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THE MUSEUM OF MODERN ART

cc. Miss Hoyt

Date March 7, 1950

To: Publications Dept.

Re: Books for Ain House

From: Miss Daniel

We would like to borrow for the Ain House in the Garden the following Museum books listed below. Would you please have them delivered to Harry Skevington not later than Thursday, the 9th so they can be carried to the house together with other furnishings.

participating in the exhibition house now nearing completion in the garden

- Arts of the South Seas
- Contemporary Painters
- Fantastic Art, Dada, Surrealism
- The History of Impressionism
- Indian Art of the United States
- Modern Drawings

- Modern Painters and Sculptors as Illustrators
- Painting and Sculpture in the Museum of Modern Art
- Pioneers of Modern Design

Twentieth-century Italian Art

Pierre Bonnard

Picasso: Fifth Years of His Art

Georges Rouault

Henri Rousseau

NE/CP

The Architecture of Bridges

Marcel Breuer,

Built in U.S.A.

If You Want to Build a House

Mies van der Rohe

The History of Photography

How to make pottery and Ceramic Sculpture

Sincerely yours,

Natalie Holt
Coordinator for the
Exhibition House

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Copy of letters sent to all contributors to
The Air House.

Date

Dear Mr. _____:

The Museum is pleased that the ~~Gilsey~~ Glass Company is participating in the exhibition house now nearing completion in the Museum garden.

In most cases, manufacturers of building materials have made substantial contributions to the house. All of the building materials have been donated, whereas the furnishings have been sent on consignment. Because of this disparity in participation and because last year's exhibition house closed with a deficit, we are asking that manufacturers of the furniture on display in the exhibition house make a cash contribution toward the heavy operating expenses of the house. We have already received several such contributions ranging from \$100 to \$300.

We are confident that the house and furnishings will create much interest and that the project will be of mutual benefit to all participants. Thank you for your interest and your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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HOME BUREAU

APPLIANCE AND MERCHANDISE DEPARTMENT

GENERAL ELECTRIC
COMPANY

MAIN OFFICE BRIDGEPORT, CONN.

1285 Boston Ave.
Bridgeport 2, Conn.

March 29, 1950

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

Dear Miss Hoyt:

We are sending a bottle of paint used in spraying the cabinets for the Museum House. This paint is especially prepared for baking process and is slow drying.

The value of the cabinets and tops are as follows:

Cabinets	\$352.45
Counter tops and sink bowl	\$225.00

We also sent you a dozen plugs for covering the holes in the cabinets.

Very truly yours,

E. J. Nyhan
E. J. NYHAN

ASST. TO MGR.-HOME BUREAU

EJN:bb

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Pa 7-9687
Exhibition
Contributions
substantive

Clash

May 18, 1950

February 10, 1950

Mr. Irving Richards
 Richards-Morgenthau Company
 225 Fifth Avenue
 31-1/2 New York 10, New York
 New York 21, E. Y.

Dear Mr. Richards:

Dear Mr. Richards:

I was distressed to learn that my letter requesting a cash contribution to help pay the expenses of the Exhibition House had offended you. You will notice that I did not write you until your lamp had been definitely selected as one of the furnishings for the house.

To my mind there is no taint of commercialism to this request. The choice of furnishings was not influenced in any way by the possibility of contributions from manufacturers. Each piece was selected for its design, scale, cost and appropriateness to the architecture. We believe that because we are a non-profit, educational institution, we are completely justified in asking for contributions. We have approached the manufacturers of furnishings in the house because the expense to them was relatively slight in contrast to the donation of building materials, and also because the manufacturers of furnishings will undoubtedly benefit more directly than the distributors of building materials.

A number of our letters have brought forth contributions along with many expressions of appreciation for the chance to participate in our Exhibition House.

We appreciate your interest and cooperation in the project and are confident that the project will be most successful.

Natalie Hoyt
 Coordinator for the
 Exhibition House

NH:PW

Vapor Power

Natalie Hoyt
 Coordinator for the
 Exhibition House

NA/SP

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Re 7-9687

Clarke

Sponsorship
or contribution
substantial fee

March 7, 1950

February 10, 1950

Mr. Arundell Clarke
31-1/2 East 65th Street
New York 21, N. Y.

Dear Mr. Clarke:

I am writing this letter to confirm our several telephone conversations. We are delighted that you are again participating in the Exhibition House. Our requirements for fabrics are as follows:

- 1.- Natural unsinged goat's hair for one double bed. ca. 8 yds, 66" wide
- 2.- Unsinged goat's hair dyed red-orange (sample approved) for two single beds. ca. 15 yds, 66" "
- 3.- Nylon upholstery fabric dyed navy blue (sample approved) for one sofa (specified yardage: 7 yards, 50" material). 9 1/2 yds, 40" wide
- 4.- "Street Scene" print on Osnaburg printed in light-orange (sample approved) for windows in living room, master bedroom, dining area (floor plan submitted for measurements). The floor to ceiling height is 9'-2". The dining area draperies will be hung from the ceiling; the others from the bottom of the lighting cove, approximately 6" below the ceiling. ca. 70 yds, ca. 50"
 35 - Living room
 21 - Bedroom
 14 - Dining
- 5.- 1/8" vertical bamboo (inside cut) shades to be hung from curtain track to cover transoms and sash of children's rooms. - to follow

We appreciate very much your kind offer to donate \$275.00 toward the expense of furnishing the House. We shall be most content to receive this amount at your convenience any time prior to September 1st, 1950.

We thank you for your interest and cooperation in the program and are confident that the project will be most successful.

Sincerely yours,

Vagn Larsen

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

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Ficks Reed Co.

FICKS REED CO.

March 7, 1950

CINCINNATI 14, OHIO - 424 FINDLAY ST
NEW YORK CITY 17 - 585 MADISON AVE

Mr. R. L. Ficks, Jr.
424 Findlay Street
Cincinnati 14, Ohio

Cincinnati 14, Ohio
March 9, 1950

Dear Mr. Ficks:

Thank you for your letter of March 3. I quite understand your policy in regarding to requests for donations.

We are very happy to have your merchandise exhibited in our house and we know that it will add greatly to the house. I am now preparing the schedule for our publicity campaign and shall write you about it within a week or two. It would be of great value to the exhibition if the Ficks Reed Company could mention the house and their participation in some of your advertisements.

I shall look forward to seeing you when you are in New York. I hope that your visit will coincide with the opening of the house.

What's the date of the opening of the house?
Sincerely yours,

I'll be in New York in the near future and would certainly like to see this exhibition when it opens.

Very truly,
Natalie Hoyt
Coordinator for the
Exhibition House

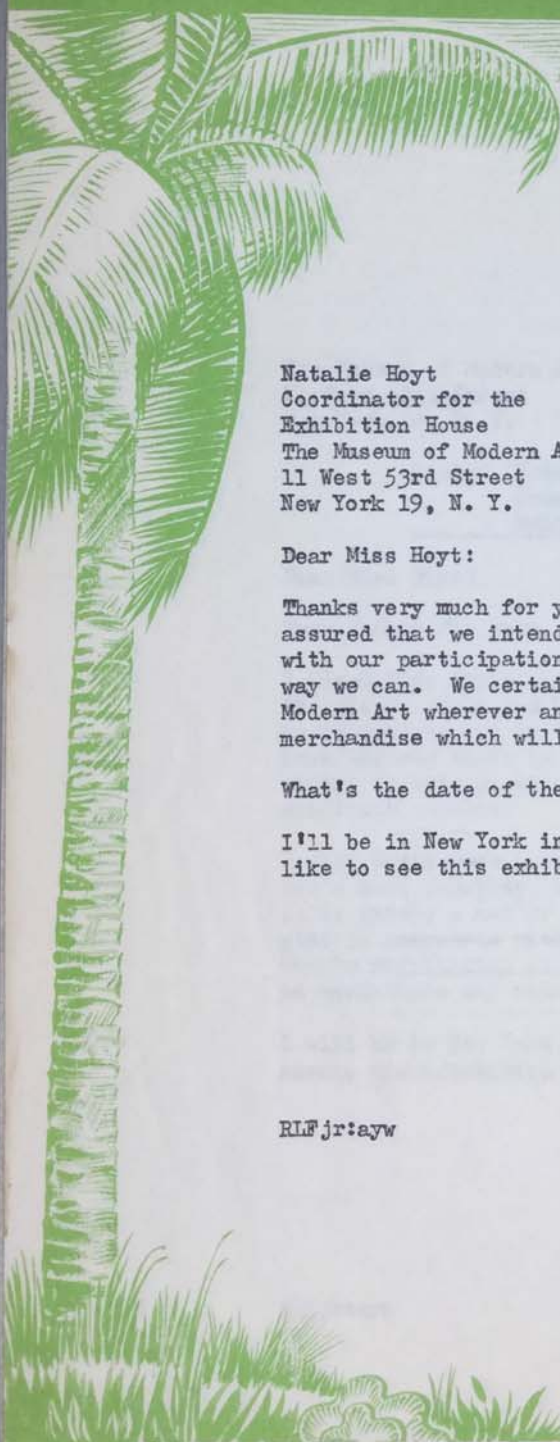
(Handwritten signature: Bob Ficks)
Sales Manager

NH:js

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FICKS REED CO.



CINCINNATI 14, OHIO - 424 FINDLAY ST.
NEW YORK CITY 17, - 383 MADISON AVE.

Cincinnati 14, Ohio
March 9, 1950

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

Dear Miss Hoyt:

Thanks very much for your letter of March 7th. Please rest assured that we intend to use the prestige which goes along with our participation in your new house exhibition in every way we can. We certainly intend to mention the Museum of Modern Art wherever and whenever we advertise the particular merchandise which will be displayed.

What's the date of the opening of the house?

I'll be in New York in the near future and would certainly like to see this exhibition when it opens.

Very truly yours,

FICKS REED COMPANY

(Bob Fick. Jr.)
Sales Manager

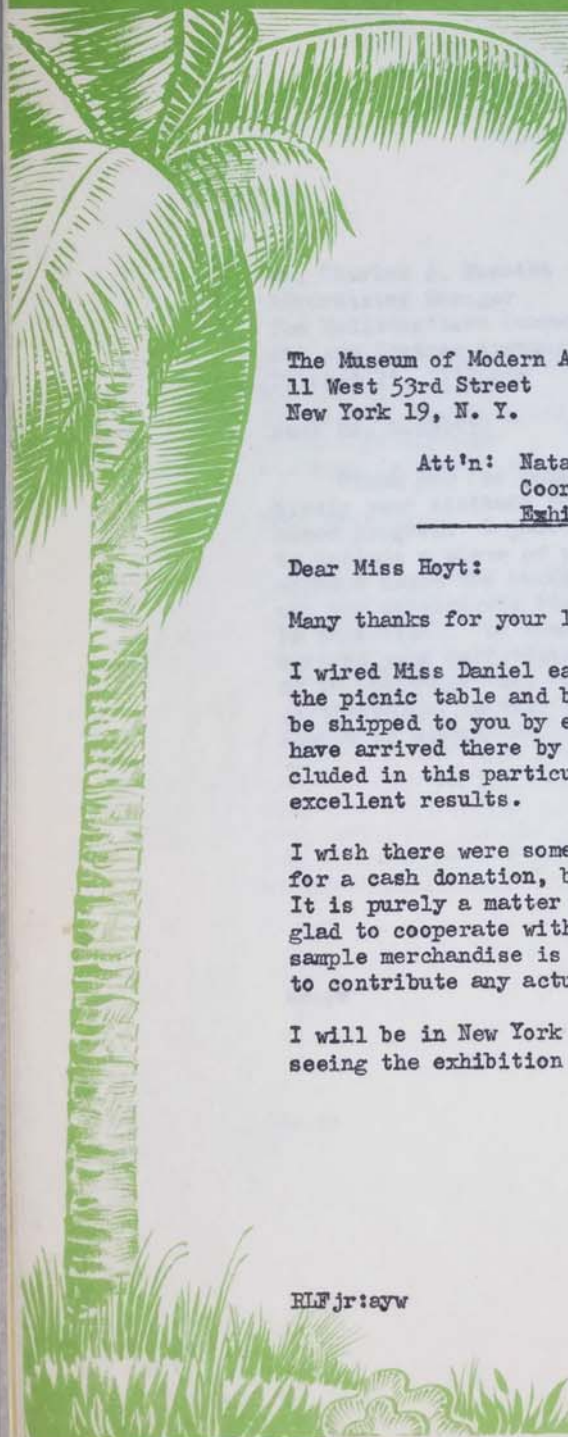
RLFjr:ayw

FURNITURE OF ROMANCE

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FICKS REED CO.



CINCINNATI 14, OHIO - 424 FINDLAY ST.
NEW YORK CITY 17 - 383 MADISON AVE.

Cincinnati 14, Ohio
March 3, 1950

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

Att'n: Natalie Hoyt
Coordinator for the
Exhibition House

Dear Miss Hoyt:

Many thanks for your letter of February 27th.

I wired Miss Daniel earlier in the week to let her know that the picnic table and benches from our new Sol-Air group would be shipped to you by express this week, and we trust that they have arrived there by now. We are delighted to have been included in this particular exhibition and expect it will bring excellent results.

I wish there were some way we could go along with your request for a cash donation, but we are afraid it is out of the question. It is purely a matter of company policy, and while we will be glad to cooperate with you any other way possible, as far as sample merchandise is concerned, we are sorry we will be unable to contribute any actual financial support.

I will be in New York later this Spring, and look forward to seeing the exhibition house.

Very truly yours,

FICKS REED COMPANY

Bob Ficks
Sales Manager

RLF jr:ayw

FURNITURE OF ROMANCE

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the hallicrafters Co.

MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT



5th AND KOSTNER AVENUES

Chicago 24, Ill.

April 13, 1950

April 5, 1950

Mr. Charles J. Nesbitt
Advertising Manager
The Hallicrafters Company
5th and Kostner Avenues
Chicago 24, Illinois

Dear Mr. Nesbitt:

Thank you for your letter of April 5. I understand entirely your attitude regarding a contribution to the exhibition house program. I just wish to tell you that we are delighted to include a piece of your equipment in our house because it is without doubt the handsomest radio on the market. Whether or not you participate beyond the point of lending us merchandise is immaterial. Of course, we would be very happy to have you mention your participation in our project in your advertising, or in any other way, because it will be most helpful to all participants, as well as The Hallicrafters Company and the Museum of Modern Art. Making a contribution to defray the sum of the deficit, I feel that our merchandise is so specialized that the value of the display is not sufficient. Sincerely yours, special financial contribution. We do certainly, of course, appreciate your using our equipment in the display; it is just that we consider our merchandise is more of an accessory, rather than a main part of any display.

Natalie Hoyt
Coordinator for the
Exhibition House

NH:pw

THE HALLCRAFTERS COMPANY

Charles J. Nesbitt
Advertising Manager

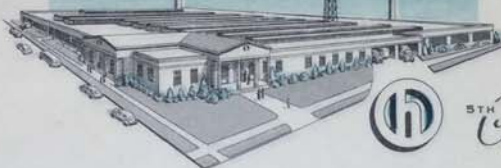
GJN:sm

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the hallicrafters Co.

MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT



5TH AND KOSTNER AVENUES
Chicago 24, Ill.

April 5, 1950

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

Dear Miss Hoyt:

I have your letter of March 23 to Mr. William J. Halligan, President of our Company, concerning the recent display of our merchandise in the Museum Garden. It is with regret that I learn that such an undertaking as this did not make its own way financially.

However, as for our making a contribution to defray the sum of the deficit, I feel that our merchandise is so specialized that the value of the display is not sufficient to warrant a special financial contribution. We do certainly, of course, appreciate your using our equipment in the display; it is just that we consider our merchandise is more of an accessory, rather than a main part of any display.

Very truly yours

THE HALLCRAFTERS COMPANY

Charles J. Nesbitt
Advertising Manager

CJN:es

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the hallicrafters Co.

MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT



5TH AND KOSTNER AVENUES
Chicago 24, Ill.

September 29, 1950

June 21, 1950

Mr. Edgar Kaufmann, Jr.
Director, Design for Use, U.S.A.
Museum of Modern Art
11 West 53rd Street
New York 19, New York

Dear Mr. Kaufmann:

We will be happy to make an S-40B available to you for the Museum. We have filled out the information blank submitted to us and are enclosing it herewith together with glossies of our model S-40B.

Before shipping a set directly from here, please be advised that one of these, model S-40A is at present in the possession of Miss Natalie Hoyt, Coordinator for the Exhibition House at the Museum, who is now ready to return the set to us. You may pickup this model from her, if you wish. There is no difference between the S-40A and the S-40B, except that the "A" version has a bronze coated speaker grille, whereas the "B" has black. I believe the "A" version is a little more attractive.

Very truly yours,

(signed) THE HALLICRAFTERS COMPANY

H. G. KWOLL, President

HKK:wh
Enc.

Charles J. Nesbitt
Advertising Manager

CJH:es
enc.
cc: Miss Natalie Hoyt ✓

*Kaufmann does
not want this
model.*

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COPY

KNOLL ASSOCIATES INC.
601 MADISON AVE.
NEW YORK 22

June 21, 1950

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

Dear Miss Hoyt:

This will acknowledge receipt of your letter of June 9, 1950.

Knoll Associates is interested in participating by sharing part of the cost of operating the exhibit at the Museum.

I am therefore pleased to enclose our check in the amount of \$100.00.

Very sincerely yours,

KNOLL ASSOCIATES, Inc.

(signed)

H. G. KNOLL, President

HGK:mh
Enc.

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COPY

Hans Knoll
✓

Alfred Auerbach Associates
130 W. 57th St., New York 19. Co 5-7605

February 27, 1950

June 9, 1950

~~Mrs. Elizabeth Goldt
Museum of Modern Art
11 West 53rd St.
New York 19, N.Y.~~

Mr. Hans Knoll
Knoll Associates, Inc.
601 Madison Avenue
New York, New York

Dear Mrs.

I am pleased to enclose herewith a contribution of \$100 tendered you by the Herma Knoll Furniture Company.

Dear Mr. Knoll:

The response to the Exhibition House in the Museum Garden is gratifying. The large majority of visitors appear to be enthusiastically interested in the house and its furnishings.

As I told you, the Museum has received several contributions ranging from \$100 to \$300 from manufacturers of furnishings to help defray the high cost of operating the exhibit. I feel that these contributions are justified because undoubtedly the manufacturers of furnishings will benefit more directly than the contributors of building materials. All of the building materials have been donated, whereas the furnishings have been loaned.

We are pleased that Knoll Associates is participating in this project as they have so often cooperated with the Museum on other occasions. I hope very much that you will wish to make a contribution for this purpose.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH:PW

*(on Monday to
Hoyt
orig to i. d.)*

*Reply to Knoll
June 10, 1950*

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Herman Miller

COPY

Alfred Auerbach Associates
130 W. 57th St., New York 19. Co 5-7805

February 27, 1950

February 27, 1950

~~Mrs. Elizabeth Boldt~~
Museum of Modern Art
11 West 53rd St.
New York 19, N.Y.

Dear Mrs. Boldt:

I am pleased to send you herewith a contribution of \$100 tendered you by the Herman Miller Furniture Company. Mr. DeFree, the president of the company, writes me to say that he is thoroughly cognizant of the magnificent work the Museum has been doing in spreading an understanding of good modern design and he is glad to take this means to express his appreciation.

Cordially yours.

Alfred Auerbach
(signed)

*(on library letter)
In g acc.
orig to L. U.*

*Reply to Auerbach by M.H.
filed in Mrs. Winkler's office*

*P.S. I have spoken to Mr. Auerbach about
the matter of a donation*

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H. Miller

February 27, 1950

Mr. James P. Eppinger
Herman Miller Furniture Co.
One Park Avenue
New York, N. Y.

Dear Mr. Eppinger:

We are pleased that the Herman Miller Furniture Company is participating in the exhibition house now nearing completion in the Museum garden.

In most cases, manufacturers of building materials have made substantial contributions to the house. All of the building materials have been donated, whereas the furnishings are being sent on consignment. Because of this disparity in participation and because last year's exhibition house closed with a deficit, we are asking that manufacturers of the furniture displayed in the exhibition house make a cash contribution toward the heavy operating expenses of the house. We have already received several such contributions ranging from \$100 to \$300.

We are confident that the house and furnishings will create much interest and that the project will be of mutual benefit to all participants. Thank you for your interest and your cooperation.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

P.S. I have spoken to Mr. Auerbach about the matter of a donation

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cc. Mr. D.J. DePres ✓
Mr. Leach - Auerbach Ass

H. Miller Co.

Herman

PACIFIC



1013 EL CENTRO STREET SOUTH PASADENA, CALIFORNIA

Phone 1-131
Phone 1-250

March 13, 1950

February 21, 1950

Herman Miller Furniture Co.
1 Park Avenue
New York, N.Y.

Att.: Mr. James P. Eppinger

Dear Mr. Eppinger:

We are pleased to know that the Herman Miller Furniture Co. is participating in the exhibition house now under construction in the Museum garden.

As discussed with Alfred Auerbach Associates, the following pieces have been selected for furnishing the house:

Charles Eames Storage Units

- 1 unit, 48" long; Top shelves open with perforated metal backs
Bottom shelves with trays and sliding panels
 - 1 unit, 48" long; top and bottom shelves fitted with sliding panels, and trays
 - 1 unit, 48" long; all drawers
 - 1 unit, 24" long; all drawers
- color for all units: black with grey side panels

Charles Eames Arm Chairs (winning design Museum low-cost furniture competition)

- 2 chairs, color: grey-beige; 4 metal-legs possibly black

Because of the deadline for photographing the interiors by WOMAN'S HOME COMPANION, it is essential that these pieces be delivered not later than March 3rd to the Receiving Room of the Museum.

Would you also be good enough to complete the enclosed worksheet and return both copies to me at your earliest convenience. This information will help us to list your loan correctly in the forthcoming exhibition catalog and to insure the pieces at the value indicated by you. Loans will be returned to their owners after the close of the house during the early part of October.

In order to familiarize you with the exhibition project, I enclose a copy of the exhibition program.

Thank you very much indeed for your helpful cooperation. Sincerely yours,

Greta Daniel, Asst. Curator

GD:d
Enc.

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Herman Miller

THE MUSEUM OF MODERN ART

1015 EL CENTRO STREET

SOUTH PASADENA

March 8, 1950

Date

To: Ione Ulrich
From: Natalie Hoyt

Re: _____

I have written Mr. Alfred Auerbach to thank him for the donation to the exhibition house from the Herman Miller Furniture Company. Mr. Auerbach is Public Relations Counsel for that company.

I suggest that the official acknowledgment of the donation be sent to Mr. D. J. DePree, President, Herman Miller Furniture Company, Zeeland, Michigan. (I have been advised that Mr. DePree never uses his full name, only initials.)

Dear Miss Hoyt:

Thank you for your letter of February 27, telling us of your plans regarding the exhibition house. At the present time we are not in a position to make a cash contribution to financing the operating expenses of the house, however, we hope to have it is possible that we will

Bear in mind that our firm is very small, and that this year is our first year in more or less high production.

We will cooperate with you in whatever way is possible regarding this project, and bear in mind the great service you are doing us.

Sincerely,

PACIFIC IRON PRODUCTS

Stanford L. Optner
Stanford L. Optner
President

SLO/dq

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PACIFIC



1015 EL CENTRO STREET SOUTH PASADENA, CALIFORNIA

PYramid 1-1311
PYramid 1-2542

March 13, 1950

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

Dear Miss Hoyt:


Thank you for your letter of February 27, telling us of your plans regarding the exhibition house. At the present time we are not in a position to make a cash contribution to financing the operating expenses of the house, however, at some future date it is possible that we will do so.

Bear in mind that our firm is very small, and that this year is our first year in more or less high production.

We will cooperate with you in whatever way is possible regarding this project, and bear in mind the great service you are doing us.

Sincerely,

PACIFIC IRON PRODUCTS


Stanford L. Optner
President

SLO/dq

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Pacific Iron

February 27, 1950

Mr. J. W. Hubbell
Pacific Iron Products Company
1015 El Centro Street
South Pasadena, California

Dear Mr. Hubbell:
Gentlemen:

We are pleased that the Pacific Iron Products Company is participating in the exhibition house now nearing completion in the Museum garden.

In most cases, manufacturers of building materials have made substantial contributions to the house. All of the building materials have been donated, whereas the furnishings are being sent on consignment. Because of this disparity in participation and because last year's exhibition house closed with a deficit, we are asking that manufacturers of the furniture displayed in the exhibition house make a cash contribution toward the heavy operating expenses of the house. We have already received several such contributions ranging from \$100. to \$300.

We are confident that the house and furnishings will create much interest and that the project will be of mutual benefit to all participants. Thank you for your interest and your cooperation.

Thank you for your interest and your cooperation. We will write you in a week or two in regard to the public. Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op

NH/op

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Simmons

February 23, 1950

Mr. J. W. Hubbell
Simmons Company
One Park Avenue
New York 16, N. Y.

Dear Mr. Hubbell:

We are pleased that the Simmons Company will participate in our exhibition house again this year. I enclose an outline which gives the facts of our program.

Our requirements are modest and I hope that the sizes we specify are available from stock. Perhaps Miss Bell will be good enough to telephone me Monday afternoon or Tuesday to verify the order.

- 1 Box Spring and Mattress, standard double size
4'6" x 6'4".
- 2 Box Springs and Mattresses in the narrowest and
shortest widths available; if possible, 2'6" wide.
As these beds are theoretically designated for
young children short and narrow beds would be best.

We do not require legs as we shall use wood blocks.

Thank you for your interest and your cooperation. I shall write you in a week or two in regard to the publicity campaign.

Sincerely yours,

Natalie Hoyt
Coordinator for the
Exhibition House

NH/op