

CONDITIONS OF USE FOR THIS PDF

The images contained within this PDF may be used for private study, scholarship, and research only. They may not be published in print, posted on the internet, or exhibited. They may not be donated, sold, or otherwise transferred to another individual or repository without the written permission of The Museum of Modern Art Archives.

When publication is intended, publication-quality images must be obtained from SCALA Group, the Museum's agent for licensing and distribution of images to outside publishers and researchers.

If you wish to quote any of this material in a publication, an application for permission to publish must be submitted to the MoMA Archives. This stipulation also applies to dissertations and theses. All references to materials should cite the archival collection and folder, and acknowledge "The Museum of Modern Art Archives, New York."

Whether publishing an image or quoting text, you are responsible for obtaining any consents or permissions which may be necessary in connection with any use of the archival materials, including, without limitation, any necessary authorizations from the copyright holder thereof or from any individual depicted therein.

In requesting and accepting this reproduction, you are agreeing to indemnify and hold harmless The Museum of Modern Art, its agents and employees against all claims, demands, costs and expenses incurred by copyright infringement or any other legal or regulatory cause of action arising from the use of this material.

NOTICE: WARNING CONCERNING COPYRIGHT RESTRICTIONS

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

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

Correspondence

Designers:

4 June 1942: informing Dr. Fresnedo about the purchase of one of his chaise longues

Loan letters

1 December 1941: to Albert Gallatin regarding loan of painting

17 September 1941: to Dr. Traverso regarding loan of painting

Complaints

17 November 1941: to Ralph Pearson regarding complaint

13 March 1941: to Mr. Philipp

Regrets:

30 September 1941: George Howe to Alfred Barr regarding missing the opening

24 September 1941: John Hay Whitney telegram missing the opening ; attached draft of suggested remarks to be made by Whitney at 16 June 1941 luncheon

Correspondence with Kaufmann Department stores regarding publicity and meetings

4 September 1941: to George Kirstein regarding Ira Hirshman's role in opening

Correspondence with Wallace Harrison about his speeches at the opening including draft of remarks from MoMA

Menu and bill from caterers

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

148!
Fresnedo
to Mrs. Barr

December 1, 1941

June 4, 1942

Dear Dr. Fresnedo:

Dear Callahan:

I thought you would be interested to know that one of your chaises longues has been acquired by Mrs. Miller to add to a group of distinguished modern chairs in her house at Palm Springs, California.

How are you? It would be nice to hear from you.

Mrs. Barr and I send you kind regards, and I am sorry about the confusion caused by the dismantling of one exhibition and the installation of two others, during which it did not occur to any one that you might be in a hurry to have your picture back.

Sincerely,

It was very kind of you to let us have the picture. It added very much to the interest of the room. I want to thank you on behalf of the President and Trustees of the Museum for lending it.

Sincerely yours,

Dr. Roman Fresnedo
Av. Suarez, 3281, Montevideo, Uruguay
South America

AHB:ljs
You be kind enough to sign and return the enclosed receipt for our files!

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

*loan - Exh.
Gallatin
Torres-Garcia*

cc: Mr. Hayes
Miss Dudley

December 1, 1941

Dear Gallatin:

I was distressed to hear that you had been inconvenienced by the delay in returning your painting by Torres-Garcia at the close of our exhibition of Organic Design. The delay, as I think Miss Litchfield explained, seems to have been due to the rush and confusion caused by the dismantling of one exhibition and the installation of two others, during which it did not occur to any one that you might be in a hurry to have your picture back.

It was very kind of you to let us have the picture. It added very much to the interest of the room. I want to thank you on behalf of the President and Trustees of the Museum for lending it.

Sincerely yours,

A. E. Gallatin, Esq.
655 Park Avenue
New York, N. Y.

Albert E. Gallatin, Esq.
655 Park Avenue
New York, N. Y.

P.S. Will you be kind enough to sign and return the enclosed receipt for our files?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Gallatin

cc: Mr. Noyes
Miss Dudley

September 17, 1941

Dear Mr. [unclear]

Dear Mr. Gallatin: kind of you to lend your painting by Maria Oropesa
for our It is very kind of you to consent to lend us your painting
by Torres-Garcia for our exhibition, Organic Design, from September
23rd to November 9th. [unclear] Julia Villalobos.

If convenient to you, we would like to send for the picture
on Friday, September 19th. Will you be kind enough to let us know the
title of the work and the valuation for the insurance?

Looking forward to seeing you on Friday,
on Friday morning, September 19th. Sincerely,

A. E. Gallatin, Esq.
655 Park Avenue
New York, N. Y.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

cc: Mr. Noyes
Miss Dudley

to Mr. Noyes with original

THE MUSEUM OF MODERN ART
11 W. 53RD STREET

OFFICE OF THE DIRECTOR
September 17, 1941

Organic?
Traverso

Henry

Dear Dr. Traverso:

It is very kind of you to lend your painting by Molina Caspos for our exhibition which opens on September 23. The picture will be shown in a room set aside for the display of prize-winning furniture by the Argentine designer, Julio Villalobos.

The exhibition, Organic Design, will close on November 9th and your painting will be returned to you shortly thereafter. Meanwhile, we will insure it for \$300 in accordance with your instructions.

If convenient to you, we should like to send for the picture on Friday morning, September 19th.

Sincerely yours,

Sincerely,

Dr. Conrado Traverso
Argentine Consulate -
9 Rockefeller Plaza
New York, N. Y.

Ci 6-3328

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

cc: to Mr. Noyes with original

*Best
Pearson*

original ex. 148

November 17, 1941

March 13, 1941

Dear Mr. Pearson:

I have your letter of November 12. Except in the case of textiles, I cannot see any sense in separating "the art of design" by letting "the organic or functional take care of itself".

Artists had the opportunity to enter the competition and some of them did. While it may be that the textiles were commonplace, they were the best submitted in the opinion of the jury, which of course may have been in error but did its best. Sincerely,

I am showing your letter of Eliot Noyes, the head of our Department of Industrial Design in case he may want to add to what I have written above.

Sincerely,

*Mr. Arvid C. Phillips
Leon, Nicaragua*

Mr. Ralph M. Pearson
288 Piermont Avenue
Nyack, N. Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Barr

Philipp

exh 139? 148?

c.c. MR. NOYES *with original*

March 13, 1941

March 13, 1941

Mr. John Jay Whitney
14 Madison Avenue
New York, New York

Dear Mr. Philipp:

I have arranged with Mr. Harrison to make all introductory remarks. All that will be necessary for you to do, if you will, is introduce Mr. Noyes. I enclose again and write you.

Let me say at this time, however, that it was my impression as a member of the jury that the competition was conducted with extraordinary care and efficiency.

1. Mr. Harrison will introduce you.
2. You will speak and
3. Mr. Harrison will introduce the winners
4. Mr. Harrison will introduce Mr. Hirschmann.

Sincerely,

Sincerely yours,

Frances Perkins
Acting Secretary

Mr. Armin O. Philipp
Leon, Nicaragua
Central America

AHB:vs

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

June 16, 1941

Mr. John Hay Whitney
444 Madison Avenue
New York, New York

Dear Mr. Whitney:

I have arranged with Mr. Harrison to make all of the introductory remarks. All that will be necessary for you to do, if you will, is introduce Mr. Noyes. I enclose again the draft of remarks for you to make in doing so.

The order of the speaking should not take more than twenty minutes in all and is as follows:

1. Mr. Harrison will introduce you.
2. You will speak and introduce Mr. Noyes.
3. Mr. Harrison will introduce the winners.
4. Mr. Harrison will introduce Mr. Hirschmann.

Sincerely yours,

Frances Hawkins
Acting Secretary

FH:ma

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

By definition, **REMARKS BY JOHN HAY WHITNEY** *at luncheon*
AT LUNCHEON - MUSEUM OF MODERN ART
JUNE 16, 1941 *is a Museum. By inference, it is a rare and too precious, for*
common use. We have been able, with the help of a far-sighted retailer,
to give a practical turn to the results of our Industrial Design Competition
for home use. It is my pleasant duty today to welcome you - our guests - who
have evidenced your real interest in the activities of the Museum by your
attendance. That is my duty - that, and the real privilege later of
introducing our distinguished and successful visitors - and I shall immediately
remind myself that I am not to make a speech, a reminder which should give
you as much satisfaction as it does me. Actually the opportunity is more
tempting than it might be, for I believe this occasion marks an important
milestone in the Museum's history. It is very satisfying to point out
the ways in which this institution is living up to the conception of its
function which was basic in its founding, and which I know we all believe -
simply that although we ^{may be} are made largely of glass we are not a show-case -
we are a living force or we are nothing. But I seem to remember something
about glass houses, which I heartily respect, and so I won't throw even
the pebbles of odious comparison. I will simply say that we are here, ^{today,}
demonstrating one of the ways in which a Modern Museum can be truly useful.

The winners of our Industrial Design Competition for Home Furnishings
have valuable contributions to make to the happiness, efficiency and beauty
of contemporary life. If proof were needed that good design results from the
intelligent and practical consideration of essential needs, the furniture
these winners have devised would prove it to the satisfaction of the most
discerning. The three designers are, and by whom we were encouraged to look
for them and what they have to contribute, will be explained to you by
Mr. Elliot Snyder, manager of the Industrial Design Department of the Museum.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

By definition, "a Museum piece" is something worthy of exhibition in a Museum. By inference, it is something too rare and too precious, for common use. We have been able, with the help of a far-sighted retailer, to give a practical turn to the results of our Industrial Design Competition for home furnishings, and so are in the paradoxical position of sponsoring an exhibition of these "Museum pieces" not with the exhibition as an end in itself but only as a means of launching so-called "Museum pieces" for common use.

This competition was particularly happy because by means of it we have discovered how well contemporary designers of Central and South America as well as of North America can apply themselves to the practical solution of the problems of contemporary living.

Beautiful and comfortable surroundings have not always been regarded as compatible with the so-called good way of life. There was a time in our Puritan background when to want to be comfortable, to care about, even to know about, the beauty of one's surroundings was considered soft if not sinful; but today sociologists, psychologists, and those engaged in the physical as well as the social sciences agree that efficiency and happiness result from an environment which is both comfortable and beautiful.

The winners of our Industrial Design Competition for Home Furnishings have valuable contributions to make to the happiness, efficiency and beauty of contemporary life. If proof were needed that good design results from the intelligent and practical considerations of essential needs, the furniture these winners have devised would prove it to the satisfaction of the most skeptical. Who these designers are, and by whom we were encouraged to look for them and what they have to contribute, will be explained to you by Mr. Eliot Hoyer, curator of the Industrial Design Department of the Museum —

Mr. Hoyer.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Charge to the account of

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	ORDINARY
DAY LETTER	URGENT RATE
SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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

WESTERN UNION

1206-B

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

\$ *Whitney*

CHECK
ACCOUNTING INFORMATION
TIME FILED

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

NAB 243569 BUENOS AIRES 11 AM SEPT 24

JOHN E ABBOTT
MUSEUM OF MODERN ART

I AM VERY SORRY THAT MY PRESENCE IN THE ARGENTINE PREVENTS MY BEING AT THE DINNER TONIGHT IN HONOR OF THE WINNERS, OF THE INDUSTRIAL DESIGN COMPETITION. PLEASE TENDER MY CONGRATULATIONS TO THE WINNERS AND EXPRESS MY APPRECIATION OF THE SYMPATHETIC COLLABORATION OF THE MANUFACTURERS, RETAILERS AND DESIGNERS WHICH HAS MADE IT POSSIBLE TO CARRY INTO PRODUCTION SO MANY STIMULATING DESIGNS

JOHN HAY WHITNEY

BULLETIN BUILDING, PHILADELPHIA
TELEPHONE LOCUST 4510

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

*Publicity
Credits
148 Organic Design*

GEORGE HOWE ARCHITECT

MR. ALFRED H. BARR, JR., DIRECTOR,
THE MUSEUM OF MODERN ART,
11 WEST 53RD STREET, NEW YORK CITY.

SEPTEMBER 30, 1941

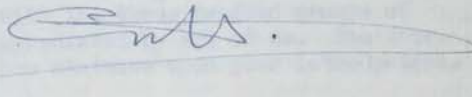
oa 1

DEAR ALFRED: I WAS VERY DISAPPOINTED NOT TO GET TO THE BUFFET SUPPER PRECEDING THE OPENING OF THE "ORGANIC DESIGN" SHOW. I GOT MYSELF ALL BAWLED UP IN MY DATES, BUT I SHALL BE OVER TO SEE IT WITHIN THE NEXT FEW DAYS.

I PASSED BLOOMINGDALE'S WINDOW TWO NIGHTS AGO AFTER CLOSING TIME. THEY ARE EXTREMELY SATISFACTORY. OSCAR STONOROV TELLS ME HE IS GOING TO DESIGN A MODERN DEPARTMENT FOR BLOOMINGDALE'S, SO YOU HAVE REALLY MADE A DENT IN AMERICAN COMMERCIALISM.

GH:F

SINCERELY YOURS,



BULLETIN BUILDING, PHILADELPHIA
TELEPHONE LOCUST 4510

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

EMPLOYEE DEPARTMENT STORES
Pittsburgh, Penna.

June 13, 1941

August 18, 1941

Mr. John Hay Whitney
Council of National Defense
444 Madison Avenue
New York, New York

Dear Mr. Whitney:

I am enclosing for your consideration the drafts of the remarks for you to make at the luncheon in honor of the four Latin-American winners of the Industrial Design Competition on Monday, June 16th at the Museum, in introducing Mr. Noyes, in introducing the winners, and in introducing Mr. Hirschmann.

Mr. Harrison has been called to Washington on what appears to be a national emergency and will not be able to be at the luncheon at all. I am asking Mr. Barr to introduce you and if you will carry on with the three drafted groups of remarks it will be greatly appreciated by all of us. The four winners will each simply say one sentence upon your introduction.

If you have a chance, will you please telephone giving us your okay on these drafts for the newspapers.

Sincerely yours,

PH:ma
Frances Hawkins
Acting Secretary

P. S. Miss Newmeyer would like to know if you can be at the Museum at 12 o'clock on Monday for pictures before the luncheon, which will start promptly at 12:30. We would like to get all the photographs cleared away first. We plan to be through the luncheon and the speeches by 2 o'clock.

MARGUERITE E. BRIGHAM
Publicity Production Manager

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

KAUFMANN DEPARTMENT STORES
Pittsburgh, Penna.

August 18, 1941

(Sarah)
Miss Harriet Newmeyer
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Miss Newmeyer:

I was very sorry to have missed you last week, when in New York to check on final publicity arrangements for our Museum of Modern Art Furniture Show, which we are opening on September 24th

I was able to speak personally with most of the magazine editors who are using a story on the furniture, and to get their assurance that if any store names are mentioned, Kaufmann's will be. As you no doubt know, we feel very close to the work being done at the Museum because for the past four years we have been fortunate enough to have been selected to present your traveling shows to the Pittsburgh public. We feel that in this particular promotion, the very best news angle on the story is that hard-boiled furniture buyers throughout the country have turned to a Museum to get new ideas, and not only are they buying the finished products but each store furnished \$1000 prize money as well. We feel that merely mentioning the New York stores in publicity does not tell the whole story.

I hope that you will do everything possible to see that Kaufmann's gets an even break in publicity.

I should like very much to meet you and hope that when next in New York we can get together. Please be assured that we are deeply grateful for all the good work you have already done for Kaufmann's.

Sincerely,

MARJORIE M. REICH
Publicity Promotion Manager

mnr:vi
FH:ma

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Kaufmann

KAUFMANN DEPARTMENT STORES
INCORPORATED
PITTSBURGH, PENNSYLVANIA

exh 148

January 29, 1941

January 30, 1941

Dear Edgar:

I have written to Philip Goodwin and enclose a copy.
I hope he will be free for luncheon. I will sound out some
other people.

Sincerely,

Mr. Edgar J. Kaufmann
Kaufmann Department Stores
Pittsburgh
Pennsylvania

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

KAUFMANN DEPARTMENT STORES
INCORPORATED
PITTSBURGH, PENNSYLVANIA

OFFICE OF THE SECRETARY

January 29, 1941

Mr. Alfred Barr
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Alfred:

I've just found out that Bloomingdale's want to call the meeting to discuss the competition winners on February 4th. I wonder if we could arrange our meeting with Mr. Goodwin for that day.

With kind regards.

Yours,

Edegar

EKJ:EM

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

September 4, 1941

Mr. George Kirstein
3312-N-St. N.W.
Washington, D.C.

Dear George:

I want you to know how grateful we are to you for helping us to adjust with Ira Hirschman the opening of our Organic Design exhibition. I know how busy you are these days, and I think it was wonderfully kind of you to take the trouble to come to our rescue.

After talking with you, Mr. Hirschman saw much more clearly our side of the matter, and we have now made arrangements ~~that~~ are highly satisfactory all around.

With many thanks and best wishes, I am

Ever yours,

mw:ljs

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Charge to the account of

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	ORDINARY
DAY LETTER	URGENT RATE
SERIAL	DEFERRED
NIGHT LETTER	NIGHT LETTER
SPECIAL SERVICE	SHIP RADIOGRAM

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

WESTERN UNION

1206-B

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

\$ Harrison

CHECK
ACCOUNTING INFORMATION
TIME FILED

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

Sept. 23, 1941

MR. WALLACE K. HARRISON
RM 7002 COUNCIL OF NATIONAL DEFENSE
DEPARTMENT OF COMMERCE BUILDING
WASHINGTON, D. C.

MAY WE HAVE AT LEAST ONE QUOTABLE PARAGRAPH FROM YOUR WEDNESDAY EVENING SPEECH FOR NEWSPAPERS. WIRE IT HERE COLLECT IF POSSIBLE

FRANCES HAWKINS
SECRETARY MUSEUM OF MODERN ART

The only other talks that night will be a very short ones by Mr. Schaap, the president of Bloomingdales who will thank the Museum for its contribution to the field of industrial design and will also thank the other 11 stores who are cooperating in selling the furnishings, and by Mr. Clark who, for the Museum will thank both the retailers and the manufacturers as well as the designers - or something of that sort. Yours is to be the real speech of the evning - and I hope// that won't turn you against making it. It need not be longer than you feel you have time to make - anything you ssay will be most gratefully received.

I look forward to seeing you and Mrs. Harrison. I shall be at the Museum in the morning tomorrow (Saturday) if there are any questions you want to ask me about the dinner. If you want to ask about anything Sunday will you leave word at the Museum when you back as I shall stop in here during the day to ask f

Sincerely yours

Please forgive my amatuerish typing and illogical spacing, my secretary has gone for the day and I am so anxious to have this in the mail on time that I am going ahead without her most needed assistance.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Harrison

Mr. Harrison's introduction of Mr. Whitney

September 19, 1941

is Chairman of the Industrial Design Committee of the
Museum of Modern Art and jurisdiction the Museum contacted

Dear Mr. Harrison,
the recent competition. Mr. Abbott has just told that you will after all
come to the Museum dinner on Wednesday evening September 24 and
that you have agreed to speak. Thanks an awful lot for this. It will
make a great difference in the success of the dinner.

Under separate cover - on second consideration the
material is enclosed, not sent separately - I am sending a copy of the
catalogue of the exhibition and a copy of a couple of speeches which
Noyes has made in the past. I thought that you might like to have
the catalog in front of you as you prepared your speech and I thought
that his speeches might show you what has already been said on the
subject.

Everything that has been said up to this time, however,
has been said before the exhibition was ready and when the furnishings
were only a project or at best in a dubious state of half completion.
Your speech will be the first to be made on the subject after the success-
ful cooperation of Noyes department and the manufacturers and retailers.

The only other talks that night will be a very short
ones by Mr. Schaap, the president of Bloomingdales who will thank the
Museum for its contribution to the field of industrial design and will
also thank the other 11 stores who are cooperating in selling the
furnishings, and by Mr. Clark who, for the Museum will thank both the
retailers and the manufacturers as well as the designers - or something
of that sort. Yours is to be the real speech of the evening - and I hope //
that won't turn you against making it. It need not be longer than you
feel you have time to make - anything you say will be most gratefully
received.

I look forward to seeing you and Mrs. Harrison. I shall
be at the Museum in the morning tomorrow (Saturday) if there are any
questions you want to ask me about the dinner. If you want to ask
about anything Sunday will you leave word at the Museum when
you back as I shall stop in here during the day to ask f

Sincerely yours

Please forgive my amateurish typing and illogical spacing, my secret. lady
has gone for the day and I am so anxious to have this in the mail on
time that I am going ahead without her most needed assistance.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Mr. Harrison's introduction of the winners

June 16 1941

I am in a much more fortunate position than Mr. Hayes. He can't, he says, show you the furniture made from the winning designs yet, nor can he show you even the designs. I can present to you in person, the winners of the Latin American division of the Museum under whose auspices and jurisdiction the Museum conducted the contest, and it is my great pleasure to do so — the recent competition for Home Furnishings, it is my pleasure to introduce to you Mr. John Hay Whitney, President of the Museum of Modern Art — Mr. Whitney

Mr. Rosa Frusaco - Uruguay

Mr. Javier Guerrero - Mexico, D.F.

Mr. Bernard Rudofsky - Sao Paulo, Brazil

Mr. Julia Villalobos - Buenos Aires, Argentina

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Draft for Mr. Harrison's introduction of the Winners June 16, 1941

A classic example which the old physics books
 I am in a much more fortunate position than Mr. Noyes.
 used to cite as proof of the ineffectuality of sound when there
 He can't, he says, show you the furniture made from the winning
 is no ear to hear it, and the hypothetical thunder clap over a
 designs yet, nor can he show you even the designs. I can present
 deserted desert island. Not quite so ineffectual, but nearly so,
 to you in person, the winners of the Latin American division of
 is the design for a piece of furniture when there is no manufac-
 the contest, and it is my great pleasure to do so --
 turer to produce it and no retailer to place it before the public.

- Mr. Roman Fresnedo - Uruguay
- Our Industrial Design Competition has not wasted its
- Mr. Xavier Guerrero - Mexico, D.F.
- thunder clap over a barren desert isle, because, through genuine
- Mr. Bernard Rudofsky - Sao Paolo, Brazil
- appreciation of the need for furniture which can keep the pace set
- Mr. Julio Villalobos - Buenos Aires, Argentina
- by the new developments in housing and architecture, a retail

organization has made possible the manufacture and distribution of
 the winning designs.

I am pleased to be able to introduce to you, Mrs. A.
 Hirschmann, Vice-President of Bloomingdale Brothers -- the organi-
 zation which has given ear to our thunder clap.

(S) Mr. Joe A. Hirschmann.

Francis Perkins
 Acting Secretary

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Draft for Mr. Harrison's speech introducing Mr. Hirschmann: June 16, 1941

A classic example which the old physics books used to cite as proof of the ineffectuality of sound when there is no ear to hear it, was the hypothetical thunder clap over a deserted desert island. Not quite so ineffectual, but nearly so, is the design for a piece of furniture when there is no manufacturer to produce it and no retailer to place it before the public.

Dear Mr. Whitney: Our Industrial Design Competition has not wasted its thunder clap over a barren desert isle, because, through genuine appreciation of the need for furniture which can keep the pace set by the new developments in housing and architecture, a retail organization has made possible the manufacture and distribution of the winning designs.

I am pleased to be able to introduce to you, Ira A. Hirschmann, Vice-President of Bloomingdale Brothers -- the organization which has given ear to our thunder clap.

(3) Mr. Ira A. Hirschmann.

Frances Haskins
Acting Secretary

Frances Haskins
Acting Secretary

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

June 16, 1941

June 3, 1941

Mr. Wallace K. Harrison
45 Rockefeller Plaza
New York, New York

New York, New York
Dear Mr. Harrison:

Dear Mr. Harrison:

The order of the speaking this noon will be
Miss O'Toole telephoned me to say that you
as follows: to be at the luncheon which the Museum is giving
on Monday, June 16th, at 12:30 o'clock for the winners of the
Latin American Ind. 1. You will introduce Mr. Whitney; you thought
Mr. Noyes, rather 2. Mr. Whitney will speak and introduce Mr. Noyes
3. You will introduce the winners of the Latin-
American Division of the Museum's Industrial
Design Competition individually. After each
winner has been introduced he will say a few
words. Mr. Whitney will speak for the Museum and Mr. Hirschmann
for the retailers. 4. You will then introduce Mr. Ira A. Hirschmann.

For your consideration, I am enclosing a draft of
minute speech. The entire program will be very short as Mr. Whitney
remarks for you to make in introducing (1) Mr. Whitney; (2) the winners;
Mr. Noyes are limited to ten minutes each.
(3) Mr. Ira A. Hirschmann.

It will be necessary for you only to make the
introductions and so you are Sincerely yours,
Industrial Design Com-
mittee, it is really important to us that you should do so if you
will. Won't you change your mind about not acting as chairman?

FH:ma

Frances Hawkins,
Acting Secretary

FH:ma

Frances Hawkins
Acting Secretary

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

June 3, 1941

BLOOMINGDALE'S

1230 MADISON AVENUE AT 57TH STREET - TELEPHONE VOLUNTEER 5-3500
NEW YORK

Mr. Wallace K. Harrison
45 Rockefeller Plaza
New York, New York

Sept 20th

Dear Mr. Harrison:

Miss O'Toole telephoned me to say that you would be glad to be at the luncheon which the Museum is giving on Monday, June 16th, at 12:30 o'clock for the winners of the Latin American Industrial Design Competition, but that you thought Mr. Noyes, rather than you, should be chairman.

I have talked to Mr. Noyes and Mr. Abbott about this and both of them are very anxious to have you be the chairman. Mr. Whitney will welcome the winners in the name of the Museum; Mr. Noyes is going to speak for the Museum and Mr. Hirschmann for the retailers.

Each of the four winners has agreed to make a one minute speech. The entire program will be very short as Mr. Whitney will not give more than a page long speech and Mr. Hirschmann and Mr. Noyes are limited to ten minutes each.

It will be necessary for you only to make the introductions and as you are chairman of the Industrial Design Committee, it is really important to us that you should do so if you will. Won't you change your mind about not acting as chairman?

Karen Ho
Publicity

Sincerely yours,

Frances Hawkins
Acting Secretary

FH:ma

104
3.76
10/11/41
11/12/41
12/13/41
1/14/42
2/15/42
3/16/42
4/17/42
5/18/42
6/19/42
7/20/42
8/21/42
9/22/42
10/23/42
11/24/42
12/25/42
1/26/43
2/27/43
3/28/43
4/29/43
5/30/43
6/31/43
7/1/44
8/2/44
9/3/44
10/4/44
11/5/44
12/6/44
1/7/45
2/8/45
3/9/45
4/10/45
5/11/45
6/12/45
7/13/45
8/14/45
9/15/45
10/16/45
11/17/45
12/18/45
1/19/46
2/20/46
3/21/46
4/22/46
5/23/46
6/24/46
7/25/46
8/26/46
9/27/46
10/28/46
11/29/46
12/30/46
1/31/47
2/1/47
3/2/47
4/3/47
5/4/47
6/5/47
7/6/47
8/7/47
9/8/47
10/9/47
11/10/47
12/11/47
1/12/48
2/13/48
3/14/48
4/15/48
5/16/48
6/17/48
7/18/48
8/19/48
9/20/48
10/21/48
11/22/48
12/23/48
1/24/49
2/25/49
3/26/49
4/27/49
5/28/49
6/29/49
7/30/49
8/31/49
9/1/50
10/2/50
11/3/50
12/4/50
1/5/51
2/6/51
3/7/51
4/8/51
5/9/51
6/10/51
7/11/51
8/12/51
9/13/51
10/14/51
11/15/51
12/16/51
1/17/52
2/18/52
3/19/52
4/20/52
5/21/52
6/22/52
7/23/52
8/24/52
9/25/52
10/26/52
11/27/52
12/28/52
1/29/53
2/30/53
3/31/53
4/1/54
5/2/54
6/3/54
7/4/54
8/5/54
9/6/54
10/7/54
11/8/54
12/9/54
1/10/55
2/11/55
3/12/55
4/13/55
5/14/55
6/15/55
7/16/55
8/17/55
9/18/55
10/19/55
11/20/55
12/21/55
1/22/56
2/23/56
3/24/56
4/25/56
5/26/56
6/27/56
7/28/56
8/29/56
9/30/56
10/1/57
11/2/57
12/3/57
1/4/58
2/5/58
3/6/58
4/7/58
5/8/58
6/9/58
7/10/58
8/11/58
9/12/58
10/13/58
11/14/58
12/15/58
1/16/59
2/17/59
3/18/59
4/19/59
5/20/59
6/21/59
7/22/59
8/23/59
9/24/59
10/25/59
11/26/59
12/27/59
1/28/60
2/29/60
3/30/60
4/1/61
5/2/61
6/3/61
7/4/61
8/5/61
9/6/61
10/7/61
11/8/61
12/9/61
1/10/62
2/11/62
3/12/62
4/13/62
5/14/62
6/15/62
7/16/62
8/17/62
9/18/62
10/19/62
11/20/62
12/21/62
1/22/63
2/23/63
3/24/63
4/25/63
5/26/63
6/27/63
7/28/63
8/29/63
9/30/63
10/1/64
11/2/64
12/3/64
1/4/65
2/5/65
3/6/65
4/7/65
5/8/65
6/9/65
7/10/65
8/11/65
9/12/65
10/13/65
11/14/65
12/15/65
1/16/66
2/17/66
3/18/66
4/19/66
5/20/66
6/21/66
7/22/66
8/23/66
9/24/66
10/25/66
11/26/66
12/27/66
1/28/67
2/29/67
3/30/67
4/1/68
5/2/68
6/3/68
7/4/68
8/5/68
9/6/68
10/7/68
11/8/68
12/9/68
1/10/69
2/11/69
3/12/69
4/13/69
5/14/69
6/15/69
7/16/69
8/17/69
9/18/69
10/19/69
11/20/69
12/21/69
1/22/70
2/23/70
3/24/70
4/25/70
5/26/70
6/27/70
7/28/70
8/29/70
9/30/70
10/1/71
11/2/71
12/3/71
1/4/72
2/5/72
3/6/72
4/7/72
5/8/72
6/9/72
7/10/72
8/11/72
9/12/72
10/13/72
11/14/72
12/15/72
1/16/73
2/17/73
3/18/73
4/19/73
5/20/73
6/21/73
7/22/73
8/23/73
9/24/73
10/25/73
11/26/73
12/27/73
1/28/74
2/29/74
3/30/74
4/1/75
5/2/75
6/3/75
7/4/75
8/5/75
9/6/75
10/7/75
11/8/75
12/9/75
1/10/76
2/11/76
3/12/76
4/13/76
5/14/76
6/15/76
7/16/76
8/17/76
9/18/76
10/19/76
11/20/76
12/21/76
1/22/77
2/23/77
3/24/77
4/25/77
5/26/77
6/27/77
7/28/77
8/29/77
9/30/77
10/1/78
11/2/78
12/3/78
1/4/79
2/5/79
3/6/79
4/7/79
5/8/79
6/9/79
7/10/79
8/11/79
9/12/79
10/13/79
11/14/79
12/15/79
1/16/80
2/17/80
3/18/80
4/19/80
5/20/80
6/21/80
7/22/80
8/23/80
9/24/80
10/25/80
11/26/80
12/27/80
1/28/81
2/29/81
3/30/81
4/1/82
5/2/82
6/3/82
7/4/82
8/5/82
9/6/82
10/7/82
11/8/82
12/9/82
1/10/83
2/11/83
3/12/83
4/13/83
5/14/83
6/15/83
7/16/83
8/17/83
9/18/83
10/19/83
11/20/83
12/21/83
1/22/84
2/23/84
3/24/84
4/25/84
5/26/84
6/27/84
7/28/84
8/29/84
9/30/84
10/1/85
11/2/85
12/3/85
1/4/86
2/5/86
3/6/86
4/7/86
5/8/86
6/9/86
7/10/86
8/11/86
9/12/86
10/13/86
11/14/86
12/15/86
1/16/87
2/17/87
3/18/87
4/19/87
5/20/87
6/21/87
7/22/87
8/23/87
9/24/87
10/25/87
11/26/87
12/27/87
1/28/88
2/29/88
3/30/88
4/1/89
5/2/89
6/3/89
7/4/89
8/5/89
9/6/89
10/7/89
11/8/89
12/9/89
1/10/90
2/11/90
3/12/90
4/13/90
5/14/90
6/15/90
7/16/90
8/17/90
9/18/90
10/19/90
11/20/90
12/21/90
1/22/91
2/23/91
3/24/91
4/25/91
5/26/91
6/27/91
7/28/91
8/29/91
9/30/91
10/1/92
11/2/92
12/3/92
1/4/93
2/5/93
3/6/93
4/7/93
5/8/93
6/9/93
7/10/93
8/11/93
9/12/93
10/13/93
11/14/93
12/15/93
1/16/94
2/17/94
3/18/94
4/19/94
5/20/94
6/21/94
7/22/94
8/23/94
9/24/94
10/25/94
11/26/94
12/27/94
1/28/95
2/29/95
3/30/95
4/1/96
5/2/96
6/3/96
7/4/96
8/5/96
9/6/96
10/7/96
11/8/96
12/9/96
1/10/97
2/11/97
3/12/97
4/13/97
5/14/97
6/15/97
7/16/97
8/17/97
9/18/97
10/19/97
11/20/97
12/21/97
1/22/98
2/23/98
3/24/98
4/25/98
5/26/98
6/27/98
7/28/98
8/29/98
9/30/98
10/1/99
11/2/99
12/3/99
1/4/00
2/5/00
3/6/00
4/7/00
5/8/00
6/9/00
7/10/00
8/11/00
9/12/00
10/13/00
11/14/00
12/15/00
1/16/01
2/17/01
3/18/01
4/19/01
5/20/01
6/21/01
7/22/01
8/23/01
9/24/01
10/25/01
11/26/01
12/27/01
1/28/02
2/29/02
3/30/02
4/1/03
5/2/03
6/3/03
7/4/03
8/5/03
9/6/03
10/7/03
11/8/03
12/9/03
1/10/04
2/11/04
3/12/04
4/13/04
5/14/04
6/15/04
7/16/04
8/17/04
9/18/04
10/19/04
11/20/04
12/21/04
1/22/05
2/23/05
3/24/05
4/25/05
5/26/05
6/27/05
7/28/05
8/29/05
9/30/05
10/1/06
11/2/06
12/3/06
1/4/07
2/5/07
3/6/07
4/7/07
5/8/07
6/9/07
7/10/07
8/11/07
9/12/07
10/13/07
11/14/07
12/15/07
1/16/08
2/17/08
3/18/08
4/19/08
5/20/08
6/21/08
7/22/08
8/23/08
9/24/08
10/25/08
11/26/08
12/27/08
1/28/09
2/29/09
3/30/09
4/1/10
5/2/10
6/3/10
7/4/10
8/5/10
9/6/10
10/7/10
11/8/10
12/9/10
1/10/11
2/11/11
3/12/11
4/13/11
5/14/11
6/15/11
7/16/11
8/17/11
9/18/11
10/19/11
11/20/11
12/21/11
1/22/12
2/23/12
3/24/12
4/25/12
5/26/12
6/27/12
7/28/12
8/29/12
9/30/12
10/1/13
11/2/13
12/3/13
1/4/14
2/5/14
3/6/14
4/7/14
5/8/14
6/9/14
7/10/14
8/11/14
9/12/14
10/13/14
11/14/14
12/15/14
1/16/15
2/17/15
3/18/15
4/19/15
5/20/15
6/21/15
7/22/15
8/23/15
9/24/15
10/25/15
11/26/15
12/27/15
1/28/16
2/29/16
3/30/16
4/1/17
5/2/17
6/3/17
7/4/17
8/5/17
9/6/17
10/7/17
11/8/17
12/9/17
1/10/18
2/11/18
3/12/18
4/13/18
5/14/18
6/15/18
7/16/18
8/17/18
9/18/18
10/19/18
11/20/18
12/21/18
1/22/19
2/23/19
3/24/19
4/25/19
5/26/19
6/27/19
7/28/19
8/29/19
9/30/19
10/1/20
11/2/20
12/3/20
1/4/21
2/5/21
3/6/21
4/7/21
5/8/21
6/9/21
7/10/21
8/11/21
9/12/21
10/13/21
11/14/21
12/15/21
1/16/22
2/17/22
3/18/22
4/19/22
5/20/22
6/21/22
7/22/22
8/23/22
9/24/22
10/25/22
11/26/22
12/27/22
1/28/23
2/29/23
3/30/23
4/1/24
5/2/24
6/3/24
7/4/24
8/5/24
9/6/24
10/7/24
11/8/24
12/9/24
1/10/25
2/11/25
3/12/25
4/13/25
5/14/25
6/15/25
7/16/25
8/17/25
9/18/25
10/19/25
11/20/25
12/21/25
1/22/26
2/23/26
3/24/26
4/25/26
5/26/26
6/27/26
7/28/26
8/29/26
9/30/26
10/1/27
11/2/27
12/3/27
1/4/28
2/5/28
3/6/28
4/7/28
5/8/28
6/9/28
7/10/28
8/11/28
9/12/28
10/13/28
11/14/28
12/15/28
1/16/29
2/17/29
3/18/29
4/19/29
5/20/29
6/21/29
7/22/29
8/23/29
9/24/29
10/25/29
11/26/29
12/27/29
1/28/30
2/29/30
3/30/30
4/1/31
5/2/31
6/3/31
7/4/31
8/5/31
9/6/31
10/7/31
11/8/31
12/9/31
1/10/32
2/11/32
3/12/32
4/13/32
5/14/32
6/15/32
7/16/32
8/17/32
9/18/32
10/19/32
11/20/32
12/21/32
1/22/33
2/23/33
3/24/33
4/25/33
5/26/33
6/27/33
7/28/33
8/29/33
9/30/33
10/1/34
11/2/34
12/3/34
1/4/35
2/5/35
3/6/35
4/7/35
5/8/35
6/9/35
7/10/35
8/11/35
9/12/35
10/13/35
11/14/35
12/15/35
1/16/36
2/17/36
3/18/36
4/19/36
5/20/36
6/21/36
7/22/36
8/23/36
9/24/36
10/25/36
11/26/36
12/27/36
1/28/37
2/29/37
3/30/37
4/1/38
5/2/38
6/3/38
7/4/38
8/5/38
9/6/38
10/7/38
11/8/38
12/9/38
1/10/39
2/11/39
3/12/39
4/13/39
5/14/39
6/15/39
7/16/39
8/17/39
9/18/39
10/19/39
11/20/39
12/21/39
1/22/40
2/23/40
3/24/40
4/25/40
5/26/40
6/27/40
7/28/40
8/29/40
9/30/40
10/1/41
11/2/41
12/3/41
1/4/42
2/5/42
3/6/42
4/7/42
5/8/42
6/9/42
7/10/42
8/11/42
9/12/42
10/13/42
11/14/42
12/15/42
1/16/43
2/17/43
3/18/43
4/19/43
5/20/43
6/21/43
7/22/43
8/23/43
9/24/43
10/25/43
11/26/43
12/27/43
1/28/44
2/29/44
3/30/44
4/1/45
5/2/45
6/3/45
7/4/45
8/5/45
9/6/45
10/7/45
11/8/45
12/9/45
1/10/46
2/11/46
3/12/46
4/13/46
5/14/46
6/15/46
7/16/46
8/17/46
9/18/46
10/19/46
11/20/46
12/21/46
1/22/47
2/23/47
3/24/47
4/25/47
5/26/47
6/27/47
7/28/47
8/29/47
9/30/47
10/1/48
11/2/48
12/3/48
1/4/49
2/5/49
3/6/49
4/7/49
5/8/49
6/9/49
7/10/49
8/11/49
9/12/49
10/13/49
11/14/49
12/15/49
1/16/50
2/17/50
3/18/50
4/19/50
5/20/50
6/21/50
7/22/50
8/23/50
9/24/50
10/25/50
11/26/50
12/27/50
1/28/51
2/29/51
3/30/51
4/1/52
5/2/52
6/3/52
7/4/52
8/5/52
9/6/52
10/7/52
11/8/52
12/9/52
1/10/53
2/11/53
3/12/53
4/13/53
5/14/53
6/15/53
7/16/53
8/17/53
9/18/53
10/19/53
11/20/53
12/21/53
1/22/54
2/23/54
3/24/54
4/25/54
5/26/54
6/27/54
7/28/54
8/29/54
9/30/54
10/1/55
11/2/55
12/3/55
1/4/56
2/5/56
3/6/56
4/7/56
5/8/56
6/9/56
7/10/56
8/11/56
9/12/56
10/13/56
11/14/56
12/15/56
1/16/57
2/17/57
3/18/57
4/19/57
5/20/57
6/21/57
7/22/57
8/23/57
9/24/57
10/25/57
11/26/57
12/27/57
1/28/58
2/29/58
3/30/58
4/1/59
5/2/59
6/3/59
7/4/59
8/5/59
9/6/59
10/7/59
11/8/59
12/9/59
1/10/60
2/11/60
3/12/60
4/13/60
5/14/60
6/15/60
7/16/60
8/17/60
9/18/60
10/19/60
11/20/60
12/21/60
1/22/61
2/23/61
3/24/61
4/25/61
5/26/61
6/27/61
7/28/61
8/29/61
9/30/61
10/1/62
11/2/62
12/3/62
1/4/63
2/5/63
3/6/63
4/7/63
5/8/63
6/9/63
7/10/63
8/11/63
9/12/63
10/13/63
11/14/63
12/15/63
1/16/64
2/17/64
3/18/64
4/19/64
5/20/64
6/21/64
7/22/64
8/23/64
9/24/64
10/25/64
11/26/64
12/27/64
1/28/65
2/29/65
3/30/65
4/1/66
5/2/66
6/3/66
7/4/66
8/5/66
9/6/66
10/7/66
11/8/66
12/9/66
1/10/67
2/11/67
3/12/67
4/13/67
5/14/67
6/15/67
7/16/67
8/17/67
9/18/67
10/19/67
11/20/67
12/21/67
1/22/68
2/23/68
3/24/68
4/25/68
5/26/68
6/27/68
7/28/68
8/29/68
9/30/68
10/1/69
11/2/69
12/3/69
1/4/70
2/5/70
3/6/70
4/7/70
5/8/70
6/9/70
7/10/70
8/11/70
9/12/70
10/13/70
11/14/70
12/15/70
1/16/71
2/17/71
3/18/71
4/19/71
5/20/71
6/21/71
7/22/71
8/23/71
9/24/71
10/25/71
11/26/71
12/27/71
1/28/72
2/29/72
3/30/72
4/1/73
5/2/73
6/3/73
7/4/73
8/5/73
9/6/73
10/7/73
11/8/73
12/9/73
1/10/74
2/11/74
3/12/74
4/13/74
5/14/74
6/15/74
7/16/74
8/17/74
9/18/74
10/19/74
11/20/74
12/21/74
1/22/75
2/23/75
3/24/75
4/25/75
5/26/75
6/27/75
7/28/75
8/29/75
9/30/75
10/1/76
11/2/76
12/3/76
1/4/77
2/5/77
3/6/77
4/7/77
5/8/77
6/9/77
7/10/77
8/11/77
9/12/77
10/13/77
11/14/77
12/15/77
1/16/78
2/17/78
3/18/78
4/19/78
5/20/78
6/21/78
7/22/78
8/23/78
9/24/78
10/25/78
11/26/78
12/27/78
1/28/79
2/29/79
3/30/79
4/1/80
5/2/80
6/3/80
7/4/80
8/5/80
9/6/80
10/7/80
11/8/80
12/9/80
1/10/81
2/11/81
3/12/81
4/13/81
5/14/81
6/15/81
7/16/81
8/17/81
9/18/81
10/19/81
11/20/81
12/21/81
1/22/82
2/23/82
3/24/82
4/25/82
5/26/82
6/27/82
7/28/82
8/29/82
9/30/82
10/1/83
11/2/83
12/3/83
1/4/84
2/5/84
3/6/84
4/7/84
5/8/84
6/9/84
7/10/84
8/11/84
9/12/84
10/13/84
11/14/84
12/15/84
1/16/85
2/17/85
3/18/85
4/19/85
5/20/85
6/21/85
7/22/85
8/23/85
9/24/85
10/25/85
11/26/85
12/27/85
1/28/86
2/29/86
3/30/86
4/1/87
5/2/87
6/3/87
7/4/87
8/5/87
9/6/87
10/7/87
11/8/87
12/9/87
1/10/88
2/11/88
3/12/88
4/13/88
5/14/88
6/15/88
7/16/88
8/17/88
9/18/88
10/19/88
11/20/88
12/21/

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

BLOOMINGDALE'S

LEXINGTON AVENUE AT 59TH STREET • TELEPHONE VOLUNTEER 5-5900
NEW YORK

Sept 20th

Miss Frances Hawkins
Museum of Modern Art
11 West 53d St.
New York City

Dear Miss Hawkins:

Enclosed please find the menus sent
us, with the preferred menu checked.

Thanks so much,

Sincerely,

Karen Hollis

Karen Hollis
Publicity

kh/ne

11
250
250
250
2750

104
9.50
5200
208
560.00
27.00
272.00

15 | 16.75 | 125
15
37
31
78

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Drawing folder

The designers of Europe, especially those
have long drawn upon the museums with their exhibits
of the past for their inspiration. Our program works
the other way 'round. We, the retailers, draw upon
the designer of today - not via the archives of
yesterday - not from the museum of yesterday, but

Miss Karen Hollis
from Bloomingdale's
Lexington Avenue at 59th Street
New York, New York

Dear Miss Hollis: I am a distributor, a retailer

in touch with the public. I am enclosing two memorandums which

Robert Day has submitted for the dinner at the Museum

Wednesday evening, September 24. American designers

to create a fund. In addition to the cost per person listed

on the individual menus, there will be the following general

items:

11 waiters	\$77.00	
15 tables of 6 each	18.75	2.00
Domestic Reisling or Burgundy Wine (From Summer Wines & Spirits)	22.00	
would cost approximately	30.00	
	\$125.75	

Will you please let me know as soon as possible which menu you choose?

Sincerely yours,

FH:ma

Frances Hawkins
Secretary

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

The designers of Europe, especially France,

have long drawn upon the museums with their exhibits of the past for their inspiration. Our program works the other way 'round. We, the retailers, draw upon the designer of today - not via the archives of yesterday - not from the museum of yesterday, but from that dynamic, affirmative organization, the

Dear Mr. Hirschmann:

Museum of Modern Art.

Like you, I believe in getting things down on paper so that everyone concerned with it is a happy day when a distributor, a retailer

It in touch with the daily living needs of vast populations comes to a museum, and through close collaboration can stimulate young American designers

I am sorry that you did not have an opportunity to become acquainted with the to create a fundamentally new form of design. There is work that she can do on the project, but that work must be very clearly defined for the sake of all three of us -- Miss Ellis, Bloomingdale Brothers, and the Museum of Modern Art. It is the purpose of this letter to define the different spheres of publicity activity.

As the luncheon is, particularly to all appearances, a Museum function, the Museum (i.e., myself as Publicity Director) must exclusively handle the publicity. Because the situation is somewhat awkward in that Miss Ellis has been engaged and is naturally trying to find some way in which she can be useful, I tried to find some means of bringing her into the publicity activity for the luncheon. Against my better judgment I told her that she could telephone the City desks of the newspapers and take care of the interviews with the South Americans. I later regretted having said this and, in discussing it with Miss Hawkins, who, as Acting Secretary represents Mr. Abbott, I was told positively that no one was to handle any part of the publicity for the luncheon except myself. Would you mind, therefore, explaining this to Miss Ellis and asking her to refrain from any publicity effort for the luncheon and to attend it merely as a guest.

As I have told both you and Miss Ellis, we at the Museum feel that Miss Ellis exclusively can and should handle the publicity for the luncheon (with the exceptions noted in the next paragraph) in connection with the breakfast set-ups which will be arranged through Miss Hollis in the concealed room in Bloomingdale's in July. Neither the Museum nor I, as its publicity representative, will in any way enter into this publicity except as we shall be called upon for advice.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

*cc. Miss Hawkins
Mr. Hoyle*

June 6, 1941

Dear Mr. Hirschmann:

Like you, I believe in getting things down on paper so that everyone concerned will have a clear understanding.

It is the Museum's invariable policy to handle all its own publicity. Whenever any organization cooperates with us in a project that is understood. The cooperating organization is always more than happy to abide by this policy.

I am sorry that you did not have an opportunity to become acquainted with the fact of this policy before you engaged Miss Ellis. Without question, there is work that she can do on the project, but that work must be very clearly defined for the sake of all three of us -- Miss Ellis, Bloomingdale Brothers, and the Museum of Modern Art. It is the purpose of this letter to define the different spheres of publicity activity.

As the luncheon is, particularly to all appearances, a Museum function, the Museum (i.e., myself as Publicity Director) must exclusively handle the publicity. Because the situation is somewhat awkward in that Miss Ellis has been engaged and is naturally trying to find some way in which she can be useful, I tried to find some means of bringing her into the publicity activity for the luncheon. Against my better judgment I told her that she could telephone the City Desks of the newspapers and take care of the interviews with the South Americans. I later regretted having said this and, in discussing it with Miss Hawkins who, as Acting Secretary represents Mr. Abbott, I was told positively that no one was to handle any part of the publicity for the luncheon except myself. Would you mind, therefore, explaining this to Miss Ellis and asking her to refrain from any publicity effort for the luncheon and to attend it merely as a guest.

As I have told both you and Miss Hollis, we at the Museum feel that Miss Ellis exclusively can and should handle the publicity for the magazines (with the exceptions noted in the next paragraph) in connection with the furniture setups which will be arranged through Miss Hollis in the concealed room in Bloomingdale's in July. Neither the Museum nor I, as its publicity representative, will in any way enter into this publicity except as we shall be called upon for advice.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

cc. Mr. Hoyes
Miss Hawkins

Mr. I. A. Hirschmann

-2-

June 6, 1941

The magazines I wish to except are: LADIES' HOME JOURNAL, which has already received a commitment from us; and the two news magazines TIME and NEWSWEEK, which would not cover the rooms but the exhibition at the time it opens here at the Museum. I will handle these three magazines myself.* As I told Miss Hollis, we will make the setup for the HOME JOURNAL piece, which is to be color photographs of terrace, porch or garden furniture, here at the Museum. I shall consult with Miss Ellis to see that there is no overlapping or duplication of this piece for any other magazine. I have already told her and Miss Hollis that we have made this commitment with the HOME JOURNAL.

Thank you for your letter of May 29. Your convenient numbering of paragraphs makes it possible for me to reply clearly and as I also told Miss Ellis and Miss Hollis, last fall as soon as the project was started. I discussed the matter of a large spread with Miss Sermolino of LIFE. Either Miss Hollis or Miss Ellis told me two or three weeks ago that they had discussed a specific subject for a spread with Miss Sermolino's assistant. I shall be glad for Miss Hollis and Miss Ellis to continue negotiations with LIFE Magazine as they think best. I will either stay entirely out of it or do my bit from the sidelines, as they see fit. If Miss Sermolino should decide, however, to cover the whole project merely from the point of view of the exhibition itself, I will of course take charge.

The exhibition itself at the Museum and every part of the build-up for it must, of course, emanate solely from the Museum and I think it would simplify matters if Miss Ellis understood this clearly and as soon as possible so as to save her time and effort. Some of the promotion ideas which Miss Ellis has suggested in regard to women's clubs and so forth would be very helpful and quite probably fall into the sphere of her activity after the exhibition opens. The promotion activity would come under Miss Hawkins' direction for the Museum.

If there is any part of this letter you would like to discuss with me or any point in the handling of the publicity program which I have not covered or which needs further clarification, I shall be very glad to meet with you at your convenience. In the meantime, how's the speech coming? I shall be completely sunk if I don't have it Monday morning as I hope to build my entire publicity around it.

the articles produced from the winning designs in the competition is to be Organic Designs. The name of the Sincerely yours, I will probably include that phrase.

Early next week I should like to telephone you for an appointment, at your convenience, at which I Sarah Newmeyer also can be present. I may bring either Mr. Hoyes or Publicity Director. The conference would be for the purpose of settling the actual program of all the articles in the competition and the exhibition. It would be nice to have Miss Ellis present at this conference.

Mr. I. A. Hirschmann, Vice-President
Bloomingdale's
59th Street, Lexington Avenue
New York City

Sincerely yours,

* Also CUE Magazine which, of course, would pay no attention to the project except as it is represented in the exhibition itself.

Mr. I. A. Hirschmann, Vice-President
Bloomingdale's
59th Street, N. Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

cc. Mr. Noyes
✓ Miss Hawkins

June 3, 1941.

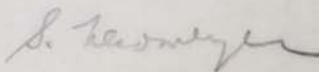
Dear Mr. Hirschmann:

Thank you for your letter of May 29. Your convenient numbering of paragraphs makes it possible for me to reply clearly and easily.

- (1) Miss Hawkins is in charge of the luncheon. She will get in touch with you within a few days regarding costs. The luncheon is to be June 18.
- (2) Mr. Rockefeller, as I telephoned Miss Hollis today, hopes to attend the luncheon but will not address it. Mr. Whitney, as President of the Museum, will welcome the South American designers. Mr. Harrison has declined the chairmanship but we still hope to persuade him to take it on. The rest of Number 2 paragraph stands.
- (3) Correct.
- (4) Correct.
- (5) Correct.
- (6) Correct.
- (7) Correct.
- (8) Correct.
- (9) Correct.
- (10) As Mr. Noyes advised you today, the name for the articles produced from the winning designs in the competition is to be Organic Designs. The name of the exhibition itself will probably include that phrase.

Early next week I should like to telephone you for an appointment, at your convenience, at which I hope Miss Hollis also can be present. I may bring either Mr. Noyes or Miss Hawkins with me. The conference would be for the purpose of settling the modus operandi of all future publicity in connection with the competition and the exhibition. I think it would be wise not to have Miss Ellis present at this conference.

Sincerely yours,



Mr. I. A. Hirschmann, Vice-President
Bloomingdale's
New York, N. Y.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

BLOOMINGDALE'S

3. The dinner to be held before the preview of the exhibit to be exclusively the Museum's function.

May 29, 1941

4. Bloomingdale's is to provide news - chat off from the public - where magazine photographs can be made during the part of July. Dimensions, background, etc. determined by Mr. Noyes and Mr. Richmond.

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

For the exhibit is to be "Organic Furnishings."

Dear Miss Newmeyer:

Cordially yours,

For purposes of the record and clarification I think it might be well for us to have on paper the things we agreed on at our very pleasant meeting the other day. As I understand it:

Vice-President

1. The luncheon will be held at the Museum on June 17th. I understand that you were to figure out the amount that you had earmarked for this type of promotion relating to the Museum, and we would pay the balance. This was left somewhat vaguely and I would be very glad to discuss the question of expenses again.
2. Speakers are to be: Wallace Harrison, Chairman, Nelson Rockefeller or John Hay Whitney to welcome the Pan American winners, I. A. Hirschmann to explain the purpose and scope of the project for Bloomingdale's, Mr. Noyes to speak for the Museum. Each Pan American winner present will be asked to speak briefly - one or two minutes.
3. Pan American winners are to be instructed by the Museum not to give out any interviews, and not to discuss the project until they are presented to the Press at the Museum luncheon June 17th.
4. Bloomingdale's will defray traveling expense for Roman Fresnedo to return to New York for the luncheon, providing he is not farther away than Chicago. Other Pan American winners are to be urged to stay in New York through June 17.
5. Mr. Noyes and Mrs. Hirschmann are to try to arrange to have duplicate models of some of the winning Pan American designs produced for the exhibition. If possible, orders will be taken for these at Bloomingdale's.
6. There will be no sponsoring committee but the group which both the Museum and Bloomingdale's wish to bring together to create a broader interest in the exhibit will be invited to the June 17th luncheon.
7. A small group of leaders in women's organizations will be invited to the June 17th luncheon and given some special attention in order to have them schedule the exhibit on their programs in October.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Handwritten signature/initials

Handwritten notes

FLORIAN
AND
DECORATIONS

8. The dinner to be held before the preview of the exhibit to be exclusively the Museum's function.
9. Bloomingdale's is to provide room - shut off from the public - where magazine photographs can be made during the latter part of July. Dimensions, background, etc. to be determined by Mr. Noyes and Mr. Richmond.
10. The name for the exhibit is to be "Organic Furnishings."

Cordially yours,

I. A. HIRSCHMANN
Vice-President

Faint typed text, possibly recipient address

We are pleased to submit for your very kind consideration the following arrangements for tables to be done on September 23rd and 24th.

Buffet table, September 23rd, will have one wall vase abundantly filled with salmons colored Sisidoli and Eucalyptus Leaves..... \$5.00.

Cocktail table, September 23rd; One large vase of Branches Oakleaves.... \$5.00.

Four other tables still each have a vase filled with oak leaf branches..... each \$5.00.

Stuffed table
Number 4 table to consist of three very low contemporary tables with Art Deco colored miniature tables..... each \$5.00.

Other small tables will also each have a low table filled with Art Deco colored miniature tables..... each \$5.00.

Handwritten signature: P. J. Diefeld

Faint typed text below signature

SEP 22 1941

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Constance Spry
INCORPORATED

FLOWERS
AND
DECORATIONS

322 PARK AVENUE • at Fiftieth Street • NEW YORK

Plaza 5-2766

September 19, 1941

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

Attention: Miss Hawkins.

Dear Madam:

We are pleased to submit for your very kind consideration the following arrangements for tables to be done on September 23rd and 24th.

Buffet Table, September 23rd, will have one tall vase abundantly filled with salmon colored Gladioli and Eucalyptus Leaves..... \$5.00.

Cocktail Table, September 23rd:
One large vase of Bronze Dahlias.... \$5.00.

Four other tables will each have a vase filled with dark pink Dahlias..... Each \$4.00.

September 24:
Speaker's Table to consist of three very low centerpieces filled with Autumn colored Miniature Dahlias..... Each \$2.00.

Fifteen small tables will also each have a low bowl filled with Autumn colored Miniature Dahlias.... Each \$2.00.

R. J. Sigaldi

Yours very truly,

CONSTANCE SPRY, INCORPORATED.

RTT:cb

RECD SEP 22 1941

*Spry
please make orders*

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

Organic Design Dinners

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY
Caterers

170 EAST 73RD STREET
NEW YORK

September 18, 1941

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

Att: Miss Hawkins

Gentlemen:

We are very pleased to enclose suggested menus for a buffet dinner to be held on Tuesday, September 23d, 1941, at 7:30 P. M. for about 150 people, and a seated dinner to be held on Wednesday, September 24th, 1941, at 8 P. M. for about 100 people. The prices marked on the menus, as usual, includes all food and complete service of china, silver, glass, linen, kitchen and pantry helpers.

For the buffet dinner the other items required would be as follows:

8 Waiters	\$56.00	1.65
Cocktails and Sherry (from Sumner Wines & Spirits, Ltd.) would cost approximately	40.00	140
		6600
		165
		231.00

Other items for the seated dinner on Wednesday would be:

11 Waiters	\$77.00
15 Tables of 6 each	18.75
Domestic Reisling or Burgundy Wine (from Sumner Wines & Spirits, Ltd.) would cost approximately	30.00

We thank you for your consideration and trust we may again have the pleasure of serving you.

Respectfully yours,

ROBERT DAY, INC.

Robert B. Day

RBD/GEP
Encls.

If there is any change in the number of guests guaranteed, notice must be given the day before the function and such order will be final. We can provide for only 3% above the number guaranteed. Our charge will be based on the number of guests guaranteed; or, if the total exceeds the number guaranteed, that total will be charged for. "This contract is contingent upon the inability of the management to complete the same because of strikes, accident, or other causes beyond its control."

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY

Caterers

170 EAST 73RD STREET
NEW YORK

MENU

Buffet Dinner "B" About 150 People

Hot and Cold Hors d'Oeuvres
with Cocktails

Celery Olives Nuts

Chicken and
Sweetbreads Toulouse

Rolls

Cold Virginia Ham

Alligator Pear Salad
in Tomato Ring

Vanilla Ice Cream
and
Raspberry Ice

Small Cakes

Coffee

Mints

Chocolates

\$1.25 per person
Museum of Modern Art
11 West 53d Street
New York City

September 23d, 1941
7:30 P. M.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

Min Hollis

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY

Caterers

170 EAST 73RD STREET
NEW YORK

✓
this one put

MENU

Seated Dinner "A" About 100 People

Jubilee Soup

Celery Olives Nuts

—
Vol au Vent of Scallops
and Mushrooms

—
Fillet of Beef

Jardiniere

Rolls

—
Peach Melba

Cake

—
Coffee

Mints

\$2.50 per person

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

September 24th, 1941
8 P. M.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY

Caterers

170 EAST 73RD STREET
NEW YORK

MENU

"B"

Seated Dinner About 100 People

Consomme Royale

Celery Olives Nuts

—
Supreme of Chicken
on Virginia Ham

Parisienne Potatoes Fresh Peas

Rolls

—
Cream and Roquefort Cheese Ring

Mixed Green Salad

Crackers

—
Chocolate Ice Cream

Cake

—
Coffee

Mints

\$2.25 per person
Museum of Modern Art
11 West 53d Street
New York City

September 24th, 1941
8 P. M.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY

Caterers

170 EAST 73RD STREET
NEW YORK

June 3, 1941

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

Gentlemen:

Att: Miss Hawkins

We are very pleased to enclose two suggested menus for your buffet luncheon to be held about 12:30 P. M. on June 17th, 1941, for from 75 to 100 people.

The prices marked on these menus include all food and complete service of china, silver, glass, linen, kitchen and pantry help. Other items required would be as follows:

Waiters	\$7.00 each
(1 Waiter to 12 People plus 1 Headwaiter)	
Tables seating 6 People	1.25 each

Ingredients for a Domestic White Wine Punch or Claret Cup to be served during the meal would cost approximately \$4 per gallon; 24 glasses to the gallon.

We thank you for your consideration and trust we may again have the pleasure of serving you.

Respectfully yours,

ROBERT DAY, INC.

Robert B. Day

RBD/GEP
Encls.

14-119
[Stamp]

15
6
90

If there is any change in the number of guests guaranteed, notice must be given the day before the function and such order will be final. We can provide for only 8% above the number guaranteed. Our charge will be based on the number of guests guaranteed; or, if the total exceeds the number guaranteed, that total will be charged for. "This contract is contingent upon the inability of the management to complete the same because of strikes, accident, or other causes beyond its control."

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

PHONE
BUTTERFIELD 8-7814

LOCUST VALLEY
SOUTHAMPTON

ROBERT DAY

Caterers

170 EAST 73RD STREET
NEW YORK

MENU

Buffet Luncheon "A" 75 to 100 People

Jellied Madrilene

—
Beefsteak and Kidney Pie

New Peas

Buttered Rolls

—
Mixed Green Salad

Assorted Cheeses

Crackers

—
Deep Dish Huckleberry Pie

—
Coffee

\$1.40 per person

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

June 17th, 1941
12:30 P. M.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART
NEW YORK

11 WEST 53rd STREET
TELEPHONE CIRCLE 4-8766
TABLE, MOHAWART, NEW YORK

JOHN T. HOTEL, DIRECTOR
DEPARTMENT OF INDUSTRIAL DESIGN

May 29, 1941

September 4, 1941

Mr. Robert Day
170 East 73rd Street
New York, New York
Mrs. St. ...
Swack River Beach
Wilson

Dear Mr. Day:

Dear Mrs. Resor: I am writing to confirm the estimate which you gave me over the telephone this morning for a cocktail party at the Museum from six to eight o'clock on June 3rd. We are planning to have sherry, rum collins, and scotch and soda highballs and canapes. It is our understanding that you will supply two waiters, ice, soda water, fruit juices, glasses, shakers, trays, napkins, table cloth and canapes for \$48.00. We will purchase besides the following liquor:

8 bottles of Scotch @ \$2.50	\$20.00
3 bottles of Sherry @ \$1.25	3.75
8 bottles of Rum @ \$1.00	8.00
<u>Total liquor</u>	<u>\$31.75</u>
Total catering and canapes for 75 people:	\$48.00
<u>According to this estimate, your bill will be:</u>	<u>..\$76.55</u>

Sincerely yours,

Frances Hawkins
Acting Secretary

ANC:ms
Encls. FH sma

Alice
We have dipped one of our chairs. Please use care.

Love
102

All of us enjoyed your letter.

*see copy of ...
plates used for
furniture. They
are being used
at Longport*

*ask SMM
to do ...*

*Chair ...
let ...
know ...
in Chicago
20th & ...
diner.*

*Hand of me
in two
Out front
Insurance ...
...
...*

Resor

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART
NEW YORK

Resor

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

ELIOT F. NOYES, DIRECTOR
DEPARTMENT OF INDUSTRIAL DESIGN

September 4, 1941

Mrs. Stanley Resor
Snake River Ranch
Wilson, Wyoming

Dear Mrs. Resor:

I am enclosing the document to cover Stanley's loan of his Mies chair for the Museum show. The main problem is the question of insurance, and will you please indicate on the form how it is to be covered by you or us. I shall arrange to pick up the chair at your house fairly soon, as I suppose there is no one coming in to New York by car.

I understand that you are being invited to a dinner party before the opening, and hope you will be here for it. Do you know of any other important people interested in modern furniture who ought to be invited to the party? Wire the names to us if you think of any.

With love,

Alice

Ask SAM who will be to get home

Plus uncertain but will let you know after I arrive in Chicago the 20th to see Stanley's doctor.

Will try to think up me or two. Don't forget Lawrence Richpeller + Stuart Simons. How about Lewis Brown? + Mrs. Hamble.

MISS HAWKINS

AMC:as
Encls.

Alice

We have clipped one of our chairs. Please use care

*Love,
102*

see any of Kodak's plates used for furniture. They are doing well at Keesport

All of us enjoyed your letter.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

CLASS OF SERVICE
 This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

SYMBOLS

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

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

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NAB133 16 XC=JACKSON WYO 22 1045A

1941 AUG 22 PM 1 45

MISS ALICE CARSON=

MUSEUM OF MODERN ART 11 WEST 53 ST=

DELIGHTED TO LEND CHAIR. GIVE CREDIT TO STANLEY R. RESOR.

CANT WAIT TO SEE YOUR SHOW=

MRS STANLEY RESOR.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Handwritten notes:
 Miss Rose 13509-10
 Miss Rose 13509-480 A

Re: Industrial Design Show

Date August 10, 1941

MUSEUM OF MODERN ART

\$7.60
 62.45
 72.25
 162.30

750.00
200.00
 1,070.85

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART

Date August 10, 1941

To: Miss Dudley

Re: Industrial Design Show

From: Miss Carson
E. F. Noyes

Consignment

From Nicholson-Maier:	27.00
1 04124 G Champ Moss Rose 12509-10	62.45
2-piece sofa 04125 G Champ Moss Rose 12509-480 A	<u>75.25</u>
Lounge Chair	40.00
Arm Chair	30.00
Table	15.00
	<u>155.00</u>

1 table at <u>7.11</u>	
	<u>\$84.83</u>

<u>Calder Mobiles:</u>	1 at \$400.00	
	1 at <u>\$350.00</u>	
	\$750.00	750.00

Mies chair - loaned by Mrs. Stanley Resor	- \$200.00	<u>200.00</u>
---	------------	---------------

Total 1,070.83

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART

Date August 20, 1941

To: Miss Dudley

Re: Heywood-Wakefield

From: Miss Carson

Consignment

for Organic Design:

1	C4128 G Champ	27.50
1	C4124 C Champ Moss Rose 13309-10	62.45
1	C4125 C Champ Moss Rose 13309-480 A	<u>72.25</u>
		162.20

Chairs

*Aug 22 - now in auditorium store room
- being photographed -*

1 table at 7.11 \$84.83
\$84.83

Calder Mobiles: 1 at \$400.00
1 at \$350.00 750.00
\$750.00

Mies chair - loaned by Mrs. Stanley Resor - \$200.00 200.00

Total 1,070.85

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART

Registration

Date September 15, 1941

To: Miss Dudley

*Return to
Miss Dudley
Added to
Inv. 9/16/41
ma*

Re: Insurance-Organic Design show

From: Miss Sewall

ADDITIONAL ITEMS TO BE INSURED - ORGANIC DESIGN EXHIBIT.

<u>Lamps:</u>	1	at	\$8.50	\$8.50	
	3	at	5.00	15.00	
	1	at	7.50	7.50	
	1	at	5.00	5.00	
				<u>\$36.00</u>	\$36.00

<u>Furniture:</u>	1	chair	at	\$21.58	
	1	"	at	13.77	
	1	"	at	42.37	(chaise longue)
	1	table	at	7.11	
				<u>\$84.83</u>	\$84.83

<u>Calder Mobiles:</u>	1	at	\$400.00	
	1	at	\$350.00	
			<u>\$750.00</u>	750.00

Mies chair - loaned by Mrs. Stanley Resor	-	\$200.00	<u>200.00</u>
---	---	----------	---------------

Total 1,070.83

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Register

ORGANIC DESIGN ---- INSURANCE

1 Box small models ----- \$100.00 (Searinen)

1 Plaster model of chair
&

1 wooden crate

~~\$100.00~~
\$200.00

Corrected 10/1/41

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Registration

ORGANIC DESIGN ----- INDUSTRIAL DESIGN DEPT. --- INSURANCE

68

RECEIVED FROM THE MUSEUM OF MODERN ART, 11 West 53rd Street,
New York City

OD

THE ITEMS LISTED BELOW

Number	Artist	Description
1	Saarinen	36" bench
1	Saarinen	36" unit cabinet

To be picked up by Edgar Kaufmann

Signed E. Kaufmann

E Kaufmann

Date November 21, 1941

Remarks Extras from Organic Design show

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Register

ORGANIC DESIGN ----- INDUSTRIAL DESIGN DEPT. --- INSURANCE

Heywood-Wakefield Company Samples -----(Hatfield-Craig)

2	C 4100	3/3 Naturetone	17.75	35.50
1	C 4101	Naturetone		24.50
1	C 4102	"		27.50
1	C 4103	"		10.50
1	C 4106	"		67.00
1	C 4107	"	F 8352	8.80
1	C 4108	"		12.35
1	C 4110	"		11.35
1	C 4111	"		20.00
2	C 4112	"	14.50	29.00
1	C4113	"		8.50
1	C 4114	"		16.00
2	C 4115	"	10.50	21.00
1	C 4116	G "		16.50
4	C 4117	"	F 8356 6.80	27.20
1	C 4118	G "		9.50
1	C 4119	G "		9.00
1	C 4120	X "	F 8355	18.85
1	C 4120	RX "	F 8355	19.35
1	C 4120	LX "	F 8355	19.35
1	C 4120	C "	F 8352	29.85
1	C 4121	R "	F 8352	40.45
1	C 4122	C "	F 3968	28.00
1	C 4122	-68 "	F 3968	55.00
1	C 4127	"	F 3974	87.00
				<u>652.05</u>

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Register

Aug. 1, 1941

ORGANIC DESIGN - DEPT. INDUSTRIAL DESIGN -----INSURANCE

Lloyd Furniture Co. ----- Samples (Weese & Baldwin)

WI - Wood Slat Chair	6.15
WI - 9 Small canvas chair	7.50
"C" chair - Canvas Sail Cloth	7.35
WI - 22 Picnic bench	7.85
WI - 23 Picnic table	16.00
Cot "A" Large canvas cot	16.75
Tea Wagon or Beverage Cart	24.25
WI - 21 B Barbecue Wagon-Wheel-Barrow Type	13.25
WI - 21 C Barbecue Wagon-2 Wheel Type	11.25

Flower Stands # 1	1.10
# 2	1.25
# 3	1.40
# 4	1.45
# 5	1.50
# 6	1.85
	<hr/>
	118.90

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Aug. 1, 1941

ORGANIC DESIGN ----- INDUSTRIAL DESIGN DEPT. ** INSURANCE

Red Lion Furniture Co. (From Bloomingdales) ---- Samples (Stonorov)

140	1	Large base		9.54
240	1	Dresser with drawers		22.95
240	1	Dresser tambour		29.14
240	1	Dresser with doors		22.44
140	1	Samll base		8.00
240	1	Lviing room dresser with sheves		14.96
240	1	Living Room tambour		19.86
240	1	LD Liv. Rm. Dresser with doors		16.25
240 ¹ / ₂	1	Mirror on Frame		12.64
440	1	4/6 Bed & rails		23.73
440	2	3/3 Bed & rails	23.73	47.46
540	1	Night table		8.51
640	1	Vanity		29.40
740	1	coffee table		12.12
				<u>277.00</u>
840	1	End Table		12.12
940	1	table		15.73
40	1	chair		15.22
				<u>320.07</u>

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Registration

THE MUSEUM OF MODERN ART

Date March 13, 1941

To: Miss Dudley
From: Miss Sewall

Re: Insurance for submissions Kept
Industrial Design Competition

United States

Entries	495 entries @ \$100 each	\$49,500	
	2 " @ \$200 "	400	
Models	7 chairs @ \$100 "	700	
	7 lamps @ \$100 "	700	
			\$51,300
Entries returned	431 @ \$100 "	43,100	
	2 @ \$200 "	400	
Models	" 6 chrs. @ \$100 "	600	
	7 lmps. @ \$100 "	700	
			<u>\$44,800</u>
Entries Kept	64 @ \$100 "	6,400	
Models	" 1 chr. @ \$100 "	100	
			\$ 6,500 Total U. S. (To remain Insured)

South America

Entries	58 @ \$100 each	5,800	
	1 @ \$200	200	
Models	20 samples @ \$25 each	500	
	1 " @ \$100	100	
	1 cabinet @ \$200	200	
			\$ 6,800
Entries returned	42 @ \$100	4,200	
Models	" 15 sampls. @ \$ 25	375	
	1 " @ \$100	100	
	1 Cabinet @ \$200	200	
			<u>\$ 4,875</u>
Entries Kept	16 @ \$100	1,600	
	1 @ \$200	200	
Models Kept	5 sampls. @ \$ 25	125	
			\$ 1,925 Total S. A. to remain insured.

*1925
6500
8425*

Cancel 48,575

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Registration

THE MUSEUM OF MODERN ART

Date January 20, 1942

To: Miss Allen

Re: Insurance - Organic Design

From: A. Sewall

To be retained on insurance - January 15:
Organic Design Leftovers

<u>Hatfield-Craig:</u>	3 - two-shelf units C 4110	11.35	34.05
	1 - three drawer chest C 4101		24.50
	2 console tables C 4115	10.50	21.00
	1 armchair C 4121 R (F8352)		40.45
	1 C 4114 desk unit		16.00
	1 C 4113 one-shelf unit		8.50

<u>Saarinen-Eames</u>	1 high backed armchair C4125	72.25	
	2 unit chairs C4126	146.30	<i>Here 2/15/42</i>
	2 plaster models (armchair & side chair)	100.00	

<u>Heywood-Wakefield:</u>	1 overstuffed armchair	50.00	
---------------------------	------------------------	-------	--

<u>South American:</u>	Rudofsky, 1 metal canopy chair	15.00 ✓	
	Guerrero: 1 table	12.00 ✓	
	4 chairs	4.00	16.00 ✓
	1 cot		8.00 ✓
	1 cabinet		13.00 ✓
	1 unit wall shelf		15.00 ✓
	Van Beuren, Webb, Grabe: 1 large curved chair	21.58 ✓	
	1 dining chair	13.77 ✓	<i>4/15/42</i>
	1 chaise longue	42.37 ✓	<i>410.83</i>
	1 bench	7.11 ✓	
	Fresnedo: 1 metal & hide	34.00 ✓	
	1 metal chair, leather thongs	60.00 ✓	
	1 chaise longue (reed)	45.00	
	1 chair (reed)	35.00	
	1 chair (cane)	24.00	
	1 table (reed & glass top)	25.00	
	Rudofsky: 2 wooden chairs	8.00	16.00 ✓
	1 wooden table		8.00 ✓

Calder mobiles: 1 @ 400.00
1 @ 350.00

400.00
350.00
1,673.88

*Now in 9th Div
Ed. Chubb. Fortnal
of Modern Art*

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART

Date January 20, 1942

To:

Re: Organic Design Insurance cont.

From:

Stonorov: 1 desk chr. 15.22
1 night table 8.51
4 living room tambours (3 on base) 79.44
1 living room cabinet with doors 16.25
1 Liv. room cabinet with shelves 14.96
2 bedroom cabinets with drawers 45.90
(on base)
2 small bases 16.00
1 set bed rails 20.00

216.28

1,673.88

\$ 216.28
\$ 1,890.16

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Registration

INSURANCE - ORGANIC DESIGN LEFTOVERS AS OF December 29, 1941

3 Pfisterer lamps O31 (high & low arms) chrome	12.50	37.50
1 " " O31 (high arms) - chrome		12.50
1 " " T-28 - torcher- brass		8.50

Stonorov: 1 desk chr. (40)		15.22
1 night table 540		8.51
1 armchair, adjustable		100.00
4 living room tambours (3 on base)	19.86	79.44
1 living room cabinet with doors		16.25
2 bedroom cabinets with drawers (on base)	22.95	45.90
2 small bases	8.00	16.00
1 bed rails		20.00

Hatfield-Craig: 1 desk unit		16.00
3 two shelf units	11.35	34.05
1 one shelf unit		8.50
2 consoles	10.50	21.00
1 large three drawer chest		24.50
1 armchair		40.45

Saarinen: 1 high back armchair		72.25
2 sectional chairs	73.15	146.30
2 plaster models (armchair & side chr.)		100.00

82289 ✓

South American:

Rudofsky, 1 metal canopy chair		15.00
Guerrero: 1 table		12.00
4 chairs	4.00	16.00
1 cot		8.00
1 cabinet		13.00
1 unit wall shelf		15.00
Van Beuren, Webb, Grabe: 1 large curved lounge chair		21.58
1 dining chair		13.77
1 chaise longue		42.37
1 bench		7.11
Fresnedo: 1 metal & hide		34.00
1 metal chair, leather thongs for seat & back		60.00
1 chaise longue (reed)		45.00
1 chair (reed)		35.00
1 chair (cane)		24.00
1 table (reed & glass top)		25.00

1 overstuffed armchair from Heywood-Wakefield		50.00
---	--	-------

1 clam shell lamp (Polivnick-Greenberg)		65.00
---	--	-------

501.83 ✓	1,324.70
----------	----------

2 Calder mobiles - 400 } 750.-
350 }

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE - ORGANIC DESIGN LEFTOVERS AS OF December 15, 1941 CONT.

Nicholson-Maier:	1 couch unit (settee)	70.00
	1 lounge chair	40.00
	1 " " (movable back)	30.00
	1 coffee table	15.00

1 Bigelow carpet	135.00
	<hr/>
	290.00

Total - 2364.70

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

ORDER: FURNITURE PURCHASES BY MUSEUM OF MODERN ART - June, 1948

RED LION TABLE CO.

DESIGNERS: EERO SAARINEN
CHARLES EAMES

LIVING ROOM and/or DINING ROOM FUNCTIONAL PIECES

		whol.	disc.	total
1	36" bench	Red Lion Table Co.	6.00	4.80
1	54" bench	" " " "	6.75	5.40
1	72" bench	" " " "	7.75	6.20
100-36	1 bookcase unit	Honduras Mfg	11.00	11.98
100-54	1 cabinet unit	" " " "	11.00	13.98
100-72	1 bookcase unit	" " " "	10.50	14.98
101	4-drawer unit 18"	" " " "	12.50	24.50
102	1 corner bookcase drawer unit 18"	" " " "	22.00	22.50
103	1 5-drawer cabinet unit 18"	" " " "	18.75	19.98
104	1 glass bookcase unit 18"	" " " "	16.75	24.50
105	1 5-drawer 4-drawer unit 36"	" " " "	12.50	32.75
106	1 glass door bookcase unit 36"	" " " "		32.75
107	Table 36x56x30 (Takes 2-17" leaves)	" " " "	72.25	59.50
109	1 high desk 48"	" " " "	62.45	39.98
110	1 low desk 48"	" " " "	37.10	15.98
111	1 dining desk shelf 48"	" " " "		19.98
112	1 dining desk unit - 18x15	" " " "		

Lamps:

1	fluorescent desk lamp, chrome	Weese & Baldwin, B-3	Mutual Sunset	7.00	
1	gooseneck fl. lamp, chrome	OSB, Weese & Baldwin	" " "	7.50	
1	double shade fl. lamp, chrome, OSL, Pfisterer	" " "	" " "	12.50	10.00 22.50

Fabrics: (woven)

5/4 yd.	heavy blue, # 13304		
3/4 yd.	brown, white # 13308		
3/4 yd.	gray, white # 13308		
3/4 yd.	yellow, white # 13308		
5/4 yd.	mouse, #13309		
3/4 yd.	blue, # 13309		
5/4 yd.	heavy green, # 13304 (21.00 per yd.)		
3/4 yd.	mouse, white, yellow #13308	12.00	
4 1/2 yds.	yellow, gray, white, yell. grados. #13306	9.00	(includ. disc. count. All fr. Moss Room)
4 yds.	vermillion, #13309	9.00	
4 yds. x 100,	gray, white, pink, blue, #13307 (CONTINUED)	18.00	
4 yds. x 100,	heavy white, yell. gray #13308	18.00	
2 - 3 yd. lengths			
4 1/2 yds.	black & circle #12 navy -Cyrus Clark	.80	

To be ordered from manufacturer, as Miss Coster was allowed by Mr. ... to buy these pieces when they came back from circulating as they needed them in a hurry.

371.26
355.86

Ordered 10/1/41

371.26
355.86

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

Ind Dep

ORGANIC DESIGN FURNITURE PURCHASED BY MUSEUM OF MODERN ART - June, 1942

Purchased for Dept. of Ind. Design collection

Saarininen casework:

	Owner	whsl.	minus discount	total
✓ 1 36" bench	Red Lion Table Co.	6.00	4.80	
✓ 1 54" bench	" " " "	6.75	5.40	
✓ 1 72" bench	" " " "	7.75	6.20	
✓ 1 bookcase drawer unit	" " " "	11.00	8.80	
✓ 1 cabinet unit, 18"	" " " "	11.00	8.80	
✓ 1 bookcase unit, 18"	" " " "	10.50	8.40	
✓ 1 4-drawer unit, 18"	" " " "	12.50	10.00	
✓ 1 corner cabinet	" " " "	11.00	9.00	
* 1 5-drawer unit, 36"	" " " "	16.75	13.40 16.75	
✓ 1 glass door unit, 36"	" " " "	16.75	13.40	88.20
* 1 5 drawer unit - 18"	" " " "	12.50	12.50	104.05

Saarininen chairs:

✓ 1 high back armchair, C4125	Heywood-Wakefield	72.25	36.13	
✓ 1 low back armchair C4124	" "	62.45	31.23	
✓ 1 dining chair C4123	" "	37.10	18.55	85.91

Lamps:

✓ 1 fluorescent desk lamp, chrm Weese & Baldwin, D-3	Mutual Sunset	7.00	5.60	
✓ 1 gooseneck fl. lamp, chrome O29, Weese & Baldwin	" "	7.50	6.00	
✓ 1 double shade fl. lamp, chrome O31, Pfisterer	" "	12.50	10.00	21.60

Fabrics: (woven)

✓ 3/4 yd. heavy blue, # 13304				
✓ 3/4 yd. brown, white # 13308				
✓ 3/4 yd. gray, white # 13308				
✓ 3/4 yd. yellow, white # 13308				
✓ 3/4 yd. mouse, #13309				
✓ 3/4 yd. blue, # 13309				
✓ 3/4 yd. heavy green, # 13304	(\$2.00 per yd.)			
✓ 3/4 yd. mouse, white, yellow, #13305		12.00		
✓ 4 1/2 yds. yellow, gray, white, yell predom. #13305		9.00	(includ. discount. All fr. Moss-Rose)	
✓ 4 1/2 yds. vermillion, #13309		9.00		
# ✓ 4 1/2 yds. x 100, gray, white, pink, blue, #13307 (CURTAIN)		18.00		
# ✓ 4 1/2 yds. x 100, heavy white, yell. gray #13306	"	18.00		
# - 9 yd. lengths				
✓ 4 1/2 yds. block & circle #12 navy -Cyrus Clark		.50		

* - To be ordered from manufacturer, as Miss Coutter was allowed by Mr. Barr to buy these pieces when they came back from circulating as she needed them in a hurry .

66.00
~~258.71~~
 (277.56)
 2.00
 279.56

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

ORGANIC DESIGN PIECES PURCHASED BY MUSEUM OF MODERN ART - June 1942 (cont.)

Purchased for Dept. Exhibitions

Fabrics: (woven)

	<u>Owner</u>	<u>whsl.</u>	<u>minus disct.</u>	<u>total</u>
✓ 1 green curtain, $4\frac{1}{2}$ x 200 #13306 (4 widths) 18 yds.	Moss Rose		36.00	
✓ 1 gray & yell. curtain, $4\frac{1}{2}$ x 200 #13305 (4 widths) 18 yds.	" "		36.00	72.00

Purchased for Museum Garden

✓ 1 tea wagon	Bloomingdales	24.25	24.25	24.25
---------------	---------------	-------	-------	-------

Note: Discounts allowed:

Mutual Sunset Lamp Mfg. Co:	20% off wholesale
Cyrus Clark Inc.	.50 a yard for printed fabrics
Moss Rose Mfg. Co.	\$2.00 a yard for woven fabrics
Heywood-Wakefield Co.	1/2 of wholesale price
Red Lion Table Co.	20% off wholesale price
Red Lion Furniture Co.	" " " "
Ficks Reed	25% off wholesale price
Bloomingdales	arbitrary markdown on each piece

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

ORGANIC DESIGN FURNITURE PURCHASED BY MUSEUM OF MODERN ART STAFF - JUNE, 1942 Fund Dep

		Owner	Whlsl.	Minus discount	Total
✓ M. Allen	✓ 1 2-shelf unit, Hat. Craig, C4110	Heywood-Wakefield	11.35	5.68	5.68
✓ E. Ames	✓ 1 chair, blue web., Van Beuren	Bloomington	13.77	10.00	10.00
✓ J. Beelaar	✓ 1 3-drawer chest, C4111, Hat.-Craig	Heywood-Wakefield	20.00	10.00	10.00
	Pd. 6/23/42				
A.M. Carson	1 gooseneck fl. lamp, brass, 029, WB	Mutual Sunset	7.50	6.00	6.00
✓ E. Courter	✓ 1 fl. lamp, chrome, 031-1, Pfisterer	" "	12.50	10.00	
	Pd. 6/12/42				
	1 bench, 72", Saarinen	Red Lion Table Co.	7.75	6.20	
	1 5-drawer unit, 36" #106, Saarinen	" " " "	16.75	13.40	
	1 5-drawer unit, 18" #101	" " " "	12.50	10.00	
	1 4-drawer unit, 18" #105	" " " "	12.50	10.00	49.60
✓ T.D'Elia	✓ 1 cot, Guerrero	Bloomington	8.00	4.00	
	✓ 1 liv. rm. dresser with doors, Stonor.	Red Lion Furn. Co.	16.25	13.00	17.00
✓ C. Dyer	✓ 1 bench, 54", Saarinen	Red Lion Table Co.	6.75	5.40	
	1 bench, 72" "	" " " "	7.75	6.20	
	1 bkcase unit, 18", #104, Saarinen	" " " "	10.50	8.40	
	1 desk unit, 18 x 15	" " " "	9.75	7.80	
	1 desk shelf, 48" "	" " " "	8.00	6.40	
	1 dining table, 36x56x30, 1 leaf	" " " "	28.75	23.00	
	4 yds. heavy blue woven, #13304	Moss Rose Mfg. Co. (\$2 per yard)	8.00		65.20
✓ D. DeVries	✓ 1 desk chair, woven seat & back, Ston.	Red Lion Furn. Co.	15.22	12.18	
	1 coffee table, #740, Stonorov	" " " "	12.12	9.70	
	✓ 2 dining chairs, #C4117, Hat.-Craig	Heywood-Wakefield	13.60	6.80	36.93
	1 dining table C4116G " "	" " "		8.25	
✓ D. Dudley	✓ 2 unit chairs, C4120RX, 4120LX, N & M	Heywood Wakefield	38.70	19.36	
	4 1/2 yds. brown leopard spot, Raymond	Cyrus Clark Co.			
	4 1/2 yds. block & circle, brown cocoa	" " " (.50 per yd.)		4.50	23.86
✓ S. Edison	✓ 1 table, remov. tray top, #8301, A & B.	Ficks Reed Co.	13.75	11.00	
	✓ 1 dining chair, #C4123, Saarinen	Heywood-Wakefield	37.10	18.55	
	✓ 1 table lamp, #062, Weese & Baldwin	Mutual Sunset	5.00	4.00	
	✓ 1 torcher lamp, #T-28, Pfisterer	" "	8.50	6.80	40.35
✓ C. Hartman	4 1/2 yds. floral swish, blue & coral	Cyrus Clark Co. (.50 yd.)		2.25	2.25
✓ E. Kaufmann	✓ 1 lounge chair, blue web. Van Beuren	Bloomington	21.58	15.00	
	✓ 1 chaise longue " " " "	" "	42.37	28.00	
	✓ 2 wooden chairs, 1 white, 1 red, Rudof.	" "	16.00	12.00	55.00
✓ D. Miller	✓ 1 fl. lamp, brass #031-1, Pfisterer	Mutual Sunset	12.50	10.00	10.00
✓ S. Newmeyer	✓ 1 desk unit, #C4114, Hat.-Craig	Heywood-Wakefield	16.00	8.00	
	✓ 1 cabinet unit, #C4112, Hat.-Craig	" "	14.50	7.25	15.25
* E. Noyes	✓ 1 Saarinen dining chair, C4123	" "	37.10	18.55	18.55
R. Olson	✓ 1 2-shelf unit, C4110, Hat.-Craig	" "	11.35	5.68	
	✓ 1 1-shelf unit, C4115 " "	" "	8.50	4.25	
	✓ 1 coffee table, C4116G " "	" "	9.50	4.75	

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

	Owner	whsl.	minus discount	-2- total
✓ R. Olson cont.	1 gooseneck desk lamp, Pf.D-7, chrm.	Mutual Sunset	5.00	4.00
	2 rattan unit chairs, #8002CU, AB	Ficks Reed	58.60	46.88
	1 rattan table, black top, #8302AB	" "	12.50	10.00
	1 reed chair, Fresnedo	Bloomingtondales	35.00	20.00
	4½ yds. blue leopard spot, Raymond	Cyrus Clark Co.		2.25
				97.81
✓ R. Parrish:	2 dining chairs, C4117, Hat.-Craig	Heywood-Wakefield	13.60	6.80
✓ A. Sewall:	1 plant stand, white, 4 pots, 16" high	Bloomingtondales	1.40	1.40
✓ E. Van Hook:	2 unit chairs, C4126, Saarinen	Heywood-Wakefield	146.30	73.16
	1 bedrm. dress. with drawers, Ston.	Red Lion Furn. Co.	22.95	18.36
	1 bedrm. tambour, Stonorov	" " " "	29.14	23.31
	1 large base, Stonorov	" " " "	9.54	7.63
	1 bench, blue webbing, Van Beuren	Bloomingtondales	7.11	4.00
	1 chaise, rattan, #8004CU, A & B.	Ficks Reed	39.10	31.28
	1 fl. lamp, #031-1, brass, Pfis.	Mutual Sunset	12.50	10.00
				167.74
✓ A. Warren:	1 desk, leather top, Stonorov	Red Lion Furn. Co.	41.01	32.81
✓ M. Wheeler:	4½ yds. #13309, rust	Moss Rose Mfg. Co. (\$2 yd.)		9.00
				9.00
✓ L. Zulueta:	1 plant stand, black, 6 pots, 16" high	Bloomingtondales	1.85	1.85
✓ A. Oates:	4½ yds. floral swish, green & yellow	Cyrus Clark (.50 yd.)		2.25
				2.25
✓ E. Lieb:	4½ yds. green leopard spot,	" " " "		2.25
				2.25
✓ D. Baxter:	4½ yds. block & circle, rust & grey	" " " "		2.25
	18 yds. blowing leaves, green	" " " "		9.00
				11.25
✓ Akermark	1 Table - Guerrero	Bloomingtondale's		6.00
	4 Chairs " @2.50	"		10.00
				16.00

Designers, etc.

✓ V. Nepodal:	43½ yds. electra, green & yellow	Cyrus Clark (.50 yd.)		50	5
✓ 3085 Berkshire Rd	4½ yds. electra, blue & yellow	" " "		4.00	4.00
✓ Cleveland Heights, Ohio					
* P. Pfisterer:	1 fl. lamp, 031, brass, Pfis.	Mutual Sunset	12.50	10.00	10.00
✓ 4819 3rd St., N.					
✓ Arlington, Va.					
* Eero Saarinen:	1 dining chair, C4123, Saar.	Heywood-Wakefield	37.10	18.55	18.55
✓ 207 W. Brown St.					
✓ Birmingham, Mich.					
✓ S. Shenbaum:	1 barbeque wagon, wheelb., W & B,	Bloomingtondales	16.00	13.25	
pd. 6/15/42	1 picnic table, wood, WI-23 WB	"	16.00	12.50	
	2 picnic benches, WI-22 WB	"	15.70	12.00	
	1 cot	"	16.75	7.50	
	1 sail cloth canvas chr., "C"	"	7.35	3.50	48.75

* Add. Crating # Express Charge
From H.M.S. Co.

Bloomingtondale's 1½ yds. brown leopard spot Cyrus Clark @ .50 .75
Lex. Ave. & 59th St.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

ORGANIC DESIGN ----- INSURANCE ----- DEPARTMENT OF INDUSTRIAL DESIGN

Hatfield-Craig ----- Heywood-Wakefield Co.

✓1	C 4101	Naturetone - 3 drawer chest		24.50
✓1	C 4106	" - dressing table		67.00
✓1	C 4107	" Vanity bench (F8352)		8.80
✓1	C 4108	" Night table		12.35
✓4	C 4110	" 2 shelf unit	11.35	45.40
✓2	C 4111	" 3 drawer unit	20.00	40.00
✓2	C 4112	" cabinet unit	14.50	29.00
✓2	C 4113	" 1 shelf unit	8.50	17.00
✓2	C 4114	" desk unit	16.00	32.00
✓2	C 4115	" console-din.tab.ex.	10.50	21.00
✓1	C 4116 G	" dining table		16.50
✓4	C 4117	" dining chair (F8356)	6.80	27.20
✓1	C 4118 G	" coffee table (palette)		9.50
✓1	C 4119 G	" coffee table (kidney)		9.00
✓1	C 4121 R	" armchair (F8352)		40.45
✓1	C 4127	" bed-couch (F3974)		87.00
				<u>476.70</u>

5.68-

486.70

Nicholson & Maier

Heywood-Wakefield

✓1	C 4120 X	" couch unit (center), F8355		18.85
✓1	C 4120 RX	" " (right arm), F8355		19.35
✓1	C 4120 LX	" " (left arm), F8355		19.35
✓1	C 4120 C	" armchair (F 8352)		29.85

9.68 - 00
9.68 00

Nicholson & Maier-

Roswell-Snyder

✓1	Maple couch			70.00
✓1	Lounge chair			40.00
✓1	" " (movable back)			30.00
✓1	coffee table			15.00
				<u>242.40</u>

\$719.10

729.10

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

Stonorov & Von Moltke ----- Red Lion Furniture Co.

3	①	✓ 140 Large base	9.54 - 7.63	66.78
		✓ 240 Dresser with drawers	22.95 - 18.46	114.75
		✓ 3 Dresser tambour	29.14 - 23.31	87.42
		✓ 3 Dresser with doors	22.44 - 17.95	67.32
4		✓ 1 small base		8.00
	①	✓ 6 Living room dresser with shelves	14.96 - 11.97	89.76
		✓ 4 Living room tambour	19.86	79.44
	①	✓ 2 Liv. Rm. Dresser with doors	16.25 - 13.00	32.50
		✓ 1 440 4/6 Bed & rails		23.75 - 18.99
		✓ 2 440 3/3 bed & rails	23.73	47.46
		✓ 1 540 night table		8.51
		✓ 1 640 vanity		29.40 - 23.52
		✓ 1 740 coffee table <i>Rev. (A7)</i>		12.12 - 9.70
		✓ 1 840 end table		12.12
		✓ 1 940 table		15.73
	①	✓ 3 40 chair-stool	15.22 - 12.18	45.66
		✓ 1 340 walnut desk, leather top		41.01 - 32.81 <i>Edison-</i>
	①	✓ 1 40 walnut sofa (shipped to A.Granofsky)		26.50 - 21.20 <i>AT</i>
		✓ 1 540 1/2 swivel night table		18.05 - 14.44

Valley Upholstery Corp.

	✓ 1 armchair, high back	45.00 D.O.
No	✓ 1 armchair, adjustable	100.00
		<u>145.00</u>

971.26

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

Saarinens & Eames ----- Red Lion Table Co.

①	5	100-36	Bench 36" P.C.	6.00	4.50	① A Trial	30.00
②	4	100-54	" 54" P.C.	6.75	5.40	- Trial	27.00
③	6	100-72	" 72" P.C.	7.75	6.20	EC(1)	46.50
④	5	101	5 drawer unit 18" P.C.	12.50		EC	62.50
⑤	5	102	Bookcase drawer unit 18"	11.00			55.00
⑥	9	103	Cabinet unit 18" P.C.	11.00			99.00
⑦	5	104	Bookcase unit 18" P.C.	10.50	8.40		52.50
⑧	7	105	4 drawer unit 18" P.C.	12.50	10.00	EC	87.50
⑨	4	106	5 drawer unit 36" P.C.	16.75		EC	67.00
⑩	4	107	Glass door bkcase unit 36" P.C.	16.75			67.00
⑪	2	109	Table 36x56x30-2-17" lvs.	28.75	23.00		57.50
⑫	1	110	Desk 48"	20.75			20.75
⑬	2	111	desk shelf 48" - AT	8.00	6.40		16.00
⑭	2	112	desk unit - 18x15 - AT	9.75			19.50
⑮	3	102 1/2	corner cabinets - P.C.	11.00			33.00 ?
							740.75 ✓ ok

Heywood-Wakefield

①	1	C 4128 G	coffee table	27.50	13.75		
②	2	C 4125 C	champ - Moss Rose 13309-480A P.C.	72.25			144.50
③	3	C 4124 C	champ - Moss Rose 13309-10 P.C.	62.45			187.35
④	4	C 4126	Champ-Moss Rose 13309-30B Unit chair	73.15	36.58		292.60 - Dyer
⑤	6	C 4125 A	Champ-Moss Rose 13309-10A Side chair	37.10	18.55		222.60
							874.55 ✓ ok

Unfinished chairs in construction Section

1	C 4125 A	side chr. unfinished, uphol. in blue	37.10
1	C 4124 C	low back arm chr. unfinished, uphol. in green	50.00
1	C 4125 C	high back arm chr. unfinished, uphol. in rose	72.25
2	C 4126	sectional chr. unfinished, uphol. in blue	50.00
1	C 4128 G	1 wood frame (Nicholson & Maier chr.)	50.00
			200.00

1	box small models	100.00
2	plaster model of chair	100.00
1	wooden crate of chair	50.00
		250.00

Haskelite Mfg. Corp

Total 2,065.30

(Page 3 Total 2065.30)

Pages 1, 2 + 3.

740.75
874.55
300.-
250.-

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

Bernard Rudofsky: Salterini

2 on each?
 1 metal canopy chair --- 15.00 (retail) 15.00

P.C. Potreau - Searcherow

Xavier Guerrero -----Ch. Von Oehsen

1 table		16.00 (retail) -	12.00
4 chairs	6.00	24.00 " 4.00	16.00
1 cot		12.00 "	8.00
1 cabinet		20.00 "	13.00
1 unit wall shelf		25.00 "	15.00
<i>hide rug - see page on drawings</i>			
<i>P.C. pt. - Orzco</i>			
			<u>68.00</u> + 79.00

Van Beuren, Webb & Grabe ----- Imported

1 large curved lounge chair -EK		21.58 (cost price)	
1 dining chair -E Ames-		13.77 " "	
1 chaise longue - EK-		42.37 " "	
1 bench -		7.11 " "	
		<u>84.83</u>	84.83 - ok

1 rug - see last page
P.C. pt. - Orzco

Fresnedo ----- Salterini (metal) & Bielecky Bros. (reed)

2 metal & hide chairs	34.00	68.00
1 metal chair, leather thongs for seat & back		60.00
1 chaise longue (reed)		45.00
1 chair (reed)		35.00
1 chair (cane)		24.00
1 table (reed & glass top)		25.00
		<u>257.00</u> ok 257.00

Villslobes ----- Mahoney

1 rug mat - gift
1 fur rug - see last page - loan
pt. - see last page
22 panels of drawings, sampling material - see other list -
winning drawings, samples etc.

~~424.83~~
 Total: 4420.83

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

5.

INSURANCE CONT.

Printed fabrics-A.Raymond ----- Cyrus Clark

FH

10 Leopard spots green $4\frac{1}{2}$ yds. brown $4\frac{1}{2}$ "	1.17 $\frac{1}{2}$	\$10.58	
12 block & circle-brown & cocoa $4\frac{1}{2}$ yds. rust & grey $4\frac{1}{2}$ yds. navy 4	1.17 $\frac{1}{2}$	15.28	
13 floral swish- blue & coral $4\frac{1}{2}$ yellow & green $4\frac{1}{2}$	1.17 $\frac{1}{2}$	10.58	
14 blowing leaves-green $4\frac{1}{2}$	1.17 $\frac{1}{2}$	5.29	
11 yellow & green 4 yellow & blue $4\frac{1}{2}$	1.17 $\frac{1}{2}$	9.99	
10 leopard spots $4\frac{1}{2}$ yds.col.blue	1.17 $\frac{1}{2}$	5.29	
" " $1\frac{1}{2}$ yds. brown	1.17 $\frac{1}{2}$	1.76	
14 blowing leaves-13 yds-green (curtain)	1.17 $\frac{1}{2}$	17.04	
		74.05	\$ 75.81

Woven fabrics-Marli Ehrman ----- Moss Rose

$13\frac{1}{2}$ yds. 13309 ($4\frac{1}{2}$ each #30,#10,#480) @	3.15	42.53	
$13\frac{1}{2}$ yds. 13306 ($4\frac{1}{2}$ each #20,#40,#10)	2.25	30.38	
$13\frac{1}{2}$ yds. 13308 ($4\frac{1}{2}$ each #40,#400,#55)	3.00	40.50	
$4\frac{1}{2}$ yds. 13307 (#50)	2.25	10.13	
$4\frac{1}{2}$ yds. 13305 (#480)	1.45	6.53	
$4\frac{1}{2}$ yds. 13309 (#100)	3.15	14.18	
		<u>144.25</u>	rik →

Total \$18.20

\$ 220.06 ✓

Virginia Repodal - (Cyrus Clark
Cold Spring Bleachery)

19 Raymond Fabrics are hers

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

Pfisterer & Weese & Baldwin ----- Mutual Sunset Lamp Mfg. Co.

6
17
23
①
②
③
④
⑤
⑥
⑦
⑧
⑨
⑩
⑪
⑫
⑬
⑭
⑮
⑯
⑰
⑱
⑲
⑳
㉑
㉒
㉓
㉔
㉕
㉖
㉗
㉘
㉙
㉚
㉛
㉜
㉝
㉞
㉟
㊱
㊲
㊳
㊴
㊵
㊶
㊷
㊸
㊹
㊺

1 D-3	Fluorescent desk lamp - satin chrome - W & B. - PC.	7.00	
2 D-7	Gooseneck desk lamp - satin chrome - Pfisterer	5.00	10.00 - Polson?
1 "	" " " " " brass	5.00	4.00
1 028	table lamp - satin brass - W & B Ed.	7.50	6.00
2 029	gooseneck floor lamp - black & polished chrome-W&B	7.50	15.00 - AMC
1 "	" " " " -dark green & satin brass-W&B	6.00	7.50
2 051	double shade floor lamp-brushed chrome-Pfisterer	12.50	10.00 25.00 - P.C.
2 "	" " " " -brushed brass- "	12.50	10.00 25.00 - ec.
6 051-1	" " " " -brushed chrome "	12.50	10.00 75.00 -
2 "	" " " " -brushed brass "	12.50	10.00 24.00
1 062	table lamp-satin chrome- W & B Ed.	5.00	4.00
2 T-28	Torchers - satin brass - Pfisterer - Edison?	8.50	17.00
			223.00 ✓ok

Greenberg & Polivaick, Mfg'd Vim Lite, Inc.

✓"Clam shell" desk lamp

Total - $\frac{65.00}{288.00}$ ✓ok - ✓

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

Loans to Exhibition:

Mies chair - loaned by Mrs. Stanley Resor \$200.00
 Thonet bench - " " Fritz Gutheim (No. Min Fred Gutheim) \$100.00
 Aalto chair -- " " Artek-Pascoe 52.00 (Netas)
 ✓ Brauer chair - Coll. Moma
 Calder Mobiles - 1 @ \$400.00 750.00
 1 @ \$350.00
 P.C. Arp - Two Heads 500.00
 ✓ Sculpture by Martin Craig
 ✓ V'Soske Rugs: Rohde Abstract rug (Assigned by Gilbert Rhode) 400,
 Zebra rug 535,
 plain beige rug 100

Total \$1,602.00

3 rugs - 31 feet long weavers - Loans.
 Chantilly - 135.-
 Mirisco - 34.82
 Allegro 45.-
 Painting - Gallatin - 75.-
 Travieso \$300.-

2,851.82

~~\$6,776.70~~

1,249.82

375.-

Grand Total → \$8,401.52
 2,300.- drawings
 10,701.52

Drawings - \$2,300.- See additional list.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

INSURANCE CONT.

9.

Winning Drawings & samples - U. S.

Saarinen & Eames -----	18 drawings & photographs.	
	2 samples of spring construct.	200.00
Anderson & Bellah -----	3 drawings, 1 box samples	100.00
Hatfield-Craig -----	11 drawings	100.00
Polivnick & Greenberg ---	3 drawings (2 in show)	50.00
Koch & Stubbins -----	1 drawing	50.00
Stephen L. Macdonald ----	2 drawings (1 in show)	50.00
Chester E. Nagel -----	1 drawing	50.00
Nicholson & Maier -----	5 drawings.	100.00
Stonorov & von Moltke ---	13 drawings	100.00
Weese & Baldwin -----	6 drawings (5 in show)	100.00
Chas. W. Wyckoff -----	4 (2 in show)	50.00
Peter Pfisterer -----	2 drawings	50.00
Frances Miller -----	2 drawings	50.00
Harriet Meserole -----	2 "	50.00
Ulla of Ugglas -----	1 sample (woven fabric)	50.00
Marianne Strengell -----	3 " " "	50.00
Henning-Rees -----	4 " " "	50.00
Marli Ehrman -----	7 " " "	100.00
Virginia Nepodal -----	1 sample (printed fabrics)	50.00
Antonin Raymond -----	22 " " " ,12 drawings	200.00

South American-Winning Drawings

Rudofsky-Brazil -----	4 drawings - board of samples	100.00
Fresnedo-Uruguay -----	6 drawings - samples of hide	100.00
	hide rug	-50.00 100.-
Villalobos, Argentina ----	6 drawings-panel of samples	100.00
Guerrero, Mexico -----	4 " " " "	100.00
Guerrero, Mrs." -----	3 " " " "	100.00
Van Beuren, Webb, Grabe, Mex.5	"	100.00
		<u>2,250.00</u>
		2,300.-

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	148.9

THE MUSEUM OF MODERN ART

Date January 1940

To:

Re: _____

From: _____

On the whole, I am for this -
and these details could be worked
out to our satisfaction.

S.