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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447. 11

GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2305 HYPERION AVE. LOS ANGELES 27 CALIFORNIA

N.H.

Theresa
ret
MARCH 20, 1950

POST SCRIPT TO MR. PETER BLAKE

I CAN ARRANGE TO BE IN NEW YORK IN THE MIDDLE OF MAY; I COULD LEAVE
HERE PERHAPS ON SUNDAY, MAY 14. WILL IT BE POSSIBLE FOR YOU TO MAKE
THE NECESSARY ARRANGEMENTS WITH THE AIR LINE?

IT WOULD BE FAIR IN APPORTIONING CREDITS ON THE MUSEUM HOUSE TO ASSIGN
INTERIORS, FURNISHINGS, COLOR SCHEMES, ETC. TO YOUR DEPARTMENT AT THE
MUSEUM.

GREGORY AIN

Hein

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CLASS OF SERVICE

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

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

September 7, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

DELIGHTED IF YOU WOULD ANSWER MUMFORD.

Philip

Charge: Architecture and Design
Dept. Expenses

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

John

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•LB725 L•LLZ325 NL PD=FY LOSANGELES CALIF 6=

=PHILLIP JOHNSON=

MUSEUM OF MODERN ART NYK=

SHOULD YOU OR SHOULD I ANSWER LEWIS MUMFORDS ARTICLE IN THE
LAST NEW YORKER? REGARDS=

=GREGORY AIN=

AIN=.

*9. / or Mumford
- Philip*

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UNION

1201

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LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

O RWUB125 QDY THX

Receipt is STANDARD TIME at point of destination

WU B125 PD=LOSANGELES CALIF MAY 11 926A=

MISS NATALIE HOYT=

MUSEUM OF MODERN ART=MANY THANKS FOR THE PHOOS PLEASE AMEND
PRESS RELEASE TO CREDIT FIRM NAME=

GREGORY AIN=PHOOS AIN=126P..

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UNION

•RWUB 136 QDY HX

1201

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Ship Radiogram

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WUB136 PD=LOSANGELES CALIF MAY 5 827A=PHILLIP JOHNSON=

=MUSEUM OF MODERN ARTS=

=I!LL BE DELIGHTED TO JOIN YOU AND MRS PARKINSON SATURDAY NIGHT.

, MANY THANKS=

GREGORY AIN=AIN=125P.

*called PCJ's
office 5-5-50*

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WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS

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NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

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QDY 1 39 DL PD MAY 4= May 4, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

MRS. PARKINSON, ONE OF OUR TRUSTEES, AND I INVITE YOU TO THE
THEATER SATURDAY NIGHT AND TO BE MY OVERNIGHT GUEST IN NEW CANAAN.
I HOPE YOU ARE PLANNING TO STAY AT LEAST THAT LONG. COULD YOU
WIRE ME? ~

Philip C. Johnson

Charge: House in the Garden

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John

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WESTERN UNION

W. P. MARSHALL, PRESIDENT

1901

SYMBOLS

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NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

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LU310

1950 APR 27 AM 2 14

L.LLA628 12 NL COLLECT=LOSANGELES CALIF 26=

NATALIE HOYT, DEPT OF ARCHITECTURE=

MUSEUM OF MODERN ART NYK=

AIRPLANE TICKETS RECEIVED AND MANY THANKS WILL BE SEEING YOU
SOON=

GREGORY AIN=.

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John

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D.L.

WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS

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NL = Night Letter	
LC = Deferred Cable	
NLT = Cable Night Letter	
Ship Radiogram	

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QDY 2 26 80 April 7 =

April 7, 1950

MR. GREGORY AIN ~
2305 HYPERION AVENUE
LOS ANGELES, CALIFORNIA ~

Need instructions regarding prospective clients both private and builders
for duplicates of Museum House. Stop. Foresee requests for individual
houses and possibility several real estate developments. ~

Natalie Hoyt

Francis Roden

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WO

John

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WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS

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NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

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MR. GREGORY AIN
2305 HYPERION AVENUE
LOS ANGELES, CALIFORNIA

April 6, 1950

Need instructions regarding prospective clients both private and builders
for duplicates of Museum House. Stop. Foresee requests for individual
houses and possibility several real estate developments.

Natalie Hoyt

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John

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JOSEPH L. EGAN
PRESIDENT

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9S ADN 22 NL COLLECT

LOS ANGELES CALIF FEB 16 1950

NATALIE HOYT

MUSEUM OF MODERN ART 11 W 53 ST NYK

REGARDING COLORS, PLEASE WIRE YOUR FINAL SELECTION OF FLOOR

TILE, DRAINBOARD, KITCHEN CABINETS, WALL PANELING BATH WAINSCOTING

ETC WITH CATALOGUE NUMBERS

GREGORY AIN
838P

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John

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PRESIDENT

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February 15, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles, California

MODEL MAKER NEEDS COLORS SOONEST. ~~XXXXXXXXXXXXXXXXXXXX~~
DITTO PAINTERS. REPLY NEEDED. GREETINGS.

Natalie Hoyt

Charge to: House in the Garden

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John

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Congratulations beautiful drawings and ~~amazing~~^{superb} details
Thanks letter and connections.
Please airmail ~~six~~ copies sheet one
four each sheets two three
~~will~~ writing soon. ~~amazing~~
RVH

1/16/

MM A

WO 2-7111

John

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ON

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NLT = Cable Night Letter
Ship Radiogram

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NA202 13 COLLECT=LOSANGELES CALIF 10 21⁵⁰ JAN 10 PM 6 31
NATALIE HOYT, MUSEUM OF MODERN ARTS
DELIVER 11 WEST 53 ST

Monday
SHEET 2 MAILED YESTERDAY INTERIOR ELEVATIONS FOLLOW TOMORROW
DETAILS FOLLOW NEXT DAY
Wednesday
GREGORY AIN *Sunday*

AIN

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PRESIDENT

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QD4 3 9 PD JAN 10 =

JANUARY 10, 1950

GREGORY AIN =

2305 HYPERION AVENUE

LOS ANGELES, CALIFORNIA =

SHEET ONE RECEIVED. ADVISE ARRIVAL OTHERS. CRUCIAL SITUATION. GREETINGS. =

NATALIE HOYT

Charge: House in the Garden II

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GREGORY AIN
2305 HYPERION AVENUE
LOS ANGELES, CALIFORNIA

JANUARY 10, 1950

SHEET ONE RECEIVED. ADVISE ARRIVAL OTHERS. CRUCIAL SITUATION. GREETINGS.

NATALIE HOYT

Charge: House in the Garden II

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QDY-2-9-PD-JAN 4

GREGORY AIN =
2305 HYPERION AVENUE
LOS ANGELES, CALIFORNIA =

MONDAY NINTH ABSOLUTE DEADLINE FOR RECEIPT FINAL DRAWINGS. GREETINGS. =

NATALIE HOYT

Chg: House & Garden II

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JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS

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Ship Radiogram

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GREGORY AIN
2503 HYPERION AVENUE
LOS ANGELES, CALIFORNIA

1/4/50

MONDAY NINTH ABSOLUTE DEADLINE FOR RECEIPT FINAL DRAWINGS. GREETINGS.

NATALIE HOYT

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PRESIDENT

1201

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LC=Deferred Cable

NLT=Cable Night Letter

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QDY-3-10-PD-DEC 30-

GREGORY AIN -

2305 Hyperion Ave.

Los Angeles 27, California -

PLEASE SEND SOONEST CONSTRUCTION SECTIONS REQUIRED BY KELLY. VERY URGENT. -

Philip C. Johnson
Museum Modern Art

Chg. to Dept. of Arch and Design

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PRESIDENT

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Ship Radiogram

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GREGORY AIN
2305 Hyperion Ave.
Los Angeles 27, California

12/30/49

PLEASE SEND SOONEST CONSTRUCTION SECTIONS REQUIRED BY KELLY. VERY URGENT.

Philip C. Johnson
Museum Modern Art

Chg. to Dept. of Arch and Design

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PRESIDENT

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GREGORY AIM
2305 Hyperion Ave.
Los Angeles 27, California

PLEASE SEND SOONEST CONSTRUCTION SECTIONS REQUIRED BY KELLY. VERY URGENT.

Philip C. Johnson
Museum Modern Art

Chg. to Dept. of Arch and Design

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HH
PCJ

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

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(22)

.. . . . Cable

NLT = Cable Night Letter

Ship Radiogram

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NA322 12 COLLECT=LOSANGELES CALIF 9 1235P:

=NATALIE HOYT

Collect 2.06

=MUSEUM OF MODERNARTS FOUR WEST 54 ST=

MATERIAL LIST WILL REACH YOU BY MONDAY SKETCHES ETC FOLLOW
IMMEDIATELY:

=GREGORY AIN=

AIN=

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QD4-3 — 10 — PD- 12/6/49
Gregory Ain
2503 Hyperion Avenue
Los Angeles, Cal.

When may we expect sketches
list materials and kitchen layout

Natalie Hoyt

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WESTERN UNION

JOSEPH L. EGAN
PRESIDENT

1201

SYMBOLS

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Ship Radiogram

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LC501

L.LLW661 NL PD=LOS ANGELES CALIF 17=
MISS NATALIE HOYT=MUSEUM OF MODERN ARTS
11 WEST 53 ST NYK=

OCT 18 AM 12 37

SKETCHES MAILED TODAY=
GREGORY AIN=

AIN=..

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

with our plans. I hope very much that you will have the back of your mind, of some modifications of the plan for development use. I visited a well-publicized and well-designed development in Virginia last week and was struck by the need for variation.

Natalie Hoyt
Coordinator for the

I am sending a copy of your standard reply to inquiries about the house to the editors of the Woman's Home Companion. They are considering sending this information together with your address to all who have requested information, and I shall do the same thing.

With all good wishes,

Sincerely yours,

Natalie Hoyt

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June 27, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Thank you very much for your letter of June 14. You answered all my questions, and I am delighted to have your opinions. I feel that your charge of \$75 for the first set of prints is reasonable and entirely justified. And I am glad that you are preparing an electrical layout and outline specifications, which I agree are adequate. I also agree that all builders should have free access to the plans. I wish to thank you for your very generous offer to waive the fee for my personal use of the plans. I am not at all sure that I can accept such an offer. We are proceeding slowly with our plans. I hope very much that you are thinking, in the back of your mind, of some modifications of the plan for development use. I visited a well-publicized and well-designed development in Virginia last week and was struck by the need for variation.

Natalie Hoyt
Coordinator for the

I am sending a copy of your standard reply to inquiries about the house to the editors of the Woman's Home Companion. They are considering sending this information together with your address to all who have requested information, and I shall do the same thing.

With all good wishes,

Sincerely yours,

Natalie Hoyt

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ERIGOTT AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

June 6, 1950

Mr. Philip L. Goodwin
32 East 57th Street
New York 22, New York

Dear Mr. Goodwin:

In accordance with your generous suggestion I am sending you the total of Mr. Ain's account at the University Club, May 16-20, \$46.27. Miss Ulrich will be happy to receive your check in reimbursement of this amount.

It was good of you to put up Mr. Ain at the Club. I am sure that he appreciated your kindness. This is just one more indication of your friendly support of the architectural endeavors of the Museum.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

JUNE 1, 1950

DEAR MISS HOYT:

I'M WRITING TO THANK YOU AGAIN FOR ALL YOUR HELP, BEFORE, DURING,
AND AFTER THE BUILDING OPERATIONS. AND MAY I ASK YOU TO DO WHAT-
EVER IS NECESSARY WITH THE ENCLOSURE FROM THE UNIVERSITY CLUB?

CORDIALLY YOURS,

GREGORY AIN

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA
JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MR. PHILIP G. JOHNSON
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

MAY 30, 1950

DEAR PHILIP:

I FIND MYSELF WRITING EXACTLY A WEEK LATER THAN I HAD EXPECTED TO BE GETTING IN TOUCH WITH YOU AGAIN; THE TEMPO OF YOUR CITY ACCOUNTS FOR THAT. THE FEW DAYS THAT WERE LEFT TO ME IN NEW YORK AFTER MY RETURN FROM CONNECTICUT WERE SO FILLED WITH DELIVERING PERSONAL MESSAGES, ETC., THAT AGAIN I WAS UNABLE TO VISIT MANY OF THE MOST ALIVE AREAS, AS YOUR OFFICE, FOR INSTANCE.

THERE ARE A NUMBER OF THINGS THAT I'D LIKE TO DISCUSS WITH YOU. AS I REVIEW THEM BRIEFLY IN MY MIND, MOST OF THEM SEEM TO FALL INTO THE CATEGORY OF THANKS DUE:

- 1) FOR THE VISIT TO YOUR REALLY BEAUTIFUL HOUSE IN NEW CANAAN. I HOPE THAT THIS EXAMPLE WILL LEAD TO MORE OF THE SAME LEVEL AND CHARACTER, PARTICULARLY BY THE SAME HAND!
- 2) FOR PILOTING ME THRU THE HAUT MONDE; IT WAS NICE TO FIND SUCH PLEASANT HUMANS BEHIND THE FAMOUS NAMES.
- 3) FOR THE SUMMARY OF THE AUTOMOBILE DESIGN SYMPOSIUM.
- 4) ABOVE ALL, FOR THE TREMENDOUS JOB DONE BY YOU AND YOUR DEPARTMENT OF THE MUSEUM.

GRATEFULLY AND CORDIALLY YOURS

Greg Ainsworth

P.S. - I wonder if Miss Hayt could send me some more photos of the house? The University & the local papers both asked us for some - G.A.

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27 PHOTOS PHOTOGRAPHS LENT BY GREGORY AIN:

and to be returned to the architect

27 Photographs lent by Gregory Ain to Museum of Modern Art
(return to Mr. Ain) May 23rd 1950

*returned
5/23/50*

- 3 Small house for Alexander Cole
 - 2 exterior
 - 1 interior
- 3 Small house for Alexander Cole
 - 2 exterior
 - 1 interior
- 2 Group of 52 houses in a low cost subdivision
 - 1 exterior
 - 1 interior (small glossy)
- 2 Group of 52 houses in a low cost subdivision
 - 1 One of a group of 28 houses in Altadena, Calif. for Park Planned Homes Co.
 - 1 interior (small glossy)
- 1 Reception room of the building for the Council of Hollywood Guilds and Unions
 - 1 One of a group of 28 houses in Altadena, Calif. for Park Planned Homes Co.
- 3 One small glossy print each of Gregory Ain, Joseph E. Johnson, and Alfred W. Day
- 1 Reception room of the building for the Council of Hollywood Guilds and Unions
- 5 Drawings of floor plans - Mar Vista Project
- 3 Mar Vista Project - exterior
- 3 Drawings Dunsmuir Flats -
 - 1 floor plan
 - 2 exterior
- 3 Park Planned Homes
 - 1 drawing - street perspective
 - 1 " - floor plan
 - 1 exterior photograph
- 3 Drawings Avenel Homes

Reference:
Arts & Arch., Dec. '48

" " , May '48

Arch. Forum, April, '49

Progressive Arch., July '47

Arts & Arch., May '48

Arts & Arch., Aug. '48

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10/4/49

SEVEN PHOTOGRAPHS LENT BY GREGORY AIN:
and to be returned to the architect

*returned
5/23/50*

- 3 Small house for Alexander Cole
2 exterior
1 interior

Reference:
Arts & Arch., Dec.'48

- 2 Group of 52 houses in a low cost subdivision
1 exterior
1 interior (small glossy)

" " , May '48
" " , Sept.' 49
Arch. Forum, April, '49

- 1 One of a group of 28 houses in Altadena, Calif.
for Park Planned Homes Co.

Progressive Arch., July' 47
Arts & Arch., Nov.' 45

- 1 Reception room of the building for the
Council of Hollywood Guilds and Unions,

Arts & Arch., Aug.'48

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THE MUSEUM OF MODERN ART

Date May 22, 1950

To: George Dohrenwend

Re: Exhibition House

From: Natalie Hoyt

Catalogues

May 11, 1950

Please send 50 copies of the house catalogue on a complimentary basis to Mr. Gregory Ain along with 200 copies of the Woman's Home Companion color reprints. The label and reprints are attached.

Dear Mr. Ain:

Thank you for your letter of May 10. I trust that you had a good trip. We are looking forward to seeing you tomorrow. Will you please come to the Museum at your convenience.

I enclose a schedule of the events of the week. Because this is your first trip to New York, I am sure that you will wish to do some sightseeing and to have some free time. Therefore, we have left you plenty of free time. There are a number of people who hope that you will lunch or dine with them informally, and we can arrange those dates to suit your convenience.

Sincerely yours,

*12.00 - 7.00 Public opening.

Saturday, May 13:

7.00 - Dinner & theatre party (Mrs. G. B. Parkinson, 135 East 125th Street, New York 29, N.Y.)
Night at Mr. Philip Johnson's, New Canaan.

Natalie Hoyt

Coordinator for the
Exhibition House

NH:pw

* Mr. Ain is not expected to attend, but he might wish to look in.

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SCHEDULE FOR MR. AIN

Tuesday, May 18: 12.15 Cocktails & luncheon for guests of Furniture Competition. Penthouse.

2.30 Photographs. House.

May 15, 1950

5.30 - 7.00 Cocktail party for contributors to House & guests of Women's Home Competition. In garden or in penthouse, in case of rain.

Mr. Gregory Ain
University Club
1 West 54th Street
New York, New York

Wednesday, May 17: *12.00 - 7.00 Museum members' opening.

Dear Mr. Ain:

5.00 - 7.00 Cocktail party for Mr. Ain. Mr. & Mrs. John D. Rockefeller III, 840 East 57th Street.

Welcome to New York! I trust that you had a smooth trip. We are looking forward to seeing you tomorrow. Will you please come to the Museum at your convenience.

Thursday, May 18: 1.00 Luncheon. Mrs. Vincent Astor, 120 East End Ave.

I enclose a schedule of the events of the week. Because this is your first trip to New York, I am sure that you will wish to do some sightseeing and to have some free time. Therefore, we have left you plenty of free time. There are a number of people who hope that you will lunch or dine with them informally, and we can arrange those dates to suit your convenience.

Sincerely yours,

*12.00 - 7.00 Public opening.

Saturday, May 20: 7.00 - Dinner & theatre party (The Cenci). Mrs. E. B. Parkinson, 135 East 71st Street.

Night at Mr. Philip Johnson's, see Johnson.

NH:pw

* Mr. Ain is not expected to attend, but he might wish to look in!

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SCHEDULE FOR MR. AIN

Tuesday, May 16: 12.15 Cocktails & luncheon for guests of Furniture Competition. Penthouse.
2.30 Photographs. House.
5.30 - 7.00 Cocktail party for contributors to House & guests of Woman's Home Companion. In garden or in penthouse, in case of rain.

Wednesday, May 17: *12.00 - 7.00 Museum members' opening.
5.00 - 7.00 Cocktail party for Mr. Ain. Mr. & Mrs. John D. Rockefeller III, 242 East 52nd Street.

Thursday, May 18: 1.00 Luncheon. Mrs. Vincent Astor, 120 East End Ave.
2.00 - 5.00 Press opening.

Friday, May 19: 11.00 - 1.00 Rehearsal (11.00) and television show "Just For You", WNBT, Ann Pringle, Studio 5B, 105 East 106th Street (RKO Pathe Building).
*12.00 - 7.00 Public opening.

Saturday, May 20: 7.00.
Dinner & theatre party (The Consul). Mrs. E. B. Parkinson, 135 East 74th Street.
Night at Mr. Philip Johnson's, New Canaan.

* Mr. Ain is not expected to attend, but he might wish to look in!

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Greg. Ain
✓
VOORHEES WALKER FOLEY & SMITH
101 PARK AVENUE
NEW YORK 17

May 24, 1950

Dear Phil:

gs
Answering your letter of the 22nd we have not had any group of meetings yet with the Home Builders' organization except a very exploratory one to indicate the willingness to cooperate in a friendly manner with them. I think that Mr. Ain for the moment will have to stand on his own as to what he expects to get for the building. I would think as the work is going to be done within the New York area that it would be advisable to talk with Mr. Clarence Litchfield, Chairman of the Fees Committee of the New York Chapter, AIA, and get his advice. I would suggest that he do not sell himself too cheaply.

Sincerely,

Ralph Walker

Ralph Walker

Mr. Philip C. Johnson, Director
The Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

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THE MUSEUM OF MODERN ART

Date April 27, 1950

To: Natalie Hoyt

Re: Ain on TV

From: Elisabeth Boldt

Ann Pringle would like to interview Gregory Ain on ~~your~~ her new television program, "Just For You", WNBT, sponsored by Gimbles and independents.

Miss Pringle wants us to send her a brief resume of Mr. Ain's achievements and six leading questions he would liked to be asked about the Exhibition House.

He should be at Studio 5B, 105 E. 106th Street (RKO Pathe Building) at 11 on Friday, May 19. This will allow an hour to go over what they are going to say. The program is on from noon until 1.

I checked with Miss Callahan who said by all means to take the offer. She says she hasn't had any nibbles yet. She is going to approach CBS next week.

She and I both want to know if the model will be available for television appearances. I didn't offer it to Pringle (she didn't ask) but if it is available we could offer it to CBS.

js

Elisabeth

To: Fifth Floor Desk

From: Natalie Hoyt

Please send the following items:

QD 7-1-7-12 D - APR

Gregory Ain:
2305 Brighton Avenue
Los Angeles, California

Please wire receipt of airline

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THE MUSEUM OF MODERN ART

Date April 26, 1950

To: Fifth Floor Desk

Re: Telegram

From: Natalie Hoyt

Please send the following wire:

QDY-1- 7- PD - APR 26 -

Gregory Ain -
2305 Hyperion Avenue
Los Angeles, California -

Please wire receipt of airline tickets. Greetings. -

Natalie Hoyt

The architect of the Museum building and a trustee of the Museum is putting you up at the University Club at 1 West 54th Street, which is just around the corner from the Museum. On your arrival at the Club you will find they are expecting you.

You will undoubtedly receive a letter from Mrs. Vincent Astor inviting you to luncheon on Thursday the 18th, and I expect that another friend of the Museum will give you a cocktail party.

Thanks for the information regarding the use of the plans of the house. With all good wishes,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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THE MUSEUM OF MODERN ART

Date April 26, 1950

To: Fifth Floor Desk

Re: Telegram

From: Natalie Hoyt

Please send the following wire:

Gregory Ain
2305 Hyperion Avenue
Los Angeles, California

Please wire receipt of airline tickets. Greetings.

Natalie Hoyt

The architect of the Museum building and a trustee of the Museum is putting you up at the University Club at 1 West 54th Street, which is just around the corner from the Museum. On your arrival at the Club you will find they are expecting you.

You will undoubtedly receive a letter from Mrs. Vincent Astor inviting you to luncheon on Thursday the 18th, and I expect that another friend of the Museum will give you a cocktail party.

Thanks for the information regarding the use of the plans of the house. With all good wishes,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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April 12, 1950

Mrs. Emily Woodruff

Entertainment of

Natalie Hoyt

Gregory Ain

April 21, 1950

AIR MAIL

Mr. Gregory Ain, architect of the Exhibition House in the Garden, New York as a guest of the Museum during the week of May 15. Mr. Gregory Ain has suggested that I tell you, and that you refer to the Hospitality Committee. Because Mr. Ain will be providing housing as well as some entertainment. I am sure that any members of the Committee would be willing to provide a club? I understand that he is a very nice person.

Dear Mr. Ain:

Thank you for your letter. I have made reservations for your air transportation by United Air Lines. The tickets will be sent to you directly at your office. The best reservation for Saturday was the noon flight from Burbank which arrives in San Francisco at 1:45 P.M. You will leave San Francisco on Monday the 15th at 8:40 A.M. and arrive at 9:50 P.M. You will notice that it is a round trip ticket, so that you will have to make a reservation for your return. Of course, you are at liberty to change the other flights if you wish.

The architect of the Museum building and a trustee of the Museum is putting you up at the University Club at 1 West 54th Street, which is just around the corner from the Museum. On your arrival at the Club you will find they are expecting you.

You will undoubtedly receive a letter from Mrs. Vincent Astor inviting you to luncheon on Thursday the 18th, and I expect that another friend of the Museum will give you a cocktail party.

Thanks for the information regarding the use of the plans of the house. With all good wishes,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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April 12, 1950

Mrs. Emily Woodruff

Entertainment of

Natalie Hoyt

Gregory Ain

April 13, 1950

Mr. Gregory Ain, architect of the Exhibition House in the Garden, will be in New York as a guest of the Museum during the week of May 15. Mr. d'Harnoncourt has suggested that I tell you, and that you refer the matter to the Hospitality Committee. Because Mr. Ain will be our guest, we wish to provide housing as well as some entertainment. Do you suppose that any members of the Committee would be willing to put him up at a club? I understand that he is a very nice person. We do not expect Mrs. Ain to accompany him.

Mr. Ain will probably arrive on Monday, the 15th. On Tuesday, the Museum is giving a cocktail party in the garden (or in case of rain, in the Penthouse) for the contributors to the House. I assume that Mr. Ain will attend.

It is possible that a friend of the Museum will give a cocktail party on Wednesday in her house in Mr. Ain's honor. It is probable that she will invite many local architects.

I think it would be very nice if we could arrange an evening party for Mr. Ain.

It has been suggested that friends of the Museum might wish to invite the trustees and a selected list of people connected with the Museum to meet Mr. Ain for cocktails in the House on Thursday from 5:30 to 7:00 (after the press conference, 2:00 to 5:00).

without having seen the interior! Three or four builders are estimating the cost of constructing the house in this area. It will be interesting to compare the results.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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April 13, 1950
April 13, 1950

Gray O'Reilly Studio
Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Attention: Mr. Emil Hicks

Dear Mr. Ain:

Thank you for sending the photographs and also for the blueprints. I am sending you under separate cover an order for blueprints, for the amount of \$13.37 plus \$.47 postage, total \$13.84, so that you may submit the bill to the Museum any time.

Please let me know if you have any special plans for your stay in New York. I am wondering whether Mrs. Ain will accompany you. I wish to make reservations for your accommodations, and also several friends of the Museum wish to entertain you. Also, please send a list of any people you may wish to meet at a cocktail party which the department and the Woman's Home Companion will give on Tuesday, May 16. You have not yet told me which flights you intend to take, and without that information it is impossible for me to make reservations. yours,

Possibly you have already written me in answer to my telegram regarding possible clients. Almost every day someone telephones about a possibility of having a duplicate built--and this without having seen the interior! Three or four builders are estimating the cost of constructing the house in this area. It will be interesting to compare the results.

NH:pw
cc.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
19 WEST 53RD STREET
NEW YORK 19, N. Y.

APRIL 13, 1950

IN ANSWER TO YOUR TELEGRAM, WE PROPOSE TO CHARGE SEVENTY FIVE DOLLARS
FOR THE USE OF THE PLANE OF THE MUSEUM OF MODERN ART BUILDING TO BE
BUILT. THIS AMOUNT WOULD COVER LICENSE TO USE THE PLAN, AND ONE SET
OF BLUEPRINTS. ADDITIONAL SETS OF PRINTS WOULD BE ABOUT TEN DOLLARS.
THE CHARGE WOULD BE THE SAME FOR INDIVIDUAL OWNERS, BUILDERS, OR RE-

April 13, 1950

Gray O'Reilly *Judis*
480 Lexington Avenue
New York 17, New York

TRIP, I SHOULD LIKE TO LEAVE HERE SATURDAY MORNING,
MAY 13TH, TO SAN FRANCISCO, AND TO PROCEED FROM S. F. ON MONDAY MOR-
NING EARLY. Attention: Mr. Emil Hicks MONDAY EVENING, MAY 15TH. SET-
TING FOR HOTEL ACCOMMODATIONS IN NEW YORK?

Dear Sir:

Thank you for sending the negatives of the black and white
photographs of the Gregory Ain house in the Museum Garden. We
appreciate your generosity in letting us use them for making
prints for publicity purposes.

In order to be entirely businesslike, I much prefer that
you authorize us to omit photographer's credit on the prints.
Of course, we would be very happy to make a rubber stamp if
you would supply the copy. I enclose a copy of this letter
for your convenience so that you may advise me of your final
decision regarding credit.

Very truly yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw
cc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

APRIL 15, 1950

IN ANSWER TO YOUR TELEGRAM, WE PROPOSE TO CHARGE SEVENTY FIVE DOLLARS FOR THE USE OF THE PLANS OF THE MUSEUM HOUSE FOR EACH BUILDING TO BE BUILT. THIS AMOUNT WOULD COVER LICENSE TO USE THE PLAN, AND ONE SET OF BLUEPRINTS. ADDITIONAL SETS OF PRINTS WOULD BE ABOUT TEN DOLLARS. THE CHARGE WOULD BE THE SAME FOR INDIVIDUAL OWNERS, BUILDERS, OR DEVELOPERS.

WITH REGARD TO MY TRIP, I SHOULD LIKE TO LEAVE HERE SATURDAY MORNING, MAY 13TH, TO SAN FRANCISCO, AND TO PROCEED FROM S. F. ON MONDAY MORNING EARLY, SO AS TO BE IN NEW YORK ON MONDAY EVENING, MAY 15. EITHER T. W. A. OR UNITED AIRLINES WOULD BE SATISFACTORY. COULD YOU ARRANGE FOR HOTEL ACCOMMODATIONS IN NEW YORK?

SINCERELY,

GREGORY AIN

Bristide-Manning

Natalie Hoyt
Coordinator for the
Exhibition Room

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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March 23, 1950

March 24, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Mr. Gregory Ain California
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain: Your letter of March 20. I am afraid that we need the photographs of the May Vista project with landscaping. We are delighted to hear that you are coming to New York on May 14. I shall be delighted to arrange air transportation. Will you please let me know immediately what air line you prefer and which flight? I understand that planes leave Los Angeles for New York almost every hour. We shall have a cocktail party for the representatives of the contributing firms on either Monday or Tuesday, May 15 or 16. It would be nice if you could be here by Monday afternoon. If you also tell me when you wish to return, I can secure a reservation for that trip also.

In order to obtain realistic building costs for the house, we wish to ask several reputable builders to estimate the cost of building a number of these houses. We do not anticipate that builders will erect any houses at this time, but it may be that they will wish to do so. What restrictions, if any, do you wish to make, and what would be your fee? I would like very much to have your opinion on this matter, as I am in the middle of negotiations. Looking forward to seeing you soon.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

B/mj
NH/mj

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GREGORY AIN
ARCHITECT
1305 HYPERION AVENUE, LOS ANGELES 27, CALIFORNIA
JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

ain

March 23, 1950

MR. PETER BLAKE, CURATOR
DEPARTMENT OF ARCHITECTURE
MODERN ART
Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

MARCH 20, 1950

Dear Mr. Ain:

Many thanks for your letter of March 20. I am afraid that we need the photographs of the Mar Vista project, with landscaping, and/or the Altadena project, with landscaping, right away because the bulletin has to be printed without much more delay.

I think the Mar Vista project is preferable because, to most people, the Altadena plan will look so different that they won't be able to relate it to the house in our garden.

We are having a typical site plan drawn up showing some of the buildings flopped over to pair the driveway. Incidentally, judging by one or two modern houses which have been built in recent months for Long Island speculative builders, your house is very definitely a potential competitor with some builders' houses both in terms of actual floor space, and in the facilities it offers. A house designed for a speculative builder by Huson Jackson, and having a very similar floor area, is now selling for \$17,500 in Long Island.

We are all looking forward to seeing you soon.

BY THE WAY, THE BIOGRAPHICAL NOTES OF MYSELF WHICH APPEARED IN THE MUSEUM PUBLICATION "BUILT IN 1906" WILL PROBABLY SERVE FOR THE PRESENT BULLETIN, EXCEPTING THE INCORRECT DATE OF BIRTH. I WAS BORN IN 1908, NOT IN 1906.

Peter Blake
Curator

B/mj

Sincerely,

GREGORY AIN

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA
JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MR. PETER BLAKE, CURATOR
DEPARTMENT OF ARCHITECTURE
MUSEUM OF MODERN ART
NEW YORK 19, N. Y.

MARCH 20, 1950

DEAR MR. BLAKE:

THE MODEL HOUSE NOW BEING BUILT IN THE MUSEUM GARDEN WAS ORIGINALLY
THOUGHT OF AS BEING SET ON TYPICAL SMALL LOTS IN SUBURBAN AREAS, RA-
THER THAN A UNIT FOR REPETITION IN A GROUP. THE LATTER APPLICATION
WOULD, OF COURSE, BE POSSIBLE; IT WOULD SUGGEST REVERSING THE PLAN
ALTERNATELY, SO AS TO PAIR DRIVEWAYS, AND PRESENT A SERIES OF MORE
OR LESS OPEN RECESSES (FORMED BY BEDROOM WINGS) DOWN THE STREET. AS
A MATTER OF FACT, I'M AFRAID THAT THIS KIND OF REPETITION MIGHT BE
RATHER DULL, UNLESS ENLIVENED BY A REALLY INTERESTING LANDSCAPE PLAN.
I DON'T THINK IT WOULD BE WISE TO STRESS THIS POSSIBILITY WITHOUT
ALLOWING CONSIDERABLY MORE TIME FOR STUDY THAN WE CAN GIVE AT THIS MO-
MENT. UNDER PRESENT CIRCUMSTANCES, THE HOUSE COULD NOT SERIOUSLY
BE CONSIDERED IN COMPETITION WITH TYPICAL BUILDERS' HOUSES; OUR ES-
TIMATES INDICATE THAT IT COULD BE BUILT HERE, TO MEET CALIFORNIA CON-
DITIONS, FOR SLIGHTLY OVER \$16,000.00 (INCLUDING RADIANT HEAT).

THE LANDSCAPING ON THE MAR VISTA PROJECT (BY ECKBO, ROYSTON, & WILLIAMS)
HAS DEVELOPED VERY SUCCESSFULLY. WE WOULD LIKE TO PHOTOGRAPH IT AS
LATE AS YOUR PUBLICATION SCHEDULE WILL ALLOW, TO INCLUDE A MAXIMUM OF
BLOOMING PLANTS. AT THE SAME TIME WE CAN SEND OUR PORTRAIT PHOTOS.

BY THE WAY, THE BIOGRAPHICAL NOTES OF MYSELF WHICH APPEARED IN THE
MUSEUM PUBLICATION "BUILT IN USA- 1932-1944" WILL PROBABLY SERVE FOR
THE PRESENT BULLETIN, EXCEPTING THE INCORRECT DATE OF BIRTH. I WAS
BORN IN 1908, NOT IN 1906.

WHAT DO YOU THINK OF THE DOUBLE PAGE PHOTO OF THE ALTADENA PROJECT
(ARTS AND ARCHITECTURE, NOVEMBER 1945) AS AN ILLUSTRATION? WE CAN
ADD SOME PHOTOGRAPHS OF THE COMPLETED PROJECT. THAT DEVELOPMENT,
THE AVENEL VETERANS' COOPERATIVE, COMMUNITY HOMES (RESEDA, CALIF.)
COULD BE LISTED IN THE BIOG. DATA.

SINCERELY,

Gregory Ain
GREGORY AIN

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.11

bill

March 13, 1950

March 14, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Mr. Gregory Ain
235 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain: the bulletin on the house as well as in my exhibition panel elaborating on various points in the building. It could be Miss Hoyt would appreciate your asking the Blueprint Company, 1949 to make and send the following prints:

How is the photograph Sheet No. Prints
and also the portrait of yourself?

1 5
The house is going along 2 top speed 2 is practically ready for
interior photographs. 3 Sink you will 3 like the furnishing.
D-1 4
Details Sincerely yours,

Miss Hoyt also requested me to say that she hopes very much that you can comply with Mr. Blake's request for a rough layout of a typical development incorporating the plan for the Museum house.

B/A Thank you for your attention.

Sincerely yours,

Secretary to
Miss Hoyt

nd/op

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Ain

March 13, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

One more thing to pester you with. Natalie Hoyt and I think that it would be an awfully good idea to get you to do a site plan showing a proposed development using your house. We would like to use this plan in the bulletin on the house as well as in any exhibition panel elaborating on various points in the building. It could be something like the site plan published in the "Forum" of April, 1949.

Your suggestions in regard to color have not been adopted. This is how is the photograph of the Mar Vista development coming along, and also the portrait of yourself?

The house is going along at top speed and is practically ready for interior photographs. I think you will like the furnishing. Sincerely yours,

Peter Blake tells me that he has written you asking for biographical data and for photographs of your Mar Vista development. He neglected to request a photograph of the architect is the most important of all. I hope that a good likeness of you is available. The data and the photographs will also be made accessible to the editors of WOMAN'S HOME JOURNAL and, as their copy must be prepared immediately, I hope that it will be convenient for you to fulfill our requests at once. Philip Johnson has agreed to have one of his draftsmen prepare a plan of the house for publication which will combine the floor plan and your plot plan. I should also like to publish the alternate arrangement of two complete bathrooms. Could you please send me immediately a rough sketch of such a layout or will it be satisfactory if we use the scheme for two baths as shown in your sketch plan of October 17, 1949?

I intend to prepare a few paragraphs concerning the materials and construction of the house for the catalogue. Because of difficulty of procurement, we made a couple of slight changes in the wall construction.

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- 2 -

We used regular 1" x 8" sheathing boards and Sisalkraft instead of asphalt impregnated fiber-board. Sisalkraft Company also supplied Sisalation (aluminum paper insulation) and I would like to mention these products because they are completely hidden. March 3, 1950 However, if you object, I can merely list them and omit any editorial reference.

We are preparing a list of furnishings which will be forwarded within a few days. Everyone who sees the house is enthusiastic and anxious.
 Mr. Gregory Ain
 2305 Hyperion Avenue
 Los Angeles 27, California
 With all good wishes.

Dear Mr. Ain:

Sincerely yours,

Thank you for your letter of the 20th and for your telegram regarding the colors for the house.

You will acknowledge, I am sure, that my position is a difficult one, as I am trying to represent both the architect and the client. Philip Johnson is the final arbiter on all matters connected with the house and therefore his decisions must be followed. In some cases your suggestions in regard to color have not been adopted. This is partly due to the climate and to conditions peculiar to New York City.

The counter-top in the living room is covered with solid gray micarta, whereas the counters in the kitchen are made of Textolite of cross-hatched gray. I hope very much that you will agree with us that the omission of obscure glass on the garden side of the house allows for a better view of the garden, which in turn compensates for the sterility of the urban setting.

Peter Blake tells me that he has written you asking for biographical data and for photographs of your Mar Vista development. He neglected to request a photograph of the architect, which is the most important of all. I hope that a good likeness of you is available. The data and the photographs will also be made accessible to the editors of WOMAN'S HOME COMPANION and, as their copy must be prepared immediately, I hope that it will be convenient for you to fulfill our requests at once. Philip Johnson has agreed to have one of his draftsmen prepare a plan of the house for publication which will combine the floor plan and your plot plan. I should also like to publish the alternate arrangement of two complete bathrooms. Could you please send me immediately a rough sketch of such a layout or will it be satisfactory if we use the scheme for two baths as shown in your sketch plan of October 17, 1949?

I intend to prepare a few paragraphs concerning the materials and construction of the house for the catalogue. Because of difficulty of procurement, we made a couple of slight changes in the wall construction.

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- 2 -

We used regular 1" x 8" sheathing boards and Sisalkraft instead of asphalt impregnated fiber-board. Sisalkraft Company also supplied Sisalation (aluminum paper insulation) and I would like to mention these products because they are completely hidden from view. However, if you object, I can merely list them and omit any editorial reference.

We are preparing a list of furnishings which will be forwarded within a few days. Everyone who sees the house is enthusiastic and anxious to meet you.

With all good wishes,

Los Angeles 27, California

Sincerely yours,

Dear Mr. Ains:

I forgot to ask you in my letter about a good picture of yourself. Would you send me one and other requirements.

Natalie Hoyt
Coordinator for the publicity
Exhibition House

NH/mj Your house looks handsomer every day. I hope you will see it soon.

Sincerely yours,

Peter Blake
Curator

B/mj

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Ain in The Garden II

February 23, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

I forgot to ask you in my letter about the bulletin to send me a good picture of yourself. Would you do that for our publicity and other requirements. Your house looks handsomer every day. I hope you will see it soon.

Since I am going to write the second part, I am very anxious to get from you any biographical data you Sincerely yours, a brief list of what you consider to be your most important buildings and projects. We will try to illustrate as many of them as possible.

In addition, I think it would be a good idea to use a photograph of the Mar Vista development, showing houses similar to the one in our garden, as part of a community plan. A photograph of this might perhaps be used on the cover to make the point that this is a house designed to compete in the builders market. We don't have any material on the Mar Vista project outside of what appeared in the "Architectural Forum" so that anything you may have will come in very handy.

If you have any ideas as to what line I should take in this little piece, please let me know. Fritz Guthrie thinks that it is most important to bring out the fact that you have for a long time worked on community planning and groups of dwellings rather than individual units. This might be one point to make. In any case, I shall send you whatever I come up with.

Sincerely yours,

Peter Blake
Curator

B/mj

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House in The Garden II

February 21, 1950

FEBRUARY 20, 1950

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Natalie Hoyt may have told you that we will publish a bulletin in connection with your house similar to the one that was published on the Breuer house last year. We have decided that this bulletin would fall into two parts: one to be a more or less technical description of the house, and the second to be a small piece about your work in general.

Since I am going to write the second part, I am very anxious to get from you any biographical data you may have, and also perhaps a brief list of what you consider to be your most important buildings and projects. We will try to illustrate as many of them as possible.

In addition, I think it would be a good idea to use a photograph of the Mar Vista development, showing several houses, similar to the one in our garden, as part of a community plan. A photograph of this kind might perhaps be used on the cover to make the point that this is a house designed to compete in the builders market. We don't have any material on the Mar Vista project outside of what appeared in the "Architectural Forum" so that anything you may have will come in very handy.

If you have any ideas as to what line I should take in this little piece, please let me know. Fritz Gutheim thinks that it is most important to bring out the fact that you have for a long time worked on community planning and groups of dwellings rather than individual units. This might be one point to make. In any case, I shall send you whatever I come up with.

Sincerely yours,

Peter Blake
Curator

B/mj

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

MISS NATALIE HOYT
MUSEUM OF MODERN ART

FEBRUARY 20, 1950

AIN, JOHNSON & DAY
2305 HYPERION AVENUE
LOS ANGELES 27, CALIFORNIA

A I R



SAVE THE EASY WAY
BUY U.S. BONDS
PAYROLL SAVINGS



MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

ALREADY SELECTED. ENTRANCE SLAB DOOR, PLOCHERE 1073, WITH WHITE TRIM

PLEASE, IF POSSIBLE, RETAIN THE FACTROLITE GLASS WHEREVER OBSCURE IS
DESIGNATED, EVEN THO THIS MAY DIMINISH THE PROMINENCE OF SOME EXIST-
ING TREES; IT IS REALLY QUITE IMPORTANT. AND AT LEAST THE SMALL
PORTION OF FENCE BETWEEN LIVING AND BEDROOM GARDENS IS ESSENTIAL.
TOO BAD ABOUT THE BEDROOM GASH; THE ORIGINAL SPECIFICATION (STANDARD
SIZE) MADE A MUCH CLEANER PATTERN OF EQUAL VERTICAL DIMENSIONS.

BEST WISHES ON WHAT MUST BE A TRYING JOB!

Henry Kissel

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GREGORY AIN
ARCHITECT

MUSEUM OF MODERN ART
2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

Date: 2/20/50

To:

Re:

From:

MISS NATALIE HOYT
MUSEUM OF MODERN ART

FEBRUARY 20, 1950

P.S. DOORS MARKED "GUM" ON THE SCHEDULE
ARE TO BE PAINTED.

DOORS MARKED "MAHOGANY" SHOULD MATCH
THE WALL PANELS (NOW WALNUT)

He

PLEASE, IF POSSIBLE, RETAIN THE FACITROLITE GLASS WHEREVER OBSOLETE IS
DESIGNATED, EVEN THO THIS MAY DIMINISH THE PROMINENCE OF SOME EXIST-
ING TREES; IT IS REALLY QUITE IMPORTANT. AND AT LEAST THE SMALL
PORTION OF FENCE BETWEEN LIVING AND BEDROOM GARDENS IS ESSENTIAL.
TOO BAD ABOUT THE BEDROOM SASH; THE ORIGINAL SPECIFICATION (STANDARD
SIZE) MADE A MUCH CLEANER PATTERN OF EQUAL VERTICAL DIMENSIONS.

BEST WISHES ON WHAT MUST BE A TRYING JOB!

Gregory A. In

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

Date 2/20/50

FEBRUARY 20, 1950

MISS NATALIE HOYT
MUSEUM OF MODERN ART
NEW YORK CITY

DEAR MISS HOYT:

AS I COULDN'T FIND SOME OF THE COLORS REFERRED TO BY YOUR CATALOG NUMBERS IN SWEETS OVER THE WEEK-END, THE INCIDENTAL COLORS FOR SASH, TRIM, ETC., HAVE BEEN HARD TO ESTABLISH. THE MIGARTA COUNTER-TOP 3L OL 5464 DOES NOT SEEM TO APPLY TO MIGARTA OR TO FORMICA; DO YOU RECOGNIZE IT? IS THE COUNTER TOP IN THE LIVING ROOM DIFFERENT FROM THOSE IN THE KITCHEN? #10539 TEXTOLITE, AT LEAST IN MY COPY OF SWEETS, IS A RATHER TIMID COLOR WITH A RATHER NERVOUS TEXTURE; IS IT TOO LATE TO SUBSTITUTE A STRONGER (YELLOW OR RED) COLOR IN A SOLID, UNLINED FORM?

I'M SORRY THAT I WAS SO LONG IN FINDING THE IDENTITY OF PLANKWELD; SOMEHOW, PLYWOOD IN NARROW STRIPS SEEMS A LITTLE ANACHRONISTIC, LIKE MACHINE ADZING OF SMOOTHLY SAWN TIMBER BEAMS.

WE WOULD LIKE TO SEE THE EXPOSED WOOD POSTS, WINDOW SILLS, TRANSOM RAILS, AND WINDOW & DOOR JAMB TRIM PAINTED WHITE, WITH THE OPERATING SASH IN BRIGHT RED OR YELLOW; PLOCHERE COLORS 337, 11. OF COURSE, THESE WOULD HAVE TO BE ADJUSTED TO TEXTILE AND FURNISHING COLORS ALREADY SELECTED. ENTRANCE SLAB DOOR, PLOCHERE 1073, WITH WHITE TRIM.

PLEASE, IF POSSIBLE, RETAIN THE FACETOLITE GLASS WHEREVER OBSOURE IS DESIGNATED, EVEN THO THIS MAY DIMINISH THE PROMINENCE OF SOME EXISTING TREES; IT IS REALLY QUITE IMPORTANT. AND AT LEAST THE SMALL PORTION OF FENCE BETWEEN LIVING AND BEDROOM GARDENS IS ESSENTIAL. TOO BAD ABOUT THE BEDROOM SASH; THE ORIGINAL SPECIFICATION (STANDARD SIZE) MADE A MUCH CLEANER PATTERN OF EQUAL VERTICAL DIMENSIONS.

BEST WISHES ON WHAT MUST BE A TRYING JOB!

Gregory Ain

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THE MUSEUM OF MODERN ART

Tel. Caw. with Ann

Date 2/17/50

To:

Re:

From:

February 10, 1950

Mr. Oregan
330 S. Main
Los Angeles 29, Calif.

Dear Mr. Ann:

selection of tile
Micarta
bathroom walls + fixtures
wood panels
wardrobe doors
no fences

Requested info on: roll panel door — decided to use Woodall
Ladder — glaze on kitchen side
visit — not until opening

1. Floor plan showing your proposed
arrangement. (I am not sure that the room
is given.)

2. Typical section of wall construction, similar to Mr. Brewer's.

3. Perspective from garden side.

4. Perspective from street side.

Ann — cannot prepare drawings
requested fences in model (OK)

All these drawings may be made at convenient scale. We may reduce
them for publication.

Colors — ext. trim off white OK.
creosote + oil stain — dark brown + red

interiors by MOMA
When are you coming next? As I told you in my last letter,
Doris and I would like to arrange interviews for you with
the editors of MUSEUM OF MODERN ART, JOURNAL OF MODERN ART, etc.
How would you like to appear on television?

I have not been able to locate the Brewer roll-panel balanced door
for the dressing room cabinet, nor anything similar. Have you any
suggestions?

Luxury has in Calif. \$11.50

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Miss Harriet Birket, of the WOMAN'S HOME COMPANION, expects to be in Los Angeles sometime during the first two weeks of March. She will undoubtedly call on you.

February 10, 1950

We are all very excited about the house and realize how much thought you put into its design. We are confident that it will

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Sincerely yours,

The house is progressing, and we are confident that it will be completed in time to meet the WOMAN'S HOME COMPANION deadline for photographing on March 13.

You will remember that we published in the catalog of last year's house some of Mr. Breuer's drawings. I would like very much to publish drawings of your house in this year's catalog, and WOMAN'S HOME COMPANION is eager to have them also. Are you willing to prepare three or four drawings:

1. Floor plan showing your suggested terrace and landscaping arrangement. It is important that the size of the rooms be given.
2. Typical section of wall construction, similar to Mr. Breuer's.
3. Perspective from garden side.
4. Perspective from street side.

All these drawings may be made at convenient scale. We can reduce them for publication.

I am in desperate need of your paint schedule. Will you please send me your recommendations by air mail. We are particularly anxious to know the color you specify for exterior trim and siding.

When are you coming east? As I told you in my last letter, Dean Wurster is anxious to have you speak at M.I.T. if you arrive before May 1. We would like to arrange interviews for you with the editors of WOMAN'S HOME COMPANION, ARCHITECTURAL FORUM, etc. How would you like to appear on television?

I have not been able to locate the Hawver roll-panel balanced door for the dressing room cabinet, nor anything similar. Have you any suggestions?

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5 prints
received 2/6/50

postage 45¢ (?)

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1523 IVAR AVENUE



Mr. Johnson & Day
2305 HYPERION AVE
LOS ANGELES 19, CA

DATE 7-17-50 YOUR ORDER NO. 52 WHEN WANTED

HOW MANY TRACINGS SENT	HOW MANY PRINTS OF EACH	TOTAL NUMBER OF PRINTS	KIND OF PRINTS WANTED	YOUR REFERENCE NUMBER OR DESCRIPTION OF ORIGINALS	TO BE BOUND?	HOW MANY BLACKS	HOW MANY WHITES	FINAL SIZE	AMOUNT CHARGED
1	8	8	B/P	MUSEUM OF ART					5.93
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									6.15
SPECIAL INSTRUCTIONS									
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January 20, 1950
January 20, 1950

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ts. Philip Johnson
prefers gray counter

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2 and 3.

No need (9) I shall send you Mr. Kelly's lighting layout next week.

(10) We shall probably substitute other hardware for Schlage and Hall-Mack as neither of these companies wish to donate material.

(11) We shall probably use Woodall sliding wardrobe doors.

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postage
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									23
SPECIAL INSTRUCTIONS					6.15	STATE SALES TAX			
					1.65				
					7.80				6.15

window? The frame suggests one.

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

No. (6) We may install exhaust fans in kitchen and hallway because of crowds.

(7) I liked your kitchen arrangement very much. However, GE and WOMAN'S HOME COMPANION have requested one or two minor changes. Unfortunately, we cannot afford plywood cabinets. Philip Johnson suggests the cabinets be sprayed gray and he prefers gray counter tops.

(8) We are having difficulty obtaining plywood in the lengths specified. 9 or 10 foot lengths prevalent in the East. We shall do the best we can. We expect to use walnut in the living room and bedroom # 1 and oak Plankweld in bedroom # 2 and 3.

No need (9) I shall send you Mr. Kelly's lighting layout next week.

(10) We shall probably substitute other hardware for Schlage and Hall-Mack as neither of these companies wish to donate material.

(11) We shall probably use Woodall sliding wardrobe doors.

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sent 1/9/50



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Alvin Johnson & Day
 2305 Hyperion Ave
 Los Angeles 27 Calif

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window? The frame suggests one.

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

No. (6) We may install exhaust fans in kitchen and hallway because of crowds.

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(11) We shall probably use Woodall sliding wardrobe doors.

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Ain, Johnny L. Day 2305 Apperion postage 1.65									
DATE <u>11-10-64</u> 19 <u>62</u> YOUR ORDER NO. _____ WHEN WANTED _____ STATE DEFINITELY _____ OUR INVOICE NO. _____									
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window? The frame suggests one.

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

20. (6) We may install exhaust fans in kitchen and hallway because of crowds.

(7) I liked your kitchen arrangement very much. However, GE and WOMAN'S HOME COMPANION have requested one or two minor changes. Unfortunately, we cannot afford plywood cabinets. Philip Johnson suggests the cabinets be sprayed gray and he prefers gray counter tops.

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(11) We shall probably use Woodall sliding wardrobe doors.

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Mr. Johnson & Day 2305 Hyperion Los Angeles 3.65 postage		

window? The frame suggests one.

- (5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

No. (6) We may install exhaust fans in kitchen and hallway because of crowds.

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HOW MANY TRACINGS SENT	HOW MANY PRINTS OF EACH	TOTAL NUMBER OF PRINTS	KIND OF PRINTS WANTED	YOUR REFERENCE NUMBER OR DESCRIPTION OF ORIGINALS	ARE PRINTS TO BE BOUND?	PHOTOSTATS			AMOUNT CHARGED
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1	6	6	BLUE	MUSEUM OF MODERN ART					7.15
1	4	4	BLUE	SHEETS # 1 & 2					
									25
SPECIAL INSTRUCTIONS					7.40	STATE SALES TAX			
					1.45				
					8.85				7.40

window? The frame suggests one. May I, I should like very soon

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

No. (6) We may install exhaust fans in kitchen and hallway because of crowds.

(7) I liked your kitchen arrangement very much. However, HE and WOMAN'S HOME COMPANION have requested one or two minor changes. Unfortunately, we cannot afford plywood cabinets. Philip Johnson suggests the cabinets be sprayed gray and he prefers gray counter tops.

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Mr. Johnson, Day
2305 HYPERION AVE.
L.A. 27 postage .80

DATE <i>1-19</i>		19 <i>50</i> YOUR ORDER NO. _____		WHEN WANTED _____		OUR INVOICE NO. _____		
HOW MANY TRACINGS SENT	HOW MANY PRINTS OF EACH	TOTAL NUMBER OF PRINTS	KIND OF PRINTS WANTED	YOUR REFERENCE NUMBER OR DESCRIPTION OF ORIGINALS	ARE PRINTS TO BE BOUND?	PHOTOSTATS HOW MANY BLACKS HOW MANY WHITE FINAL SIZE		AMOUNT CHARGED
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					<i>3.41</i>			
SPECIAL INSTRUCTIONS					<i>.80</i>	STATE SALES TAX		<i>.12</i>
					<i>4.21</i>			<i>3.41</i>

window? The frame suggests one. *May I, I would like very much*

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage waiting across the house! *With many thanks and with*

No. (6) We may install exhaust fans in kitchen and hallway because of crowds. *Sincerely,*

(7) I liked your kitchen arrangement very much. However, GE and WOMAN'S HOME COMPANION have requested one or two minor changes. Unfortunately, we cannot afford plywood cabinets. Philip Johnson suggests the cabinets be sprayed gray and he prefers gray counter tops. *we not*

(8) We are having difficulty obtaining plywood in the lengths specified. 9 or 10 foot lengths prevalent in the East. We shall do the best we can. We expect to use walnut in the living room and bedroom # 1 and oak Plankweld in bedroom # 2 and 3.

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THE MUSEUM OF MODERN ART

Date 29 January 1950

To: Mr. Gregory Ain
From: Natalie Hoyt

Re: _____

I hate to be a nuisance, but I need some more blueprints. Please have the following prints sent by airmail:

- 3 copies of sheet #1
- 2 copies of sheet #3

Construction has really started and with luck we shall be done on time!

window? The frame suggests one.

(5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage wafting across the house!

No. (6) We may install exhaust fans in kitchen and hallway because of crowds.

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Mr. Gregory Ain

-2-

January 20, 1950

Dear Mr. Ain:

I can't thank you enough for your excellent drawings. You have minimized the difficulties by giving us such full details. However, because of the very short time allowed for construction, etc., we are obliged to make a few changes:

- (1) There is no time, nor can we afford to have the steel door frames and the awning type windows manufactured. We shall endeavor to attain the same effect.
- (2) We feel it necessary to install an interior roof drain and shall increase the gravel stop to $3\frac{1}{2}$ ".
- (3) We shall omit all vents and the stack from the heater.
- (4) Is there an opening in the overhang outside the south kitchen window? The frame suggests one.
- (5) The ladder opening between the dining space and the kitchen, above the range, surprises me. I imagine fumes of boiling cabbage waiting across the house!
- No. (6) We may install exhaust fans in kitchen and hallway because of crowds.
- (7) I liked your kitchen arrangement very much. However, CE and WOMAN'S HOME COMPANION have requested one or two minor changes. Unfortunately, we cannot afford plywood cabinets. Philip Johnson suggests the cabinets be sprayed gray and he prefers gray counter tops.
- (8) We are having difficulty obtaining plywood in the lengths specified. 9 or 10 foot lengths prevalent in the East. We shall do the best we can. We expect to use walnut in the living room and bedroom # 1 and oak Plankweld in bedroom # 2 and 3.
- No need (9) I shall send you Mr. Kelly's lighting layout next week.
- (10) We shall probably substitute other hardware for Schlage and Hall-Mack as neither of these companies wish to donate material.
- (11) We shall probably use Woodall sliding wardrobe doors.

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Mr. Gregory Ain

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January 20, 1950

(12) I hope you do not object to the omission of Marlite in the bathrooms. The installation is more costly than plywood.

(13) Philip also prefers gray Tile-Text. You can see that he is partial to this color. What color do you recommend for the counter top in the living room and also what colors for painted doors, etc.

There are many problems because of the time element and because the cost of the house far exceeds our budget. You will be interested to hear that the estimates for the complete house will run close to \$23,000.!! Of course, we shall save by the omission of heating and plumbing.

Please send the Museum a bill made out to my attention for the cost of blueprints and postage. The last order was lacking four copies of sheet # 3. Please have these sent by air mail.

Bill Wurster spoke very highly of you the other night. If you are planning to come east before May 1, I would like very much to have you speak at MIT.

I hope the above remarks will not offend you. We shall do all we can to follow your instructions. With many thanks and with friendly greetings.

Sincerely,

Natalie Hoyt
Coordinator in the
House in the Museum Garden

NH:rd

Mr. Gregory Ain
2305 Hyperion Ave.
Los Angeles 27, Calif.

Cherry

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2225 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JANUARY 13, 1950.

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N.Y.

mailed 1/14 11 AM

DEAR MISS HOYT:

WE HAVE FORWARDED TO YOU OVER THE PAST TEN DAYS AS THEY WERE COMPLETED, EIGHT PRINTS EACH OF SHEETS 1-3 INC. AND FOUR EACH OF DETAIL SHEET D1 AND THE SHEET OF FULL SIZE DRAWINGS. A FEW DISCREPANCIES DEVELOPED BY FORWARDING THE DRAWINGS IN THIS MANNER MOST OF WHICH WE BELIEVE ARE CAUGHT ON THE ATTACHED LIST. WE HAVE SHOWN NO ELECTRICAL WORK ANTICIPATING THAT MR KELLY WILL FORWARD A LAYOUT FOR APPROVAL. THE LITTLE DRESSING TABLE IT SHOULD BE NOTED, HAS BEEN DESIGNED TO ACCOMMODATE FLUORESCENT LIGHTS UNDER A FLASHED GLASS TOP. NO PROVISION HAS BEEN MADE FOR RADIANT HEATING IN THE SLAB, SINCE IT IS NOT ACTUALLY TO BE INSTALLED. DESIGN OF THE SYSTEM WILL OF COURSE VARY WITH LOCAL CONDITIONS.

SINCE YOUR APPROVAL OF NOVEMBER 21ST, WE HAVE MADE SEVERAL REVISIONS WHICH WE BELIEVE WERE IMPROVEMENTS. WHILE WE HAVE EXCEEDED THE TIME ALLOWANCE SLIGHTLY, THIS HAS BEEN DONE DUE TO THE NEED WHICH BECAME APPARENT FOR ADDITIONAL DETAILING. WE BELIEVE THAT THIS WILL GREATLY SIMPLIFY THE JOB AT YOUR END AND ELIMINATE DELAYS IN REFERRING QUESTIONS BACK HERE. MAYBE THE TIME WILL BE REGAINED AS A RESULT.

MOST OF THE MATERIALS HAVE BEEN NAMED ON THE DRAWINGS. PLYWOOD BY TYPE HAD BEST BE DETERMINED AT YOUR END. NINE FOOT SHEETS SHOULD DEFINITELY BE OBTAINED AS A HORIZONTAL JOINT WOULD BE MOST OBJECTIONABLE. HERE IT CAN BE OBTAINED IN WALNUT OR PHILIPPINE MAHOGANY IN THIS LENGTH. NEARLY ANY OF THE PLYWOODS WOULD BE SATISFACTORY WITH THE EXCEPTION OF SLASHED GRAIN DOUGLAS FIR WHICH JUST HAS TOO MUCH DISTRACTION. FLOORS WERE EITHER TO BE COVERED WITH ^{ASPHALT TILE} DOUGLAS FIR, OR KOROSEAL PREFERABLY. IF THE LATTER IS USED, COVE BASE OF THE SAME MATERIAL SHOULD BE USED IN THE KITCHEN, LAVATORY AND BATHROOM INSTEAD OF THE COLORED RUBBER TILE BASE SHOWN. BORDER STRIPS OR FEATURE STRIPS SHOULD OF COURSE BE AVOIDED. THE NATURAL FINISH WHICH WE MENTIONED IN OUR LETTER OF DECEMBER 21ST SHOULD BE VERY SATISFACTORY FOR NEARLY ANY OF THE PLYWOODS. IF IT DOES NOT SEEM OUT OF LINE FOR COST, WE WOULD VERY MUCH LIKE TO SEE THE CABINETS IN THE KITCHEN ALSO DONE IN NATURAL FINISH PLYWOOD WITH PAINT RESTRICTED TO THE INSIDE OF THE CABINETS AND THE RATHER SMALL AMOUNT OF EXPOSED WALL. WITH THE OPENNESS OF THE KITCHEN, IT WOULD CERTAINLY TIE THE ROOMS TOGETHER IN A PLEASANT MANNER.

IF YOU CAN LET US KNOW THE TYPE OF FLOORING AND PLYWOOD THAT YOU ARE GOING TO USE, AND YOUR DECISION ON THE KITCHEN CABINETS, WE CAN THEN WORK OUT VERY QUICKLY THE COLOR SCHEME FOR THE SMALL AMOUNT OF PAINTING THAT WILL BE REQUIRED.

SINCERELY YOURS

Gregory Ain

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JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

REVISIONS AND SUPPLEMENTAL INFORMATION
TO DRAWINGS.

DOOR NO 5. FACE WITH SAME PLYWOOD AS LIVING ROOM.
DOORS NO 6 AND 7. FACE WITH GUM OR SUGAR PINE PLYWOOD FOR PAINTING
GLASS FOR WINDOWS "A" SHALL BE FACTROLITE, OBSCURE GLASS. SAME GLASS
FOR TRANSOM OVER DOOR TO HALL AND FOR THE TWO PANELS TO DOOR
HEIGHT ONLY IN DINING AREA NEXT TO THE FRONT DOOR.
ALL WARDROBE DOORS SHALL BE GUM OR WHITE PINE PLYWOOD FOR PAINTING.
WEST ELEVATION. BEAM NOTCHED INTO STUDS SHOWN DOTTED (SIMILARLY FOR
BED ROOM NO 3) SHALL BE LET IN FROM OUTSIDE FACE OF STUDS.
SOLID PLYWOOD DOORS TO HEATER CLOSET, STORAGE AND LINEN SHALL BE
FACED WITH SAME PLYWOOD AS HALL, FOR NATURAL FINISH.
ON PLAN REVERSE LOCATIONS OF SERVICE SINK AND WASHING MACHINE.

✓ BOTTOM OF CONC. HEARTH TO SLOPE (SEE DETAIL SHEET D-1)

✓ THE THREE SHELVES INDICATED AT THE END OF THE DOOR BETWEEN KITCHEN AND DINING AREA SHOULD BE $\frac{3}{4}$ " THICK IN LIEU OF $1 \frac{5}{8}$ ".

TRIANGULAR LEDGEE BEHIND KITCHEN SINK NOT SHOWN. THIS TO HAVE FORMICA FRONT AND TOP. FINISH HEIGHT SUCH THAT STOOL WILL CAP FORMICA.

KITCHEN SINK: CRANE 5-136, 24"x21"
LAUNDRY TRAY: TO HAVE REMOVABLE TOP, FORMICA FINISH WITH FULL METAL BINDING. PROVIDE TWO DRIP HOLES, 1" DIAM. UNDER FAUCET. THESE SERVE ALSO AS FINGER SLOTS TO REMOVE TOP.
TRIM: CRANE 8-73 (COMB. SPOUT AND FAUCETS)
SPICE SHELF IN CABINET OVER RANGE EXTENDS TO THE BACK OF THE SHELF ON THE LIVING ROOM SIDE.

GENERAL: DO NOT SAND JOINTS OF EXTERIOR PLYWOOD. THIS IS TO BE STAINED WITH A LIGHT CREOSOTE STAIN AND SANDING WILL SHOW THROUGH THE STAIN. DOOR HARDWARE AND SWITCH PLATES TO BOTH BE SET AT 42" ABOVE THE FINISHED CONCRETE SLAB.

PLUMBER TO REFER TO DIMENSIONS ON INTERIOR ELEVATIONS FOR LOCATING FIXTURES.

NOTE THAT THERE ARE NO DOOR PULLS ON THE UPPER KITCHEN CABINETS. OPERATE BY PULLING PROJECTION BOTTOM OF DOOR.

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January 5, 1950
28 September 1949

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Thank you for telephoning yesterday. I'm sorry I wasn't here, but probably it was better that you spoke with Philip.

I am delighted to hear that we shall have the drawings next Monday. Will you kindly send me at least eight sets. (The Museum will reimburse you for the cost of reproduction.) It is best that they all come from the original drawings, so that they will be accurate in measurement.

By this time you have supplied me with most information I need about materials so perhaps we can get along without specifications, provided the plans show all necessary details and description. Do the plans show your final selection of hardwoods, windows and material for cantilevered hearth? that he knows all about the methods of fastening etc.

I think I was wrong in suggesting a fiber insulation board. I find now that the Stran-Steel Reference Book shows an installation of wool batts and aluminum foil. We haven't the final decision from Stran-Steel, but I'm hopeful.

Sincerely yours,

1. Of what material will the exterior doors be?
2. Would you object to straightening the exterior line of the chimney - so that it forms a continuous line with the kitchen wall? Is the exterior space for the fireplace? House in the Museum Garden
3. Does the dotted line at each bedroom entrance indicate dropped ceiling?
NH:rd
4. It is probable that the house will be located close to a high building. Because of this and the consequential shadows would you object if we omitted the overhang bedrooms and front entrance? I believe the light we can get.
5. We won't build it - or perhaps only what shows above the roof, but don't you think the heater will need a flue? It is required by the code in most places around here.
7. Personally I hate antiseptic kitchens - especially the cabinets. I agree with you that the element of time may require us to use the ready-made jobs, but if possible I would much prefer to include some of your designs.

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, Calif.

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As soon as I get the recommendations from WHITNEY'S HOME
COMPASSION I shall let you know and if there is time we
might then consider something beside the tin-can cabi-
nets. Fortunately our contractor has a shop of his own,
but I realize that such special orders are out of his
line, and perhaps it will be out of line with the
theoretical budget. I mean of the theoretical house

28 December 1949

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

I am writing this letter to confirm our telephone
conversation of last Friday, December 23rd. I am very glad
to have your letter of the 19th with further information
about the materials.

If Stran-Steel decides to furnish the frame it
will not mean any additional work for you because the con-
tractors have agreed to do the translation from wood to steel,
at no additional charge. The contractor erected many build-
ings of Stran-Steel during the war and is familiar with the
properties. Although he will not be concerned with the
actual erection of the frame it is well that he knows all
about the methods of fastening etc.

In case we do use Stran-Steel I wonder if it would
not be advisable to use a fiberboard (such as $\frac{1}{2}$ ") on the
inner side of the frame, under the interior plywood?

A few more questions:

1. Of what material will the four exterior doors be?
2. Would you object to straightening the exterior line of
the chimney - so that it forms a 90° angle with the
kitchen wall? Is the ext. opening an outside fireplace?
3. Does the dotted line at each bedroom entrance indicate
a dropped ceiling?
4. It is probable that the house will be located close to
a high building. Because of this and the consequential
loss of light would you object if we omitted the overhang
outside the two bedrooms and front entrance? I believe
that we need all the light we can get.
5. We won't build it - or perhaps only what shows above the
roof, but don't you think the heater will need a flue?
It is required by the code in most places around here.
7. Personally I hate antiseptic kitchens - especially the
cabinets. I agree with you that the element of time
may require us to use the ready-made jobs, but if possi-
ble I would much prefer to include some of your design.

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As soon as I get the recommendations from WOMAN'S HOME COMPANION I shall let you know and if there is time we might then consider something beside the tin-can cabinets. Fortunately our contractor has a shop of his own, but I realize that such special cabinet work is expensive, and perhaps it will be out of line with the theoretical budget....I mean of the theoretical house owner!

2. When you have time please let me know if you wish to specify the style and color of the Crane bathroom fixtures. And of course I'm anxious to have the information about the interior wall boards and the windows.

The arrangements of the bathrooms is excellent, also the closet space. It is a very neat design and will be excellent for exhibition purposes - which, alas, we must consider.

I know that you will do everything you can to expedite the final drawings. That date in March looks awfully close.

With all good wishes,

Natalie Hoyt

EXCELLENT HOME ARCHITECTURE - I DON'T KNOW WHAT LIVING ROOM STIPULATES FOR LIVING, BUT WOULD SUGGEST
Natalie Hoyt
IN FINE FOR THE VANDER BARRIAT
ON THE STRIPPED PLYWOOD PANELS, HAVING FIRST SPREAD
JOINTS. IN THEM ADEQUATE IN YOUR ULTIMATE
TO USE ALUMINUM SIDINGS, BUT HAVE NOT YET HAD A
IN AN STANDARD SIZES; VENTILATE DARK ON THE WEST
TABLE OF BOTTLED HERBES, INCORPORATED, OPERATED BY A ROD.
FROM DEFINITELY IN A NEW DATE.
EASTERN STEEL KITCHEN CABINETRY BE GENERALLY HAVE
FULL OF 1/2 PLYWOOD, BUT THE QUALITY IS TOO LOW -
I KNOW YOUR WE HAVE USUALLY SPECIFIED HALL-WALK
S. MACDONALD BATHROOM ATTACHMENTS, BUT ARE NOT
IN THEY ARE AVAILABLE IN NEW YORK. WITH THESE, 42
FURNITURE, PERHAPS YOU HAD BETTER USE YOUR OWN CHOICE -
ONLY PHOTO LAST NIGHT, AND I HAVE APPROVED TO NEW
FLOOR PLANS
APP. 24 IN
CHANGING TO RUN ONE FLOORING MATERIAL THROUGH THE
WALK - APPARITLY TILE IS HARD, ALTHO THING ARE BETTER
DUSTY MATERIALS, LIKE DARK WOODS NEW CONCRETE
WICH LOOKS AND FEELS LIKE RUBBER - CAN'T LOCATE THE
CABINETS, SHELVE, ETC., BUT, AS MENTIONED ON 11,
THING LIKE TRANSPARENT GLASS WOULD BE BEST. IT HAS
THE THE SUSPENSION THAT SILENTLY BRINGS IT IN VIEW,
RETRAPMENT, ETC., WHICH MIGHT BE SELECTED BY YOU.

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2205 HYPERION AVENUE, LOS ANGELES 27, CALIFORNIA

MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
41 WEST 52ND STREET

DECEMBER 19, 1949

AIN

Telegram

Thanks for sketch plan stop
Bldg permit requires time
So need elevations and
details stop when may
be expect working
drawings

12/19/49

sheetrock installation

roof bldg 57' x 7'
upper banner with str

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IE WEST

7.

SIDE WILL PROBABLY BE BOTTOM HINGED, INSWINGING, OPERATED BY A ROD.
I'LL LET YOU KNOW DEFINITELY IN A FEW DAYS.

HOW ABOUT YOUNGSTOWN STEEL KITCHEN CABINETS? WE GENERALLY HAVE
THE CABINETS BUILT OF 1/2" PLYWOOD, BUT THE QUALITY IS TOO UNPRE-
DICTABLE FOR A RUSH JOB. WE HAVE USUALLY SPECIFIED HALL-MACK
(HALLENSCHEID & MACDONALD) BATHROOM ACCESSORIES, BUT ARE NOT
CERTAIN WHETHER THEY ARE AVAILABLE IN NEW YORK. WITH THESE, AS
WITH LIGHTING FIXTURES, PERHAPS YOU HAD BETTER USE YOUR OWN JUDGE-
MENT. MR. KELLEY PHONED LAST NIGHT, AND I HAVE AIRMAILED TO HIM
A COPY OF THE FLOOR PLAN.

8.

MENGEL DOORS ARE O. K.

9.

IT WOULD BE DESIRABLE TO RUN ONE FLOORING MATERIAL THRUOUT THE
HOUSE IF POSSIBLE. ASPHALT TILE IS GOOD, ALTHO THERE ARE BETTER
(AND MORE EXPENSIVE) MATERIALS, LIKE SLOAN BLAZONS NEW SYNTHETIC
RESIN TILE, WHICH LOOKS AND FEELS LIKE RUBBER- CAN'T LOCATE ITS
NAME.

10.

WE WILL SHOW CABINETS, SHELVING, ETC., BUT, AS MENTIONED IN #7,
PERHAPS SOMETHING LIKE YOUNGSTOWN STEEL WOULD BE BEST. #7 WAS
MEANT TO INCLUDE THE SUGGESTION THAT KITCHEN EQUIPMENT, AS RANGE,
REFRIGERATOR, ETC., MIGHT BETTER BE SELECTED BY YOU.

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2305 HYPERION AVENUE, LOS ANGELES 27, CALIFORNIA

MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, NEW YORK

DECEMBER 19, 1949

Thanks for sketch plan received. Need elevations and details.

Permit requires time.

Reply requested collect by W.U.

check back installation

very like 57e? appears similar with the

2305 Hyperion Ave.

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ER IS
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WHAT LIVE-
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IRST SPREAD
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T HAD A
HE WEST
ATED BY A ROD.

I'LL LET YOU KNOW DEFINITELY IN A FEW DAYS.

7. HOW ABOUT YOUNGSTOWN STEEL KITCHEN CABINETS? WE GENERALLY HAVE THE CABINETS BUILT OF 1/2" PLYWOOD, BUT THE QUALITY IS TOO UNPREDICTABLE FOR A RUSH JOB. WE HAVE USUALLY SPECIFIED HALL-WACK (HALLENSCHEID & MACDONALD) BATHROOM ACCESSORIES, BUT ARE NOT CERTAIN WHETHER THEY ARE AVAILABLE IN NEW YORK. WITH THESE, AS WITH LIGHTING FIXTURES, PERHAPS YOU HAD BETTER USE YOUR OWN JUDGEMENT. MR. KELLEY PHONED LAST NIGHT, AND I HAVE AIRMAILED TO HIM A COPY OF THE FLOOR PLAN.
8. MENDEL DOORS ARE O. K.
9. IT WOULD BE DESIRABLE TO RUN ONE FLOORING MATERIAL THRUOUT THE HOUSE IF POSSIBLE. ASPHALT TILE IS GOOD, ALTHO THERE ARE BETTER (AND MORE EXPENSIVE) MATERIALS, LIKE SLOAN SLABONS NEW SYNTHETIC RESIN TILE, WHICH LOOKS AND FEELS LIKE RUBBER- CAN'T LOCATE ITS NAME.
10. WE WILL SHOW CABINETS, SHELVING, ETC., BUT, AS MENTIONED IN #7, PERHAPS SOMETHING LIKE YOUNGSTOWN STEEL WOULD BE BEST. #7 WAS MEANT TO INCLUDE THE SUGGESTION THAT KITCHEN EQUIPMENT, AS RANGE, REFRIGERATOR, ETC., MIGHT BETTER BE SELECTED BY YOU.

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2207 HYPERION AVENUE, LOS ANGELES 27, CALIFORNIA

MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, NEW YORK

DECEMBER 19, 1949

DEAR MISS HOYT:

FIRST LET ME REPLY TO YOUR QUESTIONS IN CONSECUTIVE ORDER:

1. SHEATHING. THE FOIL BACKING ON THE ASPHALTED CELOTEX "OR EQUAL" PANEL IS NOT MANDATORY, PARTICULARLY WHEN A VAPOR BARRIER IS USED; THE LATTER IS NOT COMMONLY USED OUT HERE, BY THE WAY.
2. BY ALL MEANS, LET'S USE THE SHEETROCK. OF COURSE, THE QUALITY OF A SHEETROCK INSTALLATION DEPENDS MOSTLY ON THE SKILL OF THE MEN WHO APPLY IT. (THE SAME IS TRUE OF PLASTER, TOO, WHICH I READILY AGREE WOULD TAKE TOO MUCH TIME).
3. PLYWOOD MAKES EXCELLENT ROOF SHEATHING. I DON'T KNOW WHAT LIVE-LOAD YOUR BUILDING CODE STIPULATES FOR SNOW, BUT WOULD SUGGEST ABOUT A 5/8" BOARD. WHAT IS LOCAL PRACTICE?
4. ALUMINUM FOIL IS FINE FOR THE VAPOR BARRIER.
5. OUT HERE WE BUTT THE STRIATED PLYWOOD PANELS, HAVING FIRST SPREAD MASTIC IN THE JOINT. IS THIS ADEQUATE IN YOUR CLIMATE?
6. WE WOULD LIKE TO USE ALUMINUM WINDOWS, BUT HAVE NOT YET HAD A CHANCE TO CHECK ON STANDARD SIZES; VENTABLE SASH ON THE WEST SIDE WILL PROBABLY BE BOTTOM HINGED, INSWINGING, OPERATED BY A ROD. I'LL LET YOU KNOW DEFINITELY IN A FEW DAYS.
7. HOW ABOUT YOUNGSTOWN STEEL KITCHEN CABINETS? WE GENERALLY HAVE THE CABINETS BUILT OF 3/4" PLYWOOD, BUT THE QUALITY IS TOO UNPREDICTABLE FOR A RUSH JOB. WE HAVE USUALLY SPECIFIED HALL-WACK (HALLENSCHEID & MACDONALD) BATHROOM ACCESSORIES, BUT ARE NOT CERTAIN WHETHER THEY ARE AVAILABLE IN NEW YORK. WITH THESE, AS WITH LIGHTING FIXTURES, PERHAPS YOU HAD BETTER USE YOUR OWN JUDGEMENT. MR. KELLEY PHONED LAST NIGHT, AND I HAVE AIRMAILED TO HIM A COPY OF THE FLOOR PLAN.
8. MENDEL DOORS ARE O. K.
9. IT WOULD BE DESIRABLE TO RUN ONE FLOORING MATERIAL THROUGHT THE HOUSE IF POSSIBLE. ASPHALT TILE IS GOOD, ALTHO THERE ARE BETTER (AND MORE EXPENSIVE) MATERIALS, LIKE SLOAN SLABONS NEW SYNTHETIC RESIN TILE, WHICH LOOKS AND FEELS LIKE RUBBER- CAN'T LOCATE ITS NAME.
10. WE WILL SHOW CABINETS, SHELVING, ETC., BUT, AS MENTIONED IN #7, PERHAPS SOMETHING LIKE YOUNGSTOWN STEEL WOULD BE BEST. #7 WAS MEANT TO INCLUDE THE SUGGESTION THAT KITCHEN EQUIPMENT, AS RANGE, REFRIGERATOR, ETC., MIGHT BETTER BE SELECTED BY YOU.

sheetrock installation

*roof 5/8" ?
vapor barrier with sheetrock*

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11. AS FOR INTERIOR PLYWOOD, WE'D LIKE A FEW MORE DAYS FOR A FINAL DECISION. WE HAVE USED PORT ORFORD CEDAR ON AN INEXPENSIVE JOB, AND FOUND IT QUITE ATTRACTIVE.
12. SATIN FINISH ENAMELS (SEMI-GLOSS) (EGGSHELL?) FOR PAINTED SURFACES, DOOR JAMBS, ETC., AND BATH AND KITCHEN WALLS. NATURAL WOOD WALLS SHOULD HAVE A FIRZITE FILLER AND SATINLAC FINISH. BOTH, I BELIEVE, ARE HANDLED BY U. S. PLYWOOD.
5. (I MISSED THIS ONE; YOUR LETTER HAD TWO #4'S!) I'M SURE THAT GLASS WOOL IS JUST AS GOOD AS ROCK WOOL. FIBERGLAS RIGIDBOARD WOULD BE FINE FOR THE ROOF, BUT IN THE WALLS I THINK THAT A MATERIAL THAT FILLS THE SPACES BETWEEN THE STUDS WOULD BE PREFERABLE TO ONE WHICH INCREASES THE OVERALL THICKNESS.

excellent

YOU WILL NOTICE THAT THE FLOOR PLAN SHOWS TWO BATHROOMS, AFTER ALL. I HOPE THAT THIS MEETS WITH YOUR APPROVAL. WE HAD ONE SCHEME WITH COMPARTMENTALIZED FIXTURES (TWO WASH BASINS) AND FOUND THAT IN THE RESTRICTED WIDTH IT LEFT AN AWKWARD HALL AND TOO TIGHT A BATHROOM. ONLY A SINGLE WATER CLOSET HAS BEEN ADDED! THE HOUSE HAS BEEN WIDENED ABOUT A FOOT, AND A LITTLE INCREASE IN LENGTH OF GARAGE WAS MADE TO ACCOMMODATE THE REVISED LAUNDRY.

WE ARE VERY GLAD TO RECEIVE YOUR COMMENTS, SUGGESTIONS, AND CRITICISMS, SO PLEASE DON'T HESITATE WITH THE LAST NAMED. I STILL HOPE TO HAVE WORKING DRAWINGS IN YOUR HANDS IN ABOUT THREE WEEKS; HOWEVER, BOTH MY ASSOCIATES WILL BE OUT OF THE OFFICE THE GREATER PART OF THIS WEEK, AND THE HOLIDAYS OUT INTO THE NEXT, SO WE MAY RUN OVER BY A FEW DAYS.

I'M AFRAID I TOOK A LONG CHANCE ON THE CAMEL AD! A FRIEND TOLD ME WITH GREAT ASSURANCE THAT NATALIE HOYT WAS THE NAME OF THE VERY GOOD LOOKING MODEL WHO WAS PHOTOGRAPHED FOR THE AD I MENTIONED. IT WAS A FEW YEARS AGO.

March?

IT WILL BE RATHER DIFFICULT FOR ME TO COME EAST BEFORE THE END OF FEBRUARY. DO YOU THINK EARLY IN APRIL WILL BE ALL RIGHT?

BEST WISHES

Leopoldo

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10. Kitchen cabinets, shelves and other cabinet work.
Please send me a card or two on this. Also closets.
11. Interior finish. U.S. Plywood is bound to want to know
your selection of hardwoods from 15 December 1949
Information on this will be helpful.

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Thanks for your letter with notes about materials for the Museum house. I have a few questions to ask so will run down the list:

1. Sheathing. Celotex, and no other company that I know of, seems to manufacture a fiber board, asphalted on one side and with reflective foil on the other. None have the foil - only asphalt on both sides. Is this necessary?
2. Ceilings. Because of the very short time allowed for construction we don't see how we can put in wet plaster ceilings. There just won't be time enough. Will you settle for sheetrock? I believe that the contractors can do a good job of it. We like the idea of the recessed joint, if I am correct in interpreting the Milcor edge as such. But Milcor is so expensive in labor that we would like to suggest that if you will agree to the use of sheetrock we can get the same effect by using a rebated casing of wood.
3. Roof boards. What do you intend to specify? How about plywood?
4. What about a vapor barrier? I don't know if it is a necessity in California, but in the North East it is practically considered a must. Could we use aluminum foil between the studs? wall board?
4. Siding. We are anxious to know your detail for joining the sheets of striated plywood.
5. Insulation: Have you any objection if we use glass wool rather than rock wool. And just in passing I wonder what you think of Fiberglas Rigidboard?
6. Windows. Please send me information on these.
7. Also would like to know whether you wish to specify kitchen equipment, bathroom accessories and lighting fixtures, or will you leave that to us? By the way, you may have a call from Dick Kelley, the lighting expert. Philip and I showed him your sketch yesterday and I believe that he will be in Los Angeles this weekend. He is good....
8. Doors. If we go to U.S. Plywood Corp. for p.w. they may wish us to use Mengel doors. Is this o.k. will you?
9. Flooring. Do you expect to specify asphalt tile for all rooms?

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10. Kitchen cabinets, shelves and other cabinet work. Please send me a word or two on this. Also closets.
11. Interior plywood. U.S. Plywood is bound to want to know your selection of hardwoods from the first, so some information on this will be helpful.
12. Paint. What do you recommend for finishes?

None of the above is meant to be at all critical. I merely am trying to get as much preliminary information as possible so that I can make all tentative arrangements with the manufacturers. That deadline of March 11th (last working day for furnishing) scares me! But I know that we can do it.

I am sorry to say that your remark about the Camel ad was lost on me!

Doubtlessly I shall be in communication with you again before Christmas, but just to be safe I shall wish you a Merry Christmas and all good things in 1950 - especially a terrific build-up from the Museum house.

Sincerely yours,

Natalie Hoyt

P.S. Last but most important. When may we expect the working drawings?

When do you plan to come East?

Best wishes

J. P. [Signature]

The revised plan at 1/4" scale will be ready in a couple of days.

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2303 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

Miss Natalie Hoyt
MUSEUM OF MODERN ART
11 West 53rd Street
New York, N. Y.

December 10, 1949

Dear Miss Hoyt:

P.S. THE REVISED PLAN AT 1/4" SCALE WILL
BE READY IN A COUPLE OF DAYS.
JH.

- 6) Grant tracks and sheaves for sliding wall panels.
- 7) Milcor metal trim for edging plaster ceilings.
- 8) Perforated gypsum board lath for plaster ceilings.
- 9) Overhead garage door, requiring MINIMUM head clearance.
- 10) Asphalt tile flooring, light colors. Tiletex has a good range of colors.
- 11) Crane plumbing fixtures.
- 12) Rockwool insulation (4" batts) walls and roof.
- 13) Plywood, 3/8" thick, striated Douglas Fir exterior, and hardwood interior.
- 14) Glass, 1/4" plate in living room; in the balance it is possible to use selected 3/16" crystal if necessary.

Original
Nat. Syn
Crane
Plumbing
Crane
Fire
USP
Write
Plumbing

If other materials occur to us as we rush ahead, I'll let you know. Wasn't it you who wore the Fedora hat in the Camel ad?

Best wishes

Gregory Ain

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

Miss Natalie Hoyt
MUSEUM OF MODERN ART
11 West 53rd Street
New York, N. Y.

December 10, 1949

Dear Miss Hoyt:

Following is a list of some of the materials which we
would like to specify on the model house:

- ✓ Flintkote { -1) Composition roofing, crushed white rock surfaced
- 2) Celotex sheathing, asphalted on one side, and
with reflective foil on the other side.
- 3) Schlage door hardware, Plymouth style, dull chrome
plated.
- ✓ Mauch -4) Marlite wainscoting for bathroom walls.
- ✓ USP. -5) Formica or Micarta for counter tops (kitchen and
bath room).
- 6) Grant tracks and sheaves for sliding wall panels.
- 7) Milcor metal trim for edging plaster ceilings.
- Drywall Nat. G. -8) Perforated gypsum board lath for plaster ceilings.
- Cransford 9) Overhead garage door, requiring MINIMUM head clear-
ance.
- Flintkote -10) Asphalt tile flooring, light colors. Tiletex has a
good range of colors.
- ✓ Crane -11) Crane plumbing fixtures.
- ✓ Fiberglas -12) Rockwool insulation (4" batts) walls and roof.
- ✓ USP. 13) Plywood, 3/8" thick, striated Douglas Fir exterior,
and hardwood interior.
- write -14) Glass, 1/4" plate in living room; in the balance it
is possible to use selected 3/16" crystal if necessary

If other materials occur to us as we rush ahead, I'll let
you know. Wasn't it you who wore the Fedora hat in the
Camel ad?

Best wishes

Gregory Ain

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PHILIP L. GOODWIN ARCHITECT 32 EAST 57 STREET NEW YORK

EL DORADO 5-1990

December 7, 1949

Mr. Philip C. Johnson
205 East 42nd Street
New York, 17

Dear Philip:

The Museum delivered a print of the Gregory Ain house to me this morning, which I was glad to get.

I do not like to be a sort of Cassandra, but I assure you that this house is much too Californian, especially as regards cost.

I am afraid that the Museum is quite unable to visualize a really good \$10,000. to \$12,000. house for the northeastern states, because they would not like to live in such a house themselves. As someone to whom I showed this plan remarked, it is an attempt to squeeze a \$30,000. house into a \$12,000. one. I think you will have to do a great deal of rearrangement to make something that I hope this time will appeal to a large number of people.

As for the elevation, even if the roof is flat and the view given is the worst one of the four, not much can be said for that.

Sincerely yours,

PLG.SB

Philip G.

Copy to Miss Natalie Hoyt

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Of course you are at liberty to place a door in one of the children's rooms, if you wish. We intend to label the front door so that it will be clear to the public that they are entering by the garden door. 4 December 1949
 Mr. Gregory Ain
 2305 Hyperion Avenue
 Los Angeles 27, California

Dear Mr. Ain:

Thank you for your letter of November 23rd. I was glad to have it and also was pleased to have the opportunity of talking with you on the telephone.

There will be no difficulty in naming your associates as collaborators. We shall be delighted to do so. By now, you know that Woman's Home Companion is to be a sponsor of the project ("Project" not used in the usual architectural way!). They will publish a story, illustrated by color photographs of the house, in the June issue which appears on May 19th, the same day that the house will open to the public. They will build a model of the exterior for exterior shots. We have promised to have the interiors completed and furnished by March 13th so that the color photographs will be ready for publication. As we have already said, this means speed on everyone's part.

I am anxious to have the list of materials and hope that it is on the way. And of course the sooner we can have the drawings the better. The process of getting a permit is rather a difficult one in New York, but I hope that I know the right people, who will expedite it. Of course we must have an architect who is registered in New York file the application. It may be that he will have to provide additional information about the foundations, in compliance with the local code, but I hope that this will not be necessary. Of course we shall follow your instructions just as closely as possible in this matter as in all others. We intend to utilize the slab from Breuer's house as much as possible - especially because we had to build 12 or 14 piers and a couple of concrete beams to support it, because the site was over an unevenly filled-in basement. But that is all in good shape now.

We are pleased that you did not object to our suggested changes. All right, we shall not say that principles dictated our request for a horizontal roof! And neither are we rationalizing when we say that it is easier to build! Some Companion which concerns the design, but I sincerely hope and believe that it will not be too bothersome. Being

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Of course you are at liberty to place a door in one of the children's rooms, if you wish. We intend to label the front door so that it will be clear to the public that they are entering by the garden door. I'm sure that you understand our motive in doing this, and that you appreciate the logic of the circulation plan. We may go to some lengths with the planting to make the orientation clear - i.e. the normal position of the house in relation to the street.

I have discussed the possibility of a duplicate house in the Los Angeles area with Rene d'Harnoncourt, the Director of the Museum. Although we realize that it would be of unestimable value to you Mr. d'Harnoncourt feels that the Museum cannot allow the use of ~~the name~~ because of the difficulty of controlling the venture. I believe that he is particularly adamant because of a recent mis-use of an endorsement by the Museum. We know that your office would be willing to supervise the building, landscaping & furnishing, but there are many problems involved especially that of publicity. So, I am sorry that I must tell you that the Museum will not approve this second house.

In addition to Woman's Home Companion coverage we are optimistic that we can get much additional publicity. We hope that Time, Life & Architectural Forum will carry stories, but one can never get a promise from any of the editors. But certainly the news syndicates will carry stories and they reach more than any other periodical. You may be assured that we shall carry on a very active campaign for all possible publicity.

There is no need to make any provisions for heating, other than the location of the heater and flue on your plans for publication. We shall not install either heating or plumbing. But the plumbing fixtures will appear to be connected and we may build a second chimney (if a second is specified) from the roof to the cap only. So that the public will get the impression that the house is complete. We did the same thing this year and it was perfectly satisfactory. If clients retain you to build duplicates of the house you can then work out the mechanical installations! You mentioned color....do you wish to specify it now or to wait until you get to New York? We would like very much to have your suggestions, but of course this matter is greatly influenced by light and climatic conditions and therefore you may wish to wait to discuss it later.

There is one condition in our agreement with Woman's Home Companion which concerns the design, but I sincerely hope and believe that it will not be too bothersome. Being

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a woman's service magazine they are perhaps overly concerned with kitchen layout. They have devised a few rules of thumb which are most important to them - such as amount of cabinet space in relation to size of family etc. Will you please allow them to study a preliminary sketch of your kitchen plan - both floor plan and elevations - so that they may approve it. I hope that you will agree to this and that you will be able to send me these drawings immediately so that I may return them to you before the 11th hour.

The 11th hour is fast approaching! But knowing your good reputation and your interest in this house which I hope will have unlimited importance for you I know that you will rush the work as much as you can. If you need any special information please telephone or telegraph - the Museum will reimburse you. I don't mean to imply that we have a large budget, but time is so important that I am willing to spend a little extra to help you in any way I can.

You are correct in assuming that the Museum will underwrite your trip to the extent of air travel and your living expenses in New York for a week or so - a total of about ten days. When do you think will be the best time? If the house is to be ready by March 13th (and it must be) we shall be furnishing it the week of the 8th. This means that we must have the structural work completed enough in advance of this to allow sufficient time for painting. So perhaps your visit would be best in the middle of February....when we shall need your advice on last minute structural problems and matters of finish. But I leave the decision to you.

In addition to the information on materials which I requested in my last letter I would like to have a little descriptive information about the foundations so that I can begin preliminary talks with the building dept.

Thanks for your cooperation.

Sincerely yours,

Sincerely yours

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2205 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N.Y.

NOVEMBER 23, 1949

DEAR MISS HOYT:

WE RECEIVED YOUR LETTER OF NOVEMBER 21, ENUMERATING THE CHANGES IN PLAN REQUIRED BY THE MUSEUM DEPARTMENT OF ARCHITECTURE. THESE ARE NOT HARD TO MAKE. HOWEVER, IN REGARD TO USING THE GARDEN DOOR AS THE ENTRANCE IN THE MODEL HOUSE, WE HOPE THAT IT WILL BE CLEAR TO VISITORS THAT THIS DOOR IS NOT INTENDED AS THE NORMAL ENTRANCE. AS FOR THE EXTERIOR DOOR FROM THE CHILDREN'S ROOMS, AT LEAST ONE, WE FEEL, IS MOST DESIRABLE; THE USE OF THIS DOOR WILL BE CONTROLLED BY THE MOTHER, OF COURSE, WHEN THE CHILDREN ARE QUITE YOUNG.

IN CONNECTION WITH COST, PLEASE SEE MY LETTER OF OCTOBER 17. SUCH ELEMENTS AS TERRACES AND FENCES WERE EXCLUDED IN OUR ROUGH ESTIMATES.

THERE IS NO DIFFICULTY ABOUT MAKING THE ROOF FLAT. NEVERTHELESS, I MUST CONFESS TO A LIGHT VIEW OF THE MUSEUM'S ~~44~~ FIRM STAND ON PRINCIPLE, WHICH IS RATHER ACADEMIC FOR THE MMA. BY ALL MEANS LET'S MAKE THE ROOF FLAT (HORIZONTAL) BUT NOT, PLEASE, BECAUSE ANY PRE-CONCEIVED FORM IS DICTATED BY PRINCIPLE.

IT IS QUITE IMPORTANT THAT WE DISCUSS AND ESTABLISH OUR RECIPROCAL RESPONSIBILITIES AND OBLIGATIONS, ESPECIALLY AS SOME OF THE ORIGINAL PLANS ARE CHANGED (PARTICIPATION BY McCALLS, BUILDING IN SEVERAL CITIES, ETC.) TO BEGIN WITH, IT WOULD BE MOST IMPORTANT TO US HERE TO HAVE THE HOUSE BUILT IN THIS REGION, AND SINCE IT IS ACTUALLY FEASIBLE, WE'D LIKE TO KNOW UNDER WHAT CONDITIONS THAT WOULD BE ACCEPTABLE TO THE MUSEUM? WHAT ACTUAL PUBLICITY IS PLANNED AND ASSURED THE HOUSE, TIME AND LIFE? HOW ABOUT FINAL COLOR SCHEMES, ETC. IS THERE REALLY SOME PROBLEM OR DIFFICULTY ABOUT NAMING MY ASSOCIATES AS COLLABORATORS, AS ON THIS LETTERHEAD? IS IT CORRECT TO ASSUME THAT THE MUSEUM, IN UNDERWRITING MY TRIP TO NEW YORK, PAYS LIVING EXPENSES THERE AS WELL AS ROUND TRIP PLANE FARE? SAY, TEN DAYS?

I'M SURE THAT OUR DECKS WILL BE CLEARED FOR RUSHING THRU THE MUSEUM HOUSE BY THE TIME THESE DETAILS ARE CLARIFIED. IN THE MEANTIME, WE WILL BE GETTING UP THE LIST OF MATERIALS YOU REQUESTED. BY THE WAY, HOW ABOUT LEAVING THE ACTUAL DESIGN OF THE RADIANT HEATING COIL AND BOILER SYSTEM TO AN ENGINEER FAMILIAR WITH YOUR WEATHER CONDITIONS AND PLUMBING PRACTICES? WE DON'T HAVE A MECHANICAL ENGINEER ON OUR REGULAR STAFF, AND ARE UNABLE TO ASSUME THE ADDITIONAL EXPENSE OF EMPLOYING A SPECIAL CONSULTANT.

SINCERELY YOURS

Gregory Ain

(permit.)
Kitchen layout
W.H.C.

(easier to build)

none

Normandy
4639

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COPY

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles, California

21 November 1949

Dear Mr. Ain:

mailed 11/27 7.30 pm

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N.Y.

NOVEMBER 23, 1949

DEAR MISS HOYT:

WE RECEIVED YOUR LETTER OF NOVEMBER 21, ENUMERATING THE CHANGES IN PLAN REQUIRED BY THE MUSEUM DEPARTMENT OF ARCHITECTURE. THESE ARE NOT HARD TO MAKE. HOWEVER, IN REGARD TO USING THE GARDEN DOOR AS THE ENTRANCE IN THE MODEL HOUSE, WE HOPE THAT IT WILL BE CLEAR TO VISITORS THAT THIS DOOR IS NOT INTENDED AS THE NORMAL ENTRANCE. AS FOR THE EXTERIOR DOOR FROM THE CHILDREN'S ROOMS, AT LEAST ONE, WE FEEL, IS MOST DESIRABLE; THE USE OF THIS DOOR WILL BE CONTROLLED BY THE MOTHER, OF COURSE, WHEN THE CHILDREN ARE QUITE YOUNG.

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SINCERELY YOURS

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excellence of the houses you designed for the development at Mar Vista,
which have flat roofs! There is no technical problem in this climate and so I hope that you will
21 November 1949
Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles, California

Dear Mr. Ain:

My telegram of this morning asking you to proceed immediately with the working drawings and specifications tells you the good news that the project is definitely "on". As I told you on the telephone we have had to abandon the overly ambitious plan for duplicating the house in several cities. But all along we have known that the New York house would be the most important from the point of view of national publicity and therefore we feel that the curtailment is only a minor one in the all-over picture. The arrangements for publicity have not been completed, but we are confident that we shall have excellent coverage.

Thanks for your letter of the 9th and for suggesting that Mr. Hicks might assist with the promoting and financing of a duplicate house in Los Angeles. Now that the program has been restricted to the one house in the Museum garden we cannot accept Mr. Hick's offer. I am writing to him directly.

Philip Johnson is anxious to see the new line of furniture designed by Greta Grossman. Can you, without too much trouble, arrange for us to see photographs? Or shall we write directly to Barker Bros. - in which case we shall need the name of the executive in charge. It may be that some of the pieces will be selected for display in your house, which would give the new line an excellent start.

Originally you said that you would be able to prepare the working drawings and specifications in four weeks. I hope that you will do the best you can in this respect because we are so far behind schedule. But most important at the moment is a list of materials and equipment that you intend to specify. Will you kindly send me at your earliest convenience information about the following items:

roofing	doors
exterior siding	kitchen equipment
sheathing	bathroom equipment
insulation, roof & wall	flooring
interior wall & ceiling finishes	list of furniture types
windows	

I mentioned on the phone that there are several changes which the Department of Architecture considers necessary:

Roof: The Museum has taken a firm stand on the matter of flat roofs and feels that the sponsorship of a shed roof of the span you have indicated is contrary to their principles. In fact, you were selected as the architect of the 1950 exhibition house partly because of the

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excellence of the houses you designed for the development at Mar Vista, which have flat roofs! There is no technical difficulty in making flat roofs watertight in this climate and so I hope that you will agree to this change.

Bathrooms: For purposes of circulation I suggested that the two bathrooms be changed to one compartmentated bathroom, with entrances from both the hall and the master's dressing room. Two toilets seem an excellent idea for a house of three bedrooms. But you said you have already worked out an alternate plan for this.

Circulation: I mentioned on the phone the possibility of changing the location of the door from the living room to the garden. I have now reconsidered and believe that your original location, next to the fireplace, is best. I enclose a rough sketch of the proposed scheme of circulation. The two doors in the north bedrooms are not necessary for circulation - so you can suit yourself. The advisability of having outside doors leading from children's bedrooms is questionable. The garden door from the master bedroom is excellent.

Heating System: Heating by electricity is impossible in this area because of the excessive cost of electricity. We suggest that you specify hot water radiant heating coils in the floor. This means that a boiler will have to be located...probably in the garage. For the sake of economy we shall not install the heating equipment nor shall we finish the interior of the garage. For this reason will you please design a door that will shut off the garage from the entrance to the kitchen, so that the interior of the garage will not be visible from the kitchen door.

Doors: Large sliding glass panels are very expensive in the east. I believe the ones that you mentioned are manufactured in California. I am anxious to have more information about this item, for we do not want to go overboard in including too costly an item if a similar effect may be obtained by another means.

If possible will you specify stock doors - especially for the closets. Special cabinet work is prohibitively high here.

Landscaping: Because of your distance from the site it will probably be best if we handle the landscaping here, utilizing the trees etc. already on the grounds. Of course we shall be glad of your suggestions. It does not seem appropriate to include too many fences in an exhibition house. We found that true this year, because they cut off the view and prevent the visitors from comprehending the house as a whole. Also they cut down on the appeal, which is so important.

Cost: Please remember that we must keep within the budget of \$15,000. Does your estimate include the cost of the garage, terraces and fences?

Everyone is most anxious to see more sketches. I hope that my above remarks will not discourage you. We are delighted that you are the architect. With all good wishes,

Sincerely yours,

Natalie Hoyt

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Janice / Ruth / ?

Please send this telegram ^{early} Monday morning 11/21/49

To

QDX-1-10-PD-NOV 21-^A
Gregory Ain =
2305 Hyperion Avenue
Los Angeles, California =

Please proceed immediately with drawings.

Need materials list.

Letter follows. =

Natalie Hoyt

Chg: Dept Store House

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Mr. Johnson - This identification material has been with Mr. Ann Carter of Houghton. House of Progress was set in an Architecture and dismantled after weeks.

The writer arranged all financing for the Case Study Houses - Arts & Architecture.

Patricia Langhorne with to gain mail time.

Frank G. Hicks

[Signature]

Donald B. Parkinson
Reginald D. Johnson
Winchton L. Risley
Lewis Eugene Wilson

SUPERVISING
ARCHITECT
Winchton L. Risley

BUILDER
Escherich Bros.

ts ..

SS"



21 November 1949

about the exhibition

written Mr. Ain that the

ll build only one house -

modern
architect

Sincerely yours,

Natalie Hoyt

THE MUSEUM OF MODERN ART

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Information Request

If you have any questions or special problems involving the National Housing Act Loans, please fill out this card, leave it with the attendant, or call MU-9371. Mr. Monti Hicks will be glad to give you expert advice and information, at no charge.

Name Frank G. (Monti) Hicks
Address Mortgage Engineer 739 N. Kilkea Dr.
Hollywood 46, California
Telephone _____

Build! ☐ Repair! ☐ Modernize! ☐
All Details Arranged at The Broadway.

The BROADWAY

MARCOLM McNAUGHTEN, Pres.
BROADWAY, FOURTH & HILL, LOS ANGELES

DESIGNED BY

Roland E. Coate
Gordon B. Kaufman
H. Roy Kelly
Donald B. Parkinson
Reginald D. Johnson
Winchton L. Risley
Lewis Eugene Wilson

SUPERVISING ARCHITECT

Winchton L. Risley

BUILDER

Escherich Bros.

21 November 1949

about the exhibition

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ll build only one house -

modern
architect

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Natalie Hoyt

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MODEL REHABILITATION HOME (A Community Effort!)

WILSHIRE BLVD. AT NORMANDIE

DESIGNED BY

Roland E. Coate
Gordon B. Kaufman
H. Roy Kelly
Donald B. Parkinson
Reginald D. Johnson
Winchton L. Risley
Lewis Eugene Wilson

SUPERVISING ARCHITECT

Winchton L. Risley

BUILDER

Escherich Bros.

W.L. Risley

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The Following Firms Contributed Labor and Material Toward the Creation of This Model Home

LUMBER

Hammond Lumber Co.
2010 So. Alameda St.,
PProspect 7171

SASH BALANCES

Acme Spring Sash Balance Co.
1502 East Washington Street,
PProspect 8014

PAINTING

Arenz-Warren Co., Inc.
2121 West Pico Blvd.,
FEderal 1178

LIGHT FIXTURES

R. B. Bell & Co.
2302 West 7th St.,
FEderal 1213

SHEET METAL WORK

Emil Brown & Co.,
300 East 9th St.,
TRinity 8701

LATH AND PLASTER

Blue Diamond Corp., Ltd.
1650 So. Alameda St.,
PProspect 4242

CABINET WORK

Consolidated Lumber Co.
122 West Jefferson St.,
RiChmond 2141

WOOD PRESERVATIVE

Calif. Termite Control Co., Inc.
6001 Sunset Boulevard
GRanite 4145

SHEET METAL ACCESSORIES

Dura-Steel Products Co.
2421 East 8th Street
TRinity 3559

SASH, DOORS, SCREENS, etc.

Deats Sash & Door Co.
911 East 59th Street
CEntury 29031

SHINGLE ROOF

Fisk & Mason
855 El Centro Street
BLanchard 71515

BATH ROOM TILE

Gladding-McBean & Co.
2901 Los Feliz Blvd.
OLympia 2121

KITCHEN TILE

Pomona Tile Mfg. Co.
217 So. La Brea Ave.
OREgon 1303

INTERIOR TILE INSTALLATION

Berger & Eldridge
169 No. La Brea Ave.
YORk 2144

PAVING BRICK

L. A. Brick & Clay Products Co.
1087 No. Misison Road
CApitol 14191

SAND, LIME, COMMON BRICK

Los Angeles Lime Co.
1760 E. 15th Street
PProspect 7261

ELECTRIC WIRING—HEATING

Nicholas Electric Co.
4575 Santa Monica Blvd.
OLympia 6305

PAINTING MATERIAL

Oakley Paint Co.
727 Antonia Street
CApitol 8165

WINDOW CLEANING, etc.

Ray's House Cleaning Service
1347 1/2 E. 59th Place
LAfayette 8451

WOOD PRESERVATIVE

Reilly Tar & Chemical Co.
Architect Building
MUTual 0433

WALL PAPER

C. W. Stockwell Co., Ltd.
3262 Wilshire Blvd.
EXposition 7755

FIREPLACE DAMPER

Superior Fireplace Co.
1046 So. Olive Street
PProspect 8714

BRICK FIREPLACE & CHIMNEY

Simons Brick Co.
1195 So. Boyle Ave.
ANGelus 6122

LANDSCAPE ARCHITECTURE

Tommy Tomson
1379 So. Orange Drive
WHitney 4183

DOOR & WINDOW FRAMES

E. K. Wood Lumber Co.
4701 Santa Fe Ave.
JEfferson 3111

HARDWOOD FLOORS

Wallace & McGuire
816 West 5th St.
MUTual 2484

PLUMBING FIXTURES

Washington-Eljer Co.
4100 So. Alameda St.
CEntury 29051

PLUMBING INSTALLED

H. G. Cary
825 Venice Boulevard
PProspect 2028

FINISH HARDWARE

West & Co.
1037 E. Green St.
Pasadena, Calif., TErrace 0184

GAS HEATING UNITS

Hammel Radiator Corp.
8980 Santa Monica Blvd.
WOodbury 62701

PLASTER APPLIED

MacGruer & Co.
1438 E. 18th St.
PProspect 8029

INTERIOR TRIM

Owens Park Lumber Co.
2100 E. 38th St.
ADams 5171

PAINTING MATERIALS

Columbia Varnish Co.
2460 E. 24th St.
LAfayette 8416

PAINTING MATERIALS

Mathews Paint Co.
219 So. Los Angeles St.
MUTual 7786

SHRUBBERY

Beverly Hills Nurseries
2900 Wilshire Boulevard
WOodbury 62157

LAWN

Miller & Gaston
6263 Hollywood Boulevard
Hollywood, Calif., GRanite 5191

INSTALLED BRICK WALL, etc.

F. Meredith & Sons
1024 Alta Vista
Altadena, Calif.

LAWN SPRINKLERS

Brooks of California
142 So. La Brea
OREgon 9191

TREES

R. W. Hamsher
9800 West Pico Blvd.
WOodbury 61969

VENETIAN BLINDS

Elkeles, Inc.
1200 W. 8th St.
TRinity 8545

PLUMBING FITTINGS

Price Pfister Brass Mfg. Co.
3011 Humboldt Street
CApitol 12148

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LIVING ROOM

Barker Brothers, Inc.
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Los Angeles, Calif.

DINING ROOM

W. & J. Sloane
644 South Broadway
Los Angeles, Calif.

BED ROOM

Los Angeles Furniture Co.
724 South Broadway
Los Angeles, Calif.

STUDIO DEN

Broadway Dept. Store, Inc.
Broadway, Fourth and Hill
Los Angeles, Calif.

KITCHEN

Broadway Dept. Store, Inc.
Broadway, Fourth and Hill
Los Angeles, Calif.

SCREEN PORCH

Broadway Dept. Store, Inc.
Broadway, Fourth and Hill
Los Angeles, Calif.

HALL

Broadway Dept. Store, Inc.
Broadway, Fourth and Hill
Los Angeles, Calif.

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California's
"HOUSE of PROGRESS"**



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All-electric, steel-frame, modern
home. Edith Northman, architect

BLT
WAG DAYS
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16 model rooms! 6th floor present authentic styles

In a constantly changing picture! Make it a point to see . . . the oval dining room with scenic wallpaper displaying an 18th century suite . . . the living room for beach shack or mountain cabin in "Catalina" . . . the blue-and-white nursery . . . the Regency bedroom . . . the Neo-Classic bedroom and boudoir . . . the Provincial bedroom.

remodel your home with a national housing act loan

Repair, enlarge . . . or build a new home! And the financing attendant to it! Our Monti Hicks is here to give you specific information as to correct procedure . . . and will assist you in making out your application for a loan. No charge. 6th Floor.



our home furnishing studio gives you more than a . . . DECORATOR'S SERVICE

The "more" lies in the artistry of our execution . . . and the skillful manner in which your individual tastes are interpreted. There is *no charge for consultation or service* . . . the one requirement is that you purchase at The Broadway.

The BROADWAY

MALCOLM McNAGHTEN, PRES.
Broadway, Fourth & Hill Los Angeles

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custom-made draperies from our own workroom

The high standards of The Broadway's Drapery Workroom are well-known. The glass curtains and draperies we make to the individual measurements and designs to suit your windows not only hang and look better, but give extended service. Charges are moderate. Draperies, 7th Floor.

use our easy payment plan and enjoy new home furnishings NOW

Decide what you want from the Home Furnishings departments, then see the Credit Department. Together, you'll work out a plan by which you pay out of income . . . yet enjoy your home furnishings immediately.

The BROADWAY

MALCOLM McNAGHTEN, PRES.
Broadway, Fourth and Hill

we repair furniture and re-upholster living suites

The chair with the broken leg, the table top that needs to be re-finished, the suite with sagging springs . . . we can put these into commission at a cost comparatively slight. Suites and chairs re-upholstered. (Draperies, 7th Floor.) Also, use the services of our Carpet and Linoleum Workroom, 7th Floor.

see our excellent stock of domestic rugs . . .

Stocks for 1935 are complete and moderately priced . . . based on the market of several months ago, before recent rises. See the new patterns. (Domestic Rugs, 7th Floor.) Also, a fine selection of genuine Orientals. (Oriental Rugs, 7th Floor.)

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*The following firms cooperated in the creation
of The Broadway's "HOUSE OF PROGRESS"*

ARCHITECT EDITH NORTHMAN, 3052 W. Pico Blvd. PA. 6224
STEEL FRAME UNITYPE BUILDERS, 322-5 Park Center Bldg.,
412 W. 6th St. Michigan 1936
STEEL WINDOWS, DOORS.. SOULE STEEL CO., 6200 Wilmington Ave. LA. 0911
ALL NECESSARY LUMBER.. WOODHEAD LUMBER CO., 4800 W. Pico. WH. 1181
DECORATING AND
SCENIC EFFECTS MARTIN OBZINA, 3747 Fredonia Dr.,
Hollywood Hillsdale 5004
PLASTERING FALLGREN & BROWN, 119 S. Alvarado St. FI. 1138
TILE GLADDING-McBEAN CO., 729 S. Western. EX. 1161
TILE SETTING BERGER & ELDRIDGE, 131 S. La Brea. WY. 7014
PLUMBING FIXTURES WASHINGTON-ELJER CO., 4100 S. Alameda,
Vernon Century 29051
CHROMIUM PLUMBING
FIXTURES PRICE-PFISTER BRASS MFG. CO.,
3011 Humboldt St. Capitol 12148
ELECTRIC FIXTURES SOLAR LIGHTING & FIXTURE CO., INC.,
444 N. Western Ave. Gladstone 6108
ELEC. AIR & WATER
HEATING APPARATUS THERMIDOR ELEC. MFG. CO.,
116 Llewellyn St. Capitol 6188
ELECTRIC WIRING VAN COTT CO., Electric Contractors,
3908 S. Western Ave. Vermont 0147
GLASS THOMPSON GLASS & PAINT CO.,
702 E. Gage Ave. Thorawall 1164
EXHAUST FANS IN
KITCHEN, BATH TRADE-WIND MOTOR SALES CO.,
406 S. Main St. Vandike 0840
ROLLER SCREENS AUTO. TENS. SCREEN CO.,
6235 So. St. Andrews Pl. TWinoaks 9191
CHROME-PLATED
MEDICINE CABINET DURA-STEEL PRODUCTS CO., 2421 E. 8th. TR. 3559
WALL SAFE MURPHY WALL SAFE CO., 207 W. 3rd St. YOrk 3718
STAINLESS STEEL SINK
& STEEL K. C. LISTENWALTER & GOUGH, 827 E. 1st St. TR. 9711
POROTEX EXTERIOR
FINISH HILL BROS. CHEM. CO., 2159 Bay St. TR. 7901
LANDSCAPING TOMMY TOMSON, 1397 So. Orange Dr. WH. 4183
ELECTRICAL COOPERA-
TION BUREAU OF POWER & LIGHT

/// All details arranged and building supervised by Montl Hicks, National Housing Act Advisor for The Broadway. ///

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21 November 1949

Mr. Frank G. Hicks
739 N. Kilkea Drive
Hollywood 46, California

Dear Mr. Hicks:

Thank you for sending the leaflets about the exhibition
houses you have recently promoted. I have written Mr. Ain that the
Museum has modified its original plan and will build only one house -
in the garden of the Museum in New York.

Sincerely yours,

Natalie Hoyt

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE MUSEUM OF MODERN ART

Date 10 June 1950

To: Mr. Gregory Ain
From: Natalie Hoyt

Re:

I have taken the liberty of opening the enclosed letter addressed to you. Philip Johnson tells me that Robert Chuckrow is a most competent builder. Of course the decision rests with you, but I think it fair to point out one consideration. Because Murphy-Brinkworth built the exhibition house at no profit I believe that they should be given preference within the metropolitan area (50 miles) which includes Westchester County. And I am willing to admit that I am somewhat selfish in this as I may be associated with Mr. McGlynn in this project.

I shall be happy to hear your decision.

headaches involved, we decided once and for all that we would not change our original decision. Mr. Richard Pratt, architectural editor of the Ladies' Home Journal, tells me that the usual selling price for complete plans and specifications is \$5. This amount does not begin to cover the costs of materials and clerical time. Evidently certain cranks can keep up a correspondence for years.

Therefore, we shall follow the following procedure: 1) People requesting blueprints will be advised that none are for sale, but that the catalogue contains information about materials and the names of the architects, contractors and manufacturers. 2) Requests from apparently bona fide clients will be referred to you. 3) Requests from local potential customers will be referred to Mr. McGlynn. 4) All requests from contractors and builders will be referred to you—*please see next page*

I am afraid that you have been, and that you will be, inconvenienced by requests for information, probably mostly from well-meaning, bankrupt and over-enthusiastic people. Unfortunately this is a by-product of prominence. Some letters have probably been forwarded by us. I have taken the liberty of answering some cards addressed to you. Because you have no secretarial help I hate to think of the inconvenience this is causing you. Do you intend to sell plans, and if so, will you furnish layouts for wiring, heating and plumbing, as well as specifications? I am very anxious to hear your opinion about this matter. *what will you*

change to ?

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Mr. Gregory Ain

2

June 8, 1950

Mr. McGlynn and I are still considering building a development of 10 or 12 houses of your design. We shall need a local architect to file the plans for a permit and this will entail layouts for wiring, June 8, 1950 and plumbing, as well as specifications. However, we are most anxious to have your recommendations for a site plan. We will send you a topographical map when we select the site. In the meantime will you please Mr. Gregory Ain submit any ideas you may have in regard to varying the design 2305 Hyperion Avenue Los Angeles 27, California. We can have preference on custom jobs in L.A. & N.Y.C.

I have asked the Publicity Department to send you additional photographs of the house. I am anxious to hear from you. All good wishes.

Thank you for your letter of June 1. I have taken care of the statement from the University Club. It was a great pleasure to have you here for the opening of the Exhibition House. Everyone enjoyed meeting you. Thank you for your sincere appreciation of our endeavors.

Hattie Hoyt

As you know our original decision was that the Museum and the Woman's Home Companion would not sell plans and specifications of the house. In view of the fact that we have been flooded with requests for blueprints, we have recently reconsidered our stand. I am still not clear about the ethics of this practice, especially as I was brought up to abhor such mail-order tactics. After due consideration we felt it would be permissible to sell plans, but when we were advised of the headaches involved, we decided once and for all that we would not change our original decision. Mr. Richard Pratt, architectural editor of the Ladies' Home Journal, tells me that the usual selling price for complete plans and specifications is \$5. This amount does not begin to cover the costs of materials and clerical time. Evidently certain cranks can keep up a correspondence for years.

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change be?

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2

June 8, 1950

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I have asked the Publicity Department to send you additional photographs of the house. I am anxious to hear from you. All good wishes.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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GREGORY AIN
ARCHITECT

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

JUN 14, 1950

DEAR MISS HOYT:

THERE HAS BEEN CONSIDERABLE RESPONSE TO THE PRESENTATION OF THE HOUSE IN WOMAN'S HOME COMPANION- AND ONE OUTRIGHT PURCHASE OF THE PLANS HAS TAKEN PLACE!

AS I OUTLINED IN MY LETTER TO YOU (APRIL 15), WE DECIDED TO ASK \$75.00 FOR THE FIRST SET OF PRINTS, EXTRA SETS BEING AVAILABLE FOR \$10.00, WHICH JUST COVERS THE COST OF BLUEPRINTING AND MAILING. ALTHO CONSIDERABLY MORE THAN PLANS FROM LADIES' HOME JOURNAL (YOU QUOTE MR. PRATT AT \$5.00) OR PARENTS' MAGAZINE (\$10.00), WE FEEL THAT IT IS NOT EXCESSIVE, BEING ABOUT ONE HALF OF ONE PERCENT OF CONSTRUCTION COST.

WE AGREE THAT MR. MCGLYNN'S COMPANY SHOULD HAVE PREFERENCE IN THE NEW YORK AREA, AND WILL GLADLY RECOMMEND THEM FOR CUSTOM JOBS. ON THE OTHER HAND, WE CAN HARDLY REFUSE THE PLANS TO OTHER BUILDERS WHO MAY WANT TO BUY THEM. AFTER ALL, ALTHO MURPHY-BRINKWORTH MADE NO PROFIT ON THE MODEL HOUSE, WE HAVE QUITE AN OUTLAY IN OUR PART AND WOULD LIKE TO RECOVER A PART OF THAT. AS FAR AS THE USE OF THE PLANS INVOLVES A COMPANY IN WHICH YOU PERSONALLY ARE INTERESTED, WE WOULD WAIVE THE FEE OF \$75.00. INDIVIDUAL VARIATIONS, SITE PLAN WORK, ETC., CAN BE HANDLED ON THE HOURLY RATE BASIS, AT SIX DOLLARS PER HOUR. I AM ENCLOSED A COPY OF THE STANDARD FORM WHICH WE HAVE BEEN ATTACHING TO REPLIES TO INQUIRIES; IT ANSWERS ALL THE QUESTIONS ASKED SO FAR BY LAY CORRESPONDENTS.

WE HAVE PREPARED AN ELECTRICAL LAYOUT, AND ARE NOW WORKING ON AN OUTLINE SPECIFICATION. PAST EXPERIENCE INDICATES THAT A DETAILED SPEC. FOR A BUILDER'S HOUSE IS MEANINGLESS, AS THE SPECULATIVE BUILDER INVARIABLE MAKES SUBSTITUTIONS TO FIT VARYING LOCAL MARKET CONDITIONS. FOR INEXPENSIVE HOUSES, MOST OF THE PLUMBING AND WIRING SPEC'S. ARE MERELY COPIES OF THE LOCAL CODES, EXCEPTING, OF COURSE, ENUMERATION BY CATALOG NUMBER OF SPECIFIC FIXTURES. AND, AT LEAST IN THE SOUTHWEST, THE DETAILS OF HEATING LAYOUTS ARE SUBMITTED BY THE HEATING CONTRACTOR FOR APPROVAL.

BEST OF LUCK ON YOUR PROJECT.

Lafayette

75- OK
se plan
wiring
heating
plumbing
interior

other
waller

WVC
MAMA
help to you

Waller for MAMA

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HOUSE FOR MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

HOUSE FOR MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

GENERAL THE HOUSE AS DESIGNED IS A WOOD FRAME STRUCTURE USING DRY WALL CONSTRUCTION. THE EXTERIOR WALLS ARE STRIATED DOUGLAS FIR PLYWOOD OVER INSULATION BOARD SHEATHING. THE INTERIOR WALLS ARE ESSENTIALLY PLYWOOD OVER INSULATION BOARD. THE CEILINGS ARE GYPSUM BOARD WITH FLUSH TATED JOINTS. FLOORS ARE CONCRETE WITH ASPHALT TILE FINISH FLOORING OVER. THE HEATING SYSTEM CONSISTS OF HOT WATER RADIANT HEATING COILS IN THE CONCRETE SLAB. THE ROOF IS COMPOSITION ROOFING WITH WHITE GRAVEL SURFACE. CEILING INSULATION IS PROVIDED IN THE JOIST SPACE. THE SASH ARE STEEL AND THE KITCHEN CABINETS ARE WOOD.

THE HOUSE AS EXHIBITED IN THE MUSEUM GARDEN IS AT SLIGHT VARIANCE WITH THE DRAWINGS. THE DIFFERENCE IS PRIMARILY IN THE KITCHEN CABINET ARRANGEMENT AND IN THE ARTIFICIAL LIGHTING. VARIOUS DEVIATIONS WERE NECESSARY TO SATISFY THE LOCAL REQUIREMENTS OF A MODEL HOUSE OPEN FOR PUBLIC DISPLAY.

DRAWINGS THE PREPARED DRAWINGS CONSIST OF A GENERAL PLOT PLAN, FOUNDATION PLAN, FLOOR PLAN, EXTERIOR ELEVATIONS, ROOF FRAMING DETAILS, INTERIOR ELEVATIONS, MISCELLANEOUS FRAMING AND CABINET DETAILS AND FIREPLACE DETAILS.

THE PLOT PLAN IS SUBJECT TO REVISIONS TO MEET THE REQUIREMENTS OF THE INDIVIDUAL'S OWN PROPERTY. THE FOUNDATION PLAN IS SUBJECT TO REVISION TO MEET ACTUAL CONDITIONS OF SITE AND LOCAL BUILDING REQUIREMENTS. THESE DRAWINGS MAY NEED LOCAL REVISIONS TO COMPLY WITH PECULIARITIES OF LOCAL CODES.

COST THE MUSEUM OF MODERN ART RECEIVED VARIOUS ESTIMATES FOR BUILDING A SERIES OF THESE HOUSES RANGING FROM \$16,000.00 TO \$19,500.00. THESE ESTIMATES INCLUDED THE RADIANT HEATING BUT DID NOT INCLUDE HARDWOOD PANELING AND THE ELABORATE LIGHTING SYSTEM INSTALLED IN THE MUSEUM HOUSE. "THESE WOULD BE REPLACED BY A MORE ECONOMICAL MATERIAL AND EQUIPMENT! VARIATION IN PRICE WILL RESULT WITH CHANGE OF MATERIALS. WALL SHEATHING MAY NOT BE NECESSARY IN CERTAIN WARMER SECTIONS OF THE COUNTRY.

PURCHASE OF PLANS ONE SET OF PLANS AND OUTLINE SPECIFICATIONS ARE AVAILABLE FROM THIS OFFICE FOR THE PRICE OF \$75.00. ADDITIONAL SETS MAY BE OBTAINED FOR \$10.00 EACH. THESE DRAWINGS DO NOT INCLUDE DIAGRAM OF RADIANT HEAT SYSTEM SINCE THIS WILL VARY ACCORDING TO LOCALITY.

CHARGES FOR CONSULTATION WILL BE AT THE RATE OF \$6.00 PER HOUR. CHARGES FOR CHANGES IN DRAWINGS TO MEET LOCAL OR PERSONAL REQUIREMENTS WILL BE MADE ON AN HOURLY RATE BASIS.

PLANS AT THE ABOVE STATED PRICES ARE AVAILABLE WITHOUT CHANGES ONLY. ADAPTION OF BUILDING TO PLOT MAY BEST BE HANDLED LOCALLY.

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HOUSE FOR MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

GENERAL The house as designed is a wood frame structure using dry wall construction. The exterior walls are striated Douglas Fir plywood over insulation board sheathing. The interior walls are essentially plywood over insulation board. The ceilings are gypsum board with flush taped joints. Floors are concrete with asphalt tile finish flooring over. The heating system consists of hot water radiant heating coils in the concrete slab. The roof is composition roofing with white gravel surface. Ceiling insulation is provided in the joist space. The sash are steel and the kitchen cabinets are wood.

The house as exhibited in the Museum Garden is at slight variance with the drawings. The difference is primarily in the kitchen cabinet arrangement and in the artificial lighting. Various deviations were necessary to satisfy the local requirements of a model house open for public display.

DRAWINGS The prepared drawings consist of a general plot plan, foundation plan, floor plan, exterior elevations, roof framing details, interior elevations, miscellaneous framing and cabinet details and fireplace details.

The plot plan is subject to revisions to meet the requirements of the individual's own property. The foundation plan is subject to revision to meet actual conditions of site and local building requirements. These drawings may need local revisions to comply with peculiarities of local codes.

COST The Museum of Modern Art received various estimates for building a series of these houses ranging from \$16,000.00 to \$19,500.00. These estimates included the radiant heating but did not include hardwood paneling and the elaborate lighting system installed in the Museum house. "These would be replaced by a more economical material and equipment." Variation in price will result with change of materials. Wall sheathing may not be necessary in certain warmer sections of the country.

PURCHASE OF PLANS One set of plans and outline specifications are available from this office for the price of \$75.00. Additional sets may be obtained for \$10.00 each. These drawings do not include diagram of radiant heat system since this will vary according to locality.

Charges for consultation will be at the rate of \$6.00 per hour. Charges for changes in drawings to meet local or personal requirements will be made on an hourly rate basis.

Plans at the above stated prices are available without changes only. Adaption of building to plot may best be handled locally.

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OF PLANS

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA
JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MISS NATALIE HOYT
24 CUMMINGS ROAD
BROOKLINE 46, MASS.

NOVEMBER 9, 1949

DEAR MISS HOYT:

IT IS GOOD TO KNOW THAT YOU CONTEMPLATE PROCEEDING WITH THE MODEL HOUSE PROJECT, EVEN THO SOME OF THE POTENTIAL CO-SPONSORING DEPARTMENT STORES ARE LESS RESPONSIVE THAN MIGHT HAVE BEEN HOPED.

WE HERE ARE BECOMING MORE ENTHUSIASTIC AS THE SKETCHES ADVANCE, AND AND HAVE TAKEN THE LIBERTY OF SHOWING THE SKETCHES, IN CONFIDENCE, TO A FRIEND, MR. MONTI HICKS, WHO HAS FINANCED A CONSIDERABLE NUMBER OF THE MODERN HOUSES OUT HERE. INCIDENTALLY, MR. HICKS HAS PROMOTED MODEL HOUSES IN NEW YORK AND IN SEATTLE FOR DEPARTMENT STORES. HE BELIEVES THAT A SUBDIVIDOR FRIEND OF HIS WOULD, IF APPROACHED, PROVIDE AN ATTRACTIVE LEVEL VIEW LOT, AND THAT THE HOUSE COULD BE BUILT HERE, WITH MR. HICKS' FINANCING AID. NATURALLY, THIS SUBDIVIDOR WOULD PROBABLY LIKE TO BASK IN THE REFLECTED PRESTIGE OF THE MUSEUM. IF YOU APPROVE, WE COULD PURSUE THE MATTER WITH THE SUBDIVIDOR, OR BETTER YET, PERHAPS YOU MIGHT LIKE TO DISCUSS IT DIRECTLY WITH HIM.

BARKER BROS., THE LARGEST FURNITURE STORE IN THIS PART OF THE COUNTRY, IS JUST INTRODUCING A NEW LINE OF FURNITURE DESIGNED BY GRETA GROSSMAN. THIS FURNITURE, NOT YET NATIONALLY ADVERTISED, IS QUITE GOOD IN DESIGN, AND WILL BE SUBSTANTIALLY LOWER IN PRICE THAN MOST OF WHAT IS NOW AVAILABLE. WHAT DO YOU THINK OF CONTACTING THEM? WE KNOW SOME OF THE EXECUTIVES IN THEIR MODERN FURNITURE DEPARTMENT TO WHOM WE COULD REFER YOU IF YOU WISH.

SINCERELY,

Gregory Ain
GREGORY AIN

P. S. I'M SENDING A COPY OF THIS LETTER TO PHILIP JOHNSON, AT THE MUSEUM.

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA
JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MR. PHILIP JOHNSON
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N.Y.

NOVEMBER 9, 1949

DEAR MR. JOHNSON:

WITH
IT IS GOOD TO HEAR THAT YOU CONTEMPLATE PROCEEDING THE MODEL HOUSE
PROJECT, EVEN THO SOME OF THE POTENTIAL CO-SPONSORING DEPARTMENT
STORES ARE LESS RESPONSIVE THAN MIGHT HAVE BEEN HOPED.

WE HERE ARE BECOMING MORE ENTHUSIASTIC AS THE SKETCHES ADVANCE, AND
HAVE TAKEN THE LIBERTY OF SHOWING THE SKETCHES, IN CONFIDENCE, TO
A FRIEND, MR. MONTI HICKS, WHO HAS FINANCED A CONSIDERABLE NUMBER
OF THE MODERN HOUSES OUT HERE. INCIDENTALLY, MR. HICKS HAS PROMOTED
MODEL HOUSES IN NEW YORK AND IN SEATTLE FOR DEPARTMENT STORES. HE
BELIEVES THAT A SUBDIVIDOR FRIEND OF HIS WOULD, IF APPROACHED, PRO-
VIDE AN ATTRACTIVE LEVEL VIEW LOT, AND THAT THE HOUSE COULD BE BUILT
HERE, WITH MR. HICKS' FINANCING AID. NATURALLY, THIS SUBDIVIDOR
WOULD PROBABLY LIKE TO BASK IN THE REFLECTED PRESTIGE OF THE MUSEUM.
IF YOU SHOULD CARE TO DISCUSS THIS WITH MR. HICKS OR THE SUBDIVIDOR,
I'LL SEND YOU THEIR NAMES AND ADDRESSES. (I'VE NEVER MET THE SUBDIVIDOR.)

BARKER BROS., THE LARGEST FURNITURE STORE IN THIS PART OF THE COUNTRY,
IS JUST INTRODUCING A NEW LINE OF FURNITURE DESIGNED BY GRETA GROSSMAN.
THIS FURNITURE, NOT YET NATIONALLY ADVERTISED, IS QUITE GOOD IN DESIGN,
AND WILL BE SUBSTANTIALLY LOWER PRICED THAN MOST OF WHAT IS AVAILABLE.
WE KNOW SOME OF THE EXECUTIVES IN BARKER BROS. MODERN FURNITURE DEPART-
MENT, WHOSE NAMES ALSO WE COULD GIVE YOU IF YOU THINK IT WORTH WHILE
TO CONTACT THEM.

SINCERELY,

Gregory Ain
GREGORY AIN

P. S. I'M SENDING THIS SAME LETTER TO MISS HOYT.

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MISS NATALIE HOYT
24 CUMMINGS ROAD
BROOKLINE 46, MASS.

OCTOBER 17, 1949

DEAR MISS HOYT:

THE ACCOMPANYING SKETCH REPRESENTS A SLIGHTLY LARGER HOUSE THAN WE
ORIGINALLY CONTEMPLATED, BUT IS EXPANDED TO MEET THE REQUIREMENT
OF YOUR LETTER OF SEPTEMBER 28. BY OUR PRELIMINARY ESTIMATES,
THE COST OF THE HOUSE HERE (NOT INCLUDING LANDSCAPING, TERRACES,
OR FENCES) WOULD BE ABOUT \$14,000.00. FRANKLY, WE DON'T KNOW EX-
ACTLY HOW MUCH MORE IT WOULD COST IN THE EAST.

AS YOU WILL NOTE, THE LOT SIZE INDICATED IS 60'x110' INSTEAD OF
50'x100' WHICH I HAD PROPOSED EARLIER, AND WHICH HAD SERVED FOR THE
SMALLER HOUSE FOR McCALL'S MAGAZINE. THE REASON FOR THIS PROPOSED
CHANGE, WHICH I HOPE YOU WILL APPROVE, IS THAT A PLAN WHICH OFFERS
EFFICIENT USE OF A LOT IN ONE CITY WILL BE IMPOSSIBLE IN ANOTHER;
FOR EXAMPLE, IN SAN FRANCISCO, A FIFTY FOOT LOT WILL TAKE A HOUSE
OF THE SAME WIDTH, WHILE IN LOS ANGELES THE HOUSE MAY BE NOT OVER
FORTY FEET WIDE ON A 50' LOT. PARTLY FOR THIS REASON, AND PARTLY
BECAUSE A 50' LOT, COMMON ENOUGH IN A LARGE CITY, IS REALLY INEX-
CUSABLE IN A SUBURBAN AREA, WE CAME TO THE CONCLUSION THAT THE LAR-
GER BUT STILL MODEST LOT WAS DESIRABLE. WHAT DO YOU THINK?

ONE OF THE SMALL BATHROOMS CAN, OF COURSE, BE OMITTED. SIMILARLY,
OTHER FEATURES, SUCH AS THE NUMEROUS SLIDING WALL PANELS, COULD BE
ELIMINATED WITH SOME SAVING IN COST. HOWEVER, I FEEL CERTAIN THAT
THE ADDED FLEXIBILITY OF USE WILL MORE THAN COMPENSATE FOR THE COST
OF THESE DETAILS.

SINCERELY YOURS

GREGORY AIN

P. S. A COPY OF THIS LETTER IS BEING SENT TO MR. JOHNSON AT THE
MUSEUM OF MODERN ART.

22 # 4639
Natalie Hoyt

Univ. of So. Cal.
Dept of Arch.

Richard AH

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

MR. PHILIP JOHNSON
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

OCTOBER 17, 1949

DEAR MR. JOHNSON:

THE ACCOMPANYING SKETCH REPRESENTS A SLIGHTLY LARGER HOUSE THAN WE
ORIGINALLY CONTEMPLATED, BUT IS EXPANDED TO MEET THE REQUIREMENT OF
MISS HOYT'S LETTER OF SEPTEMBER 28. BY OUR ROUGH ESTIMATES, THE COST
OF THE HOUSE HERE (NOT INCLUDING TERRACES, FENCING, OR LANDSCAPING)
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SMALLER HOUSE FOR McCALL'S MAGAZINE. THE REASON FOR THIS PROPOSED
CHANGE, WHICH I HOPE YOU WILL APPROVE, IS THAT A PLAN WHICH OFFERS
EFFICIENT USE OF A LOT IN ONE CITY WILL BE IMPOSSIBLE IN ANOTHER;
FOR EXAMPLE, IN SAN FRANCISCO, A FIFTY FOOT LOT WILL TAKE A HOUSE
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FORTY FEET WIDE ON A 50' LOT. PARTLY FOR THIS REASON, AND PARTLY
BECAUSE A 50' LOT, COMMON ENOUGH IN A LARGE CITY, IS REALLY INEX-
CUSABLE IN A SUBURBAN AREA, WE CAME TO THE CONCLUSION THAT THE LAR-
GER LOT, STILL MODEST IN SIZE, WAS PREFERABLE. WHAT DO YOU THINK?

ONE OF THE SMALL BATHROOMS CAN, OF COURSE, BE OMITTED. (THE FIXTURES
ARE BACK TO BACK- ECONOMICAL). SIMILARLY, OTHER FEATURES, SUCH AS
THE NUMEROUS SLIDING WALL PANELS, COULD BE ELIMINATED WITH SOME SAV-
ING IN COST. HOWEVER, I FEEL CERTAIN THAT THE ADDED FLEXIBILITY OF
USE WILL BE WELL WORTH THE SLIGHT ADDITIONAL ^{COST} OF THESE DETAILS.

SINCERELY YOURS

GREGORY AIN

P. S. A COPY OF THIS LETTER IS BEING SENT TO MISS HOYT IN BROOKLINE.

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22 September 1949

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

A I R M A I L

24 October 1949

Mr. Gregory Ain
2305 Hyperion Avenue
Los Angeles 27, California

Dear Mr. Ain:

Thank you for the sketch plan and for your letter and telegram.

We are very pleased with the plan and congratulate you on your ingenious scheme for getting so much into a small space. Philip Johnson is especially enthusiastic about the clever way in which you have compressed the functions of entrance, dining and kitchen facilities into one area. All in all, the plan is clever and workable. We like the sliding panels and the flexibility of plan which they make possible.

Of course there are several suggestions which we wish to make and I am sure that you will be willing to give them full consideration. I shall outline them in detail in a later letter, after we have given the plans further study. This letter is to thank you.

Unfortunately our plans for financing are not yet complete, but I hope that we shall have some good news soon.

Sincerely yours,

Natalie Hoyt

Sincerely yours,

Natalie Hoyt

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

Telegram to Ain 10/17
How are plans coming?
NH.

MISS NATALIE HOYT
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET
NEW YORK 19, N. Y.

SEPTEMBER 22, 1949

DEAR MISS HOYT:

I JUST SUCCEEDED, AT 11:00 A. M., IN TRACKING DOWN YOUR LETTER AT A BRANCH POST OFFICE; OUR OFFICE HAS MOVED TWICE IN THE THREE YEARS SINCE WE LEFT THE ADDRESS WHICH YOU HAD.

MY LETTER OF SEPTEMBER 19, IN REPLY TO YOUR WIRE, OUTLINES THE MINIMUM TIME IN WHICH I COULD GUARANTEE DELIVERY OF DRAWINGS OF A CAREFULLY THOUGHT OUT DESIGN. THIS IS SOMEWHAT LONGER THAN THE HASTY ESTIMATE MENTIONED IN OUR TELEPHONE CONVERSATION.

IF THE LONGER TIME REQUESTED DOES NOT TERMINATE OUR DISCUSSION, I SHOULD LIKE TO MAKE SOME GENERAL SUGGESTIONS FOR THE PROGRAM, MAINLY IN REFERENCE TO THE CONTEMPLATED COST OF THE HOUSE. THE GREAT MAJORITY OF HOUSES SHOWN IN THE NATIONAL MAGAZINES AS ANSWERS TO THE NEEDS OF THE AVERAGE AMERICAN FAMILY ARE OBVIOUSLY IMPOSSIBLE OF ATTAINMENT; MOST OF THE "DESIGN" FEATURES ARE MERELY EVIDENCES OF THE PERSONAL VIRTUOSITY OF THE DESIGNER, AND SO COSTLY OF EXECUTION THAT ONLY THOSE WHO CAN AFFORD A MUCH LARGER HOUSE COULD PAY FOR SUCH A SMALL ONE. I SHOULD LIKE TO PROPOSE THAT THE HOUSE BE MORE MODEST THAN WHAT CAN BE BUILT HERE, AT LEAST, FOR \$15,000. PERHAPS AN EXPANDED VERSION, WITH A FEW ADDED CONVENIENCES, OF THE HOUSE WHICH WE DESIGNED FOR McCALL'S MAGAZINE (PRESENTED IN THE ISSUE OF APRIL 1949), WITH MORE EYE APPEAL, BUT STILL A REALISTIC SMALL HOUSE. INCIDENTALLY, IF THAT MODEL COULD SERVE, NOT AS A PRELIMINARY SKETCH, BUT MERELY AS A BASIS FOR DISCUSSION, SOME TIME COULD BE SAVED IN THE PRELIMINARY WORK. THE LOT SERVING AS A SITE FOR THAT HOUSE WAS 50 FEET BY 100 FEET; HOW DOES THIS COMPARE WITH YOUR HYPOTHETICAL SUBURBAN LOT? MOST MAGAZINE SPONSORED MODEL HOUSES ARE NESTLED IN THEIR OWN ACRE OF GENTLY ROLLING WOODLAND, SO THAT THEY ARE NOT ENTIRELY AT EASE ON A REAL CITY LOT.

WHERE DO WE STAND NOW?

SINCERELY

Gregory Ain
GREGORY AIN

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PHOTOGRAPHY AIN
ARCHITECT
JOSEPH JOHNSON
AND ALFRED D.
COLLABORATING

Dept. Store Houses

Ain Gregory

September 22, 1949

MISS NATALIE HOYT
MUSEUM OF MODERN ART
2305 Hyperion Avenue
Los Angeles 27
California

SEPTEMBER 19, 1949

Dear Greg:

We were glad to get your letter of the 19th and the photographs.

We really picked you because of your Mar Vesta Development which I saw with Charlie Eames when I was in Los Angeles last May. It is good clean work and I know that we are going to be able to work together easily.

I think that I can speak for Miss Hoyt that the important matter of urgency are the sketches and by that I don't mean renderings. (It is important I know to take time on any working drawings).

SINCERELY YOURS,

Very sincerely yours,

Philip C. Johnson
Director

PCJ/gm

cc: Natalie Hoyt

P. S. PHOTOGRAPHS REPRESENTATIVE OF OUR RECENT WORK ARE BEING MAILED TO YOU IMMEDIATELY, UNDER SEPARATE COVER.

90

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GREGORY AIN
ARCHITECT

2305 HYPERION AVENUE LOS ANGELES 27 CALIFORNIA

JOSEPH JOHNSON
AND ALFRED DAY
COLLABORATING

September 19, 1949

MISS NATALIE HOYT
MUSEUM OF MODERN ART
11 WEST 53RD STR.
NEW YORK, N. Y.

SEPTEMBER 19, 1949

DEAR MISS HOYT:

I SHALL BE VERY GLAD TO DESIGN THE SMALL HOUSE WHICH WE DISCUSSED ON THE TELEPHONE A FEW DAYS AGO. HOWEVER, IT WILL PROBABLY BE NECESSARY TO ASK FOR AT LEAST A COUPLE OF WEEKS LONGER FOR THE PREPARATION OF COMPLETE WORKING DRAWINGS AND SPECIFICATIONS THAN WAS MENTIONED IN OUR CONVERSATION.

IF PRELIMINARY SKETCHES ARE IN YOUR HANDS THE EARLY PART OF THE COMING OCTOBER, WE WILL NEED NOT LESS THAN FOUR WEEKS AFTER YOUR APPROVAL FOR EXECUTION OF THE TECHNICAL DRAWINGS, ETC.

HOPING THAT THIS SCHEDULE WILL FIT INTO YOUR PROGRAM, I AM

SINCERELY YOURS,

Gregory Ain
GREGORY AIN

P. S. PHOTOGRAPHS REPRESENTATIVE OF OUR RECENT WORK ARE BEING MAILED TO YOU IMMEDIATELY, UNDER SEPARATE COVER.

90

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COPI

September 19, 1949

Miss Natalie Hoyt
Museum of Modern Art
11 West 53rd Street
New York, N. Y.

September 22, 1949

Dear Miss Hoyt:

Mr. Gregory Ain very glad to design the small house which we discussed
2305 Hyperion Avenue a few days ago. However, it will probably be
Los Angeles 27 ask for at least a couple of weeks longer for the
California drawings of complete working drawings and specifications
than was mentioned in our conversation.

Dear Greg:

If preliminary sketches are in your hands the early part of the
We were glad to get your letter of the 19th and weeks after your
the photographs. execution of the technical drawings, etc.

We really picked you because of your Mar Vesta program, I am
Development which I saw with Charlie Eames when I was
in Los Angeles last May. It is good clean work and I
know that we are going to be able to work together easily.

I think that I can speak for Miss Hoyt that the
important matter of urgency are the sketches and by that
I don't mean renderings. (It is important I know to take
time on any working drawings).

P. S. Photographs representative of our recent work are being mailed
to you immediately under separate cover.

Very sincerely yours,

Philip C. Johnson
Director

PCJ/gm

cc: Natalie Hoyt

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COPY

September 19, 1949

Miss Natalie Hoyt
Museum of Modern Art
11 West 53rd Street
New York, N. Y.

Dear Miss Hoyt:

I shall be very glad to design the small house which we discussed on the telephone a few days ago. However, it will probably be necessary to ask for at least a couple of weeks longer for the preparation of complete working drawings and specifications than was mentioned in our conversation.

If preliminary sketches are in your hands the early part of the coming October, we will need not less than four weeks after your approval for execution of the technical drawings, etc.

Hoping that this schedule will fit into your program, I am
sincerely yours,

SIGNED
Gregory Ain

P. S. Photographs representative of our recent work are being mailed to you immediately under separate cover.

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location will be a suburban lot. Although there are no limitations as to size of the lot, it seems certain that the actual dimensions will be commensurate with the value of the house.

Special consideration must be given to the problem of circulation and exits because large 19 September 1949. Above all else the Museum wishes to present a practical house as the economical use of materials and labor. Mr. Gregory Ain, 306 North Vermont Avenue, Los Angeles, California, is the architect that should design the house. Of course, if you can design the house for less than \$15,000 as with the latter.

Dear Mr. Ain:

It was a great pleasure to talk with you on the telephone last Thursday. The Museum is delighted that you are interested in designing the exhibition house for 1950 and we await your final decision in the matter.

We are extremely hopeful that the program will materialize exactly as planned, but as I told you, there is a slight possibility that the department stores may not sponsor the project. In that event, the houses will not be built.

In order to familiarize you with the plans I shall outline below the details of the program:

Purpose: The aim of the Department of Architecture & Design of the Museum of Modern Art is to set high standards of architecture and design by exhibiting and publishing examples of fine quality. It is intended that this series of exhibition houses in several cities will demonstrate the best in design, the best use of materials and equipment and will be a practical and economical solution of the requirements of modern living.

Sponsorship: The Museum has invited the leading department store in each of several cities to sponsor an exhibition house in a suburban area of the city. Each store will furnish the house completely according to the exact specifications of the Museum, and will cooperate with the builder in the operation of the exhibition. All the houses, except the one in New York, will be built for occupancy and eventually will be sold.

Architect: The architect will be allowed complete freedom in the matter of design and the choice of materials, within the price limit of \$15,000 total cost. Of course the Museum, just as any client, reserves the right to withhold final approval until certain modifications and changes have been made, if required.

Materials: We suggest that you design a one-story, two or three bedroom house - possibly two bedrooms with an optional plan for a third to be added later - which can be adapted to a level site in a number of states (New York, Massachusetts, Pennsylvania, Ohio, Illinois, Michigan, Texas and possibly Georgia and California). In each city, except New York, the

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location will be a suburban lot. Although there are no limitations as to size of the lot, it seems certain that the actual dimensions will be commensurate with the value of the house.

Special consideration must be given to the problem of circulation and exits because large crowds are anticipated. Above all else the Museum wishes to present a practical house which demonstrates the economical use of materials and labor. For this reason it is important that stock items, rather than specials, be specified. Of course, if you can design the house for less than \$15,000 so much the better!

In accordance with your suggestion I am sure that we can arrange for a local architect to supply the necessary modifications for footings etc. It may be that a local architect will have to file the plans in application for the permit. I assume that you are registered only in California.

Although it is impossible for you to plan blindly for several unknown sites it will be useful if you will consider the landscaping. Your ideas for planting, walks etc. can then be adapted in each case. The landscaping of the Museum garden will be a special problem about which we can talk when you are in New York. I am sending, under separate cover, a copy of the catalogue of the Breuer house. The photographs will give you some idea of the garden.

Spec. a copy with arch.
Furnishings: The Museum will prepare the final specifications for all furnishings, but it will be most helpful if you will tell us your schemes for the placement of furniture etc. We must use only stock pieces such as that manufactured by Emes, Enoll, Miller etc. You can appreciate the fact that the stores will not sponsor a house with built-in furniture and specials. You may feel free to use cabinets and some built-in features, but the emphasis must be on free-standing pieces.

Selection by the architect
Construction: In each locality the house will be built by a prominent local builder, at no cost to the Museum or the sponsoring store. The house remains the property of the builder to sell on termination of the exhibition. He will provide the land (site to be approved) and will pay all construction costs. The Museum will endeavor to procure the majority of the (building) materials for each house from the manufacturers at cost. In return for this considerable saving and for the publicity the builder will agree to keep the house open for exhibition purposes for a definite period. He will build and landscape according to exact specifications and will permit the job to be supervised by a representative of the Museum.

Materials: The Museum will ask manufacturers of building

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materials to participate in the project to the extent of contributing supplies at cost. (They will receive, in return, considerable publicity.) Whereas manufacturers are reluctant to participate in programs of an entirely commercial nature they are pleased to cooperate with a non-profit organization, such as the Museum of Modern Art, which has a reputation for promoting good building.

Publicity: McCalla Magazine has agreed to publish the whole program in the June 1950 issue, to coincide with the opening of all the houses during the last week in May - or earlier, if possible. In order to have photographs ready in March it is necessary that one house - preferably in the south - be built during January and February. For this reason it is very important that the program advance as rapidly as possible.

The exhibition house now in the Museum garden has received unprecedented publicity. We have every reason to expect an equal amount next year. The Museum of Modern Art enjoys a prestige which attracts international attention. And in addition an enterprising publicity campaign is planned.

in coop with
Sponsors
info etc

If you and your partners decide that you wish to participate in the program you realize, of course, that it means that you must go ahead with the plans full speed. The date which you suggested for delivery of the working drawings, namely November 1, 1949, is acceptable to us. We want you to take ample time to turn out a top-notch job but we also hope that you will be able to send some preliminary drawings in about three weeks. It will be impossible to sign contracts with the stores before submitting drawings to them. The final working drawings must be complete and detailed because of your distance from the scenes of operation, and we shall also need full specs in order that your ideas will not be misinterpreted.

The Museum of Modern Art does not offer any fee. This harsh treatment is due to the fact that the Museum operates with a deficit each year, and also because we know that the attention which your work receives will amply reward you for your time and effort. In this connection I wish to repeat that the Museum is approaching you as an individual architect, not your firm. I trust that this will offer no complications. The Museum will pay your traveling expenses for a trip to New York.

We hope very much that you will agree to the conditions of the program and that you will accept the Museum as a client.

Sincerely yours,

Natalie Hoyt

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THE MUSEUM OF MODERN ART

Date 19 September 1949

To: Philip C. Johnson

Re: Exhibition Houses

From: Natalie Hoyt

I enclose a copy of my letter to Gregory Ain. I hope that it meets with your approval. Will you read it, if you have time, so that I can make any necessary additions or corrections in my next letter.

I can come down on short notice if I am needed, but prefer the quiet and calm of suburbia, if possible, because I can accomplish twice as much. *here*

N.H.

Purpose: The aim of the Department of Architecture & Design of the Museum of Modern Art is to set high standards of architecture and design by exhibiting and publishing examples of fine quality. It is intended that this series of exhibition houses in several cities will demonstrate the best in design, the best use of materials and equipment and will be a practical and economical solution of the requirements of modern living.

Sponsorship: The Museum has invited the leading department store in each of several cities to sponsor an exhibition house in a suburban area of the city. Each store will furnish the house completely according to the exact specifications of the Museum, and will cooperate with the builder in the operation of the exhibition. All the houses, except the one in New York, will be built for occupancy and eventually will be sold.

Architect: The architect will be allowed complete freedom in the matter of design and the choice of materials, within the price limit of \$15,000 total cost. Of course the Museum, just as any client, reserves the right to withhold final approval until certain modifications and changes have been made, if required.

Materials: We suggest that you design a one-story, two or three bedroom house - possibly two bedrooms with an optional plan for a third to be added later - which can be adapted to a level site in a number of states (New York, Massachusetts, Pennsylvania, Ohio, Illinois, Michigan, Texas and possibly Georgia and California). In each city, except New York, the

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location will be a suburban lot. Although there are no limitations as to size of the lot, it seems certain that the actual dimensions will be commensurate with the value of the house.

Special consideration must be given to the problem of circulation and access because large. 19 September 1949. Above all else the Museum wishes to present a practical house. Mr. Gregory Ain: the economical use of materials and labor. 306 North Vermont Avenue, Los Angeles, California. Of course, if you can design the house for less than \$15,000 so much the better!

Dear Mr. Ain:

In accordance with your suggestion I am sure that we can. It was a great pleasure to talk with you on the telephone last Thursday. The Museum is delighted that you are interested in designing the exhibition house for 1950 and we await your final decision in the matter.

We are extremely hopeful that the program will materialize exactly as planned, but as I told you, there is a slight possibility that the department stores may not sponsor the project. In that event, the houses will not be built. In order to familiarize you with the plans I shall outline below the details of the program:

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In accordance with your suggestion I am sure that we can arrange for a local architect to supply the necessary modifications for footings etc. It may be that a local architect will have to file the plans in application for the permit. I assume that you are registered only in California.

Although it is impossible for you to plan blindly for several unknown sites it will be useful if you will consider the landscaping. Your ideas for planting, walks etc. can then be adapted in each case. The landscaping of the Museum garden will be a special problem about which we can talk when you are in New York. I am sending, under separate cover, a copy of the catalogue of the Breuer house. The photographs will give you some idea of the garden.

Furnishings: The Museum will prepare the final specifications for all furnishings, but it will be most helpful if you will tell us your schemes for the placement of furniture etc. We must use only stock pieces such as that manufactured by Eames, Knoll, Miller etc. You can appreciate the fact that the stores will not sponsor a house with built-in furniture and specials. You may feel free to use cabinets and some built-in features, but the emphasis must be on free-standing pieces.

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Materials: The Museum will ask manufacturers of building

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materials to participate in the project to the extent of contributing supplies at cost. They will receive, in return, considerable publicity. Whereas manufacturers are reluctant to participate in programs of an entirely commercial nature they are pleased to cooperate with a non-profit organization, such as the Museum of Modern Art, which has a reputation for promoting good building.

Publicity: McCalla Magazine has agreed to publish the whole program in the June 1950 issue, to coincide with the opening of all the houses during the last week in May - or earlier, if possible. In order to have photographs ready in March it is necessary that one house - preferably in the south - be built during January and February. For this reason it is very important that the program advance as rapidly as possible.

The exhibition house now in the Museum garden has received unprecedented publicity. We have every reason to expect an equal amount next year. The Museum of Modern Art enjoys a prestige which attracts international attention. And in addition an enterprising publicity campaign is planned.

If you and your partners decide that you wish to participate in the program you realize, of course, that it means that you must go ahead with the plans full speed. The date which you suggested for delivery of the working drawings, namely November 1, 1949, is acceptable to us. We want you to take ample time to turn out a top-knotch job but we also hope that you will be able to send some preliminary drawings in about three weeks. It will be impossible to sign contracts with the stores before submitting drawings to them. The final working drawings must be complete and detailed because of your distance from the scenes of operation, and we shall also need full specifications in order that your ideas will not be misinterpreted.

The Museum of Modern Art does not offer any fee. This harsh treatment is due to the fact that the Museum operates with a deficit each year, and also because we know that the attention which your work receives will amply reward you for your time and effort. In this connection I wish to repeat that the Museum is approaching you as an individual architect, not your firm. I trust that this will offer no complications. The Museum will pay your traveling expenses for a trip to New York.

We hope very much that you will agree to the conditions of the program and that you will accept the Museum as a client.

Sincerely yours,

Natalie Hoyt