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

4 WEST 54 STREET, NEW YORK

GREGORY AIN, ARCHITECT

EXHIBITION DATES: MAY 19 - OCTOBER 29, 1950

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: ATLAS TILE + MARBLE Works, Inc.

ADDRESS: 238 E 26 ST. N.Y. 10 N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: \_\_\_\_\_

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Bonniers, Headquarters for Scandinavian Arts,  
Handicrafts and Books,  
ADDRESS: 605 Madison Ave (between 57 and 58th Street) N.Y.C.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Maurice Feldman

ADVERTISING MANAGER: Maurice Feldman

HOUSE ORGAN TITLE: Bonniers

EDITOR: Maurice Feldman

ADDRESS: 551 Fifth Ave, Suite 2016, New York 17, N.Y.  
Tel: Vanderbilt 6-2985

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Retailing Daily,

Business Week

Womens' Wear

Interior Decorating

Forum

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*way / the  
Block + Birch*

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: THE CONCRETE CORPORATION

ADDRESS: EAST RIVER AT 26<sup>TH</sup> AVE. LONG ISLAND CITY 2, N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: GEORGE KOEGL

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Court Associates Inc.

ADDRESS: 5 Beekman Street 7 New York N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: H. E. Lauffer

ADVERTISING MANAGER: H. E. Lauffer

HOUSE ORGAN TITLE: none

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Crockery and Glass Journal, 1170 Broadway, New York, N.Y.

Gift and Art Buyer, 212 Fifth Avenue, New York 10, N.Y.

Interiors, ~~XXXX~~ 11 E. 44 th Street, New York, N.Y.

China and Glass Decorative Accessories, 200 Fifth Avenue, N.Y.C.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: CREATIVE PLAYTHINGS

ADDRESS: 867 Madison Ave at 72nd Street, New York 21, N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Frank Caplan

ADVERTISING MANAGER: Same

HOUSE ORGAN TITLE: None

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: TOYS & NOVELTIES

PLAYTHINGS

JUVENILE MERCHANDISING

SMALL WORLD

ASS'N OF CHILDHOOD EDUCATION

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Douglas Fir Plywood Association

ADDRESS: 301 Tacoma Building, Tacoma 2, Wash.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Winston H. McCallum

ADVERTISING MANAGER: Same

HOUSE ORGAN TITLE: None

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Architect, builder, dealer publications.

Thank you,

*Winston H. McCallum*

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Edmar Equipment Company

ADDRESS: 279 5th Avenue - New York 16, New York  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

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SENT: \_\_\_\_\_

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: H. E. Fletcher Co., Inc.

ADDRESS: 114 E. 40th St., New York City  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Joseph Franken  
ADDRESS: 200 East 63rd Street, New York 21, N.Y. Regent 4-2144  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: same

ADVERTISING MANAGER: same

HOUSE ORGAN TITLE: same

EDITOR: same

ADDRESS: same

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Interiors,

Retailing

Gift & Art Shop

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: GENERAL ELECTRIC CO.

ADDRESS: 1285 BOSTON AVE BRIDGEPORT CONN  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: STANLEY C. SCHULER

ADVERTISING MANAGER: GEORGE B. PARK

HOUSE ORGAN TITLE: NEWS - GRAPHIC) GENews

EDITOR: LEE WICHELS) HARRY BROWN)

ADDRESS: SAME

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: ELECTRICAL MERCHANDISING

ELECTRICAL DEALER

AIR CONDITIONING NEWS

RETAILING

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: The Hallicrafters Co.

ADDRESS: 4401 W. Fifth Avenue, Chicago 24, Illinois  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Charles J. Nesbitt

ADVERTISING MANAGER: Charles J. Nesbitt

HOUSE ORGAN TITLE: None

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Eld Merch. Retailing Daily -

Rds. + TV Retailing

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: Hamilton Manufacturing Corporation

ADDRESS: 1501 Cottage Avenue, Columbus, Indiana  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: Mr. James N. Rhoades

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Hardware Age, Hardware Retailer, Southern Hardware, House

Furnishing Review, Retailing Daily, National Furniture Review

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CONCRETE  
BLOCK

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: INLAND BUILDING ~~BRICK~~ BLOCK CORP.

ADDRESS: GLEN COVE RD - MINEOLA. L. I.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: GEORGE KOGEL

ADVERTISING MANAGER: "

HOUSE ORGAN TITLE: -

EDITOR: -

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: ALL.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: KLIEGL BROS. Univ. Elec. Stage Lighting Co., Inc

ADDRESS: 321 West 50<sup>th</sup> St New York 19, N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: Andrew J. Mc GREGOR

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Illuminating Engineering - N.Y.

Magazine of Light - Cleveland

Architectural Forum - N.Y.

Building Products - N.Y.

Interiors - N.Y.

Lighting + Lamps - N.Y.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: Koppers Company, Inc., Tar Products Division

ADDRESS: Koppers Building, Pittsburgh 19, Pa.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: George Van Gundy, Press Relations Manager

ADVERTISING MANAGER: R. B. Johnston, Advertising Manager

HOUSE ORGAN TITLE: KOPPERS NEWS

EDITOR: Miss Frances Parry

ADDRESS: Koppers Building, Pittsburgh 19, Pa.

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: AMERICAN ROOFER & SIDING CONTRACTOR, JOURNEYMAN ROOFER AND

WATERPROOFER, ROOFING, SIDING AND INSULATION, UNITED ROOFER, ARCHIT-

ECTURAL RECORD, ARTS AND ARCHITECTURE, PROGRESSIVE ARCHITECTURE,

DESIGN, ARCHITECTURAL FORUM, NERSICA BUSINESS BULLETIN, AMERICAN BUILDER,

HOUSING PROGRESS, PRACTICAL BUILDER, BUILDING NEWS

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: KNOLL ASSOCIATES, INC.

ADDRESS: 601 Madison Avenue 22 New York New York  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Miss Martha Kai

ADVERTISING MANAGER: Hockaday Associates, Inc., 300 E. 58th St., NY, NY.

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: INTERIORS ARCHITECTURAL RECORD ARCHITECTURAL FORUM

INSTITUTIONS ARTS AND ARCHITECTURE FURNITURE AGE

INTERIOR DESIGN AND DECORATION PROGRESSIVE ARCHITECTURE

HAIRE PUBLISHING CO.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: Libbey Glass

ADDRESS: Ohio Building 1 Toledo Ohio  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: None

ADVERTISING MANAGER: C. U.. Fauster

HOUSE ORGAN TITLE: "The Safedge Gazette"

EDITOR: R. C. Packard

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: RETAILING, CHINA & GLASS, CROCKERY & GLASS JOURNAL,  
GIFT & ART BUYER, RESTAURANT MANAGEMENT, HOTEL MANAGEMENT,  
INSTITUTIONS, CLUB MANAGEMENT, and similar publications  
in this field.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: MARTIN-SENOUR Co.

ADDRESS: 9 EAST 56 22 N.Y.C N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: SPENCER P. STUART

ADVERTISING MANAGER: ALBERT P. RAYMOND

HOUSE ORGAN TITLE: COLOR BEAM

EDITOR: HUBERT ST. ONSE

ADDRESS: MARTIN-SENOUR Co - 2520 QUARRY ST CHICAGO ILL

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: AMERICAN PAINTY OIL DEALER

AMERICAN PAINTERY DECORATOR

NATIONAL PAINTERS MAGAZINE

THE HARDWARE AGE

I. S. Friedman

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: MIDGET LOUVER COMPANY

ADDRESS: 6-8 WALL STREET, NORWALK, CONN.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR:  VAN LEAR WOODWARD, JR.

ADVERTISING MANAGER:  FRANK SCALLON

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

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SENT: ROOFING, SIDING & INSULATION - 45 West 45th St., N.Y.C.

AMERICAN ROOFER & SIDING CONTRACTOR - 425 Fourth Avenue, N.Y.C.

AMERICAN PAINT & OIL DEALER - 3713 Washington Ave., St. Louis 8, Mo.

HARDWARE AGE - 100 East 42nd Street, New York 17, N. Y.

NEW HARDWARE NEWS - 6 Church Street, New York 6, N. Y.

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GREGORY AIN, ARCHITECT  
EXHIBITION DATES: MAY 19 - OCTOBER 29, 1950

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: MIDGET LOUVER COMPANY

ADDRESS: 6-8 WALL STREET, NORWALK, CONN.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR:  VAN LEAR WOODWARD, JR.

ADVERTISING MANAGER:  FRANK SCALLON

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: ROOFING, SIDING & INSULATION - 45 West 45th St., N.Y.C.  
AMERICAN ROOFER & SIDING CONTRACTOR - 425 Fourth Avenue, N.Y.C.  
AMERICAN PAINT & OIL DEALER - 3713 Washington Ave., St. Louis 8, Mo.  
HARDWARE AGE - 100 East 42nd Street, New York 17, N. Y.  
NEW HARDWARE NEWS - 6 Church Street, New York 6, N. Y.

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MUSEUM OF MODERN ART - WOMAN'S HOME COMPANION EXHIBITION HOUSE  
 4 WEST 54 STREET, NEW YORK

GREGORY AIN, ARCHITECT

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
 CATALOGUE: Howard Miller Clock Co.

ADDRESS: Zeeland, Michigan  
 (Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Alfred Auerbach Associates

ADVERTISING MANAGER:

HOUSE ORGAN TITLE:

EDITOR:

ADDRESS: 130 West 57th Street, New York City, N.Y.

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE  
 SENT: See attached

I. TRADE

- Retailing Daily
- Home Furnishings Merchandising
- Home Furnishings
- Department Store Merchandising
- Home Furnishings Calendar
- Furniture Forum
- National Furniture Review
- Furniture Index
- Furniture Age
- Furniture World
- Furniture South
- Furniture Manufacturer
- Upholstering
- Western Upholstery

II. ARCHITECTURE

- Arts and Architecture
- Architectural Forum
- Architectural Record
- Progressive Architecture
- American Builder

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: The Herman Miller Furniture Company

ADDRESS: Zeeland, Michigan  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Alfred Auerbach Associates

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: 130 West 57th Street, New York City, N.Y.

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: see attached

I. TRADE

- Retailing Daily
- Home Furnishing Merchandise
- Home Furnishing Trends
- Department Store Economist
- Furniture Forum
- Furniture Index
- Furniture Age
- House & Garden Trade Edition
- Gift & Art Buyer
- Gift Review
- Picture & Gift Journal
- Jewelers' Circular-Neystone

II. ARCHITECTURAL - Chronopak wall clocks only

- Arts & Architect
- Architectural Forum
- Architectural Record
- Progressive Architecture
- American Builder

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: PACIFIC IRON PRODUCTS

ADDRESS: 1150 E. PICO Blvd., Los Angeles 21, Cal.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: S.L. OPTNER

ADVERTISING MANAGER: S.L. OPTNER

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Interiors

Home Furnishings Merch.

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: Pascoe Inc.

ADDRESS: 10 West 55th St., New York 19, N. Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: Schnall & Krug

ADVERTISING MANAGER: Lester Harrison Inc.

HOUSE ORGAN TITLE: -----

EDITOR: -----

ADDRESS: -----

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Interiors Magazine, Architectural Forum,

Architectural Record, Arts & Architecture,

Furniture Forum, Progressive Architecture.

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: J. Ray Peck - Bookseller

ADDRESS: 126 E 51 ST N.Y. 22 NY  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: none

ADVERTISING MANAGER: none

HOUSE ORGAN TITLE: none

EDITOR: none

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Hobbies Magazine

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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J. Ray Peck  
Bookseller  
126 East 51st St.  
New York 22, N. Y.

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

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: Pittsburgh Plate Glass Company

ADDRESS: Grant Building, Pittsburgh 19, Pennsylvania  
(Street No.) (Postal Zone) (City) (State)

~~PUBLICITY~~DIRECTOR: \_\_\_\_\_

~~ADVERTISING~~MANAGER: Guy Berghoff - Director, Public Relations and Advertising

HOUSE ORGAN TITLE: PPG PRODUCTS

EDITOR: Norman L. Park

ADDRESS: 632 Duquesne Way, Pittsburgh 22, Pennsylvania

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: All architectural, contracting and building material magazines

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: PLUS STUDIO

ADDRESS: 713 MADISON AVE. New York 21 N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \*\*\*\*\*

ADVERTISING MANAGER: \*\*\*\*\*

HOUSE ORGAN TITLE: \*\*\*\*\*

EDITOR: \*\*\*\*\*

ADDRESS: \*\* \*\*\*\*\*

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: \_\_\_\_\_

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: PUTNEY POTTERY

ADDRESS: THE PUTNEY SCHOOL PUTNEY VT.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: MRS. J. H. CALDWELL

ADVERTISING MANAGER: STANLEY CHURCHILL, GREENFIELD MASS.

HOUSE ORGAN TITLE: NONE

EDITOR: MRS. J. H. CALDWELL

ADDRESS: THE PUTNEY SCHOOL, PUTNEY VT.

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: THE GIFT AND ART BUYER 212 5<sup>TH</sup> AVE N.Y.C.

CRAFT HORIZON 32 E. 32nd ST. N.Y.C.

TRADE EDITIONS: HOUSE BEAUTIFUL

HOUSE AND GARDEN

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11 West 53rd Street, New York 19, New York.

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FORM LISTED IN THE

CATALOGUE: Revere Copper and Brass Incorporated  
Rome Manufacturing Company Division

ADDRESS: Rome, New York

ADVERTISING MANAGER: Revere Copper and Brass Incorporated -  
Norman A. Schuele

ADVERTISING MANAGER: Rome Manufacturing Company Division -  
Robert J. Willis

HOUSE ORGAN TITLE: Rome Sentinel

EDITOR: Willard Peck

ADDRESS: Revere Copper and Brass Incorporated - Revere Office, Rome, N. Y.

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE SENT:

(See attached mailing list)

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Revere Mailing List - Exhibition House

AMERICAN HOME  
Miss Edith Ramsey  
444 Madison Avenue  
New York, New York

BETTER HOMES & GARDENS  
Mrs. Helen Starke  
420 Lexington Avenue  
New York, New York

BRIDES MAGAZINE  
Miss Adlyn Moeller  
527 Fifth Avenue  
New York, New York

CHARM  
Miss Theo Pascal  
122 East 42nd Street  
New York, New York

FAMILY CIRCLE  
Miss Jessie Baker  
25 West 45th Street  
New York, New York

GOOD HOUSEKEEPING  
Miss Helen Kendall  
959 Eighth Avenue  
New York, New York

GOURMET  
Mrs. Eileen Gaden  
Plaza Hotel  
New York, New York

GLAMOUR  
Miss Anne McLughlin  
420 Lexington Avenue  
New York 17, New York

HARPER'S BAZAAR  
Mrs. Rita Marquand  
527 Madison Avenue  
New York, New York

HOUSE BEAUTIFUL  
Miss Julie Polshek  
527 Madison Avenue  
New York, New York

HOUSE & GARDEN  
Miss Hildegard Popper  
420 Lexington Avenue  
New York, New York

LADIES' HOME JOURNAL  
Mrs. Margaret Davidson  
1270 Sixth Avenue  
New York, New York

LIVING FOR YOUNG HOMEMAKERS  
Household Editor  
122 East 42nd Street  
New York, New York

MCCALLS' MAGAZINE  
Mrs. Elizabeth S. Herbert  
230 Park Avenue  
New York, New York

WOMANS' HOME COMPANION  
Miss Virginia Hirschbeck  
Crowell-Collier Building  
New York, New York

HOUSEHOLD MAGAZINE  
120 East 79th Street  
New York, New York  
Miss Margorie Shuler

RETAILING DAILY  
Mr. Howard Landis  
7 East 12th Street  
New York, New York

HOUSE FURNISHING REVIEW  
Miss Ruth Mellet  
1170 Broadway  
New York, New York

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ST. GEORGES & KEYES, INC.

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TWO HUNDRED AND FIFTY PARK AVENUE  
NEW YORK 17, N. Y.

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BALTIMORE, MD.  
STAMFORD, CONN.

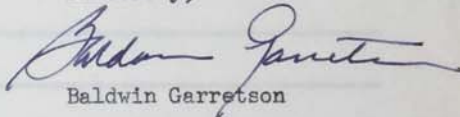
April 10, 1950

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

Dear Miss Holt:

Herewith a retyped information form which Miss  
Dudley of your office asked us to fill in and re-  
turn to you.

Sincerely,

  
Baldwin Garretson

EG:jhg  
enc.

*Lighting & Lamps*  
*Electrical Wholesale*

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

4 WEST 54 STREET, NEW YORK

GREGORY AIN, ARCHITECT

EXHIBITION DATES: MAY 19 - OCTOBER 29, 1950

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE:

ROC INDUSTRIAL CORP.  
~~JOFFONE SHIELD~~

ADDRESS:

101 PARK AVE 17 N.Y.C. N.Y.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT:

LIGHTING & Lamps.

Electrical Wholesaler

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: JACQUES SELIGMANN GALLERIES, Contemporary American Dept.,

ADDRESS: 5 East 57th. St., New York 22, New York  
(Street No.) (Postal Zone) (City) (State)

Amer. Dept.  
PUBLICITY DIRECTOR: Mrs. T. D. Parker

ADVERTISING MANAGER: none

HOUSE ORGAN TITLE: none

EDITOR: none

ADDRESS: ---

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: \_\_\_\_\_

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EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: THE SISALIKRAFT CO

ADDRESS: 205 WEST WACKER DRIVE CHGO. ILL.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: T.E. KEARNY

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: List given Miss Hoyt by

telephone

\_\_\_\_\_

P. B. Berger

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: THE STANLEY WORKS

ADDRESS: LAKE STREET, NEW BRITAIN, CONNECTICUT  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: G. M. FLETCHER

HOUSE ORGAN TITLE: THE STANLEY NEWS

EDITOR: MORT BROWN

ADDRESS: STANLEY TOOLS, NEW BRITAIN, CONNECTICUT

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: HARDWARE AGE

HARDWARE CONSULTANT & CONTRACTOR

HARDWARE RETAILER

HARDWARE TRADE

PRACTICAL BUILDER

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: The Tile-Tex Division, The Flintkote Company

ADDRESS: 1232 McKinley Ave., Chicago Heights, Illinois  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: R. C. Slattery

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: Architectural Forum Factory Mgmt. & Maint.

Architectural Record The Modern Hospital

Progressive Architecture The Nation's Schools

Flooring Hotel Management

Interiors Restaurant Management

Institutions Industrial Equipment News

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE  
CATALOGUE: TRUSCON STEEL COMPANY

ADDRESS: Albert 1 Youngstown Ohio  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: Paul L. Callahan

HOUSE ORGAN TITLE: "Republic Reports"

EDITOR: W. D. Martin

ADDRESS: Republic Steel Corp.  
Republic Bldg.  
Cleveland, Ohio

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: American Builder  
American Lumberman  
Architectural Forum  
Architectural Record  
Better Homes & Gardens  
Building Supply News  
House Beautiful  
Mississippi Valley Lumberman  
Practical Builder  
Plastering Industries  
Progressive Architecture  
Small Homes Guide

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KAV

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: KURT VERSEN COMPANY

ADDRESS: 4 SLOCUM AVENUE ENGLEWOOD, N. J.  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: \_\_\_\_\_

ADVERTISING MANAGER: \_\_\_\_\_

HOUSE ORGAN TITLE: "CONTEMPORARY LIGHTING"

EDITOR: KURT VERSEN

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: PROGRESSIVE ARCHITECTURE, ARCHITECTURAL FORUM,  
ARCHITECTURAL RECORD, ARTS AND ARCHITECTURE, INTERIORS,  
RETAILING DAILY.

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

EXACT FORM IN WHICH YOU WISH THE NAME OF YOUR FIRM LISTED IN THE

CATALOGUE: WALDRON ASSOCIATES

ADDRESS: 1430 SECOND AVE NYC 21  
(Street No.) (Postal Zone) (City) (State)

PUBLICITY DIRECTOR: GORDON WALDRON

ADVERTISING MANAGER: HAROLD J. SIESEL CO 444 MADISON AVE

HOUSE ORGAN TITLE: \_\_\_\_\_

EDITOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LIST OF TRADE JOURNALS TO WHICH YOU RECOMMEND RELEASES BE

SENT: INTERIORS

ARTS & ARCHITECTURE

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GREGORY AIN, ARCHITECT

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