyer
- 4- Mr. and Mrs. Sidney Reisman son
- 6- Mr. & Mrs. Howard Richmond
- 1- Miss Agnes Rindge Mrs. George Sutton  
Mr. Douglas Baxter
- 2- Mr. and Mrs. Bernard Rudofsky ler  
Mr. Victor S'Anico
- 5- Mr. Beardsley Ruml Dorothy Dudley  
Mr. & Mrs. Beaumont Newhall
- 9- Mr. and Mrs. Eero Saarinen meyer
- 2- Mr. and Mrs. Eliel Saarinen
- 16- Miss Elizabeth Sacartoff
- 15- Mr. John B. Salterini
- 1- Mr. Michael Schaap
- ~~Mr. and Mrs. Herman Schwartz~~
- 9- Miss Sylvia Shenbaum
- ~~Dr. and Mrs. Carleton Sprague Smith~~
- 6- Mrs. George Palen Snow
- 6- Mr. Oscar Stonorov
- 14- Mr. and Mrs. Walter Randell Storey
- 3- Mr. and Mrs. Charles Messer Stow
- 16- Mr. and Mrs. Kenneth Stowell
- 7- Mr. Berthold Straus
- 16- Miss Marianne Strengell
- 18- Mr. Michael Van Bueren
- 8- Mr. Willo Von Moltke
- 3- Mr. Ethelbert Warfield (& Mrs.)
- 11- Mr. Harry Weese

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	Sept. 23	Sept. 24	reason
Buffet supper September 23rd.	yes	yes	
Invitations to Members of the Staff			Mr. Elias ill, in Calif.
Monroe Wheeler	no	no	none
Janet Henrich	no	no	none
Mr. & Mrs. Eliot Noyes	no	no	none
Miss Alice Carson	no	no	none
Miss Elodie Courter	no	no	in Washington
Mr. & Mrs. George Sutton	no	no	none (Mrs. Levy accident)
Mr. Douglas Baxter	no	no	previous engagement
Miss Dorothy Miller	no	no	away
Mr. Victor D'Amico	no	no	
Miss Dorothy Dudley	no	no	
Mr. & Mrs. Beaumont Newhall	no	no	"previous engagement" and
Miss Sarah Newmeyer	no	no	"contemplated absence from city"

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*Secretary*

Trustee	Sept. 23	Sept. 24	reason
	yes	yes	

Abbott, John E.  
 Barr, Alfred H.  
 Bliss, Robert V.  
 Clark, Mr. Staph  
 Crane, Mrs. W.  
 Field, Mr. Marc  
 Ford, Mr. Edsel  
 X Goodyear, A. Co  
 Goodwin, Philip  
 Guggenheim, Mrs  
 Harrison, Walla  
 Levy, Mrs. Dav  
 Lewisohn, Mrs  
 Luce, Henry R.  
 MacLeish, Arch  
 McAlpin, David  
 X Paley, Mr. Wm.

Parkinson, Mrs  
 Payson, Mrs. C  
 Rockefeller, M  
 X Ruml, Beardsle  
 Smith, Dr. Car  
 Warburg, Edward  
 Whitney, John

Honorary Trust

Bartlett, Fred  
 Crowninshield,  
 Phillips, Dunc  
 Mrs. Rainey Rogers  
 Sachs, Prof. P  
 Sheppard, Mrs.

THE MUSEUM OF MODERN ART, NEW YORK

*The President and Trustees  
 request the pleasure of*

*(Mr and Mrs. Peter Pfisterer's)*

*company at a buffet-supper  
 preceding the opening of the exhibition*

*"Organic Design"  
 on Tuesday, the twenty-third of September  
 at half after seven  
 at the Museum, 11 West Fifty-Third Street*

*R.S.V.P.  
 Francis Hawkins  
 Secretary*

*Kindly present  
 this invitation  
 at entrance*

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*Secretary*

Trustee	Sept. 23	Sept. 24	reason
Abbott, John E.	yes	yes	
Barr, Alfred H., Jr.	yes	yes	
Bliss, Robert Woods Bliss, Mrs.	no	no	Mr. Bliss ill, in Calif.
Clark, Mr. Stephen C.	?	?	
Crane, Mrs. W. Murray	?	?	
Field, Mr. Marshall	no	no	September 18, 1941 none
Ford, Mr. Edsel B.	no	?	
Goodyear, A. Conger	?	no	none
Goodwin, Philip L.	yes	yes	
Guggenheim, Mrs. Simon	no	no	none
Harrison, Wallace K. Murray Crane	no	no	in Washington
Levy, Mrs. David M. Gaussey	?	no	none (Mrs. Levy accident)
Lewisohn, Mrs. Samuel A. Massachusetts	yes	no	previous engagement
Luce, Henry R.	no	?	away
MacLeish, Archibald. Crane	?	?	
McAlpin, David H.	yes	yes	
X Paley, Mr. Wm. S.	no	no	"previous engagement" and "contemplated absence from city"
Parkinson, Mrs. John S.	?	?	
Payson, Mrs. Charles S.	?	?	
Rockefeller, Mrs. John	?	?	
X Ruml, Beardsley	yes	no	none
Smith, Dr. Carleton Sprague	yes	no	Hirschmann sees red
Warburg, Edward M. M.	no	?	out of town
Whitney, John Hay	?	?	
<u>Honorary Trustees</u>			
Bartlett, Frederic Clay	?	?	
Crowninshield, Frank	no	no	none - out of town
Phillips, Duncan	?	?	
Mrs. Rainey Rogers	no	no	out of town
Sachs, Prof. Paul J.	no	?	none
Sheppard, Mrs. John S.	no	?	absence from town.

I know that attending two dinners in succession is no fun, but I do hope you will see your way clear to do it -- particularly the one on the 24th.

Sincerely yours,

September 19, 1941

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*Secretary*

September 18, 1941

Mrs. W. Murray Crane  
Penzance Causeway  
Woods Hole, Massachusetts

Dear Mrs. Crane:

Miss Hawkins tells me that she hasn't heard from you yet about whether or not you can come to the buffet dinner we are giving before the opening of our exhibition, Organic Design at the Museum, Tuesday evening, September 23 and to the dinner which we are giving here the 24th. I hope very much that you will be able to come to both of them. I'd like in particular to ask you to come to the one on the 24th of September.

That we should be the Trustees of the Museum present at this dinner on the 24th which we are giving for the designers, manufacturers and cooperating retailers is very important to the Industrial Design Department. The manufacture of home furnishings through the exhibition is the very first evidence of an effective working arrangement between the manufacturers, retailers, and the Museum. If the Department of Industrial Design is to fulfill the purpose for which it was set up, this cooperation must be fostered. The presence of our Trustees at the dinner is evidence of our goodwill and of our appreciation of a cooperation without precedent in this field.

I know that attending two dinners in succession is no fun, but I do hope you will see your way clear to do it -- particularly the one on the 24th.

Sincerely yours,

Mrs. W. Murray Crane  
Penzance Causeway  
Woods Hole, Massachusetts

SEP 20 1941

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September 18, 1941

Mrs. W. Murray Crane  
Penzance Causeway  
Woods Hole, Massachusetts

STUCSELEYA LOMIA

Dear Mrs. Crane:

Miss Hawkins tells me that she hasn't heard from you yet about whether or not you can come to the buffet supper which we are giving.

The pleasure of our invitation of a cooperative affair is intended to be the pleasure of all. It is our hope that you will be able to come. If you are unable to do so, please let us know as early as possible. We are sure that you will find the evening very enjoyable. The main purpose of the evening is to bring together the artists and the public. We are sure that you will find the evening very enjoyable. We are sure that you will find the evening very enjoyable.

We are sure that you will find the evening very enjoyable. We are sure that you will find the evening very enjoyable. We are sure that you will find the evening very enjoyable. We are sure that you will find the evening very enjoyable. We are sure that you will find the evening very enjoyable.

Very truly yours,

Mrs. W. Murray Crane  
Penzance Causeway  
Woods Hole, Massachusetts

September 18, 1941

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*Secretary*

September 16, 1941

SPEAKERS' TABLE

- Mrs. Barr
- Mr. Schaap
- Mrs. Noyes
- Mr. Abbott
- Mr. Goodyear
- Miss Rindge
- Mr. Harrison

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

We will be able to attend the other dinner on September 23rd.

I will be very pleased to explain why we are giving the Organic Design

The Trustees, of the Advisory Board, in their homes on September 23rd. This proved impossible. We were going to be in a buffet dinner here. The guests who have been invited to the winning design

Mr. Smith will not be able to attend September 23rd and I am sorry to have to cancel my invitation to the

dinner at the Museum on September 24th. I want to thank you for your invitation with the opening of

of the Board of Trustees. The Trustees give dinners in their homes in review of the exhibition. I have been asked to give dinners in my home. I have arranged to have a buffet dinner here. The guests who have been invited to the Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

As you know, the Museum has been cooperating with a group of retailers and manufacturers throughout the United States in getting the actual furniture produced from the winning designs. In order to present the designers to these retailers and manufacturers and in order to express our appreciation of the retailers' and manufacturers' cooperation, we are giving a second dinner on the following evening, Wednesday, September 24th. The guests who have been asked to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

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will be very pleased  
other dinner on September

I am on two succeeding  
to explain why we  
the Organic Design

The Trustees, of the Advisory  
in their homes on  
This proved impossible  
were going to be in  
buffet dinner here  
have been invited  
the winning designs

Table 2  
Mr. Barr  
Mrs. Rudofsky  
Mr. Saarinen  
Mrs. Hammond  
Mr. Rudofsky  
Mrs. Saarinen

Mr. Smith will not  
September 23rd and  
invitation to the  
dinner at the Museum  
going to you, and I want  
with the opening of

If the Board of Trustees  
committee give dinners  
review of the exhibition.  
asked to give dinners  
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Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

Table 3

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd  
New York, N. Y.

Dear Carleton:

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the Organic Design

The  
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This proved impossi  
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have been invited  
the winning design

- Mr. Goodwin
- Mrs. Stow
- Mr. Warfield
- Mrs. Warfield
- Mr. Baldwin
- Mr. Stow

Mr. Smith will not  
September 23rd and  
invitation to the

dinner at the Museum  
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Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

Table 4

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

- Mr. Kaufman
- Miss Barry
- Mr. Reisman
- Mrs. Meyercord
- Mr. Meyercord
- Mrs. Reisman

Dear Carleton:

We will be able to attend  
will be very pleased  
other dinner on September

I am on two succeeding  
to explain why we  
the Organic Design

The Trustees, of the Advisory  
in their homes on  
This proved impossible  
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Mr. Smith will not  
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Members of the Board of Trustees  
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review of the exhibition.  
I have asked to give dinners  
we arranged to have a  
dinner. The guests who  
are members of the Board of Trustees,  
in the field of design.

As you know, the Museum has been cooperating with a group of  
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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Table 5

- Mr. Ruml
- Miss McFadden
- Mr. Craig
- Mr. Jewell and guest
- Mr. Moe

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Table 6

- Mr. Wheeler
- Mrs. Snow
- Mr. Reed
- Mrs. Richmond
- Mr. Richmond
- Mr. Stonorov

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
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Dear Carleton:

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the winning design

Table 7

Mr. McAlpin

Mrs. Ehrmann

Mr. Pfisterer

Miss Genauer

Mr. Strauss

Mr. McKinley

Mr. Smith will not  
September 23rd and  
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Dinner at the Museum  
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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
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Table 8

Miss Newmeyer  
Mr. Von Moltke  
Mrs. Heard  
Mr. Raymond  
Mrs. Raymond  
Mr. Burton

Mr. Smith will not  
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Dinner at the Museum  
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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Table 9

- Mr. Noyes
- Mrs. Saarinen
- Mr. Kaufmann
- Miss Shenbaum
- Mr. Saarinen
- Mr. Mayer

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

We will be able to attend  
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Mr. Smith will not  
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Dinner at the Museum  
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As you know, we are cooperating with a group of  
retailers and manufacturers throughout the United States in getting the  
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Sincerely yours,

Frances Hawkins  
Secretary

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
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Dear Carleton:

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Table 10

Mr. Hirschmann

Miss Carson

Mr. Kirstein

Mrs. Gleaves

Mr. Anderson

Mrs. Kirstein

Mr. Smith will not  
September 23rd and  
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dinner at the Museum  
going to you, and I want  
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Members of the Board of Trustees  
give dinners in  
review of the exhibition.  
I have asked to give dinners  
I have arranged to have a  
dinner. The guests who  
Board of Trustees,  
the field of design.

As a result of our cooperation with a group of  
retailers and manufacturers throughout the United States in getting the  
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Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

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guests who have been asked to this are members of the Museum's Board of Trustees,  
the winning designers, representatives from the retail stores and manufacturing plants and the press.

Table 12

- Mr. Buse
- Mrs. Bluestein
- Mr. Nicholson
- Mrs. Nicholson
- Mr. Clark
- Miss Mider

Smith will not  
September 23rd and  
invitation to the

dinner at the Museum  
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Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

We will be able to attend the dinner on September 23rd and will be very pleased to attend other dinner on September 24th.

I am on two succeeding evenings to explain why we are the Organic Design

The Trustees, of the Advisory Board, in their homes on September 23rd. This proved impossible. We were going to be in a buffet dinner here. The guests who have been invited to the winning design

As you know, the Museum has been cooperating with a group of retailers and manufacturers throughout the United States in getting the actual furniture produced from the winning designs. In order to present the designers to these retailers and manufacturers and in order to express our appreciation of the retailers' and manufacturers' cooperation, we are giving a second dinner on the following evening, Wednesday, September 24th. The guests who have been asked to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

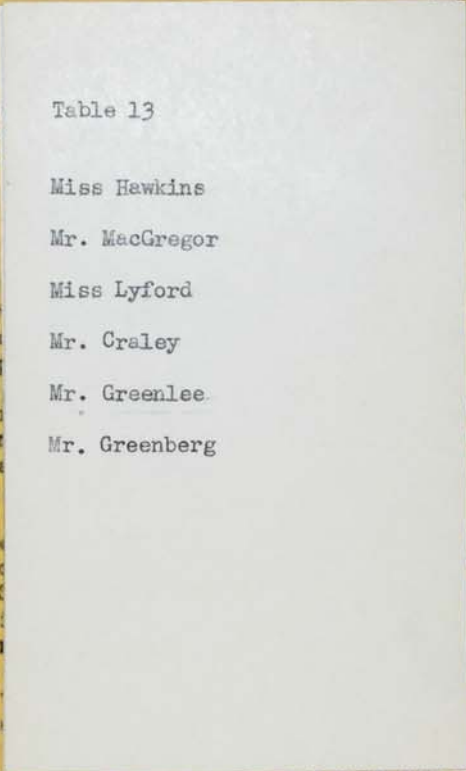


Table 13

Miss Hawkins

Mr. MacGregor

Miss Lyford

Mr. Craley

Mr. Greenlee

Mr. Greenberg

Smith will not attend September 23rd and I have arranged an invitation to the

dinner at the Museum on September 24th. I want to explain why we are giving the opening of

of the Board of Trustees give dinners in their homes on September 23rd. This proved impossible. We were going to be in a buffet dinner here. The guests who have been invited to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
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New York, N. Y.

Dear Carleton:

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tees, the winning designers, representatives from the retail stores and manu-  
facturing plants and the press.

Table 14

Mr. Storey

Mrs. Storey

Mr. Whiting

Miss Miller

Mr. Auerbach

Mr. Polivnick

. Smith will not  
September 23rd and  
invitation to the

dinner at the Museum  
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Secretary

FH:ma

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and 42nd St.  
New York, N. Y.

Dear Carleton:

We will be able to attend the dinner on September 23rd and will be very pleased to attend the other dinner on September 24th.

I am sorry that I cannot attend on two succeeding evenings to explain why we are interested in the Organic Design

The Trustees, of the Advisory Board, in their homes on September 23rd. This proved impossible as we were going to be in the city for a buffet dinner here. The guests who have been invited to the winning design

As you know, we are cooperating with a group of retailers and manufacturers throughout the United States in getting the actual furniture produced from the winning designs. In order to present the designers to these retailers and manufacturers and in order to express our appreciation of the retailers' and manufacturers' cooperation, we are giving a second dinner on the following evening, Wednesday, September 24th. The guests who have been asked to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

Table 15  
Miss Meserole  
Mr. Halverson  
Miss Nepodal  
Mr. Ficks  
Mr. Salterini  
Mr. Miller

Smith will not attend September 23rd and I have arranged an invitation to the

dinner at the Museum on September 24th. I want to explain to you, and I want to attend with the opening of

of the Board of Trustees give dinners in their homes for a review of the exhibition. I have asked to give dinners in their homes. We are arranged to have a buffet dinner here. The guests who have been invited to the Board of Trustees, the winning designers, representatives from the field of design.

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
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New York, N. Y.

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designers to these retailers and manufacturers and in order to express our  
appreciation of the retailers' and manufacturers' cooperation, we are giving  
a second dinner on the following evening, Wednesday, September 24th. The  
guests who have been asked to this are members of the Museum's Board of Trus-  
tees, the winning designers, representatives from the retail stores and manu-  
facturing plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

Table 16  
Mr. Parrish  
Mrs. Parrish  
Miss Sacartoff  
Miss Strengell  
Mr. Stowell  
Mrs. Stowell

Smith will not  
September 23rd and  
invitation to the

dinner at the Museum  
ing to you, and I want  
with the opening of

of the Board of Trus-  
committee give dinners  
review of the exhibition.  
asked to give dinners  
we arranged to have a  
d. The guests who  
Board of Trustees,  
the field of design.

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*Secretary*

September 16, 1941

Dr. Carleton Sprague  
New York Public Library  
Fifth Avenue and  
New York, N. Y.

Dear Carleton:

We will be able to attend  
will be very pleased  
other dinner on September

I am on two succeeding  
to explain why we  
the Organic Design

The Trustees, of the Advisory  
in their homes on  
This proved impossible  
were going to be  
buffet dinner here  
have been invited  
the winning designs

Table 17

Mr. Kiaer

Mrs. Kiaer

Mr. Frankfurter

Mrs. Frankfurter

Mr. Alexander

Mrs. Alexander

Mr. Smith will not  
September 23rd and  
invitation to the

dinner at the Museum  
ing to you, and I want  
with the opening of

of the Board of Trustees  
Committee give dinners  
preview of the exhibition.  
asked to give dinners  
we arranged to have a  
head. The guests who  
the Board of Trustees,  
in the field of design.

As you know, the museum has been cooperating with a group of  
retailers and manufacturers throughout the United States in getting the  
actual furniture produced from the winning designs. In order to present the  
designers to these retailers and manufacturers and in order to express our  
appreciation of the retailers' and manufacturers' cooperation, we are giving  
a second dinner on the following evening, Wednesday, September 24th. The  
guests who have been asked to this are members of the Museum's Board of Trustees,  
the winning designers, representatives from the retail stores and manufacturing  
plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Secretary*

September 16, 1941

*Dr. Carleton Sprague Smith*  
Dr. Carleton Sprague Smith  
New York Public Library  
Fifth Avenue and 42nd Street  
New York, N. Y.

Dear Carleton:

We were sorry to learn that you and Mrs. Smith will not be able to attend the Buffet Dinner at the Museum on September 23rd and will be very pleased to receive your acceptance of the invitation to the other dinner on September 24th.

I realize now that the invitations to dinner at the Museum on two succeeding nights must have been rather confusing to you, and I want to explain why we are having two affairs in connection with the opening of the Organic Design exhibition.

The original plan was to have members of the Board of Trustees, of the Advisory Committee and of the Reception Committee give dinners in their homes on September 23rd before the members' preview of the exhibition. This proved impossible because so few of the people we asked to give dinners were going to be in town or had their homes open, and we arranged to have a buffet dinner here at the Museum on that evening instead. The guests who have been invited to that dinner are the members of the Board of Trustees, the winning designers, artists and others interested in the field of design.

As you know, the Museum has been cooperating with a group of retailers and manufacturers throughout the United States in getting the actual furniture produced from the winning designs. In order to present the designers to these retailers and manufacturers and in order to express our appreciation of the retailers' and manufacturers' cooperation, we are giving a second dinner on the following evening, Wednesday, September 24th. The guests who have been asked to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ma

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*Dear seat to:*

September 26, 1933

Mr. Stephen C. Clark  
220 Broadway  
New York, N. Y.

*Mr. R. Conger Goodyear*

Dear Mr. Clark:

*Mr. Beardsley Ruml*

on the successful  
to explain my  
The Organic Design exhibition.

*Mr. Edward V. M. Warburg*

*Mr. David H. McAlpin*

... of the ...  
... in their house at September 21st ...  
... This proved impossible ...  
... dinners were going to be in ...  
... have a buffet dinner here at the ...  
... the guests who have been invited to that dinner ...  
... the winning designers, artists and ...

... to you have, the ...  
... of retailers and manufacturers ...  
... actual furniture produced from ...  
... designers to these retailers and ...  
... appreciation of the retailers ...  
... a second dinner at the following ...  
... guests who have been asked to ...  
... the winning designers, ...  
... factories plants and the ...

I sincerely hope to still be available for you and Mrs. Field  
to attend these dinners at the Museum.

Very truly yours,

Franklin D. Murphy  
Secretary

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*Secretary*

*Dear Mr. Clark,*  
September 16, 1941

*Mr. David H. King*  
Mr. Stephen C. Clark  
149 Broadway  
New York, N. Y.

*Mr. W. H. ...*  
Dear Mr. Clark:

I realize now that the invitations to dinner at the Museum on two succeeding nights must have been rather confusing to you, and I want to explain why we are having two affairs in connection with the opening of the Organic Design exhibition.

*Mr. ...*  
The original plan was to have members of the Board of Trustees, of the Advisory Committee and of the Reception Committee give dinners in their homes on September 23rd before the members' preview of the exhibition. This proved impossible because so few of the people we asked to give dinners were going to be in town or had their homes open, and we arranged to have a buffet dinner here at the Museum on that evening instead. The guests who have been invited to that dinner are the members of the Board of Trustees, the winning designers, artists and others interested in the field of design.

*Mr. ...*  
As you know, the Museum has been cooperating with a group of retailers and manufacturers throughout the United States in getting the actual furniture produced from the winning designs. In order to present the designers to these retailers and manufacturers and in order to express our appreciation of the retailers' and manufacturers' cooperation, we are giving a second dinner on the following evening, Wednesday, September 24th. The guests who have been asked to this are members of the Museum's Board of Trustees, the winning designers, representatives from the retail stores and manufacturing plants and the press.

*Mr. ...*  
I sincerely hope it will be possible for you and Mrs. Field to attend these dinners at the Museum.

*Mr. ...*  
Sincerely yours,

*Mr. John B. ...*  
Frances Hawkins  
Secretary

*Mr. ...*  
FH:ao

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Also sent to:

September 11, 1961

Mrs. David M. Levy  
 Mrs. Simon Lothrop  
 Mr. W. Murray Coane  
 Mr. Marshall Field  
 Mr. Edsel B. Ford  
 Mr. Archibald MacLeish  
 Mr. Duncan Phillips  
 Mrs. John S. Parkinson, Jr.  
 Mrs. Chas. S. Payson  
 Mr. John D. Rockefeller  
 Mr. Frederic Clay Bartlett  
 Mrs. John S. Sheppard  
 Mr. Henry R. Luce  
 Mr. Wm. S. Paley

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*Secretary*

September 11, 1941

*Mr. Carl Anderson*  
*Mr. Hugo Hobbins*  
*Mr. Harry Weese*  
*424 Warwick Road*  
*Kenilworth, Illinois*

Dear Mr. Weese:

You remember that I had written to say that the Trustees were holding dinners at their homes before the opening of the Organic Design exhibition on Tuesday, September 23, and that you would receive invitations directly from the individual Trustees.

The plans have now been changed and a buffet dinner will be held here at the Museum instead. The Trustees of the Museum, the winners of the Industrial Design Competition and other interested designers and architects are being invited to this dinner.

Yesterday a formal invitation to this dinner was mailed to you although I realize that you had previously accepted. We look forward to having you here on that evening.

On the following evening, Wednesday, September 24, the Museum is giving a larger dinner in honor of the winners of the competition. Representatives of the press, the cooperating retailers and the manufacturers of the furniture will be invited to this dinner. You will receive an invitation to this dinner also and we hope very much that you will plan to be here that evening as well.

I hope that these two dinners in succession and the two separate invitations which you will receive are not too confusing.

Sincerely yours,

Frances Hawkins  
Secretary

FH:ao



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*Secretary*  
September 23, 1941

Complaints -- and just ones -- have been made that people coming to Museum parties are not formally introduced around enough and so it might be a good idea to try some organized set-up for handing people around tonight.

Therefore, with the indulgent cooperation of the hereafter listed people - may we try the following arrangements tonight?

Dear

Guests will be met at the sixth floor elevator by:

You remember that I had written you to say that the Trustees were holding dinners Agnes Rindges before the opening of the Organic Design exhibition on Tuesday, Janet Henrich 23, and that you would receive invitations directly from the Edith Ferry Trustees.

who will introduce themselves, find out the guests names, and introduce them to the first person in the following reception line: of the Museum, the winners of the Industrial Design Competition and other interested designers and architects are being invited Mrs. Walter Hochschild

Mr. Alfred H. Barr, Jr.

Yesterday Miss Iris Barry's invitation to this dinner was mailed to you although I realize Mr. Eliot Noyes has already accepted. We look forward to having you here on this Mrs. Alfred H. Barr, Jr.

Mr. John E. Abbott

Sincerely yours,

and go back to the elevator for fresh recruits.

At the end of the receiving line will be waiting:

Same letter with following paragraph to

Elodie Courter

Alice Carson

On the 24th Mrs. Eliot Noyes Wednesday, September 24,

the Museum is giving a larger dinner in honor of the winners of the who will be introduced to the guests by the last person in the receiving line and will see that they (the guests) get cocktails. Misses Courter, Carson, and Mrs. Noyes will return to the end of the reception line for new guests.

that you will plan to be here that evening as well.

This seems sort of Ford production line methods but please may we see if it will make Museum guests more comfortable? two dinners in succession and the

two separate invitations which you will receive are not too confusing.

And will the people impressed into services above, please plan to be upstairs by 7:15 at the latest as there will undoubtedly be some early guests.

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*Secret*

Letter to designers

Dear :

You remember that I had written you to say that the Trustees were holding dinners at their homes before the opening of the Organic Design exhibition on Tuesday, September 23, and that you would receive invitations directly from the individual Trustees.

The plans have now been changed and a buffet dinner will be held here at the Museum instead. The Trustees of the Museum, the winners of the Industrial Design Competition and other interested designers and architects are being invited to this dinner.

Yesterday a formal invitation to this dinner was mailed to you although I realize that you had previously accepted. We look forward to having you here on that evening.

Sincerely yours,

Same letter with following paragraph to Bloomingdale invitees:

On the following evening, Wednesday, September 24, the Museum is giving a larger dinner in honor of the winners of the competition. Representatives of the press, the cooperating retailers and the manufacturers of the furniture will be invited to this dinner. You will receive an invitation to this dinner also and we hope very much that you will plan to be here that evening as well.

I hope that these two dinners in succession and the two separate invitations which you will receive are not too confusing.

Sincerely yours,

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3720

- ~~✓~~ Benjamin Baldwin Winner  
424 Warwick Road  
Kenilworth, Illinois
- ~~✓~~ Ross Bellah Hon. Men  
2300 Lake Shore Ave.  
Los Angeles, Calif.
- ~~✓~~ Bernard Greenberg Hon Men  
M.I.T. Dormitory  
Cambridge, Mass.
- ~~✓~~ Ann Hatfield Winner  
32 E. 57th St.  
NYC  
(Mrs. V. Henry Rothschild)
- ~~✓~~ Carl Koch (& Mrs.) Hon Men  
Snake Hill  
Belmont, Mass.
- ~~✓~~ Stephen L. MacDonald Hon Men  
64 South 13th St. East  
Salt Lake City, U.
- ~~✓~~ Douglas Maier Hon Men  
129 E. 29th St.  
NYC
- ~~✓~~ Harriet Meserole Hon Men  
2 Beekman Pl.  
NYC
- ~~✓~~ Mrs. Frances Miller Hon Men  
19 E. 74th St.  
NYC
- ~~✓~~ <sup>maybe</sup> Chester E. Nagel Hon Men  
109 W. 9th St.  
Austin, Texas
- ~~✓~~ Virginia Nepodal Hon Men  
3085 Bershire Road  
Cleveland Heights O.
- ~~✓~~ Mr. & Mrs. Emrich Nicholson Hon Men  
129 E. 29th St.  
NYC
- ~~✓~~ Peter Pfisterer (& Mrs.) Winner  
2341 Echo Park Ave.  
Los Angeles, C.
- ~~✓~~ <sup>ok</sup> Norton Polivnik Hon Men  
M.I.T. Dormitory, Cambridge, Mass
- ~~✓~~ Antonin Raymond (& Mrs.) Winner  
New Hope  
Penn.
- ~~✓~~ Carl Anderson Hon Men Winner  
2300 Lake Shore Ave.  
Los Angeles
- ~~✓~~ Martin Craig Winner  
235 Seventh Ave.  
NYC
- ~~✓~~ Mrs. Marli Ehrman Winner  
144 E. 54th St.  
Chicago
- ~~?~~ Roman Fresnedo Winner *was awarded by other letters*  
Century Hotel *not there*  
41 W. 46th St.  
NYC *won't be here*
- ~~✓~~ Bernard Rudofsky Winner  
The Middletowne Hotel  
148 E. 48th St.  
NYC
- ~~✓~~ Eero Saarinen (& Mrs.) Winner  
Cranbrook Art Academy  
Bloomfield Hills, Mich.
- ~~✓~~ Oscar Stonorov (& Mrs.) Winner  
516 Bulletin Bldg.  
Philadelphia, Penna.
- ~~✓~~ Marianne Strengell Hon Men  
Cranbrook Art Acad.  
Bloomfield Hills, Mich
- ~~✓~~ Hugh Stubbins (& Mrs.) Hon Men  
76 Brantwood Rd.  
Arlington, Mass.
- ~~✓~~ <sup>v</sup> Michael Van Bueren Winner  
Hamburgo 40  
Mexico D.F.
- ~~✓~~ Willo Von Maltke Winner  
516 Bulletin, Bldg. Philadelphia
- ~~✓~~ Harry Weese Winner  
424 Warwick Rd., Kenilworth Ill.
- ~~✓~~ Charles W. Wyckoff Hon Men  
M.I.T. DORMITORY, Cambridge, Mass.

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*Secretary*

DESIGNERS

Anderson, Carl	Honorable Mention, seating for living room.
Baldwin, Benjamin	<u>Honorable Mention</u> , other furniture for living room; furniture for bedroom; <u>Winner</u> , furniture for outdoor living.
Craig, Martin	<u>Winner</u> , (with Ann Hatfield), furniture for one room apartment.
Ehrman, Mrs. Marli	<u>Winner</u> , woven fabrics.
Greenberg, Bernard F.	<u>Honorable Mention</u> , movable lighting equipment.
Maier, Douglas	<u>Honorable Mention</u> , seating for living room.
Meserole, Miss Harriet	<u>Honorable Mention</u> , printed fabrics.
Miller, Mrs. Frances	" " " "
Nepodal, Miss Virginia	" " " "
Nicholsin, Mr.Emrich(&.wife)	<u>Honorable Mention</u> , (with Douglas Maier), seating for living room.
Pfisterer, Peter (& wife)	<u>Honorable Mention</u> , seating for living room;
Polivnick, Norton	<u>Honorable Mention</u> , movable lighting equipment.
Raymond, Antonin (& wife)	<u>Winner</u> , printed fabrics; <u>Honorable Mention</u> , furniture for one room apartment.
Rudofsky, Bernard (& wife)	<u>Latin-American Winner</u> ; from Brazil.
Saarinen, Eero (& wife)	<u>Winner</u> , seating for living room; <u>Winner</u> (with Chas. O. Eames), other furniture for living room.
Stonorov, Oscar (& wife)	<u>Honorable Mention</u> (with Willo von Moltke), seating for living room; <u>Winner</u> (with von Moltke), furniture for bedroom.
Strengell, Miss Marianno	<u>Honorable Mention</u> , woven fabrics.
Stubbins, Hugh, Jr.	<u>Honorable Mention</u> , furniture for dining room.
van Bouren, Michael	<u>Latin American Winner</u> ; from Mexico.
von Moltke, Willo(Mr.)	<u>Honorable Mention</u> , (with Stonorov), seating for living room; <u>Winner</u> (with Stonorov), furniture for bedroom.
Weese, Harry	<u>Honorable Mention</u> , other furniture for living room; <u>Honorable Mention</u> (with Baldwin), furniture for bedroom); <u>Winner</u> , (with Baldwin) furniture for outdoor living.

ACCEPTED

Abbott, Mr. and Mrs. John E.	Goodwin, Mr. Philip L.
Adams, Ansel	Hamlin, Mr. and Mrs. Talbot
Ashton, Mr. Will	Hammond, Mrs. Paul
Baermann, Mr. Walter	Hare, Mr. and Mrs. Michael
Baker, Mr. and Mrs. Geoffrey	Henrich, Miss Janet
Barr, Mr. and Mrs. Alfred H. Jr.	Hirshmann, Mr. Ira A.
Beall, Mr. and Mrs. Lester	Hitchcock, Mr. Henry Russell
Berdeau, Mr. and Mrs. Le Ray	Hochschild, Mr. and Mrs. Walter
Carson, Miss Alice	Howe, Mr. and Mrs. George
Clark, Mr. and Mrs. Stephen C.	Janis, Mr. and Mrs. Sidney
Coolidge, Mr. and Mrs. John Phillips	Johnson, Mr. Philip
Courter, Miss Elodie	Kahn, Mr. and Mrs. Ely Jacques
Ferry, Miss Edythe	Kauffer, Mr. E. McKnight
Forco, Mrs. Juliana	Kaufmann, Mr. Edgar Jr.
Gerstel, Mr. and Mrs. Fred	Koppel, Mr. and Mrs. Frederick P.
Giodion, Prof. Siegfried & guest	Kidder Smith, Mr. S. E.

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ACCEPTED (CONT'D.)

Kirstein, Mr. and Mrs. Lincoln  
 Lyford, Miss Olive  
 McAlpin, Mr. David H.  
 Mendelsohn, Mr. and Mrs. Eric  
 Milliken, Mr. H. Oothout  
 Newhall, Mr. Beaumont  
 Norton, Mr. and Mrs. McKim  
 Oates, Miss Marion  
 Papadaki, Mr. Stamo  
 Rindge, Miss Agnes

Roberts, Mr. and Mrs. Laurance  
 Ruml, Mr. and Mrs. Beardsley  
 Saarinen, Mr. and Mrs. Eliel  
 Schaap, Mr. and Mrs. Michael  
 Scholle, Mr. and Mrs. Hardinge  
 Sizer, Mr. Theodore  
 Soares, Sonorita Mario Carlotta Macedo  
 Stone, Mr. and Mrs. Edward  
 Street, Mr. and Mrs. Julian, Jr.  
 Swanson, Mr. and Mrs. Robert  
 Taylor, Mr. and Mrs. Francis Henry

POSSIBLY COMING - NOT HEARD FROM

Brouer, Mr. Marcel and wife  
 Brown, Mr. and Mrs. Lewis  
 Caamano, Jacinto Jijon Y.  
 Caamano, Jose Manuel Y.  
 Crowninshield, Mr. Frank  
 Emmot, Mrs. William T., Jr.  
 Fife, Mr. and Mrs. Robert  
 Gish, Miss Dorothy  
 Gropius, Pfof. Walter and wife  
 Haight, Mrs. Sherman  
 Kirstein, Mr. and Mrs. Louis E.  
 MacDonald, Mr. Stephen L.  
 Marquand, Mr. and Mrs. John P.  
 Mumford, Mr. and Mrs. Lewis  
 Payson, Mrs. Charles S. and Mr.  
 Phillips, Mr. and Mrs. Duncan  
 Robsjohn-Gibbings, Mr. T.  
 Tanguy, Mr. and Mrs. Yves  
 Watson, Mr. and Mrs. Thomas J.  
 Wyckoff, Mr. Charles W.

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TO MEET THE WINNERS OF THE ORGANIC DESIGN COMPETITIONS  
THE MUSEUM OF MODERN ART REQUESTS THE PLEASURE OF

COMPANY AT DINNER ON WEDNESDAY THE TWENTY-  
FOURTH OF SEPTEMBER AT EIGHT O'CLOCK IN THE  
PENTHOUSE OF THE MUSEUM, 11 WEST 53 STREET.

R. S. V. P.

FRANCES HAWKINS, SECRETARY

THE MUSEUM OF MODERN ART

.....  
PLEASE SIT AT TABLE No.

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