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Beatty

# HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

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

Dear Philip:

I will ship the model and three mounted drawings to you on Saturday, March 18th. I will appreciate it if you will see that this shipment is insured for $500.00.

I am having difficulty making the 'copy' I am preparing concerning the Community short enough to be of use to you in publicity or a catalog, if there is to be such a thing. There are so many features of my scheme which either are not self-evident in the drawings, or which cannot be shown in drawings at all, that some sort of written commentary must be in the hands of the observers if they are to understand in any great measure the virtues of my exhibit. If no catalog is to be issued, I suggest that a mimeographed outline of the salient points of the community should be available to the public. Of course, any assistance I can give in this matter is yours for the asking.

By the way, do you think that there would be any possibility of drumming up a lecture on "A Modern Design for Living", which I could deliver in your fair city during April? I don't suppose that the Museum goes in for that sort of thing, but you know the right people at the New School, or some other similar place. I am so side-tracked here that I am turning to you for advice and help.

Yours sincerely,

Hamilton Beatty

March 16, 1933

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4157-M

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HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

March 13th, 1933

Mr. Philip Johnson
Museum of Modern Art
11 West 53rd Street
New York City

Mr. Hamilton Beatty
Frost Woods
Madison, Wisconsin

Dear Hamilton:

Thank you for sending the pictures. I haven't had time to study the plan but it looks very, very good indeed. I want to congratulate you on getting a good model made of it.

I am very sorry that the shipping instructions have been held up. Please send the material as soon as possible Railway Express Collect to the Museum of Modern Art, 11 West 53rd Street, New York. As we will take care of all insurance, kindly advise us of the valud of your shipment and the date on which you will ship it at your earliest convenience.

I very much appreciate your cooperation and am looking forward to seeing your exhibit with interest.

Yours very sincerely,

Chairman.

HB:SS

PJ/f

March 11. 1933

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4157-M

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HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

Mr. Philip Johnson
Museum of Modern Art
11 West 53rd Street
New York City

Dear Johnson,

Here are the photographs of the material I am showing at your exhibition. Please note that I have been able to get a model after all.

I am impatiently awaiting the instructions about insurance and shipping which I was told would reach me about March 1. Please let me have them as soon as is convenient.

I will send you shortly a descriptive article on the community which forms the subject of my exhibit.

With kindest regards, I am,

Yours sincerely,

HB:SS

March 11. 1933

FROST WOODS. MADISON. WISCONSIN PHONE FAIRCHILD 4157-M

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Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

March 28th, 1933

For Proper Attention Refer to Our File No.: 5900

March 29 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Mr. Howard T. Fisher
General Houses Inc.
220 South State St.
Chicago, Illinois

Dear Howard:

Your model arrived in good condition and like all Mr. Schweikher's models is very well made.

The house looks exactly like the perspective you sent me of the World's Fair house, but as it is labelled something else, I presume that you do not want it known as such. If we could call it House for the World's Fair, it would of course be swell publicity. Is that quite out of the question? Please let me know by return mail.

How are the mounts coming?

Very sincerely yours,

Chairman

PJ/f

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GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

March 29 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

I am glad to know that the model arrived in good condition and that it meets with your approval. You say that altho the house looks like the one for the World's Fair, it is labeled something else. I was not aware that it was labeled at all. As a matter of fact we are building two houses from the same general basic floor plan, one of them to be in Elmhurst, a western suburb of Chicago, and the other to be at the World's Fair. These two houses will differ only in certain detail. The model which you have is not an exact replica of either of them at the present moment because certain changes have been made in both plans.

If you feel that it would in any way be better publicity to call it the house for the World's Fair - by all means do so. We have no objections and the model is so close to the one we intend to build for the World's Fair that no one will ever know the difference.

We have now completed and mounted one photograph of the exterior and we have two other photographs now being made. I will hope to get these off by express by Friday or Saturday. They should reach you the first thing Monday morning which will give you plenty of time as you say the show does not open until the 5th.

I will list here exactly what I intend to send so that you can arrange the rest of the exhibit accordingly:

1 Exterior Ruth Page House - view from south west. 36"high x 45" long
1 Plan of the above to be fastened at the lower right hand corner of the above. 10½" " x 15½" "
1 Interior of the living room Ruth Page House. 36" " x 45" "
1 Composite series of photographs showing the Ruth Page House under construction. 36" " x 45" "
1 Plan of the house to be built at Elmhurst (practically identical to the one to be built at the World's Fair) to be mounted at 45° at the edge of the model. 6½" " x 10" "
1 Small label to be mounted on the top surface of the model base containing the words "General Houses, Inc - Howard T Fisher, Architect".

The total value of the above is in the neighborhood of $40.00.

Suming up, you will therefore only have to provide space for

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three mounts each 36" x 45" and one model.

I trust you got the photographs and preliminary news release which I sent the end of last week.

When I have sent the material mentioned in the above list I believe that covers everything that you want. If there is any further material of any kind or any further action that I should take, please let me know immediately.

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
cu324

P.S. I just noticed in one of your back letters that you expressed the hope we would be able to furnish the sectional model. I regret to report that this is definitely not in shape to send to you. If by any chance we get it in shape before the end of the show I will let you know and see whether or not you are still interested.

H.T.F.

H.

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Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer
to Our File No.: 5900

April 1 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

In the composite construction photograph which was delivered here yesterday morning, the center picture was mounted so crooked that it looked terrible and had to be done over again. The corrected mount has just been delivered and I expect to get it off by express to you before the express company closes at twelve o'clock today.

2nd mount off at 12.

The contents of the box are the same as that listed in my letter of the 29th.

Hoping that this gets to you in plenty of time and that everything will be all right, I am

Yours very truly

Fisher

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
ncu

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GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer
to Our File No.: 5900

March 20 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City, N Y

Dear Philip:

The model has been completed and we are sending it to Hebard Storage Warehouses, 957 Sheridan Road, Chicago, who will pack it carefully and send it on to you.

In accordance with your letter of the 13th we will instruct that this material be sent Railway Express Collect to the Museum of Modern Art, 11 West 53rd Street, New York City. The value of this shipment is $100 and it should go off tomorrow.

We are just in the midst of another bad ice and snow storm and as a result we were unable to do any work outside on Saturday or today. This will mean that we will not be able to take pictures until tomorrow at the earliest and perhaps not until Wednesday. We are, however, working on this and will get photographs to you at the earliest possible moment.

The title for the model will be sent to you at the same time as the photographs.

Yours very truly

GENERAL HOUSES INC

Fisher

Howard T Fisher
Vice President

HTF:M
ncu

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March 15th, 1933

1228 A

Charge to the account of MUSEUM OF MODERN ART $

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# WESTERN UNION

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

5/25/33

MR. HAMILTON BEATTY
FROST WOODS
MADISON, WISCONSIN

THE CENTURY OF PROGRESS HAS INVITED THE MUSEUM TO SEND THE EXHIBITION OF YOUNG ARCHITECTS TO THE FAIR STOP EXHIBITS MUST BE INSTALLED AT ONCE STOP EXPENSES OF TRANSPORTATION AND INSTALLATION TO BE BORNE BY ARCHITECTS IF YOU WISH TO PARTICIPATE PLEASE GET IN TOUCH WITH GEORGE FRED KECK 612 NORTH MICHIGAN AVENUE CHICAGO

PHILIP JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

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March 15th, 1933

Mr. Hans Oberhammer
4832 Forest Avenue
Downers Grove, Illinois

Dear Mr. Oberhammer:

This is to acknowledge with thanks the receipt of your shipment. The mounts arrived in good condition and are extremely interesting.

Very sincerely yours,

Assistant
Department of Architecture.

f

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| | MoMA Exhs. | 28.2 |

August 5th, 1932

Mr. Schweikher
410 Diversey Street
Chicago

Dear Mr. Schweikher:

I am writing to you to invite you to participate in an Exhibition of the Work of Young Architects in Chicago and Environs which the Museum of Modern Art is planning to hold in the season of 1933.

The Museum will undertake the expense of transportation to New York and back, and the insurance both in transit and while on display in the Museum galleries.

I feel that in order to have the exhibition be a homogeneous whole the following simple standards should be adhered to by the group exhibiting.

1. Each wall exhibit should be 36" high, the width varing according to the proportion.

2. Fifteen (15) running feet will be the maximum space available to each architect.

3. MODELS should be designed in either 1/4" or 1/8" scale, and made of simple sturdy material in order to avoid breakage and facilitate transportation.

4. RENDERINGS should not be elaborate or highly colored. Line drawings, perspectives, with or without simple color, or even isometrics are preferable. There should be no borders. The lettering should be as simple as possible, preferably stencilled.

5. MOUNTING. Drawings should be mounted flush on plywood or heavy cardboard as in the International Exhibition of Modern Architecture shown in Chicago at Sears, Roebuck & Company in May.

Exhibits should be at the Museum of Modern Art by January 15th. I shall write you again in regard to shipping, exhibition data, etc.

Mr. George Fred Keck of Chicago has kindly offered to take charge of assembling the exhibits. He will communicate with you in order to arrange a meeting at which the exhibitors may decide what each

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wishes to show and what models should be constructed.

If any of these conditions should not be clear, please do not hesitate to write me for further information.

Very sincerely yours,

Chairman.

Letter also sent to:

Howard Fisher, 1060 Sheridan Rd., Winetka
John G. Raben, C/o Sears, Roebuck & Co.
Hamilton Beatty, Frost Woods, Madison, Wis.
Bebb, C/o Keck, 612 N. Michigan Ave.
Oberhammer, C/o Keck, 612 N. Michigan Avenue

PL/f

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March 11th, 1933

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

This is to notify you that your material should be sent as soon as possible Railway Express Collect to the Museum of Modern Art, 11 West 53rd Street, New York.

In order to take care of the insurance, we must know the value of your shipment and the date on which you will ship it to New York. It is necessary that we receive this information at your earliest possible convenience.

Very sincerely yours,

Chairman.

PJ/f

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Keck

March 20th, 1933

Mr. George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

Dear Mr. Keck:

Your models arrived in very good condition and are very interesting indeed. I congratulate you and Mr. Schweikher.

I did not, however, find your wall exhibit included with this shipment. Will you please notify me when you intend to ship these mounts?

I shall look forward to hearing about your final arrangements with the Fair authorities and hope your plan will go through.

Very sincerely yours,

Chairman.

PJ/f

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August 5th, 1932

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

I am sorry not to have written you earlier but the Exhibition Committee had to pass on my proposal for this exhibition.

As you were kind enough to offer more or less to take charge of the Chicago end of things, I am writing to you first and enclosing a copy of the letter which I shall send to each of the architects. As I have been forced to change the date of holding the exhibition and as the actual opening date has not been settled, the exhibition should arrive here not later than January 15th, 1933.

As it is extremely necessary in order to arouse the greatest popular interest that the exhibition be homogeneous in presentation, the following simple standards should be adhered to. In general the show will be similar in arrangement to the one which you all saw in Chicago and I hope that you will agree that it is the most straightforward and obvious method.

1. Each wall exhibit should be 36" high, the width varying according to the proportion.

2. Fifteen (15) running feet will be the maximum space available to each architect.

3. MODELS should be designed in either 1/4" or 1/8" scale and made of simple sturdy material in order to avoid breakage and facilitate transportation.

4. RENDERINGS should not be elebrately drawn or highly colored. Line drawings wither without simple color or even isometrics are preferable. There should be no borders. The lettering should be as simple as possible, preferably stencilled.

5. MOUNTING. Drawings should be mounted flush on plywood or heavy cardboard as in the International Exhibition of Modern Architecture shown in Chicago at Sears, Roebuck & Co., in May.

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Mr. Keck 8/5/32

The Museum is assuming the expense of transportation to New York and back and insurance in transit both ways and while on exhibition here.

I shall write you further in regard to shipping, exhibition data, etc.

If you need any more information before you can proceed with the matter, please let me know and I shall be glad to tell you anything you may wish to know.

Thanking you for your generous offer of cooperation, I am

Very sincerely yours,

PJ/f
Enc.

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Weinberg

JOSEPH L. WEINBERG
ARCHITECT A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

March 15th, 1933

Mr. Joseph L. Weinberg
Union Building
1836 Euclid Avenue
Cleveland, Ohio

Dear Mr. Weinberg:

This is to acknowledge with thanks the receipt of your shipment and letter of March 14th.

The material arrived in good condition, and we hope very much that we can find funds with which to have the air views enlarged.

Mr. Johnson trusts that you will be able to come to New York as you mention and is looking forward to seeing you then.

Very sincerely yours,

Assistant
Department of Architecture.

f

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JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

March 14, 1933

Mr. Philip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
New York City.

Dear Mr. Johnson:

Anticipating the receipt from you of just such a letter as came to hand this afternoon, we shipped everything by Railway Express yesterday. The box contains not only the model but various drawings and photographs which you can use at will. The detail aerial photograph of the district today could be enlarged about twice, and a print of same pasted over our mounted photostat of the plan of the same subject. I think it's really a stunning picture, with the mass of little houses showing up like a swarm of insects, and much more clearly than the drawing revealing the terrific crowding. We were simply too"broke" to get this aerial view last Fall for the Exhibition in Cleveland.

The model was insured for $650 and the drawings and photographs for another $100, or a total of $750 for the entire consignment.

We hope sincerely that the Exhibition next month will be a bang-up success, and only hope that business will pick up enough to permit us to come on to New York at that time.

Cordially yours,

Joseph L. Weinberg

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Schweikher

March 20th, 1933

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS

XU
*The sender of this Message*
authorizes us to say that a
TELEGRAPHIC reply is desired
*Via* WESTERN UNION

REQUESTED TO FAVOR THE COMPANY BY CRITICISM AND SUGGESTION CONCERNING ITS SERVICE 1201 S

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| LCO = Deferred Cable |
| NLT = Cable Night Letter |
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Received at 36 East 52nd Street, New York, N. Y. 1933 MAY 22 AM 10 51

| MINUTES IN TRANSIT | |
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| FULL-RATE | DAY LETTER |
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NAM18 41 DL XU=CHICAGO ILL 22 913A

PHILIP JOHNSON,MUSEUM OF MODERN ART=
11 WEST 53 ST=

HAVE AVAILABLE ONE HUNDRED SIXTY RUNNING FEET WALL SPACE FOR RENDERINGS AND SIXTY FEET FOR MODELS STOP CAN ARRANGE SHOWING UNTIL AUGUST FIRST WITH PROBABLY EXTENSION FOR FULL DURATION EXPOSITION STOP SHIPPING AND INSTALLATION AT YOUR EXPENSE STOP PLEASE WIRE ACCEPTANCE=

J O FOLSOM..

THE QUICKEST, SUREST AND SAFEST WAY TO SEND MONEY IS BY TELEGRAPH OR CABLE

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Schweikher

March 20th, 1933

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2180

Mr. Robert Paul Schweikher
403 Diversey Parkway
Chicago, Illinois

My dear Mr. Schweikher:

This is to acknowledge with thanks the receipt of your three models. They, as well as the models done in collaboration with Mr. Keck, arrived in good condition.

The wall material, plans, etc., which were as you remember to be mounted on 36" high mounts were not included with either of these shipments. Will you kindly advise me about this at your earliest convenience?

Although I have not yet had time really to study your models, I think you have done a very good job, and I am sure that the exhibition will be very interesting.

Very sincerely yours,

George Fred Keck
Chairman.

PJ/f

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Keck

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

11 March 1933

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

My dear Mr Johnson,

Most of the exhibits of Paul Schweikher and myself are being shipped via express tomorrow. A model of a country house that is being made for me will not be ready by tomorrow, but will be shipped Tuesday; one of the models of General Houses will be delayed a day or two. In the main, the bulk of the material will be shipped tomorrow, and the remainder will be a day or two late. I am sorry about this, but I believe it will be worth while for the show. Oberhammer told me his contribution was sent Saturday.

I am attempting to make final arrangements with the Fair authorities for the exhibit in the Home-planning Hall. I do not believe they will sell all of the space and we will then occupy some of the booths not sold.

Yours cordially,

George Fred Keck

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Bebb

January 21st, 1933

Mr. Bebb
C/o Mr. George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

My dear Mr. Bebb:

I wish to acknowledge with thanks the receipt of your exhibit which has arrived in excellent shape.

I very much regret that I was unable to let you know sooner of the postponement of the exhibition. The unprecedented success of the Exhibition of American Painting & Sculpture here has decided the Trustees once more to extend its showing. The dates now finally sheduled for our show are from April 3rd to April 30th.

I hope that it will not be too inconvenient for you to have your material away from Chicago for so long. You may be assured that it will be very carefully stored here in the meantime.

Very sincerely yours,

Chairman.

PJ/f

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Fisher

March 13th, 1933

Mr. Howard Fisher
General Houses, Inc.
220 South State Street
Chicago, Illinois

Dear Howard:

Thank you for your letter of March 10th. I presume that you already have my telegram giving you a week's leeway.

I am very glad that the house is going to be finished in time to get good photographs for our show. By all means wait for the porch to be finished and if possible the landscape planting in. If we know the dimensions of your enlarged photographs as they are to be hung, we can, as you suggest, we can plan the hanging without them. In that case, they need not arrive in New York before March 30th.

You say nothing in your letter about the model you were going to have. It would be a bitter blow if we cannot have one of the house.

In regard to the photographic enlargements, I do not find $10 excessive for the 36" size and the special mounting necessary. I think, however, that you will find the Chicago Architectural Photographing Company fair and they understand the requirements which are:

1) the photographs must be mounted on 3-ply wood;
2) as the photographs must be folded over the mount, the enlargement must be larger than the dimensions of the mount so that the folding may not interfere with the picture;
3) in order to avoid warping, photographic paper of the same tension must be applied to the back of the mount.

I know they will give you a good job and I hope they will give you a good price. I also suggest that you pay special

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attentionto avoid possible buckling in transportation.

I am looking forward with great interest to seeing your exhibit.

Very sincerely yours,

Chairman.

PJ/f

P.S. RE: SHIPPING AND INSURANCE.

Your material should be sent Railway Express Collect to the Museum of Modern Art, 11 West 53rd Street, New York. In order to take care of the insurance, we must know the value of your shipment and the date on which you will send it to New York. It is extremely important that we receive this information at your early convenience.

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Fisher

May 3rd, 1933

THE TECHNOLOGY REVIEW

Edited at the Massachusetts Institute of Technology

CAMBRIDGE, MASSACHUSETTS

March 13, 1933

Mr. Howard T. Fisher
General Houses Inc.
220 South State Street
Chicago N. Y.

Dear Howard:

Thanks for your letter of April 29th. I will send your model off as promptly as I can. I think I can promise that it will leave New York on May 9th. I hope that that will be in plenty of time for your purposes.

I am very sorry about the photograph of the living room. Your exhibit was of course the most effective as the photographs were enlarged and mounted in the best way. We felt however that the view of the interior both because of the crowding resulting I presume from the difficulties of photographing in such a small room and scalloped valance which stood out most conspicuously, detracted from the excellent design of the exterior.

I regret very much the fact that you spent a lot on this to no avail and hope that perhaps you may be able to use it in some other exhibit. I am sure, however, that if you had seen your unit installed you would have agreed with this arrangement.

I am looking forward to seeing you when I come to Chicago to see the Exposition.

Very sincerely yours,

Ralph T. Joyce,
Business Manager

J/K

Chairman.

PJ/f

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# THE TECHNOLOGY REVIEW

*Edited at the Massachusetts Institute of Technology*

CAMBRIDGE, MASSACHUSETTS

March 13, 1933

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

Dear Mr. Johnson:

Mr. J. C. Folsom of the Department of Exhibits of A Century of Progress has informed us that you are putting on an exhibition at the International Exposition in Chicago this year.

In conjunction with your exhibition, we are wondering if you will be interested in placing on sale Volume I of "The Evolving House: A History of the Home" which The Technology Press of M.I.T. is publishing. This particular book traces the history of the home from the tree life period of man down to 1933. It will contain 520 pages and 152 illustrations. This book will sell for $4.00. If it meets with your approval, we shall be delighted to send you as many copies as you wish on consignment. On any copies which you would sell, you will receive a profit of $1.00 per copy.

We believe that there will be a considerable demand for this book at the Chicago Exposition when placed on sale in conjunction with the housing exhibit. We plan to advertise the book in the Chicago Tribune at the time of the Exposition.

Very truly yours,

Ralph T. Jope,
Business Manager

J/K

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Raben

March 11th, 1933

Mr. John G. Raben
350 S. Lotus Street
Chicago

Dear Mr. Raben:

I regret that we have had notreplies to our letters of December 27th, January 21st and March 7th. We are, however, still counting on your statement to Mr. Johnson that you will exhibit in the coming architectural exhibition.

Your material should be sent as soon as possible Railway Express Collect to the Museum of Modern Art, 11 West 53rd Street, New York.

In order to take care of the insurance, we must know the value of your shipment and the date on which you will ship it to New York.

It is necessary that we receive this information at your earliest possible convenience.

We should also appreciate receiving the material requested in our form letter for the pamphlet which will be issued for the exhibition and for publicity.

Very truly yours,

f

Ass't. Arch. Dept.

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| By Whom Taken | Date | Number |
|---|---|---|
| S Conley / Bruder / Healy | 6/87 / 8/87 | Duchamp |
| ~~L. Rosenstock~~ Adrian Sudhalter | ~~12-5-88~~ 7/7/93 | ~~Lichtenstein~~ Moon Bird / Miró |
| ~~Lisbi Jones~~ | 8/4/95 | DALI ~~general file~~ "Persistence of Memory" |
| ADRIAN ~~SUDHALTER~~ FOR RONA ROOB | 2/12/96 | PRIMITIVISM (1332) WALL ~~LABELS FILE~~ |
| BEATTY, CONTEMPORARY SATELLITE COMM. | 8/16/96 | EXH. 28 FOLDER |
| FISHER, PAGE HOUSE, INTERIOR | " | " |
| (BORROWED BY B. ROSS, PBNS) | | |

OUT

GUSSCO OUT GUIDES. 711 & COLOR

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| By Whom Taken | Date | Number |
|---|---|---|
| Joan Rosenbaum | 9/24/70 | M.C. Christo Exhs. Corr. Cleveland Museum |
| Lowin Feldman Van Bruyt file | 6/4/84 | ~~Rental~~ gall. lists confidential files on Tchelitchew |
| ~~Peter Ottum BRA BRT~~ | ~~5/23/85~~ | ~~Olivia Legg~~ |
| ~~Alt DUBUFFET~~ Budget Meeting | 5/6/87 | Mary Beth Smalley Corr. 7/87 to Richard |
| ~~Lisbi Jones (STORR)~~ | 3/23/95 | ~~ADAMLEDER~~ |
| ~~Lisbi Jones (STORR)~~ | 3/31/95 | ~~KIESLER~~ |
| Lisbi Jones | 4/3/95 | EDWARDS |
| ~~Lisbi Jones (STORR)~~ | 5/4/95 | ~~BALDESSARI~~ |
| ~~Lisbi Jones (STORR)~~ | 5/11/95 | ~~M. KELLEY~~ |
| ~~Lisbi Jones (STORR)~~ | 5/18/95 | PAIK |
| ~~Lisbi Jones (STORR)~~ | 5/23/95 | HOROLD |
| ~~Lisbi Jones~~ | 7/30/95 | ~~Kokoschka~~ |
| Lisbi Jones | 8/4/95 | Gauguin |

OUT

GUSSCO OUT GUIDES, 711 & COLOR

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Catalog 28

EXHIBITION 28 (Apr. 3 - 30, 1933)

# WORK OF YOUNG ARCHITECTS IN THE MIDDLE WEST

MUSEUM OF MODERN ART, NEW YORK

LIBRARY
Museum of Modern Art

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WORK OF YOUNG ARCHITECTS IN THE MIDDLE WEST

FOREWORD

It seems appropriate in the year that Chicago is the cynosure of architectural eyes that there should be an exhibition of the work of men whose attitude toward architecture is newer and younger than that of those in charge of designing the buildings for the Century of Progress Exposition. Some of these young men are working for the Exposition but their work will be lost in the midst of the official architecture which dominates the main pavilions.

This exhibition is also a logical successor to the International Exhibition of Modern Architecture held by the Museum in 1932. The younger generation, now beginning their independent practice, have broken away from academic design. They have not as much opportunity to build as their predecessors, but more to observe and study. As a result this exhibition consists mainly of projects, but projects which show not only research into new problems but great strides away from the Beaux Arts classical (not to mention the Beaux Arts "modernistic").

The two trends apart from the general one toward modern design which deserve comment are: first, that toward housing as a sociological study as well as a problem in design; and second, toward the mass-produced house.

The problem in housing goes far beyond architecture into industry, economics, sociology and politics. In the end many experts will have to have a hand in solving it. But it is the peculiar province of the architect, in other words, the artist, not only to co-ordinate the work of city planners, politicians, engineers and economists, but to imagine new solutions of old problems and new ways of living.

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It is the architecture of housing which is particularly emphasized in this exhibition. It may be that none of the three projects shown will prove to be the cheapest or the most practicable solution of the given problem. They remain, however, important architecturally as suggesting an aesthetic direction in which the practical questions can be approached.

Lewis Mumford's pioneer writing, the work of Clarence Stein and Henry Wright, the recent developments in housing in Europe, have all contributed toward an interest in housing. The carefully prepared charts of the A.I.A. Housing Exhibition summarized the attempts all over the world to solve this problem and presented the facts to the American public.

Of the seven architectural firms invited to participate in this exhibition, four worked out housing programs. It is encouraging to see the interest of young architects turning to live problems of this kind rather than to the mortuary chapels of our architectural competitions.

The mass-produced house which, through analogy to "Model T" the public greeted a year ago with such enthusiasm, has reached a more mature stage. American Houses Inc., of which Robert W. McLaughlin is the architect, has built its first house in Hazelton, Pa., and General Houses Inc., Howard T. Fisher, architect and engineer, has recently completed its first house near Chicago. Both houses are completely modern in appearance as well as in engineering.

Although the hope of future housing lies rather more in land economics and revised financial structure than in Fordized production, standardization, which had reached every field but this one, has at last converted domestic building from a craft into an industry.

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It is no accident that the two important fields open to building today (palaces, churches and state capitols will not be so much needed in the future) are the very problems in which modern architects are most interested. We need no longer fear steel houses masquerading in colonial dress, or large scale housing developments which resemble Cotswold villages.

Modern architecture, so new that two years ago it needed a "Rejected Architects" secession in New York, is today seriously considered by industry, real estate and politics.

Philip Johnson

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(1)

HAMILTON BEATTY

Madison, Wisconsin

Born in 1907, Madison, Wisconsin. Graduate of the University of Wisconsin. Studied at the Bartlett School of Architecture, University College, University of London. Worked with Le Corbusier in Paris. Now practicing architecture with his wife, Gwenydd Beatty, in Madison. He was awarded special prize in the Milwaukee Home Show Small House Competition, 1932.

EXHIBITS

MODEL: A Contemporary Satellite Community # 33.501

MOUNT: Plan # 33.502

MOUNT: Typical Houses # 33.503

MOUNT: Commerce Centre # 33.504

A detailed explanation of this project # 33.505 by Mr. Beatty is attached to the model.

MOUNT: C.W. Thomas House, Madison, Wis., 1930
Photograph and plan.

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| | MoMA Exhs. | 28.2 |


(2)

HUBERT C. BEBB

Hinsdale, Illinois

Born in 1903, Wyanet, Illinois. B. Arch. Cornell University, 1928. Worked in the offices of Armstrong, Furst & Tilton, and Philip Maher in Chicago. Since practicing independently in Chicago, has built his own house and executed various small commissions.

EXHIBITS

100 MODEL: House for Richard Conover, Hinsdale, Ill. #33.506

5 Plan #33.507

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(3)

HOWARD T. FISHER

Chicago, Illinois

Born in 1903, Chicago, Illinois. After graduating from Harvard University, worked in various offices for short periods of time. Now vice-president of General Houses Inc., of which he is also architect and engineer. Besides various minor commissions he has built a house for Walter T. Fisher, Winetka, Illinois. The first house designed as architect for General Houses Inc. has just been completed in Hubbard Woods, Illinois. Others are in construction, including one for the Century of Progress Exposition.

EXHIBITS

100 MODEL: House for the Century of Progress Exposition #33.508
3 to be built by General Houses Inc. Plan. #33.509

20 MOUNT: Photograph of Ruth Page House. #33.510 Plan. #33.511

5 20 [MOUNT: Photograph of Interior, Ruth Page House.] not exhibited #33.512

20 MOUNT: Construction photographs of Ruth Page House. #33.513

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| | MoMA Exhs. | 28.2 |

GEORGE FRED KECK

Chicago, Illinois

Born in 1895, Watertown, Wisconsin. Studied at the University of Wisconsin and the University of Illinois, where he has also taught. Worked in the offices of D.H. Burnham & Co., and Schmidt, Garden & Erikson in Chicago. Since 1926 has been practicing independently in Chicago, doing mostly residential work. Now building a house for Century Homes Inc., at the Century of Progress Exposition.

EXHIBITS

20 a MODEL: A Country House # 33.514

20 b MOUNT: Plan of Country House
Rendering of house at Century of Progress Exposition. # 33.515

20 c MOUNT: Cruger Apartments, 1926. Plan. # 33.516

20 d MOUNT: "Miralago", 1928.
Small Office Building, 1932. Plan. # 33.517

20 e MOUNT: PLAN OF "MIRALAGO" # 33.518
In association with R. PAUL SCHWEIKHER

20 f MODEL: Housing Project "A" # 33.519

10 g MODEL: Plot Plan of Housing Project "A" # 33.520

15 h MOUNT: Housing Project "A" - Sections # 33.521

15 i MOUNT: Housing Project "A" - Detail Plans # 33.522

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(5)

HANS OBERHAMMER

Downers Grove, Illinois

Born in 1904, Brno, Czechoslovakia. Studied under Wilhelm Kreis at the Academy at Düsseldorf. Worked in various offices in Germany, and with Schmidt, Garden & Erikson in Chicago. Since 1930 has worked for the Century of Progress Exposition. He has built office buildings and houses in Europe.

Of his training as an architect Mr. Oberhammer says: "I want to mention the fact that I am a trained bricklayor, my first step to study architecture. This training is required in Germany before entering a technical school. Training based upon this principle should be advocated in America. It would do away with the draftsman-designer type."

EXHIBITS

20 MOUNT: Project for Hotel, Muenchen-Gladbach, # 33.523
Germany. 1928.

20 MOUNT: Project for Hotel and Bathing Beach, # 33.524
Aussig, Germany. 1930.

20 MOUNT: Project for Courthouse, Berlin. 1930. # 33.525

20 MOUNT: Project for Hotel, Restaurant, Store, # 33.526
and Cinema, Rheine, Germany. 1929.

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ROBERT PAUL SCHWEIKHER

Chicago, Illinois

Born in 1903, Denver, Colorado. Studied engineering at the University of Colorado. B.F.A. Yale. In 1929 won the Matcham Fellowship at Yale which enabled him to spend a year travelling in Germany. Since his return has worked for several Chicago firms including those of David Adler and Philip Maher. Now practicing independently in Chicago.

EXHIBITS

100 MODEL: House for Charles W. Eliason, Jr. # 33.527

10 MOUNT: Plan # 33.528

10 MOUNT: Rendering of Interior of Eliason House. # 33.529

100 MODEL: Small Suburban House Adaptable to Row Houses. # 33.530

10 MOUNT: Plan and Isometric # 33.531

100 MODEL: House for Vories Fisher # 33.532

10 MOUNT: Plan # 33.533

In association with GEORGE FRED KECK

(Listed under George Fred Keck)

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JOSEPH L. WEINBERG AND CONRAD & TEARE

JOSEPH L. WEINBERG, Cleveland, Ohio. Born 1890, Omaha, Nebraska. A.B., Harvard. Worked in various architectural offices, including those of Albert Kahn in Detroit, and Walker & Weeks, and J. Milton Dyer in Cleveland. Practiced architecture in Cleveland from 1923 to 1930 in partnership with Charles Morris, building several theatres and an auditorium. Since 1930 has devoted entire time to a housing and slum reclamation project for Cleveland in association with the firm of Conrad & Teare.

WILLIAM H. CONRAD, Elyria, Ohio. Born 1901, Elyria, Ohio. B. Arch. Cleveland School of Architecture, Western Reserve University. Studied at the Fontainebleau School of Fine Arts. Before partnership with Teare, worked in Cleveland in the offices of Joseph L. Weinberg and Antonio diNardo. Member of faculty of the John Huntington Polytechnic Institute, Cleveland.

WALLACE G. TEARE, Lakewood, Ohio. Born 1907, Cleveland, Ohio. B. Arch. Cleveland School of Architecture, Western Reserve University. Studied at the Fontainebleau School of Fine Arts. Before partnership with Conrad worked in Cleveland in the offices of Wright & Hohl, and Antonio diNardo. Member of faculty of School of Architecture, Western Reserve University.

EXHIBITS

650 MODEL: Project for Housing Development, Cleveland, O. # 33.534

45 MOUNT: Plan of district - today
Plan of district - as proposed. } # 33.535.

10 MOUNT: Aerial photographs of district.

40 MOUNT: Perspectives # 33.536

15 MOUNT: Project in Words. # 33.537

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Beatty

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs sent _____ Nov

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth APRIL 25, 1907

Place of birth MADISON, WISCONSIN

Architectural Education BARTLETT SCHOOL OF ARCHITECTURE, UNIVERSITY COLLEGE, UNIVERSITY OF LONDON (ENGLAND) - [AFTER B.A. (ARTS) AT UNIV. OF WISCONSIN]

Place of residence FROST WOODS, MADISON, WISCONSIN

Offices in which you have worked FRANK RILEY, MADISON, WIS. (COLONIAL ECCLECTICISM)
LE CORBUSIER & PIERRE JEANNERET, PARIS, FRANCE

Buildings constructed TWO HOUSES (SEE ARCHITECTURAL RECORD SEPT. 1932)
COMPLETE REMODELLING OF A HOUSE AT MADISON, WIS.

Important projects _____

Competition awards SPECIAL PRIZE: MILWAUKEE HOME SHOW SMALL HOUSE COMPETITION 1932

Remarks:

AS THE MATERIAL I AM SHOWING IS ALL NEW AND NOT YET READY, PHOTOS OF IT WILL NOT BE AVAILABLE UNTIL JUST BEFORE SHIPMENT! HOWEVER, CUTS OF PHOTOGRAPHS OF MY COMPLETED WORK CAN BE PROCURED THROUGH MR. A. LAWRENCE KOCHER OF THE ARCHITECTURAL RECORD. IF MATERIAL FOR PUBLICITY IS NEEDED AT ONCE.

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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Hubert C. Bebb

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs sent 3

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth August 8, 1903

Place of birth Wyanet, Ill.

Architectural Education Graduated in Architecture Cornell University. February 1928

Place of residence Hinsdale, Illinois.

Offices in which you have worked Armstrong Furst & Tilton Chicago, Philip Maher, Chicago.

Buildings constructed Own house-and other "small stuff"

Important projects Designed Cinema Art Theatre, Chicago, while with A, F, & T.

Competition awards

Remarks: Sorry photographs are not any better.

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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Early Modern Architecture - Fisher

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs sent _____

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth October 30 1903

Place of birth Chicago, Illinois

Architectural Education Harvard University

Place of residence Hubbard Woods, Illinois

Offices in which you have worked Various offices for short periods of time.

Buildings constructed House for Mr & Mrs Walter T Fisher, Winnetka, Illinois
Various minor projects, including interiors.
House for Ruth Page.

Important projects ?

Competition awards Have never entered any competitions.

Remarks: (Please submit final draft of catalog for approval before printing.)

H.R.F.

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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Kock

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs sent rec'd

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth 17 MAY 1895

Place of birth WATERTOWN WISCONSIN

Architectural Education UNIVESITY OF WISCONSIN & ILLINOIS AS AN ARCHITECTURAL ENGINEER

Place of residence CHICAGO ILLINOIS

Offices in which you have worked D.H. BURNHAM & CO - SCHMIDT, GARDEN & ERICKSON - TAUGHT UNIVERSITY OF ILLINOIS - PRIVATE PRACTICE SINCE 1926

Buildings constructed RESIDENCES - SMALL STORES & OFFICES - APARTMENTS

Important projects

Competition awards NONE

Remarks: Name of Bldg. marked on back of photographs. I would be interested in clippings of the publicity, if you so please.

G. P. Kock

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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# HANS OBERHAMMER

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

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Photographs sent HAVE SENT 4-PHOTOS ON FEB. 24TH

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth 20TH OF JULY 1904

Place of birth BRUENN - TSCHESCHO-SLOWAKIA

Architectural Education KUNST AKADEMIE AT DUESSELDORF
MEISTER ATELIER PROF. DR. WILH. KREIS

Place of residence DOWNERS-GROVE/ILL. (SUBURB OF CHICAGO)

Offices in which you have worked PROF. DR. WILH. KREIS, DUESSELDORF-
LANDWIRTSCHAFTSKAMMER, LEIPZIG - JOS. WENTZLER, DORTMUND-
SCHMIDT, GARDEN & ERIKSON, CHICAGO, - AFFILIATED
WITH CHICAGO WORLDS-FAIR ORGANISATION SINCE
AUGUST 1930

Buildings constructed HOUSE SENETTIN, REUTTE, TYROL-
STORES & INTERIORS FOR A. BACHER - FACTORY & OFFICE
BLDG. IN STEINHEIM (THIS PROJ. ASSOCIATED WITH M. KRUSEMARK

Important projects HOUSING PROJECT FOR MUENSTER

Competition awards 1ST AWARD IN DUESSELDORF 1922

Remarks: 5 HONORABLE MENTIONS IN DORTMUND, COLOGNE, MUENSTER-2-, AUSSIG

I WANT TO MENTION THE FACT THAT I AM A TRAINED BRICKLAYER, MY FIRST STEP TO STUDY ARCHITECTURE, THIS TRAINING IS REQUIRED IN GERMANY BEFORE ENTERING A TECHNICAL SCHOOL. TRAINING BASED UPON PRINCIPLES AS MENTIONED ~~BEFORE~~ SHOULD BE ADVOCATED IN AMERICA. IT WOULD DO AWAY WITH THE DRAFTSMAN-DESIGNER TYPE.

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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(ROBERT PAUL SCHWEIKHER)
408 RIVERSEY PKWY.

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs sent FEBRUARY 27, 1933

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

Date of birth JULY 28, 1903

Place of birth DENVER, COLORADO

Architectural Education 2 YRS ENGINEERING AT UNIV. OF COLORADO B.F.A. FROM YALE UNIVERSITY, ONE YEAR ABROAD - PRINCIPALLY GERMANY

Place of residence CHICAGO, ILLINOIS

Offices in which you have worked GRANGER & BOLLENBACHER; DAVID ADLER; RUSSELL WALCOTT, PHILIP MAHER (EACH FOR NOT LESS THAN TWO YEARS)

Buildings constructed PLENTY FOR THE ABOVE - MY OWN HAVE SO FAR BEEN RESTRICTED TO MINOR HOUSES (WEEK END & MOUNTAIN VARIETY) BUT MAY JUST LOOSE YET.

Important projects WHAT IS?

Competition awards PLACED SECOND (WAS "BROWN TRAVELLING FELLOWSHIP" (FOR 1928) PLACED 10TH ("HONORABLE MENTION") IN LEHIGH AIRPORT COMPETITION 1929 PLACED FIRST IN AND AWARDED "HATCHAM FELLOWSHIP" 1929 (FOR TRAVEL IN EUROPE) FROM YALE — ALL KID STUFF - BUT CASH JUST THE SAME.

Remarks:

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART, 11 W. 53
N.Y.C.

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Weinberg

Dear Sir:

The Museum of Modern Art requires for the Exhibition of Young Architecture in the Middle West, in which you are exhibiting, the following material. This material should be sent on as soon as possible.

1. PHOTOGRAPHS. As the success of an exhibition is greatly augmented by widespread publicity, it is necessary that we have one (1) glossy print each of the model and photographs which comprise your exhibit. These should be sent as soon as possible. Please fill in below the date on which we may expect to receive the photographs.

Photographs to be sent March 6, 1933

2. BIOGRAPHICAL NOTES. Kindly fill out and return.

JOSEPH L. WEINBERG

Date of birth Nov. 12,1890

Place of birth Omaha, Nebr.

Architectural Education Harvard University, A. B.

Place of residence Cleveland, O.

Offices in which you have worked Albro & Lindberg (New York), Albert Kahn (Detroit), Smith, Hinchman & Grylls (Detroit), Walker & Weeks (Cleveland), J. Milton Dyer (Cleveland)

Buildings constructed (while in partnership with the late Charles Morris,F.A.I.A., under firm name of Morris & Weinberg - 1927-1930): Euclid Ave. Temple Auditorium and Sunday School Bldg., Cleveland. Cottage Group Plan for the Cleveland Jewish Orphan Home, Cleveland. Astor, Plaza, and University Theatres, Cleveland. Many small commercial and office buildings, Cleveland.

Important projects For past year and a half have been working on tentative Housing and Slum Reclamation Projects in Cleveland, with Conrad & Teare as associates.

Competition awards

Remarks:

Member of the faculty of the School of Architecture of Western Reserve University, and of John Huntington Polytechnic Institute, Cleveland.

Important information regarding shipping and insurance will be sent on March 1st. If you contemplate shipping sooner, please notify us at once.

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Teare

**Biographical Notes:** Wallace G. Teare

**Date of birth** -- June 5, 1907

**Place of birth** -- Cleveland, Ohio

**Architectural Education** -- B.Arch., Cleveland School of Architecture, Western Reserve University. Fontainebleau School of Fine Arts.

**Place of residence** -- Lakewood (Cleveland) Ohio.

**Offices in which you have worked** Wright and Hohl

Antonio diNardo

Member of Faculty, School of Architecture, Western Reserve University.

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Conrad

Biographical Notes: William H. Conrad

Date of birth-- October 10, 1901

Place of birth-- Elyria, Ohio

Architectural Education-- B. Archi., Cleveland School of Architecture, Western Reserve University. Fontainebleau School of Fine Arts.

Place of residence -- Elyria (Cleveland), Ohio

Offices in which you have worked --Joseph L. Weinberg,
Antonio diNardo

Buildings Constructed-- Chiefly residential.

Member of Faculty, The John Huntington Polytechnic Institute, Cleveland.

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For Release Sunday, March 26th.

Do not release before

FACTORY BUILT STEEL HOUSE NOW COMPLETED

RUTH PAGE, FAMOUS DANCER, FIRST CUSTOMER

DELIVERIES CAN NOW BE MADE

A steel house made in sections at the factory by quantity production methods, assembled on the site - with all the economies and and advantages that such construction offers - this was the announcement made today by General Houses, Inc. of Chicago when it turned over to Miss Ruth Page, the famous dancer, its first completely equipped house. Located on a high bluff overlooking Lake Michigan in the exclusive North Shore suburb of Hubbard Woods, Illinois, this house is the result of three years of study and research on the part of the General Houses organization and the experience of the many large companies cooperating in its manufacture. It is the most interesting development to date in the new field of prefabricated house construction which many predict offers one of the greatest opportunities for revival of building operations and employment.

Designed by a Chicago architect, Mr. Howard T. Fisher, with the principle in mind of lower cost houses made of standard parts yet with desired variety of appearance and plan, it attracted the eye of Miss Page, well-known as Premier Ballerina of the Ravinia Opera Company, and an artist of brilliant originality. The sleek straight lines, honestly expressing the materials used, an artful use of color, greater comfort through more complete insulation, and the efficient economical plans which Mr. Fisher had developed for the "mass market" so appealed to Miss Page that she insisted upon being the first customer. The house was accordingly ordered to be erected on her wooded estate on the shore of Lake Michigan - purchased originally for a much more elaborate

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house.

The furniture, especially designed by the General Houses organization in collaboration with the Kroehler Manufacturing Company combines modern simplicity with moderate cost.

The Ruth Page house will not be open to the public but houses will shortly be erected by the company for exhibition at the World's Fair. The houses now put on the market will be of four or five rooms and will sell from $2500 to ~~$4000~~ $4500 depending on equipment. Two and three room houses will be offered at a later date in a lower price range.

The first dealer appointed in the Chicago area is Modern Homes Associates, Forsyth Building, Oak Park, Illinois, who are erecting a demonstrator house which will be open to the public next month.

The details of the Ruth Page house vary somewhat from the other houses shortly to be erected but the essential features of interest in this and other houses to be erected may be summed up as follows:

Construction: Standard wall panels. Frameless.

Foundation: Spaced concrete piers. Small cellar or access trench to house meters, utilities, service connections, etc.

Walls: Panels of steel and insulation, four inches thick. (Equivalent in insulating value to 36" of masonry)

Exterior Finish: Painted steel.

Interior Finish: Finished insulation. (Painted or papered)

Roofs & Floors: Insulating panels carried by steel beams (wood flooring over insulation).

Partitions: Sound-deadening insulation panels.

Sizes and Costs: Four or five rooms and bath from $2500 to ~~$4000~~ $4500 depending on equipment.

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Equipment: House "fully equipped" includes: air-conditioning, refrigeration, plumbing, lighting, complete kitchen and bedroom casework, interior and exterior painting; roof-deck, porches, fireplace extra.

Erection: Designed for rapid erection (eventually two weeks or less); additional rooms or sections easily added.

The outside walls are made up of four foot wide steel panels, ceiling high, made of rust-resisting steel. The standard units are made up as a solid panel or containing space for placement of door, window or transom. The roof and floor are made up of steel beams and insulating material. When the panels arrive at the site they are merely bolted in place on the steel structure and a building of rigid structural unity is obtained. The wall panels are self and roof-supporting and discharge all duties formerly demanded from frames, lathing, plaster and sheathing. Specially designed insulation provides both the insulation and the interior wall surface.

Several leading manufacturers have cooperated with General Houses, Inc. in their developmental work to date. The Pullman Car and Manufacturing Corporation has aided in research and cooperated in all phases of steel fabrication. Insulation materials and finished wall surfaces were furnished by Container Corporation, U. S. Gypsum Company and others. Inland Steel Company furnishes raw steel and advice on that material. Further technical advice has been provided by Curtis Companies, Inc. who are supplying all mill work, American Radiator and Standard Sanitary Corporation, Pittsburgh Plate Glass Company, Concrete Engineering Company and Standard Gas Products Corporation. The Kroehler Manufacturing Company is cooperating in the design of a complete line of furniture, suited in character and price to General Houses prospects. The landscaping materials are being furnished by the James W. Owen Nurseries.

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In addition to these collaborating manufacturers General Houses has gathered together a group of consulting specialists in the allied fields of community planning, land development, landscaping, etc. The famous artist, Nicholas Remisoff, who designed the original scenery for the Chauve Souris and has designed costumes and settings for Miss Page's dances, is acting as color consultant. Such nationally known specialists as Jacob L. Crane, Jr. and J. Roy West of Simonds, West & Blair, are acting as consultants in their respective fields.

"For three years," stated George N. Simpson, President of the Company, "we have been studying the best way to apply the known economies of mass-production and prefabrication methods to house building. We have confined our studies to the small home and have kept in mind the necessity for variety of outward appearance and interior arrangement. We believe we have accomplished this thru the use of standard parts which provide for a wide flexibility of design and at the same time rapid assembly and lowered cost as production is increased."

Mr. John Cummings Lindop, Sales Director of the Company, pointed out that in our most prosperous years two-thirds of the population of the United States could not afford the purchase of a new home. Compared to most articles, the small house had changed but little in design and had doubled in price during the same period in which the price of the automobile has been cut in half. "Air conditioning", stated Mr. Lindop, "summer cooling, lowered cost of fuel and many other economies and advantages which are being introduced in our factory built houses are now made available to a small home owner at a reasonable cost. Inquiries already received from prospective dealers and the public indicate very wide spread interest in our product. However, we are taking time to select the best dealers so

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that proper attention will be given the customer in the various communities in which we operate. We are confident that our houses will represent unusual value and comfort and establish a new standard in the small house field. For some months to come we will confine the appointment of authorized dealers to a radius of 250 miles of Chicago."

General Houses Inc. is a Chicago organization with headquarters in the Consumers Building, 220 South State Street.

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A CONTEMPORARY SATELLITE COMMUNITY

designed by Hamilton and Gwenydd Beatty

A corporation proposes to go into the business of providing shelter of a quality equal to or surpassing that of the best middle-class home now produced, plus an amount of open space far exceeding even the most advanced current practice. This is achieved by purchasing a block of agricultural land of not less than 150 acres on an interurban highway within easy motoring distance of the metropolitan area from which the residents for the new community are to be drawn. The maximum amount of land which the corporation might purchase depends solely on the price, but 300 acres would provide adequate space without excessive maintenance costs. Instead of conceiving of this agricultural area as a potential city to be liberally sprinkled with parks, the corporation conceives of it as a huge park in which a modern, efficient, liveable community of not more than 1500 people is to be set down. This community is divided into three spheres of activity - a commercial area of 10 acres, a residential area of 30 acres, and an educational and recreational area of 10 acres. The corporation proposes to develop intensively only fifty acres of whatever amount of land it holds, the remainder, with the slight exception of a narrow strip adjoining the highway which will be available for commercial development, being forever kept open and reserved for the inhabitants of the community.

This rural belt is to be utilized in various ways: some of it is to be a park in the English sense of the word, some is to be set aside for garden allotments, and some of it may be let for truck garden or farm use to provide foodstuffs and dairy products for the community. But the particular uses to which this land may be put are not important; the salient feature is the fact that it is not only never to be built on, but it is to be restricted legally in perpetuity so that its value will never rise because of its potentialities for either commercial or residential developments. The corporation fixes at the outset the amount of open area it desires and protects itself legally from ruinous taxation based on an assessment which regards this green space as exploitable.

The corporation proposes to rent houses only, but tenants may participate in the enterprise by purchasing shares of the company's stock. Thus it is possible for a man to "own his own home" and yet be protected from the hardships imposed upon the home owner by the current system of individualistic real estate exploitation. He is protected from excess taxation resulting from wasteful land subdivision and development because the corporation must maintain low rents and therefore avoids those two major municipal pit-falls. He is protected from objectionable neighbors, for the corporation reserves the right

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to exclude those who prove unable to fit into a co-operative social enterprise. He is relieved of much of the slavery which is implicit in the owning of a home; for his grass is cut, his sidewalks are shovelled, and his heat provided by the corporation. He participates in the bargaining power of the corporation in the matter of public services, the maintenance of his house, and the maintenance of the whole community.

The house-holder has a voice, and a powerful voice, in the most direct democratic municipal organization it is possible to create; if his demands as a renter are not met he can move out, and if he is a share-holder he has the opportunity to help determine the policy of the corporation. No matter whether he owns stock or not, his is the voice to which the corporation is to listen if it is to survive.

For its community the corporation sets up the following mandatory requirements:

1. A safe and economical traffic distribution system.

2. An economical system for the distribution of the public services susceptable of rational maintenance.

3. The best possible orientation for every dwelling in the community irrespective of size or rental.

4. A community plan which would provide for the growth of the community as the demand for houses within it increased.

A street system has been developed which completely eliminates through traffic within the community, not only upon the purely residential streets, but upon the central boulevard as well. So completely have vehicular and pedestrian traffic been separated that it is possible to walk between any two points within the community without crossing a motor road. Children have their spheres of activity, such as playgrounds, sports grounds, club centers, and school, well away from motor roads as an additional safeguard.

The distributing system for the public services is distinct from the street system, for the constant digging up of pavement in the search for an elusive leak in the water main seemed too futile and expensive to be tolerated in a planned community. A central service tunnel lying along the center line of the community connects with service corridors which run the full length of the basement floor in each group of houses, so that all pipes and cables are available throughout their entire lengths for inspection and servicing.

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Because over 50% of the length of all service mains is housed in the basement service corridors, this logical system is no more expensive to install than the present make-shift interrment process with which we are all too familiar, and, of course, the maintenance is much less.

Economy of piping is achieved by the placing of bath rooms and kitchens directly over these service corridors, which have access to an incinerator for each pair of houses, and are available only to members of the corporation's maintenance department.

Orientation has been scientifically studied for application in the north temperate zone in North America. The houses have been so planned that kitchens, dining rooms, and bath rooms enjoy the early morning sun, while the living rooms have been located to obtain as much sun as possible throughout the day. Dining rooms open onto a paved terrace which is uncovered but so placed that it is shady during the long summer afternoons, but sunny for use as an outdoor breakfast room in spring, summer, and fall. The cardinal points which provide this pleasant orientation can be varied within a range of about 75 degrees so that advantage may be taken of such local conditions as topography, prevailing winds, or a view.

The community plan provides for the natural growth of the population without the usual unnatural overhead of countless streets sidewalks and lamp posts which characterize the average real estate development. By constructing only the number of dwelling groups actually needed, starting with the pair nearest the highway, the central boulevard and service tunnel need penetrate only to the most remote group. As more houses are needed new dwelling units are constructed and the central traffic and service arteries extended link by link as required.

The houses themselves are standardized as to equipment and component parts; four standard house plans are available. A salient feature of this project is the way in which three different house types are provided without interfering with th the regular placing of the "master walls" which contain the service connections, stairs, incinerator flue, and steam risers for each pair of houses. The largest house type occurs only at the park end of each row. All transverse walls are bearing walls and are of traditional masonry construction for the sake of economy of construction and upkeep and for sound-proofness. Floor and roof slabs are reinforced concrete and continuous throughout the entire length of each dwelling group. The lateral exterior walls facing streets and gardens are composed wholly of standard steel casements and metal-sheathed insulating panels. The roofs are flat, covered with a membrane roofing, and finished with aluminum paint to reflect the sun's rays.

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The community building is articulated into its component parts so that the sports building and theater may be available to the adult population as well as to the children using the school. The sports building contains a gymnasium and adequate shower and locker room space for everyone. The theater has been planned to serve not only the school but to fulfil the political and social needs of the entire community.

The Commerce Center houses all the corporation's maintenance activities, the municipal service of the fire and police departments, a service and storage garage, a service station, a shopping center complete with both open and enclosed shopping promenades, a community clinic, four floors of office space, and a tier of duplex penthouse apartments. In addition this building serves as a monumental gateway to the community through its function of joining the two complementary systems of foot paths which serve the entire property.

Because this whole scheme is only a pattern for the corporation to use in the development of specific communities outside specific cities, the site of the community proper has been assumed as level and treeless. The stream and woods in the green area surrounding give an indication of the environment with which each community is to be endowed. A tract of land near Toronto, Ontario is being considered as the site of the first of these communities.

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Keck.

August
31st
1933

Mr. George Fred Keck,
612 North Michigan Avenue,
Chicago, Ill.

My dear Mr. Keck:

I am very sorry that you were out of town when I was in Chicago. I wanted to tell you what I thought of your house.

As much as I dislike the octagonal form, I must say that I found it by far, the best looking and best built house at the Fair.

In addition, it was a a very good publicity idea to make an octagon, and I hope you are reaping the proper benefits.

I was not at all disappointed that our exhibition in the "Home Planning Hall" was removed. I can well understand that it did not draw and that it looked rather battered.

What a terrible place the Fair is!

If you ever come to New York, do not fail to let me know beforehand.

Very sincerely yours,

_____
Chairman,
Department of Architecture.

P
J
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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

24 August 1933

Mr Philip Johnson
Museum of Modern Art
New York

My dear Mr Johnson,

I was very sorry to have missed you when you were in town; I was on vacation, which I needed very badly.

We had to remove the show from the assembly hall in the Home Planning Hall at the Fair because there was nothing left of the models; Coney Island is certainly rough on such things. While it was there, the exhibit filled a much needed void in the Home Planning show, However, it did not draw thousands, and was not a success in the eyes of the Manggement.

With best wishes, I remain

Yours cordially,

George Fred Keck

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Keck
Chicago

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

24 June 1933

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

My dear Mr Fantl,

Your letter of the 22nd received.

Mr Weinberg's things arrived and are in place, and, I believe, that we must have the show practically as it was in New York. It is in a room which is rectangular, about 27' 0" by 57' 0" in size, and looks very nice. I believe the show is a bit too involved for the average Century of Progress crowd, but there are many who think it fine, and it is essential to a well rounded show for the Home Planning Division.

I believe I talked to a Mr Bemis, but we talked only of his book on Housing; he did not mention to me anything about an exhibit of any kind.

As soon as I can I will have a photograph of the exhibit taken and will forward you a print.

Yours very truly,

George Fred Keck

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Keck.

June 22nd, 1933

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 4194

3 June 1933

Museum of Modern Art

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

My dear Mr. Keck:

Since I received your letter of June 3rd, I heard from Mr. Weinberg that he was sending on his exhibit and trust that it arrived safely. I also hope that you received the placard and stamp in good time.

I am very anxious to hear more details about the exhibition, how it is set up, how it has been received, etc. I am looking forward to receiving the photograph of the installation which you mention in your letter.

I have received a letter from the Bemis Industries, Inc., of Boston, in regard to exhibiting in the space in the Home Planning Building allotted to the Museum. He mentions that he spoke to you. He seems to think that the Museum is sponsoring a series of exhibits there and I should appreciate your letting me know anything he may have said to you that would throw some light on his project.

Very sincerely yours,

G P K.

Assistant
Department of Architecture.

f

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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

3 June 1933

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

My dear Mr Fantl,

Your letter of the 31st of May received.

We would like to have the stamp and the placard you speak of as soon as possible, for we will have the exhibit arranged by Monday, the 5th of June.

I have heard from Weinberg from Cleveland, and they may send their work. Otherwise the exhibit, with probably a very few things added will be as it was in New York. Mr Beatty's things are here now.

Yours very truly,

George Fred Keck

g

P S We will probably have a photograph of the exhibit taken, and will mail one to you.

G F K

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Keck.

May 31st, 1933

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

Mr. Johnson sailed for Europe on Saturday leaving me in charge of the Department. He is very pleased to know that the Exhibition of the Work of Young Architects in the Middle West will be exhibited at the Century of Progress.

We wired Cleveland and Madison immediately upon receipt of your letter, and have received a reply from Cleveland that they will be unable to accept the invitation. As the telegrams requested the architects to get in touch with you, you may have heard from Mr. Beatty by now.

The only condition which Mr. Johnson has made is that the exhibition be kept strictly as a unit. While it is agreeable to him that some additional material by the original group of architects be included, such as the new small house model that you mention in your letter, no work by other men should be added.

For any announcements that may appear and for all publicity in connection with the showing at the Fair, the title of the show should be given as "Exhibition of the Work of Young Architects in the Middle West, organized by the Museum of Modern Art, New York".

The Name "Museum of Modern Art, New York" should appear in lower left-hand corner of each mount and also on each model. We shall send you a stamp as well as a placard which should be given a prominent place in the exhibition room.

I am very anxious to hear the details of your conversation with Mr. Folsom which you said that you would write.

The Museum greatly appreciates your generous cooperation on this exhibition.

Very sincerely yours,

Assistant, Department of Arch.

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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

23 May 1933

Mr Philip Johnson
11 West 53rd Street
New York City

My dear Mr Johnson,

Your wire of the 22nd received.

I talked with Folsom of the Fair today and he wants us to move in the 26th of this month. This can be done so far as the Chicago group is concerned. How about the chaps from Cleveland and Beatty from Madison?

We will have to furnish our own tables for the models. I think I can arrange for this. The room is approximately 27 by 50 feet in size and will comfortably take a small show. We unpacked the models today; they came through with minor bruises only.

Tomorrow Folsom and I will look over the space and see what can be done with it. I am having a new model made of a small house, but it will not be ready by the 26th.

Will you write Cleveland and Madison? Have them communicate with the above address. I would also like to hear from you at length. Will write you details of tomorrows' conversation with Folsom.

Cordially, and in haste,

George Fred Keck

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Keck

April 24th, 1933

Keck

1228 A

Charge to the account of MUSEUM OF MODERN ART $

| CLASS OF SERVICE DESIRED | | | |
|---|---|---|---|
| DOMESTIC | | CABLE | |
| TELEGRAM | | FULL RATE | |
| DAY LETTER | X | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

CHECK

ACCT'G INFMN.

TIME FILED

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

5/22/33

MR. GEORGE FRED KECK
612 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS

WIRE FROM FOLSOM OFFERING SPACE AT FAIR FOR EXHIBITION UNTIL AUGUST FIRST PROBABLY FOR FULL DURATION STOP SHIPPING AND INSTALLATION AT OUR EXPENSE HAVE WIRED FOLSOM TO CONSULT YOU STOP IF ARCHITECTS CAN UNDERTAKE EXPENSE IF SPACE IS SATISFACTORY MH AND SHOW IS KEPT AS UNIT OFFER IS ACCEPTABLE TO MUSEUM

PHILIP JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

I shall appreciate your showing the enclosed clipping to Mr. Bebb for whom we have no separate address.

PJ/f

With best wishes, I am

Sincerely yours,

PJ/f
Enc.

Chairman.

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Keck

April 24th, 1933

Mr. George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

Dear Mr. Keck:

I trust that you have by now received the copy of the pamphlet which we issued with the exhibition, and I am enclosing a clipping of an article which received very good space in the New York Times.

The public reaction has been most favorable and Mr. Clarence Stein, whom you undoubtedly know as the man who did Radburn with Henry Wright, wrote me a special letter saying how valuable he thought the housing projects in the show. Your house has also been much admired.

With regard to your letter of March 28th concerning plans for the exhibition at the Century of Progress (which I much regret that I have not had time to answer before), I think that if the space is adequate there is no reason why another exhibition should not also be shown, but I do feel most strongly that our show should be kept strictly as a unit. This is important not only because it was planned as such and would lose much of its effectiveness in installation if this unity were destroyed, but also because it would appear under the aegis of the Museum of Modern Art. I have not heard from Mr. Folsom since my letter of February 21st. I hope that you will continue to keep me in touch with the progress of these plans.

I shall appreciate your showing the enclosed clipping to Mr. Bebb for whom we have no separate address.

With best wishes, I am

Sincerely yours,

PJ/f
Enc.

Chairman.

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2. The perspective on the mount on which is placed the plan of the model is labelled "Residence for the World's Fair". It does not resemble either the plan or the model, and I want to know if it is an earlier version of the same house, and if so, which will be built at the Fair. It would be good publicity for us if we could say that the model is of a house to be built at the World's Fair.

I shall be much obliged if you could let me have this information

March 28th, 1933

Keck

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

I have been so terribly busy that I could not write you before to thank you for sending your material. I think your country house is especially fine. It is unusual in America to see a house without double exposure in all the rooms and I am grateful to you for the innovation.

There are a few questions which I should like to ask you:

1. The date on the Mira Lago and the date on the Cruger apartments.

2. The perspective on the mount on which is placed the plan of the model is labelled "Residence for the World's Fair". It does not ressemble either the plan or the model, and I want to know if it is an earlier version of the same house, and if so, which will be built at the Fair. It would be good publicity for us if we could say that the model is of a house to be built at the World's Fair.

I shall be much obliged if you could let me have this information by return mail.

Very sincerely yours,

Chairman.

PJ/f

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Keck

February 8th, 1933

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

The exhibition will not be postponed any further and as it is scheduled to close on April 30th, you will receive the shipment in plenty of time to put it in the exhibit in the Home Planning Hall of the World's Fair.

I think it is a splendid idea to incorporate this exhibition as a unit in the World's Fair exhibit. As the exhibition is officially organized by the Museum of Modern Art, it will greatly expedite arrangements if you will have the officials concerned get in touch with us as soon as possible. It is possible for the show to be a part of the larger exhibit, but I think you will agree that it should remain a unit.

I appreciate very much your efforts in this connection and hope that we may be able to make some arrangement.

Very sincerely yours,

Chairman.

PJ/f

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Keck

January 21st, 1933

Mr. George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

My dear Mr. Keck:

The unprecedented success of the Exhibition of American Painting & Sculpture at the Museum has decided the Trustees once more to extend its showing. This decision results in another postponement of our show.

I very much regret these changes in date, and hope that the inconvenience may be in some measure compensated for by the additional time they have put at your disposal.

The exhibition is now, and this time finally, scheduled to open on April 3rd here at the Museum. The closing date is April 30th. All material should, therefore, be here by Wednesday, March 15th.

I very much appreciate the cooperation I have received on this exhibition, and wish especially to thank you for undertaking so much responsibility in this connection.

Mr. Bebb's exhibit has already arrived and I like it very much.

Is there anything I can do to help get a showing for the exhibition in Chicago this summer? I think Mr. Raymond O'Neil, 1207 Astor, will be very glad to advise if he know of any opportunity, either at his Gallery of Modern Life or at any other place.

Very sincerely yours,

PJ/f

Chairman.

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Keck

December 27th, 1932

Mr. George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

My dear Mr. Keck:

This is to notify you of the final schedule for the Exhibition of the Work of Young Architects in Chicago and Environs at the Museum of Modern Art.

All material must be here at the Museum by Monday, February 13th, 1933. The exhibition will open on Monday, February 27th, 1933.

I shall appreciate your notifying Mr. Bebb and Mr. Schweikher. I have written to Mr. Fisher and Mr. Beatty. I shall also send a letter to Mr. Oberhammer in Germany.

I hope that this extra time may assure us of a finished and comprehensive show.

With best wishes for the coming year, I am

Very sincerely yours,

PJ/f

Chairman.

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Keck

November 23rd, 1932

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

Upon my return from Europe I find your letter of October 24th, and am sorry to hear that Raben does not find it possible to exhibit with you. I cannot see how this would interfere in any way with his belonging to another group.

I think, however, that the show will be very effective, and am very anxious, now that I am back, to hear in more detail what each of you is planning. Could you also tell me if Mr. Oberhammer expects to return and where I could reach him?

I do not feel that Raben's place need be taken unless you know of someone you especially feel should be included. In that case, I should very much like to see some of his work as I wish to keep the exhibition as homogeneous as possible.

I have just received a letter from Hamilton Beatty which says that he has already started work on his exhibit which, as you know, represents a plan for a residence community for the white collar class. I hope this fits in with what you are planning for yourself. If you are agreed, I will have him send his material here directly to save you trouble.

I think it would be a good idea at some later date for all of you to work on one problem if you wish, but naturally for the purposes of exhibition, different projects by different architects are preferable.

Can you think of any galleries in Chicago that would like to show the exhibition after it has been held here? I shall write to the Arts Club in the hope that they may be interested, but if not we might, if you are willing, show it at Mr. O'Neill's Gallery of Modern Life.

Please keep me in touch with the plans. I particularly would

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like to know what you have decided to do about installation, and if my suggestions were followed, or if you have some scheme of your own.

Very sincerely yours,

Chairman.

PJ/f

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Keck.

October 25th, 1932

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

My dear Mr. Keck:

In Mr. Johnson's absence I have received your letter of October 24th. I shall forward it to Mr. Johnson immediately and shall let you know as soon as I hear from him.

I know Mr. Johnson will be sorry that Mr. Raben feels it impossible to exhibit with the group, but I am sure that you will work out a splendid exhibition.

With regard to finding some one to fill Mr. Raben's place, I think it is best to go on as you are until you hear from Mr. Johnson.

Very sincerely yours,

Assistant
Architectural Department.

f

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September 9th, 1932

Mr. George Fred Keck
612 North Michigan Avenue
Chicago, Illinois

Dear Mr. Keck:

As I am leaving for Europe next week for a two months trip, I am writing you in the hope that you may be able to let me know before I go how the situation stands about the exhibition we are planning for the winter.

Mr. Oberhammer is in Germany and I may be able to get in touch with him there. Mr. Fisher has also answered my letter, expressing his willingness to co-operate. From the others I have heard nothing and should be much obliged if you could let me know what progress has been made.

I hope that your bank is in construction and that you will soon be able to send me a photograph of it.

Very sincerely yours,

Chairman.

PJ/f

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Keck

August 15th, 1932

Mr. George F. Keck
612 North Michigan Avenue
Chicago, Illinois

My dear Mr. Keck:

A letter to Mr. Bebb, a copy of which was sent to you, and which we addressed in your care has been returned to us by the Century of Progress to which you forwarded it. As we are anxious that this letter reach Mr. Bebb, we are enclosing it in the hope that you may know where to send it.

Thanking you in advance for any assistance you can offer in this matter, we are

Very sincerely yours,

ARCHITECTURAL DEPARTMENT.

Secretary.

f

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Schweikher

April 24th, 1933

Mr. Robert Paul Schweikher
408 Diversey Parkway
Chicago, Illinois

Dear Mr. Schweikher:

I hope that you will have received by now the copy of the pamphlet which we issued with the exhibition. I am enclosing a clipping of an article which received very good space in the New York Times.

The exhibition has received very favorable comment from both press and public. As I wrote Mr. Keck, Mr. Clarence Stein, who with Henry Wright was the architect and planner of Radburn, wrote a special letter saying how valuable he considered the housing projects in the show.

Very sincerely yours,

Chairman.

PJ/f

Enc.

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Schweikher

ROBERT PAUL SCHWEIKHER
408 DIVERSEY PARKWAY
CHICAGO, ILLINOIS

January 21st, 1933

October 5,1932.

Mr. Philip Johnson,
Museum of Modern Art,
11 West 53rd Street,
New York City.

Mr. Robert Paul Schweikher
408 Diversey Parkway
Chicago, Illinois

My dear Mr. Schweikher:

The unprecedented success of the Exhibition of American Painting & Sculpture here has decided the Trustees of the Museum once more to extend its showing. This decision results in another postponement of our show, due to exigencies of space. I hope that this last change will not inconvenience you too greatly.

The exhibition is now and this time finally scheduled to open on April 3rd. The closing date is April 30th. All material should therefore be here at the Museum by Wednesday, March 15th.

I am very interested in the housing scheme on which you and Mr. Keck are collaborating and am looking forward to seeing it.

Very sincerely yours,

Chairman.

PJ/f

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II
Keck

ROBERT PAUL SCHWEIKHER
408 DIVERSEY PARKWAY
CHICAGO, ILLINOIS

October 5,1932.

Mr. Philip Johnson,
Museum of Modern Art,
11 West 53rd Street,
New York City.

My dear Mr. Johnson,

Shortly after my return from a summer holiday, I received your letter concerning the exhibit planned for January at the Museum of Modern Art. The letter suggested that Mr. Keck would act as a sort of manager for the group of us. I am sorry to have shunted the burden of my reply on to him as I did.

Acquainted with your intended visit to Germany, I have further delayed, rather standing on the order of your return.

I shall be glad to show whatever you will have.

Besides what we already have, Mr. Keck and I are collaborating on a housing scheme, as he may have told you. We've had our noses to the board rather than in print and the project may be an interesting one.

Very truly yours,

Robert Paul Schweikher

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Cat III
Keck

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

12 September 1932

Mr Philip Johnson
11 West 53 Street
New York City

My dear Mr Johnson,

I have your letter of the 9th.

I have just returned from a vacation myself, and am now taking steps to gather the group. I've been up to see Beatty, and he will co-operate. Bebb will, if he has a job and the cost of getting together the photographs,etc doesn't swamp him. Schweikher will be there; he and I are working up a housing scheme just now. It will probably become a part of the show. Raben will co-operate, and so will I. You have heard from Fisher, which completes the list, except Oberhammer.

Yours, with best wishes for a pleasant trip, cordially

George Fred Keck

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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

24 October 1932

Mr Philip Johnson
11 West 53rd Street
New York City

My dear Mr Johnson,

At a meeting the other evening Mr Raben told us he would not exhibit with us at your show. He gave as a reason the excuse that he belonged to some sort of International Group of anonymous architects.

He suggested that the six of us work out one problem for a show; which I especially think a splendid idea. But I ventured that we could not have such an exhibit ready by January 15th, to which he agreed. It was finally settled to let the present show go forward without Raben. and that at a later date we could work out a new and totally different exhibit, which could or could not be affiliated with Raben's group.

Shall I look for some other man to take Raben's place?

Cordially, and with best wishes,
Yours very truly

George Fred Keck

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Keck.

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

25th November 1932

Mr Philip Johnson
11 West 53rd Street
New York City

My dear Mr Johnson,

Your letter of the 25th received.

My only thought in finding a substitute for Raben was that you might have had so and so much space to fill in a certain room. At the moment I cannot think of a good substitute, excepting the Bowman Bros. One of them is in New York, I understand. They have a few things that may be of interest. I think the Forum office might know where you can reach the New York Bowman if you are interested.

Fischer told me this morning that he would have something by the 15th of January. Dealing direct with Beatty saves me some trouble. Bebb, Schweikher and myself are working along and will be ready. This leaves Oberhammer; I have no idea where I can reach him, nor has anyone else. I have a few of his drawings in my office - I believe I showed them to you. These can be forwarded if you like.

I'll inquire at several of the galleries and get their reactions to such an exhibition. We ought not have any difficulties.

We are following your instructions about installation.

Cordially yours,

George Fred Keck

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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

27 December 1932

Mr Philip Johnson
11 West 53rd Street
New York City

My dear Mr Johnson,

Oberhammer came into my office this afternoon with some fine photographs of models he made in Germany. He is planning to have enlargements made, and with plans these will constitute his exhibit.

Fisher told me we have more time than the 15th. Is this true?

Cordially yours,

George Fred Keck

g

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Keck

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

7 February 1933

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

My dear Mr Johnson,

I hope you won't postpone your exhibit any more; I have suggested to some of the World's Fair officials the idea of incorperating your show as a part of the exhibit in the Home Planning Hall. They took me up with alacrity. What do you think of the idea? The Home Planning Hall is a part of a fairly comprehensive building exhibit.

Yours cordially,

George Fred Keck

g

Fair opens June 1st

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GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

28 March 1933

Mr Philip Johnson
Museum of Modern Art
11 West 53rd Street
New York City.

My dear Mr Johnson,

Thank you so much for the telegram.

I called Mr Folsom at the Century of Progress, and I have also talked with Vogelgesang and Skidmore out there and they seem much interested in having your show ~~out there~~. Kocher of the Record has been in touch with Vogelgesang about the show he sponsored at the New School recently. Subject to your approval, I suggested combining the shows. The show will be palced in some unsold exhibit space, probably in the large and spacious balcony of the Home Planning Hall.

Yours cordially,

George Fred Keck

G

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Kock

GEORGE FRED KECK ARCHITECT
612 NORTH MICHIGAN AVENUE
CHICAGO ILLINOIS
TELEPHONE SUPERIOR 2150

29 March 1933

Mr Philip Johnson
11 West 53rd Street
New York City

My dear Mr Johnson,

Your letter of the 28th received.

The dates of erection of the various buildings were marked on the backs of the photographs sent you some weeks ago for publicity. However, that was a very bad palce for such information. Here they are again:

Cruger Apartments..... 1926
Miralago..... 1928
Small office Building.. 1932

The residence for the Century of Progress is now in the process of erection in the Home Planning Section; the house is being built for Century Homes, Inc., which, between us boys, is myself. I did not have poched plans ready for mounting for your show, because I myself am terribly busy with several other shows at the Fair. The plans on the same sheet with the World's Fair House are the plans for the last model I sent you. I would have mounted these separately except for the restriction of 15 running feet allowed each exhibitor.

This experimental house, which we call the "house of tomorrow" will probably be one of the most interesting experiments in house construction this year. The only change we are making from the drawing you have is that we are enclosing the umbrella arrangement on the top terrace with glass as the floor below, the enclosure for the center stair is out, giving 100% visibility in all directions. All plate glass is fixed, the house will be cooled, and we are using a wealth of new materials in new ways throughout. I'm getting a press release ready soom, rather popularly written for obvious reasons, which I will send you.

Cordially - George Fred Keck

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Yb Ch. Arch
Oberhammer

HANS OBERHAMMER
ARCHITECT
4825 WINTHROP AVENUE
CHICAGO

New Adress:
4832 Forest Ave.
Downers Grove, Ill.

Mr. Philip Johnson
11 West 53rd Street
New York City

Dear Mr. Johnson:

On my return from Europe I remained in New York but one night, the reason being that I wanted to be home intime for Christmas.

I may come East early in the spring and I will not fail to look you up then, I am really anxious to meet you personally and have a little talk together with you.

At the present I am terribly rushed with work for the Fair here in Chicago.

Although most of my work has not passed through the stage of working drawings, I feel hopeful to be able to produce something worth while before this affair is going to open.

Regarding our show I will get some material together in time and will get in touch with Mr. Keck in order to get everything under way in time.

There is a lot I want to talk to you about but I better wait for that until I get to see you in New York.

Very Sincerly Yours

Hans Oberhammer

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Oberhammer

HANS OBERHAMMER
ARCHITECT
~~4825 WINTHROP AVENUE~~
~~CHICAGO~~
4832 FOREST AVE.
DOWNERS - GROVE / ILL.

2-23-33

Mr. Philip Johnson
11 East 53rd Street
New-York

Dear Mr. Johnson:

Mr. Keck today informed me that you wanted some photographs for publication purposes and I am sending you herewith 4 samples and trust that same may be of some use to you.

I have a lot of material on hand but have very little time at the present to arrange for an extensive exhibit and I shall limit myself to what I intended to send originally.

I would like very much to get some material into some magazines but before I do that I would appreciate your advice in this matter very much. As I mentioned in my last letter I shall come to New-York this November and hope to see you then.

very sincerely Yours
Hans Oberhammer

encl. 4 photos

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Oberhammer

April 24th, 1933

Mr. Hans Oberhammer
4832 Forest Avenue
Downers Grove, Illinois

Dear Mr. Oberhammer:

I hope that by now you have received the copy of the pamphlet which we issued with the Exhibition of the Work of Young Architects of the Middle West.

I am enclosing a clipping of an article which received very good space in the New York Times.

Your exhibits look very effective as installed, and the exhibition as a whole as received very favorable critical and public comment.

Sincerely yours,

Chairman.

PJ/f
Enc.

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Oberhammer

January 21st, 1933

Mr. Hans Oberhammer
C/o George Fred Keck
612 North Michigan Ave.
Chicago, Illinois

Dear Mr. Oberhammer:

I have heard from Mr. Keck that you are back in Chicago and was glad to know that you are arranging for your part in the exhibition.

Due to an extension of time on the Exhibition of American Painting & Sculpture here, the opening date of our exhibition has been once again postponed.

The opening date is now finally scheduled as April 3rd. The show will continue until April 30th. All material should be here at the Museum by Wednesday, March 15th.

I hope that the extra time may be of use to you in completing your plans.

Very sincerely yours,

Chairman.

PJ/f

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Oberhammer

December 27th, 1932

Mr. Hans Oberhammer
44 Christoph Str.
Cologne, Germany

Dear Mr. Oberhammer:

I am sorry that we were not able to get in touch with each other when I was abroad this summer, and I am still counting on your participation in the exhibition of architecture by the young men of Chicago.

The final dates have been changed. All material must be here at the Museum of Modern Art by Monday, February 13th, 1933. The exhibition will open on Monday, February 27th, 1933. This should really give you time to prepare your exhibit.

Please let me hear from you as soon as possible in regard to this matter.

Very truly yours,

Chairman.

PJ/f

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Oberhammer

September 20th, 1932.

Mr. Hans Oberhammer
44 Christoph Str.
Cologne, Germany.

Dear Mr. Oberhammer:

I am sorry I was not in New York when you called at the office. I hope very much that we shall be able to have a successful exhibition of architecture by the young men of Chicago.

As I shall be in Berlin for a month from September 27th to October 27th I shall be very glad if we could arrange a meeting and talk over details of the exhibition. If you will communicate with me care of the American Express Company, Berlin, I shall be happy to arrange a meeting somewhere.

Very sincerely yours,

Chairman.

PJ/f

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Cl. A. de. Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

1228 A

*Charge to the account of* MUSEUM OF MODERN ART $_____

| CLASS OF SERVICE DESIRED | | | |
|---|---|---|---|
| DOMESTIC | | CABLE | |
| TELEGRAM | | FULL RATE | |
| DAY LETTER | X | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

CHECK

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TIME FILED

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

March16th, 1933

MR. HOWARD FISHER
GENERAL HOUSES INC
220 SOUTH STATE ST.
CHICAGO, ILLINOIS

MUST LECTURE ON FAIR COULD YOU SEND IMMEDIATELY

SNAPSHOT OF HOUSE OR PERSPECTIVE TO MAKE INTO A

SLIDE

JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

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Cl. Arch. Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

Fisher

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Charge to the account of MUSEUM OF MODERN ART $

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| DAY LETTER | | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

CHECK

ACCT'G INFMN.

TIME FILED

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

MARCH 15, 1933

MR. HOWARD FISHER
GENERAL HOUSES INC
220 SOUTH STATE STREET
CHICAGO

LETTER RECEIVED STOP FOR UNIFORMITY MOUNTS MUST BE 36 INCHES HIGH BUT POSSIBLE TO PUT TWO PHOTOGRAPHS ON ONE MOUNT THUS SAVING SPACE AND EXPENSE

PHILIP JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

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Cleveland Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

1228 A

Charge to the account of MUSEUM OF MODERN ART $

| CLASS OF SERVICE DESIRED | | | |
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| DAY LETTER | | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
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# WESTERN UNION.

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

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TIME FILED

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

3/17/33

MR. HOWARD FISHER
GENERAL HOUSES INC
220 SOUTH STATE ST.

CHICAGO, ILLINOIS

PHOTOGRAPHS NOW NECESSARY FOR ADVANCE PUBLICITY

PLEASE SEND ANYTHING AVAILABLE

JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

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Ch. Arch. Exhibit

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

February 7 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

I was very glad to get your letter of January 21st and to learn that the closing date for material for the exhibition has now been advanced to March 15th.

Our work here has been somewhat slowed up thru several delays and this later date will, I feel sure, make it possible to furnish something of interest.

I am going to try to get the typical corner for exhibition but I will not know definitely for some time yet whether this will be possible. So don't count on it.

With best regards,

Howard.

HTF:M
cu213

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GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

February 17 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

We are getting to the point where we will shortly have to be working up the actual material for your exhibition. I am wondering what type of catalog, if any, you intend to have for this exhibition and how much room there will be for a written description - if any.

While I assume it will be best to exhibit this work under my name, reference will have to be made to General Houses, Inc and if it is possible to do so in a manner which seems advisable I would like to consider giving credit to certain members of our staff who are responsible for a large part of the design. In order that I may be thinking about this and getting the matter under way in plenty of time, I am wondering if you will give me ~~your~~ ideas on catalogs and labels - together with any other matters which may relate thereto.

At the present time it seems that it is very unlikely that we will be able to supply a small sample corner as was previously discussed. I can, on the other hand, almost certainly count on supplying a small carefully prepared model of the house we are going to erect at A Century of Progress in Chicago.

Looking forward to hearing from you, I am

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES

HTF:M
ncu

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GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

For Proper Attention Refer
to Our File No.: 5900

November 28 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thanks for your letter of November 23rd. Our work is developing here in such a manner that I feel reasonably confident that I will be able to have the material already for the proposed exhibition in February. The question of submitting the typical corner, however, will have to wait until we have gotten a little further along.

The closing date of February 1st will greatly assist in getting this material to you.

I had a call from Keck a few days ago and will look forward to being in touch with him in the future.

Best regards,

Howard

Howard T Fisher

HTF:M

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GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

september 16 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Johnson - Our File #5900

Thanks for your letter of the 8th stating your interest in our possible exhibition of a typical corner in connection with your show in January.

As far as furnishing such a full sized sample corner for the Triennial Exposition of Modern Architecture at Milan all I can say now is that I am rather doubtful if we would be in a position to do that. I gather from your letter, however, that material for this need not be sent 'til around the first of March and we will know very much more by that time what we can do if you will still be interested. In any case I will keep the matter in mind and let you know if at any time it looks possible.

With best regards,

Fisher

Howard T Fisher
Architect
GENERAL HOUSES INC

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CU121

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GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

September 2 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Johnson; Our File #5000

Your letter of August 5th arrived while I was in New York and subsequently got mislaid, which accounts for the delay in answering it.

As was indicated to you in conversation, I should be very glad to contribute towards such an exhibit. Just what I will be able to do will depend on the state of our work at that time. However, I have every expectation by January 15th to be in position to furnish you something of real interest.

Since talking with you, we have received a request from the Museum of Science and Industry, of New York, for us to loan them a sample section thru one of our typical houses. This will probably take the form of a corner of a building - roughly - 9' high and occupying a floor space about 6' square. It would show the cross-sections of the building and would illustrate completely the exterior and interior details.

We have not yet made up our mind whether to accept this offer or not as a good deal of work is involved, but it just occurred to me that if we decided to do this, would you care to display it first in the Museum of Modern Art as a part of your proposed exhibit? If this could be worked out, it is my impression that it would be of great interest and would attract a tremendous amount of attention. Let me know your general slant on this and we will see what we can work out.

With regards to Russell,

Yours very truly,

Howard

Howard T Fisher
Architect
GENERAL HOUSES INC

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GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

April 29, 1933.

Mr. Philip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
11 West 53rd St.,
New York, N. Y.

Dear Philip:

Your letter of April 24th has been received. The pamphlet arrived last week and I have gone through it with interest. Many thanks for sending it and also the clipping.

I understand from a visitor to the show that the livingroom photograph, which I paid a lot of good money for, was not exhibited. How come?

The model which you have in your possession is to be displayed this Summer at A Century of Progress and as it is to be exhibited in connection with a lot lay-out including landscaping, has got to have a good deal of work on it. Can you let me know as promptly as possible and as definitely as possible exactly when we can have this model back? What is the closing date of the exhibition?

Please let me hear from you without fail in regard to this last point.

With best regards, I am,

Very truly yours,

Howard

Howard T. Fisher,
Vice President,
GENERAL HOUSES, INC.

HTF:G
cu56

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GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

February 24 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thank you for your letter of February 21st. In regard to the form letter asking for biographical information, I am enclosing herewith the information which you request. We have no photographs or other material available at the present time and as it is of the utmost importance to us that no publicity, widespread or otherwise, be let out previous to the last week in March I will probably not be able to have anything in this connection for you for some time yet.

You refer to "-the mimeographed pamphlet which we put out with the present show -". In order that I may see what this is like, will it be possible for you to send me a copy thereof as soon as may be convenient.

Incidently, when did you adopt the title of "Young Architecture"? This smacks of something to me - I don't quite know what. You say "Any detailed explanation of your exhibit should be put in as simple a form as possible and attached to your mount." I don't exactly see what you mean by "attached to your mount". Do you mean it should merely be sent in attached to our mount so it wont get lost - or do you mean it should be attached to the mount in the form of a permanent label which will remain there during the show?

The model is now in the works. It will probably be finished just in time to send to you so that I will not be able to get you any photographs ahead of time. Having the exhibit shown at the Fair would, I think, be very good if you can arrange it.

Looking further to hearing from you further and hoping to get the mimeographed pamphlet so that I can see what you are talking about, I am

Yours very truly

Howard

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
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Fisher

GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

March 17 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City, N Y

Dear Philip:

As I indicated to you in an earlier letter, we cannot give any advance material to you for release in connection with publicity prior to our release date. This release date has now been determined as being around the end of next week. I will try to have preliminary material in your hands by that time. Right now, aside from this release date, I couldn't send you anything as the photographs haven't been taken.

The shrubbery is now in around the house and things are coming along in good shape. We will probably have the outdoor photographs taken next Tuesday - getting them enlarged Wednesday and Thursday and will try to get them in the mail for you by the end of the week.

The small 1/4" scale model as made by Mr Schweikher has just been finished and I believe you will find it to your liking. The sectional model may not be in shape in time for you to ~~see~~ use. However, I doubt if you want would to use them both anyway.

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES INC

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Air Mail

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GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

March 16 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City, New York

Dear Philip:

Your telegram in regard to a slide of our house has just arrived. The house at the Fair is not yet under construction and I cannot therefore send you anything in the way of a snapshot. I am, however, enclosing a simple lineal perspective. I tried to find one without any color as I thought it might be more suitable for your use but this seems to be the only one I can lay my hands on at the moment.

As we have certain release dates on publicity and we would be subject to serious criticism if they were violated, I am sending this to you on the theory that you will not make use of it in any way other than for the purpose mentioned in your telegram and specifically that it will not be used in connection with any publicity. I ask this not because we want to have any "hush dope" about the house, but because we have agreed that absolutely nothing shall be released for publication until certain agreed upon dates.

The exterior of our first house should be all finished at the end of this week and we will plan to take pictures Monday of next week. I am glad to know that we can have until the 30th if we have to. I will plan in any case to send to you next week a complete list of what we will furnish - together with their sizes, in case we cannot send the actual material.

We will make our enlargements 36" high with only one photograph to a mount except that I may possibly have one mount containing a series of photographs showing the house in the course of erection.

We will definitely have a small 1/4" scale model of the house to be erected at the World's Fair. This model is being made by R F Schweikher, who is working with us. We may possibly also have a sectional model showing in a somewhat conventionalized form how the house is assembled out of standard parts. The second model - if we are able to get it in time - then could be shown in addition to the first one or in place of the first one - as you might prefer.

Instead of showing the plan of the house illustrated in the model on the wall, as I believe the other exhibitors intend to do, I think I would

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prefer to have a small plan attached to the model itself in the same manner you did in your International Show if I remember correctly.

I believe this covers about everything at the present moment, However, I may have some more questions early next week. Would you please be so kind as to return the enclosed drawing when you are thru with it?

Yours very truly

Fisher

Howard T Fisher
Vice President
GENERAL HOUSES INC

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GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

March 13 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thanks for your telegram which arrived Saturday. The letter to which you refer has not yet been received and we will look forward to getting something from you tomorrow.

I have taken up the matter of photographs with the Chicago Architectural Photographing Companyand I am told that the size photographs previously made for you are 24" high. I am wondering whether this is right and whether you would like to have present photographs of this height. I think that in your previous set you wanted them 36" high. If the photographs are 36" high they will be about 4'9" long.

Could you drop me an air mail letter in regard to your ideas on this?

Yours very truly
Howard T Fisher
Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
ncu
Air Mail

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GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer to Our File No.: 5900

March 10 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

We are working towards trying to get material for your show in the mail by the middle of next week but if it isn't absolutely vital that you have this by that time I should like to know as we could probably furnish some much more interesting material if we had a few days leeway.

Here is the situation as it now exists. See what you think. The interior of the house is being pretty well cleaned up today and there will probably be people living in it starting tomorrow. There are, however, a few details which we would like to change before taking final photographs. -The principle one being some little petticoat scallops put in over the windows thru error and without our approval by the Venetian blind man. We want to change a few of these things if we can. It will take us a few days. ¶ The exterior of the house is still somewhat incomplete in the following manner:

The screen porch has yet to receive its roof and coping.

The main walls of the building are still shy one coat of paint and look a bit spotty and messy at present.

There are also a few other details on the exterior still to be attended to and the landscape planting around the building is not yet put in.

The material necessary to finish the porch has been promised for next Tuesday and will probably not take over a day to complete. When the final coat of paint can be put on and when the bushes can be planted will depend on what the weather does. At the present time it is about ten above zero and as this is quite unseasonable weather we should expect by the middle of next week to have a sufficiently warm temperature to finish things up.

If, accordingly you could give us till March 22nd or 23rd we would be able to supply you with much more complete and more interesting photographs. If you must have this material by the middle of next week, we will have to just send along a photograph of the exterior in its present state.

I don't know exactly what your problems are in regard to hang-

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ing, but I should certainly think that if you had a full week or more between the time you received the material and the opening of the show and if we gave you an exact list of what we would furnish and the sizes thereof that you could give us the extra time - which we feel will make all the difference in the interest of the exhibit.

If we can have the few days leeway referred to we would try to get some enlargements of the type used in your show last year - although these are quite expensive. The lowest price we can get here now is about $10 a piece. What did you have to pay in New York last year?

I have forgotten exactly how these photographs were mounted and would accordingly appreciate any information you could give me on the matter. As I remember it, all you had was a frame and you folded the photograph over the edges - pasting it on the back. This, of course, requires a somewhat larger photograph - and as the costs are based on a scale of square inches it would increase the cost somewhat. How thick is frame?

While I am not particularly wild about the title "The Work of Young Architects in the Middle West", I think it is infinitely preferred to "Exhibition of Young Architecture in the Middle West".

Will you please consider this matter of giving us a little leeway on the closing date carefully and let us know immediately. I think if you can possibly arrange it that it would be very worth while from every possible point of view.

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
cu 313

Air Mail

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HANS OBERHAMMER
ARCHITECT
4825 WINTHROP AVENUE
CHICAGO

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Fisher

March 3rd, 1933

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Charge to the account of MUSEUM OF MODERN ART $

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| NIGHT LETTER | | WEEK END LETTER | |

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# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

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

MR. HOWARD FISHER 3/11/33
GENERAL HOUSES, INC.
220 SOUTH STATE ST.
CHICAGO

STOP
ONE WEEK LEEWAY/RECOMMEND CHICAGO ARCHITECTURAL PHOTO-
GRAPHING COMPANY FOR PHOTOGRAPHY ~~XXXXXX~~ ENLARGING
AND MOUNTING MENTION MY NAME FOR GOOD RATE LETTER
FOLLOWS.

JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

Sincerely yours,

If the material you wish to include does not fit into the plan for the pamphlet and labels, let me know and perhaps we can work out an arrangement.

Chairman.

PJ/f

Very sincerely yours,

PJ/f Chairman.

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Fisher

March 3rd, 1938

Mr. Howard T. Fisher
General House, Inc.
220 South State Street
Chicago, Ill.

Dear Howard:

Thanks for your letter of February 24th and enclosure. I very much regret that we are sold out on the mimeographed pamphlet of the Chicago show. This pamphlet contained only the material actually in the exhibition in the form of wall labels and explanatory placards. The pamphlet I plan for this coming exhibition will be a little more elaborate in that it will contain some supplementary material. The biographical data plus the explanatory material which will be attached to your mount will be included for use in publicity and for those who have a closer interest in the subject than merely walking through the exhibition. I am sorry that we cannot afford a catalog.

By "attached to the mount" I meant that it should be in the form of a permanent label to remain there during the show.

I agree with you that the title "Young Architecture" does smack of something. If you only knew how difficult it is to find titles differentiating one show from another and yet sufficiently notative so that people know what they are about to see. What do you think of our alternate title: "The Work of Young Architects in the Middle West"?

Sincerely yours,

Chairman.

PJ/f

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Fisher,

February 21st, 1933

Mr. Howard T. Fisher
General Houses, Inc.
220 South State Street
Chicago, Ill.

Dear Howard:

By now you will have received the form letter asking for biographical information which I hope you will send on at your early convenience.

As our budget is very limited, we shall not be able to publish an elaborate catalog, but as the mimeographed pamphlet which we put out with the present show has proved so popular, we plan to issue a similar pamphlet with the Exhibition of Young Architecture in the Middle West. There will be a general introduction and then a section devoted to each exhibitor.

Any detailed explanation of your exhibit should be put in as simple a form as possible and attached to your mount. Any credit you wish to give to General Houses Inc. or to members of your staff should also be incorporated on your mount.

I am counting on the model of your World's Fair house and hope that you can get me a photograph of it soon. It is too bad that we cannot have the sample corner, and it is therefore doubly important that we have the model.

We have been in communication through Mr. Keck with the Applied Science & Industry Division of the Century of Progress and if space can be arranged, it is probable that the exhibition can be shown as a unit there during the summer. What do you think of the idea?

If the material you wish to include does not fit into the plan for the pamphlet and labels, let me know and perhaps we can work out an arrangement.

Very sincerely yours,

PJ/f

Chairman.

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Fisher.

January 21st, 1933

Mr. Howard T. Fisher
General Houses, Inc.
120 South La Salle St.
Chicago, Illinois

Dear Howard:

The unprecedented success of the Exhibition of American Painting & Sculpture at the Museum has decided the Trustees once more to extend its showing. This decision results in another postponement of our exhibition, due to exigencies of space.

I very much regret these changes in date, and hope that the inconvenience may be in some measure compensated for by the additional time now provided.

The exhibition is now and this time finally scheduled to open on April 3rd. The closing date is April 30th. All material should therefore be here at the Museum by Wednesday, March 15.

I am still very anxious to hear if we are going to have the typical corner. It would of course be the center of attraction of the show.

With best regards, I am

Very sincerely yours,

Chairman.

PJ/f

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Fisher.

January 21st, 1933

Mr. Howard T. Fisher
General Houses, Inc.
120 South La Salle St.
Chicago, Illinois

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With best regards, I am

Very sincerely yours,

Chairman.

PJ/f

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Fisher

December 27th, 1932

Mr. Howard T. Fisher
General Houses, Inc.
120 South Lasalle St.
Chicago, Illinois

Mr. Howard T. Fisher
General Houses, Inc.
120 South La Salle St.
Chicago, Illinois

Dear Howard:

This is to notify you of the final schedule for the show. Material must be here at the Museum by Monday, February 13th, 1933. The exhibition will open on Monday, February 27th, 1933.

With best wishes for the coming year, I am

Very sincerely yours,

Chairman.

PJ:f

PJ/f

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Fisher

November 23rd, 1932

Mr. Howard T. Fisher
General Houses, Inc.
120 South Lasalle St.
Chicago, Illinois

Dear Howard:

On my return from Europe I find your letter of September 16th.

I am very glad that you are keeping in mind the full sized sample corner for the Triennial Exposition of Modern Architecture at Milan, but naturally what interests me more immediately is whether your plans have progressed far enough for us to have a typical corner for our show at the Museum this winter.

Changes in the exhibition schedule have made it necessary to postpone the show, so that material need not be here until February 1st. I hope that this extra time may assure us of having the exhibit as planned. Please let me know as soon as you can how things are going.

With best regards,

Sincerely,

PJ/f

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September 8th, 1932

Mr. Howard Fisher
General Houses, Inc.
120 South La Salle Street
Chicago

Dear Howard:

Thank you very much for your letter of September 2nd. I am very glad that you feel that by the first of January you will have something to show at our Museum.

I am especially interested in your idea of showing a typical corner of a house. I believe an exhibit of this kind would make our exhibition one of more than usual interest and by showing it here as well as at the Museum of Science and Industry, your exhibit would reach a very wide public.

This reminds me of a further use you might have for a typical corner if you wish. The Italian Government has asked me to assemble an American section for their Triennial Exposition of Modern Architecture at Milan in April. They wish only executed work or work which is going to be executed. It seems to me that a corner of one of your houses might be made the central feature of such an exhibition as it would be the only pice of architecture in full scale that could be sent such a distance. The only expense to your concern would be that of transportation to Milan. I believe that the exhibits must arrive at Milan about April 1st.

I am leaving for Europe on September 15th and shall of course talk with the exposition authorities when I arrive there. As this will be the first time that America has participated in such an exposition, I feel that we should have something original like your house to show and not merely copies of modern European work.

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Please write to me here as soon as you can reach a decision on this matter in order that my office may cable me what can be done.

All success to your first house.

PJ/f

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Fisher

April 24th, 1933

Mr. Howard T. Fisher
Vice President
General Houses Inc.
220 South State St.
Chicago, Illinois

Dear Howard:

I trust that you have by now received the copy of the pamphlet which we issued with the exhibition, and I am enclosing a clipping of an article which received very good space in the Times.

The exhibition has received excellent critical and public reaction, and is a great success.

With best regards, I am

Very sincerely yours,

Chairman.

PJ/f
Enc.

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January 23rd, 1933

Mr. Joseph Weinberg
220 Union Building
Euclid Avenue
Cleveland, Ohio

Dear Mr. Weinberg:

I am holding an exhibition here this spring of the work of the young architects of the Middle West. I should like very much to include your model of the Housing Project for Cleveland with the accompanying wall labels.

Could you let me know at your early convenience if it will be possible for you to send the material so that it can be here by March 15th. The Museum will pay expenses of transportation and insurance. The exhibition is scheduled to open here on April 3rd to continue to April 30th.

Yours will be the only exhibit we shall have from Cleveland, most of the other men showing being from Chicago.

Do let me know if you are getting any results from your plots with MacCornack and if Cleveland is still living up to its reputation.

Very sincerely yours,

Chairman.

PJ/f

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Fisher

March 24th, 1933

Mr. Howard Fisher
General Houses Inc.
220 South State St.
Chicago, Illinois

Dear Mr. Fisher:

I am enclosing the perspective you were kind enough to send Mr. Johnson to have a slide made for his coming lecture.

Mr. Johnson wishes me to thank you for your prompt attention to his request.

Very sincerely yours,

Assistant
Department of Architecture.

f
Enc: Perspective

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Fisher.
3/22/33.

Dear Howard,
I have no secretary this morning, but I can answer your questions anyhow I think. I approve unconditionally of your plan to append the plan at the lower corner of the large photograph. And although it is difficult to install will certainly see that the plan of the model is attached at 45 degrees from the model stand.

I hope it has stopped snowing, but there is really time since the public won't be admitted until April fifth. I do hope you are planning to send the second model on as soon as it is complete. It will add so much.

I have made the slide of your perspective and will send it back as soon as my secretary recovers her health. I shall of course use it only in the lecture I am giving at Radcliffe college in a series on modern architecture.

yours,

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#28

WORK OF YOUNG ARCHITECTS IN THE MIDDLE WEST

FOREWORD

It seems appropriate in the year that Chicago is the cynosure of architectural eyes that there should be an exhibition of the work of men whose attitude toward architecture is newer and younger than that of those in charge of designing the buildings for the Century of Progress Exposition. Some of these young men are working for the Exposition but their work will be lost in the midst of the official architecture which dominates the main pavilions.

This exhibition is also a logical successor to the International Exhibition of Modern Architecture held by the Museum in 1932. The younger generation, now beginning their independent practice, have broken away from academic design. They have not as much opportunity to build as their predecessors, but more to observe and study. As a result this exhibition consists mainly of projects, but projects which show not only research into new problems but great strides away from the Beaux Arts classical (not to mention the Beaux Arts "modernistic").

The two trends apart from the general one toward modern design which deserve comment are: first, that toward housing as a sociological study as well as a problem in design; and second, toward the mass-produced house.

The problem in housing goes far beyond architecture into industry, economics, sociology and politics. In the end many experts will have to have a hand in solving it. But it is the peculiar province of the architect, in other words, the artist, not only to co-ordinate the work of city planners, politicians, engineers and economists, but to imagine new solutions of old problems and new ways of living.

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It is the architecture of housing which is particularly emphasized in this exhibition. It may be that none of the three projects shown will prove to be the cheapest or the most practicable solution of the given problem. They remain, however, important architecturally as suggesting an aesthetic direction in which the practical questions can be approached.

Lewis Mumford's pioneer writing, the work of Clarence Stein and Henry Wright, the recent developments in housing in Europe, have all contributed toward an interest in housing. The carefully prepared charts of the A.I.A. Housing Exhibition summarized the attempts all over the world to solve this problem and presented the facts to the American public.

Of the seven architectural firms invited to participate in this exhibition, four worked out housing programs. It is encouraging to see the interest of young architects turning to live problems of this kind rather than to the mortuary chapels of our architectural competitions.

The mass-produced house which, through analogy to "Model T" the public greeted a year ago with such enthusiasm, has reached a more mature stage. American Houses Inc., of which Robert W. McLaughlin is the architect, has built its first house in Hazelton, Pa., and General Houses Inc., Howard T. Fisher, architect and engineer, has recently completed its first house near Chicago. Both houses are completely modern in appearance as well as in engineering.

Although the hope of future housing lies rather more in land economics and revised financial structure than in Fordized production, standardization, which had reached every field but this one, has at last converted domestic building from a craft into an industry.

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It is no accident that the two important fields open to building today (palaces, churches and state capitols will not be so much needed in the future) are the very problems in which modern architects are most interested. We need no longer fear steel houses masquerading in colonial dress, or large scale housing developments which resemble Cotswold villages.

Modern architecture, so now that two years ago it needed a "Rejected Architects" secession in New York, is today seriously considered by industry, real estate and politics.

Philip Johnson

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SCHEDULE OF PREPARATION FOR EXHIBITION III.

WORK OF YOUNG ARCHITECTS OF CHICAGO AND ENVIRONS.

Letter to Keck in re. appearance of exhibition. Aug. 5th

Letters to: Schweikher " "
Bebb
Oberhammer
Beatty
Fisher
Raben

Circular letter in re. instructions for packing, shipping, etc.

" " requesting short biographical note from each man and data on exhibits.

Follow-up letter assuring assemblage of photographs and completion of models. Jan.10

Circular letter in re: photographs of models, etc., for publicity.

Writing biographical notes.

Writing explanatory labels for exhibits.

Stands for models.

Material here, JANUARY 15th, 1932 .

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Architectural Technology Review

# THE TECHNOLOGY REVIEW

*Edited at the Massachusetts Institute of Technology*

CAMBRIDGE, MASSACHUSETTS

March 20, 1933

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

Dear Mr. Johnson:

Thank you for your letter of March 18 in regard to the Museum of Modern Art placing our book "The Evolving House" on sale at the World's Fair in Chicago this summer.

We regret that your plans at the present moment will not permit you to consider handling the sale of this book. We are wondering if when your plans are more complete you would care to consider its sale. Will you please advise, as we are most anxious to find someone to handle this book directly at the Fair. If you believe that you would not be interested we shall try to find someone else.

Your coöperation in this regard will be much appreciated.

Sincerely yours,

Ralph T. Jope

Ralph T. Jope,
Business Manager

J/K

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JOSEPH L. WEINBERG
ARCHITECT
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

March 18th, 1933

Mr. Ralph T. Jope
The Technology Review
Massachusetts Institute of Technology
Cambridge, Mass.

Dear Mr. Jope:

Thank you for your letter of March 13th.

Our plans for the exhibition at the World's Fair are not yet complete so that we cannot make any such arrangement as you suggest.

Very sincerely yours,

Chairman.

PJ/f

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— Weinberg

JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

June 7, 1933

Mr. Philip Johnson, Chairman
Department of Architecture
Museum of Modern Art
New York City

Dear Mr. Johnson:

In answer to your telegram regarding the exhibition of our model at the Century of Progress Exposition we wrote you that we were unwilling to do this because of the revision the scheme is at present undergoing. However, after thinking the matter over, and after receipt of a letter from Miss Fauth, we decided to send it on, with an explanatory tag attached indicating the revision now in progress. We communicated with Mr. Keck, and finding that they were still open to receive this exhibit, are sending it on to Chicago today.

As we mentioned in our reply to Miss Fauth we have found a strong group in the city to back the project, and are completely revising our scheme on the basis of two and three story row dwellings, with practically every family having direct contact with the ground. Whether we can succeed in our attempts at Federal financing is another story, but meanwhile we are having lots of fun in our re-studies of this area, as well as of another smaller project at the foot of West 25th St.

Again, accept our thanks for your many kindnesses.

Cordially yours,

Joseph L. Weinberg

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Jn 35 Weinberg

JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

June 1, 1933

Miss Ernestine M. Fauth,
The Museum of Modern Art
11 West 53rd Street
New York City.

Dear Miss Fauth:

We have this day written Mr. Keck, at Chicago, asking for information with regard to the possible expense that might be incurred in installing our exhibit at the Exposition, should they still be inclined to use it. We have decided that the matter of revision might be taken care of by a small card, attached to the model, stating that some revision of the scheme is now under way.

Please accept out thanks for your very kind interest in our behalf. You might also inform Mr. Johnson that a local organization has taken over our project with a view of pushing it forward towards realization, at least to the point of applying for Federal financing, and that we have high hopes for it.

Very sincerely yours,

Joseph L. Weinberg

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Weinberg

JOSEPH L. WEINBERG
ARCHITECT A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

May 31st, 1933

Mr. Joseph L. Weinberg
Union Building
1836 Euclid Avenue
Cleveland, Ohio

Dear Mr. Weinberg:

In Mr. Johnson's absence I have received your letter of May 26th.

We regret that you feel that you do not wish to exhibit your model at the Century of Progress as it evoked so much interest when exhibited here. We can, however, understand that if it no longer represents your solution of the problem you would not wish to show it. We do feel though that it is of decided interest if not as the final solution certainly as a step toward that end.

Very sincerely yours,

Assistant
Department of Architecture.

f

Joseph L. Weinberg

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JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

May 26, 1933.

Mr. Philip Johnson, Chairman
Department of Architecture
Museum of Modern Art
New York City

Dear Mr. Johnson:

Let me first of all assure you that we are tremendously appreciative of your kind efforts which resulted in an invitation to exhibit the model of our Housing Project at the Century of Progress Exposition. But somehow we feel inclined not to avail ourselves of this opportunity for the simple reason that our ideas with regard to type of housing - at least for this particular area of Cleveland- have been undergoing a steady transformation within the past half year or more. Frankly, we are no longer convinced that the four-story apartment units that we had set up furnish an ideal solution to the problem. And at the present time we are engaged in a complete re-study of the entire project, with no definite solution arrived at as yet.

Please accept the thanks of both Conrad & Teare and myself for the many kindnesses you have shown us, and we hope that in the future we may make some slight compensation by cooperating with you or your department at the Museum whenever you may call upon us.

Cordially yours,

Joseph L. Weinberg

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Weinberg

April 24th, 1933

Weinberg

1228 A

Charge to the account of ~~MUSEUM OF MODERN ART~~ $_____

| CLASS OF SERVICE DESIRED | | | |
|---|---|---|---|
| DOMESTIC | | CABLE | |
| TELEGRAM | | FULL RATE | |
| DAY LETTER | ✓ | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT J. C. WILLEVER, FIRST VICE-PRESIDENT

| CHECK |
|---|
| ACCT'G INFMN. |
| TIME FILED |

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

5/25/33

MR. JOSEPH L. WEINBERG
UNION BUILDING
1836 EUCLID AVENUE
CLEVELAND, OHIO

THE CENTURY OF PROGRESS HAS INVITED THE MUSEUM TO SEND THE EXHIBITION OF YOUNG ARCHITECTS TO THE FAIR STOP EXHIBITS MUST BE INSTALLED AT ONCE STOP EXPENSES OF TRANSPORTATION AND INSTALLATION TO BE BORNE BY ~~EXHIBITORS~~ ARCHITECTS IF YOU WISH TO PARTICIPATE PLEASE GET IN TOUCH WITH GEORGE FRED KECK 612 NORTH MICHIGAN AVENUE CHICAGO

PHILIP JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

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Weinberg

April 24th, 1933

Mr. Joseph L. Weinberg
Messrs. Conrad & Teare
Union Building
1836 Euclid Avenue
Cleveland, Ohio

Gentlemen:

I trust that you have by now received your copies of the pamphlet which we issued with the exhibition. I am enclosing a clipping of an article which received very good space in the New York Times.

The exhibition has received very favorable press and public comment. Mr. Clarence Stein, whom you undoubtedly know as the associate of Henry Wright on Radburn, wrote me a special letter saying how valuable he thought the housing projects in the show, and mentioning also that he found your project of particular interest.

Very sincerely yours,

Chairman.

PJ/f
Enc.

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Weinberg

31 March, 1933

Mr. Joseph L. Weinberg,
1836 Euclid Avenue
Cleveland, Ohio.

My dear Mr. Weinberg:

We are sending today to three Cleveland papers, the News, the Plain Dealer, and the Press, special stories on the Exhibition of the Work of Young Architects of the Middle West.

We have not included photographs with this release for we are using the ones sent from your office for local papers.

It occurs to us that you may wish to get in touch with the newspapers and supply them with photographs to go with the article.

We should very much appreciate your helping us in this way.

Yours very sincerely,

Executive Secretary

ARB/HM

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JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.

1228 A

Charge to the account of MUSEUM OF MODERN ART $

| CLASS OF SERVICE DESIRED | | | |
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| DOMESTIC | | CABLE | |
| TELEGRAM | | FULL RATE | |
| DAY LETTER | X | DEFERRED | |
| NIGHT MESSAGE | | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

| CHECK |
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| ACCT'G INFMN. |
| TIME FILED |

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

3/17/33

MR. JOSEPH L. WEINBERG
UNION BUILDING
1836 EUCLID AVENUE
CLEVELAND, OHIO

PUBLICITY PHOTOGRAPHS NOT RECEIVED PLEASE CHECK AS ARE

VERY NECESSARY.

JOHNSON

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

fairly good times, for the inhabitants of this district.

Of course, we might step out into a section where the people are on a slightly higher economic scale, but I am certain that in this event we would meet with the opposition of the Housing Board, for reasons which you know as well as I do.

Sincerely yours,

Joseph L. Weinberg

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JOSEPH L. WEINBERG
ARCHITECT, A.I.A.
UNION BUILDING, 1836 EUCLID AVE.
CLEVELAND

Jan. 25, 1933.

Mr. Philip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
New York City.

Dear Mr. Johnson:

We will be very happy to be included in the forthcoming exhibition of your Department. Our model and accompanying drawings are scheduled for various local showings until the first of March, and we see no reason why they cannot be sent on to you immediately after that date, certainly in time to reach you before March 15th.

May we also thank you for putting in a word regarding our scheme to Mr. Stein. For his Housing Section of the Architectural League Show we had a special plate made up consisting of some rather good photographs of the present slum area as well as of our rehabilitation project. I'm afraid, though, that these cannot be used for your show as this Housing Section is going on tour when the League exhibition is concluded.

Public interest in the subject has not waned, as evidenced by simultaneous Housing exhibitions being run by the Public Library and the Garden Center. But of the possiblity of anything actually proceeding neither McCormack nor I can report hopefully. We are frankly at an impasse. Any candid financial set-up, based on present day costs, shows a necessary minimum rental of $7.50 per month per room. If our Housing Law permitted tax-exemption on buildings - as we thought it would when we prepared our scheme last summer - we could cut $1.00 per month per room. Three per cent money instead of five would save another dollar. And at $5.50 per month per room we might say that we had arrived somewhere. And I might add that the $5.50 figure would be a top for Cleveland, even in fairly good times, for the inhabitants of this district.

Of course, we might step out into a section where the people are on a slightly higher economic scale, but I am certain that in this event we would meet with the opposition of the Housing Board, for reasons which you know as well as I do.

Sincerely yours,

Joseph L. Weinberg

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Beatty

April 20th, 1933

Mr. Hamilton Beatty
Frost Woods
Madison, Wisconsin

Dear Hamilton:

I am very embarrassed to be answering your good letter of March 16th at such a late date, but I have been so rushed that I am only just now beginning to catch up with my correspondence.

I have kept in mind your idea about lecturing here during the exhibition, but unfortunately there seems to be no opportunity to arrange such a talk.

I think your project very fine. Copies of your written explanation were made and attached to the model stand. I am enclosing a clipping which received very good space in the New York Times. The public reaction has been most favorable.

Mr. Clarence Stein, whom you undoubtedly know as the man who did Radburn with Henry Wright, wrote me a special letter saying how valuable he thought the housing projects in the exhibition. I wish we could somehow get something actually built. It would be better than a million shows.

Will you be at the Fair this summer? Do let me know as I should like very much to see you again.

With best wishes to You and your wife, I am

Very sincerely yours,

PJ/f

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Beatty Beatty

HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

31 March, 1933

Mr. Philip Johnson
The Museum of Modern Art
11 West 53rd Street
New York City

Mr. Hamilton Beatty
Frost Woods,
Madison, Wisconsin.

My dear Mr. Beatty:

We are sending today to two Madison papers, the Capital News and the Wisconsin State Journal, special releases on the Exhibition of the Work of Young Architects in the Middle West.

We have not included photographs with this story, for we are using the ones sent by you for local publicity.

It occurs to us that you may wish to get in touch with these newspapers and supply them with photographs to go with the article.

We should very much appreciate your helping us in this way.

Yours very sincerely,

Executive Secretary

ARB/HM

Here is the [illegible] of the Community which I have been threatening to send you. It seems rather long, but I have omitted [illegible] that [illegible] al [illegible] I have also omitted the description of the interior finish and partition system, all discussion of color, and a statement of [illegible]

Rents are to start at $30 for the smallest house type and go to $100 for [illegible]

It is obvious that I owe much to Ebenezer Howard and his Garden City theory, but no more than does Henry Wright and [illegible]burn plans. [illegible] should have lower development costs than Radburn and the separation of pedestrians from vehicles is more complete. Also all suggested [illegible] are readily available and the proportion of pre-fabricated parts to site work is suitable for the present state of the building industry.

I have given you these extra points in addition to the prepared article because you may consider [illegible] important enough to add to it. If this article is too long do not hesitate to pare it down to suitable dimensions.

I await anxiously any preliminary information concerning the exhibition which you may be able to send me.

With kindest regards, I am,

Yours sincerely,

Hamilton Beatty

March 20, 1933.

FROST WOODS MADISON WISCONSIN PHONE FAIRCHILD 4197-M

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Beatty

# HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

Mr. Philip Johnson
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Here is the description of the Community which I have been threatening to send you. It seems rather long, but I have omitted entirely the constructional scheme that I have developed for the houses to reduce seasonal unemployment during the building of the community. I have also omitted the description of the interior finish and partition system, all discussion of color, and a statement of the maintenance of the property.

Rents are to start at $30 for the smallest house type and go to $100 for the largest.

It is obvious that I owe much to Ebeneezer Howard and his Garden City theory, but no more than does Henry Wright in his Radburn plan. Incidentally, my scheme should have lower development costs than Radburn and the separation of pedestrians from vehicles is more complete. Also all suggested structural materials are readily available and the proportion of pre-fabricated parts to site work is suitable for the present state of the building industry.

I have given you these extra points in addition to the prepared article because you may consider them important enough to add to it. If this article is too long do not hesitate to pare it down to suitable dimensions.

I await anxiously any preliminary information concerning the exhibition which you may be able to send me.

With kindest regards, I am,

Yours sincerely,

Hamilton Beatty

March 20, 1933.

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4157-M

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Beatty

January 21st, 1933

Mr. Hamilton Beatty
Frost Woods
Madison, Wisconsin

My dear Beatty:

The unprecedented success of the Exhibition of American Painting & Sculpture at the Museum has decided the Trustees once more to extend its showing. This decision results in another postponement of our show, due to the exigencies of space.

I very much regret these changes in date, and hope that the inconvenience may be in some measure compensated for by the additional time now provided.

The exhibition is now, and this time finally, scheduled to open on April 3rd. The closing date is April 30th. All material should, therefore, be here at the Museum by Wednesday, March 15th.

I am sure that the exhibition will be a very important one and am looking forward with interest to seeing your exhibit.

Very sincerely yours,

Chairman.

PJ/f

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December 27th, 1932

Mr. Hamilton Beatty
Frost Woods,
Madison, Wisconsin

My dear Beatty:

Thanks for your note. The schedule for the show in which you are exhibiting has been finally arranged as follows:

Monday, February 13th, 1933. Date on which material must be at the Museum of Modern Art.

Monday, February 27th, 1933. Opening date of exhibition.

I hope that the extra time may assure you of having the model you mention.

With cordial season's greetings,
I am

Very sincerely yours,

Chairman.

PJ/f

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Ch 30 Beatty Beatty

HAMILTON AND GWYNDD BEATTY

MODERN ARCHITECTURE INTERIORS

December 8th, 1938

Feb 1st

FROST WOODS
MADISON
WISCONSIN

My dear Johnson:

Your last letter mentioned March as the time of the proposed exhibition and I thought it was to be in February; but I'd like to know for certain when you want the drawings.

Yours.
Hamilton Beatty

P.S. Merry Christmas, etc.
HB.

Mr.
Muse
11 W
New

My d

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You
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How
unes

I am about to start on the final drawings for the exhibit and if you have any new ideas as to presentation which you think would help the exhibit, please let me know.

Yours very truly,
Hamilton Beatty

PJ/f

November 21, 1938

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4197-M

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Chu 30 Beatty Beatty

HAMILTON AND GWENDYDD BEATTY

MODERN ARCHITECTURE INTERIORS

December 8th, 1932

Lee

Mr. Philip Johnson
Museum of Modern Art
11 West 53rd Street
New York City

My dear Johnson:

Mr. Hamilton Beatty
Frost Woods,
Madison, Wisconsin

Dear Hamilton Beatty:

I was very glad to hear from you and I have already turned in a report to the Guggenheim Foundation. I wish you luck.

I am delighted that you are going ahead with the exhibits for the show here in March, and have told Keck that you and I will keep in touch personally so that neither he or you need be bothered with frequent trips.

I certainly hope that you will be able to make a model. Models seem to be the only gadgets which amuse the public. The wall exhibits of three mounts suit my type of presentation perfectly. I shall be very glad to hear from you about your progress.

Why do you bother to read "Shelter" any more?

Very sincerely yours,

Chairman.

PJ/f

November 21, 1932

Yours very truly,

Hamilton Beatty

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4197-M

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Beatty Arch. Fisher

# HAMILTON AND GWENYDD BEATTY

MODERN ARCHITECTURE AND MODERN INTERIORS

See

Mr. Philip Johnson
Museum of Modern Art
11 West 53rd Street
New York City

My dear Johnson:

I have taken the liberty of giving your name as a reference on my application for a Guggenheim Fellowship for next year.

You will receive a document from the Foundation which will tell you of the project which I wish to complete during the possible tenure of a Fellowship.

Any good which you feel you may with honesty say of the project or my fitness for the task will, I assure you, be greatly appreciated.

George Fred Keck dropped in one day some two months ago and said that he would get in touch with me about the proposed exhibit at the Museum of Modern Art; but I have heard no more from him.

I am proceeding with my own exhibits which will consist of three mounts each three by five feet presenting the general plan, details of the plan, and actual plans of the dwellings and other buildings for a residential community for the white-collar class. I hope that I will be able to have a model of some sort there, but I am financially strapped and geographically isolated from any model builders who may be trusted with the work. However, I am hopeful of some local talent that I have unearthed.

I am about to start on the final drawings for the exhibit and if you have any new ideas as to presentation which you think would help the exhibit, please let me know.

Yours very truly,

Hamilton Beatty

November 21, 1932

FROST WOODS, MADISON, WISCONSIN PHONE FAIRCHILD 4157-M

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Ch. Arch.
Fisher

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
CHICAGO

For Proper Attention Refer
to Our File No.: 5900

February 7 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

I was very glad to get your letter of January 21st and to learn that the closing date for material for the exhibition has now been advanced to March 15th.

Our work here has been somewhat slowed up thru several delays and this later date will, I feel sure, make it possible to furnish something of interest.

I am going to try to get the typical corner for exhibition but I will not know definitely for some time yet whether this will be possible. So don't count on it.

With best regards,

Howard.

HTF:M
cu213

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Fisher

GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

For Proper Attention Refer
to Our File No.: 5900

November 28 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thanks for your letter of November 23rd. Our work is developing here in such a manner that I feel reasonably confident that I will be able to have the material already for the proposed exhibition in February. The questio n of submitting the typical corner, however, will have to wait until we have gotten a little further along.

The closing date of February 1st will greatly assist in getting this material to you.

I had a call from Keck a few days ago and will look forward to being in touch with him in the future.

Best regards,

Howard

Howard T Fisher

HTF:M

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GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

september 16 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Johnson - Our File #5900

Thanks for your letter of the 8th stating your interest in our possible exhibition of a typical corner in connection with your show in January.

As far as furnishing such a full sized sample corner for the Triennial Exposition of Modern Architecture at Milan all I can say now is that I am rather doubtful if we would be in a position to do that. I gather from your letter, however, that material for this need not be sent 'til around the first of March and we will know very much more by that time what we can do if you will still be interested. In any case I will keep the matter in mind and let you know if at any time it looks possible.

With best regards,

Fisher

Howard T Fisher
Architect
GENERAL HOUSES INC

HTF:M
CU121

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GENERAL HOUSES, INC.
120 SOUTH LA SALLE STREET
CHICAGO

September 2 1932

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Johnson; Our File #5900

Your letter of August 5th arrived while I was in New York and subsequently got mislaid, which accounts for the delay in answering it.

As was indicated to you in conversation, I should be very glad to contribute towards such an exhibit. Just what I will be able to do will depend on the state of our work at that time. However, I have every expectation by January 15th to be in position to furnish you something of real interest.

Since talking with you, we have received a request from the Museum of Science and Industry, of New York, for us to loan them a sample section thru one of our typical houses. This will probably take the form of a corner of a building - roughly - 9' high and occupying a floor space about 6' square. It would show the cross-sections of the building and would illustrate completely the exterior and interior details.

We have not yet made up our mind whether to accept this offer or not as a good deal of work is involved, but it just occurred to me that if we decided to do this, would you care to display it first in the Museum of Modern Art as a part of your proposed exhibit? If this could be worked out, it is my impression that it would be of great interest and would attract a tremendous amount of attention. Let me know your general slant on this and we will see what we can work out.

With regards to Russell,

Yours very truly,

Howard

Howard T Fisher
Architect
GENERAL HOUSES INC

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GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

February 24 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thank you for your letter of February 21st. In regard to the form letter asking for biographical information, I am enclosing herewith the information which you request. We have no photographs or other material available at the present time and as it is of the utmost importance to us that no publicity, widespread or otherwise, be let out previous to the last week in March I will probably not be able to have anything in this connection for you for some time yet.

You refer to "-the mimeographed pamphlet which we put out with the present show -". In order that I may see what this is like, will it be possible for you to send me a copy thereof as soon as may be convenient.

Incidently, when did you adopt the title of "Young Architecture"? This smacks of something to me - I don't quite know what. You say "Any detailed explanation of your exhibit should be put in as simple a form as possible and attached to your mount." I don't exactly see what you mean by "attached to your mount". Do you mean it should merely be sent in attached to our mount so it wont get lost - or do you mean it should be attached to the mount in the form of a permanent label which will remain there during the show?

The model is now in the works. It will probably be finished just in time to send to you so that I will not be able to get you any photographs ahead of time. Having the exhibit shown at the Fair would, I think, be very good if you can arrange it.

Looking further to hearing from you further and hoping to get the mimeographed pamphlet so that I can see what you are talking about, I am

Yours very truly

Howard

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
cu34

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For Proper Attention Refer to Our File No.: 5900

February 17 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

We are getting to the point where we will shortly have to be working up the actual material for your exhibition. I am wondering what type of catalog, if any, you intend to have for this exhibition and how much room there will be for a written description - if any.

While I assume it will be best to exhibit this work under my name, reference will have to be made to General Houses, Inc and if it is possible to do so in a manner which seems advisable I would like to consider giving credit to certain members of our staff who are responsible for a large part of the design. In order that I may be thinking about this and getting the matter under way in plenty of time, I am wondering if you will give me your ideas on catalogs and labels - together with any other matters which may relate thereto.

At the present time it seems that it is very unlikely that we will be able to supply a small sample corner as was previously discussed. I can, on the other hand, almost certainly count on supplying a small carefully prepared model of the house we are going to erect at A Century of Progress in Chicago.

Looking forward to hearing from you, I am

Yours very truly

Howard

Howard T Fisher
Vice President
GENERAL HOUSES

HTF:M
ncu

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GENERAL HOUSES, INC.
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For Proper Attention Refer to Our File No.: 5900

March 10 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

We are working towards trying to get material for your show in the mail by the middle of next week but if it isn't absolutely vital that you have this by that time I should like to know as we could probably furnish some much more interesting material if we had a few days leeway.

Here is the situation as it now exists. See what you think. The interior of the house is being pretty well cleaned up today and there will probably be people living in it starting tomorrow. There are, however, a few details which we would like to change before taking final photographs. -The principle one being some little petticoat scallops put in over the windows thru error and without our approval by the Venetian blind man. We want to change a few of these things if we can. It will take us a few days. ¶ The exterior of the house is still somewhat incomplete in the following manner:

The screen porch has yet to receive its roof and coping.

The main walls of the building are still shy one coat of paint and look a bit spotty and messy at present.

There are also a few other details on the exterior still to be attended to and the landscape planting around the building is not yet put in.

The material necessary to finish the porch has been promised for next Tuesday and will probably not take over a day to complete. When the final coat of paint can be put on and when the bushes can be planted will depend on what the weather does. At the present time it is about ten above zero and as this is quite unseasonable weather we should expect by the middle of next week to have a sufficiently warm temperature to finish things up.

If, accordingly you could give us till March 22nd or 23rd we would be able to supply you with much more complete and more interesting photographs. If you must have this material by the middle of next week, we will have to just send along a photograph of the exterior in its present state.

I don't know exactly what your problems are in regard to hang-

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ing, but I should certainly think that if you had a full week or more between the time you received the material and the opening of the show and if we gave you an exact list of what we would furnish and the sizes thereof that you could give us the extra time - which we feel will make all the difference in the interest of the exhibit.

If we can have the few days leeway referred to we would try to get some enlargements of the type used in your show last year - although these are quite expensive. The lowest price we can get here now is about $10 a piece. What did you have to pay in New York last year?

I have forgotten exactly how these photographs were mounted and would accordingly appreciate any information you could give me on the matter. As I remember it, all you had was a frame and you folded the photograph over the edges - pasting it on the back. This, of course, requires a somewhat larger photograph - and as the costs are based on a scale of square inches it would increase the cost somewhat. How thick is frame?

While I am not particularly wild about the title "The Work of Young Architects in the Middle West", I think it is infinitely to be preferred to "Exhibition of Young Architecture in the Middle West".

Will you please consider this matter of giving us a little leeway on the closing date carefully and let us know immediately. I think if you can possibly arrange it that it would be very worth while from every possible point of view.

Yours very truly

Howard

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
cu 313

Air Mail

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Fisher.

GENERAL HOUSES, INC.
220 SOUTH STATE STREET
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For Proper Attention Refer to Our File No.: 5900

March 17 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City, N Y

Dear Philip:

As I indicated to you in an earlier letter, we cannot give any advance material to you for release in connection with publicity prior to our release date. This release date has now been determined as being around the end of next week. I will try to have preliminary material in your hands by that time. Right now, aside from this release date, I couldn't send you anything as the photographs haven't been taken.

The shrubbery is now in around the house and things are coming along in good shape. We will probably have the outdoor photographs taken next Tuesday - getting them enlarged Wednesday and Thursday and will try to get them in the mail for you by the end of the week.

The small 1/4" scale model as made by Mr Schweikher has just been finished and I believe you will find it to your liking. The sectional model may not be in shape in time for you to ~~see~~ use. However, I doubt if you want would to use them both anyway.

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES INC

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cu323
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For Proper Attention Refer to Our File No.: 5900

March 16 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City, New York

Dear Philip:

Your telegram in regard to a slide of our house has just arrived. The house at the Fair is not yet under construction and I cannot therefore send you anything in the way of a snapshot. I am, however, enclosing a simple lineal perspective. I tried to find one without any color as I thought it might be more suitable for your use but this seems to be the only one I can lay my hands on at the moment.

As we have certain release dates on publicity and we would be subject to serious criticism if they were violated, I am sending this to you on the theory that you will not make use of it in any way other than for the purpose mentioned in your telegram and specifically that it will not be used in connection with any publicity. I ask this not because we want to have any "hush dope" about the house, but because we have agreed that absolutely nothing shall be released for publication until certain agreed upon dates.

The exterior of our first house should be all finished at the end of this week and we will plan to take pictures Monday of next week. I am glad to know that we can have until the 30th if we have to. I will plan in any case to send to you next week a complete list of what we will furnish - together with their sizes, in case we cannot send the actual material.

We will make our enlargements 36" high with only one photograph to a mount except that I may possibly have one mount containing a series of photographs showing the house in the course of erection.

We will definitely have a small 1/4" scale model of the house to be erected at the World's Fair. This model is being made by R P Schweikher, who is working with us. We may possibly also have a sectional model showing in a somewhat conventionalized form how the house is assembled out of standard parts. ~~Also~~ second model - if we are able to get it in - then could be shown in addition to the first one or in place of the first one - as you might prefer.

Instead of showing the plan of the house illustrated in the model on the wall, as I believe the other exhibitors intend to do, I think I would

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prefer to have a small plan attached to the model itself in the same manner you did in your International Show if I remember correctly.

I believe this covers about everything at the present moment, However, I may have some more questions early next week. Would you please be so kind as to return the enclosed drawing when you are thru with it?

Yours very truly

Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
cu3.20
Air Mail
1 Enc.

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For Proper Attention Refer
to Our File No.: 5900

March 13 1933

Mr Philip Johnson, Chairman
Department of Architecture
The Museum of Modern Art
11 West 53rd Street
New York City

Dear Philip:

Thanks for your telegram which arrived Saturday. The letter to which you refer has not yet been received and we will look forward to getting something from you tomorrow.

I have taken up the matter of photographs with the Chicago Architectural Photographing Companyand I am told that the size photographs previously made for you are 24" high. I am wondering whether this is right and whether you would like to have present photographs of this height. I think that in your previous set you wanted them 36" high. If the photographs are 36" high they will be about 4'9" long.

Could you drop me an air mail letter in regard to your ideas on this?

Yours very truly
Howard T Fisher
Howard T Fisher
Vice President
GENERAL HOUSES INC

HTF:M
ncu
Air Mail

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to Our File No.: 5900

March 21, 1933.

Mr. Philip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
11 West 53rd Street,
New York, N. Y.

Dear Philip:

I am having a terrible time trying to decide just how to use the floor plans in connection with the material for your exhibition. At the present time I am definitely planning one large photograph of the exterior, ditto for the interior and a series of construction photographs all mounted on one board with its all-over dimension corresponding with that of the other photographs, which will be thirty-six inches high.

If I try to show the plan on a separate mount of similar character it will be too large and will cost me too much. It would also make too much of a contrast with the photographs as it would of necessity look quite different on the wall.

I am under the impression that in connection with some of the large photographs you displayed last year, you fastened a small reproduction of the plan in such a way that it hung down at the lower right hand corner of the photograph. Is my recollection correct in this and if so, would you approve of such a manner of handling the plan in the present case?

In connection with the model, it is also my desire to show a small plan set at the edge of the model at 45 degrees to the top of the model mounting, in the same manner as you did in your previous show.

What is your thought in regard to this? Could you drop me an air mail letter so that I would have a reply by Thursday morning? Don't botter to telegraph.

It was still snowing hard this morning but they expect to finish the exterior construction of the house today. That means that if weather permits we will put the finishing paint on tomorrow and be able to take the photographs Thursday. I certainly hope there will be no further delay.

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Mr. Philip Johnson. 3/21/33

Looking forward to hearing from you, I am

Yours very truly,

HTF:G
cu321

Howard T. Fisher,
Vice President,
GENERAL HOUSES INC.

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Fiske

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For Proper Attention Refer to Our File No.: 5900

April 10, 1933.

Mr. Phillip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
11 West 53rd St.,
New York, N. Y.

Dear Phillip:

I trust our photographs arrived in adequate time for you to hang them conveniently for your opening on the 5th. You may have been somewhat surprised to discover the scallops still in the interior livingroom picture. The truth of the matter is that we took photographs on two separate occasions after this feature had been changed but they were no where near as good as the previous picture so that we decided to go ahead scallops or no scallops and use the best photograph.

Some time if you have a minute, I should be glad to hear from you as to the reception the exhibit as a whole has received and our own part of it in particular. I should also like to receive a copy of your exhibit catalog if one was finally published.

With best regards, I am,

Very truly yours,

HTF:G
ncu

Howard T. Fisher,
Vice President,
GENERAL HOUSES INC.

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For Proper Attention Refer to Our File No.: 5900

April 29, 1933.

Mr. Philip Johnson, Chairman,
Department of Architecture,
The Museum of Modern Art,
11 West 53rd St.,
New York, N. Y.

Dear Philip:

Your letter of April 24th has been received. The pamphlet arrived last week and I have gone through it with interest. Many thanks for sending it and also the clipping.

I understand from a visitor to the show that the livingroom photograph, which I paid a lot of good money for, was not exhibited. How come?

The model which you have in your possession is to be displayed this Summer at A Century of Progress and as it is to be exhibited in connection with a lot lay-out including landscaping, has got to have a good deal of work on it. Can you let me know as promptly as possible and as definitely as possible exactly when we can have this model back? What is the closing date of the exhibition?

Please let me hear from you without fail in regard to this last point.

With best regards, I am,

Very truly yours,

Howard

Howard T. Fisher,
Vice President,
GENERAL HOUSES, INC.

HTF:G
cu56

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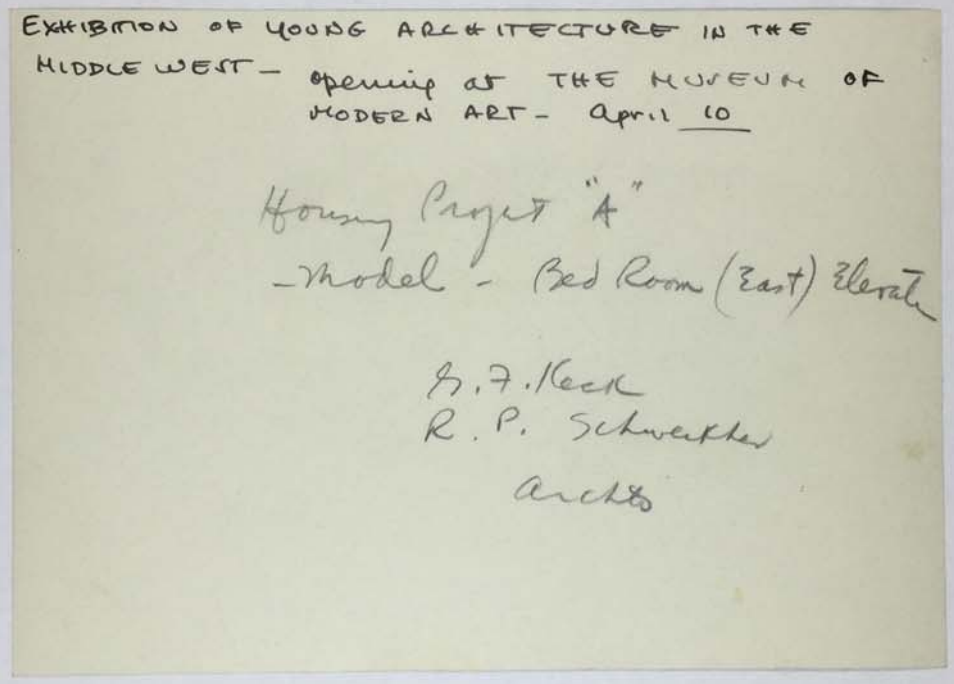

EXHIBITION OF YOUNG ARCHITECTURE IN THE MIDDLE WEST – opening at THE MUSEUM OF MODERN ART – April 10

Housing Project "A"
– Model – Bed Room (East) Elevation

G. F. Keck
R. P. Schweikher
archts

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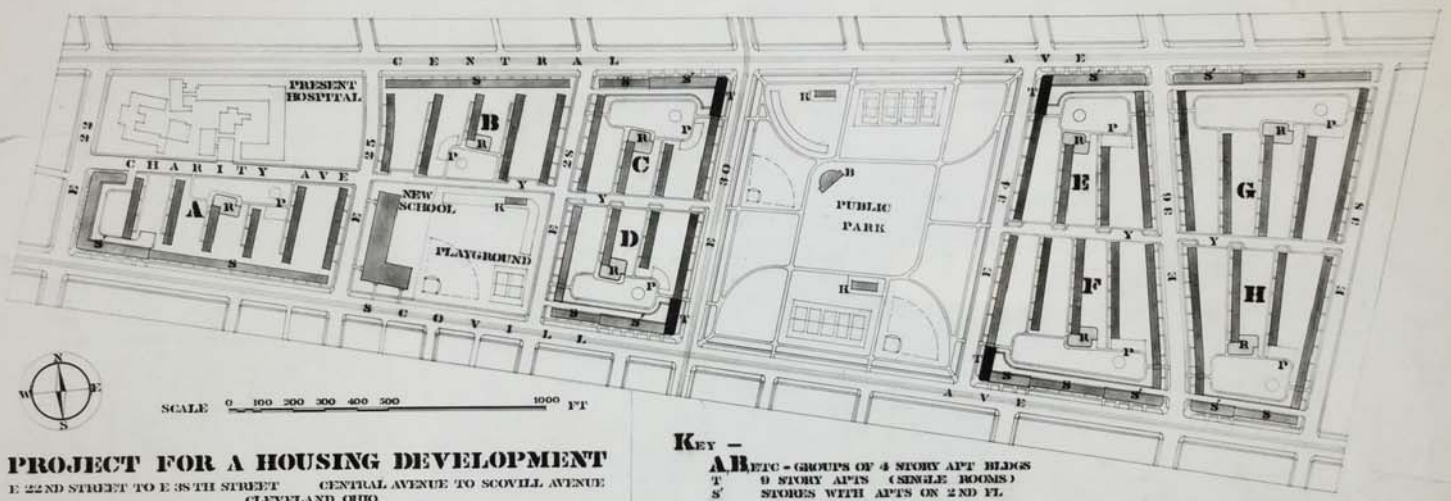


# PROJECT FOR A HOUSING DEVELOPMENT

E 22ND STREET TO E 38TH STREET CENTRAL AVENUE TO SCOVILL AVENUE
CLEVELAND OHIO
AUGUST 11 1932

JOSEPH L WEINBERG AND CONRAD & TEARE — ARCHITECTS
CLEVELAND OHIO

KEY —

| | |
|---|---|
| A B ETC | GROUPS OF 4 STORY APT BLDGS |
| T | 9 STORY APTS (SINGLE ROOMS) |
| S' | STORES WITH APTS ON 2ND FL |
| S | 2 STORY APTS |
| R | 1 STORY COMMON RMS & NURSERY |
| P | PLAY AREA & WADING POOL |
| B | BANDSTAND |
| K | SHELTER & COMFORT STA |
| Y | SERVICE DRIVE & PARKING |

Note: This is a photo of only part of the drawing as now arranged.

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"A" — "Plan of District Neighborhood"

To be enlarged approximately 2½ times.

Please return to
Joseph L. Weinberg
220 Union Building
Cleveland, O.

14

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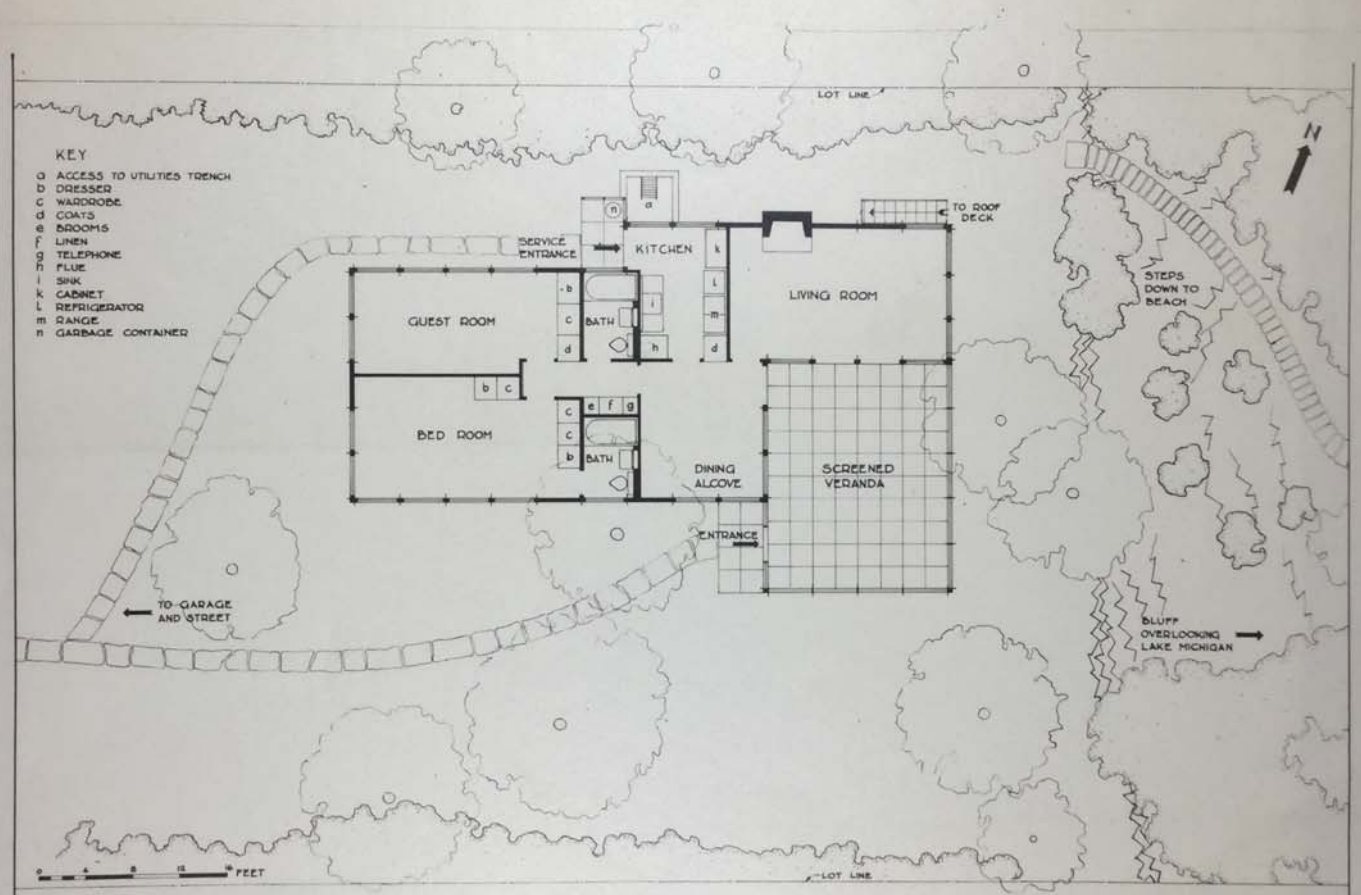


RUTH PAGE HOUSE HUBBARD WOODS, ILL. GENERAL HOUSES INC. HOWARD T. FISHER, ARCHITECT

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Mondays Play
Sept 1929
N.Y. Times
Arch

Wesley Bowman Studio
CHICAGO
Neg. 1320

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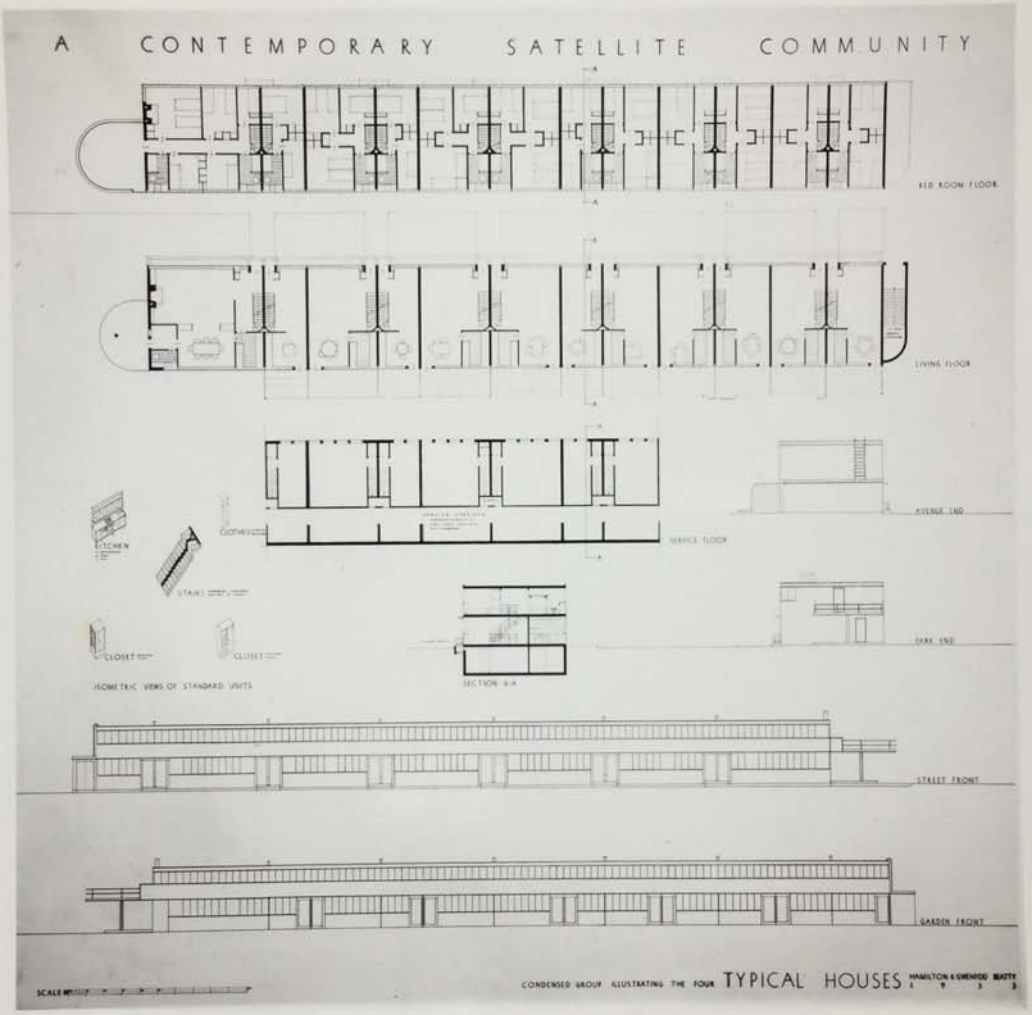

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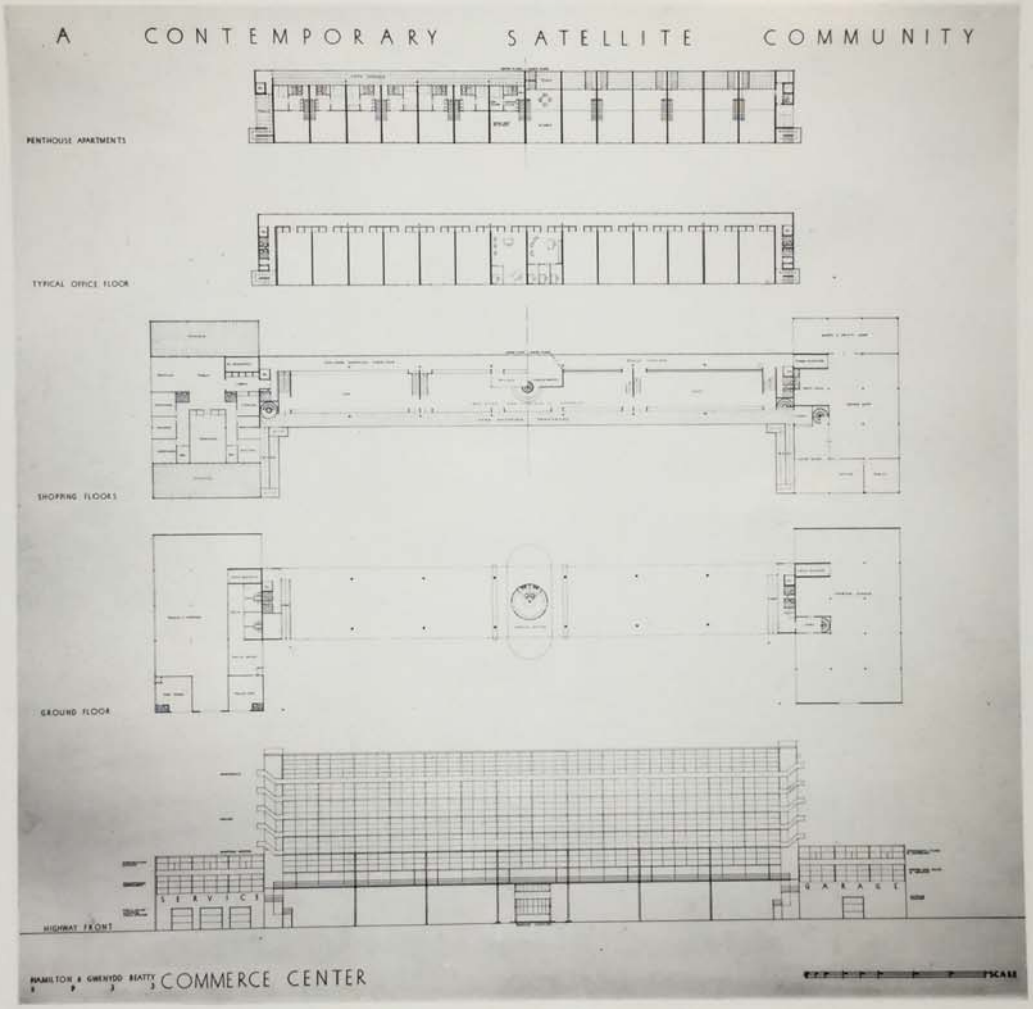

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EXHIBITION OF YOUNG ARCHITECTURE IN THE MIDDLE WEST.

opening at the Museum of Modern Art
April 10.

Housing Project "A"
- Model - Living Room (West) Elevation

G. F. Keck
R Paul Schweikher
archts

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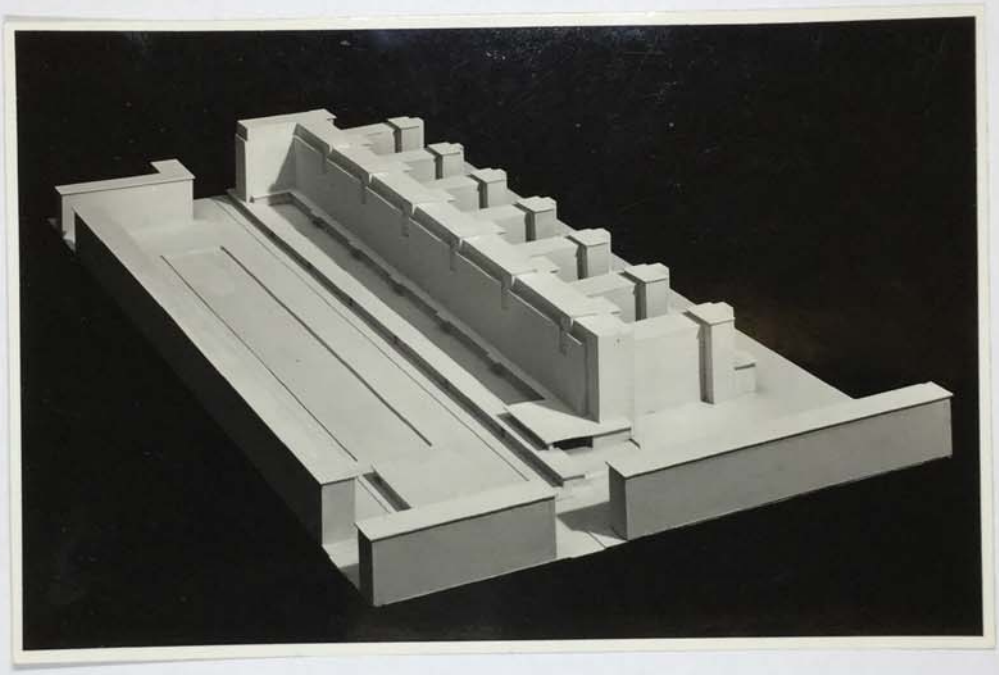

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COURT BLDG. FOR BERLIN
(COMPETITION)
1929

MUSEUM OF MODERN ART
11 WEST 53RD ST., NEW YORK

EXHISITION OF THE WORK
OF YOUNG ARCHITECTS IN
THE MIDDLE WEST
APRIL 10, 1933 TO MAY 7, 1933

H. SCHMÖLZ, KÖLN
PHOTOGRAPH, D. W. B.
UNTER SACHSENHAUSEN 18
FÜR NACHBESTELLUNG
NEGATIV-NUMMER:
3677 - 1.

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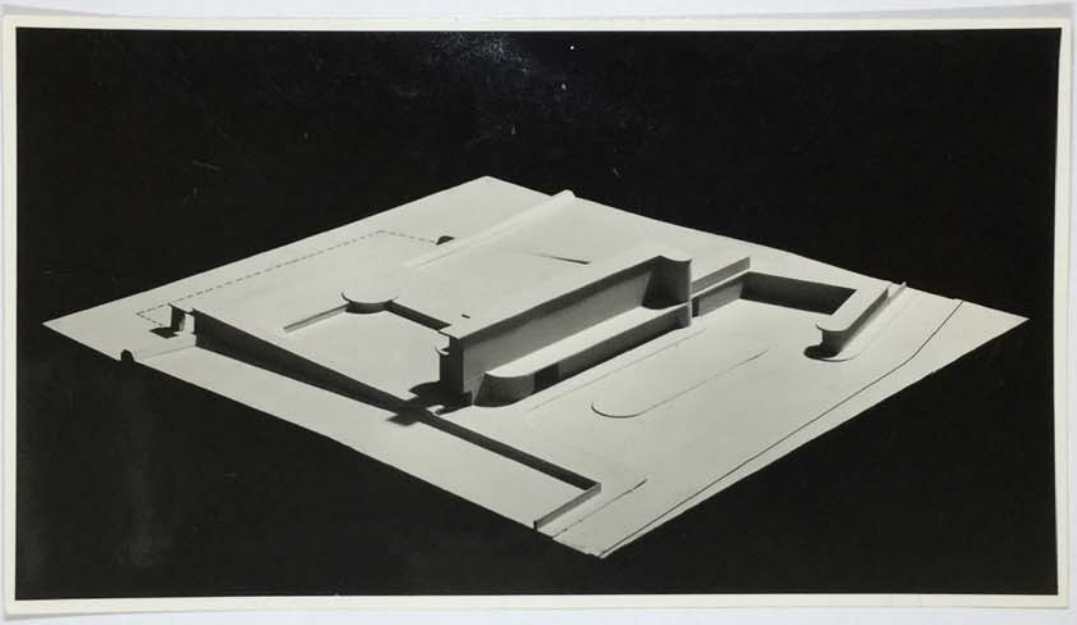

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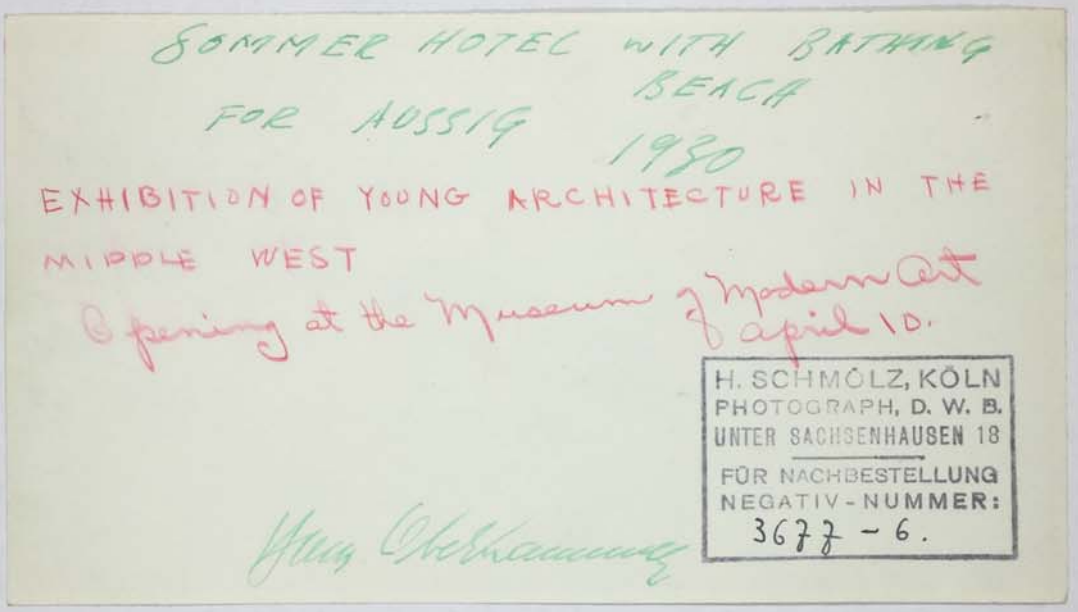

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House for Ruth Page
Howard T Fisher, Architect

General Houses, Inc
220 S State Street
Chicago

The front entrance is through a screen porch overlooking Lake Michigan.

(Please return) (Please give credit: Mario Scacheri, Photographer)

Probably not to be in exhibit.

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House for Ruth Page
Howard T Fisher, Architect

General Houses, Inc
220 S State Street
Chicago, Illinois

The house under construction.
The wall panels have been erected,
and roof beams are in place. The
installation of windows, doors
and finished insulation will com-
plete the walls.

(Please give credit: ~~Mario Scacheri~~,
HEDRICH BLESSING STUDIO Photographer)

(Please return)

To be in exhibit

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House for Ruth Page
Howard T Fisher, Architect

General Houses, Inc
220 S State Street
Chicago

The section of standard roof insulation which is being installed here is equivalent to thirty six inches of masonry in insulating capacity.

(Please give credit: HEDRICH BLESSING STUDIO ~~Mario Scacheri~~, Photographer)

(Please return)

To be included

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House for Ruth Page
Howard T Fisher, Architect

General Houses, Inc
220 S State Street
Chicago

The wall sections are bolted in place. No framing is necessary.

(Please return) (Please give credit HEDRICH ~~Mario Scacheri~~, BLESSING STUDIO Photographer)

To be in exhibit

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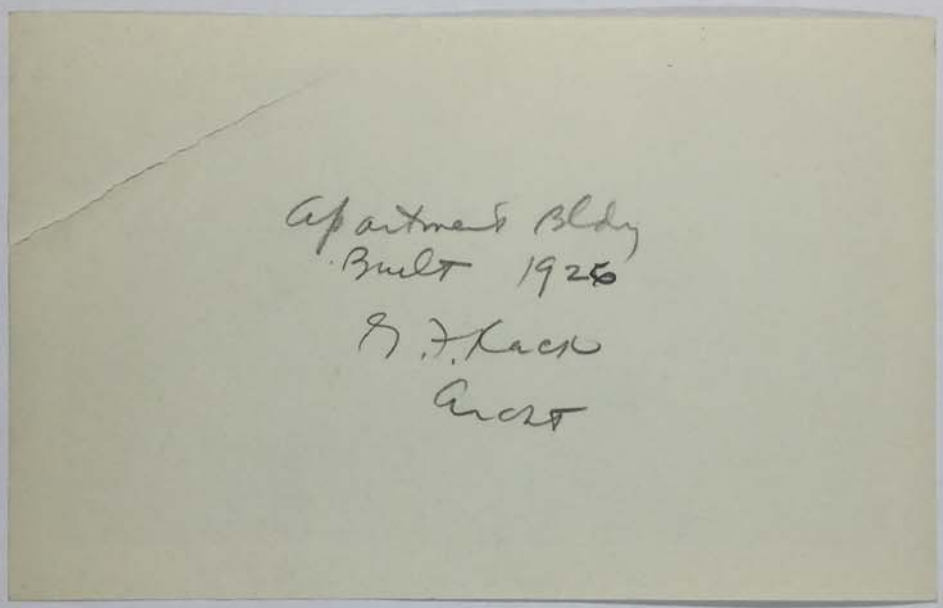

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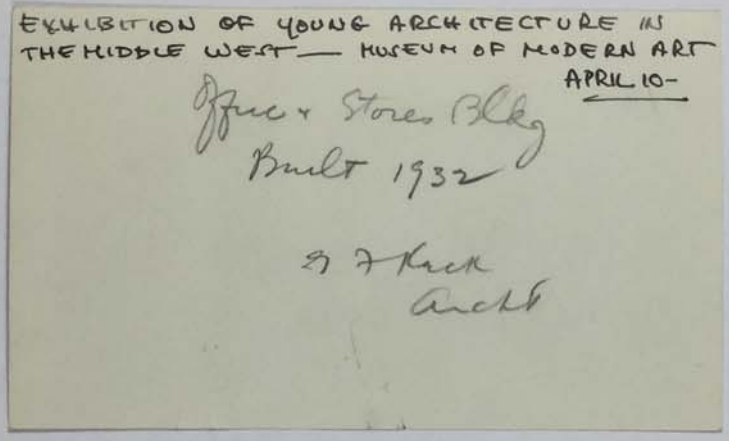

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House for Ruth Page
Howard T Fisher, Architect

General Houses, Inc
220 S State Street
Chicago

Dining Room Interior looking South

(Please give credit: Mario Sanchori
Photographer)

(Please return)

Probably not to be in exhibit.

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# A CENTURY OF PROGRESS

## INTERNATIONAL EXPOSITION
## CHICAGO
## 1933

RUFUS·C·DAWES PRESIDENT
C·S·PETERSON VICE PRESIDENT
DANIEL·H·BURNHAM SECRETARY
GEORGE·WOODRUFF TREASURER
LENOX·R·LOHR GENERAL MANAGER
ALLEN·D·ALBERT ASST TO THE PRESIDENT

ADMINISTRATION BUILDING
BURNHAM PARK
CHICAGO, ILLINOIS

TELEPHONE
VICTORY
1933

February 14, 1933.

Mr. Philip Johnson,
The Museum of Modern Art,
11 W. 53rd St.,
New York City, N.Y.

Dear Mr. Johnson:

Mr. Keck has given me your letter of February 8th regarding the possibility of placing the exhibition by The Museum of Modern Art in Home Planning Hall at the Chicago World's Fair.

I assure you that this sounds intensely interesting to us as it would complete one phase of our Housing Group which is so far not taken care of.

At the same time it will not be possible for me to give you a definite location or to make any arrangements for space for probably another sixty days.

I trust that you will keep in touch with me, however, and that this delay will not upset things in any way.

Most sincerely,

"A CENTURY OF PROGRESS"

J. C. Folsom

J. C. Folsom
Applied Science & Industry Div.
Department of Exhibits

JCF/FW

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Chi. Arch. Contd. Fair

November 28rd, 1932
February 21st, 1933

Contd. Fair

1228 A

Charge to the account of MUSEUM OF MODERN ART $

| CLASS OF SERVICE DESIRED | | | |
|---|---|---|---|
| DOMESTIC | | CABLE | |
| TELEGRAM | | FULL RATE | |
| DAY LETTER | | DEFERRED | |
| NIGHT MESSAGE | X | NIGHT LETTER | |
| NIGHT LETTER | | WEEK END LETTER | |

Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.

# WESTERN UNION

NEWCOMB CARLTON, PRESIDENT — J. C. WILLEVER, FIRST VICE-PRESIDENT

| CHECK |
|---|
| ACCT'G INFMN. |
| TIME FILED |

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

5/22/33

MR. J.O. FOLSOM
DEPARTMENT OF EXHIBITS
ADMINISTRATION BUILDING
A CENTURY OF PROGRESS
BURNHAM PARK
CHICAGO, ILLINOIS

[redacted] OFFER ACCEPTED PROVISIONALLY HERE ON CONDITION EXHIBITION IS KEPT AS UNIT ORGANIZED BY MUSEUM OF MODERN ART STOP ARCHITECTS MUST BE CONSULTED AND FURTHER DETAILS REGARDING SPACE NECESSARY STOP PLEASE [redacted] GET IN TOUCH WITH GEORGE FRED KECK 612 NORTH MICHIGAN AVENUE CHICAGO IN CHARGE OF EXHIBITION THERE

THANKING YOU

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE.

PJ/f

PJ/f

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Ch. Arch. World's Fair

February 21st, 1933

Mr. J.C. Folsom
Applied Science & Industry Div.
Department of Exhibits
A Century of Progress
Administration Building
Burnham Park
Chicago, Illinois

Dear Mr. Folsom:

Thank you for your letter of February 14th regarding the possibility of showing the Exhibition of Young Architecture in the Middle West in the Home Planning Hall at the World's Fair.

I shall keep you informed about the progress of our plans for this exhibition, and I shall expect to hear from you when your space arrangements are are more definite.

In the meantime I shall try to obtain the permission of the exhibitors to hold the exhibition at the Fair so that all will be in readiness.

The only condition that should be kept in mind in planning space is that the exhibition should be shown as a unit.

Very sincerely yours,

Chairman.

PJ/f

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November 23rd, 1932

Mr. John Gert Raben
C/o Sears, Roebuck & Co.
Chicago, Illinois

Dear Gert:

I was sorry to hear from Keck that you have decided not to exhibit with the other Chicago modern architects at the Museum here. He gave as your reason that you belong to an International Group of anonymous architects. Is this Neutra's group? If so, I should be very glad to know more about it....who belongs and what the plans are for the future.

Meanwhile I wish you could see your way clear to exhibit here in the spring. I think it should do much for international architecture, if we can show by means of such exhibitions how many young men throughout the country are doing really modern work. People in New York are much too apt to think it is confined to Europe.

Do write me and explain more about the group to which you belong so that we may perhaps combine and corrdinate our efforts toward the future of modern architecture.

Very sincerely yours,

Chairman.

PJ/f

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Raben

Geo. Raben

John G.Raben.
350 S.Lotus Ave.
Chicago, Ill.

Dec.2.1932.

Dear Philipp.

I hope to see you over this weekend in New-York and think that I can give you a ring on saturday.

Beeing in N.Y. for at least 4-5 days, I believe, we will find some time to discuss the matter thoroughly.

In case you are not in the office or at home, please let me know through Seppl where I can get in touch with you.

Very sincerely yours,

John G. Raben

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Raben

December 27th, 1932

Mr. John G. Raben
350 S. Lotus Street
Chicago, Illinois

Dear Gert:

This is just a note to let you know the final dates of our show for which you said you would send some material. The exhibition will open here on Monday, February 27th, 1933. All material must be here at the Museum by Monday, February 13th, 1933.

As we mentioned, the height of the wall exhibits should be 36" high, the width varying according to the proportion. Renderings should be as simple as possible, without borders or elaborate lettering. The mounting should be similar to that in the show at Sears, Roebuck. I shall greatly appreciate it if you can make your exhibit conform to this standard so that the show may present a homogeneous appearance.

Please give my love to Itka and tell her that I still think of that marvelous meal I had at your house.

PJ/f

With best wishes for the coming season, I am

Very sincerely yours,

Chairman.

PJ/f

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Raben

January 21st, 1933

Mr. John G. Raben
350 S. Lotus Street
Chicago, Illinois

Dear Gert:

Due to an extension of time on the Exhibition of American Painting & Sculpture here, the opening of our exhibition has been postponed.

The opening date is now finally scheduled for April 3rd. The show will continue until April 30th. All material, therefore, should be here at the Museum by Wednesday, March 15th.

I hope this extra time may be of use to you.

With kindest regards to you and Itka, I am

Very sincerely yours,

Chairman.

PJ/f

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Raben

March 7th, 1933

Mr. John G. Raben
350 S. Lotus Street
Chicago

Dear Mr. Raben:

I am enclosing another copy of our form letter which was sent to you last week in the event that the first was misplaced.

We shall very much appreciate your filling out this form as we need the material for publicity for the exhibition.

As we have not heard from you since you spoke to Mr. Johnson, we hope that work on your exhibit is progressing and shall look forward to receiving it by March 15th as scheduled.

Very sincerely yours,

Assistant
Department of Architecture.

f
Enc.

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Mr. Philipp Johnson,
The Museum of Modern Art.

Dear Philip:

I am terribly sorry to write to you this late. But as you might know I am at first very busy and secondly, beeing out of town so many times, I hardly had a chance to be remebered of this exhibit of yours.

The bad news for you is that I after all decide not to send you meine alten Schinken.

It makes me feel bad that I promised it once but I really don't want to hang these old scetches, beeing the only onces I have, and which I don't care for any more, besides, I have never made anything for an exhibit as yet and to show projects which never came out of their infancy is bad publicity in my point of view.

You might remeber some of the ideas I pointed out to you that time when you see this week an exhibit on city planing, brought to New-York by O'Neil of Chicago which is somewhat new and different. It is by no means what I would consider as a 100% show. To present the very idea of modern architecture, is not to exhibit a bunch of modern architects to people who are only interested in art and society or of our own profession, but to explain clearly the important change of architecture and to develope a new attitude towards this to the avarage men should be the leading idea.

Of course this latter is not the reason for not sending my stuff and if you are mad with me, old man, I'll feel guilty and apologize and only hope, that I have something real interesting for your next exhibit.

I thank you for your kind consideration and send you my best regards in which Idka joins me.

Sincerely yours

Johnson

P.S. I am sure I will see you this summer at our great "county fair" which is keeping me busy and away from work which I would like to do.