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	MoMA Exhs.	447.16

Anderson

ANDERSON BRICK & SUPPLY CO., INC.
BUILDING MATERIALS
GENERAL OFFICES
103 EAST 125th STREET AT PARK AVENUE
NEW YORK 35, N. Y.

February 10, 1950

Mr. L. Jansen Anderson
Anderson Brick & Supply Co., Inc.
103 East 125th Street at Park Ave..
New York 35, New York

Dear Mr. Anderson:

Thank you for your letter. We appreciate very much the fine co-operation which your firm gave us in procurement of masonry supplies. I shall write thank you letters also to -

Harbison-Walker Refractories Company
Louisville Cement Company
Cincrete Corporation
Limestone Products Corporation

We are confident that the Exhibition House will create a great deal of interest and that it will be well received. We hope that our attendance record and our publicity coverage will even exceed that of last year.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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LEHIGH 4-0800

ANDERSON BRICK & SUPPLY CO., INC.
BUILDING MATERIALS
GENERAL OFFICES
103 EAST 125th STREET AT PARK AVENUE
NEW YORK 35, N. Y.

February 7th
1 9 5 0

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

Att: Miss Natalie Hoyt
Co-ordinator of House in the
Museum Garden

Gentlemen:

In accordance with your request, delivery has been made of certain materials for exhibition in the new model home.

Eighty (80) pcs. of Temple brand Fire Brick were donated by the Harbison-Walker Refractories Company, whose home office is located in the Farmers Bank Building at Pittsburgh, Pa. and who operate many plants in the United States and who maintain sales offices in most of the principal cities.

Through the courtesy of the Louisville Cement Company of Louisville, Kentucky, twenty-five (25) bags of "Brixment" masonry mortar have been donated. This product is widely known and enjoys great popularity for brick masonry work and stucco.

The Limestone Products Corporation of this city, representatives of The Kelly Island Lime & Transport Company of Ohio have donated twenty-five (25) bags of "Tiger" Hydrated Finishing Lime. This is a product which has enjoyed over a long period of years, the very highest reputation of quality lime.

Cincrete Corp.

- Continued -

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LEHIGH 4-0800

ANDERSON BRICK & SUPPLY CO., INC.
BUILDING MATERIALS
GENERAL OFFICES
103 EAST 125TH STREET AT PARK AVENUE
NEW YORK 35, N. Y.

Delivery of all these products have been made through the facilities of the Anderson Brick & Supply Co., Inc., from their supply yards whose locations appear on the bottom of this letterhead. We are happy to have been able to make contribution toward the exhibit and we hope for its great success.

Very truly yours,

ANDERSON BRICK & SUPPLY CO., INC.

LJA:BC

L. Jansen Anderson
Treasurer

YARDS
130th STREET AND 3rd AVENUE • 539 WEST 59th STREET AT 11th AVENUE • 707 EAST 11th STREET, NEAR AVENUE C

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Anderson

January 19, 1950

Dear Mr. Kirk:

I was happy to talk with you yesterday on the telephone and thank you for your interest in our project. In confirmation of our conversation, I am outlining the program.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public because it is particularly compact and well designed, and because it is in the $12,000 - $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect and equal or greater amount this year. In addition to the feature story in

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WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

Our specific need for masonry supplies for the exhibition house follows:

25 bags hydrated lime
25 bags Brixment
163 pcs. 8 x 12 x 16 cement blocks
80 4" fire brick
12 pcs. 12 x 12 flue liners
~~2,000 face brick (Roman)~~

We hope very much that you consider the project worthy of support and also that it contains promotional possibilities for the company. We are pleased to invite Anderson Brick and Supply Company, Inc. to participate in the exhibition house. I hope that I shall hear from you at your earliest convenience.

Sincerely,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

NH:rd

Mr. James Kirk
Anderson Brick and Supply Co., Inc.
103 East 125th Street
New York, New York

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Atlas

February 10, 1950

Mr. Maurice Lustbader
Atlas Tile & Marble Works, Inc.
238 East 26th Street
New York, N. Y.

Dear Mr. Lustbader:

The Soapstone hearth is now being installed in the Exhibition House and even at this stage of construction it looks very handsome. We are delighted that your company is participating in the Exhibition House. For your information I am outlining the details of the program and later I shall write you about our publicity campaign.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for education purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain, of Los Angeles, a distinguished, talented and practical architect with wide experience in designing liveable houses.

Design: It will be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Blum

February 20, 1950

Mr. William Thurnauer
Julius Blum & Co., Inc.
532 West 22nd Street
New York, N. Y.

Dear Mr. Thurnauer:

We are happy to learn that the Julius Blum Company will participate in the Exhibition House now being constructed by the Museum of Modern Art. I have asked Mr. McGlynn, the Contractor, to order the saddles. For your information I am outlining the program below and at a later date shall write you again concerning our publicity campaign.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The Exhibition House will demonstrate the best in design, the best use of materials and equipments of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The House will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The House has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It is a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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DATE: February 20, 1950

TO : Mr. William Thurnauer
Julius Blum & Co., Inc.

Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 Exhibition House in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Thank you very much for your interest and your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Cincrete

Mr. George Kogel -2- January 25, 1950

Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The [illegible] house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to [illegible] coverage possible in both general and trade

[illegible] our contribution of concrete block which has already been received. At a later date I shall send you information [illegible] our publicity program.

January 25, 1950

Mr. George Kogel
Cincrete Corp.
East River at 20th Ave.
Long Island City, New York

Dear Mr. Kogel:

We are pleased to learn that Cincrete Corp. will participate in the exhibition house to be built by the Museum of Modern Art. In accordance with our telephone conversation I am outlining the details of the program:

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

shipping

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

Thank you very much for your contribution of concrete block which has already been received. At a later date I shall send you information about our publicity program.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/jb

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City Electric

March 14, 1950

Mr. Charles Gingold
City Electric Distributors Inc.
510 West 34th Street
New York, N. Y.

Dear Mr. Gingold:

Thank you very much for helping me procure the ballast which we needed for our exhibition house and for the discount that your firm has given us on this order.

We are delighted that the City Electric Distributors Inc. are participating in the exhibition house and I enclose an outline of the program. I also enclose a copy of the catalogue for last year's house to show you the type of credit we can guarantee. You will notice that the order which I enclose does not list the prices for the various units and also that I have made a notation of the 30% discount which was authorized.

Thank you for your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op
Enclosures

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Covert

CRANE CO.

VALVES - FITTINGS - PIPE
PLUMBING AND HEATING
836 SO. MICHIGAN AVE.
CHICAGO 5

DIRECTOR OF PUBLIC RELATIONS

July 24, 1950

March 3, 1950

Mr. W. J. Brennan
H. W. Covert Company
339 East 48th Street
New York, N. Y.

Dear Mr. Brennan:

We are pleased that H. W. Covert Company is again participating in our exhibition house in the Museum garden. We appreciate very much your contribution of a damper for the fireplace.

I enclose an outline which will give you the important factors about the program and within a week or so I shall send you more information about our publicity campaign.

Sincerely yours,

Natalie Hoyt

RGC:rs

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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FOUNDED BY R. T. CRANE 1855

CRANE CO.

VALVES - FITTINGS - PIPE
PLUMBING AND HEATING

DIRECTOR OF PUBLIC RELATIONS

836 SO. MICHIGAN AVE.
CHICAGO 5

July 24, 1950

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

Dear Miss Hoyt:

We doubt if the nature of our participation warrants a general release, but we do appreciate your interest in our behalf and wish to thank you for your letter of July 19.

Sincerely,

Russell G. Creviston

Russell G. Creviston

RGC:rs

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Crane

July 19, 1950

Mr. Russell G. Creviston
Crane Co.
836 South Michigan Avenue
Chicago, Illinois

Dear Mr. Creviston:

We find that several companies have issued publicity releases about materials used in the Gregory Ain Exhibition House in the Museum Garden. Because of our clipping service, we know that these releases have appeared in a number of newspapers across the country. May I suggest that such a release by Crane Co. might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

PS. We hope that all these fixtures will come with the lever type fittings

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Crane

February 9, 1950

Mr. W. H. Berrien
Crane Co.
47-30 29th Street
Long Island City 1, N. Y.

Dear Mr. Berrien:

In accordance with our telephone conversation of this morning, I am confirming our order for the following plumbing fixtures which the Crane Co. has so generously donated to the Exhibition House:

1 Bathtub -	Neuday	2-96	Left Hand	White
2 Toilets -	Oxford	3-140		White
1 Lavatory -	Norwich	3-150-S	24 x 21	White
1 Lavatory -	Norwich	3-150-S	20 x 18	White

We wish to have immediate delivery of the bathtub and will be happy to receive the other fixtures within the next two weeks. I understand that you will telephone me if any of these fixtures will not be available within that period.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

P.S. We hope that all these fixtures will come with the lever type fittings.

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Crane

January 5, 1950

Mr. P. R. Berryman
Crane Company
4730 29th St.
Long Island City 1, N. Y.

Dear Mr. Berryman:

As I told you on the telephone recently, the Museum of Modern Art is building a new exhibition house in the garden. Because of the success of last year's house (100,000 visitors) and because of the generous contribution by Crane Company, we wish to extend the opportunity for similar participation in this year's house. In order that you may have the facts of the program, I shall outline the project below:

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $12,000 - 15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. ~~(A copy of last year's catalogue is enclosed.)~~ 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

The house contains 1½ bathrooms for which the architect has specified Crane fixtures. Although the style and color have not yet been selected, we know that the following items will be required. 1 tub, 2 toilets, 2 lavatories and possibly a kitchen sink.

We hope very much that Crane Co. will join us in this project. With all good wishes to you in your new assignment.

Sincerely,

Natalie Hoyt
Coordinator of the
~~House in the Museum Garden~~
Exhibition House

NH/rd

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February 10, 1950

Mr. Charles Laird
Crane Co.
47-30 29th Street
Long Island City, N. Y.

Dear Mr. Laird:

I wish to extend to the Crane Company the sincere thanks of the Museum of Modern Art for their participation in our Exhibition House. We are very pleased to be associated with your firm again this year. Yesterday I ordered the required fixtures from Mr. Berrian and I know that he will give us full cooperation.

At a later date I shall write you in regard to our publicity campaign.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Crawford.

sign?

February 13, 1950

Mr. Elmer Hahn
Crawford Door Sales Corporation
32-16 37th Avenue
Long Island City, New York

Dear Mr. Hahn:

Thank you for your letter and for your valuable advice about the installation of a garage door in the Exhibition House. Of course you are entirely right about the lack of headroom and space beside the jamb. I have asked Mr. McGlynn, of Murphy-Brinkworth Construction Corporation, to get in touch with you to make final arrangements and to place the order. I now find that we shall be able to complete the house earlier than I had anticipated. Therefore, I hope that our requirement for delivery will fit your schedule.

At a later date, I shall write you in regard to our publicity campaign. We are confident that the House will create much interest and hope that it will be stimulating to both architects and builders, as well as to home owners.

With thanks for your interest and cooperation, I am,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/mj

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Crawford

February 1, 1950

Mr. Elmer Hahn
Crawford Door Sales Corporation
3216 37th Avenue
Long Island City, New York

Dear Mr. Hahn:

In accordance with our telephone conversation, I am sending you herewith a blueprint for the exhibition house, showing floor plan and elevation of the garage door. You will notice that the door schedule calls for a door 7' high. However, because the actual distance from floor slab to ceiling within the garage itself, not at the ramp, is only 6'6", I suggest that the door be reduced to that dimension. I shall be happy to have your recommendations.

As I told you, the architect has specified exterior, greyed, smooth plywood for the finish. We understand that, in addition to furnishing the door and hardware, you will also ship and install it.

We are pleased that the Crawford Door Sales Corporation will participate in the exhibition house, and hope that the project will prove beneficial for all concerned.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

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Cross Austin & Ireland

February 21, 1950

Mr. E. Fortenbacher
Cross, Austin & Ireland Lumber Company
1246 Grant Street
Brooklyn 6, New York

Dear Mr. Fortenbacher:

Will you please extend to the officers of your firm the thanks of the Museum of Modern Art for their participation in our exhibition house.

We appreciate very much their cooperation and are grateful for the discount they gave us on our order of framing lumber.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/mj

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Cross, Austin & Ireland

5 January 1950

rec'd 1/12/50

Mr. E. Fortenbacher
Cross, Austin & Ireland Lumber Company
1246 Grant Street
Brooklyn 6, New York

Dear Mr. Fortenbacher:

In accordance with your suggestion I am writing to confirm our telephone conversation and to to outline the program of the Museum of Modern Art for the exhibition house.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story on the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well-designed, and because it is in the $12,000 - 15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. (A copy of last year's catalogue is enclosed). 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: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

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Your name was suggested to us by Murphy-Brinkworth Const. Corp. who will erect the house. We are hopeful that the frame of the house will be donated, and in that case our requirements for lumber would be only for small dimensional lumber for miscellaneous blocking etc. The house covers an area of approximately 1300 square feet, and it will be built on a concrete slab.

We hope very much that the Cross, Austin & Ireland Lumber Co. will wish to participate in the project. Because we must start construction in the very near future I shall look forward to hearing from you at your earliest opportunity. Thank you for your interest.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

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	MoMA Exhs.	447.16

Douglas Fir. P.W. Assn

DOUGLAS FIR PLYWOOD ASSOCIATION

TACOMA BUILDING

TACOMA, 2, WASHINGTON

January 16, 1950

Miss Natalie Hoyt
Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

Your letter of January 10 to our New York office has been forwarded here for reply.

Miss Ross indicated that you were inquiring whether we would be interested in roof decking your projected exhibition house to the extent of 13,000 square feet. We believe this figure should have read 1300 square feet and if the latter figure is correct, the Douglas Fir Plywood Association would be happy to participate in your exhibition to the extent of supplying this amount of "Plyscord" sheathing. The Association is willing to make this contribution, of course, in return for the credit line in your list of contributors. In this connection, the material should be referred to as "Plyscord" sheathing, because this is our industry trade name which has recently been accepted for use under the New York City Building Code.

As to the application, your architect will probably know that the 3/8" thickness on 24" rafter spacing is OK, if the sheets are continuous over several spans. Strength is increased, of course, if the rafter spacing is 16". Also, inasmuch as the Plyscord is classified as one of our interior type materials, it should not be exposed directly to the weather nor used as a soffit.

We will make arrangements for the delivery of this material for whatever date you schedule. The writer will be in our New York office by Monday, January 23, and will communicate with you.

Yours very truly,

S. A. Scoville

SAMUEL A. SCOVILLE
Northeastern Representative

SAS:mh

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January 31, 1950

Dear Mr. Scoville:

It was pleasant to meet you last Thursday. We are delighted that the Douglas Fir Plywood Association will participate in our exhibition house. I understand from Mr. McGlynn (the contractor) that delivery of the "Plyscord" sheathing has been arranged via U. S. Plywood Corporation.

Thank you for your interest and cooperation in our project. I shall be in touch with you later in regard to our publicity program.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:jb

Mr. Samuel A. Scoville
Northeastern Representative
Douglas Fir Plywood Association
Tacoma Building
Tacoma 2, Washington

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W. H. McCallum - Pub
J. Weston (Coop. Pub. Service)

January 10, 1950

Douglas Fir Plywood Association
500 Fifth Avenue
New York, N. Y.

Dear Sirs:

Mr. Lowell, Publicity Director of the United States Plywood Corp. has suggested that I wright you in regard to an exhibition house which the Museum of Modern Art is about to build. Last year we had a similar project which was eminently successful (100,000 visitors) and because of its educational value the Trustees have voted to build a new house this year.

The house will be constructed largely of plywood. U. S. Plywood Corp. has agreed to donate the plywood siding and interior wallboard. Structural plywood for the roof boards (to be covered with built-up roofing) has also been specified. Mr. Lowell suggests that the Association might be interested in donating this material in order to promote the sale of Structural Fir Plywood.

For your convenience I am outlining the program below.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public because it is particularly compact and well designed, and because it is in the $12,000 - $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor.

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In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

We hope very much that Douglas Fir Plywood Association considers the project worthy of support and that they will wish to participate. Because construction is scheduled to start next week, I hope that I may hear from you at your earliest convenience.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the
Museum Garden

NH/op

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Douglas Fir. PW. Ass.

THE EOMAR EQUIPMENT COMPANY

Distributors for THE KENT COMPANY

179 FIFTH AVENUE, NEW YORK 10, N. Y.

FLOOR MACHINES • VACUUM CLEANERS • FURNACE CLEANERS • ELECTRIC MOPPERS • WAXES

February 9, 1950

April 24, 1950

Mr. Samuel S. Scoville
Douglas-Fir Plywood Association
500 Fifth Avenue
New York, N. Y.

Dear Mr. Scoville:

As I just told you on the telephone, I am confirming the authorization I gave Miss Ross to have the Exhibition House photographed for file or publicity purposes of the Douglas Fir Plywood Association.

You will please make sure that these photographs are labeled

"The Museum of Modern Art
Woman's Home Companion
Exhibition House"

Although photographs of the House will not generally be released prior to the opening on May 19, 1950, the Editors of Woman's Home Companion have agreed that these photographs of the roof sheathing may be released at any time provided proper credit is given.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Telephone: MUrray Hill { 4-0880 / 4-1271

THE EDMAR EQUIPMENT COMPANY

Distributors for THE KENT COMPANY

279 FIFTH AVENUE, NEW YORK 16, N. Y.

FLOOR MACHINES • SUCTION CLEANERS • FURNACE CLEANERS • ELECTRIC MOPPERS • WAXES

April 24, 1950

Miss Natalie Hoyt
Coordinator for the Exhibition House
Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

In accordance with conversation we are attaching hereto signed form.

We also wish to call your attention to our conversation in which we advised that we will not advertise in any magaz ne or journal and we do not want to be solicited by any advertising agency.

You have our permission to use the machine for the duration of the show from May 19th to October 29th, 1950.

It is also understood that this machine will be displayed where it can be seen.

We are attaching hereto a folder covering the Kent Model A-91 Floor Conditioner, which we are sending you. If you would like any additional folders we would be pleased to send same to you.

Very truly yours,

THE EDMAR EQUIPMENT CO.

M. Melt

OFFICE MGR.

MM:JM
ENCL.

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OK by phone 4/21

Sparkling clean, polished floors with amazing ease

THE COMPLETELY NEW KENT FLOOR CONDITIONER

- SCRUBS
- WAXES
- POLISHES
- BUFFS
- STEEL WOOLS
- SANDS

Because of its modern, functional design the amazing *New Kent Floor Conditioner offers* you a complete floor conditioning service. There's never been anything like it before. Built by manufacturers of fine floor machines since 1913, it has been perfected by years of research and design. It's so easy to operate it can be handled by a child.

You can't do without a KENT

Approved Underwriters' Laboratories

KENT ELECTRIC CORPORATION

ROME, N. Y.

FLOOR MACHINE • VACUUM CLEANERS
SALES & SERVICE
THE EDMAR EQUIPMENT COMPANY
DISTRIBUTORS FOR THE KENT COMPANY
279 FIFTH AVENUE
MU 4-0880 NEW YORK 16, N. Y.
FURNACE CLEANERS • ELECTRIC MOPPERS

K-10 10M 11-49

Kent

FLOOR CONDITIONER

MODEL A-91



FOR FLOORS

THAT ARE A

Pride and Joy

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OK by phone 4/21

FLOOR CHORES CAN BE DONE FASTER, EASIER AND MORE THOROUGHLY WITH

The Completely New Kent Floor Conditioner

ALL PURPOSE FLOOR CONDITIONING

WET SCRUBBING — all types of floors (tile, terrazzo, marble, synthetic floor coverings) can be cleaned quickly and effcctively, using a minimum of water and floor cleaner.



SCRUBS



WAXES and POLISHES

WAX SPREADING—Wax is spread uniformly and quickly.

POLISHING — A satin, burnished polish is obtained, sealing the floor surface against dust and surface soil.

BUFFING—A high lustrous finish is produce by lamb's wool buffing.

FLOOR CLEANING—Wood floors and synthetic floor covering can be cleaned and waxed efficiently and hygienically in one operation by the method used with our commercial machines for years.

STEEL WOOLING — All types of floors can be cleaned of surface soil and embedded dirt particles, and waxed floors can be burnished.

SANDING—Rough, uneven surfaces can be sanded satisfactorily. Sandpaper discs are easily attached and removed. The machine will sandpaper up to the baseboard.



BUFFS

A DEMONSTRATION WILL CONVINCE YOU

Modern Functional Design. Beautifully baked enamel finish; rugged construction; precision die cast design; powerful, long-life motor; no radio interference. Permanently lubricated, needs no oiling.

Effortless Automatic Operation. Built-in handle switch provides completely automatic control when handle is in operating position. Switch is positively OFF when handle is in vertical position. Balanced design - easy to carry, runs smoothly and effortlessly.

Concentric Brush Design. Two concentric brushes are provided for balanced operation making the machine completely stable under all conditions.

Balanced Weight Distribution. The entire weight of the machine is directly on the brushes providing 2/3 pound per square inch pressure for polishing, scrubbing, buffing, sanding and other operations. This is comparable to the pressure found in large commercial and industrial machines.

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OK by phone 4/21

April 13, 1950

Miss M. Meltzer
Edmar Equipment Company
279 Fifth Avenue
New York, New York

Dear Miss Meltzer:

In confirmation of our telephone conversation, I am writing to tell you how pleased we are that the Edmar Equipment Company will participate in our project by loaning a floor polishing machine manufactured by the Kent Company. We understand that we have permission to use the machine for maintenance on the tile floors.

I enclose an outline which gives our purpose for building the house and also a copy of a circular letter to all contributors. As the catalog is to go to press the first of the week, will you please return the form as soon as possible.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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Fletcher

February 10, 1950

Mr. H. H. Fletcher
H. E. Fletcher Co., Inc.
104 East 40th Street
New York, N. Y.

Dear Mr. Fletcher:

We are delighted that your firm is again participating in the Exhibition House.

Thank you very much for arranging for the delivery of the granite chips which arrived on time and in the exact quantity required. Last year's roof was so beautiful because of the granite that we are delighted that it will be of the same material this year.

With many thanks for your interest and cooperation, I am,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Fredenburg & Lounsbury

March 7, 1950

Mr. E. A. West
Fredenburg & Lounsbury Inc.
101 Park Avenue
New York, N. Y.

Dear Mr. West:

I wish to thank you for permitting us to purchase the Roman brick at a special price. The chimney is a very important feature of the house and a very handsome one. I am sure that you will be pleased with the result.

I enclose an outline of the program for your information. I hope that you will do what you can to publicize the contribution your firm has made to the exhibition and I shall be glad to assist in any way that I can.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH:js
Encl.

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GENERAL ELECTRIC COMPANY

APPLIANCE AND MERCHANDISE DEPARTMENT

1285 BOSTON AVENUE • BRIDGEPORT 2, CONNECTICUT • TELEPHONE 4-1012

August 31, 1950

Miss Natalie Hoyt
The Museum Of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

I have yours of August 23 to Mr. Keswick inquiring as to a General Electric advertisement on the Gregory Ain Exhibition House appearing in the New York Herald Tribune.

This ad appeared in This Week Section of the New York Herald Tribune on August 13. A tear sheet is enclosed.

Very truly yours,

F. Chandler

F. CHANDLER
ADVERTISING DIVISION

FC:gjj

Encl.

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September 13, 1950

Mr. F. Chandler
General Electric Company
1285 Boston Avenue
Bridgeport 2, Connecticut

Dear Mr. Chandler:

Thank you for your letter and for the tear sheet from the New York Herald Tribune showing the General Electric advertisement of the Gregory Ain Exhibition House. Although all of us missed it, I assume that our clipping bureau and your customers can read fine print!

We appreciate your cooperation and are pleased to report that the house has attracted many visitors.

Very truly yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/rd

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GE

June 30, 1950

Mr. F. H. Keswick
Advertising Division
General Electric Company
1285 Boston Avenue
Bridgeport 2, Connecticut

Dear Mr. Keswick:

In accordance with our telephone conversation, I am enclosing a copy of the U. S. Plywood advertisement which appeared in the New York Times Sunday Magazine, May 28, 1950. Judging from the attendance subsequent to the appearance of this ad, it was most effective. I had heard that U. S. Plywood intends to have another ad in the same magazine. It was for this reason that I suggested that General Electric Company might use space in the New York Herald Tribune. We shall be happy to help you with photographs or descriptive material.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW
Enc.

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GE

June 8, 1950

Mr. I. P. Pruitt
General Electric Company
1285 Boston Avenue
Bridgeport, Connecticut

Dear Mr. Pruitt:

I hope that you have had or are having a successful and pleasant trip. On your return, when you have the opportunity, I hope that you will arrange for an advertisement tying-in the Exhibition House with the General Electric Company. U. S. Plywood Corp. had a very effective ad in the New York Times Sunday Magazine. May I suggest that G.E. places its ad in "This Week"--preferably the national edition, which serves as the Sunday magazine section for the New York Herald Tribune and leading newspapers in other cities. We can supply you with photographs at cost ($1.00), and shall be happy to cooperate.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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General Electric

May 9, 1950

Mr. Stanley C. Schuler
General Electric Company
1285 Boston Avenue
Bridgeport, Connecticut

Dear Mr. Schuler:

I heard indirectly that Mr. Pruitt was leaving for a trip to the West Coast, and therefore I am directing my letter to you. Perhaps Mr Pruitt has mentioned to you his promise to advertise the Museum Exhibition House in New York newspapers. I expect that we shall have a great deal of coverage in the opening weeks of the exhibition, and therefore I am perfectly willing to have you postpone such an advertisement until the summer. I am merely writing at this time so that you may have it in the back of your mind.

Pruitt

I am not sure that I pointed out to you, when you came in to see the house, the two kitchen cabinets which were slightly damaged in transit. Several people have commented on their appearance, and it may be that the two or three slight dents may cause further derogatory remarks. I presume that the merchandise was covered by insurance and that you could replace the cabinets if you so desire. We can take care of the installation and that leaves the matter of paint. As you know these were a special job painted to our specifications (only not quite) and would have to be matched precisely. I shall be glad to talk with you some time when you are in New York. I hope that you are planning to come to the cocktail party on the 16th.

Schuler 5/16 no says

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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HOME BUREAU

APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

May 8, 1950.

The Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

Gentlemen:

Mr. Pruitt has asked me to write and thank you for the invitation to the party for contributors to the Exhibition House in the Museum Garden. However, Mr. Pruitt regrets he will not be able to attend since he is on a trip to the west coast and will not return until the end of May.

Very truly yours,

Antoinette Mayeran

Antoinette Mayeran
Secretary to Mr. I. P. Pruitt

acm

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LAMP DEPARTMENT

GENERAL ELECTRIC COMPANY

NEW YORK SALES DISTRICT
H. A. OLSON, MANAGER

April 20, 1950

570 LEXINGTON AVENUE
NEW YORK 22, N. Y.
TELEPHONE: PLAZA 5-6300

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

Dear Miss Hoyt:

Confirming our telephone conversation of this morning, all of the General Electric lamp bulbs have been ordered for the model house in the Museum gardens which is to be open to the public on May 15th.

As you know, I've checked over yesterday afternoon with Mr. Faeth all the lamp bulb requirements for the house. He has already received the special Warm White DeLuxe slimline lamp bulbs for the built-in lighting. The incandescent lamp bulbs are being ordered out of our Newark warehouse and will be shipped to the Museum marked to the attention of Mr. Faeth.

As I pointed out to Mr. Faeth, there may be some difficulties with the lamp performance of the R-40 three light lamps in the large hanging fixtures. Apparently when Mr. Kelly designed this fixture for the use of this lamp bulb he did not realize that the bulb is designed for base down burning and when burned base up, adequate lamp life and light performance may not result. If Mr. Faeth encounters any difficulty with these lamps we have decided to replace them by 100 watt silver bowl lamp bulbs which I believe will do even a better lighting job in the fixture as it is constructed.

In regard to the Warm White DeLuxe slimline lamps, I want to caution you that these are not in production at the present time. The lamps sent to the Museum were made up in our Lamp Development Laboratories especially for your model house. Consequently, we cannot guarantee that the performance will be that of lamps in regular production. It will require some months before we have slimline lamps in regular production in the DeLuxe coatings. At the present time only the standard 40 watt fluorescent lamp is coming through in regular production in the Cool White and Warm White DeLuxe finishes.

Cordially yours,

Lillian Eddy

Lillian Eddy
Home Lighting Specialist

LE:as

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GENERAL ELECTRIC LAMPS BULBS FOR MODEL HOUSE — MUSEUM OF MODERN ART

11 West 53rd Street
New York 19, New York

22 - 150R/FL (for recessed down lighting fixtures in interior of house)

10 - 150PAR/FL (for exterior flood lights)

4 - 50/150R/W (for handing fixtures on pulley control)

33 - 15G25/W (for bath room mirror lighting)

2 - 150/SB (for recessed dome fixtures in bath rooms)

*(15 - F64T6 WWX (for valance lighting, bookcase lighting, undercabinet
(5 - F42T6WWX lighting in kitchen and hall lighting)
(1 - F96T8WWX

*These special slimline lamps were shipped direct from Cleveland and have been delivered to the Museum of Modern Art.

The above incandescent lamps are to be shipped from Newark and charged to Engineering Sample Account.

Ship to: Museum of Modern Art
11 West 53rd Street
New York 19, New York - Attn: Mr. Robert Faeth, Prod. Manager

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LAMP DEPARTMENT

GENERAL ELECTRIC COMPANY

NEW YORK SALES DISTRICT
H. A. OLSON, MANAGER

570 LEXINGTON AVENUE
NEW YORK 22, N. Y.
TELEPHONE: PLAZA 5-6300

April 20, 1950

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

Dear Miss Hoyt:

Confirming our telephone conversation of this morning, all of the General Electric lamp bulbs have been ordered for the model house in the Museum gardens which is to be open to the public on May 15th.

As you know, I've checked over yesterday afternoon with Mr. Faeth all the lamp bulb requirements for the house. He has already received the special Warm White DeLuxe Slimline lamp bulbs for the built-in lighting. The incandescent lamp bulbs are being ordered out of our Newark warehouse and will be shipped to the Museum marked to the attention of Mr. Faeth.

As I pointed out to Mr. Faeth, there may be some difficulties with the lamp performance of the R-40 three light lamps in the large hanging fixtures. Apparently when Mr. Kelly designed this fixture for the use of this lamp bulb he did not realize that the bulb is designed for base down burning and when burned base up, adequate lamp life and light performance may not result. If Mr. Faeth encounters any difficulty with these lamps we have decided to replace them by 100 watt silver bowl lamp bulbs which I believe will do even a better lighting job in the fixture as it is constructed.

In regard to the Warm White DeLuxe slimline lamps, I want to caution you that these are not in production at the present time. The lamps sent to the Museum were made up in our Lamp Development Laboratories especially for your model house. Consequently, we cannot guarantee that the performance will be that of lamps in regular production. It will require some months before we have slimline lamps in regular production in the DeLuxe coatings. At the present time only the standard 40 watt fluorescent lamp is coming through in regular production in the Cool White and Warm White DeLuxe finishes.

Cordially yours,

Lillian Eddy
Home Lighting Specialist

LE:as

cc: Mr.FAeth - Museum of Modern Art
Mr. E.W. Commery - #165
Mr. A. B. Oday - #165

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APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.
April 6, 1950

Miss Natalie Hoyt
Coordinator for Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

Dear Miss Hoyt:

I am returning the form that you sent us the other day. I'm also sending you herewith specification sheets on the equipment that is shown in the new exhibition house.

If there is anything else we can do for you, please let me know.

Very truly yours,

STANLEY C. SCHULER
Publicity

SCS:kbd
Encls.

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General Electric

March 3, 1950

Mr. I. P. Pruitt
General Electric Company
1285 Boston Avenue
Bridgeport, Conn.

Dear Mr. Pruitt:

You are as good as your word. The cabinets and the appliances have arrived and are being installed at the present moment. I am writing this letter to thank you for your wonderful cooperation. As far as I know, you are one of the few men connected with the building industry who keeps his word and respects deadlines.

May I verify our order for an electric iron #119F26 which I ordered by telephone on March 1st?

I shall look forward to seeing you when you are in New York.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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HOME BUREAU

APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

March 6, 1950

Miss Natalie Hoyt
Coordinator for the
Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

Dear Miss Hoyt:

Thank you so much for your kind letter of March 3 and we are delighted that we did make the deadline for appliances and cabinets.

You will receive the General Electric electric iron either today or tomorrow and that will complete the list of equipment we are to consign to the museum.

I certainly hope that the house will be an outstanding success and please let us know if there is any way that we can cooperate with you further.

Best regards,

I. P. PRUITT
MANAGER
HOME BUREAU

IPP:acm

Coordinator of the
Exhibition House

NH/on

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February 9, 1950

Mr. I. P. Pruitt
General Electric Company
1285 Boston Avenue
Bridgeport 2, Conn.

Dear Mr. Pruitt:

I am writing to confirm our telephone conversation of last Tuesday from the office of Mr. Humes. We have asked Mr. Humes to supply on consignment the following equipment:

Ironer	-	AR 22
Washer	-	AW 6A 8
Dryer	-	AD 6 -
Refrigerator	-	NJ 8 - LHD
Range	-	D 11
Dishwasher	-	AE 748 D/W
Disposall	-	FA 3

We also shall expect delivery of the cabinets, counter-top sink and miscellaneous filler strips from your headquarters as shown on Plan No. 21064 prepared by Mr. Civkin, except for the following deletions:

1 Cabinet GW 3618
2 Cabinets GW 3030

We have selected Textolite #10539 for the counter-tops and request that all cabinets be sprayed a gray color to synchronize with the counter-sink. I understand that a sample of the color will be submitted to us for approval.

As I mentioned on the telephone, we need all the kitchen equipment on March 1st. It would be wise to have the supplier check with us a day or two prior to that date. Even though you consider me a tough customer I do hope that you will assist us with the installation of the dishwasher and disposall. After all it is to your advantage as well as to ours.

Thanks very much for being so cooperative. I shall be in touch with you in regard to publicity a little later.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/ap

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General Electric

February 1, 1950

Mr. I. P. Pruitt
Manager, Home Bureau
General Electric Company
1285 Boston Avenue
Bridgeport 2, Connecticut

Dear Mr. Pruitt:

Thank you for your letter of January 27 in which you confirm that the General Electric Company will furnish on consignment major appliances and cabinets for the kitchen of the exhibition house. Within a few days, I shall advise you of the color of the cabinets and delivery date.

Please thank Mr. Civkin for the revised plan of the kitchen. It is most helpful, and we shall probably adopt it with only minor changes.

Thanks, as always, for your help and courtesy.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

H/mj

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HOME BUREAU

APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

January 27, 1950.

Miss Natalie Hoyt
Coordinator of the
House in the Museum Garden
The Museum of Modern Art
New York 19, N. Y.

Dear Miss Hoyt:

In accordance with our telephone conversation today, this is to confirm that the General Electric Company will furnish you the major appliances and cabinets for the home you are building in the garden of the Museum of Modern Art.

I understand that you may want the cabinets colored and we will be happy to have them painted whatever color you decide upon. Will you please advise Mr. Humes what appliances you will need for this house.

These appliances and cabinets will be placed on consignment to the Museum of Modern Art and we understand that as in the past you will have them adequately insured for both your protection and our protection.

Very truly yours,

I. P. PRUITT
MANAGER
HOME BUREAU

IPP:acm

cc: CE Humes
S Schuler

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APPLIANCE AND MERCHANDISING DEPARTMENT
GENERAL ELECTRIC
COMPANY

January 5, 1950

Mr. I. P. Pruitt
General Electric Co.
1285 Boston Avenue
Bridgeport 2, Conn.

Dear Mr. Pruitt:

This is to confirm the telephone conversation we have just had. I hope very much that it will prove possible to include a complete, or almost complete, GE kitchen in the new exhibition house. Mr. Humes has just sent me specification sheets on your refrigerators, ranges and dish washers. Will you kindly send me the sheets on your washer and dryer? I should also like a set of samples of Textolite so that we may study the color range.

Mr. Humes tells me that your new kitchen cabinets may be ready on time to be included in this house. I strongly doubt whether we shall be interested in any pastel colors, but I would like to see a photograph of the new design if you have one available.

I honestly believe that General Electric Company got their full share of publicity from last year's house and with only slight expense. Therefore, I feel justified in asking for a settlement of the outstanding account of $246.35 for the installation and removal of the low-voltage relay system prior to any decision to install GE equipment this year. I will appreciate it very much if you can clear up this matter for me. I shall also appreciate your good efforts in helping me to procure wiring devices for the new house.

Thank you for your courtesy and cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

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APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

February 8, 1950

Miss Natalie Hoyt
Museum Of Modern Art
New York, N. Y.

Dear Miss Hoyt:

We are sending you several samples of gray paint and if you would please select one of them for the color of the cabinets of the Museum House, we can then follow up on it.

Very truly yours,

Victor Civkin

VICTOR CIVKIN

VC:bb
Enc.

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HOME BUREAU

APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

January 25, 1950

Miss Natalie Hoyt
MUSEUM OF MODERN ART
New York, N. Y.

Dear Miss Hoyt:

We are sending you three prints of a kitchen layout for your new house. We are setting this up in models and will make a photograph at a later date.

If we can be of any further help, please let us know.

Very truly yours,

Victor Civkin

VICTOR CIVKIN

VC:bb

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New York
15 Coenties Slip
Bowling Green 9-4742

C. RICKARD & SONS, Inc.

ESTABLISHED 1871
534 HOWARD AVE.—BRIDGEPORT 5, CONN.

MEMO. FREIGHT BILL 4

Bridgeport
Telephone 3-9414

CONSIGNEE MUSEUM OF MODERN ART
ADDRESS 11 W 53RD ST NEW YORK N Y
SHIPPER GEN ELEC CO
ADDRESS BPT CONN
ROUTE

DATE 2/28/50
PRO. NO. 78827

NO. PKGS.	DESCRIPTION	WEIGHT	RATE	CHARGES	ADVANCES	PREPAID	COLLECT
11	CS KITCHEN CAB HOUSEHOLD SU MS 41914 SN 109169	592				X	

PLEASE REMIT PROMPTLY TO BRIDGEPORT OFFICE

CONCEALED LOSS OR DAMAGE MUST BE REPORTED IN WRITING WITHIN 24 HOURS AFTER DELIVERY IS MADE.

369.95	Washer -	AW 6A 8
249.95	Dryer -	AD 6
359.75	Refrigerator -	NJ 8 - LHD
	Range -	D 11
	Dishwasher -	AE 748 D/W
	Disposall -	FA 3

Thank you for showing me the models and for making arrangements with Mr. Pruitt and with your own organization.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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General Elec.

February 9, 1950

Mr. C. E. Humes
General Electric Appliances
205 East 42 Street
New York, N. Y.

Dear Mr. Humes:

Even though you are now enjoying a cruise to the Bahamas I am writing this letter to confirm our order for kitchen and lavatory appliances to be delivered on consignment to the Exhibition House, 4 West 54 Street on March 1st. I suggest that your Shipping Department check with me a day or two earlier to verify the date of delivery.

Ironer	-	AR 22
Washer	-	AW 6A 8
Dryer	-	AD 6
Refrigerator	-	NJ 8 - LHD
Range	-	D 11
Dishwasher	-	AE 748 D/W
Disposall	-	FA 3

Thank you for showing me the models and for making arrangements with Mr. Pruitt and with your own organization.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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March 15, 1950

Mr. I. P. Pruitt
General Electric Company
1285 Boston Avenue
Bridgeport 2, Conn.

Dear Mr. Pruitt:

Will you please send me an invoice for insurance purposes for the cabinets, counter top and sink which you have supplied for the exhibition house. I assume that all these items are on consignment as well as the appliances. I have obtained from Mr. Humes the retail prices of the appliances supplied by General Electric Appliances, Inc. and those directly from Bridgeport.

I don't suppose there is a chance in the world that there is a supply of the paint that was sprayed on the cabinets. I ask this because there are several nicks and dents which should be touched up. Also, we need a supply of plugs for covering the holes in the sides of the cabinets which are exposed. I shall have to dip the plugs to match the paint also.

The editors of WOMAN'S HOME COMPANION came to see the house this morning and were very pleased. So far, all who have seen the house have been truly enthusiastic.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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General Lighting

February 21, 1950

Mr. H. Handler
General Lighting Co., Inc.
1527 Charlotte Street
New York 60, N. Y.

Dear Mr. Handler:

It was good of you to stop in to see me and to arrange for the delivery of the lighting fixtures. We are pleased that General Lighting Company is participating in the exhibition house and shall do all we can to procure publicity for the company.

I enclose an outline of our program and shall send you further information later.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op
Enclosure

gift
3/24

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March 24, 1950

Dear Mr. Handler:

Thank you for your interest in the house. I am writing to confirm our telephone conversation so that you will know that we will wait for the thirteen fixtures (Hi-hats with louvers) which I hope can be delivered within a week or ten days. We shall then return the seventeen fixtures which you will have replaced.

We are very grateful to the General Lighting Company for supplying us all these fixtures as gifts.

For your information I am enclosing information about membership in the Museum both private and corporate. I realize that your firm is a small one and that possibly not as many as ten employees would be interested to know that such arrangements can be made.

You can expect to hear from me in regard to publicity within a few days and we shall look forward to having you at our party for contributors at our house about May 15.

Sincerely yours,

Natalie Hoyt

Mr. Harry Handler
General Lighting Company, Inc.
1527 Charlotte Street
New York 60, N. Y.

NH/jb

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Grant

May 3, 1950

Mr. Chester D. Kiffin
Grant Pulley & Hardware Company
Broadway and 57th Street
Woodside, New York

Dear Mr. Kiffin:

The hardware which the Grant Pulley & Hardware Company is contributing to the Museum house has arrived, and we have found it entirely satisfactory. We wish to thank you very much for your cooperation and interest. I hope that you will be able to attend the cocktail party for contributors on May 16 and look forward to seeing you then.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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February 2, 1950

Mr. Chester D. Kiffin
Grant Pulley & Hardware Company
Broadway and 57th Street
Woodside, New York

Dear Mr. Kiffin:

Thank you for calling on me Tuesday. We are pleased that the Grant Pulley & Hardware Company will participate in the exhibition house, and we appreciate your interest and cooperation. It will be a great help to Mr. McGlynn to have the drawing which he requested. Will you please thank Mr. Schaefer for his courtesy.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

P.S. later - curtain track

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Harbison-Walker

HEFLIN & STORMS

TREE EXPERTS LANDSCAPE CONTRACTORS

March 7, 1950

Mr. E. S. Stocklager
Harbison-Walker Refractories Co.
68 Williams Street
New York 5

Dear Mr. Stocklager:

Mr. Anderson of the Anderson Brick & Supply Co. has advised me that your firm has generously contributed the fire brick for the exhibition house we are now building. We are pleased that you are participating in our project.

1. I enclose an outline of our program which I trust will give you adequate preliminary information. We shall be pleased to
2. have you notify your representatives, employees, and customers
3. of your participation in the house. Such publicity will be beneficial to all concerned.
4. We shall keep you informed of the program and especially of the publicity campaign.
5. With thanks for your support and cooperation,

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH:js
Encl

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Heflin & Storms

ALFRED HEFLIN
PRESIDENT

HERMAN BRUMMÉ
VICE-PRESIDENT

HEFLIN & STORMS
Incorporated
TREE EXPERTS - LANDSCAPE CONTRACTORS
WYCKOFF, NEW JERSEY
Telephone Wyckoff 4-0077

April 6, 1950

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

Attention: Miss Natalie Hoyt

Gentlemen:

As per conversation with your Miss Hoyt and Mr. Johnson it is mutually agreed that we are to do the finish work as follows, around "THE GREGORY AIN HOUSE" on your property:

1. Construct a low wall 15" wide, approximately 18" high at the low point.
2. Lay all the flagstone as shown on same drawing as far as the stone will reach.
3. Supply and plant a group of Rhododendrons on the east side of the house and a smaller group on the west side.
4. Furnish and plant one double Birch in the southeast corner of the terrace and one hedge approximately 18' long and 6' minimum height.
5. Furnish approximately 35 yards of top soil, all fertilizer, lime, manure, grass seed and all labor to finish grade around the house and install the lawn.

We are basing our estimate on cost of labor and top soil only. All other materials will be donated by us free of charge, and, when we say cost we mean actual cost without any overhead or profit or expenses incurred by us in the course of the execution.

All above work we will do for a price not to exceed $700 and upon completion will invoice you for actual cost of all labor and top soil regardless of cost and should it exceed $700 will give you credit for that excess and should it not reach the estimated amount you will be invoiced only for whatever time is consumed.

We intend to start this project Monday morning and complete it the evening of April 15. However, keep your fingers crossed that we don't get too much rain as three to four days of bad weather certainly

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will play havoc with our schedule. You may be assured of our full cooperation to a successful completion and we will do everything in our power to do as good a job as possible under the circumstances.

Yours very truly,

Herman Brummé

HB:rek

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RICHARD KELLY LIGHTING DESIGNER AND ENGINEER
110 WEST 40 STREET
NEW YORK 18, N. Y.
CHICKERING 4-7272

March 3, 1950

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

April 13, 1950

Dear Natalie:
Thought you would like to have this lamp list for your files.

Type
B 10 150w PAR 38 spots (exterior)
B 10 150w PAR 38 spots (exterior)
D-E-Garden.

Mr. Herman Brumme
Heflin & Storms, Inc.
Wyckoff, New Jersey

Dear Mr. Brumme:

I have asked that an order be sent to cover the landscaping of the grounds around the Gregory Ain house in the Museum Garden. We are extremely grateful for the fair figure you have quoted, and we are sure that you will be as economical as possible. We appreciate especially the fact that you are not including charges for overhead and profit. In return for your cooperation, we shall give you full credit in the catalog for the exhibition house.

We are pleased to have found such reliable and experienced contractors to handle this type of work.

Sincerely yours,

Sincerely,
George Nelson

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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RICHARD KELLY LIGHTING DESIGNER AND ENGINEER

110 WEST 40 STREET
NEW YORK 18, N. Y.
CHICKERING 4-7272

March 3, 1950

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

Dear Natalie:

Thought you might like to have this lamp list for your files:

Type A	12	150w PAR 38 spots (exterior)
B	10	150w PAR 38 spots (exterior)
B	8	150w R40 spots (interior) 75? R 30
C	4	50/100/150w R-40 Bowlite
D-E-F	15	F64T6 cwx
	5	F42T6 cwx
G	2	100w A21 IF
H	1	F96T8 cwx
J	32	15w G25 ocw
K	2	30w. Lumiline 18"

Be sure cool or 4500° Calvin white

MMA?

Spares, of course, will be necessary on all of the above types.

Sincerely,

George Malone

George Malone

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RICHARD KELLY LIGHTING DESIGNER AND ENGINEER

110 WEST 40 STREET
NEW YORK 18, N. Y.
CHICKERING 4-7272

February 3, 1950

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

Dear Miss Hoyt:

After our conversation I thought that I would note a few things that we talked about and some things that I thought about later.

First, on all the fluorescent strip lights, types D, E, and F, I think we should use wiremold miniature fluorescent channel with ballasts included - 2100 series in all cases - even in type H as I mention later. The main point is that it occurred to me that the cove shield for type D should be built of wood as part of the house cabinet work providing a rabbit to receive the bronze louver panel which is the cheapest way it can be used. This removes this special detail from the lighting budget of the house leaving only the wiremold channel, a common stock item.

I want to discuss with you directly the possibility of a change in detail for hall lighting in place of type H as shown.

In the bath room and dressing room ceilings perhaps the Versen fixture I sketched, is, after all, the wiser choice and I am very much in favor of the incandescent mirror lighting I suggested in place of the fluorescent lighting shown on the plans.

I am now working up a special detail for the hanging indirect dome fixture, type C, which will be available cheaply through some company as a packaged item, an easily available lamp for sale. Also the more I think of the plan in the bedrooms for the use of the indirect dome, the more I like the low hanging one near the windows especially as these windows do not now extend to the floor and the openness is emphasized by the extra light on the floor under the windows. I think the idea of transom curtains, closing independently of the lower window curtains, is an excellent control of light in the room.

Best regards.

Sincerely,

Richard Kelly

Richard Kelly

rk/gm

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✓ A Downlight } General
✓ B Hi-Hats }
C ?
D Fluorescent }
? E " } Wiremold
F " }
✓ G recessed 12" - Versen
H Flourescent - Wiremold
ok. J Incandescents - Kliegl
[also Koldiade for D ?]

complete:
Box on fixture
only splice box on fixture

splice box on fixture

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Ketcham

February 21, 1950

Date: 2/23/50

This will acknowledge with thanks receipt of your order number Letter dated 2/21/50 which has been entered subject to our usual terms.

Your order will have our prompt and careful attention.

Very truly yours,

G. M. KETCHAM MFG. CORP.

By B. McGovern
Order Dept.

del 2hs

5. 1 Soap Dish #C-711-T

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Ketcham

February 21, 1950



5. 1 Soap Dish #C-711-T

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Ketcham

February 21, 1950

Mr. R. W. Ketcham
G. M. Ketcham Mfg. Corp.
81 Washington Street
Brooklyn 1, N. Y.

Dear Mr. Ketcham:

In accordance with our telephone conversation, I am sending you the list of our requirements for bathroom accessories for the exhibition house. We will appreciate it very much if you will deliver these immediately to the house at 4 West 54th Street.

1. 2 Medicine Cabinets #120R
2. 2 Toilet Paper Holders #351
3. 4 3/4" Round Towel Bars in 24" length #324
4. 2 Grab Bars - to match Towel Bars. 9"
5. 1 Soap Dish #C-711-T

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Ketcham

February 1, 1950

Mr. G. M. Ketcham
G. M. Ketcham Manufacturing Corporation
81 Washington Street
Brooklyn, New York

Dear Mr. Ketcham:

I enjoyed talking with you the other day. The Museum is pleased that the G. M. Ketcham Manufacturing Corporation will participate in the exhibition house. In accordance with our conversation, I am outlining the program.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain, of Los Angeles, a distinguished, talented and practical architect with wide experience in designing liveable houses.

Design: It will be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

I am looking forward to meeting you when you call to discuss the selection of bathroom accessories for the house.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

KLIEGL BROS

Miss Natalie Hoyt
Museum of Modern Art
11 W. 53rd St.
New York 19, N.Y.

Dear Miss Hoyt:

Thank you for your letter of the 18th concerning the strip lights furnished for the exhibition house.

If, upon completion of the exhibition, no further purpose is to be served by these strips we would prefer to have them returned. Their value, for insurance purposes, is $100.00.

We hope your exhibit will be a success.

Very truly yours,

KLIEGL BROS. UNIVERSAL ELECTRIC STAGE LIGHTING CO. INC.

R. A. Langer

R. A. LANGER

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Kliegl

CABLE ADDRESS
"KLIEGLIGHT" NEW YORK
PHONE COLUMBUS
5-0130-0131-0132

KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO. INC.
ESTABLISHED 1896
THEATRICAL · DECORATIVE · SPECTACULAR
LIGHTING
321 WEST 50TH STREET
NEW YORK 19, N.Y.

ORIGINATORS & MANUFACTURERS of
Kleig lights

JNO. H. KLIEGL
President
HERBERT A. KLIEGL
Vice President

LOAN

Miss Dudley

March 20, 1950

Miss Natalie Hoyt
Museum of Modern Art
11 W. 53rd St.
New York 19, N.Y.

Dear Miss Hoyt:

Thank you for your letter of the 15th concerning the strip lights furnished for the exhibition house.

If, upon completion of the exhibition, no further purpose is to be served by these strips we would prefer to have them returned. Their value, for insurance purposes, is $100.00.

We hope your exhibit will be a success.

Very truly yours,

KLIEGL BROS. UNIVERSAL ELECTRIC STAGE LIGHTING CO. INC.

R A Langer

R. A. LANGER

RAL/elb

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THE MUSEUM OF MODERN ART

Date ~~March 24, 1950~~

To: Dorothy Dudley

From: Natalie Hoyt

Re:

Please send loan receipt to Kliegl Brothers, 321 West 50th Street, New York 19, New York, attention: R. A. Langer, for five strip lights furnished for the exhibition house. Insurance value is $100.00. for all five.

N.H.

ance value.

I enclose an outline of our program which may interest you and Mr. Kliegl.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

NH/op
Enclosure

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Kliegl

March 15, 1950

Mr. R. A. Langer
Kliegl Bros.
321 West 50 Street
New York, N. Y.

Dear Mr. Langer:

I wish to thank you for the lighting fixtures which you manufactured especially for our exhibition house. We are delighted to have them and appreciate your efforts in having them delivered on time. Will you please advise me whether you wish to have these fixtures returned and if so, what is their insurance value.

I enclose an outline of our program which may interest you and Mr. Kliegl.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
Enclosure

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KOPPERS COMPANY, INC.

PITTSBURGH · 19 · PA.

PUBLIC RELATIONS DEPARTMENT
RALPH WINSLOW
DIRECTOR
RICHARD C. CARR
ASSISTANT DIRECTOR

July 14, 1950

July 18, 1950

Mr. William J. Catrow
Public Relations Department
Koppers Company, Inc.
Pittsburgh 19, Pennsylvania

Dear Mr. Catrow:

Thank you for your letter. We are delighted to hear that the Koppers Company will feature the Exhibition House in advertisements in National Roofer, Architectural Forum and Journeyman Roofer. Of course, we understand your decision about not issuing a press release.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

Sincerely,

William J. Catrow

William J. Catrow
Assistant Manager
Press Relations

WJC/pab

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KOPPERS COMPANY, INC.
GENERAL OFFICES
PITTSBURGH · 19 · PA.

PUBLIC RELATIONS DEPARTMENT
RALPH WINSLOW
DIRECTOR
RICHARD C. CARR
ASSISTANT DIRECTOR

July 14, 1950

Miss Natalie Hoyt
Coordinator for the Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

In reference to your correspondence of July 12, it has been decided not to distribute a press release concerning the application of Koppers roofing materials on the Exhibition House. However, the Exhibition House will be featured in a Koppers roofing advertisement which will run in NATIONAL ROOFER magazine in September and in both ARCHITECTURAL FORUM and JOURNEYMAN ROOFER in October.

Thank you again for your splendid cooperation in obtaining information and pictures of the Exhibition House for our use.

Sincerely,

William J Catrow

William J. Catrow
Assistant Manager
Press Relations

WJC/pab

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contributors?

Paul

KOPPERS COMPANY, INC.

GENERAL OFFICES

PITTSBURGH · 19 · PA.

PUBLIC RELATIONS DEPARTMENT
RALPH WINSLOW
DIRECTOR
RICHARD C. DARR
ASSISTANT DIRECTOR

April 27, 1950

Miss Natalie Hoyt
Coordinator for the
Exhibition House
Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

July 12, 1950

Mr. William J. Catrow
Public Relations Department
Koppers Company, Inc.
Pittsburgh 19, Pennsylvania

Dear Mr. Catrow:

We find that several companies have issued publicity releases about materials used in the Gregory Ain Exhibition House in the Museum Garden. Because of our clipping service, we know that these releases have appeared in a number of newspapers across the country. May I suggest that such a release by the Koppers Company might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

Send Paul 5/4

In the event that you are loaded down with publicity preparations, we would be happy to prepare a short press release to be sent along with pictures to the roofing publications. To prepare such a release we would need additional descriptive material about the Exhibition House to incorporate into the story.

Thank you for including Koppers in your publicity plans in connection with the Exhibition House.

Very truly yours,

WJ Catrow

W. J. Catrow
Assistant Manager
Press Relations

WJC/aa
Attach

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KOPPERS

KOPPERS COMPANY, INC.

GENERAL OFFICES

PITTSBURGH · 19 · PA.

PUBLIC RELATIONS DEPARTMENT

RALPH WINSLOW
DIRECTOR

RICHARD C. CARR
ASSISTANT DIRECTOR

Pearl

April 27, 1950

Miss Natalie Hoyt
Coordinator for the
Exhibition House
Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

Dear Miss Hoyt:

Your letter of April 12 to Mr. K. P. Stearns has been referred to this department. As you requested, the information sheet has been completed and is attached.

A short memorandum describing a Koppers built-up roof has been prepared in the thought that it may be useful to you in working up stories concerning the Exhibition House. Descriptive material contained in the memorandum would be especially significant in a story angled toward roofing publications.

For possible use by Koppers in publicity or advertising, would you please send two prints of a general view of the Exhibition House. If an overall view of the roof of the building is available, would you also send two copies along with the other pictures. If a photograph of the roof is not available, would it be possible to arrange with your official photographer to have the desired picture taken. Please bill us for the pictures when they are transmitted.

Surname
Pearl 5/4

In the event that you are loaded down with publicity preparations, we would be happy to prepare a short press release to be sent along with pictures to the roofing publications. To prepare such a release we would need additional descriptive material about the Exhibition House to incorporate into the story.

yes

Thank you for including Koppers in your publicity plans in connection with the Exhibition House.

Very truly yours,

WJ Catrow

W. J. Catrow
Assistant Manager
Press Relations

WJC/aa
Attach

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PHOTOGRAPH REQUISITION

To PHOTO SALES DEPT.

Date May 4, 1950

From Natalie Hoyt Department Architecture & Design

For Publicity on Museum house - requested by Koppers Company, Inc.

PRINTS

Please supply ..... (Quantity)

glossy ..... size .....

....

....

Date of completion .....

NEW PHOTOGRAPHS

Please have Mr. Sunami (Photographer)

take oneshot of the roof of Exhibition House (Number of shots)

Date of completion .....

ARTIST or SUBJECT	NEGATIVE NUMBER	QUANTITY
Overall view of roof of Exhibition House. (Suggest take shot from top of shed or from Museum.)		2 copies for Koppers Co., Inc. 1 copy for N. Hoyt 1 copy for P. Moeller

4.35 - Cost on This

Forwarded to ..... Amount ..... Date Billed .....

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KOPPERS COMPANY, INC.
TAR PRODUCTS DIVISION
PITTSBURGH · 19 · PA.

April 10, 1950

Miss Natalie Hoyt
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

Referring to your letter of February 10th and ours of February 23rd, it would be appreciated if you would let us know what progress has been made on the publicity campaign for your exhibition house.

If there is any information you want from us or any way in which we can be of assistance, please let us know.

Very truly yours,

KOPPERS COMPANY, INC.

K. P. Stearns, Manager
Advertising & Promotion

KPS/jh

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April 12, 1950

Mr. K. P. Stearns
Koppers Company, Inc.
Tar Products Division
Pittsburgh 19, Pennsylvania

Dear Mr. Stearns:

On March 29 I mailed to you a circular letter addressed to all contributors to the Exhibition House outlining our publicity program. I enclose a duplicate of that letter and a form which you will please fill out and return at your convenience.

I shall be very happy to have any suggestions you will care to make in regard to the house, and I am looking forward to meeting you at our opening for the contributors on May 16.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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Koppers

February 10, 1950

Mr. J. N. Fencil
Koppers Company, Inc.
350 Fifth Avenue
New York, N. Y.

Dear Mr. Fencil:

We are delighted that Koppers Company is participating in the Exhibition House.

All of the material has now been received. Will you kindly extend our thanks to other Officers of the company? Within a few weeks I shall write you about our publicity campaign and shall always be ready to furnish you with any information you may require.

With thanks for your interest and cooperation, I am,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Koppers

write friendship

February 2, 1950

Mr. J. N. Fencil
Koppers Company, Inc.
350 Fifth Avenue
New York, New York

Dear Mr. Fencil:

In order to give you a more complete picture of the exhibition house now starting construction in the garden of the Museum, I am outlining our program below:

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain, of Los Angeles, a distinguished, talented and practical architect with wide experience in designing liveable houses.

Design: It ~~will~~ be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders. with furnishings totaling a commensurate amount.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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 and good design.

and furnishings

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KOPPERS COMPANY, INC.

TAR PRODUCTS DIVISION

Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Our roofing needs include 24 rolls of 15# felt and 3500 lbs. of pitch. In addition, we would appreciate 4000 sq. ft. of building paper or felt to use over the wall sheathing.

We hope that Koppers Company, Inc. will consider that the project has promotional value, and that it will wish to participate.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

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KOPPERS COMPANY, INC.

TAR PRODUCTS DIVISION

PITTSBURGH · 19 · PA.

February 23, 1950

The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Attention: Miss Natalie Hoyt

Dear Miss Hoyt:

Your letter of February 10 to Mr. J. N. Fencil has been referred here. We are pleased to hear that things are moving along smoothly with your Exhibition House and shall look forward with interest to receiving information about your publicity campaign.

We were pleased to have the opportunity of furnishing Koppers Old Style Pitch and Approved Felt for the built-up roof on the Exhibition House and are, naturally, as interested as you in the success of the publicity program. As you may know, we have a well-staffed Publicity Department and should like you to know that we are interested in cooperating with you fully whenever you are ready to start the campaign.

Please feel free to call on us for assistance at any time.

Very truly yours,

KOPPERS COMPANY, INC.

K. P. Stearns, Manager
Advertising & Promotion

KPS/jh

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Louisville

THE MUSEUM OF MODERN ART

Date January 27, 1950

February 2, 1950

Re: Mr. Hoyt
Louisville Cement Co.
MU 5-8592

To: Natalie Hoyt

From: mj

Mr. E. D. Hill, President
Louisville Cement Company
315 Guthrie Street
Louisville 2, Kentucky

Dear Mr. Hill:

The Museum of Modern Art wishes to thank the Louisville Cement Company for their participation in the exhibition house now under construction. We appreciate the contribution of masonry cement for laying up the chimney, which is an outstanding feature of the house.

The house will open to the public on May 19, 1950, the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story. In a few weeks we shall make definite arrangements for the publicity campaign, and I shall communicate with your New York representative about the matter.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

H/mj

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THE MUSEUM OF MODERN ART

Date January 27, 1950

J.R.

To: Natalie Hoyt

Re: Mr. Moody
Louisville Cement Co.
MU 5-8592

From: mj

Mr. Moody called to find out a few things about the house: the architect, when it is to open, and what publicity there will be. I answered him to the best of my ability.

He thinks the man to thank would be:
Mr. E. D. Hill, President
Louisville Cement Company
315 Guthrie Street
Louisville 2, Kentucky

He would like to talk to you, and can be reached at the above number either Monday or Friday.

papers across the country. May I suggest that such a release by the Martin-Senour Company might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/mj

NH:PW

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Martin - Se

July 13, 1950

Mr. Morris B. Rotman, Vice President
William R. Harshe Associates, Inc.
8 South Dearborn Street
Chicago 3, Illinois

Dear Mr. Rotman:

We find that several companies have issued publicity releases about materials used in the Gregory Ain Exhibition House in the Museum Garden. Because of our clipping service, we know that these releases have appeared in a number of newspapers across the country. May I suggest that such a release by the Martin-Senour Company might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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Martin-Senour



Quality Paints Since 1868

THE MARTIN-SENOUR COMPANY

TELEPHONE · ELDORADO 5-1972

9 EAST 56TH STREET · NEW YORK

February 1, 1950

January 31, 1950.

Mr. T. S. Andrews
Eastern District Manager
Martin Senour Company
9 East 56th Street
New York 22, New York

Miss Natalie Hoyt,
[illegible]dern Art
11 West 53rd Street,

Dear Mr. Andrews:

Thank you for your letter. The Museum is pleased that the Martin Senour Company will again be associated with it in the construction of an exhibition house. I shall be glad to cooperate with Mr. Timke so that the results will be not only acceptable, but indeed perfect.

At a later date, I shall be in touch with you in regard to the publicity campaign.

We are sorry you had to phone us, before we could catch

This will just confirm our co[illegible] the Martin-Senour Company will be pleased to supply all paint materials used in the Woman's Home Companion exhibition house.

We are delighted that you have [illegible]ments with a suitable painting contractor [illegible]ur repre-sentative, Mr. H. F. Timke, [illegible]ts through you, to cooperate with Mr. McGlynn, so that this year, the kind of painting results we both want to see, are carried out.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

H/mj

Very truly yours,

THE MARTIN SENOUR CO.

T. S. Andrews

T. S. Andrews
Eastn. Dist. Mgr.

TSA/EB

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Quality Paints Since 1878

THE MARTIN-SENOUR COMPANY

TELEPHONE · ELdorado 5-1972

9 EAST 56TH STREET · NEW YORK 22 · NEW YORK

January 31, 1950.

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

Dear Miss Hoyt:

We are sorry you had to phone us, before we could catch up with our mail, with regard to your note of January 3rd.

This will just confirm our conversation that the Martin-Senour Company will be pleased to supply all paint materials used in the Woman's Home Companion exhibition house.

We are delighted that you have made arrangements with a suitable painting contractor and we have asked our representative, Mr. R. F. Timke, to make arrangements through you, to cooperate with Mr. McGlynn, so that this year, the kind of painting results we both want to see, are carried out.

Very truly yours,

THE MARTIN SENOUR CO.

T. S. Andrews

T. S. Andrews
Eastn. Dist. Mgr.

TSA/EB

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THE MUSEUM OF MODERN ART

Date January 3, 1950

To: Mr. Thomas S. Andrews
Martin-Senour Company
9 East 56th Street
New York, N. Y.

Re: House in Museum Garden II

From: Natalie Hoyt

The Museum considers that the first House in Museum Garden was eminently successful and therefore is ready to start construction on a second exhibition house in the garden. Because of your personal interest and cooperation and because of the contribution of the Martin-Senour Company to last year's house we wish to extend to the company the opportunity to cooperate with us again. In other words we think it only right to offer you first refusal on the paint contract.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: It has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (3 bedrooms), built and furnished with materials and equipment available to the vast majority of the public. The plan is particularly compact, but with surprising features which enable the rooms to be open or closed.

Publicity: The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

100,000 visitors

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Midget



MIDGET LOUVER COMPANY

FRANK J. SCALLON, Pres.

6 - 8 WALL STREET

NORWALK, CONN.

February 2, 1950

February 3rd 1950

Mr. Frank J. Scallon
Midget Louver Company
6 Wall Street
Norwalk, Connecticut

Natalie Hoyt,
Coordinator for Exhibition House,
Museum of Modern Art.,
11 W. 53rd St.,
New York 19, N. Y.

Dear Mr. Scallon:

This year the Museum of Modern Art is building a second exhibition house in the Museum garden in collaboration with WOMAN'S HOME COMPANION. Last year's house attracted 100,000 visitors, and seems to have been considered worth while by all the participants. If you are so inclined, we would be willing to install the necessary number of Midget louvers for proper ventilation of the roof.

The exhibition will open on May 19, 1950 for a period of about 5½ months. The house is now under construction and will be practically completed in April. If you wish to contribute the louvers, I shall arrange for their installation.

Very truly yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

ROOFERS
BUILDERS
PAINTERS
INSULATORS
TERMITE CO...
COMPANIES

Use them - - - -
- - - - Flat roofs
- - - - Eaves and soffit
- - - - Unexcavated areas
- - - - Insulated sidewalls
- - - - Gables of small attics
- - - - Storm sash
- - - - Closets
- - - - Boats

Easily installed. Just drill hole and gently tap in the "Midget" Louver. No nails or screws needed.

MADE OF ALUMINUM
1, 2, 2½ & 4 inches in diameter.

Museum garden and appreciate the opportunity
one sample of each size of Midget Louvers.
As soon as you will notify us the number and
size of Midget Louvers the architect is
specifying we will send them on to you.
We are enclosing ... folders illustrating
the Midget Louver ...
If we can be of any further assistance to you,
please write us again.

Very truly yours,

Frank J. Scallon

MIDGET LOUVER COMPANY

FJS:A

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MIDGET LOUVER COMPANY

FRANK J. SCALLON, Pres.
6 - 8 WALL STREET
NORWALK, CONN.
TELEPHONE: 6-2342

February 3rd 1950

Miss Natalie Hoyt,
Coordinator for Exhibition House,
The Museum of Modern Art.,
11 W. 53rd St.,
New York 19, N. Y.

Dear Miss Hoyt:

Thank you for your letter of February 2nd.

We are very interested in hearing about the second exhibition house to be built in the Museum Garden and appreciate the opportunity you offer us to have Midget Louvers installed in this house.

We are sending to you by parcel post today one sample of each size of Midget Louvers.

As soon as you will notify us the number and size of Midget Louvers the architect is specifying we will send them on to you.

We are enclosing copies of our folders illustrating the Midget Louvers.

If we can be of any further assistance to you, please write us again.

Very truly yours,

Frank J Scallon

MIDGET LOUVER COMPANY

FJS:A

ROOFERS
BUILDERS
PAINTERS
INSULATORS
TERMITE CONTROL
COMPANIES

Use them - - - -
- - - - Flat roofs
- - - - Eaves and Soffit
- - - - Unexcavated areas
- - - - Insulated sidewalls
- - - - Gables of small attics
- - - - Storm sash
- - - - Closets
- - - - Boats

———o———

Easily installed. Just drill hole and gently tap in the "Midget" Louver. No nails or screws needed.

MADE OF ALUMINUM

1, 2, 2½ & 4 inches in diameter.

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February 10, 1950

Mr. Frank J. Scallon
Midget Louver Company
6-8 Wall Street
Norwalk, Conn.

Dear Mr. Scallon:

Thank you for your letter and for the samples of Midget Louvers which you forwarded. We should like two dozen of the 2" size.

As you are familiar with the project because of your participation in last year's house I need not outline it here. I shall be in touch with you at a later date in regard to our publicity program.

We are pleased that Midget Louver Company is participating in the Exhibition House.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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March 1, 1950

Mr. Frank J. Scallon
Midget Louver Company
6-8 Wall Street
Norwalk, Conn.

Dear Mr. Scallon:

I wish to acknowledge receipt of the 2" Midget Louvers, which you forwarded to me, for the exhibition house in the Museum garden.

Thank you very much for your kind attention and cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

nd/op

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FRANK E. NASH FENCE COMPANY

395 MacQUESTEN PARKWAY, NORTH + MOUNT VERNON, NEW YORK

Telephone MOunt Vernon 7-2527-28

October 19th.
19 49

24 October 1949

Mr. Frank E. Nash
Frank E. Nash Fence Co.
395 MacQuesten Parkway North
Mount Vernon, New York

Attention Miss Natalie Hoyt.

Dear Mr. Nash:

Thank you for your letter and for the revised invoice. We appreciate the special price you have set for the fence and gates. I shall let you know the final decision on the part of the Museum officials within a few days.

Very truly yours,

FRANK E. NASH FENCE COMPANY

Sincerely yours,

Natalie Hoyt

"A FENCE FOR EVERY PURPOSE"

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House in Garden
Contributor

TRADE MARK REG. U. S. PATENT OFFICE

FRANK E. NASH FENCE COMPANY

395 MacQUESTEN PARKWAY, NORTH ✣ MOUNT VERNON, NEW YORK

Telephone MOunt Vernon 7-2527-28

October 19th.
19 49

Museum of Modern Art
11 West 53rd. St.
New York, N.Y.

Attention Miss Natalie Hoyt.

Gentlemen:

Referring to your telephone conversation of Oct. 19th. 1949 with our Mr. Lunstead in reference to the Fence we erected at the Museum of Modern Art, as per our letter of March 21st. 1949, we are enclosing herewith our Invoice to the amount of $225.00 for fence that was erected, as per Miss Hoyt's request.

If it is your desire to buy this fence this is the amount that we have decided it can be bought for.

The small Portable Wire Enclosure can be picked up by one of our salesmen at the end of the Exhibition.

Very truly yours,

Frank E. Nash

FEN :ELL FRANK E. NASH FENCE COMPANY

Order sent

"A FENCE FOR EVERY PURPOSE"

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

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July 12, 1950

Mr. John Brown
National Gypsum Company
325 Delaware Avenue
Buffalo 2, New York

Dear Mr. Brown:

We find that several companies have issued publicity releases about materials used in the Gregory Ain Exhibition House in the Museum Garden. Because of our clipping service, we know that these releases have appeared in a number of newspapers across the country. May I suggest that such a release by the National Gypsum Company might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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National Gypsum

January 19, 1950

Dear Mr. Cerruti:

In accordance with our telephone conversation, I enclose a copy of a letter I wrote to Mr. Brown of your company.

As I mentioned on the telephone, our requirements total 2,000 square feet of sheet-rock and sufficient tape and filler. The actual order will be submitted by the general contractors, Murphy-Brinkworth Construction Company.

Sincerely,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

NH:rd
Enc.

Mr. Melvin Cerruti
National Gypsum Company
420 Lexington Avenue
New York, N. Y.

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OK.

January 4, 1950

Mr. John Brown
National Gypsum Co.
325 Delaware Avenue
Buffalo 2, New York

Dear Mr. Brown:

I enjoyed talking with you on the telephone earlier today. Thank you for your interest in the exhibition house to be built by the Museum of Modern Art. We are pleased that National Gypsum Company will participate in this project. In order to give you a record of our conversation I shall outline the program below:

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $12,000 - 15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. (A copy of last year's catalogue is enclosed.) 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

The architect has specified gypsum board ceilings throughout the house - an area of approximately 1,300 square feet. I shall advise your New York office later of our exact requirements.

Thank you for your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

Mr. Stanford L. Optner

Dear Mr. Optner:

Evidently some misunderstanding has arisen about your order dated April 24 for 1,000 copies of the catalog to the Exhibition House. We were notified by the Los Angeles office of the Railway Express Company that the delivery was refused by Pacific Iron Products. It is possible [illegible] collect shipment caused some difficulty.

I telegraphed you on June 8 explaining the situation, but have received no reply. Will you kindly ask some one in your office to advise me of what action has been taken.

Very truly yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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June 27, 1950

Mr. Stanford L. Optner
Pacific Iron Products
1150 East Pico Boulevard
Los Angeles 21, California

Dear Mr. Optner:

Evidently some misunderstanding has arisen about your order dated April 24 for 1,000 copies of the catalog to the Exhibition House. We were notified by the Los Angeles office of the Railway Express Company that the delivery was refused by Pacific Iron Products. It is possible that the collect shipment caused some difficulty.

I telegraphed you on June 8 explaining the situation, but have received no reply. Will you kindly ask some one in your office to advise me of what action has been taken.

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Coordinator for the
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NH:PW

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CLASS OF SERVICE

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

WESTERN UNION

1201

JOSEPH L. EGAN
PRESIDENT

SYMBOLS

DL = Day Letter	X
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

QDY 1 27 DL JUNE 8:

June 8, 1950

Mr. Stanford L. Optner
Pacific Iron Products
1150 East Pico Boulevard
Los Angeles 21, California

Your order April 24 thousand copies exhibition house catalogue shipped Railway Express Collect. You refused delivery. Express company Los Angeles waiting instructions. Please accept shipment. Reply requested.

Natalie Hoyt
Museum of Modern Art

N.H.G

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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July 18, 1950

Mr. Larry G. Cooney, Chief
Special Activities Section
Pittsburgh Plate Glass Company
632 Duquesne Way
Pittsburgh 22, Pennsylvania

Dear Mr. Cooney:

Thank you for your letter. We are delighted to hear that you intend to prepare a press release about the participation of the Pittsburgh Plate Glass Company in the Exhibition House in the Museum Garden.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

July 14, 1950

Miss Natalie Hoyt
Coordinator for the
Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

In the absence of Mr. Berghoff from the office I have taken the liberty of answering your letter concerning preparation of publicity releases about our products used in the Gregory Ain House.

We agree that it is a good idea and will endeavor to prepare such material in the very near future from literature and data now in our files.

We appreciate your interest in the matter and thank you for calling it to our attention.

Sincerely,

Larry G. Cooney

Larry G. Cooney, Chief
Special Activities Section

LGC/sw

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PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR, PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

July 14, 1950

Miss Natalie Hoyt
Coordinator for the
Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

In the absence of Mr. Berghoff from the office I have taken the liberty of answering your letter concerning preparation of publicity releases about our products used in the Gregory Ain House.

We agree that it is a good idea and will endeavor to prepare such material in the very near future from literature and data now in our files.

We appreciate your interest in the matter and thank you for calling it to our attention.

Sincerely,

Larry G. Cooney, Chief
Special Activities Section

LGC/sw

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PITTSBURGH
PLATE GLASS COMPANY

July 12, 1950

Mr. Guy Berghoff
Pittsburgh Plate Glass Company
Grant Building
Pittsburgh 19, Pennsylvania

Dear Mr. Berghoff:

We find that several companies have issued publicity releases about materials used in the Gregory Ain Exhibition House in the Museum Garden. Because of our clipping service, we know that these releases have appeared in a number of newspapers across the country. May I suggest that such a release by Pittsburgh Plate Glass Company might prove extremely effective.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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Pittsburgh Plate

PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR, PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

May 8, 1950

May 11, 1950

Mr. Guy Berghoff
Pittsburgh Plate Glass Company
632 Duquesne Way
Pittsburgh 22, Pennsylvania

Miss Natalie Hoyt
Coordinator for the Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

I appreciate receiving the invitation to the prevue of your new house, and will look forward with much anticipation to being there.

When agreeable to you, I would appreciate receiving a set of proofs of the photographs of the house for consideration with regard to our advertising and publishing efforts.

Sincerely,

Guy Berghoff

Director, Public Relations

GB/jb

Dear Mr. Berghoff:

Miss Hoyt has asked me to write you in answer to your request for photographs of the Exhibition House. Under separate cover we are sending you a set of these photographs. Will you kindly return those which you do not want. You may order copies on a prepaid basis at $1.00 per photograph from the Librarian of the Museum.

Sincerely,

Margaret Wilson
Secretary to Miss Hoyt

Send 8 - keep rest in vault
$1.00 each
with order
prepaid

Yes

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PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR, PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

May 8, 1950

Miss Natalie Hoyt
Coordinator for the Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

I appreciate receiving the invitation to the prevue of your new house, and will look forward with much anticipation to being there.

When agreeable to you, I would appreciate receiving a set of proofs of the photographs of the house for consideration with regard to our advertising and publishing efforts.

Sincerely,

Guy Berghoff

Director, Public Relations

GB/jb

send set - keep what is wanted
$1.00 each
with order
prepaid

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PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR, PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

April 4, 1950
Dict. 4/3/50

Miss Natalie Hoyt
Coordinator for the Exhibition House
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

Your letter of March 30 regarding the recent advertisement in HOUSE & GARDEN is certainly disturbing in that we did fail to give credit to the Museum for the house which was pictured. I regret this oversight, but obviously there is nothing we can do about it now.

We always try to give credit to the architect concerned, and certainly should have given credit to the Museum. However, we do not make a practice of crediting photographers, as there is a limit to which one can go in the matter of credits.

We have every intention of visiting your new house, and certainly hope that we will be able to use photographs of it.

I am returning with this letter the form which was attached to your mimeographed letter.

Sincerely,

Guy Berghoff

Director, Public Relations

GB/jb

Attachment

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March 30, 1950

Dear Mr. Berghoff:

A day or two ago a circular letter was mailed to you concerning the publicity program for the exhibition house. I am writing this letter to urge you to help us in any way you can by publicizing the house. Recently I was very much surprised to discover a photograph of last year's exhibition house in the March issue of House and Garden. I noticed especially that no credit was given to the Museum, nor to Ezra Stoller, the photographer, although Marcel Breuer's name was mentioned. It would be nice if the Pittsburgh Plate Glass Company would use a photograph of the house this year during the exhibition period ie. between May 19th and October 29th. You will notice from the outline that we shall furnish photographs and that advertisers will not have to pay a fee to the photographer other than the cost of the print.

Your firm has been very generous and the men at the warehouse have given us every cooperation. We are very grateful for your support. I feel sure that the 1950 house will appeal to a large number of people of various means. I hope that you will be in New York at the time of our opening the week of May 15th and that I shall have the pleasure of seeing you.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/jb

Mr. Guy Berghoff
Pittsburgh Plate Glass Company
632 Duquesne Way
Pittsburgh 19, Pennsylvania

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Pittsburgh OK

PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

17 January 1950 1950

Mr. Guy Berghoff
Pittsburgh Plate Glass Company
632 Duquesne Way
Pittsburgh, Pennsylvania

Dear Mr. Berghoff:

Thank you for your letter. We are delighted to learn that Pittsburgh Plate Glass Company will participate in our exhibition house. I shall give Mr. Varasse the details of our requirements.

Miss Natalie Hoyt
Coordinator of the House in
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

This year the WOMAN'S HOME COMPANION will make available publicity photographs at no cost to the contributors!

Thank you for your cooperation. With personal regards,

Dear Miss Hoyt:

Sincerely yours,

In reply to your letter of January 3, we would be happy to cooperate with you in the supplying of the glass for the new small house which will be constructed in the Garden of the Museum. [illegible] today to Mr. A. W. Varasse, who will be happy to get in touch with you [illegible] details with you.

Natalie Hoyt
Coordinator for the
House in the Garden

Sincerely,

Guy Berghoff

Director, Public Relations

GB/jb

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OK

PITTSBURGH
PLATE GLASS COMPANY

GUY BERGHOFF, DIRECTOR, PUBLIC RELATIONS

632 DUQUESNE WAY, PITTSBURGH 22, PA.

January 16, 1950

Miss Natalie Hoyt
Coordinator of the
House in the Museum Garden
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

In reply to your letter of January 3, we would be happy to cooperate with you in the supplying of the glass for the new small house which will be constructed in the Garden of the Museum. I am writing today to Mr. A. W. Varasse, who will be happy to get in touch with you and work out the details with you.

Sincerely,

Guy Berghoff

Director, Public Relations

GB/jb

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THE MUSEUM OF MODERN ART

Date 20 January 1950

To: Mr. Varasse

From: Natalie Hoyt

Re:

Gregory Ain, the architect of the Museum's exhibition house, has written a note about the glass:

"Glass for windows (A) shall be Factrolite, obscure glass. Same glass for transom over door to hall and for two panels to door height only in dining area next to the front door."

You will also notice that he has specified a glass top for the dressing table.

Mr. McGlynn will be in charge of the job for the Murphy-Brinkworth Const. Corp. You may reach him at Regent 4-0379.

Thanks for your help.

be sent directly to the Museum of Modern Art.

It is unfortunate that the gravel stop caused some difficulty. I am sure that you will do everything you can to expedite the work.

Thank you for participating in our project and for your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
Enclosure

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Riesner

February 10, 1950

Mr. M. Riesner
Benjamin Riesner, Inc.
353 East 78th Street
New York 21, N. Y.

Dear Mr. Riesner:

I enclose an order for the cost of the gravel stop which we requested you to make in addition to the work outlined in your letter of January 23rd. You will please submit your bill for that work which will amount to $345.00 to Murphy-Brinkworth Construction Corporation. Your bill for the gravel stop should be sent directly to the Museum of Modern Art.

It is unfortunate that the gravel stop caused some difficulty. I am sure that you will do everything you can to expedite the work.

Thank you for participating in our project and for your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
Enclosure

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BENJAMIN RIESNER, INC.
Roofers and Sheet Metal Contractors

NEW YORK 21, N. Y.

January 23rd
1 9 5 0

February 3, 1950

Benjamin Riesner, Inc.
353 East 78th Street
New York 21, New York

Att: Miss Hoyt

Gentlemen:

Miss Hoyt has asked me to send you the enclosed blueprint for the exhibition house. She will get in touch with you early next week to make final arrangements.

Yours very truly,

Secretary

mj

roofing below gravel stop $345. 115.

Thursday

Very truly yours,
BENJAMIN RIESNER INC

mr/ro

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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BENJAMIN RIESNER, INC.

Roofers and Sheet Metal Contractors

SLATE-TILE-METAL-ASBESTOS | ARCHITECTURAL CORNICES
SLAG AND SMOOTH SURFACE | VENTILATION-GUTTERS
ROOFING AND WATERPROOFING | LEADERS-SKYLIGHTS
SPECIAL SHEET METAL WORK FABRICATED TO ORDER

353 EAST 78TH STREET
NEW YORK 21, N. Y.
BUTTERFIELD 8-8580

January 23rd
1 9 5 0

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

Att; Miss Hoyt

Re: Model House
54th Street, West of 5th Avenue
New York City

Gentlemen:-

We propose to install the aluminum edging forming gravel stop furnished us, also furnish and install one layer Rosin sized roofing paper and labor only to apply the three ply pitch, felt and slag finished roof also furnish and install incidental galvanized iron flashing for chimney and where garage roof abutts main building as shown on plans prepared by Mr. Gregory Ain, Architect and discussion with Miss Hoyt for the sum of THREE HUNDRED FORTY FIVE DOLLARS ($345.00).

The above estimate is based on material being furnished to us at site and is exclusive of any vent duct work and painting.

Very truly yours,

BENJAMIN RIESNER INC

Milla Riesner

mr/ro

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Robinson

THE ROBINSON CLAY PRODUCT COMPANY
OF NEW YORK
Executive Offices
101 PARK AVENUE
NEW YORK 17, N. Y.

PRODUCTS — FACTORIES — BRANCHES

January 31, 1950

New York, N.Y.

January 27 1950

Dear Mr. Lanka:

Thank you for your letter of the 27th. We are delighted to learn that the Robinson Clay Product Company will participate in our exhibition house. I have asked Mr. Michael McGlynn of the Murphy Brinkworth Const. Corp. to give delivery instructions.

Thank you very much for your interest and cooperation. I shall keep you informed of our publicity program for the house.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:jb

Mr. E. J. Lanka
Sales Department
Robinson Clay Product Co.
101 Park Avenue
New York 17, N. Y.

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Robeison

THE ROBINSON CLAY PRODUCT COMPANY

OF NEW YORK

Executive Offices

101 PARK AVENUE

NEW YORK 17, N. Y.

PRODUCTS

SEWER PIPE, FIRE BRICK, STONEWARE, HIGH TEMPERATURE CEMENTS, FLUE LINING, WALL COPING, CHIMNEY POTS, SEGMENT BLOCKS, LINER PLATES, DRAIN TILE, SEPTIC TANKS, FACE BRICK, FILTER UNDERDRAINS

FACTORIES

AKRON, MALVERN, MOGADORE, MIDVALE AND PARRAL, OHIO; CLEARFIELD AND POTTSTOWN, PA.

BRANCHES

ALBANY, BUFFALO, MASPETH (L. I.), MOUNT VERNON, ROCHESTER AND SYRACUSE, N.Y.; HARTFORD, CONN.; BOSTON, MASS.; BLOOMFIELD, N.J.; PHILADELPHIA, PA.; BALTIMORE, MD.; CHICAGO, ILL.; TORONTO, CANADA

New York, N.Y.

January 27 1950

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

RE: 13x13 Square Flue Lining

Dear Madam:

In reference to our conversation of recent date regarding 12 pieces of 13x13 square flues to be used for exhibition purposes in connection with demonstrating new type homes, we are pleased to advise you that we will be glad to donate these for this purpose.

Will you kindly advise us when these flues will be required.

If you will advise us on what date you desire delivery, we will be glad to comply with your instructions.

If any further information is desired kindly communicate with the writer.

Yours very truly,

E. J. Lanka

E. J. Lanka
Sales Department

EJL/g

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Roc.

THE ROC INDUSTRIAL CORPORATION

101 PARK AVENUE
NEW YORK 17, N. Y.
LEXINGTON 2-9785

March 24, 1950.

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

Att: Miss Hoyt

Gentlemen:

Miss Lillian Eddy of G-E Corporation just 'phoned me stating you would like us to supply you with a "Softone" shield to fit a 96" slimline lamp now installed in the long passage of the model house which is being built to the rear of the Museum.

We will be most happy to furnish this shield to you. However, unfortunately, we do not have any in stock at the present moment but will be sure that you will secure one before May 1st which I understand is the opening date. I will plan to personally deliver this shield and arrange for its installation at that time.

If you are planning to publish a list of companies who have contributed their products in this building, you might include the name of The Roc Industrial Corporation as having supplied the "Softone" louvre shield on the Corridor light.

Thank you for the opportunity of assisting you in this matter.

Very cordially yours,
THE ROC INDUSTRIAL CORPORATION

Lewis Smith
Treasurer

LS:m

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THE SISALKRAFT CO.

205 West Wacker Drive, Chicago 6, Illinois

MANUFACTURING DIVISION
AMERICAN REINFORCED PAPER CO.
ATTLEBORO, MASSACHUSETTS

PLEASE REPLY TO
101 PARK AVENUE
NEW YORK 17

"SISALKRAFT"
PRODUCTS

April 6, 1950

Mr. Lewis Smith, Treasurer
The Roc Industrial Corporation
101 Park Avenue
New York 17, New York

Attention: Miss Natalie Hoyt

Dear Mr. Smith:

Thank you for your letter in which you advise us that you will supply a "Softone" shield to fit a 96" slim-line lamp for the exhibition house. We shall be pleased to receive this item about May 1.

We are pleased that you are participating in the exhibition house and shall credit you in the exhibition catalogue. I enclose an outline of the project for your information and also a letter concerning the publicity.

Thank you for your interest and cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
House in the Garden

NH:pw

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THE SISALKRAFT CO.

205 West Wacker Drive, Chicago 6, Illinois

MANUFACTURING DIVISION
AMERICAN REENFORCED PAPER CO.
ATTLEBORO, MASSACHUSETTS

PLEASE REPLY TO
101 PARK AVENUE
NEW YORK 17

"SISALKRAFT"
PRODUCTS

April 13, 1950

Museum of Modern Art
11 West 53 Street
New York 19, N. Y.

Attention: Miss Natalie Hoyt

Dear Miss Hoyt:

I received word from Mr. Kearney this morning that he hadn't received copy of your release of March 28th, 1950. It was my understanding that you were to forward to him a copy of this publicity outline. It would be very much appreciated if you would forward this to him at your convenience.

Attached is our form showing the way in which we request that our company be listed in your catalog. We offer for your consideration the following description of our materials which might be included in your materials outline in the catalog:

"SISALKRAFT DRY WALL -- This method of construction features the use of Sisalkraft reinforced Building Paper used as a sheathing paper to prevent the penetration of moisture and drafts through the sidewall. It is chemically treated, providing resistance to fungus and dry rot, and giving lifelong protection to the sheathing.

Used in conjunction with Sisalkraft, Sisalation - reflective insulation and vapor barrier - is applied on the inner face of the wall studs. It prevents the passage of radiant heat through the sidewall and provides an excellent moisture stop against moisture vapors caused by cooking, washing, etc. These vapors, if allowed to penetrate the sidewall, can cause serious damage to the wall members.

The use of these two materials provides a more comfortable, dry and draft free wall.

Sisalation has also been used as a ceiling insulation applied in a double layer over the ceiling beams. Sisalation will also maintain much lower summer temperatures by reflecting the heat from the sun."

This is a brief outline which more or less covers most of the points describing the application of our materials in your Exhibition House. We have tried to keep it as brief as possible without sacrificing any of the more salient points.

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THE SISALKRAFT CO.

Museum of Modern Art
Miss Natalie Hoyt

We hope you will find it possible to publish this description in as near its entirety as possible.

In our recent discussion we brought up the point of the articles that are going to be written by some of your staff members for publicity purposes. We are very anxious to contribute to these articles and would appreciate the opportunity of going over this matter with the person responsible for writing them. Please let us know what we can do along these lines.

Thank you for your cooperation in this matter. We look forward to hearing your comments.

Yours very truly,

THE SISALKRAFT CO.

P. B. Bergin

P. B. Bergin

PBB:MW

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Sisalkraft

February 21, 1950

Mr. Patrick B. Bergin
The Sisalkraft Company
101 Park Avenue
New York, N. Y.

Dear Mr. Bergin:

I enjoyed talking with you yesterday . I hope that your photographs will be successful. Will you please make certain that all prints are labeled as follows:

"The Museum of Modern Art
Woman's Home Companion
Exhibition House"

I shall send you a letter regarding our publicity campaign within a week or two.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Sisalkraft

Mr. Patrick B. Bergin - 2 - February 9, 1950

February 9, 1950

Mr. Patrick B. Bergin
The Sisalkraft Company
101 Park Avenue
New York, N. Y.

Dear Mr. Bergin:

We are pleased that The Sisalkraft Company will participate in the Exhibition House to be built by the Museum of Modern Art. It was a pleasure to meet you the other day and I thank you for your helpful suggestions. For your records I am outlining the details of the program and at a later date I shall send you information about our publicity program.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The Exhibition House will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public, because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 Exhibition House in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH/op

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Stanley

No
tel. 4/21

April 13, 1950

March 3, 1950

Mr. Jean Hart
The Stanley Works
New Britain, Connecticut

Dear Mr. Hart:

A short time ago Mr. Boudewyns came to inspect our exhibition house and discovered that the carpenters had not replaced some temporary butts which had been installed while we awaited your shipment. He assured me that the Stanley Works would be willing to supply us with additional hardware to remedy this condition because, unfortunately, the required butts have disappeared. Therefore, will you please be good enough to send me

3 pair 4" ball bearing butts, dull chrome finish or equal, and
2 pair 3½" butts (not ball bearing), paintable finish.

I hope that you will be in New York for the party we are planning to give for the contributors on May 16.

Sincerely yours,
Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw
NH/op
Enclosure 1

Boudewyns
tel. 4/20
No.

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	MoMA Exhs.	447.16

Stanley

The TILE-TEX Division
THE FLINTKOTE COMPANY
Resilient Floor and Wall Coverings

1232 McKINLEY AVENUE
CHICAGO HEIGHTS, ILL.
PHONE: CHICAGO HEIGHTS 4772

March 27, 1950

March 3, 1950

Miss Natalie Hoyt
The Museum of Modern Art
11 We[illegible] 53rd St
New Yo[illegible]

Mr. Jean Hart
The Stanley Works
New Britain, Conn.

Dear Mr. Hart: Your Letter March 16, 1950

We are delighted that the Stanley Works are participating in the Exhibition House. The package of hinges has just arrived and at this moment the doors are being hung. Thank you for your cooperation and your quick action.

I enclose an outline of our program which I trust gives all the information you need at this time. Within a week or two I shall write you in regard to our publicity campaign.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
Enclosure 1

We are very glad to have [illegible] exachrome floors have been satisfactorily installed in the exhibition house, and that [illegible] We are also glad to have been able to help you in such a way that it did not interfere with others.

I am very anxious to see the floors in the house, and if possible, I am going to try and see them the week of April 3rd when I expect to be in New York.

Yours very truly,

THE TILE-TEX DIVISION
THE FLINTKOTE COMPANY

J. O. Heppes
Director of Sales

JOH/mes
cc: Mr. P. A. Appleyard

Put letter

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The TILE-TEX Division
THE FLINTKOTE COMPANY
Resilient Floor and Wall Coverings

1232 McKINLEY AVENUE
CHICAGO HEIGHTS, ILL.
PHONE: CHICAGO HEIGHTS 4772

March 27, 1950

Miss Natalie Hoyt
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Re: Your Letter March 16, 1950

Dear Miss Hoyt:

We are very happy to learn that the Flexachrome floors have been satisfactorily installed in the exhibition house, and that you are well pleased with them.

We are also glad to know that our job was done on time and in such a way that it did not interfere with others.

I am very anxious to see the floors in the house, and if possible, I am going to try and see them the week of April 3rd when I expect to be in New York.

Yours very truly,

THE TILE-TEX DIVISION
THE FLINTKOTE COMPANY

J. O. Heppes
Director of Sales

JOH/mes
cc: Mr. P. A. Appleyard

Pub letter

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Tiletex

The TILE-TEX Division
THE FLINTKOTE COMPANY
Resilient Floor and Wall Coverings

1232 McKINLEY AVENUE
CHICAGO HEIGHTS, ILL.

February 23, 1950

Mr. J. O. Heppes
The Tile-Tex Division
The Flintkote Company
1232 McKinley Avenue
Chicago Heights, Illinois

Dear Mr. Heppes:

I was pleased to have your letter and also to talk with you again by telephone, We are delighted that the Tile-Tex Division of the Flintkote Company will participate in the exhibition house.

As I told you, we have selected Flexachorm, color F-3, for the entire floor area of the house which amounts to 1200 square feet. I have notified Mr. Appleyard of our requirements and asked that the tile, in 9" squares, be delivered to the exhibition house directly, 4 West 54th Street on or before March 3rd.

We hope very much that the Tile-Tex Division will cooperate to the extent of arranging for the installation of the tile. As I mentioned to you, a comparable case is the Pittsburgh Plate Glass Company which is providing the glazing as well as the glass for all windows. Needless to say your product will be in full view in each room and I am sure that it will be appreciated. We are most anxious that the house be maintained in first class condition at all times and have arranged for a staff to do this work.

I shall write you within a week or two in regard to our publicity campaign. Please call on me for any assistance that I may be able to give you in this connection.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
cc: Mr. Arnold Appleyard
630 Fifth Avenue
New York, N. Y.

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The TILE-TEX Division
THE FLINTKOTE COMPANY
Resilient Floor and Wall Coverings

1232 McKINLEY AVENUE
CHICAGO HEIGHTS, ILL.
PHONE: CHICAGO HEIGHTS 4772

February 14, 1950

Miss Natalie Hoyt
The Museum of Modern Art
11 West 53rd Street
New York, New York

Re: Your Letter January 31, 1950

Dear Miss Hoyt:

Please excuse the delay in answering your letter in connection with the proposed exhibition house.

We are agreeable to furnishing the necessary material in either asphalt tile or Flexachrome for the floors of this house, subject to our approval of the color and design selected for these areas.

There is no indication of just which areas in the house you wish covered with asphalt tile, but we presume it would include all inside rooms shown on the floor plan and including the bathroom. We would like specific information on this point. Also, give us some general idea of the time required for delivery of the material.

Yours very truly,

THE TILE-TEX DIVISION
THE FLINTKOTE COMPANY

J. O. Heppes

J. O. Heppes
Director of Sales

JOH/mes

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Tilotex

OK.

Mr. J. O. Heppes -2- January 31, 1950

January 31, 1950

Mr. J. O. Heppes
Tile-tex Division
The Flintkote Co.
Chicago Heights, Illinois

Dear Mr. Heppes:

I enjoyed talking with you the other day and I am now sending you some details about our program for an exhibition house.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The House will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and interantional publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

We hope very much that Tile-tex feels that the project has promotional value for it's company and that it considers the program worthy of support. We shall need approximately 1,400 square feet of tiling - either asphalt tile or Flexachrome. I enclose a blueprint of the floor plan. The Museum has selected a gray tile, but the exact number has not yet been determined. Mr. Appleyard has been very cooperative in showing me samples and I am sure that he will work with us for the final selection. I shall look forward to hearing from you at your early convenience.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:jb

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	MoMA Exhs.	447.16

Transit-Mix
OK.

TRANSIT-MIX CONCRETE
CORPORATION
136 EAST 57th STREET
NEW YORK 22, N.Y.

March 16, 1950

Mr. J. O. Heppes
Tile-Tex Division
The Flintkote Company
Chicago Heights
Chicago, Illinois

Dear Mr. Heppes:

The Plexachrome floor has been laid in the exhibition house and is very handsome. Thank you for donating the installation charges, as well as the tile. As I told Mr. Appleyard, the Tile-Tex Division is one of the few contributors to the house who furnished the material exactly as specified, on time, and fulfilled their commitment exactly. It has been very helpful to me, personally, and very gratifying to one who is especially concerned about the problem of integration in the building industry.

I am looking forward to meeting you and hope that you will be in New York the week of May 15th when the house will officially open.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/mj

Copy to: Mr. Arnold Appleyard
630 Fifth Avenue
New York, New York

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Transit-Mix
OK.

READY MIXED CONCRETE

SAND GRAVEL STONE CINDERS

TRANSIT-MIX CONCRETE CORPORATION

136 EAST 57TH STREET
NEW YORK 22, N. Y.
TELEPHONE MURRAY HILL 8-9200

BRANCH OFFICE
ROOSEVELT AVENUE
&
FLUSHING RIVER
FLUSHING, N. Y.

January 5,1950

The Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

Attn: Natalie Hoyt
Coordinator of the
House in the Museum Garden

Gentlemen:-

In answer to your letter of June 4th, 1950, we would be pleased to donate ready mixed concrete up to 20 cubic yards, towards the construction of your Exhibition House located in the metropolitan area.

We understand that this amount of concrete will cover your requirements.

We feel certain that the effort put forth by your institution will go a long ways in advancing new home building.

Yours very truly,

TRANSIT - MIX CONCRETE CORPORATION

Vice- President

ALR:HF

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	MoMA Exhs.	447.16

January 4, 1950

Mr. A. L. Reese
Transit-Mix Concrete Corp.
Janet Place and Roosevelt Ave.
Flushing, L. I., N. Y.

Dear Mr. Reese:

In accordance with your suggestion, I am writing to outline the program for the exhibition house to be built by the Museum of Modern Art.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $12,000 - 15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. (A copy of last year's catalogue is enclosed.) 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

The house, covering an area of approximately 1,300 square feet, will be built on a concrete slab, of which roughly 50% is now in existence, left from the 1949 house.

We hope that Transit-Mix Concrete Corporation will consider participation in the project worthwhile. Construction, by M-B Construction Corporation, is scheduled to commence within the next two weeks. Therefore, I shall hope to hear from you at your earliest opportunity.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

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6 January 1950

Mr. Al L. Rees
Transit-Mix Concrete Corp.
Janet Place & Roosevelt Avenue
Flushing, Long Island, New York

Dear Mr. Rees:

Thank you for your kind letter of January 5th. We are very happy to learn that Transit-Mix Concrete Corp. will donate ready mix concrete up to the amount of 20 cubic yards.

Your support of the Museum program is deeply appreciated. We feel certain that the exhibition house will be of practical value to the contributors and to the public in general.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

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Truscon

TRUSCON STEEL COMPANY

STEEL PRODUCTS

GENERAL OFFICES AND MAIN PLANT, YOUNGSTOWN 1, OHIO

February 1, 1950

C. D. LOVELAND
New York District Manager

January 25, 1950

48-18 NORTHERN BLVD.
AT 48TH STREET
LONG ISLAND CITY 1, NEW YORK

Mr. E. A. Spiegel
Truscon Steel Company
48-18 Northern Boulevard
Long Island City 1, New York

Dear Mr. Spiegel:

I wish to thank you for your interest and courteous assistance in helping me to obtain windows and reinforcing materials from your company. We are very grateful to Truscon Steel Company for their participation in our project. I shall write directly to Mr. Callahan to thank him also.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

The Museum of Modern Art
11 West
New York 19, New York

Attentio

Dear Miss Hoyt:

In reply to your January 20th letter, we can furnish the rods and the mesh from warehouse stock, also the type windows I have marked on the bottom of the enclosed blueprint. On the miscellaneous steel, the angles and corrugated strips, we do not manufacture. Therefore, we cannot furnish. If you will let Mr. Callahan or me know what windows you require, also [illegible] and mesh, we will be pleased to send this to you from warehouse stock.

The win[illegible] probably can be shipped before the end of the week, and I believe we can also get out the mesh and the bars either the latter part of the week or the first part of next week.

Please let me know as soon as possible if you want quick delivery.

Very truly yours,

C. D. LOVELAND
District Manager

BY: Ed Spiegel (H)
E. A. Spiegel

EAS:F
P.S. I am also enclosing a catalog on steel sash.
(Dictated 1-25-50)

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	MoMA Exhs.	447.16

TRUSCON STEEL COMPANY

STEEL PRODUCTS

GENERAL OFFICES AND MAIN PLANT, YOUNGSTOWN 1, OHIO

C. D. LOVELAND
NEW YORK DISTRICT MANAGER

PHONE: ASTORIA 4-2410
48-18 NORTHERN BLVD.
AT 48TH STREET
LONG ISLAND CITY 1, NEW YORK

January 25, 1950

The Musuem of Modern Art
11 West 53rd Street
New York 19, New York

Attention: Miss Natalie Hoyt
Coordinator of the House
in the Musuem Garden

Dear Miss Hoyt:

In reply to your January 20th letter, we can furnish the rods and the mesh from warehouse stock, also the type windows I have marked on the bottom of the enclosed blueprint. On the miscellaneous steel, the angles and corrugated strips, we do not manufacture it. Therefore, we cannot furnish it. If you will let Mr. Callahan or me know what windows you require, also a list of the bars and mesh, we will be pleased to send this to you from warehouse stock.

The windows probably can be shipped before the end of the week, and I believe we can also get out the mesh and the bars either the latter part of the week or the first part of next week.

Please let me know as soon as possible if you want quick delivery.

Very truly yours,

C. D. LOVELAND
District Manager

BY: Ed Spiegel (E)
E. A. Spiegel

EAS:F
P.S. I am also enclosing a catalog on steel sash.
Dictated 1-23-50

QUOTATIONS SUBJECT TO CHANGE WITHOUT NOTICE. ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS AND OTHER DELAYS UNAVOIDABLE OR BEYOND OUR CONTROL. ALL ORDERS ARE SUBJECT TO THE WRITTEN APPROVAL OF GENERAL SALES OFFICES AT YOUNGSTOWN, OHIO

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February 1, 1950

Mr. Paul Callahan
Truscon Steel Company
1315 Albert Street
Youngstown, Ohio

Dear Mr. Callahan:

The Museum of Modern Art is pleased that the Truscon Steel Company is participating in the exhibition house, and is grateful for the generous contribution of windows and reinforcing materials.

At a later date, I shall communicate with you in regard to the publicity program.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

H/mj

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January 20, 1950

Dear Mr. Spiegel:

In accordance with our telephone conversation, I am sending you herewith the floor plan & elevations of the exhibition house. I shall be very happy to have your recommendations for fitting in the stock windows which most closely match those specified by the architect. I feel certain that we can utilize some architectural projected windows in place of the awning type specified for type (A). We may substitute fixed glass for window (E).

Mr. McGlynn of Murphy-Brinkworth Construction Company will place the order. At the present moment, our requirements for reinforcing material is as follows:

200 ft.	1/2"	ø	rods	
1000 sq. ft.	6 x 6		mesh	
6	3/8	ø	bars	10' long
10	3/8	ø	bars	2'6"long
8	3/8	ø	bars	15' long
1	3 x 4 x 1/4	L		4' long
2	3 x 4 x 1/4	L		2'6"long
Misc.	3 x 4 x 1/4	L	6"	2 8"long
Misc.	4 x 4 x 1/4	L		
Misc.	4 x 6 x 1/4	L		3"long
100	Corrugated metal anchor strips			

Thank you for your helpful suggestions and your interest in our project. I am looking forward to meeting you.

Sincerely,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

NH:rd

Mr. E. A. Spiegel
Trustcon Steel Co.
48-18 Northern Blvd.
Long Island City
New York

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January 10, 1950

Mr. Paul Callahan
1315 Albert Street
Youngstown, 1, Ohio

3-2171

Dear Mr. Callahan:

Mr. E. A. Spiegel of your Long Island City Branch has suggested that I write you in regard to the exhibition house which the Museum of Modern Art is about to build. Last year the Museum constructed a similar house which attracted over 100,000 visitors. Because it held much interest for architects, engineers, builders and the general public the Trustees have voted to build a second house.

The architect has specified the use of several Truscon products, notably steel windows. In order to inform you of our program I shall write a brief outline below and also enclose a catalogue of last year's house.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public because it is particularly compact and well designed, and because it is in the $12,000 - $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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The Museum of Modern Art hopes very much that Truscon Steel Company considers the program worthy of support. I shall be delighted to discuss the project further with Mr. Spiegel or any other representative of the company. Because construction is scheduled to start next week I hope that I may have your answer at your earliest convenience.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum
Garden.

NH/op

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June 22, 1950

Mr. Fred Swenson
United States Plywood Corporation
55 West 44th Street
New York 18, New York

Dear Mr. Swenson:

According to the guide who has been stationed in the house in the Museum garden all through its period of exhibition, the most frequent comments on the United States Plywood products in the house are:

Weldtex. This seems to have caused more comment and interest than almost any other material or fixture in the house. People like the material and they also like the stain, and they are amazed at the low cost of Weldtex. My own feeling is that this is one of the really big hits in the whole exhibition.

Walnut paneling. According to our guide, people in general seem to like the walnut better than they like the oak. They like the walnut because of its rich and luxurious look and because of its beautiful coloring. There have been several comments on the fine finish on the walnut. My own feeling is that the fact that we had to piece together the paneling to get a 9' height has not bothered anyone who has seen the house.

Oak Plankweld. While most people seem to prefer the coloring of the walnut, they are very happy about the overlapping joint of the oak paneling. This seems to be a feature that appeals to them a good deal. There have also been several comments about the fine finish on the oak, and many visitors have expressed amazement about the fact that this finish was achieved in your factory.

In general, you might be interested to know that our guide says that many people come to the house just to see the plywood, and that they have heard a great deal about this before they actually come to see the place.

Sincerely yours,

Peter Blake
Curator

B/mj

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U.S. Plywood

UNITED STATES PLYWOOD CORPORATION

Manufacturers of

Weldwood Plywood and Allied Products



January 31, 1950

EXECUTIVE OFFICES: WELDWOOD BUILDING, 55 WEST 44th STREET, NEW YORK 18, N. Y.
Telephone: MUrray Hill 2-1900

Jan. 24, 1950

Dear Mr. Lowell:

Thank you for your letter informing me that U. S. Plywood Corp. will furnish the materials we have requested. We are very grateful for the company and to you personally for your interest and cooperation.

I have asked Mr. McGlynn to place the orders immediately.

I shall be in touch with you at a later date in regard to the publicity program.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:jb

Mr. T. S. Lowell
U. S. Plywood Corp.
Weldwood Building
55 West 44th Street
New York 18, N. Y.

RSL:md

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U.S. Plywood

UNITED STATES PLYWOOD CORPORATION

Manufacturers of

Weldwood Plywood and Allied Products

EXECUTIVE OFFICES: WELDWOOD BUILDING, 55 WEST 44th STREET, NEW YORK 18, N. Y.
Telephone: MUrray Hill 2-1900

Jan. 24, 1950

Miss Natalie Hoyt
Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

Dear Miss Hoyt:

Generally speaking, I don't think we'll have too much trouble in furnishing the material which you list in your letter, although there are a couple of items that may present problems. Therefore, it would be well to try to get this pinned down in all details just as soon as possible. For example, what wood is needed for the 3/4" and 3/8" exterior grade panels - what color and thickness for the Micarta - what wood for the flush doors?

The sooner that Mr. McGlynn can tell us exactly what he wants the better the chances will be for getting the material when he needs it.

Sincerely yours,

UNITED STATES PLYWOOD CORPORATION

R. S. Lounsbery

Advertising Manager

RSL:md

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January 23, 1950

Mr. R. S. Lowell
U. S. Plywood Corporation
55 West 44th Street
New York, New York

Dear Mr. Lowell:

At last I have a list of our approximate needs for the exhibition house. Mr. Sears was most helpful by telling me what materials are available. The actual order and instructions for delivery will be submitted by Mr. McGlynn of Murphy-Brinkworth Construction Company.

1200 sq. ft. Striated Douglas Fir, exterior grade
Size of panels to be determined. The exterior plywood will not be applied until the end of March and could be deferred until April if necessary. We hope to be able to procure a few 9' panels by that time.

630 sq. ft. Oak Plankweld for 2 bedrooms
540 sq. ft. 1/4" G1S Walnut for living room and connecting bedroom
3 panels · 3/4" 4 x 6 Walnut for sliding panels above living room counter G-2S
280 sq. ft. 3/4" - exterior grade) for soffits and fascia
800 sq. ft. 3/8" - exterior grade)
? sq. ft. Gum or Birch for 1-1/2 baths
? sq. ft. Micarta - for counter top opposite entrance door

Mengel flush doors
5 2-8 x 6-8)
3 2-4 x 6-8) Thickness to be specified.
2 2-8 x 6-6)
2 2-0 x 6-8)

Thanks to your excellent suggestion, the Douglas Fir Plywood Association has agreed to donate structural plywood for the roof sheathing.

We are very grateful to the U. S. Plywood Corporation for their participation and generosity. We shall do everything we can to afford you all possible publicity.

With all good wishes,

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

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March 16, 1950

Mr. R. S. Lowell
U. S. Plywood Corporation
55 West 44th Street
New York, New York

Dear Mr. Lowell:

Miss Natalie Hoyt is out of town but has asked me to write to you for 2 gallons of clear Firzite. This is the amount she estimates is correct for 1000 sq. ft. of exterior weldtex.

Your early attention to this request will be appreciated.

Sincerely yours,

Secretary, Department of
Architecture and Design

mj

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Verson

March 7, 1950

May 16, 1950

Mr. Kurt Versen
Kurt Verson Company
Englewood, N. J.

Dear Mr. Versen:

I wish to extend to you the Museum's thanks for your contribution to the house. We are pleased to have the Kurt Versen Company represented again this year.

I enclose an outline of the program and within a week or two shall write you in regard to our publicity campaign. It would be very helpful if you could mention your participation in our exhibition house in some of your advertisements.

Thank you for your interest and your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator of the
Exhibition House

NH:js
Encl.

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W Willys

WILLYS-OVERLAND MOTORS, INC.
TOLEDO 1, OHIO

August 22, 1950

May 16, 1950

Mr. George H. Gruenwald
Willys Overland Motors, Inc.
Toledo 1, Ohio

Dear Mr. Gruenwald:

This is to inform you that the driveway to the garage of the Exhibition House has been completed. Unfortunately the pigeons devoured the grass seed before Mother Nature had a chance, but I feel that a lack of lawn will not be detrimental to the photographs. Please ask your photographer to make his arrangements to photograph with Mrs. Elizabeth Boldt of the Publicity Department.

The model of the Jeepster which Mr. Van Saul said he was sending has not yet arrived, but I am sure that it will come in time for the display of the model on Fifth Avenue.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

August 22, 1950

Miss Natalie Hoyt
Co-ordinator for the
Exhibition House
The Museum of Modern Art
11 West 53rd St.
New York 19, N. Y.

Dear Miss Hoyt:

Thanks for your kind note of August 18. We thoroughly understand the situation. Although it would have been nice to have the Jeepster appear on the subway posters, we can't have everything according to our desires.

Kindest personal regards,

GEORGE H. GRUENWALD
Assistant Advertising Manager

GHG/ss

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August 18, 1950

Mr. George H. Gruenwald
Willys-Overland Motors, Inc.
Toledo 1, Ohio

Dear Mr. Gruenwald:

Some time ago you asked me to send you a copy of the subway cards advertising the Exhibition House. As you can imagine, the Museum has no control over these cards, especially since the space is donated. For that reason we could not select the view of the House to be reproduced on the card, and, in this case, the Garden view was used.

This long preamble is to tell you that I am not sending you a copy of the subway advertisement because the Jeepster is not shown.

We thank you for all of your help and I can assure you that the Jeepster is one of the most popular exhibitions in the House.

Sincerely yours,

Natalie Hoyt
Co-ordinator for the
Exhibition House

MH/rd

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May 15, 1950

Mr. Peter Blake, Curator
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Mr. Blake:

Your well-reasoned statement as to your choice of the Jeepster to appear in the garage of the Museum of Modern Art — Women's Home Companion Exhibition House, is gratefully received.

I have referred your letter to Mr. Marden Bishop, our Publicity Manager, who will incorporate it in any news releases we may distribute in connection with your promotion. A copy of this letter will serve as a request to Mr. Bishop to inform you of any use he may make of your statement.

Having seen your exhibition house, I agree that the crisp lines of the Jeepster are the only automotive lines entirely in harmony with the building's architectural philosophy.

Kindest regards,

GEORGE H. GRUNWALD
Assistant Advertising Manager

GHG/ss
cc: Mr. Delmar G. Roos
Mr. M. R. Bishop
Miss Natalie Hoyt

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Copy: Miss Natalie Hoyt

WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

May 10, 1950

Mr. George M. Gruenwald
Assistant Advertising Manager
Willys-Overland Motors, Inc.
Toledo 1, Ohio

Dear Mr. Gruenwald:

Miss Hoyt has asked me to write you a brief note stating our reasons for selecting the 1949 Jeepster for our exhibition house. I hope the following is satisfactory:

When we were looking around for a small car to put into the garage of the Museum of Modern Art - Woman's Home Companion Exhibition House, we were looking for a car that was handsome in addition to having good performance. We have long felt that the original war-time Jeep was probably the best-looking, mass-produced American car of the last eight or ten years. We like its clean unpretentious lines; we like its honest proportions; we like its rugged and serviceable look; and we think all its elements combine to make it a first-rate piece of industrial design.

The Jeepster, which is a happy adaptation of the war-time Jeep, has retained all these features without adding to them the "juke box" treatment with which we are becoming increasingly familiar. Unlike many of its companions on the road today, the Jeepster looks exactly like the sort of car it is - in fact, unlike most of its companions, it really looks like a car.

Let me know in what manner you plan to make use of this letter.

All best,

Peter Blake
Curator

B/mj

Copy: Mr. Delmar G. Roos

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WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

May 15, 1950

Miss Natalie Hoyt
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Miss Hoyt:

Thank you for your kind letter of May 9th.

Trust you received the toy Jeepster by this time and that it will soon be made use of in connection with the Fifth Avenue store window display.

Mr. Peter Martin, 286 Bleaker Street, New York, will undoubtedly be contacting you this week in regard to making a photo of the Jeepster parked in the driveway of the exhibition house.

We will appreciate any assistance you may wish to give Mr. Martin in making this picture.

Let me again complement you on the wonderful integrity of the exhibition house -- and wish you every success in its promotion.

Kindest personal regards.

GEORGE H. GRUENWALD
Assistant Advertising Manager

GHG/ss

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Willys Overland

WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

May 5, 1950

Jeepster
1764.50

May 9, 1950

Mr. George H. Gruewald
Willys Overland Motors, Inc.
Toledo 1, Ohio

Dear Mr. Gruewald:

Thank you for your letter of May 5. Mrs. Boldt will send you a publicity release within the next few days, and I enclose some information about our publicity program. You will also receive Mr Blake's statement regarding the selection of the Jeepster for the Exhibition House.

The details of your letter are correct except for item #8, in that Mr. Peter Blake did not supervise the Exhibition House. The entire project was under my direction.

I wrote to Mr. Saul on the 5th asking if he could not supply us with a ½" scale model of the Jeepster for inclusion in the model of the house which is to be displayed in a store window on Fifth Avenue and other locations throughout the city.

I enjoyed meeting you and hope you will drop in to see us when you are in New York. I am sure that the Jeepster will create many favorable comments.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw
Enc.

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WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

May 5, 1950

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

Dear Miss Hoyt:

Confirming our discussion of Wednesday morning, upon delivery of the Black Jeepster;

1) Mr. Blake will supply us with a statement for publication, highlighting his reason for choosing the Jeepster for the exhibit.

2) Mrs. Boldt will supply us with copies of your releases, plus an authorized release date for our story.

3) You will inform me when driveway is paved -- and grass has begun to grow -- so that I may arrange to have a photo made of the Jeepster on the driveway.

4) Our Publicity department will supply you with photo of a right or left rear view of the Black Jeepster, for use as artist's scrap in preparing an advertising poster. (May I have a copy of this poster, please).

5) I will investigate the possibility of including a reference to the exhibit in our national Jeepster advertising.

6) The exhibit will be referred to, in any printed matter, as: Museum of Modern Art -- Woman's Home Companion Exhibition House.

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7) Exhibit will be first publicized nationally in June issue (released May 19)of Woman's Home Companion. It will be open to the public from May 19 to October 29, daily from 12 noon to 7 pm, Sundays from 1 pm to 7 pm.

8) Gregory Ain, Los Angeles architect, designed the house, under supervision of Mr. Peter Blake, Curator of Architecture and Design, Museum of Modern Art.

If any of the above statements are incorrect, or not agreeable for any reason, please let me know as soon as possible. We are most anxious to cooperate in any way, to our mutual benefit.

I certainly enjoyed our visit Wednesday morning -- and am looking forward to seeing you again, and to seeing your exhibit after the finishing touches have been added. Please give my regards to Mrs. Boldt and Mr. Blake.

Very truly yours,

GEORGE H. GRUENWALD
Assistant Advertising Manager

GHG/ss

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willys

May 5, 1950

Mr. Van J. Saul
Willys-Overland Motors, Inc.
Toledo 1, Ohio

Dear Mr. Saul:

Thank you for sending the photographs of the Willys Jeepster. They will be most helpful to us for our publicity.

We intend to display in a store window on Fifth Avenue, and also in other spots in the city, an architectural scale model of the exhibition house. Unfortunately the model maker does not have a model Jeepster, but only Fords! Will you please advise me whether you can furnish us, on loan if necessary, with a ½" scale model of the Jeepster in the style that you supplied us.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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WILLYS-OVERLAND MOTORS, INC.

TOLEDO 1, OHIO

PUBLIC RELATIONS DEPARTMENT
PRESS SECTION

May 3, 1950

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

Dear Miss Hoyt:

Mr. George Gruenwald of the Willys-Overland Advertising Department requested by telephone today that I send to you several photographs of the Willys Jeepster.

I hope the enclosed assortment will be satisfactory. Mr. Gruenwald mentioned they were to be used by an artist in preparing poster art.

Sincerely,

Van J. Saul

Van J. Saul

VJS:mk

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Wiremold

March 3, 1950

Mr. W. D. Ball
The Wiremold Company
Hartford 10, Conn.

Dear Mr. Ball:

It was very good of you to reconsider your decision about participating in the exhibition house. We are delighted that The Wiremold Company is one of the contributors.

Mr. Sundstrom has been most helpful in giving us information and assisting in the plan. I understand that the fixtures arrived this morning and thus, the electricians will be able to install them exactly on schedule.

I shall write you within a week or two regarding our publicity campaign. We shall appreciate any suggestions you may care to make.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
cc: Mr. G. W. Sundstrom
The Wiremold Company
11 Park Place
New York, N. Y.

Gift
Mailed
tel 3/21

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Wiremold

February 17, 1950

Mr. George W. Sundstrom
The Wiremold Company
11 Park Place
New York, N. Y.

Dear Mr. Sundstrom:

I enjoyed talking with you today and I am now sending you some details about our program for an exhibition house and a list of our requirements.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The House will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the House.

Architect: The House has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experioence in designing livable houses.

Design: It will be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the House will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition

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to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Our requirements for fluorescent strips are as follows:

1	unit	of 13	tubes,	15	watts, 18 "
1	"	" 10	"	"	" "
3	"	" 7	"	"	" "
1	"	" 6	"	"	" "
2	"	" 3	"	"	" "
4	"	" 2	"	"	" "

We hope very much that the Wiremold Company will wish to participate in our exhibition house. Because the house is to be completely finished by March 4th it is essential that the fixtures be installed about February 27th. Therefore, we shall be happy to receive your decision at your earliest convenience.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Woodall

February 10, 1950

Mr. J. D. Boxley
Woodall Industries, Inc.
29-50 Northern Boulevard
Long Island City, N. Y.

Dear Mr. Boxley:

Thank you for your letter in which you advised me that your firm will participate in the Exhibition House. We are pleased to have your cooperation and feel certain that the sliding doors will add much to the House.

I have asked Mr. McGlynn of Murphy-Brinkworth Construction Corp. to get in touch with Mr. Hornig and to place the order. I shall write you later in regard to our publicity campaign.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Woodall.

January 19, 1950

Dear Mr. Boxley:

Yesterday Mr. Hornik came to see me about the installation of several Glide-All sliding doors in the exhibition house to be built by the Museum of Modern Art.

We feel that your production would suit our purposes perfectly and I understand that the doors are so well constructed that the possibility of warping and jamming is minimized.

Mr. Hornik asked me to send you some particulars about our program.

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public because it is particularly compact and well designed, and because it is in the $12,000 - $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. 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.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation 4,000,288) we shall endeavor to procure the widest coverage possible in both general and trade periodicals.

Our requirements for Glide-All sliding doors is approximately as follows. All actual orders will be put through by the contractors Murphy-Brinkworth Construction Company who will varify the dimensions at that time.

entrance hall	6' 6" high	2 panels	opening 5'5"
bedroom #3	6'10" high	2 panels	opening 5'5"
bedroom #2	9' 2" high*	3 panels	opening 8'0"
dressing room	9' 2" high*	3 panels	opening 6'6"
hallway	6'10" high	2 panels	opening 4'0"

We hope very much that you consider the project worthy of support and also that it contains promotional possibilities for the company. We are pleased to invite Woodall Industries, Inc. to participate in the exhibition house. I hope that I shall hear from you at your earliest convenience.

Sincerely yours,

Natalie Hoyt
Coordinator of the
House in the Museum Garden

NH:rd

Mr. J. D. Boxley
Woodall Industries, Inc.
29-50 Northern Blvd.
Long Island City 1
New York

* The arch. has specified that there be 2 sets of doors, approx. 6' and 3' high, and we prefer this arrangement

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Yale & Towne

28 January 1950

Mr. Milton M. Enzer
Yale & Towne Mfg. Co.
405 Lexington Avenue
Room 1000
New York, New York

Dear Mr. Enzer:

I was very pleased to receive your message from Mr. Ingham to the effect that Yale & Towne will be willing to participate in our exhibition house. We are delighted that your firm will be associated with us on this project. For your information I am outlining the program:

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The House will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house.

Architect: The house has been designed by Gregory Ain of Los Angeles, a distinguished, talented and practical architect with wide experience in designing livable houses.

Design: It will be a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range. It is a house which might well be adopted by speculative builders.

Building Materials: The Museum is asking manufacturers of building materials to participate in the project to the extent of contributing materials, shipping charges and/or labor. In return, the companies will receive considerable publicity and their names will be listed in the catalogue. Whereas manufacturers are relectant to participate in programs of an entirely commercial nature, they are pleased to cooperate with a non-profit orgatization, such as the Museum of Modern Art, which has a reputation for promoting good building.

P. S. March 13.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Our requirements for hardware are not definite, but the following list is an approximation: tubular lock sets for 4 exterior and 12 interior doors; butts for the same; incidental cabinet hardware. All in dull chrome plate. We shall be able to give you or exact needs within a few days and will hope for quick delivery. Construction has already started on the house and we shall be ready to hang exterior doors within the near future. I shall be very happy to talk with one of your representatives, or will submit the list without company suggestions - which ever you prefer.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

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TRADE YALE MARK

THE YALE & TOWNE MANUFACTURING COMPANY

EXECUTIVE OFFICES - NEW YORK 17, N.Y.

OFFICE OF
MILTON M. ENZER
DIRECTOR OF PUBLIC RELATIONS

CHRYSLER BUILDING
405 LEXINGTON AVE.
MURRAY HILL 9-6706

February 14,1950

Miss Natalie Hoyt
The Museum of Modern Art
11 West 53rd Street
New York 19, N.Y.

Dear Miss Hoyt:

In accordance with your suggestion, we have arranged with Harold V. Toop, hardware consultant, who is in charge of the New York sales office of our Stamford Division where Yale locks and builders' hardware are manufactured, to confer with Mr. McGlynn, who is in charge of the construction of the Museum of Modern Art's model house, on your builders' hardware requirements.

Mr. McGlynn and Mr. Toop have planned a meeting for today, at which time Mr. McGlynn will have all specifications.

We in Yale & Towne appreciate the opportunity to be able to participate in the construction of your 1950 model house; and be assured that we will cooperate to the fullest in promptly fulfilling your hardware requirements and in the promotion of your house.

Cordially yours,

Milton M. Enzer

MME:MSP

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MUSEUM OF MODERN ART

WOMAN'S HOME COMPANION

EXHIBITION HOUSE

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

Exhibition: The house will open to the public on May 19, 1950, on the same day that the June issue of WOMAN'S HOME COMPANION will appear with a feature story about the house. It will remain open through September.

Architect: The house has been designed by Gregory Ain, of Los Angeles, a distinguished, talented and practical architect with wide experience in designing liveable houses.

Design: It is a modern one-story, five room house (three bedrooms) built and furnished with materials and equipment available to the vast majority of the public. We believe that the house will have great interest for the public because it is particularly compact and well designed, and because it is in the $15,000 price range, with furnishings totaling a commensurate amount. It is a house which might well be adopted by speculative builders.

Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

Materials: The Museum has asked manufacturers of building materials and furnishings to participate in the project. In return, the companies will receive considerable publicity and their names will be listed in the catalog. 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 and good design.

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MUSEUM OF MODERN ART

WOMAN'S HOME COMPANION

EXHIBITION HOUSE

Purpose: The Museum has long been active in promoting high standards of architectural and industrial design. The exhibition house will demonstrate the best in design, the best use of materials and equipment, and will present a practical and economical solution of the requirements of modern living. The Museum is sponsoring the project entirely for educational purposes.

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Publicity: The Museum of Modern Art enjoys a prestige that attracts national and international publicity. The 1949 exhibition house in the Museum garden received tremendous coverage - the greatest of any Museum exhibition - and we have every reason to expect an equal or greater amount this year. In addition to the feature story in WOMAN'S HOME COMPANION (circulation over 4,000,000) we shall endeavor to procure the widest possible coverage in both general and trade periodicals.

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MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION EXHIBITION HOUSE

4 WEST 54 STREET, NEW YORK

GREGORY AIN, ARCHITECT

EXHIBITION DATES: MAY 19 - OCTOBER 29, 1950

PLEASE COMPLETE THIS FORM AND RETURN TO MISS NATALIE HOYT, COORDINATOR FOR THE EXHIBITION HOUSE, MUSEUM OF MODERN ART, 11 WEST 53rd STREET, NEW YORK 19, N. Y.

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