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**THE MUSEUM OF MODERN ART –
WOMAN'S HOME COMPANION**

EXHIBITION HOUSE 4 West 54 Street
New York

May 19 – October 29, 1950

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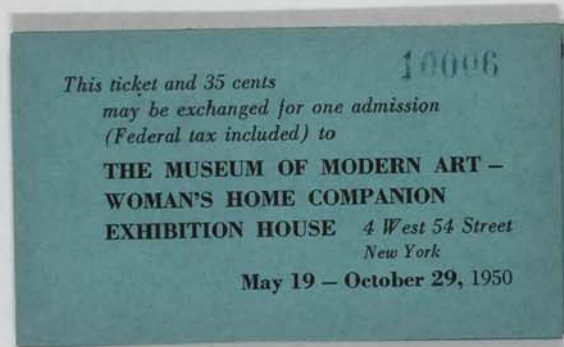
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WOMAN'S HOME COMPANION
EXHIBITION HOUSE 4 West 54 Street
New York
May 19 – October 29, 1950

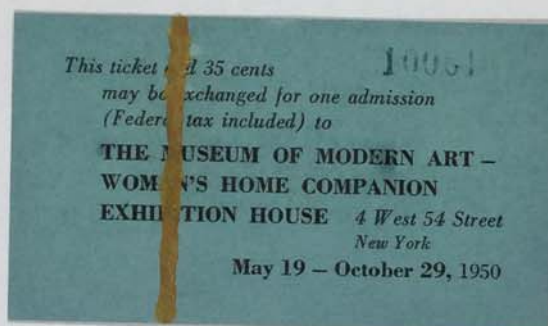
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RETAILING DAILY, FRIDAY, MAY 19, 1950

6

Fashion Significances®

This Architecture Affects Your Sales

Modern Museum's New House Points Up
Newest Design Trends in Homes and
Furnishings



A built-in cabinet, 4½ feet high, serves as a wall area and bookshelf for one side of the living room. Opposite it (not seen) is a floor-to-ceiling window wall. Roman brick fireplace wall, contrasting with walnut paneling, features a soapstone suspended bench, serving as both table and seating piece. Upholstery is predominantly black with scatter pillows adding bright color notes.

Dining area is placed near the front entrance of the house partially divided from the living room by the built-in cabinet. Sliding panels above the cabinet can further screen off the area if desired. In the background is one wing of the kitchen which also provides complete laundry facilities and can also be closed off by a sliding door. Note hanging lamp.



Illustrating the varied facade of the new Gregory Ain-designed house, sponsored by the Museum of Modern Art in cooperation with the Woman's Home Companion, this view shows the front approach. At left is the garage and to the right, the window area that extends the length of the children's rooms. Between the two, partially concealed by shrubbery, is the dining window and entrance door. Exterior siding is predominantly stained Douglas Fir plywood in a deep red tone.



Disproving the concept that housing developments must, of necessity, be architecturally monotonous, the Museum of Modern Art, New York, in cooperation with the Woman's Home Companion, is opening to the public today a new one-story, three-bedroom house. The design by Gregory Ain, California architect, was based on the assumption that the house would be one of many similar models in a development and such features as irregular setbacks, two-level roof, careful placement of windows, and exterior screens (not fully set up in the Museum's garden model) create an interesting facade and privacy.

Flexibility keynotes the floor plan and to that end sliding partitions and a unity of furnishings and materials have been employed. The L-shaped kitchen, dining area, living room, and master bedroom may all be left openly connected to form a large living area or they may be individually partitioned off with sliding panels. In the same way the two children's bedrooms may be used as one large room or separated with a panel into two, each with its own entrance onto the hall.

Because interior materials and furnishings have been kept either identical or closely related throughout, continuity and spaciousness are maintained when the various rooms are opened up to form single areas. Walnut plywood predominates in the living, dining, and master bedroom areas with the same drapery fabric also used throughout. In all the rooms of the house gray plastic Tile-tex is used for flooring, occasionally accented by

gray or cocoa scatter rugs. Against these basic neutral color schemes, bright notes are injected through upholstery and drapery fabrics and accessories.

Outstanding from the point of view of furnishings is the elimination of portable storage pieces. Through careful planning of closet space and the use of a large 4½-foot-high, built-in cabinet which divides the living room from the dining area, the necessity for chests and other portable pieces is removed. This cabinet is of walnut plywood, as are the walls, with a Mies van der Rohe top. Doors and drawers face the dining side while the view from the living room is of a plain wall surface with a bookshelf built in the top. Off the master bedroom, a dressing room provides extensive closet space and a built-in dressing table is topped by a mirror framed with 15-watt bulbs, a feature repeated in both the bathroom and lavatory. Still more closet space is provided in a hallway that separates the master and children's bedrooms. All closets have gray, metal trimmed sliding doors.

The wide use of metal is a second feature of the furnishings — glass topped metal tables, the prize-winning metal chairs from the museum's low-cost competition, a metal framed sofa are featured throughout living, dining, and bedrooms. The metal is finished in all cases in black. A soapstone bench, suspended from the brick fireplace wall in the living room, serves a double purpose as both coffee table and seating unit. Box spring and mat-

tress units are used as beds in the sleeping areas and the new Earnes storage units in the children's rooms provide the single instance of portable storage pieces.

Special attention has been given throughout to the lighting with only one portable lamp shown. Hanging lamps which can be adjusted to various heights and the above mentioned built-in mirrors are two decorative types used. In a wood ledge on one of the children's bedroom walls lighting is built in for an indirect effect and again in the kitchen built-in lighting beneath wall cabinets provides better illumination work areas. Strip lighting is also used above all hangings at the windows.

Furnishings have been selected with a moderate price bracket in mind and original paintings and prints, chosen for their combination of price value and quality, serve to add color in all rooms including, whimsically, the bathroom. Among the manufacturers whose products are featured in the house are: Knoll Associates, Herman Miller, Pascoe, Molla, Pacific Iron Products, Ficks Reed, Van Keppel-Green, and Creative Playthings—furniture; Arundell Clark — fabrics; Belrug and Flintkote — floor coverings and tiles; Middletown Manufacturing and Raymer — lighting; General Electric — kitchen and laundry appliances and cabinets; United States Plywood — interior and exterior wood panels.

Estimated costs for constructing the house in a development of 10 range from \$15,500 to \$19,500.



Seen through the window wall that overlooks the long terrace, this view of the living room shows, in the background, the master bedroom which can be opened up onto the living area as illustrated or closed off by means of a sliding door. Beyond the bedroom, not seen, is a dressing room with built-in closets.

The children's two rooms are shown here opened up, forming a sleeping area, background, and play area, foreground. Sliding door, set into wall at right, can completely divide the two, each of which has its own entrance. Long window wall has traverse bamboo blinds. Direct lighting is provided by hanging lamps.



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W. P. MARSHALL, PRESIDENT

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NL = Night Letter
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DL

May 25, 1950

Mr. John Entenza
Arts and Architecture
3305 Wilshire Boulevard
Los Angeles 5, California

COMPANION AGREEMENT PRECLUDES RELEASE TO MONTHLIES BEFORE JULY
ISSUES. SORRY.

Philip C. Johnson

Charge: House in the Garden

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MISS NATALIE HOYT,

COORDINATOR FOR EXHIBITION HOUSE MUSEUM OF MODERN ART=

PLEASE SEND EXHIBITION HOUSE ROOF PHOTOGRAPHS AND GENERAL
VIEW PROMISED IN LETTER OF MAY 2. ADVERTISEMENT FEATURING
EXHIBITION HOUSE FOR NATIONAL PUBLICATIONS HELD UP PENDING
ARRIVAL. PREPARATION OF PRESS RELEASE ALSO IMPOSSIBLE WITHOUT
PICTURES=

W J CATROW

ASSISTANT MANAGER I

PRESS RELATIONS KOPPERS CO INC PITTSBURGH 19 PA=

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JOSEPH L. EGAN
PRESIDENT

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W. J. CATROW
PRESS RELATIONS
KOPPERS COMPANY INC.
PITTSBURGH, PA.

MAILING STREET VIEWS.OMXWXX WILL AIRMAIL ROOF PHOTOGRAPH THURSDAY. SORRY DELAY

NATALIE HOYT
MUSEUM OF MODERN ART

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Los Angeles 5, California

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LC300 L•LLZ461 NL PD=LOS ANGELES CALIF 24=

PHILLIP JOHNSON=

MUSEUM OF MODERN ART 11 WEST 53 ST NYK=

Re
PLEASE CHECK THE LEASE ON AIN HOUSE. IN AS MUCH AS IT IS
ALREADY OUT IN COMPANION CAN I USE IT FOR JUNE ISSUE TO BE
OUT IN APPROXIMATELY THREE WEEKS? PLEASE PLEASE WIRE
COLLECT YES OR NO HOPEFULLY YES=

JOHN ENTENZA ARTS AND ARCHITECTURE=

AIN=••

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Publicity

March 23, 1950

Mr. J.
George
Fifth
New Y

Dear

It wa
Thank

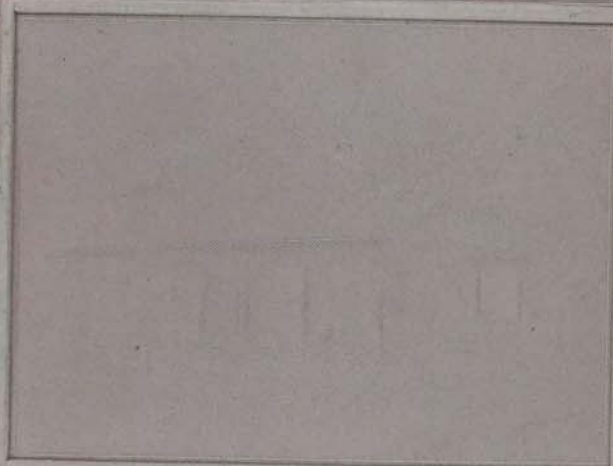
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B/mj

B/mj

Exhibition House with Sliding Walls At Museum of Modern Art in New York



THIS 3-BEDROOM EXHIBITION HOUSE now on view in the garden of the Museum of Modern Art in New York was built in co-operation with the Woman's Home Companion to show that good modern design is possible in medium-priced real estate developments. It was designed by Gregory Ain, young Los Angeles architect. Sliding walls and panels make it possible to use rooms for different purposes as family size changes or for special occasions. They also make the house seem larger than it actually is. A glass wall faces the garden in the back, and no large windows overlook neighboring houses. The outside is finished with Douglas fir plywood. Entrance to the house is at 6 West 54th Street. Admission is 50¢; daily 12 to 7, Sunday 1 to 7.

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Publicity

March 23, 1950

Mr. Just Lunning
Georg Jensen's
Fifth Avenue at 53rd
New York, New York

Dear Mr. Lunning:

It was very nice to meet you and to have such a long talk.
Thank you again.

I am sending you the list which I promised. I will also call
you very shortly to make a date to look at the Ain house, and
we can decide then how you would want to handle this.

I am also sending you, under separate cover, a complete set of blue
prints of the Ain house in case you wish to illustrate some of the
details in your story.

Sincerely yours,

Peter Blake
Curator

B/mj

B/mj

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Publicity

THE MUSEUM OF MODERN ART

Date: Mar 26, 1950

To: Natalie Hoyt

Re: AIA television show

From: Peter Blake

April 26, 1950

Mr. Harold Hauf
Architectural Record one are not necessarily in any logical sequence:
119 West 40th Street
New York 18, New York a small modern house can be designed to appear
spacious, without sacrificing privacy. For the many different
Dear Harold: as that might go on inside?

Here is a photograph of the Ain house plan which is the only picture
of any sort that has been released to date. All photographs that will
will be released on the Ain house carry a stamp that says that the
release date for weekly and monthly magazines is their July issue. I
I am sure that this will protect your story. How did you succeed in avoiding this sort of publicity in one of your
I am also sending you, under separate cover, a complete set of blue prints
prints of the Ain house in case you wish to illustrate some of its
details in your story. I think?

4. Do you think that subdivisions All best, are a desirable solution
to suburban living?

5. A lot of people have commented on the enormous ceiling heights in
your house in the Museum garden Peter Blake that they are an
important part of your architect's Curator

B/mj Do you think it is possible to make a small house appear spacious by
planning the garden and landscaping around the house in relation to
the interior?

7. When you contrast your little suburban house in the middle of Manhattan
with all the buildings around it, what strikes you most forcibly about
the way people live in New York?

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Publicity

THE MUSEUM OF MODERN ART

Date May 18, 1950

To: Natalie Hoyt

Re: Ain television show

From: Peter Blake

The following questions are not necessarily in any logical sequence:

1. How do you think a small modern house can be designed to appear spacious, without sacrificing privacy, for the many different activities that might go on inside?
2. When you design a house for a typical narrow suburban lot, what do you think are the most important requirements for you to fulfill?
3. Do you think it is possible to produce a development of basically identical houses without getting an awfully monotonous street pattern? How did you succeed in avoiding this kind of monotony in some of your work in California? At the same time, do you try to make your streets hang together and look like a continuous unit the way some streets looked in Colonial times?
4. Do you think that subdivisions into small lots are a desirable solution to suburban living?
5. A lot of people have commented on the generous ceiling heights in your house in the Museum garden. Do you think that they are an important part of your architectural concept?
6. Do you think it is possible to make a small house appear spacious by planning the garden and landscaping around the house in relation to the interior?
7. When you contrast your little suburban house in the middle of Manhattan with all the buildings around it, what strikes you most forcibly about the way people live in New York?

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

Just a note to tell you how very pleased we were with your ad in the Sunday magazine of the New York Times. Quite apart from the fact that it was most complimentary in its text, we all thought your layout and wording were so striking that it was worth several editorial mentions in the same paper. Again, very many thanks.

Peter Blake
Curator

 B/mj

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Architecture

THE MUSEUM OF MODERN ART

Date January 23, 1950

To: Natalie Hoyt

Re: _____

From: Peter Blake

Dear Natalie:

Philip and I discussed the problem of having an eye-catcher at the corner of 54th and Fifth for the exhibition house. The store window there belongs to Jensen's and we know the owner of that store, a Mr. Luning. Mr. Luning might be approached by you with a view of having a large display or photomural background in back of his store throughout the exhibition. What do you think?

While it was raining, there was always a small crowd of people looking at the display. I know it has done us a great deal of good, and I only hope that it will do the same for you. I wish you would especially tell your display manager how nice it was to be able to work with him.

Sincerely yours, on May 19:

Peter Blake
Curator

B/mj

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Copy: Natalie Hoyt

Publicity
Publicity

Letters

Mr. Just Lunning
 Georg Jensen
 Fifth Avenue and 53rd Street
 New York, New York

Dear Just Lunning:

I still feel very badly about not having been able to make it for lunch the other Sunday. I wanted especially to apologize to your wife since I am sure my inability to come must have been rather troublesome to her.

This is just a note to tell you how very much pleased we are with the window installation at 54th and Fifth. I passed the window several times during last weekend and on Memorial Day, and even while it was raining, there was always a small crowd of people looking at the display. I know it has done us a great deal of good, and I only hope that it will do the same for you. I wish you would especially tell your display manager how nice it was to be able to work with him.

Sincerely yours,

Peter Blake
 Curator

B/mj

that the project was somewhat point-
 less. This is May 31, 1950 his
 house but the W. H. Auden Art
 which sadly disappointed Mr. Noyes
 and CU. As for actual builders' houses
 of definite architectural interest, CU
 refers Mr. Johnson to the Diamond
 Ten-Level house, Prairie Village, Mis-
 souri (shown in the story on the Ais
 house in the July CONSUMER REPORTS),
 the Auden and Allen houses in Sun-
 nyvale, California, the Lee houses in
 El Cerrito, California, and the Del E.
 Webb houses in Tucson, Arizona.

regular press preview will be

plan of the house will be
 Photographs and additional
 may be had on request from the
 April 24. However, public-
 pha can obtain permission
 they are not used prior

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THE MUSEUM

11 WEST 53 STREET, I

TELEPHONE: CIRCLE 5-8900

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New York City, Consumer Reports

SEP -- 1950

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FOR FUTURE RELEASE

*Ain House
Publicity*

MUSEUM C

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May 19. Dailies

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Publicity Depart

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from the Public:

to the above re:

Dear CU:

Letters

The Ain house

Dear CU: Your current article on the Ain house in our garden makes some points that I believe need answering. Mr. Noyes, by implication at least, compares the cost of the Museum house with the cost of the Levitt \$8000 house, which is hardly more than half the cubage. Mr. Levitt's genius for mass building is well known, and presumably if he "mass built" the Ain house he would make equal savings. It is not a fair comparison.

Mr. Noyes states that, "Builders, in fact, have put up houses of equal architectural interest in actual developments. . . ." If this be true, I would like Mr. Noyes to show us an example. In our coverage of the field of small houses in America, we have come across none with the amenities or the beauty of the Ain house. Mr. Ain's earlier work in Los Angeles is the nearest that we can imagine.

Mr. Noyes's main objection is that this house does not show anything new and exciting in small house design. We believe that it does. Where, at this cubage, can you find such flexibility, such adaptation to the isolation (and insulation) of children's noise? Where can you find such excellent orientation of the main rooms, and such clever use of the always miserable space between houses? It is our belief, as we show it in the catalog, that the Ain house would look best if identical units were built side by side, and that its good architectural features would then show up in a group, quite unlike the higgledy-piggledy arrangement of Cape Codders and Ranch Houses that scar the landscape of Long Island.

MUSEUM OF MODERN ART PHILIP C. JOHNSON
NEW YORK CITY DIRECTOR

Mr. Noyes and CU agree entirely with Mr. Johnson that the Ain house is ingenious, attractive, and an excellent example of modern architecture. It was built, however, as an example of what speculative building could be if it would. Mr. Johnson's objection that it is not comparable to a Levitt house in size or cost seems merely to underline Mr. Noyes's complaint

that the project was somewhat pointless. Thus it is not Mr. Ain or his house but the Museum of Modern Art which mildly disappointed Mr. Noyes and CU. As for actual builders' houses of definite architectural interest, CU refers Mr. Johnson to the Drummond Tri-Level house, Prairie Village, Missouri (shown in the story on the Ain house in the July CONSUMER REPORTS), the Anshen and Allen houses in Sunnysvale, California, the Lee houses in El Cerrito, California, and the Del E. Webb houses in Tucson, Arizona.

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typical real estate

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their June issue, on sale

the story on May 19;

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Photographs and additional

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April 24. However, public-

phs can obtain permission

they are not used prior

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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

*Ain House
Publicity*

500314 - 18

PRELIMINARY ANNOUNCEMENT

FOR FUTURE RELEASE

MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

BUILD EXHIBITION HOUSE IN MUSEUM GARDEN

An exhibition house now being built in the garden of the Museum of Modern Art under the co-sponsorship of the Museum and the Woman's Home Companion, will open to the public on Friday, May 19 and will remain on view throughout the summer, until October 29.

The three-bedroom house has been designed by the Los Angeles architect, Gregory Ain, as suitable for a typical real estate subdivision on a lot 60' by 120'. It is characterized by a compact but flexible plan that avoids the small rooms of the homes in most typical housing developments.

As co-sponsors, the Woman's Home Companion has primary publication rights and will publish a story in their June issue, on sale May 19. Dailies and weeklies may publish the story on May 19; monthly magazines in July issues. The regular press preview will be held on Tuesday, May 16.

A preliminary announcement and floor plan of the house will be released for publication about April 3. Photographs and additional descriptive material for future release ~~may~~ be had on request from the Publicity Department of the Museum about April 24. However, publications wishing to take their own photographs can obtain permission from the Publicity Department, providing they are not used prior to the above release dates.

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Columbia Broadcasting System, Inc.

Publicity
F 553-2/50

Dorothy Doan

cc: Fran Buss

OFFICE COMMUNICATION

From Henry Morgenthau III

Station

May 22, 1950

PROGRAM: Museum of Modern Art - Woman's Home Companion Show (Tuesday, May 23)

GUEST: PHILIP JOHNSON, Chairman of the Dept. of Architecture & Design, Museum of Modern Art; born in 1906 in Cleveland, Ohio; received his degree in architecture from Harvard University in 1943; was in U. S. Army Engineer Corps from 1943 until 1946; was Chairman of the Department of Architecture at the Museum of Modern Art from 1932-34; has designed about a dozen houses; (In 1942 he did a house for himself in Cambridge. His "glass House" in Conn., recently completed, can be seen in the September 26 issue of LIFE Magazine.) was co-author with Henry Russell Hitchcock, Jr., of "The International Style: Architecture Since 1922," published in 1932. His most recent full-length book is "Mies Van der Rohe," published in 1947. In addition he had edited Museum publications and done critical writing on architecture. Mr. Johnson, with Henry-Russell Hitchcock, Jr., prepared the Museum's first exhibition of modern architecture to the American public and to American architects, and the beginning of the Museum's activities in this field.

2. ALFRED AUERBACH: head of Auerbach Associates; was editor of "Retailing;" was on Advisory Council as design consultant of both New York and San Francisco World Fairs; has propagandized for modern furniture for many years; was selected by Museum of Modern Art as one of jury of seven to judge current exhibit of Low Cost Furniture Competition; exhibit had 3,000 entries from 32 countries; jury met for four days.

- PROPS:
1. PRATT chair - green
 2. KNORR chair - with pad
 3. EAMES chair - with rocker base
 4. EAMES chair - with four legs
 5. Five-drawer chest - Museum version
 6. Three-drawer chest - standard version
 7. Junior chest (or endtable) - Museum version
 8. Model of the house - approx 36" x 62" area, 6" high
(Case will be taken off on set by Museum man)
 9. Two lamps, fiberglas shades, supplied by Richard Kelly
 10. Decorative accessories, including 2 framed pictures, vases, rhododendron leaves, etc. - will be brought over by Miss Chamberlain, publicity gal for Museum.
 11. Special curtains - Fiberglas

12. Photographs of interior of house

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OUTLINE:

DD Reads letter from Mrs. X. Well, Mrs. ___ we took your letter seriously and this is it (gestures as though to take in whole set) we've gone really modern and that's going a long way for an inveterate antique collector like myself. But I must admit in case some of my old standbys are a little worried that this wonderfully comfortable but startling modern furniture is only here for today. Actually these pieces are some of the prize winners from Low Cost Furniture Competition, sponsored by the Museum of Modern Art.

Later on I've got another surprise for you that is just as modern and practical as this furniture. It's the Modern Museum - Companion House (switch to shot of model) but right now lets look at some of these chairs and other pieces with one of the judges of the Low Cost Furniture Competition, Mr. Alfre Auerbach. (introduces Mr. Auerbach.

Mr. Auerbach tells about competition; 3,000 entries from 32 countries; met for four days; these pieces are not perfect, but are models and suggestions for furniture of the future.

DD I'll admit that this furniture is practical and comfortable, but why is it all so strange looking. (Pointing to Knor chair). Why this chair actually looks more like a hat than a chair.

Auerbach When automobile was invented it was startlingly strange along side horse and carriage; this furniture uses modern materials and modern techniques and modern ideas; explains use of wood in period furniture; metal used more as an ornament, etc.; explains new use of materials and new techniques starting with Knor chair; tells how chair can be made of molded plywood; plastic; or stamped metal with foam rubber pad. Tells of chair made of plastic invented during war for crash helmets and radar domes.

DD I don't know about the materials and techniques but these chairs are comfortable.

Auerbach Explains chairs redesigned to conform with anatomy not to follow fixed applied design patterns like Chippendale and some other period designs; are not bulky, making them suitable to smaller rooms found in most new houses; have comfort of overstuffed furniture without elaborate material and labor consuming construction; explains latter system of upholstering chairs; illustrates these points with different chairs.

DD But what about the desk and chests. They're built of wood and metal but they've gone a long way from Chippendale break-fronts and Queen Anne low-boys.

Auerbach Explains different use of wood and metal and functional design.

DD One trouble with modern furniture is that everything about it is functional except the price.

Auerbach Unfortunately this is often true; furniture designed for mass production but has to be made in small quantities because of limited demand thus boosting overhead; when mass produced in quantities comparable to traditional furniture will be cheaper ie: Eames chair reduced from \$69.50 to \$29.95 with quantity production; tells about chairs being available at Saks Quality Stores.

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DD Thanks Auerbach; points out special Fiber Glass Curtains and goes into commercial.

You know a lot of these same practical ideas which have been worked out in designing furniture are also being used by architects in designing homes. Earlier today we had a glimpse of the Modern Museum-Companion House, so let's go over and get a good look at it now and meet the chairman of the Department of Architecture and Design, Phillip Johnson; (walks over to model of house) introduces Johnson; explains that house was designed in conjunction with "Woman's Home Companion", being featured in current issue; (holds up magazine); house is currently on exhibit in garden of Museum.

Exhibition House

This doesn't look much like the Cape Cod dream cottage that some of us have in mind when we think of a home of our own.

I enclose a copy of the brochure of the Museum of Modern Art-Woman's

Johnson Explains if you insist on a Cape Cod House, an English Cottage or some pre-conceived picture post card design, you will sacrifice a lot of comfort and space; (pointing to model and then to site plan) explains that this house was designed as part of group; windows are planned for maximum light and privacy, use of opaque glass, etc.

DD DesHow will this look inside the house, etc. Contributors may order tickets, in minimum lots of ten, from the Department of Architecture & tickets, in minimum lots of ten, from the Department of Architecture & cents on each admission, may be made available to employees and customers.

Johnson (illustrating with photographs) interior is planned for maximum flexibility; explains sliding wall pannels; shows how same house can fit needs of bachelor or larger family.

DD UndOf course, one thing which is of the utmost importance to every woman is the kitchen. This release contains descriptive material about the house and also lists the available photographs, some of which are used as

Johnson Shows kitchen equipped with all mechanical appliances; tells about radiant heat system used throughout house; a prepaid order to the Librarian

DD Asks about cost of house.

The Museum of Modern Art again wishes to thank the designers, manufac-

Johnson Cost will vary in different areas and with different building materials; \$15,000. to \$19,000. Materials may vary according to climate, area and availability and cost at time of construction.

DD Work in discussion of Richard Kelly pulley lamps with fiber glass shades used in house, either during discussion of house or in first half during discussion of furniture, whichever more convenient.

Exhibition House

**THERE ARE MANY DUPLICATES OF THE FOLLOWING COVER
LETTER, ONLY ONE COPY HAS BEEN SCANNED.**

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

To: Contributors to the Museum of Modern Art-Woman's Home Companion
Exhibition House

I enclose a copy of the catalogue of the Museum of Modern Art-Woman's Home Companion Exhibition House. This booklet retails at 15 cents each. Copies are available to contributors in lots of fifty at 10 cents per copy from the Publications Department.

I also enclose a sample of the exchange tickets. Contributors may order tickets, in minimum lots of ten, from the Department of Architecture & Design. It is suggested that these tickets, which allow a saving of 15 cents on each admission, may be made available to employees and customers.

We shall be glad to furnish free copies of the enclosed announcement of the Exhibition House, which is suitable for posting on bulletin boards.

Under separate cover a copy of the press release is being sent to each contributor. This release contains descriptive material about the house and also lists the available photographs, some of which are used as illustrations in the catalogue. Prints of these photographs, which cost \$1.00 each, may be obtained by sending a prepaid order to the Librarian of the Museum.

The Museum of Modern Art again wishes to thank the designers, manufacturers, contractors and dealers who have contributed so generously to this project. We hope that participation in the house will bring favorable results to all concerned.

Natalie Hoyt
Coordinator for the
Exhibition House

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THE MUSEUM OF MODERN ART
WOMAN'S HOME COMPANION
EXHIBITION HOUSE
1950

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Wm. Mari's
Pictorial Servers
307 E 37 St
Wlu 9-7123

7 Feb 50

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note for release.

March 13, 1950

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

Museum of Modern Art and Woman's Home Companion Co-sponsors of an exhibition house, designed by Gregory Ain, now being constructed in the Museum garden.

3 bedroom house; compact, flexible plan; illusion of spaciousness. Designed for 60' x 120' lot in a development.

House will open to the public on Friday, May 19, 1950.

Press opening on Tuesday, May 16, 1950.

Primary publication rights to WOMAN'S HOME COMPANION - they will publish story in June issue, on sale May 19. Dailies and weeklies may publish May 19; monthlies in July issues.

No photographs, other than floor plan, and no story besides preliminary announcement, may be published before May 19.

Preliminary announcement and floor plan will be released about April 3.

Photographs of the house and descriptive material will be available from the Publicity Department about April 24.

The house may be photographed by accredited photographers on and after April 24th.

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William R. Harshe
ASSOCIATES, INC.

- public relations
- publicity

8 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-5100

February 15, 1950

Miss Natalie Hoyt
Museum of Modern Art

THE MUSEUM OF MODERN ART, NEW YORK

Ma

MU

You are cordially invited to attend a party
for contributors to an Exhibition House in
the Museum Garden, designed by Gregory Ain,
and co-sponsored by the Museum of Modern Art
and the Woman's Home Companion, on Tuesday,
May 16. Entrance to House at 4 West 54 St.
Cocktails from 5:30 to 7.

MORRIS D. ROUMAN
Vice President

MBR/mf
Enc

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William R. Harshe
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THE MUSEUM OF MODERN ART, NEW YORK

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Morris D. Roeman
Vice President

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Vice President

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Museum of Modern Art

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February 15, 1950

Miss Natalie Hoyt
Museum of Modern Art

May 17 4 West 54 Street New York

GREGORY AIN ARCHITECT

MUSEUM OF MODERN ART—WOMAN'S HOME COMPANION

EXHIBITION HOUSE

*The Trustees of the Museum of Modern Art request the honor of
your presence at the private opening of an Exhibition House, designed
by Gregory Ain and co-sponsored by the Woman's Home Companion,
in the Museum Garden at 4 West 54 Street, New York, Wednesday,
May 17, 1950, from noon to seven.*

Because of the high cost of this project, members
are entitled to only one free admission. Tickets
otherwise will cost fifty cents. This card will
admit one on Members' Day or any day thereafter
through October 29, 1950.

Vice President

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February 15, 1950

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May 17 4 West 54 Street New York

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February 15, 1950

May 17 4 West 54 Street New York

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Morris B. Rotman
Vice President

MBR/mf
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- publicity

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February 15, 1950

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

Dear Miss Hoyt:

As you probably know, this is the second year in which Martin-Senour will participate in the House in the Garden at the Museum of Modern Art.

One thing we would like to do this year is to have a little better job of coordination with the person who will be responsible for publicity and promotion in connection with the house. We would appreciate knowing who will handle the work this year, and we would like, well in advance, to supply your publicist with data relating to Martin-Senour and its paint line, material which may possibly be sought by editorial people writing about the house.

Another thing we would like is an agenda relating to when you will have your press preview, etc. In this way we may more directly relate our own promotional plans through our dealers and through our publication, THE COLOR BEAM, a copy of which is enclosed.

Very truly yours,

Morris B. Rotman

Morris B. Rotman
Vice President

MBR/mf
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8 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-5100

3 March 1950

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

Dear Miss Hoyt:

I intend to be in New York next week on public relations business for the Martin-Senour Company, which, as you probably know, is participating in the House & Garden project. I should like very much to sit down with you and discuss some of the problems involved in coordinating the Martin-Senour publicity efforts with your own on this particular project.

I intend to be in New York March 8, 9, and 10, and will call you shortly after my arrival for an appointment.

Sincerely yours,

Ted Cox

Ted Cox

TC:DH

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William R. Harshe

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12 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-8100

12 May 1950

March 15, 1950

Mr. Morris B. Rotman
William R. Harshe Associates, Inc.
8 South Dearborn Street
Chicago 3, Illinois
11 West 53 Street
New York 19, N.Y.
Dear Mr. Rotman:

I am sorry to find that your letter of February 15th has not been answered. I had hoped to meet Mr. Cox last week and although he told me that he intended to come in he was evidently unable to keep his appointment. To you before distribution, we are enclosing a first draft copy of a story intended for certain
I shall be responsible for the publicity and the promotion of the exhibition house this year. I am now preparing a letter to be sent to all contributing firms. Our first press release is being mailed today which is merely an announcement of the house and of the forthcoming publicity material. You may expect to hear from me within a week with full details about our publicity campaign. We shall be very grateful for any help you can give us. We want especially to have an article in the Martin Senour Color Beam and also in any other journals concerned with the painting trade which you may recommend. We should appreciate pictures at your earliest convenience. We shall also appreciate clearance on the enclosed release before the 15th.

Sincerely yours,

Ted Cox

Ted Cox
Vice President

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
TC:DH
End.

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William R. Harshe

ASSOCIATES, INC.

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8 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-5100

12 May 1950

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

Dear Miss Hoyt:

In accordance with our agreement to submit releases regarding the exhibition house to you before distribution, we are enclosing a first draft copy of a story intended for certain women's editors of newspapers and for the paint trade.

Our understanding is that releases to newspapers may be made after May 19th, and that releases to trade publications must be held until later. Would you please confirm the newspaper deadline date and give us a definite date regarding trade publications.

We intend to publicize the exhibition house in the Martin-Senour Color Beam, and we should appreciate pictures at your earliest convenience. We shall also appreciate clearance on the enclosed release before Thursday, May 18th.

Sincerely yours,

Ted Cox

Ted Cox
Vice President

TC:DH
End.

*Also
Pittsburgh*

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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FROM: Carl Lee
W. R. Harshe Associates, Inc.
8 So. Dearborn St., Chicago 3
FRanklin 2-5100

FOR: MARTIN-SENOUR COMPANY

Date
FOR IMMEDIATE RELEASE

MODEL HOUSE IS SYMPHONY IN GREY

Advocates of the use of striking varied colors in the modern house will "turn grey" when they visit the unusual House in the Garden situated behind the famous Museum of Modern Art in New York.

The house, which was opened to the public May ____ is a virtual "symphony in grey" says William M. Stuart, president of the Martin-Senour Company, who presented Nu-Hue paints for the decoration of the structure.

The House in the Museum Garden is the second in the series of unique structures designed for a hypothetical suburban site, presented in an unusual setting against a backdrop of Manhattan skyscrapers.

"It is significant," Stuart said, "that the modern architects and designers examined the entire galaxy of more than 1,000 tints, tones, and shades in the Nu-Hue Color System and agreed upon the single color of grey. The idea may provide the basis for constructive controversy among designers and home-makers for some time to come."

Ignoring the trend towards the use of multi-color rooms with two-color walls, the Museum's Department of Architecture and Design selected grey to predominate in all rooms of the house "as a neutral scheme against which people should live--as a cool, uninterrupted background for the warm wood paneling."

-more-

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Model House - Add 1

The one-story, three-bedroom house receives its bright splashes of color from its drapes, pillows, paintings, and other colorful accessories.

Grey is everywhere in the exhibition house--on the tile floors throughout the house; on the shelves, drawers, cabinets, and table tops in the kitchen; on all paintable surfaces other than wood paneling in the bedrooms, bathrooms, dinette, and hallway.

The living room is a typical example of how grey is used lavishly, blending with neutral colored furniture to provide the "cool background." Nu-Hue grey paint is used for the sash and inside trim; the floor is covered with a grey rug; and the uncovered portion of the floor is of grey tile.

Supplementing the greyishness of the living room is walnut wood paneling; an entire glass wall with ceiling-to-floor hand-painted drapes of a small figured over-all pattern, gold on white; a recessed book shelf; a deep blue chaise lounge with red, yellow, light blue, and green pillows; several ash trays, each a different bright color; and metal furniture "to give the impression of larger room space."

To carry the grey theme even further, the garage is painted grey; the terrace which faces the dinette has an overhead latticework painted grey; and the exterior of the house is also grey, with areas of scored natural plywood stained brown.

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news

from Public Relations Department, Koppers Company, Inc.

Pittsburgh 19, Pa.

Atlantic 1-6240

reported by William J. Catrow

SPECIAL MEMORANDUM TO NATALIE HOYT OF THE MUSEUM OF MODERN ART

Sturdy, dependable roofing on the Museum of May 16, 1950 Woman's Home Companion Exhibition House represents a typical Koppers built-up flat roof constructed with Koppers Old Style Coal Tar Pitch and Koppers Approved Tarred Felt.

Mr. Ted Cox
William R. Harshe Associates, Inc.
8 South Dearborn Street
Chicago 3, Illinois

House consists of three piles of tarred felt with alternate layers of pitch skill-

Dear Mr. Cox:

fully applied, according to Koppers specifications, to assure that felt does not touch felt. Thank you for your letter and for the copy of the press release you have prepared on the Museum of Modern Art-Woman's Home Companion Exhibition House. You have our permission to release this notice in accordance with the dates given in the enclosed letter. I shall send you photographs within a day or two.

We are pleased that you will publicize the house and the contributions by the Martin-Senour Company in the trade journals as well as in the company house organ. Please let me know if I can help you in any way.

Sincerely yours,

While pitch is the actual waterproofing agent in the Koppers roof, the felt gives an elasticity and tensile strength which enables the roof to bridge cracks and to adjust itself to the expansion and contraction of the structure over which it is applied.

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

Tar saturated felts are manufactured by saturating dry rag felts with a coal-tar solution especially blended for the purpose. During the manufacturing process the dry felt absorbs 150% of its own weight of the coal-tar saturated. Koppers tarred felts and pitches meet federal specifications and are approved by Underwriters Laboratories.

A roof similar to the one on the Exhibition House is acceptable for bonding for 15 years of cost-free service by Koppers Company, Inc. and the National Surety Corporation, when constructed according to Koppers specifications by a Koppers approved roofer.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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news

from Public Relations Department, Koppers Company, Inc.

Pittsburgh 19, Pa.

ATLantic 1-6240

reported by William J. Catrow

SPECIAL MEMORANDUM TO NATALIE HOYT OF THE MUSEUM OF MODERN ART

Sturdy, dependable roofing on the Museum of Modern Art—Woman's Home Companion Exhibition House represents a typical Koppers built-up flat roof constructed with Koppers Old Style Coal Tar Pitch and Koppers Approved Tarred Felt.

Specified by architect Gregory Ain, the Koppers roof on the Exhibition House consists of three plies of tarred felt with alternate layers of pitch skillfully applied, according to Koppers specifications, to assure that felt does not touch felt. Thus a continuous waterproof membrane is formed over the entire roof deck. Crushed slag embedded in an extra heavy top pouring of pitch presents an armored surface to all types of weather.

Koppers Old Style Pitch is especially blended to resist prolonged contact with water without deteriorating. In addition it has a property technically known as "cold flow" which enables it to self-heal small cracks or punctures. While pitch is the actual waterproofing agent in the Koppers roof, the felt gives an elasticity and tensile strength which enables the roof to bridge cracks and to adjust itself to the expansion and contraction of the surface over which it is applied.

Tar saturated felts are manufactured by saturating dry rag felts with a coal-tar solution especially blended for the purpose. During the manufacturing process the dry felt absorbs 150% of its own weight of the coal-tar saturant. Koppers tarred felts and pitches meet federal specifications and are approved by Underwriters Laboratories.

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	MoMA Exhs.	447.30

May 2, 1950

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

Dear Mr. Catrow:

Thank you for your letter of the 27th with the enclosed memorandum and publicity material. I shall have a photograph taken of the house showing an overall view of the roof and shall also send you general views.

I shall be very happy to have you prepare a press release to supplement our general release to be sent to roofing publications. Will you please send this release to me and if possible twelve copies. I assume that it will be so accurately written that I will not need to edit it and thus can distribute the copies you supply.

It would be of mutual benefit to all contributors if Koppers Company would include a plug for the house in their national advertising. Some of the other contributors, such as United States Plywood Corporation and Yale and Towne Manufacturing Company intend to do so. Will you kindly put in a word for us with your advertising manager. Thank you for your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

500406 - 26

FOR IMMEDIATE RELEASE

THREE-BEDROOM HOUSE BEING BUILT BY THE MUSEUM OF MODERN ART AND THE WOMAN'S HOME COMPANION

An exhibition house, planned to show that good architectural design is possible in a typical suburban real estate development, will open to the public in the garden of the Museum of Modern Art, 11 West 53 Street, on May 19.

The house was designed by Gregory Ain and is being built under the joint sponsorship of the Museum and the publication, The Woman's Home Companion. It will remain on exhibition through October 29.

The three-bedroom one-story house is planned for a 60' by 120' lot. The exterior avoids the monotony that frequently goes with the necessary standardization in housing developments, while the interior is radically different from most small houses. Several sliding walls, for example, make the floor plan unusually flexible and help to avoid small cubicle rooms.

The furnishings also add to the feeling of spaciousness. They have been selected as examples of good modern furniture readily available at moderate cost and indicative of new trends in the field.

Gregory Ain is one of the few modern American architects with experience in designing developments for speculative builders. One of his outstanding contributions to this field is the development in the Mar Vista section of Los Angeles.

The floor plan of the house is available upon request for immediate release. Photographs and additional descriptive material will be available about April 24 for future release.

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THE MUSEUM OF MODERN ART - 11 WEST 53 STREET - NEW YORK 19

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

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

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

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

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

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

COST The Museum of Modern Art received various estimates for building a series of these houses ranging from \$16,000 to \$19,500. These estimates included the radiant heating but did not include hardwood paneling and the elaborate lighting system installed in the Museum house. Variation in price will result with change of materials.

PURCHASE OF PLANS One set of plans and outline specifications are available from the architect for the price of \$75. Additional sets may be obtained for \$10 each. These drawings do not include a diagram of the radiant heat system since this will vary according to locality.

Charges for consultation will be at the rate of \$6 per hour. Charges for changes in drawings to meet local or personal requirements will be made on an hourly rate basis.

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

CATALOGUE Catalogues of the house are available, by prepaid order of 20¢ a copy, from the Publication Sales Department, Museum of Modern Art. The catalogue contains information on construction, price list of furnishings and names and addresses of manufacturers of materials and furnishings to whom inquiries may be directed.

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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

500314 - 18

PRELIMINARY ANNOUNCEMENT

FOR FUTURE RELEASE

MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

BUILD EXHIBITION HOUSE IN MUSEUM GARDEN

An exhibition house now being built in the garden of the Museum of Modern Art under the co-sponsorship of the Museum and the Woman's Home Companion, will open to the public on Friday, May 19 and will remain on view throughout the summer, until October 29.

The three-bedroom house has been designed by the Los Angeles architect, Gregory Ain, as suitable for a typical real estate subdivision on a lot 60' by 120'. It is characterized by a compact but flexible plan that avoids the small rooms of the homes in most typical housing developments.

As co-sponsors, the Woman's Home Companion has primary publication rights and will publish a story in their June issue, on sale May 19. Dailies and weeklies may publish the story on May 19; monthly magazines in July issues. The regular press preview will be held on Tuesday, May 16.

A preliminary announcement and floor plan of the house will be released for publication about April 3. Photographs and additional descriptive material for future release may be had on request from the Publicity Department of the Museum about April 24. However, publications wishing to take their own photographs can obtain permission from the Publicity Department, providing they are not used prior to the above release dates.

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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 2-8902

April 6, 1950

April 5, 1950

Mr. R. S. Lowell
United States Plywood Corp.
55 West 44th Street
New York 18, N. Y.

Dear Mr. Lowell:

Miss Natalie Hoyt

We think your copy for courtesy tickets to the exhibition house is perfect. My only suggestion for revision is that it be called an exhibition house rather than model house. I am retaining the copy you sent me as I assume that you have a carbon.

Dear Miss Hoyt:

I shall be interested to know how many tickets you distribute. We shall bill you each month for the value of the courtesy tickets received at the box office in accordance with rates indicated in my recent letter. go ahead and have these printed up with the understanding that any of these cards which are

I have taken up once more the matter of labeling materials in the exhibition house. The Museum authorities are adamant in their refusal to label any materials due to the fact that there are in the neighborhood of seventy-five contributors. sense then the other deal.

Sincerely yours,

Sincerely yours,

UNITED STATES PLYWOOD CORPORATION

Natalie Hoyt
Coordinator for the
Exhibition House
Advertising Manager

NH/op

RE:and
Enc.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

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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

April 5, 1950

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

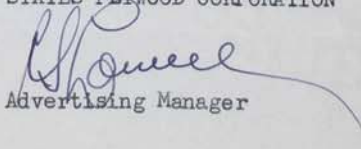
Dear Miss Hoyt:

This is the copy which we suggest using for the courtesy tickets. If it is agreeable to you we will go ahead and have these printed up with the understanding that any of these cards which are turned in at your box office will be redeemed by us at the rates indicated in your recent letter.

I think that this makes much better sense than the other deal.

Sincerely yours,

UNITED STATES PLYWOOD CORPORATION


Advertising Manager

RSL:md
Enc.

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UNITED STATES PLYWOOD CORPORATION

COURTESY
ADMISSION TICKET

This ticket, with payment of 8¢

Federal tax, will admit holder to

Museum of Modern Art - Woman's Home Companion

EXHIBITION MODEL HOUSE

Museum Garden, 4 West 54th Street, New York

May 19 to October 29, 1950

Courtesy of United States Plywood Corporation

Manufacturers of WELDWOOD PLYWOOD

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

EXHIBITION RECORD

Date March 14, 1950

To: Betty Chamberlain

Re: _____

From: Natalie Hoyt

1. Mr. William A. H. Birnie, Editor, WOMAN'S HOME COMPANION, 640 Fifth Avenue, has requested that copies of all Museum of Modern Art releases about the exhibition house be sent to him.
2. I expect that Gregory Ain will be here for the Press Opening on May 16th and for the remainder of that week. I hope that we shall be able to arrange radio interviews for him.
3. The Publicity Director and the Promotion Director of the WOMAN'S HOME COMPANION will work with us on the publicity and promotion of the house.
4. Do you think it will be possible to get a free subway card advertisement for the house this year? I hear that they are giving the Museum space for the furniture exhibition. It would probably be most advantageous to us to have such a card during the summer months. I firmly believe that we should not fire all our guns during the opening weeks.

regard to the photographs of the House.

It was a great pleasure to work with you and Mr. Lopez and to find that some people keep their word implicitly. I am looking forward to meeting you some day.

Sincerely yours,

Natalie Hoyt
Assistant to the Director

NH/rd

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ARCHITECTURAL RECORD



PUBLISHED BY F. W. DODGE CORPORATION

110 WEST 40TH STREET, NEW YORK 18, N. Y.

July 26, 1950
August 23, 1950

Mr. Harold D. Hauf
Architectural Record
119 West 40th Street
New York 18, New York
New York 19, New York

Dear Mr. Hauf:

Dear Miss Hoyt:

I wish to thank you for the splendid article which
As I mentioned on the telephone this afternoon,
the Architectural Record published on the Gregory Ain House.
Carl G. Lenz, Director of the Technical Service for
Thank you also for the check which covered our agreement in
separate cover, the July issue of the Correlator,
regard to the photographs of the House.

It was a great pleasure to work with you and Mr.
of the Gregory Ain house from which we selected
Lopez and to find that some people keep their word implicitly.
July issue, as you will probably be able to tell me
I am looking forward to meeting you some day.

Sincerely yours,

Natalie Hoyt
Natalie Hoyt
Assistant to the Director

Harold D. Hauf

NH/rd

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ARCHITECTURAL RECORD



PUBLISHED BY F. W. DODGE CORPORATION

119 WEST 40TH STREET, NEW YORK 18, N. Y.

July 26, 1950

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

Dear Miss Hoyt:

As I mentioned on the telephone this afternoon, I am enclosing a letter we have just received from Carl G. Lans, Director of the Technical Service Department of NAHB. I am forwarding to you, under separate cover, the July issue of the Correlator, which he sent to us.

I have also enclosed the eighteen photographs of the Gregory Ain house from which we selected those used in our presentation of the house in our July issue, as you will probably be able to make use of them.

Sincerely yours,

Secretary to
Harold D. Hauf

hmm

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	MoMA Exhs.	447.30

ARCHITECTURAL RECORD



PUBLISHED BY F. W. DODGE CORPORATION

119 WEST 40TH STREET, NEW YORK 18, N. Y.

June 14, 1950

July 18, 1950

Mr. Frank G. Lopez
Architectural Record
119 West 40th Street
New York 18, New York
New York 19, New York

Dear Mr. Lopez:

Dear Miss Hoyt:

Thank you for sending me the two copies of the July issue of the Record. We are very pleased with the story and thank you for your fair treatment of the house. I think the photographs look extremely well. This brings up the point of our verbal agreement. You remember that you encouraged me to commission Stoller to take additional shots with the understanding that you would help us bear this expense, provided you published the house. According to my notes the figure you mentioned was \$15 each for a maximum of ten shots. Inasmuch as you did use eleven photos of the house, I wonder if you consider the agreement valid. credit to the builders.

Hope everything proves so. Sincerely yours,

Cordially yours,

Natalie Hoyt
Coordinator for the
Exhibition House
Senior Associate Editor

PGL:lh
Encl

For Paul

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	MoMA Exhs.	447.30

ARCHITECTURAL RECORD



PUBLISHED BY F. W. DODGE CORPORATION

119 WEST 40TH STREET, NEW YORK 18, N. Y.

June 14, 1950

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

Dear Miss Hoyt:

I am enclosing a set of proofs of the five pages on the Exhibition House that will appear in July.

If you have any comments that might lead to absolutely essential corrections, please let me know at once.

You will note on the last page that we have added a credit to the builders.

Hope everything proves satisfactory.

Cordially yours,

Frank G. Lopez
Senior Associate Editor

FGL:lh
Encl

plywood

base board

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
	MoMA Exhs.	447.30

April 5, 1950

Dear Mr. Hauf:

June 27, 1950

I am writing to confirm our recent telephone conversation. We are pleased that the Architectural Record will publish a story of the exhibition house in the Museum Garden, which we understand will appear in the center section of the July issue.

Mr. Frank G. Lopez
Architectural Record
119 West 40th Street
New York 18, New York

Dear Mr. Lopez:

Thank you for sending me a set of proofs of the 5 pages on the Gregory Ain house. I trust that Philip Johnson and Peter Blake took care of the material during my absence. It seems to me that you have made a very able presentation. We are delighted that the house is being covered for the professional public in your excellent publication.

I was amused to discover that you call attention to the detail of the baseboard which was one of the few divergencies which we made from Ain's drawings! Perhaps it is only fair to the architect to point this out, together with the translucent glass and the incinerator which were also omitted.

Sincerely yours,

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

Mr. Harold D. Hauf
NH:PW
Architectural Record
119 West 40 Street
New York, New York

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

April 5, 1950

Dear Mr. Hauf:

June 1, 1950

I am writing to confirm our recent telephone conversations. We are pleased that the Architectural Record will publish a story of the exhibition house in the Museum Garden, which we understand will appear in the center section of the July issue.

In accordance with our agreement with the co-sponsor the house must be referred to as the Museum of Modern Art-Woman's Home Companion Exhibition House. WHC will allow us to distribute black and white photographs which they have taken, provided that proper credit is given. We are also commissioning Ezra Stoller to take a few shots. It may be that you will wish to have Stoller take several special shots for you.

I am looking forward to seeing you and Mr. Lopez on Friday. At that time I shall provide you with a list of contributors to the house which may be useful to your advertising manager in soliciting tie-in ads. I have urged the contributors to cooperate. I shall also provide a set of drawings, descriptive material, and a copy of a letter sent to contributors.

As I told you, we do not expect any conflict in the matter of primary coverage by your competitors. Interiors will publish a news story in their July issue, but we have heard nothing from the other architectural magazines.

Sincerely yours,

Natalie Hoyt

Mr. Harold D. Hauf
Architectural Record
119 West 40 Street
New York, New York

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	MoMA Exhs.	447.30

June 1, 1950

Mr. Frank Lopez
Architectural Record
119 West 40 Street
New York, New York

Dear Mr. Lopez:

If it is not too late, I wish to bring one matter to your attention; that is, that Mr. Ain wishes that equal credit be given to his partners. I enclose a copy of his letterhead to illustrate the relationship.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

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

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

500314 - 18

PRELIMINARY ANNOUNCEMENT

FOR FUTURE RELEASE

MUSEUM OF MODERN ART AND WOMAN'S HOME COMPANION

BUILD EXHIBITION HOUSE IN MUSEUM GARDEN

An exhibition house now being built in the garden of the Museum of Modern Art under the co-sponsorship of the Museum and the Woman's Home Companion, will open to the public on Friday, May 19 and will remain on view throughout the summer, until October 29.

The three-bedroom house has been designed by the Los Angeles architect, Gregory Ain, as suitable for a typical real estate subdivision on a lot 60' by 120'. It is characterized by a compact but flexible plan that avoids the small rooms of the homes in most typical housing developments.

As co-sponsors, the Woman's Home Companion has primary publication rights and will publish a story in their June issue, on sale May 19. Dailies and weeklies may publish the story on May 19; monthly magazines in July issues. The regular press preview will be held on Tuesday, May 16.

A preliminary announcement and floor plan of the house will be released for publication about April 3. Photographs and additional descriptive material for future release may be had on request from the Publicity Department of the Museum about April 24. However, publications wishing to take their own photographs can obtain permission from the Publicity Department, providing they are not used prior to the above release dates.

Sat Eve Post

Life - Thurs. 5/25

Slip to distribute

Agreement - signed

- all who photo people

- public house as MMA-WHC Ex Hq.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

THE MUSEUM OF MODERN ART

Date April 6, 1950

To:

Re: Exhibition House

From: Natalie Hoyt

Page 2

1) The Purpose

The exhibition house has been built to prove that good architectural design is possible in the field of suburban real estate housing -- a field in which modern architects have so far been unable to make much headway.

2) The Architect

Gregory Ain of Los Angeles is one of the few modern American architects with experience in designing developments for speculative builders. One of his notable contributions to this field is the development in the Mar Vista section of Los Angeles which consists of houses similar to the one in the Museum Garden.

3) The Program

The following requirements were set up:

- The house should fit on a 60' lot of approximately one-quarter acre.
- The house should consist of one floor.
- It should contain three bedrooms and at least one and a half baths.
- The house should give an illusion of spaciousness far greater than its actual size would suggest.
- It should be a compact but flexible plan.
- The house should be conceived as part of a regular pattern without the usual monotony of such standardization.

4) The Solution

Mr. Ain has used conventional construction methods and materials and has produced a highly unconventional plan. The outstanding characteristic of the plan is its spatial flexibility achieved by the use of several sliding walls and panels that may be used to divide the space. The unusual ceiling height of 9' emphasizes the spaciousness of the interior. The living room and the dining area, the kitchen and the parents bedroom (or library--study--guest room) can all be thrown together to form one living area; or they can be closed and subdivided for privacy. Similarly, the children's rooms can be used as one bedroom, two bedrooms, or as a bedroom and playroom. They are isolated and insulated from the rest of the house by a series of storage closets on either side of a corridor.

5) Construction Data

The house is built on a concrete slab containing coils for the hot water radiant heating system. It is conventionally framed with 2 x 4 members. The roof joints spanning the living-dining area are supported by a steel beam. The sheathing and all interior wall surfaces are of plywood. The interior walls could be constructed of gypsum board which was used for the ceilings. The house is insulated, walls and roof, by reflective material which also serves as a vapor barrier. The composition roof is covered with white granite

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THE MUSEUM OF MODERN ART

Date April 6, 1950

To:

Re: Exhibition House

From:

Natalie Hoyt

Page 2

chips which reflect the heat of the sun and thus act as additional insulation.

6) Additional Notes

- The interiors, furnishings and color scheme were selected by the Department of Architecture & Industrial Design of the Museum of Modern Art.
- The paintings and sculpture in the house and in the garden are from the Collection of the Museum of Modern Art.
- Because of the disparity in construction costs in different parts of the country it is impossible to quote an actual figure for this house. It is probable that the price would vary from \$15,500.00 to \$19,500.00 depending on the location.

7) Description

The house is a small, one-story, rectangular building with a flat roof. The exterior is finished with a light-colored material, possibly plaster or concrete. The house is divided into two main sections by a central hallway. The living room is on the left and the dining room is on the right. The living room has a large window looking out onto the garden. The dining room has a smaller window. The kitchen is located at the rear of the house. The bedrooms are located on the left side of the house. The bathrooms are located on the right side of the house. The house is surrounded by a garden with various plants and trees. The house is a good example of modern architecture.

8) Construction

The house is built on a concrete foundation. The walls are made of brick. The roof is made of asphalt shingles. The floor is made of polished concrete. The house is well-insulated. The house is a good example of modern construction.

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THE MUSEUM OF MODERN ART

Date April 6, 1950

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From: Natalie Hoyt

Page 2

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The following requirements were set up:

- The house should fit on a 60' lot of approximately one-quarter acre.
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Mr. Ain has used conventional construction methods and materials and has produced a highly unconventional plan. The outstanding characteristic of the plan is its spatial flexibility achieved by the use of several sliding walls and panels that may be used to divide the space. The unusual ceiling height of 9' emphasizes the spaciousness of the interior. The living room and the dining area, the kitchen and the parents bedroom (or library--study--guest room) can all be thrown together to form one living area; or they can be closed and subdivided for privacy. Similarly, the children's rooms can be used as one bedroom, two bedrooms, or as a bedroom and playroom. They are isolated and insulated from the rest of the house by a series of storage closets on either side of a corridor.

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The house is built on a concrete slab containing coils for the hot water radiant heating system. It is conventionally framed with 2 x 4 members. The roof joints spanning the living-dining area are supported by a steel beam. The sheathing and all interior wall surfaces are of plywood. The interior walls could be constructed of gypsum board which was used for the ceilings. The house is insulated, walls and roof, by reflective material which also serves as a vapor barrier. The composition roof is covered with white granite

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

THE MUSEUM OF MODERN ART

Date April 6, 1950

To:

Re: Exhibition House

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Page 2

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9) Construction Data

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THE MUSEUM OF MODERN ART

ASSOCIATES, INC.

Date

April 6, 1950

8 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-5100

To: 19 July 1950

Re: Exhibition House

From: Natalie Hoyt

Page 2

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Sincerely yours,

Ted Cox

Ted Cox
Vice President

tc/ck
enc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

William R. Harshe
ASSOCIATES, INC.

- public relations
- publicity

8 SOUTH DEARBORN STREET • CHICAGO 3, ILLINOIS • FRANKLIN 2-5100

19 July 1950

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

Dear Miss Hoyt:

In reply to your letter of July 13th, we distributed releases regarding the paint and color aspects of the Gregory Ain exhibition house in the Museum garden to all paint publications and to a number of other media, including daily newspaper women's editors. We are enclosing a copy of that release.

Sincerely yours,

Ted Cox

Ted Cox
Vice President

tc/dh
enc.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

July 26, 1950

Dear Miss Hibben:

We are very pleased with the flattering article you wrote in last week's New Yorker about the furnishings of the Gregory Ain House. It is gratifying to have our work appreciated, and, of course, it is excellent publicity for the House by encouraging more people to visit it.

The public has shown great interest in this House and we feel that the difficulties in producing it have been justified.

Thank you for your interest and your very fair article.

Sincerely yours,

Natalie Hoyt
Co-ordinator for the
Exhibition House

Miss Sheila Hibben
New Yorker
25 West 43 Street
New York 18, N. Y.

NH/rd

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

*This ticket and 35 cents
may be exchanged for one admission
(Federal tax included) to
THE MUSEUM OF MODERN ART –
WOMAN'S HOME COMPANION
EXHIBITION HOUSE 4 West 54 Street
New York
May 19 – October 29, 1950*

not printed

ADMIT ONE TO
THE MUSEUM OF MODERN ART –
WOMAN'S HOME COMPANION
EXHIBITION HOUSE 4 West 54 Street
New York
May 19 – October 29, 1950

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April 14, 1950

REAL ESTATE EDITORS

N.Y. Herald Tribune
N.Y. Times
N.Y. Journal American
Daily News
Daily Mirror
NY Post
World Telegram & Sun

Stephen Thompson
Lee Cooper
John W. Newton
John Hughes
Harry McNally
Alfred Baum
James L. Holton

4/20 E. Pollock
to add to arch. art.

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

AND THE

WOMAN'S HOME COMPANION

ANNOUNCE AN

EXHIBITION HOUSE

IN THE

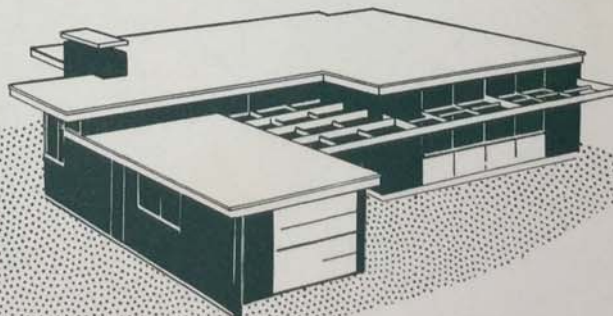
MUSEUM GARDEN

AT 4 WEST 54 STREET NEW YORK

ARCHITECT: GREGORY AIN

**OPENING
MAY 19**

OPEN DAILY 12 TO 7 SUNDAYS 1 TO 7 ADMISSION 50c



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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**THE MUSEUM OF MODERN ART
AND THE
WOMAN'S HOME COMPANION**

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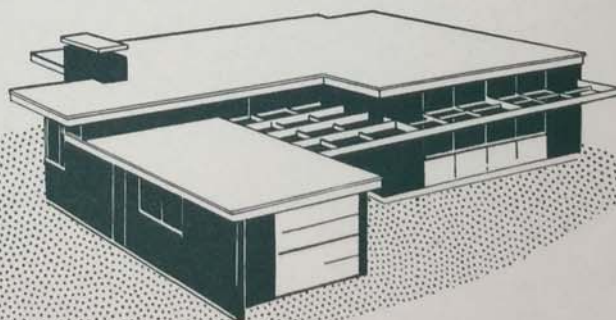
MUSEUM GARDEN

AT 4 WEST 54 STREET NEW YORK

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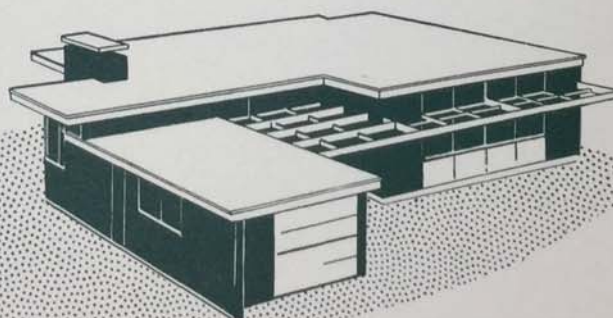
MUSEUM GARDEN

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THE MUSEUM OF MODERN ART

AND THE

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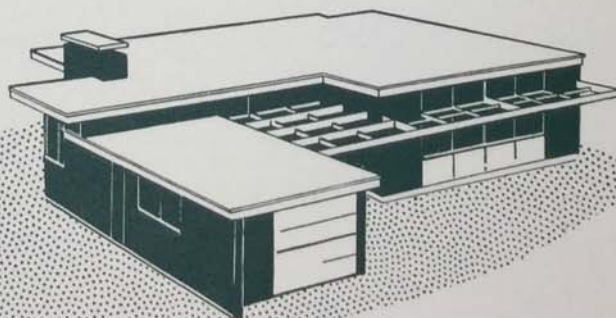
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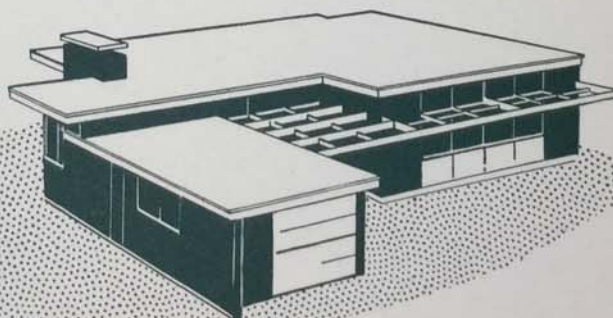
IN THE
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AT 4 WEST 54 STREET NEW YORK

ARCHITECT: GREGORY AIN

**OPENING
MAY 19**

OPEN DAILY 12 TO 7 SUNDAYS 1 TO 7 ADMISSION 50c



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

**THE MUSEUM OF MODERN ART
AND THE
WOMAN'S HOME COMPANION
ANNOUNCE AN
EXHIBITION HOUSE**

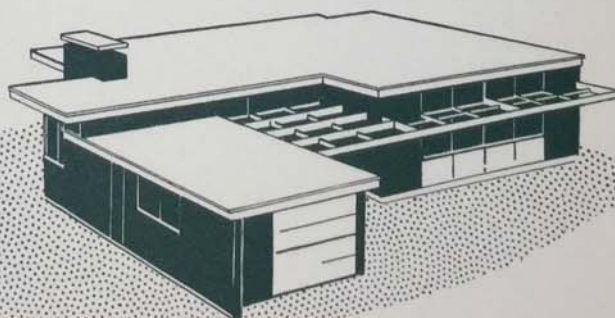
IN THE
MUSEUM GARDEN

AT 4 WEST 54 STREET NEW YORK

ARCHITECT: GREGORY AIN

**OPENING
MAY 19**

OPEN DAILY 12 TO 7 SUNDAYS 1 TO 7 ADMISSION 50c



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

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900
500501 - 33

FOR RELEASE FOR DAILY AND SUNDAY PAPERS MAY 19

FOR MAGAZINES: JULY ISSUES

EXHIBITION HOUSE TO OPEN IN MUSEUM GARDEN ON MAY 19

A 3-bedroom, one-story house designed by the young California architect Gregory Ain, will open to the public in the Museum Garden, 4 West 54th Street, on May 19. Built by the Museum of Modern Art in co-operation with the Woman's Home Companion, the house aims to show that good modern architectural design is possible in the speculatively built house, which is the kind lived in by most Americans.

The site plan

The house was conceived as one of many similar houses in a subdivision and designed for a lot approximately 60 feet by 120 feet, a typical lot size in many real estate developments.

Irregular setbacks and the two-level roof were designed so that, if repeated in a street pattern, the result would avoid the flat monotony characteristic of so many real estate developments.

As houses in this kind of subdivision overlook each other closely along lot lines, Mr. Ain has planned the rooms so that no major windows face neighboring houses. A system of exterior screens helps create areas of privacy in the gardens.

Exterior

The siding is of striated Douglas Fir plywood. A trellis on the street side continues the line of the garage roof, repeats the horizontal line of the main roof and ties the two wings of the house together. Obscure glass - blocking vision but not light - in the windows next to the front entrance gives privacy to the dining area and living area.

On the garden side a glass wall makes the terrace continuous with the living room. The glass is shaded here and also in the kitchen by a deep roof overhang. Obscure glass in the windows gives privacy to the parents' bedroom, which has a separate door to the terrace. The service door from the garage connects with the kitchen. Food for outdoor dining may be passed through the kitchen windows.

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Floor plan

The house has three bedrooms, dressing room, $1\frac{1}{2}$ baths, living room, dining area, kitchen-laundry combination and garage. The outstanding characteristic of the floor plan is its spatial flexibility which is achieved by the use of several sliding walls and panels. The living room, dining area, parents' bedroom and kitchen can all be thrown together to form one living area or they can be subdivided for privacy. Similarly the children's rooms can be used as one large bedroom-playroom or as two separate rooms.

The unusual ceiling height of 9 feet emphasizes the airiness of the interior. The illusion of spaciousness is further stressed by the standardized use of materials: one flooring material and one ceiling material are used throughout the house and one type of wall paneling in each area.

The paved terrace on the garden side and the wide overhang above contribute to the sense of continuous interior-exterior space.

While all the rooms and living areas are characterized by this openness, the storage and service areas are compactly planned and tightly grouped together for economy of construction. They also serve as a sound baffle between children's and parents' quarters.

Construction materials

The house is built on a concrete floor slab, designed for the coils of a radiant heating system. The frame is of standard wood construction. Exterior siding, sheathing and all interior wall surfaces are of plywood. Gypsum board panels have been used for the ceilings, plastic tiles for the floors.

The dry-wall construction is protected by a fibre-reinforced sheathing paper on the outside and insulated with a reflective material, which also acts as a vapor barrier on the inside. The roof is further insulated by white granite pebbles on top of the composition roofing material.

The chimney is faced with Roman brick and its raised hearth built of soapstone.

Most of the glass is fixed, but each room also has an operating sash for ventilation.

Plumbing fixtures, bathroom accessories and hardware was selected for efficiency, simple design and moderate cost.

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Living room

The 9-foot ceiling and openings into areas beyond make this an unusually spacious room for a medium-sized house. The living area itself, the master bedroom, the dining area and kitchen can all be thrown open into one large space, 32 feet long and 24 feet deep.

The chimney is faced with Roman brick laid in block bond. The raised soapstone hearth can be used as a coffee table.

The neutral shades of natural wood, the gray floor tiles and various grays of the painted surfaces form a backdrop for the bright color accents of paintings, fabrics, books and accessories.

Almost all the furniture has black metal legs in order to give it a sense of airy elegance. Furnishings were selected to fit into the price range of the house, and each piece is available in stores carrying modern design.

Indirect fluorescent strip lighting above the hangings at the windows and along the top of the book shelf supplements the lamps.

Dining area

The dining area is near the front entrance and thus uses space which is often wasted. It is separated from the living area by a 4½-foot built-in storage cabinet for china, glassware and table linen. Sliding panels above this storage unit make it possible to close off the dining area. When the panels are open, however, the sense of spaciousness is enhanced by the use of identical drapes along the living room and dining room windows.

The dining area is separated from the kitchen by a sliding door.

The glass-topped dining table, and chairs with thin metal legs make the space seem larger than it actually is.

Kitchen

The kitchen contains standard equipment, as well as laundry appliances.

Large corner windows with both fixed and operating casements overlook the garden and make this a pleasant room in which to work.

The equipment is finished in a soft gray enamel. The built-in spice shelf with glass drawers that display the contents is of Swedish design.

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Parents' bedroom

This room, although furnished here as the master bedroom, could be used as a library or study-guest room. The sliding wall which separates it from the living room makes it possible to close it off entirely or use it as part of the general living area.

The adjacent dressing room contains two large closets and a dressing table with soft lighting around the mirror of a type used in theatrical dressing rooms.

The hanging lamp on a pulley can be lowered to the proper height for reading in bed.

Children's rooms

These rooms can be treated as one large bedroom, a bedroom and a separate playroom, or two separate bedrooms.

Both rooms are paneled in oak plywood. The tone of the natural wood is echoed in the bamboo shades and is accented by the bright bedspreads and toys. The rooms are warmly lit by fluorescent strips over the windows and above the beds. The cove above the beds has a glass shelf to hold toys or flowers. The floor cabinets in the play area have a large variety of storage shelves and drawers for other toys and clothing. In addition, there is a large closet in each room.

Storage

Clothes storage is provided by two large wardrobes in the dressing room adjoining the parents' bedroom, a large closet in each of the children's rooms, and a coat closet to the right of the front door. Storage for linen, china, glassware etc. is provided on the dining area side in the $4\frac{1}{2}$ -foot storage cabinet which separates the dining area from the living room, while book shelves are on the living room side.

There are two linen closets and other storage closets in the corridor.

There is also a utility closet in the kitchen and additional storage space in the garage.

Architect

Gregory Ain, who was born in Pittsburgh in 1908, is one of the few modern American architects with experience in designing housing projects for speculative builders. One of his recent contributions to this field has been the Mar Vista development in California. He

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has been especially successful in achieving a degree of individuality within the architectural unity of multiple dwelling projects.

In 1940 he obtained a Guggenheim Fellowship for low-cost housing research. His buildings have received numerous awards in nationwide competitions. In recent years much of this work has been done in collaboration with Joseph Johnson and Alfred Day, who also collaborated on this Exhibition House.

Cost and size

Construction costs vary according to location, local conditions, choice of finishes etc. As one house in a development of 10, estimates ~~we have~~ received range from \$15,500 to \$19,500.

The house excluding the garage has an area of 1420 square feet.

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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

500501 - 33

FOR RELEASE FOR DAILY AND SUNDAY PAPERS: MAY 19

FOR MAGAZINES: JULY ISSUES

EXHIBITION HOUSE TO OPEN IN MUSEUM GARDEN ON MAY 19

A 3-bedroom, one-story house designed by the young California architect Gregory Ain, will open to the public in the Museum Garden, 4 West 54th Street, on May 19. Built by the Museum of Modern Art in co-operation with the Woman's Home Companion, the house aims to show that good modern architectural design is possible in the speculatively built house, which is the kind lived in by most Americans.

The site plan

The house was conceived as one of many similar houses in a subdivision and designed for a lot approximately 60 feet by 120 feet, a typical lot size in many real estate developments.

Irregular setbacks and the two-level roof were designed so that, if repeated in a street pattern, the result would avoid the flat monotony characteristic of so many real estate developments.

As houses in this kind of subdivision overlook each other closely along lot lines, Mr. Ain has planned the rooms so that no major windows face neighboring houses. A system of exterior screens helps create areas of privacy in the gardens.

Exterior

The siding is of striated Douglas Fir plywood. A trellis on the street side continues the line of the garage roof, repeats the horizontal line of the main roof and ties the two wings of the house together. Obscure glass - blocking vision but not light - in the windows next to the front entrance gives privacy to the dining area and living area.

On the garden side a glass wall makes the terrace continuous with the living room. The glass is shaded here and also in the kitchen by a deep roof overhang. Obscure glass in the windows gives privacy to the parents' bedroom, which has a separate door to the terrace. The service door from the garage connects with the kitchen. Food for outdoor dining may be passed through the kitchen windows.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Floor plan

The house has three bedrooms, dressing room, $1\frac{1}{2}$ baths, living room, dining area, kitchen-laundry combination and garage. The outstanding characteristic of the floor plan is its spatial flexibility which is achieved by the use of several sliding walls and panels. The living room, dining area, parents' bedroom and kitchen can all be thrown together to form one living area or they can be subdivided for privacy. Similarly the children's rooms can be used as one large bedroom-playroom or as two separate rooms.

The unusual ceiling height of 9 feet emphasizes the airiness of the interior. The illusion of spaciousness is further stressed by the standardized use of materials: one flooring material and one ceiling material are used throughout the house and one type of wall paneling in each area.

The paved terrace on the garden side and the wide overhang above contribute to the sense of continuous interior-exterior space.

While all the rooms and living areas are characterized by this openness, the storage and service areas are compactly planned and tightly grouped together for economy of construction. They also serve as a sound baffle between children's and parents' quarters.

Construction materials

The house is built on a concrete floor slab, designed for the coils of a radiant heating system. The frame is of standard wood construction. Exterior siding, sheathing and all interior wall surfaces are of plywood. Gypsum board panels have been used for the ceilings, plastic tiles for the floors.

The dry-wall construction is protected by a fibre-reinforced sheathing paper on the outside and insulated with a reflective material, which also acts as a vapor barrier on the inside. The roof is further insulated by white granite pebbles on top of the composition roofing material.

The chimney is faced with Roman brick and its raised hearth built of soapstone.

Most of the glass is fixed, but each room also has an operating sash for ventilation.

Plumbing fixtures, bathroom accessories and hardware was selected for efficiency, simple design and moderate cost.

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Living room

The 9-foot ceiling and openings into areas beyond make this an unusually spacious room for a medium-sized house. The living area itself, the master bedroom, the dining area and kitchen can all be thrown open into one large space, 32 feet long and 24 feet deep.

The chimney is faced with Roman brick laid in block bond. The raised soapstone hearth can be used as a coffee table.

The neutral shades of natural wood, the gray floor tiles and various grays of the painted surfaces form a backdrop for the bright color accents of paintings, fabrics, books and accessories.

Almost all the furniture has black metal legs in order to give it a sense of airy elegance. Furnishings were selected to fit into the price range of the house, and each piece is available in stores carrying modern design.

Indirect fluorescent strip lighting above the hangings at the windows and along the top of the book shelf supplements the lamps.

Dining area

The dining area is near the front entrance and thus uses space which is often wasted. It is separated from the living area by a 4½-foot built-in storage cabinet for china, glassware and table linen. Sliding panels above this storage unit make it possible to close off the dining area. When the panels are open, however, the sense of spaciousness is enhanced by the use of identical drapes along the living room and dining room windows.

The dining area is separated from the kitchen by a sliding door.

The glass-topped dining table, and chairs with thin metal legs make the space seem larger than it actually is.

Kitchen

The kitchen contains standard equipment, as well as laundry appliances.

Large corner windows with both fixed and operating casements overlook the garden and make this a pleasant room in which to work.

The equipment is finished in a soft gray enamel. The built-in spice shelf with glass drawers that display the contents is of Swedish design.

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has been especially successful in achieving a degree of individuality within the architectural unity of multiple dwelling projects.

In 1940 he obtained a Guggenheim Fellowship for low-cost housing research. His buildings have received numerous awards in nationwide competitions. In recent years much of this work has been done in collaboration with Joseph Johnson and Alfred Day, who also collaborated on this Exhibition House.

Cost and Size

Construction costs vary according to location, local conditions, choice of finishes etc. As one house in a development of 10, estimates ~~were~~ received range from \$15,500 to \$19,500.

The house excluding the garage has an area of 1420 square feet.

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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

FOR RELEASE FOR
NEWSPAPERS AND WEEKLIES: MAY 19
MONTHLY MAGAZINES: JULY ISSUES

500515 - 37

EXHIBITION HOUSE WITH SLIDING WALLS OPENS MAY 19 IN MUSEUM GARDEN
A 3-bedroom exhibition house designed by Gregory Ain will open to the public in the Museum Garden, 4 West 54 Street, on May 19. The house was built by the Museum of Modern Art in co-operation with the Woman's Home Companion to demonstrate that good modern architectural design is possible in the speculatively built house, which is the kind lived in by most American families.

The outstanding characteristic of this one-story house is the sliding walls and panels which make it possible to use rooms for different purposes. The living room, dining area, parents' bedroom and kitchen can be opened up to form one living area. Similarly the children's rooms can be used as one large bedroom-playroom or as two separate rooms. This flexibility eliminates the small box-like rooms usually seen in small homes.

The house was planned as one of several similar houses in a subdivision of lots approximately 60' by 120'. The two-level roof and irregular setback on the street facade avoid the flat monotony characteristic of so many real estate developments. Rooms are planned so that no major windows face neighboring houses.

The exterior of the house is finished with striated Douglas Fir Plywood. On the street side a trellis continues the horizontal line of the garage roof and the main roof and also ties the two wings of the house together. On the garden side a glass wall shaded by a deep roof overhang makes the terrace continuous with the living room.

THE LIVING ROOM is unusually spacious for a medium-sized house. The sliding panels and walls make it possible to open up this area into a large living room extending the entire depth of the house and with a glass wall 32' long on the terrace side of the house. The center of interest is the end wall formed by the chimney which is faced with Roman brick laid in block bond. The raised soapstone hearth can be used as a coffee table. The neutral shades of the plywood paneling, gray floor tiles used throughout the entire house, and the various grays of painted surfaces form a backdrop for the bright color accents of paintings, fabrics, books and accessories.

THE DINING AREA is separated from the living room by a 4½' high storage cabinet. Sliding panels above the unit make it possible to

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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close off this area. The glass-topped dining table and chairs with thin metal legs contribute to the feeling of spaciousness.

THE KITCHEN, which is L-shaped, contains standard equipment as well as laundry appliances. Large corner windows overlook the garden. A door opens directly into the garage.

The PARENTS' BEDROOM is separated from the living room by a sliding wall and also has a separate door to the terrace. The adjacent dressing room has two large closets and a dressing table with soft lighting around the mirror of a type used in theatrical dressing rooms.

The CHILDREN'S ROOMS which can be used as one large room or two separate rooms are paneled in oak plywood. Bamboo shades are used at the windows. The rooms are warmly lit by florescent strips over the windows and above the beds. In addition there are two ceiling lamps on pulleys. The floor cabinets in the play areas have a large variety of storage shelves for toys and clothing.

STORAGE SPACE, in addition to the closets in each bedroom and in the kitchen, is provided by closets in the short hall connecting the baths and in the long hall connecting the children's rooms with the front entrance. There is also a large closet at the front door. Other storage space is provided in the garage.

CONSTRUCTION is conventional wood frame. The house is built on a concrete floor slab designed for radiant heating coils. Exterior siding, sheathing and all interior wall surfaces are of plywood. Gypsum board panels have been used for the ceilings, plastic tiles for the floors. Most of the glass is fixed, but each room also has an operating sash for ventilation.

ARCHITECT Gregory Ain of Los Angeles designed the house in collaboration with Joseph Johnson and Alfred Day. He is one of the few modern architects with experience in building moderate priced housing developments. In 1940 he obtained a Guggenheim Fellowship for low-cost housing research, and his buildings have received numerous awards in nationwide competitions.

COST estimates vary for different parts of the country and according to choice of finishes, etc. As one house in a development, estimates range from \$15,500 to \$19,500. The house has 1,420 square feet excluding the garage.

ADDITIONAL MATERIAL AVAILABLE ON REQUEST includes: glossy photographs of living room, dining area, kitchen, parents' bedroom, children's playroom and bedroom, floor plan, street facade and garden facade. (Please specify). Bulletin contains information on manufacturers of construction materials and furnishings.

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

To: Contributors to the Museum of Modern Art-Woman's Home Companion
Exhibition House

I enclose a copy of the catalogue of the Museum of Modern Art-Woman's Home Companion Exhibition House. This booklet retails at 15 cents each. Copies are available to contributors in lots of fifty at 10 cents per copy from the Publications Department.

I also enclose a sample of the exchange tickets. Contributors may order tickets, in minimum lots of ten, from the Department of Architecture & Design. It is suggested that these tickets, which allow a saving of 15 cents on each admission, may be made available to employees and customers.

We shall be glad to furnish free copies of the enclosed announcement of the Exhibition House, which is suitable for posting on bulletin boards.

Under separate cover a copy of the press release is being sent to each contributor. This release contains descriptive material about the house and also lists the available photographs, some of which are used as illustrations in the catalogue. Prints of these photographs, which cost \$1.00 each, may be obtained by sending a prepaid order to the Librarian of the Museum.

The Museum of Modern Art again wishes to thank the designers, manufacturers, contractors and dealers who have contributed so generously to this project. We hope that participation in the house will bring favorable results to all concerned.

Natalie Hoyt
Coordinator for the
Exhibition House

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THE MUSEUM OF MODERN ART

Date May 24, 1950

To: Natalie Hoyt

Re: press opening of "in house"

From: Elisabeth Boldt

Leo Leonis-FORTUNE
 Bill Golden-CBS
 Rosalind Berlin-ARCHITECTURAL FORUM
 Kay Callager-MOTION PICTURE HERALD
 Leo Brady-MOTION PICTURE HERALD
 Susan Kadison-TODAYS WOMAN
 Ruby Weil-WIDE WORLD PHOTOS
 Mimi Sheraton-SEVENTEEN
 Berlyn Walter-SEVENTEEN
 Betty Honnard-HARPERS BAZAAR
 Laura Pyzel-HARPERS BAZAAR
 Hans Namuth-HARPERS BAZAAR
 M. Pontabry-HARPERS BAZAAR
 Mary Gutter-LADIES HOME JOURNAL
 Lucy Volgate-LADIES HOME JOURNAL
 Harriet Morrison-NY HERALD TRIBUNE
 Betty Pepis-NY TIMES
 Herbert Ackerman-ESQUIRE
 Mrs. Reichl-ARCHWAY PRESS
 Mrs. Reichl-ARCHWAY PRESS
 Elizabeth Boomy-UNITED PRESS
 Debbie Allen-INTERIORS
 Ann Gordon-RUSSIAN REVIEW
 W.H. Glispie-HAQUE
 Katherine Ford-HOUSE & GARDEN
 Dean Hudnut-HARVARD
 Arnold Charnes-ESQUIRE
 Mr. Cardozo-ESQUIRE
 Miss Kassell-HOME FURNISHING CALENDER
 Barbara Bunche-UNITED PRESS
 Kirk Wilkinson-WOMANS DAY
 Charlotte Adams-CHARM
 Helen Stark-BETTER HOMES AND GARDENS
 Margaret Flint-HAND WEAVER & CRAFTS MAGAZINE
 Dr. Hans Wahl-SWITZERLAND
 Ben Baldwin-ARTS & ARCHITECTURE
 Ken Spinger-ASSOCIATED PRESS
 Mr. Bareuther- ASSOCIATED PRESS
 Sieghle Kennedy-ARCHITECTURAL FORUM
 Eleanor Bitterman-ARCHITECTURAL FORUM
 Mr. Vag Dias- ANITA
 Mr. Selden-ARCHWAY PRESS
 Ed Miller- SEVENTEEN
 Virginia Grace- CBS
 Lillian Weiss-HOME FURNISHING

continued

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2

Aline Tearn-HOME FURNISHINGS
Maxine Livingston-PARENTS

June 1, 1930

National Association of Home Builders

Additional members of the press you have requested material on the house:

DOMUS
TIMENREMARK EVENING NEWS
TIME
STUDIO PUBLICATIONS
LONDON DAILY GRAPHIC
INS
CUE
QUICK
NEUE ILLUSTRIRTE
ASSOCIATED NEWSPAPERS OF AUSTRALIA
TECHNIQUES ARCHITECTURE
GIFT & ART BUYER
CHICAGO DAILY NEWS *HOME & LIFE MAGAZINE
PRODUCERS COUNCIL
FURNITURE INDEX
LOS ANGELES TIMES
CURTAIN & DRAPERY MAGAZINE
CHRISTIAN SCIENCE MONITOR
AMERICAN CITY
PHOT*JOURNAL OF MONTREAL
ITALPRESS
WOMENS' NATIONAL NEWS SERVICE
RETAILING
MILWAUKEE JOURNAL
BUFFALO EVENING NEWS
ST. LOUIS POST DISPATCH
MODERN LAMPS
ILLUMINATION
LIGHTING & LAMPS
DESIGN
CONSUMER REPORTS
OREGONIAN HOSTESS HOUSE
BUFFALO COURIER EXPRESS
CORONET
BABY POST MAGAZINE
BROOKLYN HERALD
INTERNATIONAL FISHERMAN & ALLIED WORKER
WESTERN HOME FURNISHER
NEWSWEEK
SYDNEY MORNING HERALD

Yours very truly,

Mabelle Hoyt
Coordinator for the
Exhibited House

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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April 6, 1950

June 1, 1950

Miss Betty Chamberlain
Publicity Director
National Association of Home Builders
1028 Connecticut Avenue, N. W.
Washington 6, D. C.

National Association of Home Builders
1028 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Sir:

The Museum of Modern Art in conjunction with the Woman's Home Companion has recently opened to the public an Exhibition House. In order to bring this display to the attention of professional people, we wish to send announcements to your members. Will you kindly send me a list of members, if such exists, or tell me how I may obtain one.

Yours very truly,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

We have no have made it clear that we are merely trying to be helpful and we are not actually anxious to see the house as widely published as possible.

We would be glad to call on you at your convenience (providing we are allowed the necessary access to the house).

Very truly yours,

Joe Rogers

Mr. Mrs. Natalie Hoyt -
Museum of Modern Art

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BERENS ORGANIZATION, INC.
Corporate Public Relations-Publicity

101 PARK AVENUE
NEW YORK 17, N. Y.

MURRAY HILL 3-3893
TELETYPE NY 1-2992

April 6, 1950

Miss Betty Chamberlain
Publicity Director
Museum of Modern Art
4 West 54th Street
New York, N.Y.
153 West 82nd Street
Dear Miss Chamberlain:

Dear You folks do such a superb publicity job that we write you with some trepidation.

Just a note to tell you that the Museum of Modern Art (in cc-3) However, after talking to Mrs. Hoyt yesterday, she suggested that we, as publicity representatives of United States Plywood Corporation, might be helpful in the exploitation of "The Museum of Modern Art--Woman's Home Companion Exhibition House." Aside: Try to get that in a newspaper headline.

Obviously, our interest in behalf of our client is a selfish one. We are only anxious to see that proper mention is made of USP products in your basic story and that the name of USP products (Not necessarily the name of the Company) is mentioned in the captions of the pictures you send out.

We discussed with Mrs. Hoyt the possibility of our preparing the story for the building, building supply, wood and similar publications. If you wanted us to do this, we would be glad to do so but the lead naturally would feature plywood and USP products. With the story we have in mind (not over 500 words), we would like to see distributed about 25 pictures featuring Plankweld. We know pretty well what publications are apt to print such pix. Our releases of this kind also usually carry notation "photographs available" which go to those publications that MAY want them. So they write us.

We hope we have made it plain that we are merely trying to be helpful and we are naturally anxious to see the house as widely publicized as possible.

We would be glad to call on you at your convenience (providing we can pierce the Pentagon-like Museum guards).

Sincerely,
BERENS ORGANIZATION INC.

JR:hb

Joe Rogers

cc: Mrs. Natalie Hoyt - ✓
Museum of Modern Art

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

April 6, 1950

Mr. Lewis Mumford
153 West 82nd Street
New York, New York

Dear Mr. Mumford:

Dear Mr. Langer:

Just a note to tell you that the Museum of Modern Art (in co-sponsorship with the Woman's Home Companion) has built a new exhibition house in the Museum Garden. I enclose a copy of a letter I wrote to contributors to the house, which will give you pertinent information regarding release dates, etc. One of our prime purposes in building this house was to demonstrate the type of modern I hope very much that you will write a critique of the house in the "Sky Line." We realize how important your remarks on the house will be--whether complimentary or otherwise, and I shall be happy to give you a private view of the house when you are in town.

I am particularly hopeful that your magazine will publish a story about this house. I enclose a copy of a letter to contributors of material to the house which will give you pertinent information regarding release dates, availability of photographs, etc. Because of our interest in reaching the builders, I hope very much that the house will be published in Practical Builder, which does such outstanding service for the building industry.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

Sincerely yours,

NH:pw

Natalie Hoyt
Coordinator for the
Exhibition House

NH/sp
Enclosure

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

April 6, 1950

May 19, 1950

Mr. James M. Lange
Practical Builder
5 South Wabash Avenue
Chicago 3, Illinois

Dear Mr. Lange:

Because of the success of last year's exhibition house, the Museum of Modern Art has built a new house in the Garden. We believe that the house, which was designed by Gregory Ain of Los Angeles, will be of particular interest to builders. As a matter of fact, one of our prime purposes in building this house was to demonstrate the type of modern house we believe is particularly well suited for real estate developments. As you know, Mr. Ain has had unusual experience in designing houses for this type of construction.

Because I am personally a subscriber to Practical Builder, I am particularly hopeful that your magazine will publish a story about this house. I enclose a copy of a recent letter sent to contributors of material to the house which will give you pertinent information regarding release dates, availability of photographs, etc. Because of our interest in reaching the builders, I hope very much that the house will be published in Practical Builder, which does such outstanding service for the building industry.

Enc.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op
Enclosure

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	MoMA Exhs.	447.30

May 19, 1950

Associated General Contractors of America
Muncie Building
Washington, D. C.

May 18, 1950

Dear Sir:
American Institute of Architects
1735 New York Avenue, N. W.
Washington, D. C.

I enclose an announcement of the new Exhibition House which opens today in the Museum Garden. We believe that this house will be of particular interest to builders and contractors. In order to bring the house to their attention I would like very much to obtain a list of your members. Will you kindly send me such a list or advise me of the method of procurement. If you please send us a list of the addresses of your chapters throughout the country and the names of the secretaries of these chapters. We have a copy of your directory, but it does not give this information.

Very truly yours,

We would like this information for use in announcing the Museum of Modern Art-Woman's House Occupation Exhibition House.

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW
Enc.

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

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May 18, 1950

Attention: Mr. J. W. Rankin, Administrative Secretary

Gentlemen: Thank you for your letter and for the copy of the July, 1942 issue of The Constructor. I am happy to have your request. Would you please send us a list of the addresses of your chapters throughout the country and the names of the secretaries of these chapters. We have a copy of your directory, but it does not give this information.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH: PW

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The CONSTRUCTOR

BUILDINGS • HIGHWAYS • AIRPORTS • RAILROADS • PUBLIC WORKS

1227 MURSEY BUILDING • WASHINGTON 4, D. C. • TELEPHONE DISTRICT 1304



S. E. FOREMAN, Editor
W. E. WOODBURY, Managing Editor
W. G. DOOLY, JR., News Editor
D. M. FOND, Associate Editor
M. S. BECK, Business Manager

May 25, 1950

June 1, 1950

Miss M. S. Beck
The Constructor
1227 Munsey Building
Washington 4, D. C.
New York 10, New York
Dear Miss Beck:

Attention: Miss Natalie Hoyt, Coordinator for the Exhibition House
Thank you for your letter and for the copy of the July, 1949 issue of The Constructor. I am happy to have your recommendation about the National Association of Home Builders.

We are writing in reply to your letter of May 19 to The Associated General Contractors of America, requesting a list of their members to whom you wish to send announcements about the new Exhibition House.

The A.G.C. membership list is published annually in the July issue of The Constructor. Under separate cover we are sending you a copy of the 1949 issue. We should point out that the Associated General Contractors of America are not only building contractors but heavy highway contractors -- the membership is divided about evenly among the three groups -- and that the building contractors are not house builders, except in the case of large-scale housing developments.

It occurs to us that the building contractors you would like to reach are the members of the National Association of Home Builders. We do not know whether the N.A.H.B. publishes a list of its members. In case you would like to inquire, this association's address is 1028 Connecticut Ave., N.W., Washington 6, D. C.

Yours very truly

M. S. Beck
Business Manager

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The CONSTRUCTOR

BUILDINGS • HIGHWAYS • AIRPORTS • RAILROADS • PUBLIC WORKS

1227 MUNSEY BUILDING • WASHINGTON 4, D. C. • TELEPHONE DISTRICT 1306



H. E. FOREMAN, Editor
W. E. WOODRUFF, Managing Editor
W. G. DOOLY, JR., News Editor
D. M. POND, Associate Editor
M. S. BECK, Business Manager

May 25, 1950

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

Attention: Miss Natalie Hoyt, Coordinator for the Exhibition House

Miss Hoyt

We are writing in reply to your letter of May 19 to The Associated General Contractors of America, requesting a list of their members to whom you wish to send announcements about the new Exhibition House.

The A.G.C. membership list is published annually in the July issue of The Constructor. Under separate cover we are sending you a copy of the 1949 issue. We should point out that the members of The Associated General Contractors of America are not only building contractors but heavy and highway contractors -- the membership is divided about evenly among the three groups -- and that the building contractors are not house builders, except in the case of large-scale housing developments.

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Yours very truly

M.S. Beck
Business Manager

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MUSEUM OF MODERN ART
WOMAN'S HOME COMPANION
EXHIBITION HOUSE

The Museum of Modern Art, in conjunction with the "Woman's Home Companion," has built a new exhibition house in the Museum garden at 4 West 54th Street. It will be on view from May 19 to October 29, 1950.

We believe that this house, designed by Gregory Ain of Los Angeles, will be of considerable interest to all who see it. Both the house and the furnishings, which are moderately priced, offer many new ideas. Last year over 100,000 people visited the "House in the Museum Garden," and we expect an even larger number this year.

There is a feature story on the house, including eight pages of color photographs, in the June issue of "Woman's Home Companion."

The regular admission is 50 cents. However, special reduced rates are available to clubs, associations and organized groups. A sample exchange ticket is enclosed. This ticket allows a saving of 15 cents on the regular admission. We shall be happy to send you a supply of tickets for your members, in minimum lots of 10, if you let us know by letter the number required.

If you have a bulletin board, will you please post the enclosed announcement.

Department of Architecture & Design
Museum of Modern Art
11 West 53rd Street
New York 19, New York

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

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
3. PRESS PREVIEW: A Preview for the press will be held on Thursday, May 18th.
4. PRESS RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 3rd. A full press notice will be issued about May 15th for release on above dates.
5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum, (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc.. Copies may be obtained by writing to the Coordinator of the Exhibition House.

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12. **TICKETS:** The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of the editor of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

THE MUSEUM OF MODERN ART

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
3. PRESS PREVIEW: A Preview for the press will be held on Thursday, May 18th.
4. PRESS RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 3rd. A full press notice will be issued about May 15th for release on above dates.
5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum, (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc.. Copies may be obtained by writing to the Coordinator of the Exhibition House.

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12. TICKETS: The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of the editor of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

1. PROSPECTUS: Letters and material for the 1958-59 season will be mailed in July 1958.
2. PRIZE PRIZES: A review for the prize will be held on Tuesday, May 15th.
3. PRIZE PRIZES: A preliminary announcement of the plan of the house will be released for publication about April 1st. A full press notice will be issued about May 15th for release on above date.
4. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 1st on request from the Publicity Department of the Museum (Miss Betty Chastelain, Director of Publicity). Publications and Contributors wishing to use their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release date.
5. CREDITS: It is requested that the house be referred to only as the House of Modern Art - Museum of Modern Art Exhibition House, and that proper credit be given to photographers.
6. ARTISTAL COVERAGE: Articles about the house will appear in artistically, economically, trade and consumer magazines. And with local and national newspaper coverage is requested, with special stories by columnists and service editors.
7. HOUSE & EXHIBITION: Every effort will be made to obtain all possible radio and television coverage of the house. Arrangements are being made for interviews with Mr. Gregory and the architect, during his visit to New York the week of May 15th.
8. ADVERTISEMENTS: Contributors are urged to take timely advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following notices be used in advertising products sold in the house: "Sponsored by the Museum of Modern Art - Museum of Modern Art Exhibition House".
9. EXHIBITION: The house will operate on Wednesday, Thursday and Friday with hours of 11:00 a.m. to 6:00 p.m. It will sell for 40 or 45 cents and will be a minimum of 40¢ in packages of 50 to Contributors.
10. ADVERTISEMENTS: The Museum is also preparing an announcement suitable for use in all publications. Copies may be obtained by writing to the Director of the Exhibition House.

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
3. PRESS PREVIEW: A Preview for the press will be held on Thursday, May 18th.
4. PRESS RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 3rd. A full press notice will be issued about May 15th for release on above dates.
5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum. (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc., Copies may be obtained by writing to the Coordinator of the Exhibition House.

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12. **TICKETS:** The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of the editor of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

1. **CONTRIBUTORS:** Release and exhibit copy will be sent to Contributors by May 15th.
2. **PRIZE PRIZES:** A review for the prize will be sent by May 15th.
3. **PRIZE PRIZES:** A preliminary announcement and floor plan of the house will be released for publication about April 1st. A full press review will be issued about May 15th for release on those dates.
4. **PHOTOGRAPHS:** Photographs of the house (and descriptive material) will be available about April 1st on request from the Publicity Department of the Museum (Miss Betty Goodwin, Director of Publicity). Photographers and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the same release date.
5. **QUOTES:** It is requested that the house be referred to only as the MUSEUM OF MODERN ART - FRANKLIN D. ROOSEVELT EXHIBITION HOUSE, and that proper credit be given to photographers.
6. **EXHIBITION COVERAGE:** Articles about the house will appear in architectural, decorating, trade and consumer magazines, and both local and national newspaper coverage is expected, with special stories by columnists and service editors.
7. **HOUSE & EXHIBITION:** Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory and the architect, during his visit to New York the week of May 15th.
8. **ADVERTISING:** Contributors are urged to take large advertisements in the publications carrying stories about the exhibition house. Please advise your advertising agency that the name of these publications may be obtained from the Publicity Department of the Museum. It is suggested that the following wording be used in advertising materials used in the house: "Exhibition for the MUSEUM OF MODERN ART - FRANKLIN D. ROOSEVELT EXHIBITION HOUSE".
9. **RELEASING:** The house will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 25 or 35 cents and will be available at least in packages of 50 to contributors.
10. **EXHIBITION COPY:** The house is also preparing an announcement available for mailing to Contributors about May 1st. Copies may be obtained by writing to the Coordinator of the Exhibition House.

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
3. PRESS PREVIEW: A Preview for the press will be held on Thursday, May 18th.
4. PRESS RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 3rd. A full press notice will be issued about May 15th for release on above dates.
5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum. (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc.. Copies may be obtained by writing to the Coordinator of the Exhibition House.

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12. TICKETS: The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

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

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
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5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum. (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc.. Copies may be obtained by writing to the Coordinator of the Exhibition House.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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12. TICKETS: The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of the editor of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

1. PUBLICATION DATES: Release and mailing dates for all publicity materials should be indicated on the enclosed form.
2. HOUSE ADDRESS: A brochure for the house will be sent to Contributors by May 15th.
3. HOUSE RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 1st. A full press release will be issued about May 15th for release on that date.
4. PHOTOGRAPHS: Photographs of the house (and surrounding area) will be available about April 1st on request from the Publicity Department of the Museum. (Miss Betty Chamberlain, Director of Publicity, Publications and Coordination, is willing to take these and photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release date).
5. RECORDS: It is suggested that the house be referred to only as the HOUSE OF MODERN ART - MUSEUM OF MODERN ART Exhibition House, and that proper credit is given to photographer.
6. ARTISTICAL MATERIAL: Articles about the house will appear in architectural, decorative, trade and consumer magazines, and both mail and national newspaper coverage is expected, with special stories by columnists and service editors.
7. HOUSE & VISITORS: Every effort will be made to obtain all possible radio and television coverage of the house. Arrangements are being made for interviews with Mr. Gregory Allen, the architect, during his visit to New York the second day of the house.
8. ADVERTISING: Contributors are urged to take these advertisements in the publications carrying stories about the exhibition house. Please advise your advertising manager that the value of these publications may be obtained from the Publicity Department of the Museum. It is suggested that the following wording be used in advertising products used in the house: "Recommended for the HOUSE OF MODERN ART - MUSEUM OF MODERN ART Exhibition House".
9. ENTRANCE: The house will publish an illustrated, descriptive brochure with floor plan and photographs. It will sell for 10 or 20 cents and will be available at such a package of 50 to Contributors.
10. ENCLOSURE: The house is also preparing an informational bulletin for the purpose of providing general information. Copies may be obtained by writing to the Director of the Exhibition House.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	447.30

THE MUSEUM OF MODERN ART

NEW YORK 19

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

TO: Contributors to the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House in the Museum Garden, 4 West 54th Street, New York, New York.

SUBJECT: Publicity program for the exhibition house.

1. PUBLICATION RIGHTS: As co-sponsor, the WOMAN'S HOME COMPANION has primary publication rights and will publish a story in the June issue, on sale May 19th.
2. PUBLICATION DATES: Dailies and weeklies may publish the story on May 19th, monthly publications in July issues.
3. PRESS PREVIEW: A Preview for the press will be held on Thursday, May 18th.
4. PRESS RELEASES: A preliminary announcement and floor plan of the house will be released for publication about April 3rd. A full press notice will be issued about May 15th for release on above dates.
5. PHOTOGRAPHS: Photographs of the house (and descriptive material) will be available about April 24th on request from the Publicity Department of the Museum. (Miss Betty Chamberlain, Director of Publicity). Publications and Contributors wishing to take their own photographs may obtain permission from the Publicity Department, provided the photographs are not published prior to the above release dates.
6. CREDITS: It is requested that the house be referred to only as the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House, and that proper credit be given to photographers.
7. EDITORIAL COVERAGE: Articles about the house will appear in architectural, decorating, trade and consumer magazines. And both local and national newspaper coverage is expected, with special stories by columnists and service editors.
8. RADIO & TELEVISION: Every effort will be made to obtain all possible radio and television mention of the house. Arrangements are being made for interviews with Mr. Gregory Ain, the architect, during his visit to New York the week of May 15th.
9. ADVERTISEMENTS: Contributors are urged to take tie-in advertisements in the publications carrying stories about the exhibition house. Please advise your Advertising Manager that the names of these publications may be obtained from the Publicity Department of the Museum. It is requested that the following wording be used in advertising products used in the house: "-----selected for the MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION Exhibition House".
10. CATALOGUE: The Museum will publish an illustrated, descriptive catalogue with lists of all contributions. It will sell for 10 or 15 cents and will be available at cost in packages of 50 to Contributors.
11. ANNOUNCEMENTS: The Museum is also preparing an announcement suitable for posting on bulletin boards etc.. Copies may be obtained by writing to the Coordinator of the Exhibition House.

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-2-

12. TICKETS: The regular admission to the house will be 50 cents (42¢ plus tax). Reduced rates will be available to Contributors in minimum lots of 50 tickets. Several Contributors intend to issue tickets through their dealers.

50 - 1000 tickets	35¢	(27¢ plus 8¢ tax)
1000 - 2000 tickets	35¢	less 10%
over 2000 tickets	35¢	less 20%

It is requested that the enclosed form be completed and returned at your earliest convenience. The name of the editor of your house organ will be placed on the mailing list for all releases. Publicity Directors are requested to furnish copy on their products used in the exhibition house for incorporation into releases to trade journals. Recommendations of trade journals to which releases should be sent will be appreciated.

Natalie Hoyt
Coordinator for the
Exhibition House

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

To: Contributors to the Museum of Modern Art-Woman's Home Companion
Exhibition House

I enclose a copy of the catalogue of the Museum of Modern Art-Woman's Home Companion Exhibition House. This booklet retails at 15 cents each. Copies are available to contributors in lots of fifty at 10 cents per copy from the Publications Department.

I also enclose a sample of the exchange tickets. Contributors may order tickets, in minimum lots of ten, from the Department of Architecture & Design. It is suggested that these tickets, which allow a saving of 15 cents on each admission, may be made available to employees and customers.

We shall be glad to furnish free copies of the enclosed announcement of the Exhibition House, which is suitable for posting on bulletin boards.

Under separate cover a copy of the press release is being sent to each contributor. This release contains descriptive material about the house and also lists the available photographs, some of which are used as illustrations in the catalogue. Prints of these photographs, which cost \$1.00 each, may be obtained by sending a prepaid order to the Librarian of the Museum.

The Museum of Modern Art again wishes to thank the designers, manufacturers, contractors and dealers who have contributed so generously to this project. We hope that participation in the house will bring favorable results to all concerned.

Natalie Hoyt
Coordinator for the
Exhibition House

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May 8, 1950

MEMORANDUM

TO: All Personnel
FROM: Architecture Department

You are cordially invited to attend a special preview for the Museum staff of the Exhibition House in the Garden on Monday, May 15th, from 11:30 A. M. to 2:30 P. M.

Because of the high cost of this project, the Museum is not issuing any complimentary tickets and cannot extend the privilege of free admission to staff members for family and friends.

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THE MUSEUM OF MODERN ART

Date 20 April 1950

To: Frances Pernas
From: Natalie Hoyt

April 25, 1950
Re: Work in Publications Dept.
for Exhibition House

Miss Natalie Hoyt
The Museum of Modern Art

Here is the list of the work in progress for the Exhibition House
by you good people:

- Thank you for your letter of April 13th with reference to the work in progress for the Exhibition House.
- ✓ 1. Announcements 10 M Needed for mailing May 1st. *cut stock printing*
 - ✓ 2. Invitations 10 M To be mailed April 26th
 3. Catalogues 30 M Needed for May 15th
 4. Price List 30 M Needed for May 15th
 - ✓ 5. 35¢ Tickets 10 M Needed as near May 1st as possible
 - hold 6. Special Ticket 10 M

Invitations to Contributors

mail 5/1-2

Multiphase on MMA card

3 Ticket

house 50
group 35
combined 75

needed May 17

Press Invitations + Announcement mail May 11

Release

mail May 11-12

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JULIUS SHULMAN PHOTOGRAPHY

P. O. BOX 8656 • LOS ANGELES 46, CALIF.

Phone HUDSON 2-7207

April 25, 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 letter of April 13th with reference to the use of our photograph of the Mar Vista project.

This letter will serve as our permission for you to use our photograph No. 701-2, in your catalogue.

Sincerely yours,

Julius Shulman
Julius Shulman

JS:ol

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SAN FRANCISCO MUSEUM OF ART
FIFTH STREET
SAN FRANCISCO 2, CALIFORNIA

Natalie

WILLIAM W. CHURCH, Chairman of the Board
SEATTLE - WASH. President
FRANK L. MCGRAW, Secretary, Chicago

April 13, 1950

May 31, 1950

Mr. Julius Shulman, Curator
P.O. Box 8656 Architecture and Design
Cole Station Modern Art
Los Angeles 46, California

Dear Mr. Shulman:

Perhaps you have heard that Gregory Ain has designed the exhibition house which the Museum of Modern Art has recently built. Mr. Ain has sent me a group of photographs of some of his development work, and it is possible that we may use one of these photographs in our catalogue. I am writing to ask whether you will give us permission to reproduce a photograph of the Mar Vista Project (No. 701-2). We cannot afford to pay any publication rights, but will, of course, be happy to give you proper credit.

the second house. Miss _____ was extremely helpful when I saw her in New York early this spring in a similar project which we have had in mind for some time. I have seen the Woman's Home Companion publication and from its point of view it is unusually well done. If there are further details - costs, admissions, staff required in relation to exhibition policy etc., I should appreciate very much if you could send them along to me. Such a project for us, a relatively small exhibition house far from the eastern centers, means considerable and elaborate advance planning.

NH/mj In matter of fact, we have thus far been unable to concretely consider it due to reports concerning your experiments in the same sort of thing and we were wondering if you feel that the present house with its special sponsors will be more completely successful from your point of view.

Very sincerely yours,

Robert M. Church
Robert M. Church
Curator

RMC:nb

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SAN FRANCISCO MUSEUM OF ART
CIVIC CENTER
SAN FRANCISCO 2, CALIFORNIA

Natalie

WILLIAM W. CROCKER, Chairman of the Board
BRAYTON WILBUR, President
GRACE L. McCANN MORLEY, Director

May 31, 1950

Mr. Peter Blake, Curator
Department of Architecture and Design
The Museum of Modern Art
11 West 53rd Street
New York, N. Y.

Dear Mr. Blake:

I am writing to ask if you will pass this letter on to the young woman architect-contractor who is in charge of the houses in the Museum garden. My correspondence with her of last year has become misfiled and unfortunately I have not her name.

What I wish to know is whether she could supply me with further particulars on the actual mechanics of the construction of the second house. Miss _____ was extremely helpful when I saw her in New York early this spring in giving me accurate details for a similar project which we have had in mind for some time. I have seen the Woman's Home Companion publication and from its point of view it is unusually well done. If there are further details - costs, admissions, staff required in relationship to a general exhibition policy etc., I should appreciate very much her sending these along to me. Such a project for us, a relatively small museum and far from the eastern centers, means considerable and elaborate advance planning. As a matter of fact, we have thus far been unable to concretely consider it due to reports concerning your experiments in the same sort of thing; and we were wondering if you feel that the present house with its special sponsors will be more completely successful from your point of view.

Very sincerely yours,

Robert M. Church
Robert M. Church
Curator

RMC:nb

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Mr. Robert M. Church

2

June 8, 1950

the cost through sales.

We have found from experience that circulation within the house is an extremely important consideration. In fact it should be June 2, 1950 floorplan. You will notice that the Gregory Ain house lends itself very well to a single circulation system. For this reason two doors were placed in the parents bathroom.

Mr. Robert M. Church, Curator

San Francisco Museum of Art. You can never expect to attract the Civic Center. The house is located on a busy thoroughfare. We know San Francisco 2, California off if our house were on Fifth Avenue. Because there is considerable risk in such an undertaking, it is advised

Dear Mr. Church: underwriting be obtained. A tie-in with a magazine has the advantage of a cash contribution and also publicity through its large circulation. Mr. Blake has asked me to answer your letter of May 31. It is impossible to foresee the problems that will face you in organizing an exhibition house in San Francisco. However, I have had enough experience to be in a position to warn you about a few points. First of all, you must be convinced that you have sufficient underwriting to finance the project or that the traffic will be sufficiently numerous to support the project entirely from admissions. In either case you will need an effective and continuous publicity campaign. Your budget should include the following items:

Stella Hoyt
Promotion (director's fee and office expenses)
Publicity
Exhibition House
Construction
Materials and furnishings not donated
Grading and landscaping
Installation and dismantling
Demolition (in N.Y.C. salvage does not exceed demolition expenses)
Operation and maintenance
Financing

NE:PW

The administration of the project must be under the direction of a person trained in construction. He will supervise design of the house, will procure all the materials and furnishings through donations if possible, will effect all agreements with architect, general contractor and sub-contractors, and will organize the project.

It is most important that the Museum ascertain at the outset its purpose in building an exhibition house and its specifications for its general design. It is extremely important that a cost limit be set and that the architect be required to conform with this limitation. Because of the substantial publicity which will accrue to the architect, he should not expect any fee, but the reimbursement of his incidental expenses such as blueprints, etc., should be offered.

A catalogue, or some such medium for acknowledging the donations and contributions is a requirement. It can be self-supporting by balancing

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Mr. Robert M. Church

2

June 8, 1950

the cost through sales.

We have found from experience that circulation within the house is an extremely important consideration. In fact it should influence the floorplan. You will notice that the Gregory Ain house lends itself very well to a single circulation system. For this reason two doors were placed in the parents bathroom.

One last word about financing. You can never expect to attract the passer-by unless the house is located on a busy thoroughfare. We know that we would be much better off if our house were on Fifth Avenue. Because there is considerable risk in such an undertaking, it is advised that sufficient underwriting be obtained. A tie-in with a magazine has the advantage of a cash contribution and also publicity through its large circulation. However, such an agreement precludes publicity in rival periodicals.

Please feel free to call on me for additional information.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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From: Museum of Modern Art
11 W. 53 Street
New York City

For Immediate Release

Exh
At

Natalie-

alls
ork

Here is the mat. It is
being mailed out this week
(June 20) and I have asked
Greta to make out the order
form.

E. Boldt

THIS 3-BEDROOM EXHIBITION HOUSE now on view in the garden of the Museum of Modern Art in New York was built in cooperation with the Woman's Home Companion to show that good modern design is possible in medium-priced real estate developments. It was designed by Gregory Ain, young Los Angeles architect. Sliding walls and panels make it possible to use rooms for different purposes as family size changes or for special occasions. They also make the house seem larger than it actually is. A glass wall faces the garden in the back, and no large windows overlook neighboring houses. The outside is finished with Douglas fir plywood. Entrance to the house is at 4 West 54th Street. Admission is 50¢; daily 12 to 7, Sunday 1 to 7.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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From: Museum of Modern Art
11 W. 53 Street
New York City

For Immediate Release

Exhibition House with Sliding Walls At Museum of Modern Art in New York



THIS 3-BEDROOM EXHIBITION HOUSE now on view in the garden of the Museum of Modern Art in New York was built in cooperation with the Woman's Home Companion to show that good modern design is possible in medium-priced real estate developments. It was designed by Gregory Ain, young Los Angeles architect. Sliding walls and panels make it possible to use rooms for different purposes as family size changes or for special occasions. They also make the house seem larger than it actually is. A glass wall faces the garden in the back, and no large windows overlook neighboring houses. The outside is finished with Douglas fir plywood. Entrance to the house is at 4 West 54th Street. Admission is 50¢; daily 12 to 7, Sunday 1 to 7.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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From: Museum of Modern Art
11 W. 53rd Street
New York City

For Immediate Release

Exhibition House with Sliding Walls
At Museum of Modern Art in New York



THIS 3-BEDROOM EXHIBITION HOUSE now on view in the garden of the Museum of Modern Art in New York was built in co-operation with the Woman's Home Companion to show that good modern design is possible in medium-priced real estate developments. It was designed by Gregory Ain, young Los Angeles architect. Sliding walls and panels make it possible to use rooms for different purposes as family size changes or for special occasions. They also make the house seem larger than it actually is. A glass wall faces the garden in the back, and no large windows overlook neighboring houses. The outside is furnished with Douglas fir plywood. Entrance to the house is at 4 West 54th Street. Admission is 50¢; daily 12 to 7, Sunday 1 to 7.

Complete production and distribution
of 350 mats and proofs, including all
charges.....\$ 106.
Parcel post postage..... 7.
\$ 113.7

SUBMITTED FOR OKAY

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TEL. CIRCLE 6-6175

CASA GALICIA DE UNIDAD GALLEGA

THE METROPOLITAN MUSEUM OF ART
NEW YORK 28, N. Y.

25 May 1950

Dear Allen:

Allen Porter, Esq.
Office of the Secretary
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Allen:

Thank you for your good letter of
16 May 1950, and your kind offer to
supply us with cards to enable our staff
to take advantage of the special admission
rate to your exhibition house.

In view of the fact that we have al-
ready made such heavy demands for ex-
change courtesies I am reluctant to cir-
cularize our people here, but if you could
send me about ~~ten or fifteen cards~~ I will
undertake to see that they get into the
hands of members of the staff here who
will really take advantage of it.

All the best.

Sincerely,

Dudley T. Easby, Jr.

Dudley T. Easby, Jr.
Secretary.

S., Inc

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TEL. CIRCLE 6-6175

NEW YORK ZOOLOGICAL SOCIETY

ZOOLOGICAL PARK • THE AQUARIUM
EDUCATION • SCIENTIFIC RESEARCH • CONSERVATION

185th Street and Southern Boulevard
New York 60, N. Y.
FOrdham 7-2000

June 5, 1950

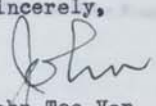
Mr. Allen Porter
The Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Allen:

Thank you very much for your kind thought in sending the reduced price tickets for viewing the Museum's new exhibition house. I will circulate the information among the staff, although I am not too certain about the number who will be interested in modern housing.!

Best wishes to you.

Sincerely,


John Tee-Van
Executive Secretary

JTV/gn

Inc

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TEL. CIRCLE 6-6175

CASA GALICIA DE UNIDAD GALLEGA

The New York Public Library
Astor, Lenox and Tilden Foundations

FIFTH AVENUE @ 42ND STREET
New York 18, N. Y.

New York, June 1, 1950

Mr. Allen Porter
The Museum of Modern Art
Office of the Secretary
11 West 53 Street
New York 19, New York

Dear Mr. Porter:

Your letter of May 16 was routed to this office for action and I telephoned your office for 100 special admission cards for the Exhibition House. These have been received and are now being distributed to our staff.

We are very grateful for this courtesy and will appreciate any future opportunities to participate in such arrangements.

Very truly yours,

Robert E. Kingery
Robert E. Kingery
Personnel Representative for Training

REK:mmf

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TEL. CIRCLE 6-6175

CASA GALICIA DE UNIDAD GALLEGA

313-15 WEST 59TH STREET

NEW YORK 19, N. Y.

June 15th, 1950

Department of Architecture & Design
Museum of Modern Art
11 W. 53rd St.
New York 19, N.Y.

Sirs:-

Please send us 20 tickets for the Exhibition

house at the special rate reserved for clubs.

We prefer being billed for the tickets. However

should it be necessary to pay beforehand, kindly

let us know.-

yours very sincerely,

Unity Gallega of the U.S., Inc

M. Fernandez
Secretary

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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

May 19, 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:

Please send us 200 exchange tickets as per the sample enclosed with your letter offering them to contributors to the Museum of Modern Art - Woman's Home Companion Exhibition House.

It is our understanding that these are furnished at no charge to us and that we will distribute them to only those people who are interested in our products used in the House.

Very truly yours,

UNITED STATES PLYWOOD CORP.

G. F. Swenson
G. F. Swenson
Sales Promotions

GFS:nb

365-564

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The Cooper Union for the Advancement of Science and Art

COOPER SQUARE, NEW YORK 3, N. Y. ALGONQUIN 4-6300



ART SCHOOL
SCHOOL OF ENGINEERING
EVENING FORUM SERIES
MUSEUM FOR THE ARTS OF DECORATION
THE LIBRARY

MUSEUM FOR THE ARTS OF DECORATION
Calvin S. Hathaway, Curator

May 19, 1950

Mr. Allen Porter
The Museum of Modern Art
11 West 53d Street
New York 19, New York

Dear Mr. Porter:

Mr. Hathaway has just left for Europe and has asked me to reply to your letter of May 16.

Some ten members of our staff should like to take advantage of the special admission rate in connection with the Woman's Home Companion Exhibition House. I would greatly appreciate your sending that number of cards, if at all possible. Thanking you in advance,

Very sincerely yours,

E. Maurice Bloch

Keeper of Drawings and Prints

EMB:LFD

255-264

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WHITNEY MUSEUM OF AMERICAN ART

GERTRUDE V. WHITNEY, FOUNDER

FLORA WHITNEY MILLER, PRESIDENT

10 WEST 8TH STREET, NEW YORK 11, N. Y.



HERMON MORE, Director

LLOYD GOODRICH, Associate Director

MARGARET McKELLAR, Executive Secretary

ROSALIND IRVINE, Assistant Curator

May 19, 1950

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

Dear Mr. Porter:

Mr. More has asked me to thank you for your letter of May 16th with the enclosed card of admission to your 1950 exhibition house. He will appreciate it if you will send us 10 extra cards for use by members of the staff.

Thank you for your courtesy.

Sincerely yours,

Margaret McKellar
Executive Secretary

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- 1 Ada Bessie Swann - Woman's Home Companion
- 2 Chas. H. Smith - Woman's Home Companion
- ✓ 3 J. H. Kearney - Kinetic Corp.
- ✓ 4 Herman Braun - Hotchkiss & Stevens
- ✓ 5 P. L. Grodner
- x 6 Olive Loughbein - N.Y. Times
- ✓ 7 Stanley Schuler - Pub. Mgr. GE
- 8 Joseph G. Hornik - Woodall Industries
- ✓ 9 Hinkki Hart - Woman's Home Companion
- ✓ 10 Robert L. Hutton Jr. " " "
- ✓ 11 Wm. A. H. Birnie - Woman's Home Companion
- 12 Mayone Altman " " "
- 13 William G. Gorman Gardner
- ✓ 14 Louis Sloane Richards - Morganthau
- 15 Thew's Smith Roc Industrial
- ✓ 16 Betty Jennings U.S. Plywood
- ✓ 17 Vernon J. Sears " "
- ✓ 18 Sam. T. Radcliffe " "
- 19 J. M. Parrino " "
- 20 W. King General Lighting Co.
- ✓ 21-22 A. & Mrs. John S. Laurent Woman's Home Companion
- 23-4 Mrs. & Mrs. Elliott W. Schryer W. H. Companion
- 25 Donald R. Braun Easi Bild Pattern Co. (?)

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- | | | |
|------|--|-------------------------------|
| 26 | ~~Brooklyn~~ ~~Curp~~ ~~Sinker~~ | <u>Woman's Home Companion</u> |
| 27 x | Bernice Straum | <u>Woman's Home Companion</u> |
| 28 | Edith I. Coombs | " " " |
| 29 v | ~~Ed~~ ~~Humm~~ | Gen. Elmer Appleton |
| 30 | John Wood | " " " |
| 31 | Mrs. Germain Relegnisen | Jacques Relegnisen & Co. |
| 32 | Henriette Jensen | Harold J. Siskel Co. |
| 33 o | Wm. Thurnauer | Julius Blum & Co. Inc. |
| 34-5 | Mrs. and Mr. John Reuss | <u>WHC</u> |
| 36 | Marion Smit Sanford | <u>Woman's Home Companion</u> |
| 37 v | Rosellen Ballahan | " " " |
| 38 | Louis Russell | <u>Colliers</u> |
| 39 | Joseph Franken | |
| 40 v | Harriet Benoit | <u>Woman's Home Companion</u> |
| 41 v | ~~o~~ ~~of~~ ~~my~~ ~~the~~ | " " " |
| 42 v | ~~to~~ ~~the~~ ~~the~~ ~~the~~ | Grant Pulley & Hard Co. |
| 43 v | ~~to~~ ~~the~~ ~~the~~ ~~the~~ | " " " |
| 44 | ~~to~~ ~~the~~ ~~the~~ ~~the~~ | Jacques Seligman & Co. |
| 45 | Elizabeth Madara | <u>Woman's Home Companion</u> |
| 46 v | Edward Shell | |
| 47 v | Clare Shell | |
| 48 v | Janet Stone | Mrs. Philip Johnson |

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- 98-9 ✓ David & Mrs Swope
- 100 ✓ Samuel A. Seaville — Douglas Fir Plywood Assn.
- 101 ✓ Dean Poyu Creative Playthings
- 102 ✓ Frank Caplan " "
- 103 Gerald Fisher " "
- 104 P.C. Stratton Bellville N.S.
- 105-6 Mr & Mrs A.G. & Mrs in America
- 107-8 Mr & Mrs Bronswell Cull InterChemical Corp.
- 109 ✓ Michael E. Murphy — Murphy Brickworks Inc.
- 110 Mrs. Willis Inc. N.Y.C.
- 111 0 Laura P. Feld Murphy Brickworks East Corp.
- 112 Stanley Festick PUTNEY POTTERY
- 113 R.W. Reiman — Simon & Schuster
- 114 Mary & Harry Bromberg
- 115 Royce Samuels Alfred Querbach Associates
- 116 Mota Apes " " "
- 117 ✓ Kathryn E.O. Brown City Hall
- 118 Robert Kirkorian Maritime Watch
- 119 ✓ Harry Handler — GENERAL LIGHTING Co Inc.
- 120 ✓ Helen E. Matthews West Studios
- ~~Albert B. ...~~
- ✓ Murphy

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Press opening

Les Semi - Interview
 Bill Golden - CBS
 Rosalind Berlin - Interview - complete set =
 Ray Gallagher - Interview Portnoy
 Joe Bradley - " " "
 Remington Koyan - architect
 Susan Kadison - Today's woman
 - Kirby Weil - bride holds photos -
 H. Sharfa - Institute of Contemporary art (8-
 138 Newbury St Boston Mass
 Annie Skeraton - 17
 Berlyn Walter - 17
~~It's all in 4 names.~~ - Marguerite Bazaar
 Irving Geller - L. H. J.
 Lucy Colgate - L. H. J.
 Thomson - trustee
 Pops - Trustee (early)
 Johnstone - architect
 Herbert J. Ackerman - Esquire
 Mrs. Reich - Archway Press
 Elizabeth Toomey - U.P.
 Debbie Allen - Interview

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Mr. Reichel - Archway Press
 Ann Jordan - Russian Union
 W.H. Gipe - Hagen -
 Katherine Ford - Hagen - Garden
 Sean Haden - Howard
 Gould Shamus - Exposed
 Mr. Cardozo - Exposed
 Helen Davis - Research Committee
 Vera Kassel - Thomas Jones Calender
 H. David Howard - architect
 Barbara Buncher - A.P.
 Kirk Wilkinson - Linnam Day
 Charlotte Adams - Charming
 Helen Stork - Better Homes & Garden
 Margaret Shint - Hand Weaver - Asplund
 Dr. Hans Sahl - Switzerland
 Arthur Franklin - member
 Ben Beldner - Arts & Architecture
 William Meadows -
 Ken Spangier - A.P.
 Brewster - A.P.

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31 cats

S. Kennedy - Arch. Firm
Dean Buterman - Power
Robert Lukacs - Walden Assoc.
Eric James - " "
Mae Tosani - member
Mr. Vaz Dias - Architects
Mr. Selden - Archway Press
Ed Miller - 17
Virginia Jace - CBC member Arch.
Sethman Bros - Home Furnishings
Alvin Stearns - " "
Mrs. Cordner - BCD O
Marilyn Jurgens - Parents

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THE MUSEUM OF MODERN ART
NEW YORK

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CABLES: MODERNART, NEW-YORK

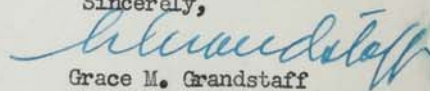
To: Corporate Members of the Museum of Modern Art

We are pleased to offer to the employees of your firm who are not individual members of the Museum the right to visit the Exhibition House in the Museum Garden at a reduced rate. The exchange ticket, a sample of which is enclosed, allows a saving of 15 cents on the regular 50 cents admission. If you will let us know the number of tickets you require, we shall be happy to supply them.

Department of Architecture & Design

May we have 50 of the exchange tickets offered above.
Thank you for this courtesy.

Sincerely,



Grace M. Grandstaff
Employee Relations Counselor

Lord & Taylor

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