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	MW	II. 44

might help us to bring out this book, I shall be glad to give  
them fuller information about it. As the Museum of Modern Art  
is a non-profit educational institution operating under the  
charter of the University of the State of New York, its contribu-  
tions are deductible for income tax purposes. August 4, 1949

With renewed thanks for your interest in this important project,  
I am,

Dear Kate:

I am delighted by your interest in our proposed Guide to Modern  
Architecture in the U.S.A. This is a book for which we have  
had innumerable requests from schools and colleges in this coun-  
try and abroad for many years. But it is, as you can understand,  
a project which requires a great amount of authoritative research,  
editing and photography and we cannot produce it unless we find  
some public-spirited individual or organization to underwrite the  
costs of preparation.

The purpose of this Guide would be to present, in a single,  
beautifully illustrated volume, a careful selection of the  
most significant American architecture of our times, complete-  
ly annotated with maps and geographical directions.

Mrs. Katherine Kane

Our country's architectural achievements in this century have  
been magnificent: in fact, it is the only one of the arts in  
which our international leadership is unquestioned. But there  
is no book which illustrates adequately the greatness of our  
progress in this field.

I think no one familiar with this museum's architecture publica-  
tions will question our ability to produce this volume satis-  
factorily. We have at our disposal the finest research talent  
and the books we have already produced have set a new high  
standard. I am sending you herewith some of these books which  
you may not know.

All such books, however, need special subsidies. We are, for  
example, now producing a definitive book on the architecture  
of bridges which has been underwritten by the American Bridge  
Company. This sponsorship is acknowledged by a statement at  
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The subsidy required for the Guide to Modern Architecture in the  
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Director of Exhibitions  
and Publications

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Our country's architectural achievements in this century have been magnificent; in fact, it is the only one of the arts in which our international leadership is unquestioned. But there is no book which illustrates adequately the greatness of our progress in this field.

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With renewed thanks for your interest in this important project, I am,

Faithfully yours,

Monroe Wheeler  
Director of Exhibitions  
and Publications

Mrs. Katherine Dane  
15 West 55th Street  
New York 19

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Type up if not already on file ✓

\* Guide to Modern Architecture in the U. S. A.

Pre-publication costs to be underwritten

Editing and Research

Natalie Hoyt - six months - # 3000.00

3 = 6 months 320.

Research Material <sup>to be</sup> purchased from Dorothy Noyes ~~1040.00~~ 500.00

Photographs purchased for

purpose of selection

500.00

Publication rights for

photographs selected 300 @ 5<sup>00</sup> 1500.00

Layout + design

500.00

300 plates @ 10

3000.00

~~Printing~~  
Travel + incidental expenses

500.00

10,040.00

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October 6, 1949

Mr. Lou R. Crandall  
Chairman of the Board  
Fuller-Turner-Walsh-Slattery, Inc.  
403 East 42nd Street  
New York, New York

Dear Mr. Crandall:

On behalf of the Trustees of the Museum of Modern Art, I am writing to ask whether Fuller-Turner-Walsh-Slattery, Inc. would be interested in cooperating with the Museum of Modern Art upon a project of the greatest importance to the international prestige of American architecture.

As I do not know how familiar you may be with the Museum of Modern Art, I perhaps should begin by saying that it is the largest and most influential museum in the world concerned with the arts of the 20th century. Its books and exhibitions are in use throughout the United States and in 37 foreign countries. It is a non-profit educational institution operating under the Charter of the University of the State of New York.

For your convenience I shall outline briefly the project that we have in mind. Our extremely active Department of Architecture has, since 1932, done more than any organization in the world to promote the use and understanding of the best in modern architecture. Recently we have had innumerable requests from schools, colleges and librarians, both in this country and abroad, for a definitive illustrated "Guide to Modern Architecture in the U. S. A." I think no one familiar with this museum's architectural publications could question our ability to produce this volume satisfactorily. We have at our disposal the finest research talent, and the books we have already produced have set a new high standard in this field.

All Museum of Modern Art books are distributed by Simon and Schuster. All such books, however, require special subsidies. Current production costs for a copiously illustrated book of this kind are so great that if we tried to make it self-supporting, the retail price would have to be \$12.50, a price so high that it would restrict distribution to a point where it would become a bad publishing risk. It has occurred to us, therefore, that a company such as yours might find it desirable to underwrite this project.

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Mr. Lou R. Crandall -- 2

10/6/49

So that this book can be sold at \$5.00 or less--thus placing it within the buying range of everyone seriously interested in having it. This would require a subsidy of \$10,000 for research, photography and plate-making.

As you know, many business firms now provide financial assistance to educational programs which relate to their own work, and a number of the activities of this museum are supported by such contributions. We are preparing now, for example, a definitive book on the "Architecture of Bridges", which has been underwritten by the American Bridge Company. This sponsorship is acknowledged by a statement at the beginning of the book, and if your firm were to see its way to collaborate with the Museum on this project, the acknowledgement page could read: "This book has been produced under a grant from Fuller-Turner-Walsh-Slattery, Inc." The sponsor is also provided with copies of the book for free distribution to his clients.

I have no doubt that we can present an extremely good case for the Museum's prestige in the field of architecture and for the advantages to any sponsor in being linked with us in this endeavor. I think you will agree that an authoritative and beautifully illustrated volume such as this, completely annotated, with maps and geographical directions, would greatly augment the international esteem in which American architecture is already held. No book of this kind exists at present and a much smaller volume entitled "Built in the U. S. A.", which we published during the war, is now very much out of date. Inasmuch as your distinguished firm played such an important role in the construction of the superb new United Nations buildings, it would seem eminently fitting for it to sponsor a volume which will make the astonishing achievements of contemporary American architecture internationally known. I would be glad to discuss this matter further with you or your associates at your convenience.

Thanking you in advance for the courtesy of your consideration,

I am

Very sincerely yours,

Monroe Wheeler

MW;jb

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I think no one familiar with this museum's architecture publications will question our ability to produce this volume satisfactorily. We have at our disposal a staff of artists and photographers and the books we have already produced have set a new high standard. I am sending you herewith some of these books which you may not know.

Monroe Wheeler

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All such books, however, need special subsidies. For example, now producing a definitive book on the architecture of bridges which has been underwritten by the American Bridge Company. This sponsorship is acknowledged by a statement at the beginning of the book saying, "This book has been produced under a grant from the American Bridge Company."

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*File Guide to Modern Arch. in U.S.A.*

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you further information about it. As the Museum of Modern Art  
is a non-profit educational institution operating under the  
charter of the University of the State of New York, all  
contributions are deductible for income tax purposes.  
August 4, 1949

With renewed thanks for your interest in this important project,  
I am,

Dear Kate:

I am delighted by your interest in our proposed Guide to Modern  
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Faithfully yours,  
Monroe Wheeler  
Director of Exhibitions  
and Publications

The purpose of this Guide would be to present, in a single, beautifully illustrated volume, a careful selection of the most significant American architecture of our time, complete-ly and geographically distributed.

Mrs. Katherine Dane *Look*,  
15 West 55th Street  
New York 19

Architectural achievements in this century have been significant: in fact, it is the only one of the arts in which our international leadership is unquestioned. But there is no book which illustrates adequately the greatness of our progress in this field.

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The amount required for the Guide to Modern Architecture in the U.S.A. - 1929 to 1939, is \$10,000.00. It is the only one of any company which

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With renewed thanks for your interest in this important project, I am,

Faithfully yours,

Monroe Wheeler  
Director of Exhibitions  
and Publications

Mrs. Katherine Dane *Cook*,  
15 West 55th Street  
New York 19

Miss Dorothy G. Meyer  
New Design Inc.  
13 East 75th Street  
New York 21, New York

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NEW DESIGN INC

33 EAST 75 STREET NEW YORK 21 BE 77408

October 3, 1949

September 8, 1949

Dear Miss Noyes:

Mr. Peter Blake  
Museum of Modern Art  
11 West 53 Street  
New York City

Peter Blake has shown me your recent letter regarding the time you spent on the

Dear Peter: Guide to Modern Architecture in the U. S. A.

I am writing you concerning the time I put in last November for the project and are only awaiting arrangements

We are definitely going ahead with this the projected Guide to Modern Architecture.

In our telephone conversation last March I said I would not ask for financing its compilation. As soon as hopes that I would be included in any future plans for the production of these arrangements are completed, we will be made at that time. Since I have not heard from you that there want your help again and will of course Guide in the near or distant future. I think it would be advisable for reimburse you for the time you have already have estimated that I spent three hours on November 14, 19, 23 and 29 - given us. in all. At the rate of \$5.00 per hour this comes to \$30.00.

Sincerely yours,

If the Museum still plans to proceed with the Guide within the next year and wishes to use my services, my offer still holds to postpone settlement until the project gets under way and our financial arrangement is worked out.

Miss Dorothy Q. Noyes  
New Design Inc.  
33 East 75th Street  
New York 21, New York

Yours sincerely,

Dorothy Q. Noyes  
NEW DESIGN INC.

cc: Peter Blake

DRW/mkr

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**NEW DESIGN INC**

33 EAST 75 STREET NEW YORK 21 RE 7-7408

September 8, 1949

Mr. Peter Blake  
Museum of Modern Art  
11 West 53 Street  
New York City

Dear Peter:

I am writing you concerning the time I put in last November for your department in the Museum on the projected Guide to Modern Architecture.

In our telephone conversation last March I said I would not ask immediate payment for my time in hopes that I would be included in any future plans for the production of the Guide, and a settlement could be made at that time. Since I have not heard from you that there are any plans to proceed with the Guide in the near or distant future, I think it would be advisable for us to settle as soon as possible. I have estimated that I spent three hours on November 14, 19, 23 and 29 - 12 hours in all. At the rate of \$5.00 per hour this comes to \$60.00.

If the Museum still plans to proceed with the Guide within the next year and wishes to use my services, my offer still holds to postpone settlement until the project gets under way and our financial arrangement is worked out.

Yours sincerely,

  
Dorothy C. Noyes  
NEW DESIGN INC.

DQN/mkr

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FEMALE FIGURE continued

From the Collection of the Museum of Modern Art



The Lady Fishing—Seurat (1859-1891)

MOD

From the Collection of the Museum of Modern Art



Reclining Figure—Moore (1898- )

PHILIP L. GOOD  
LOUIS C. JAE

Architecture  
States

OLUNTEER 5-1990

HUMAN FIGURE FREQUENTLY AN ABSTRACTION — AN

A GREAT change now takes place in the artist's treatment of the human figure. In many instances the modern artist rejects exact likeness in favor of a more or less abstract design. He is interested in the vision of the mind's eye, and contorts or stylizes the material of life to express ideas or emotions. The figure in the Georges Seurat drawing, *The Lady Fishing*, circa 1885, left, consists of a series of near-geometric forms. It is an expression of a mood rather than just a likeness of a small-waisted figure in a bustleback dress.

In Reality, not in Art, the

AMERICAN  
FIGURE

of 1948 is a Changing Ideal

DURING the war years, when a lean athleticism of mind and body was desirable, the fashionable American figure was long-legged, narrow-hipped, flat-bellied. It is a figure which also symbolized America's worship of youth—the figure of a half-girl, half-woman. But this figure, too, is changing, and as a real-life ideal it has already been considerably altered by the New Look, which covers the legs, bares the bosom and glorifies the hips. Thus on a superstructure which has been built up for almost 20 years, fashion will impose rules of its own—and soon a new figure ideal will be established. A figure dictated by today's fashion standards may emerge as tomorrow's beauty.

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THE MUSEUM OF MODERN ART

Date: August 3, 1949

To: M.W.

Re: Guide to Modern Architecture  
in the United States

From: M.W.

PHILIP L. GOODWIN • ARCHITECT • 32 EAST 57 STREET • NEW YORK 22 • VOLUNTEER 5-1990  
LOUIS C. JAEGER • ARCHITECT • ASSOCIATED

August 15, 1949

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

Dear Monroe:

I have yours of August 11th about the proposed  
"Guide to Modern Architecture in the U.S.A."

I agree with you that we should try to find an  
angel, such as we did find for "Architecture of Bridges".  
At the moment I cannot think of anyone, unless it is the  
mysterious benefactor who works through Dr. Wriston at  
Brown University. It would be necessary to approach him  
carefully, and just now I cannot think of the best way.

I shall be back after Labor Day.

I hope this nice weather continues for your sake.

Sincerely,

*PLG.*

PLG.SB



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THE MUSEUM OF MODERN ART

Date: August 3, 1949

To: M.W.

Re: Guide to Modern Architecture  
in the United States

From: M.W.

Discussed today financing of this guide with Philip Johnson.

We agreed that it should have a general editor to organize the immense amount of detail which this publication involves and that the ideal person for this work would be Natalie Hoyt. She requires a salary of \$5,000 a year but we agreed that if we employed her for six months at \$3,000 she would be able to terminate this work.

We also agreed that we would purchase from Dorothy Noyes for \$400 to \$500 the material on this subject which she has assembled. As far as we know our agreement with the Architectural Forum to provide us with the services of Henry Martin still obtains.

To:

An architectural photographers' union, headed by Wurts Bros. now requires a book publication fee of \$4 to \$5 for each photograph used in books. This would amount to approximately \$1,500 for publication rights.

From:

As to obtaining a subsidy for this project, Philip suggested that I call Perry Prentice of the Architectural Forum to learn which manufacturers or building supply companies might be interested in helping us. He also suggested the Reynolds Aluminum (or Metal) Company and the Revere Brass and Copper Company.

Jacques Blackburn of Harrison & Abramovitz told me that young Mr. Koehler, of the Koehler Plumbing Supply Co., Koehler, Wisc., might be interested. Does not photograph paintings.

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FILE: *Guide to Modern Architecture  
in the U. S. A.*

## THE MUSEUM OF MODERN ART

Date July 27, 1949

cc: Miss Pernas

To: Mr. Wheeler  
From: Frances Keech

Re: Color Photographer  
FOR INDUSTRIAL  
DESIGN.

Miss Chamberlain reports that a Mr. Reuter, a photographer specializing in industrial design and architecture photographs, will make 4 x 5 or 8 x 10 Ektachromes for us at a cost of \$5 or \$10 each, if he can have the work while doing other jobs. She thought you might be interested in connection with Edgar Kaufmann's book. He does not photograph paintings.


To: *Mr. Wheeler*  
From: *Miss Pernas*  
An architectural photographers' union, headed by Wurts Bros. now requires a book publication fee of \$4 to \$5 for each photograph used in books. This would amount to approximately \$1,500 for publication rights.

Dear Bill  
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(1) Mr. Hermann Klabbe  
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(2) Carrier Corp. (Aircraft Division)  
Syracuse, N.Y.

(4) Essex Armo Steel Corp.  
269 Curtis Street  
Middletown, O.



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*file*  
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**From:** now requires a book publication fee of \$4 to \$5 for each photograph used in books. This would amount to approximately \$1,500 for publication rights.

As to obtaining a subsidy for this project, Philip suggested that I call Perry Prentice of the Architectural Forum to learn which manufacturers or building supply companies might be interested in helping us. He also suggested the Reynolds Aluminum (or Metal) Company and the Revere Brass and Copper Company.

(1) Mr. Jacques Blackburn of Harrison & Abramovitz told me that young Mr. Koehler, of the Koehler Plumbing Supply Co., Koehler, Wisc., might be interested.

(2) Carrier Corp. (Airconditioning)  
Cyrus, N.Y.

(4) Essex Arco Steel Corp.  
457 Curtis Street  
Middletown, O.

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ORIGINAL LETTER TO: Miss Ulrich  
COPIED FOR: Mr. Blake  
Miss Pernas  
Mr. Wheeler

THE ARCHITECTURAL FORUM  
350 Fifth Avenue, New York 1 \*

October 19, 1948

December 3, 1948

Mr. Henry Wright  
Managing Editor  
ARCHITECTURAL FORUM  
350 Fifth Avenue  
New York 1, N. Y.

Dear Mr. Wheeler:

I am very glad to accept your suggestion for cooperation

## THE MUSEUM OF MODERN ART

August 4th 1949

Date \_\_\_\_\_

To: Monroe Wheeler

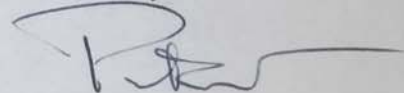
Re: Subsidy for GUIDE TO MODERN  
ARCHITECTURE IN THE US

From: Peter Blake

Dear Monroe:

Bill Lescaze suggested the following:

- (1) Mr. Hermann Kimble,  
Kimble Glass Co.  
Vineland, N.J.
- (2) Carrier Corp. (Airconditioning)  
Syracuse, N.Y.
- (3) Otis Elevator Co.  
260 Eleventh Avenue  
New York 1., N.Y.
- (4) ~~Armed~~ Armeo Steel Corp.  
489 Curtis Street  
Middletown, O.



/s/ Monroe Wheeler

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ORIGINAL LETTER TO: Miss Ulrich

COPIED FOR: Mr. Blake  
Miss Pernas  
Mr. Wheeler

THE ARCHITECTURAL FORUM  
350 Fifth Avenue, New York 1 \*

December 3, 1948

Mr. Henry Wright  
Managing Editor  
ARCHITECTURAL FORUM  
350 Fifth Avenue  
New York 1, N. Y.

Dear Mr. Wheeler:

I am very glad to accept your suggestion for cooperation between the Museum of Modern Art and THE ARCHITECTURAL FORUM on the terms outlined in your letter of October 19, 1948.

As work on this proceeds, we can perhaps work out a detailed arrangement on the distribution of this Guide through the ARCHITECTURAL FORUM.

Sincerely,

/s/ Henry Wright

Henry Wright  
Managing Editor

Mr. Monroe Wheeler  
Director, Program Department  
Museum of Modern Art  
11 West 53rd Street  
New York, New York

Very sincerely yours,

/s/ Monroe Wheeler

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CC: Mr. Blake  
Miss Ulrich

October 19, 1948

Mr. Henry Wright  
Managing Editor  
ARCHITECTURAL FORUM  
350 Fifth Avenue  
New York 1, N. Y.

Date October 12, 1948

Dear Mr. Wright:

To: I am very happy to hear from Mr. Peter Blake that the ARCHITECTURAL FORUM is going to collaborate with the Museum of Modern Art in the preparation of a Guide to Modern Architecture in the United States. This publication, more than anything I can think of, will help to bring the layman closer to the progressive architecture of our day and enlighten him as to its advantages.

Dear Madam:

Here is a pro

As we understand it the ARCHITECTURAL FORUM is going to contribute the part-time services of Miss Henry Martin and this assistance from the FORUM will be formally acknowledged at the beginning of the book. I understand also that the FORUM will assist in the distribution of the book in a manner similar to that used in the promotion of Brazil Builds and an arrangement will be made whereby the FORUM can receive the usual profit on such sales, which is customarily from 33-1/3% to 40% of the retail price.

Mr. Blake tells me that he is now negotiating to acquire a very considerable amount of material on this subject assembled two years ago by Miss Dorothy Noyes which I am sure will be extremely valuable to this work.

It is extremely generous of you to offer us the support of the ARCHITECTURAL FORUM in this important project and I want you to know that we greatly appreciate your help. For our records, I would be glad to have a note from you confirming your participation.

With renewed thanks and best wishes, I am,

Very sincerely yours,

MW:k

/s/ Monroe Wheeler

Very truly yours,

Monroe Wheeler

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Mr. Henry Wright  
Managing Editor

## THE MUSEUM OF MODERN ART

**Date:** October 12, 1948

**To:** Monroe Wheeler

**Re:** "Guide to Modern Architecture

**From:** Peter Blake

in the U. S."

Dear Monroe:

Here is a proposed draft of your letter to Henry Wright.



terminated at a later date when the retail price of the book has  
been decided upon, but it will amount to approximately XX% of the  
retail price.

If you feel that the above statement represents the gist of your  
verbal agreement with Mr. Blake, I would appreciate a reply as  
soon as possible so that our Mrs. Ruth Bookman can begin to work  
on this publication with Miss Martin.

Very truly yours,

Monroe Wheeler

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Mr. Henry Wright  
Managing Editor  
Architectural Forum  
350 Fifth Avenue  
New York 1, N. Y.

Dear Mr. Wright:

This is to confirm your tentative verbal agreements with Mr. Peter Blake regarding the preparation and publication of the forthcoming "Guide to Modern Architecture in the United States."

As we understand it, the Architectural Forum will contribute <sup>part-time</sup> the services of Miss Henry Martin in the preparation of this book.

In return there will be a credit acknowledgment to the Architectural Forum on the title page of the book.

In addition the Architectural Forum will aid in the distribution of the book much in the same manner as it helped in the distribution of "Brazil Builds." For this assistance the Architectural Forum will receive a portion of the retail price of all the books sold through its offices. The exact portion will be determined at a later date when the retail price of the book has been decided upon, but it will amount to approximately XX% of the retail price.

If you feel that the above statement represents the gist of your verbal agreement with Mr. Blake, I would appreciate a reply as soon as possible so that our Mrs. Ruth Bookman can begin to work on this publication with Miss Martin.

Very truly yours,

Monroe Wheeler

*please fill in.*



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## THE MUSEUM OF MODERN ART

Date August 18, 1948

To: Monroe Wheeler  
Philip Johnson cc  
From: Peter Blake

Re: Architectural Guide

Upon contacting Henry Wright again regarding the Guide to Modern Architecture in the United States, I received three possible suggestions regarding the Forum's participation in this project.

- OK*
- 1) Henry Martin would be available <sup>part-time</sup> to assist Ruth Bookman in compiling the information, in which case the Forum would contribute Henry Martin's time to the book and would receive in return joint credit for the book with the Museum of Modern Art.
  - 2) *no* The Forum would loan Henry Martin to us for this job, and we would pay her directly to do this work for us, in which case it would be a simple Museum publication.
  - 3) *no* Henry Martin would work full time at the Forum's expense on compiling this book, in which case the Forum would want joint credit with the Museum and a possible share in any future profits.

I explained to Mr. Wright the non-profit character of the Museum's publication program, and he suggested that in cases 1 and 3 the Forum might assist in the distribution of the book much in the same manner in which it assisted in the distribution of Built in U.S.A. In this event Mr. Wright felt that the Forum should be entitled to a share in possible future profits.

*Peter Blake*

*Part time - credit to Forum is  
acknowledged.*

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## THE MUSEUM OF MODERN ART

**Date:** August 17, 1948

**To:** Monroe Wheeler  
cc: Philip Johnson  
**From:** Peter Blake

**Re:** Architectural Guide

Henry Wright, Managing Editor of the Architectural Forum, has suggested that the Forum might compile for us a complete Guide to Modern Architecture in the United States. The Forum is not equipped to publish this Guide or to distribute it, so it is Mr. Wright's idea to have the Museum underwrite such a publication, print it, and distribute it from here.

As you know, this has been a project of our Department for some time, and judging by the number of inquiries we receive almost daily for such a Guide, I feel that it would be one of the Museum's best sellers.

At present the Forum's Miss Henry Martin is compiling and keeping up-to-date a very complete mimeographed Guide to Architecture in this country, and Henry Wright suggests that she could do this job for us from beginning to end. Needless to say, this Department could use any help on such activities that we can get, and since their Miss Martin has been doing this job for many years, I consider her excellently qualified to give us such assistance.

*Peter Blake*

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For Mr. Monroe Wheeler

September 3, 1948

Dear Henry:

Since you called me a few days ago about the proposed guide to modern architecture in the United States, we have been talking up here about this project in some detail. From our point of view the kind of arrangement that might suit us best would be something like this:

Much of the research on the book would be done by Henry Martin working on a part-time basis only and collaborating with our Mrs. Ruth Bookman whose services are being paid for by the museum. Mrs. Bookman would be available any time after about October 1st, and she has already done a certain amount of work on this project so that Henry Martin may find her assistance very valuable. Final editorial control over the book would be retained by us, and the museum would publish the book as a regular Museum of Modern Art publication with a credit paragraph given to the Architectural Forum. In addition, it appears that your help in distributing the book by enclosing an order card in your issues or by some such similar means would be very greatly appreciated. In the event of such assistance in the distribution of the book, I believe an arrangement could be made for the Forum to participate in any profits that this book may produce.

I want to repeat here what I told you in our original conversation, namely that the museum is primarily interested in producing a book at low cost for education purposes rather than a book principally for profit.

If this general arrangement is to your liking or if you have any other suggestions, I would like very much to hear from you as soon as possible. Once we have the general arrangement pretty well worked out I think that you should talk with Mr. Monroe Wheeler, Director of Exhibitions and Publications, who will then write you a letter confirming our arrangements and setting out in detail any questions arising out of the business of distributing the book.

Needless to say, I am very happy to be able to make use of some of your files and of some of your research and I think that you will find that the museum will put out a book in keeping with its usual publishing standards.

With best personal regards.

Peter Blake

Mr. Henry Wright, Managing Editor  
The Architectural Forum  
Empire State Building  
New York 1, N. Y.