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	WSL	II.A.70.b

NOV 23 1965

FIEDEL SCHOOL
Mountain Avenue
Bayville, L. I.
NA 8-1205

Chartered by N. Y.
State Board of Regents
University of the State of New York
Non-Profit; Non-Sectarian
Executive Directors:
Ivan Fiedel — Roslyn Horn Fiedel

CREATIVE ARTS DIVISION
• Classes and Coordinated Programs
• Summer Adventure Day School

COUNTRY DAY SCHOOL DIVISION
Accredited
• Nursery School
• Kindergarten

EXECUTIVE BOARD OF TRUSTEES
Ivan Fiedel—President
Roslyn Horn Fiedel—Director
Phyllis Boyson
Joan French
Martin Forscher
Joan Hay
Daniel K. Levin
Winthrop Palmer
Kurt H. Paul
John R. Thomas
George R. Westby

November 22, 1965

Miss Cogswell
American Federation of Artists
41 East 65th Street
New York, 21, N. Y.

Dear Miss Cogswell:

Enclosed you will find a brochure regarding the Fiedel School. Mrs. F. Jalayer spoke of her conversation with you and suggested that we forward this to your agency.

The "List Art Poster Program" administered by the A. F. A. is an exciting function in its service to the artist and the community. It would be the realization of a dream, if after ten years of dedication to innovation in arts education, community service and cultural growth, we could commemorate this, our tenth anniversary with an original Poster announcing one of our major events for 1966.

The Fiedel School and its Board of Trustees, have presented to the general public, with the aid of two grants from the New York State Council on the Arts, the Clarion Wind Quintet, the Krainis Baroque Ensemble, The Fine Arts Quartet, the Festival Orchestra of New York and Erica Morini, violinist. In the Fine Arts it has recently presented in the school's own galleries, the work of Pablo Picasso, Jules Olitsky, Richard Lippold, Andrew Wyeth, Winslow Homer, John Singer Sargent, Frasconi and others. Last year it mounted two shows in association with the Whitney Museum of New York and the Rockefeller Foundation. The Directors of the School have composed and presented original operas with children employing a strong amount of improvisation and contemporary techniques. The last, a work called "The Now Noah" was written in conjunction with the American poetress Winthrop Palmer. Many outstanding educators and artists have sent their children to this school including Allen Austill, now Dean of the New School for Social Research, Richard Lippold, Jules Olitski, Pierre Bourdelle.

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FIEDEL SCHOOL

Mountain Avenue
Bayville, L. I.
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Winthrop Palmer
Kurt H. Paul
John R. Thomas
George R. Westby

The School has sponsored Community Service Arts Festivals in conjunction with the local public schools.

This year, the Directors of the Fiedel School and the Parents Council are presenting in their Annual Bayville Duo-Arts Festival, which includes the surrounding Communities of Locust Valley, Oyster Bay, Glen Cove, Jericho, Syosset and Brookville, The Royal Norwegian Festival Orchestra under the patronage of the King of Norway, directed by Oivin Fjelstad, with the Scandinavian pianist Robert Riefling, on Saturday Evening, March 12th. We are also considering a major exhibition of Contemporary Scandinavian Art to be held in conjunction with the concert.

The Fiedel School is located on a five acre campus and has fifteen separate departments and an arts oriented and experimental certified pre-school and kindergarten Division. As you will note we are a non-profit, cultural and educational institution chartered by the New York State Board of Regents and approved as a tax exempt charity by the United States Treasury Department.

Thank you for your kind attention. We would be delighted to hear from you.

Sincerely,

Roslyn Fiedel

MB. Roslyn Fiedel
Co-Director

RF:mh
encl.

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LIST ART POSTERS

JAN 24 1966

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: January 21,1966

Institution: Columbus Gallery of Fine Arts

Address: 480 East Broad Street

Columbus, Ohio Telephone: HU-6-3254

Type of Organization: In conjunction with the Beaux Arts Club-Women's Service Group To The Gallery.

Inclusive dates of event
(List no more than 3)

March 5 thru 31, 1966

Title of event and text required on poster
(Text may be edited for design purposes, with institution's approval.)

Exhibition '66

3rd Biennial Designer-Craftsmen of Ohio Exhibition

Media includes ceramics, textiles, wood metal, glass, enamel, jewelry and mosaics-

Columbus Gallery of Fine Arts--- Hours 12-5

Comments:

Signature Anita Donahue

Title Chairman-Exhibition '66

2172 Fairfax
Columbus, Ohio 43221
HU.6-3254

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LIST ART POSTERS

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2172 Fairfax
Columbus, Ohio 43221
HU.6-3254

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	WSL	II.A.70.b

thirdbiennial beauxarts

Exhibition '66

designer/craftsmenofohio columbusgalleryoffi
nearts 480eastbroadstreet columbus,ohio43215

Inez DeFourny
251 Fairlawn Dr.
Columbus, Ohio
43214

Mr. Robert Luck
American Federation of Arts
41 East 65th Street
New York, New York

Dear Mr. Luck:

I first learned of the List Art Posters by reading about it in an article in Art in America. I would like to congratulate the foundation in their efforts and the wonderful results that you have realized. In this era where artists are endeavoring to discover new methods and new expression of art, I feel that they have lost sight of the value of tradition.

What better and more subtle way to instill in the general public the love of contemporary art than in posters. If this were left to commercial methods alone, (i.e. bill board type art) public taste would remain mundane.

I feel the same holds true for the field of the decorative arts or crafts if you will. Exciting, beautiful things are being created by the professional craftsman of today but the general public knows only that which is produced commercially, some of which is good and most of which is very bad.

The Columbus Gallery of Fine Arts feels that the designer-craftsman should have a showcase for their works where the public could view and come to appreciate the fine, creative things they do. The Beaux Arts Club, of which I am a member, together with the gallery holds a competetive, juried biennial exhibition for the craftsmen of Ohio. It will be held this year from March 5th to the 31st.

I would like to apply to the List Foundation for a poster to announce and promote our show. These posters would be sent all over the State to Schools, Universities, Libraries, Galleries and so forth.

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	WSL	II.A.70.b

thirdbiennial beauxarts

Exhibition '66

designer/craftsmencfohio columbusgalleryoffi
nearts 480eastbroadstreet columbus,ohio43215

Enclosed please find a catalog from our '64 show. I am sending this along so you can see the high quality that is achieved here.

Waiting to here from you, I am

Very truly yours,

Inez DeFourny
Promotion, Exhibition '66

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	WSL	II.A.70.b

NOV 1 21965

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: November 9, 1965

Institution: Everhart Museum

Address: Nay Aug Park

Scranton, Pennsylvania 18510 Telephone: 717-346-7186

Type of Organization: Art, Science and Natural History Museum

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
November 1-30, 1967	AMERICAN JEWELRY TODAY Everhart Museum, Scranton, Pennsylvania

Comments: This exhibition is a national competition, selected from entries from all 50 states. Brochure attached.

Signature Donald A. Vanier

Title Director

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

DEC 30 1965

JAN 3 1966

APPLICATION

Date: 12-20-65
(Applications must be received four months in advance of event.)

Institution: Museum of Art

Address: University of Kansas

Lawrence, Kansas

Telephone: UN 4-3616

Type of Organization: Educational Institution (State University)

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
April 28 (premier), 29, 30, May 1, 1966	Carry Nation, a new opera by Douglas Moore with libretto by William North Jayne. Principals - Beverly Wolfe (mezzo Soprano) in title role, John Reardon, Patricia Brooks, Kenneth Smith

Comments: The University of Kansas has commissioned an opera by Douglas Moore to have its premier during the centennial celebration of the founding of the University. Mr. Moore chose as his theme the early life of Carry Nation. Mr. Moore will hold the Rose Morgan visiting professorship during the spring semester, 1966. The opera will be produced by the Department of Speech and Drama of the College of Liberal Arts and Sciences and the Department of Music of the School of Fine Arts. Should the committee approve this application, the posters would be handled by the Museum of Art of the University.

Signature Marilyn Stokstad

Title Director, Museum of Art

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LIST ART POSTERS

JAN 20 1966

LAWRENCE S. GREENBAUM (1915-1951)

EDWARD S. GREENBAUM
MORRIS L. ERNST
LEO ROSEN
HARRIET F. PILPEL
WILLIAM F. WOLFF, JR.
WIRTH H. KOENIG
MAURICE C. GREENBAUM
HERBERT A. WOLFF, JR.
JOHN A. WIENER
FREDERIC S. NATHAN
RICHARD M. ADER
ALAN U. SCHWARTZ
ROGER BRYANT HUNTING

PLATT V. KETCHAM
JULIA PERLES
NANCY F. WECHSLER
IRWIN JAY ROBINSON
HENRY WEILER
JOSEPH ERDMAN
LEONARD WEINSTEIN
EDWARD R. BENDET
MARGARET M. HILL
ALICE G. DONENFELD
R. ANDREW BOOSE

GREENBAUM, WOLFF & ERNST
285 MADISON AVENUE
NEW YORK, N. Y. 10017

AREA CODE 212 - MU 5-1582

HERBERT A. WOLFF
COUNSEL

CABLES
"GREWOLFERN"
"MORERNST"

January 20, 1966

Mr. Roy Moyer
Executive Director
American Federation of Arts
41 East 65th Street
New York, New York

Re: The Downtown Community School

Dear Roy:

Confirming our telephone conversation of last night the Downtown Community School is planning to hold an "Art Week" from March 19-25, 1966. I am enclosing four copies of a brochure describing the School.

The Art Week will include the following:

1. An exhibition of approximately 75 to 80 works of art contributed by well-known artists. The works of art will be on exhibition from the 19th to the 25th and on the evening of the 25th the pieces will be auctioned at the School to the highest bidders. The School is endeavoring to keep the price range of the works contributed to the $50 to $500 area. Alfred Hansen will be the auctioneer on the 25th.

2. During the week of March 19, the School is going to offer tours of well-known artists studios which will be opened to the children of the Downtown Community School and possibly to other schools.

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The School is in the process of arranging with well-known artists for tours of their studios. The first artist to agree to such a tour is George Segal.

3. During the same week the school is also planning a tour for adults of studios of five well-known artists. The adults as well as the children will be transported by the School's buses.

4. On the 23rd of March, the School is planning a panel discussion by five persons well-known in the arts. Dore Ashton who is a parent of a Downtown Community School child will be one of the participants.

The members of the Downtown Community School Art Week Committee include the following individuals, all of whom are parents of Downtown Community School students:

Ruby Janis
Phoebe Sonnenberg
Wolf Kahn
Marcia Mareus
Connie Corrigan
Kyle Morris
Valerie Peterson
Fred McDarrah, et al.

The Chairman of "Art Week" is Barbara Dydek.

The Downtown Community School would very much like to have a poster prepared for the Art Week by a well-known artist and would appreciate the assistance of the American Federation of Arts in helping to make this possible.

There is probably no other private school in New York City that offers as strong an art program from the nursery school upwards than the Downtown Community School. Downtown Community School has had an annual art benefit for each of the 20 years of its existence. Its student body has always consisted of the children of some of this country's best known artists.

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Needless to say, I would be very grateful for whatever consideration you can give this request.

I have asked Barbara Dydek to try and come up with the name or names of one or more well-known artists who would be willing to do the poster and hope to have names to submit to you within a few days. However, if you have any suggestions to make, we would be delighted to receive them. Janet and I have two children (Jonathan 5 and Lizzie 7) attending the School and I am on the School's Board of Trustees.

With kindest regards, I remain,

Yours sincerely,

Irwin Jay Robinson

IJR:jms
Enclosure

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	WSL	II.A.70.b

CORRECTED COPY JAN 27 1966

LIST ART POSTER
At December 31, 1965

	YEAR 1964	YEAR 1965	CUMULATIVE TOTAL
RECEIPTS			
Grant	$ 25,000.00	$ 10,000.00	$ 35,000.00
Sale of Posters	1,183.25	5,647.94	6,831.19
Exchange (Art In America)	--	2,800.00	2,800.00
Total Receipts	$ 26,183.25	$ 18,447.94	$ 44,631.19
DISBURSEMENTS			
Promotion	$ 51.96	$ 2,957.00	$ 3,008.96
Artist Fees	10,585.00	7,665.00	18,250.00
Production Costs	8,760.05	16,637.32	25,397.37
Travel	197.38	132.75	330.13
Documentation	16.97	355.78	372.75
Supplies	14.75	588.41	603.16
A.F.A. Fees	2,500.00	1,500.00	4,000.00
L. D. Telephone	79.59	5.75	85.34
Shipping	846.26	732.56	1,578.82
Services	57.65	251.96	309.61
Maint. & Storage	--	309.45	309.45
Total Disbursements	$ 23,109.61	$ 31,135.98	$ 54,245.59
Balance in Grant	$ 3,073.64	$(12,688.04)	$ (9,614.40)

LIST POSTER CLUB

RECEIPTS			
Club Dues		$ 19,085.00	$ 19,085.00
Total Receipts		$ 19,085.00	$ 19,085.00
EXPENSES			
Promotion		$ 1,083.62	$ 1,083.62
Shipping		387.05	387.05
Production Cost		1,636.85	1,636.85
Assembly		295.00	295.00
Publication		6.00	6.00
Total Expenses		$ 3,408.52	$ 3,408.52
POSTER CLUB BALANCE		$ 15,676.48	$ 15,676.48

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	WSL	II.A.70.b

LIST.

LEONARD BASKIN

Whether Baskin carves bold contrasts of forms or traces the most delicate of lines, his use of traditional black and white, one of his greatest strengths, is essential to his conception of printmaking. The eloquence of his sculpture, in addition to the expressiveness of his prints, has attracted international attention.

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	WSL	II.A.70.b

BEN-ZION

In an age that has so often ignored traditional expressions of faith, the etchings of Beb-Zion assume particular significance. He is also one of the most distinguished ~~artists~~ painters working in the United States, and his interest in religious themes, in particular illustrations to Genesis, Exodus and Deuteronomy dates back to 1938.

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	WSL	II.A.70.b

THE AMERICAN FEDERATION OF ARTS 41 East 65 Street, New York 10021 · YU 8-7700

November 16, 1965

Mr. Albert A. List
Chairman of the Board
Albert A. List Foundation, Inc.
1740 Broadway
New York, N. Y. 10019

Dear Mr. List:

We at The AFA feel the List Art Posters program is a great contribution to poster art and we are certainly pleased to be its administrators. We hope that your Board will find the means to continue it in a way that will use our services to best advantage and provide a program that is in keeping with our mutual goals.

I am attaching a separate report which summarizes the program and anticipates future expenses.

Sincerely,

Roy Moyer
Director

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	WSL	II.A.70.b

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

November 16, 1965

Mr. Albert A. List
Chairman of the Board
Albert A. List Foundation, Inc.
1740 Broadway
New York, N. Y. 10019

Dear Mr. List:

At the suggestion of Mrs. List we are writing to summarize the activities of the poster program conceived in April 1964 and sponsored by the Albert A. List Foundation. This is being written to analyze developments to November 1, 1965.

Enclosed is a list by years of posters commissioned. This is not complete because of agreements still in negotiation for the commissioning of three posters.

In the beginning of the program it was understood that approximately six posters per year would be feasible. Eighteen were actually commissioned. When the Lincoln Center funds were added, four more posters came under our administration.

The first consideration was to be the stimulus of new approaches to poster design by using creative artists in virtually every medium except commercial art. This in itself required much more lengthy discussion and closer attention to all phases of production than working with commercial designers would have.

By providing 50 posters for each event and by distributing 500 copies to AFA chapter members the intention was to give these new concepts the widest circulation among art organizations. Last year many unproductive investigations regarding sale of the limited edition and of the overrun of the commercial edition were carried out. We learned from dealers in prints that these stocks undoubtedly had great value as a potential in recovery of funds. However, they were unanimous in declining to handle them at once. We were assured that after a few years had gone by with continual distribution of posters across the country the demand would make itself felt.

After our first distribution of 7 posters we were told by the Albert A. List Foundation to stop this distribution, and the

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original plan of operation was altered and our purposes were changed. A Poster Club was created for the distribution of the limited edition which, by funds received, returned a considerable amount of money to the program. An agreement was entered into with Posters Originals, Ltd. who undertook the production of the commercial run with the intention of promoting large sales nationwide. A percentage of sales reverts to the List Poster Fund. By virtue of this agreement, however, AFA has no posters for its own distribution unless it buys them.

Because the program has created over three times as many posters as we originally intended and because of the tremendous amount of attention paid to accounting and other office procedures concerning sales, which it was never AFA's intention to become involved in, our small staff cannot handle this unexpected burden. We consider ourselves to be an educational institution and our primary purpose is in improving the quality of art and seeing that it is distributed widely to centers that would not otherwise have the opportunity of seeing such achievements.

The income from club and commercial sales has not returned to the fund sufficient monies to warrant our expectation that more than three new posters can be executed in 1966.

Enclosed is a projected financial analysis of anticipated costs which will serve to explain our position. We foresee a few small returns, however do not think that we can go beyond this point on income. We feel now that a decision must be made as to the future of the program. If it is to continue, sufficient money must be received to commission new posters and to administer the growing distribution program. An estimated budget is attached.

Sincerely,

Roy Moyer, Director
The American Federation of Arts

cc - Mrs. List
Mr. Lieberman
Miss Cogswell

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LIST ART POSTERS PROJECT

1964

COMMISSIONED ARTIST	INSTITUTION	EVENT AND DATE
BASKIN, Leonard	Opera Theater, Oberlin College, Oberlin, Ohio	Premiere of new Opera, BARTLEBY November 12, 13, 14, 1964
CASARELLA, Edmond	Pratt Graphic Art Center New York City	100 CONTEMPORARY PRINTS - PRATT GRAPHIC ART CENTER AND THE JEWISH MUSEUM July 8 - September 30, 1964
FRASCONI, Antonio	The University of Arizona Art Gallery, Tucson	THE BIRD IN ART (in connection with convention of Audubon Soc.) November 7, 1964 - Jan. 2, 1965
JENSEN, Alfred	Great Neck Public Schools Great Neck, LI, New York	150th ANNIVERSARY September 1964 - June 1965
LINDNER, Richard	The Vancouver Art Gallery Vancouver, BC, Canada	THE NUDE IN ART November 3 - 29, 1964
MOY, Seong	Everson Museum of Art Syracuse, New York	23rd CERAMIC NATIONAL Nov. 14, 1964 - Jan. 2, 1965
ORTMAN, George	The Baltimore Museum of Art Baltimore, Maryland	50TH ANNIVERSARY EXHIB. "1914" October 6 - November 15, 1964
PEARSON, Henry C.	World University Service New York City	WORLD UNIVERSITY SERVICE DRIVE October 1964 - May 1965
STAMOS, Theodoros	Riverside Museum New York City	WEST SIDE ARTISTS - NEW YORK September 27 - November 8, 1964

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LIST ART POSTERS PROJECT

1965

COMMISSIONED ARTIST	INSTITUTION	EVENT AND DATE
ALBERS, Josef	American Federation of Arts New York City	A F A BIENNIAL CONVENTION - BOSTON April 7 - 10, 1965
ANUSZKIEWICZ, Richard	The Corcoran Gallery of Art Washington, D. C.	THE 29TH BIENNIAL EXHIBITION OF CONTEMPORARY AMERICAN PAINTINGS February 26 - April 18, 1965
CONNER, Bruce	Philharmonic Hall, Lincoln Center, New York	THIRD NEW YORK FILM FESTIVAL September 7 - 18, 1965
DINE, Jim	Albany Institute of History and Art, Albany, N. Y.	ART IN SCIENCE EXHIBITION Sept. 24 - Oct. 31, 1965
FULLER, Sue	Vassar College Art Gallery Poughkeepsie, N. Y.	MODERN ART (exhibition honoring retiring Chairman of Art Dept.) May 5 -June 7, 1965
HINMAN, Charles B.	Philharmonic Hall, Lincoln Center, New York	INT'L UNIVERSITY CHORAL FESTIVAL September 20 - 26, 1965
ISOBE, Yukihisa	Dartmouth College, Hopkins Center Hanover, N. H.	CLASSICAL AND CONTEMPORARY JAPAN (Art, Drama, Music) April 1 - June 15, 1965
KELLY, Ellsworth	Vivian Beaumont Theater, Lincoln Center, New York	Opening 1965
KRUSHENICK, Nickolas	Minneapolis Institute of Arts Minneapolis, Minnesota	50TH ANNIVERSARY EXHIBITION Nov. 4, 1965 - Jan. 2, 1966
MOTHERWELL, Robert	National Collection of Fine Arts, Smithsonian Institution Washington, D. C.	ROOTS OF ABSTRACT ART IN AMERICA 1910 - 1930 Dec. 2, 1965 - Jan. 9, 1966
RAYO, Omar	N.Y. Public Library at Lincoln Center Library and Museum of the Performing Arts New York City	Opening 1965
WINES, James	Women's City Club of N.Y. New York City	GOLDEN ANNIVERSARY EXHIBITION October 18 - November 15, 1965

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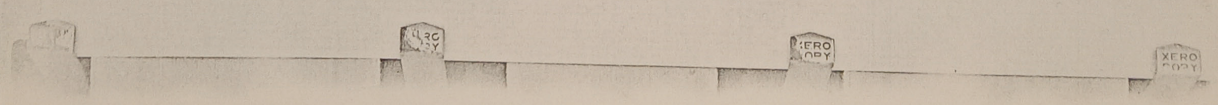
LIST ART POSTERS PROJECT

1966

COMMISSIONED ARTIST	INSTITUTION	EVENT AND DATE
JOHNS, Jasper	Museum of Art Rhode Island School of Design Providence, R. I.	RECENT STILL LIFE March 1966



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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

November 9, 1965

LIST ART POSTERS

Projection of estimated costs as of September 30, 1965

Motherwell		
type and paper	150.00	
printing	500.00	
Krushenick		
one-half fee	500.00	
printing and paper	600.00	
Johns		
fee	1000.00	
printing and paper	1000.00	
Tucson Art Center		
fee	1000.00	
printing and paper	500.00	
transportation	25.00	
Chicago Art Institute		
fee	1000.00	
printing and paper	1000.00	
Wines (unpaid as of 9/30)	1900.00	
Poster Club mailing	300.00	
Miscellaneous	500.00	
TOTAL estimated costs		9975.00

Balance on hand as of September 30, 1965

List Art Posters Fund (deficit)	3667.94	
Posters Club	10156.83	
TOTAL balance		6488.89

Projected deficit as of September 30, 1965 3486.11

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November 9, 1965

LIST ART POSTERS

Budget for 1966 Program

Salary for additional office help	$ 5,000.00
Production of 6 posters	
Fee to AFA	1,500.00
Fees to artists	6,000.00
Production costs (to include 600 for distribution to AFA chapter members)	9,000.00
Chapter mailing (costs of wrapping and mailing only)	350.00
Flyer describing program (triple fold), 10,000 copies (including editorial and production costs)	3,000.00
TOTAL	$24,850.00
Anticipated income from Poster Club and other sales	10,000.00
Required for operation	$14,850.00

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

November 8, 1965

Mrs. Roy R. Neuberger
Mrs. Elliott M. Sanger
Co-Chairmen Arts Committee
Golden Anniversary
Women's City Club of New York, Inc.
6 West 48th Street
New York, N. Y. 10036

Dear Mrs. Neuberger and Mrs. Sanger:

Thank you for your kind letter of November 3rd. I must, however, disclaim credit for getting you the poster for the "About New York - Night and Day" show.

The credit belongs to the List Art Posters Committee, who are Mrs. Albert A. List, Mr. William Lieberman, and Miss Margaret Cogswell. We shall see that they hear of your pleasure in the poster. We were all delighted by the interest that it aroused in the critics.

Sincerely,

Robert H. Luck, Head
Dept. of Special Programs

cc - Mrs. List
Mr. Lieberman
Miss Cogswell

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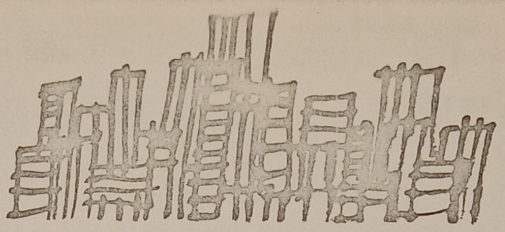
LIST A... [illegible]



NOV 5 1965

GOLDEN ANNIVERSARY 1915-1965 WOMEN'S CITY CLUB OF NEW YORK, INC. 6 WEST 48 STREET NEW YORK NY 10036 LT 1-2480

November 3, 1965

Dear Bob,

Thanks to you in behalf of the Women's City Club for your assistance in getting the List-Wines Poster "About New York-Night and Day" show. This was truly one of the features of the exhibition. Perhaps you noticed that several critics singled it out for special mention.

We do appreciate your help and interest.

Cordially,

Mrs. Roy R. Neuberger

Mrs. Elliott M. Sanger
Co-Chairmen

msn/ens/fd

Mr. Robert H. Luck, Head
Department of Special Programs
The American Federation of Arts
41 East 65th Street
New York, N. Y. 10021

cc - Mrs. List
- Mr. Lieberman
- Miss Cogswell

OFFICERS AND DIRECTORS: MRS. SAMUEL SLOAN DURYEE, *Honorary President* MRS. STANLEY M. ISAACS, *Honorary Vice-President* MRS. HERBERT STERNAU, *President*
MRS. JEREMIAH C. INGERSOLL, *1st Vice-President* MISS JULIET M. BARTLETT, *2nd Vice-President* MRS. SIDNEY NEWBORG, *3rd Vice-President*
MISS FRANCES K. KERNOHAN, *Secretary* MRS. ANNE C. ABRAMOVITZ, *Corresponding Secretary* MRS. HARRISON TWEED, *Treasurer*
GOLDEN ANNIVERSARY: MISS MABEL LESLIE, *Program Chairman* ROSALIE SLOCUM, *Chairman of Public Information*
Co-Chairmen Arts Committee: MRS. ROY R. NEUBERGER and MRS. ELLIOTT M. SANGER *Vice-Chairmen Arts Committee:* MRS. ROBERT L. HOGUET, JR.
MRS. ALAN H. ROSENTHAL MRS. NATHAN STRAUS MRS. HARRISON TWEED SELECTIONS COMMITTEE: CARL J. WEINHARDT, JR., Gallery of Modern Art, *Chairman*
JOHN GORDON, The Whitney Museum of American Art ROBERT BEVERLY HALE, The Metropolitan Museum of Art
WILLIAM S. LIEBERMAN, The Museum of Modern Art MISS GRACE MAYER, The Museum of Modern Art A. HYATT MAYOR, The Metropolitan Museum of Art
ROY MOYER, The American Federation of Arts DANIEL ROBBINS, The Solomon R. Guggenheim Museum

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OCT 22 1965

OCT 25 1965

List posters

projection of estimated costs as of Sept. 30, 1965

Motherwell	
type and paper	150.00
printing	500.00
Kruschenik	
one half fee	500.00
printing and paper	600.00
Puerto Rico	
fee	1000.00
printing and paper	500.00
transp.	25.00
Chicago Art Institute	
fee	1000.00
printing and paper	1000.00
Wines (unpaid as of 9/30)	1900.00
poster club mailing	300.00
misc.	500.00
	7975.00
	6488.89
	1,486.11

10,156.83

income during October includes at least one new poster club member, as well as fees and sales from POL.

List Poster Club - bal - 9/30 = 10,156.83
Art Poster - deficit = 3 667.94
6,488.89

Margaret Cogswell projection

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

LIST ART POSTERS

OIC

OCT 25 1965

UNITED STATES INFORMATION AGENCY
WASHINGTON

5 sets

October 13, 1965

Dear Mr. Luck:

It was a pleasure to meet you last week and to visit again the inviting headquarters of the American Federation of Arts.

As I explained during my visit, we have received a rather unusual but nonetheless worthy request from our Embassy in Rio de Janeiro. Mrs. Lincoln Gordon, our Ambassador's wife, was struck during a recent visit of some of our 67 binational cultural centers, by the paucity on the walls of pictures and other illustrative materials by U. S. artists. Mrs. Gordon has asked our Public Affairs Officer to explore with us the possibility of obtaining appropriate material for use in these cultural centers. The samples you showed me of the List Art Posters would indicate that they would be eminently suited to grace the walls of these centers. They would indeed serve to add color and beauty as well as to present to Brazilians still another example of our efforts in the cultural field. It would further serve to point up the enormous contribution being made in our country by such Foundations as the Albert A. List Foundation.

Having seen the stunning samples, I hope all the more that it will be possible to obtain a full set for each of the 67 cultural centers in Brazil.

I know you will do what you can to help us fill this worthy request. With best wishes

Sincerely yours,

Joseph F. Privitera
Office of Private Cooperation

Mr. Robert H. Luck
Head Department of Special Programs
The American Federation of Arts
41 East 55th Street
New York, New York 10021

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LIST ART POSTERS PROGRAM

in work as of November 1, 1965

Institution	Event	Artist
Tucson Art Center	"Colonial Arts of Latin America" Jan. 8 - Feb. 12, 1966	committee will select an artist in Puerto Rico TUFINO
Art Institute of Chicago	May Festival - "Art of Living" May 1966	Marisol (invited - no decision) no reply
National Collection of Fine Arts Smithsonian Institution	"Roots of Abstract Art in America, 1910-1930" Dec. 2 - Jan. 9, 1966	Motherwell (design donated by the artist)
Minneapolis Institute of Arts	"50th Anniversary Exhibition" Nov. 4 - Jan. 2, 1966	✓ Nicholas Krushenick
Museum of Art Rhode Island School of Design	"Recent Still Life" March, 1966	Jasper Johns (1/2 ltd. ed. to Castelli)

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OCT 28 1965

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: October 26, 1965

Institution: Foundation for Contemporary Performance Arts

Address: c/o Jill Jakes 18 East 8th Street

New York City 3

Telephone: CA 8-5216 or JU2-4470

Type of Organization: Non-Profit - provides grants for individuals and groups in the performing arts

Inclusive dates of event (List no more than 3)

Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)

Drawing Show - to be held simultaneously at the Tibor de Nagy Gallery and the Leo Castelli Gallery December 14- December 31st

Text should read "Group drawing show to benefit The Foundation for Contemporary Performance Arts, Inc." with the names of the galleries — a third may be added — and dates.

Comments:

We would suggest a Los Angeles artist, Ed Ruscha (Ferus Gallery).

Signature John Cage

Title Director

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	WSL	II.A.70.b

from Peggy SEP 24 1965

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

Riley Boulecau

APPLICATION

Date: _____
(Applications must be received four months in advance of event.)

Institution: Albion College

Address: Albion, Michigan

Area 517
Telephone: NAtional 9-3977

Type of Organization: Department of Visual Arts

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
April 21, 1966	DEDICATION
	new Visual Arts Building
	Convocation 11 a. m.
On exhibition: the College Collection	Panel discussions 2 to 5 p. m.
THE ART OF TWO CITIES, AFA, the art ~~school staffs of the Kansas City Art~~ Institute and the Minneapolis Art Institute.	Dinner 7 p. m.
	Lecture 8 p. m.
	~~Open House 9 a. m. to 10 p. m.~~

The general theme for the day is THE PLACE OF THE VISUAL ARTS IN OUR SOCIETY

Comments: This is a new facility which will cost over $800,000 and houses five exhibition galleries, six large studios, one lecture hall and storage room. Perkins and Will, Chicago, and Smith and Smith, Royal Oak, Michigan, were the architectects.

If we are included we would have to approve the final copy.

Signature Vernon L Bottorf

Title Chairman, Department of Visul Arts

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SEP 13 1965 SEP 1 . 1965 2

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: _____

Institution: EASTERN ILL UNIVERSITY

Address: CHARLESTON ILLINOIS

Telephone: U. D-5-2161 EX-339

Type of Organization: PAUL SARGENT GALLERY

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
1. OCT. 13 NOV. 3 (65)	NEW YORK UNIVERSITY PAINTING COLLECTION (A UNIVERSITY COLLECTS)
2. JAN 9 JAN 30 (66)	RELIGIOUS PAINTING (FRED HAGLER)
3. MAR 13 APRIL 3. '66	CONTEMPORARY AMERICAN DRAWING

Comments: TITLES CAN BE REWORDED FOR MORE VITAL POSTER ART IF CONTEXT REMAIN TO THE SAME.

Signature Mr Carl Mullen

Title Director

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The
Pratt
Graphic Art
Center
an extension of
Pratt Institute
publishers of
Artist's Proof
a magazine of
printmaking
831 Broadway
New York 3
New York
telephone
Or 4-0603

LIST ART POSTERS

OCT 29 1965

October 27, 1965

Miss P. Cogswell
American Federation of Arts
41 East 65th Street
New York, N. Y. 10021

LIST ART POSTERS

Dear Miss Cogswell:

I would very much appreciate your consideration regarding our doing a poster under the List Art Poster project. The non-profit Pratt Graphic Art Center will have a benefit exhibition in January, 1966 and it would be a great help to have a poster circulated covering this event.

I could submit a long list of artists who would prepare the art work for us but will limit my nominees to two men, Paul Jenkins and Jack Youngerman. Either one of these artists would make a major contribution to the poster artists used to date.

The copy for the show is:

PRATT GRAPHIC ART CENTER

BENEFIT PRINT SALE AND EXHIBITION

JANUARY 3 - 8 DAILY 10-6 P.M.

ASSOCIATED AMERICAN ARTISTS GALLERIES

605 FIFTH AVENUE, NEW YORK, N. Y.

Since we would be administering the production in our own shop, we can meet a light schedule.

Looking forward to hearing from you,

Sincerely yours,

Andrew Stasik
Associate Director

AS/pk

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	WSL	II.A.70.b

POL

POSTERS ORIGINALS, LIMITED
175 East 79th Street
New York, New York 10021
LE 5-0461

NOV 1 - 1965 B. L.

October 26, 1965

The American Federation of Arts
41 East 65th Street
New York, New York 10021

Attention: Mr. Roy Moyer

Re: List Art Posters

Dear Sirs:

Further to our letter of September 3, 1965, we give you below a recapitulation of sales and returns for the months of July, August and September, 1965, showing a net amount of $390.42 due to us as follows:

	Total	Sales from Inventory	Royalties
July	$1,313.60	$1,312.00	$ 1.60
August	630.84	615.00	15.84
September	674.58	600.50	74.08
Total	$2,619.02	$2,527.50	$ 91.52
Less returns	1,065.00	1,065.00	-
Net due AFA	$1,554.02	$1,462.50	$ 91.52
Less payments	1,944.44	1,927.00	17.44
Due POL	$ 390.42	$ 464.50	($ 74.08)

We suggest that you hold the amount to our credit as sales in October have been substantial and virtually all posters returned have been sold again.

We are enclosing our Credit Memo No. 3 covering our September sales, as well as a Debit Memo No. 1 covering the returns.

In view of the fact that during this early introductory period sales are still being made on a promotional basis, which entails advertising allowances included in the price as well as a return and/or exchange privilege, we would like you to consider another method of reporting and/or payments to allow sufficient time to pass in order to know whether "the sale" is to be eventually adjusted. Several sales in October are on this basis, so we shall only know at the end of December as to the adjustments.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

NOV 1 1965

Rather than make a suggestion at this time, we prefer to examine the overall October invoicing and will than discuss the matter before sending an October statement.

You should also note that we are doing everything to increase both the yield on the inventory and return from royalties to you and therefore count on your continued cooperation.

Very truly yours,

Leo Farland
President

LF:cj
Enc.
c.c. Mr. Albert A. List
1740 Broadway
New York, New York

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	WSL	II.A.70.b

NOV 1 1965

CREDIT MEMO No. 3

SALES OF LIST POSTERS
September 1965

INVENTORY SALES	SALES TOTAL	SALES @ $3.00	SALES @ $5.00
Albers	85	85	
Anuskiewicz	85	84	1
Casarella	33	33	
Frasconi			
Isobe	38	38	
Moy	39	38	1
Stamos	38	36	2
Baskin	32	32	
Lindner	47	46	1
Total	397	392	5
Amount	$1,201.00	$1,176.00	$25.00
Due AFA @ 50%	600.50	588.00	12.50

ROYALTY SALES			
Kelly	50	48	2
Hinman	36	36	
Connor	34	34	
Rayo	32	32	
→ Dine	1	1	
Total	153	151	2
Amount	463.00	453.00	10.00
Due AFA @ 16%	74.08	72.48	1.60

NOT LINCOLN CENTER

TOTAL DUE $674.58

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DEBIT MEMO No. 1

NOV 1 1965

RETURNS OF POSTERS ON JULY AND AUGUST SALES

	TOTAL		@ $3.00
Albers	120		120
Anuskiewicz	150		150
Casarella	75		75
Frasconi	15		15
Isobe	100		100
Moy	100		100
Stamos	100		100
Baskin	50		50
Total	710		710
Amount		$2,130.00	
Due POL @ 50%			$1,065.00

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	WSL	II.A.70.b

cc: Robert Luck
File

October 27, 1965

Dear Vera:

The reason I suggested considering Puerto Rican artists for the Poster Program was because I thought we were anxious to spread out the geographical representation of the production of the posters. If you recall this worked out very well with Isobe in Japan.

The request for a poster, I forget the exact event, has some relation to Latin America. An artist from Puerto Rico, I would recommend either Tufino or Martorell, seems a natural, and in Puerto Rico they have excellent facilities for producing silkscreen prints as originals.

My few weeks vacation seems to have disappeared, but the trip was fascinating, especially Libya. I was very sorry to have missed the reception for Sam; our plane flight was advanced.

My very best.

Sincerely,

William S. Lieberman
Dept. of Special Programs

Mrs. Albert A. List
927 Fifth Avenue
New York, New York 10021

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LIST ART POSTERS

October 19, 1965

Mr. Robert Motherwell
173 East 94th Street
New York, N. Y. 10028

Dear Mr. Motherwell:

We are delighted with the results of our telephone conversation this morning. Your generous agreement to participate by providing a design for a poster for the List Art Posters Program will give it immense stature. Your further most generous offer to make the design a gift to the program is exceptional and most thrilling in the eyes of the Committee.

Enclosed is a copy of the application for the poster we have been discussing. The text, the type face, and the production will all be handled by Miss Margaret Cogswell, Head of our Department of Publications, in consultation with you and Irwin Hollander.

Display of the poster in Washington will include out-of-door poster stands, where the announcement will attract the widest possible audience.

Please forgive my tiresome repetition of the deadline date, which is October 29th.

With our deepest thanks.

Sincerely,

Robert H. Luck, Head
Dept. of Special Programs

cc - Mr. and Mrs. List
Mr. Lieberman
Peg

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file

L TERS

Th 021·YU 8-7700 (212)

Mrs. Austin List

965

Curator of Drawings and Prints
Museum of Modern Art
11 West 53rd Street
New York, N. Y. 10019

Dear Bill:

Along with the copy of your letter to Luigi Marrozzini, this letter arrived in today's mail.

May we discuss things at your earliest convenience?

Sincerely,

Robert H. Luck, Head
Dept. of Special Programs

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	WSL	II.A.70.b

file

LIST ART POSTERS

The A

·YU 8-7700 (212)

Sept. 13, 1965

Dear Bill,

Many thanks to you for remembering our request for the Studio School catalogue. A most exciting curriculum, but one, how suited to Yale's needs — unfortunately.

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	WSL	II.A.70.b

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LI TERS

The An YU 8-7700 (212)

Therefore, welcoming the catalogue to your list for your files.

Again, many thanks.

Lois List

(Mrs. A. List)

Mrs. Austin List

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	WSL	II.A.70.b

file

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

October 21, 1965

Mr. William S. Lieberman
Curator of Drawings and Prints
Museum of Modern Art
11 West 53rd Street
New York, N. Y. 10019

Dear Bill:

Along with the copy of your letter to Luigi Marrozzini, this letter arrived in today's mail.

May we discuss things at your earliest convenience?

Sincerely,

Robert H. Luck, Head
Dept. of Special Programs

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LIST ART POSTERS

OCT 21 1965

INSTITUTO DE CULTURA PUERTORRIQUEÑA

RICARDO E. ALEGRIA
Director Ejecutivo

Apartado 4184
SAN JUAN DE PUERTO RICO

October 18, 1965

Mr. Robert H. Luck
Director,
Special Programs
The American Federation of Arts
41 East 65 St.
New York 10021

Dear Mr. Luck:

Thank you very much for your letter.

We have heard about the proyect of the Albert A. Lister Foundation to encourage the art of the poster.

Here in Puerto Rico we are very proud of the achievements made by our leading graphic artists in the art of the poster.

The leading artists are:

1- Lorenzo Homar - Taller de Artes Gráficas, Instituto de Cultura Puertorriqueña, Apartado 4184, San Juan, P. R.
He is considered the best graphic artists of Puerto Rico.

2- Rafael Tufiño - Taller de Artes Gráficas del Instituto de Cultura Puertorriqueña, Apartado 4184, San Juan, P. R.

3- Carlos Marichal - Depto. de Bellas Artes, Universidad de Puerto Rico, Río Piedras, P. R.

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4- Rubén Moreira - Apartado 375
Estación de Roosevelt
Hato Rey, P. R.

5- Antonio Martorell - Educación de la Comunidad
San Juan, P. R.

Under separate envelope, I am sending you material of these artists.

With respect to printing in Puerto Rico, in case you refer to silk screen, there are various small workships which produce limited editions in this media. The three I know best are:

1- Workshop of Avilio Cajigas
2- Workshop of Manuel Hernández
3- Pava Print.

You can write them c/o the Institute.

Hoping to hear for you again on this matter, I remain,

Cordially,

RICARDO E. ALEGRIA
Executive Director

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	WSL	II.A.70.b

LIST ART POSTERS

OCT 15 1965

THE ASIA SOCIETY

112 East 64th Street / New York, N. Y. 10021 / Plaza 1-4210

October 13, 1965

Mr. Robert Luck
American Federation of Arts
41 East 65th Street
New York, N. Y.

Dear Bob:

We are very distressed to have to let you know that we can not use the Afghanistan poster designed by Bob Rauschenberg. Its main trouble is that it would be offensive to the Afghan Government, containing as it does such frivolities as doughnuts, baseball players and racing cars mixed up with treasures from the Kabul Museum.

However, quite aside from this element, it is not much use as a poster since the lettering is nearly illegible due to whimsicalities, such as words spelled backwards and letters omitted or dancing in the air above their forgotten bodies. I am afraid that the artist has overlooked the fact that the poster is supposed to advertise an event, in this case an exhibition of artefacts from ancient sites. People would never learn this from examination of his design, nor has it even a poetical illumination to excuse it.

We had supposed that Mr. Rauschenberg would himself discuss the exhibition with the American Federation of Arts. It never occurred to me that he would not adjust himself to the needs of the event, as would normally be the case with any artist who is producing a commission.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

We all know that Bob Rauschenberg is a major American artist and we all enjoy his productions, but in this case the unsuitability of the image prevents our approval.

Should it be used as an independent "work of art," we will appreciate it if you will kindly remove our name and that of the Los Angeles County Museum of Art from the image, as we can not approve it.

We hope that the Lists will understand. Thanking you not only for your sympathetic view of our situation but also for the great effort which has been expended on this undertaking, I remain

Cordially yours,

Gordon

Gordon B. Washburn
Director
Asia House Gallery

GBW/jk

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~~ABULAFACH~~
ANDERSEN
~~BAUERMEISTER~~
GILL
GOODMAN
MAZUR
~~TROVA~~
~~KRUSHENICK~~
VASARELY

Trouble

LIST POSTER

Mr. Crabster - Lincoln Center

...ssary - Nov. 65 - Innsbruck, Hold, Kefes

...in Works

SEGAL

Dieter Rot

BAUERMEISTER

...OL] / TROVA

Johns
Oldenberg
Wesselman

March 64

Tuscon - Innes

* Edmund - P

Rufino, Maxwell, Luigi Marozzi
Alegria

Marietta

Aziconga Burkhard

~~Washing~~ Kuhn

* Washington - Breeze

Duchamp
NEWMAN, WRIGHT, MOTHERWELL

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CLUB

Trouble

LIST POSTER

Mr. Crabster - Lincoln Center

MINNEAPOLIS - 50th Anniversary - Nov. 65 - Innsbruck, Hold, Kefes

RAUSCHENBERG Asia Hearing Works

SEGAL

Dieter Rot

BAUERMEISTER

* CHICAGO [MARISOL] / TROVA

Lynn Kelly

* Robbins Oldenburg

Sargent x

Tuscon - Innes

JOHNS

Oldenberg

Wesselman

March 64

* Edmund - P

Rufino, Maxwell, Luigi Marozzi

Alegria

Marietta

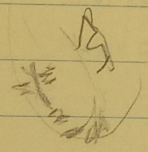
Aziconza Burkhard

Washington Kuhn

* Washington - Breeze

Duchamp

NEWMAN, WRIGHT, MOTHERWELL



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LIST ART POSTERS GRANT

At July 31, 1965

RECEIPTS	PREVIOUS CUMULATIVE	JULY	TOTAL TO DATE
Grant	$ 35,800.00	$	$ 35,800.00
Sale of Posters	4,928.75	90.00	5,018.75
Total Receipts	$ 38,109.75	$ 90.00	$ 40,818.75
DISBURSEMENTS			
Promotion	989.46		989.46
Artist Fees	15,585.00	100.00	15,685.00
Production Costs	17,437.65	1,107.00	18,544.65
Travel	260.93	8.75	269.68
Documentation	239.15		239.15
Supplies	253.16		253.16
A.F.A. Fees	4,000.00		4,000.00
L. D. Telephone	85.34		85.34
Shipping	1,434.31	4.90	1,439.21
Services	211.26	61.70	272.96
Maintenance & Storage	40.00		40.00
Total Disbursements	$ 40,536.26	$ 1,282.35	$ 41,818.61
Balance in Grant			$ (999.86)

LIST POSTER CLUB

RECEIPTS			
Club Dues (net)	$ 10,985.00	$ 700.00	$ 11,685.00
EXPENSES			
Promotion	1,083.62		1,083.62
Shipping	225.00	103.05	328.05
Production Costs	1,500.00		1,500.00
Total Expenses	$ 2,808.62	$ 103.05	$ 2,911.67
Poster Club Balance			$ 8,773.33

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Who's News

Albert A. List Resigns From All Active Posts With Glen Alden Corp.

Paul Johnston, President, Named New Chief Executive Officer; Meshulam Riklis Now Chairman

By a WALL STREET JOURNAL *Staff Reporter*

NEW YORK—Albert A. List, industrialist who sold most of his family's holdings in Glen Alden Corp. last year, resigned as chairman, chief executive officer and a director of Glen Alden.

Paul A. Johnston, Glen Alden's president since last March, was named chief executive officer; Meshulam Riklis, chairman and president of McCrory Corp., was named chairman. Mr. Riklis was previously Glen Alden's vice chairman. McCrory Corp. purchased the List family holdings in Glen Alden and, through a tender offer to other shareholders, acquired a 49% interest in Glen Alden.

Mr. List's retirement from Glen Alden wasn't unexpected. He is known to have been devoting more time recently to philanthropic activities. Also, Mr. Riklis and his associates have recently taken a more active role in Glen Alden's affairs, including an unsuccessful attempt to take over McKesson & Robbins, Inc.

Mr. List also resigned from the board of McCrory Corp., but retained the title of honorary chairman of Glen Alden. He and his family retain a substantial holding in Glen Alden and, through terms of the sale agreement with McCrory, considerable influence in directing Glen Alden's future course. Mr. List is also one of the largest shareholders of Rapid-American Corp., which owns 51% of McCrory.

Glen Alden mines coal, makes textiles and operates the RKO movie theaters. McCrory is a diversified retailing concern which also owns 99% of Lerner Stores Corp. and 19%—and effective control—of S. Klein Department Stores, Inc. Rapid-American's chief asset is its holding in McCrory.

* * *

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MEMO

The American Federation of Arts

To: Vera List, Bill Lieberman, Peg Cogswell

From: Bob Luck

Date: August 10, 1965

Re: LIST ART POSTERS PROGRAM

I am enclosing a copy of each of the poster applications to be discussed at our meeting at 10:00 on Wednesday, August 18.

December 15th to January 17th
Constitution Ave. at 10th St (Wash. D.C.)

Comments:

If we could have Robert Motherwell or Helen Frankenthaler we would be [illegible]

Signature Adelyn D. Breeskin

Title Special Consultant

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: July 9th '65

Institution: National Collection of Fine Arts, Smithsonian Institution

Address: Constitution Ave. at 10th St.
Washington 25, D.C.

Telephone: Code 202 381-5081

Type of Organization: Art museum

Inclusive dates of event
(List no more than 3)

Title of event and text required on poster
(Text may be edited for design purposes, with institution's approval.)

"Roots of Abstract Art in America 1910-1930"
(an exhibition held at the National Collection of Fine Arts
December 8th to January 17th
Constitution Ave. at 10th St (Wash. D.C.)

Comments:

If we could have Robt. Motherwell or Helen Frankenthaler we would be [illegible]

Signature Adelyn D. Breeskin

Title Special Consultant

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

JUL 2 1965

APPLICATION

Date: June 28, 1965
(Applications must be received four months in advance of event.)

Institution: The University of Arizona Art Gallery

Address: Olive and Speedway

Tucson, Arizona 85721 Telephone: Ma 4-8181 Ext. 260

Type of Organization: Non-profit

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
Nov. 14, 1965 - Jan. 9, 1966	CHARLES BURCHFIELD - HIS GOLDEN YEAR Mr. Burchfield is writing his memoirs for the book which we will publish for this major exhibition - the largest retrospective ever held in America. The last major showing of his work was at The Whitney in 1956. The collection will include oils, watercolors, drawings, etchings, lithographs and woodcuts - 175 in all. It is the Golden Anniversary of his career.
Feb. 6 - March 31, 1966	WALT KUHN (title not definitely decided as yet) This will be a major retrospective of oil paintings, watercolors and drawings by Walt Kuhn, many of which have never been seen before because they are coming out of the estate and at present are stored in a warehouse in N.Y. We have full cooperation of the estate agent, Mr. Maynard Walker. Will publish a book on this exhibition also. It will include 125 pieces.

Comments:

Signature William E. Steadman

Title Director

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Bob JUN 22 1965

MARIETTA COLLEGE
CHARTERED 1835
MARIETTA, OHIO

INFORMATION DEPARTMENT

JUN 22 1965

June 19, 1965

Miss Margaret Cogswell
Head, Department of Publications
The American Federation of Arts
41 East 65 Street
New York, New York 10021

Dear Miss Cogswell:

Thank you for the application blanks for the List Art Poster Program.

I have filled them out and am returning them, attached. I do not know if I should have applied for a poster for the entire festival or for just one event.

For example, we have engaged the National Symphony Orchestra for two concerts on April 19 and could use a poster on that event alone. However, I would prefer a poster that could remain posted for some time to act as a constant reminder to the students and local public that we are offering a continuing series of events in connection with the opening of our new building.

I have included a photo of a rendering of the building should we qualify and the artist wants to work in an element representing the building. I would hope that the artist would convey the idea that the festival will include, art, music, drama, dance, and literature events.

Thank you for your consideration.

Sincerely,

Lewis M. Yeager
Director of Information

LMY/sn
Encl.

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: June 19, 1965

Institution: Marietta College

Address: Marietta, Ohio

Telephone: (614) 373-4643

Type of Organization: college (liberal arts)

Inclusive dates of event
(List no more than 3)

Title of event and text required on poster
(Text may be edited for design purposes, with institution's approval.)

Opens Oct. 17, 1965
(see note below)

Marietta College
Fine Arts Festival
commemorating the opening of the
GROVER M. HERMANN FINE ARTS CENTER

NOTE: This festival will include numerous engaged and college-produced events that will open with an open house-art exhibition on Oct. 17 and may end with two concerts by the National Symphony on April 19.

Comments: Marietta College is planning a series of events (art exhibitions, and performers in the areas of drama, music, dance, and literature) in connection with the opening this fall of its $1,500,000 Grover M. Hermann Fine Arts Center. We need a poster for display throughout the area to supplement other publicity and would likely use the poster design for a planned brochure cover and other printed material related to the festival.

Signature [signature]

Title Director of Information

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: June 10, 1965

Institution: Tucson Art Center

Address: 325 W. Franklin Street

Tucson, Arizona Telephone: 622-0402

Type of Organization: Art Gallery - Museum - Craft Display

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
	Paintings by George Inness Tucson Art Center
26 November - 2 January, 1966	
	Colonial Arts of Latin America Tucson Art Center
8 January - 12 February, 1966	

Comments:

Signature E. L. Varguinette

Title Director

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tucson art center, inc.

325 WEST FRANKLIN • TUCSON • ARIZONA • 622-0402

JUN 1 1965

May 26, 1965

Mr. Roy Moyer, Director
The American Federation of Arts
41 East 65th Street
New York City, New York 10021

Dear Mr. Moyer:

Thank you very much for sending us the April 1965 issue of Art in America. We are very much interested in the List Art Posters Program. We would like to submit two major exhibitions next year for consideration in the Poster Program. One is the exhibition of paintings and drawings by George Inness, to be initiated by the Tucson Art Center, and shown there from 26 November 1965 to 2 January 1966. The other exhibition is that of the Colonial Arts of Latin America, also initiated at the Tucson Art Center and showing there from 8 January 1966 to the 12 February 1966. This latter Show includes paintings, furniture, decorative and household arts in Spanish America during the Colonial period.

Our inclusion in the List Art Posters Program would, of course, be a remarkable morale boost to our relatively small Center, which is, however, growing with great rapidity. Our budget for the 1965-66 year has just been approved by our Board and represents a jump of over fifty percent.

Please let us know whether you want additional information for our participation in this program.

Cordially,

E. F. Sanguinetti
Director

EFS/f

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

JUL 21 1965

APPLICATION

Date: July 20 '65
(Applications must be received four months in advance of event.)

Institution: Paul Sargent Gallery, Eastern Illinois University

Address: Charleston 61920

Telephone: 5-2161
Extension
339

Type of Organization: _____

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
~~OCT 13 - NOV 3~~	~~A UNIVERSITY COLLECTS~~
APRIL 7 - MAY 1	ART FACULTY EXHIBITS
FEB 6 - FEB 27	RELIGIOUS PAINTINGS
MAR 13 - APRIL 3	CONTEMPORARY AMERICAN DRAWING

Comments:

Signature Carl Schmidt

Title Director Paul Sargent Gallery

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RHODE ISLAND SCHOOL OF DESIGN

Providence 3, Rhode Island

MUSEUM OF ART

JUN 7 1965

June 4, 1965

Mr. Robert H. Luck, Head
Department of Special Programs
The American Federation of Arts
41 East 65th Street
New York, New York 10021

Dear Bob:

Thank you for sending me the application form for the List Art Poster Program which you will find enclosed, duly filled out. I am particularly anxious that either Jasper Johns or James Dine be approached if the commission of this poster be approved, for both artists will be represented in the exhibition.

If I can turn to another subject: I met with the president and administrative officers of the School of Design and we determined that to participate in the visiting artists' program would not only be feasible, but an excellent idea. Our participation cannot, however, take place in 1965-66. Is it too early to begin to plan for 1966-67 - hopefully the fall of '66? It must be understood that the program we establish for the artist in residence would necessarily have to have a double orientation - towards the School of Design, and secondly towards the City of Providence. The distinction is important because, as you realize, there are over one thousand students here urgently concerned with painting.

Can I hear from you further on this?

Best regards,

Daniel Robbins
Director

cc: A-IN-R PROG.

DR/ne
Enc.

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JUN 7 1965

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

DATE: June 4, 1965

Institution: Museum of Art

Address: Rhode Island School of Design
Providence, Rhode Island 02903

Telephone: 401 331-3507, Ext. 64

Type of Organization: Museum of Art

Inclusive dates of event
(List no more than 3)

Title of event and text required on poster
(Text may be edited for design purposes, with institution's approval.)

(Tentative) Recent Still Life, Museum of Art, Rhode Island School of Design, March, 1966.
This exhibition proposes to juxtapose paintings by European and American artists of the most diverse styles, unified only by their interest in objects of everyday nature.
It will include Morandi, de Stael, Murch, Johns, Dine, Lichtenstein, etc. Both paintings and sculpture will be included.

Comments:

Signature [signature]

Title Director

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JUN 7 1965

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

Date: June 4, 1965
(Applications must be received four months in advance of event.)

Institution: Randolph-Macon Woman's College

Address: Lynchburg, Virginia

Telephone: VI 5-2311

Type of Organization: Liberal Arts College

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
March 11, 12, 1966	Randolph-Macon Woman's College
	Seventy-Fifth Anniversary
	Founders' Day Celebration
	March 11-12, 1966

Comments:

This two-day program will include the following events: a one-man show of paintings by Ben Shahn with one of the paintings to be purchased by the College. Mr. Shahn has been invited to lecture and has indicated that he may be able to accept.

Signature William F. Quillian, Jr.

Title President

- Over -

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

ART (OST#1
WASHBURN
NEW BRUNSWICK
NEW HAMPSHIRE

APPLICATION

Date: April 5, 1965
(Applications must be received four months in advance of event.)

Institution: University of New Hampshire

Address: Department of the Arts
Durham, New Hampshire

Telephone: 868-5511, ext. 506

Type of Organization: State University

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
January 15 - February 14, 1966	A CENTURY OF AMERICAN ART
	A University of New Hampshire Centennial Year Exhibition.
	Scudder Gallery, Paul Creative Arts Center Durham, New Hampshire
	January 15 - February 14, 1966
	Gallery hours: 8 - 4 Weekdays 10-12, 1 - 5, Saturdays 1 - 5 Sundays
	This exhibition is assembled by UNH from ~~Private collections within a 50 mile~~ radius of the Durham Campus.

Comments:

If at all possible our order of preference for the artist of this poster is

1 - Richard Anuszkiewicz
2 - Antonio Frasconi
3 - George Ortman
4 - Josef Albers
5 - Alfred Jensen

Signature David A. Kibbey

Title Coordinator of Exhibitions

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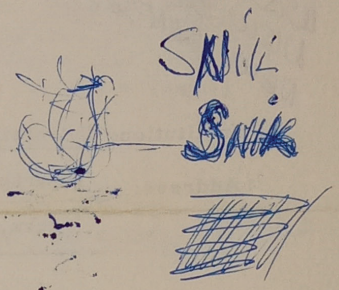
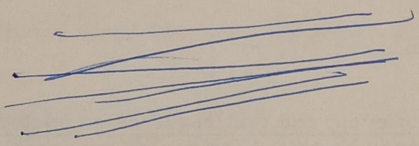
Asia House
Minneapolis -
Art Institute

Rauschenberg
RAYO





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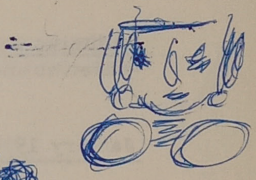
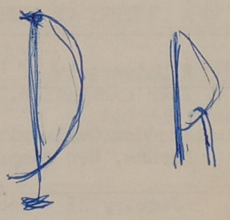
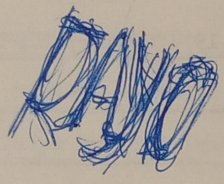
RAYO







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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

APPLICATION

Date: April 2, 1965
(Applications must be received four months in advance of event.)

Institution: Fort Worth Symphony Orchestra

Address: 905 Trans-American Life Building

Fort Worth, Texas 76102 Telephone: ED 2-5036

Type of Organization: Symphony Orchestra

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
1965-66 Season	Fort Worth Symphony Orchestra
	Ezra Rachlin, Musical Director and Conductor
	1965-66 Season Memberships Now Available

Comments: With the recent appointment of Ezra Rachlin as Musical Director and Conductor of the Fort Worth Symphony Orchestra for the next three seasons, the Orchestra Association is embarking on a "new look" in all its promotional media, together with a period of growth and development. If this application is approved, these posters will aid immeasurably the image we are seeking to create.

Signature Robert D. Alexander

Title Manager

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

The American Federation of Arts is administering a program of the Albert A. List Foundation, commissioning artists to design and execute original posters for cultural events in the United States.

This project is intended to encourage fine artists to create imaginative posters in the media of lithography, engraving, woodcut or serigraphy, and new experimental media. There is a limited edition of 100 on fine paper, each signed and numbered by the artist. In addition, there is a facsimile edition reproduced for distribution to all A F A Chapters.

Non-profit institutions, including museums, university galleries, civic orchestras, and theaters are invited to apply to The American Federation of Arts for consideration. Commercial cultural enterprises seeking to improve the quality of their posters are also invited to apply.

The posters enclosed are a gift to you from the Albert A. List Foundation; others will follow.

11/30/64

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Only Chapter members are eligible to purchase at the wholesale price the signed, limited editions listed below. Send full payment to The A F A; include 75 cents for postage and handling.

Requests will be filled in order of receipt. No exchanges can be made.

ARTIST	MEDIUM	PAPER	A F A CHAPTER WHOLESALE PRICE	RETAIL PRICE TO PUBLIC
Josef Albers (available Feb. '65)	Serigraph	(not determined)	$65.00	$125.00
Leonard Baskin	Lithograph	Rives	50.00	100.00
Richard Anuszkiewicz (available Dec. 15)	Serigraph	Copperplate	40.00	80.00
Edmond Casarella	Woodcut	Masa	15.00	30.00
Antonio Frasconi	Woodcut	Troya	20.00	40.00
Alfred Jensen (available Feb. '65)	Lithograph	(not determined)	40.00	80.00
Richard Lindner	Lithograph	Rives	40.00	80.00
Seong Moy	Woodcut	Suzuki	20.00	45.00
Henry C. Pearson (available Jan. '65)	Lithograph	(not determined)	50.00	100.00
George Ortman	Serigraph	Mohawk Superfine	35.00	75.00
Theodoros Stamos	Lithograph	Fabriano	20.00	40.00

11/30/64

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June 30, 1965

Dear Vera:

You have both been so generous to the Museum as well as to myself that I hesitate to request that you come to the Museum's assistance again.

Last week, while I was at the Jewish Museum, I studied very carefully the Jim Dine suite based on The Book of Genesis, and I found the work not only handsome, but extremely moving.

Would it be possible to obtain a copy for the collection here? We already have all the other prints issued by Universal Limited Art Editions, and this would really be a valuable addition.

Thanks Vera, and my very best.

Sincerely,

William S. Lieberman

Mrs. Albert A. List
927 Fifth Avenue
New York, New York

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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5 artists proofs artist
5 artist proofs AFA
10 to Mrs List

LIST ART POSTER PROGRAM

I. INVENTORY, May 13, 1965

ARTIST	LONGRUN	SIGNED
Josef Albers **	401	62
Richard Anuszkiewicz	610	18
Leonard Baskin *	88	34
Edmond Casarella *	430	73
Antonio Frasconi * **	111	76
Sue Fuller	-	103
ISOBE Yukihisa **	1,556	100
Alfred Jensen **	-	69
Richard Lindner * **	378	55
Seong Moy *	705	64
George Ortman *	23	61
Theodoros Stamos * **	457	57

III. Posters now being completed

Bruce Conner ** (Lincoln Center)
Charles Hinman (Lincoln Center)
Ellsworth Kelly (Lincoln Center)
Henry C. Pearson **
James Wines

IV. There are 24 members of the LIST ART POSTER CLUB.

* Mailed to AFA Chapters in November, 1964.
** Signed edition to Poster Club members.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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LIST ART POSTERS PROJECT
as of
May 12, 1965

COMMISSIONED

ARTIST	INSTITUTION	EVENT AND DATE
ALBERS, Josef	American Federation of Arts New York City	A F A BIENNIAL CONVENTION - BOSTON April 7 - 10, 1965
ANUSZKIEWICZ, Richard	The Corcoran Gallery of Art Washington, D. C.	THE 29TH BIENNIAL EXHIBITION OF CONTEMPORARY AMERICAN PAINTINGS February 26 - April 18, 1965
BASKIN, Leonard	Opera Theater, Oberlin College, Oberlin, Ohio	Premiere of new opera, BARTLEBY November 12, 13, 14, 1964
CASARELLA, Edmond	Pratt Graphic Art Center New York City	100 CONTEMPORARY PRINTS - PRATT GRAPHIC ART CENTER AND THE JEWISH MUSEUM July 8 - September 30, 1964
CONNER, Bruce	Philharmonic Hall, Lincoln Center, New York	THIRD NEW YORK FILM FESTIVAL September 7 - 18, 1965
DINE, Jim	Albany Institute of History and Art, Albany, N. Y.	ART IN SCIENCE EXHIBITION Sept. 24 - Oct. 31, 1965
FRASCONI, Antonio	The University of Arizona Art Gallery	THE BIRD IN ART (in connection with convention of Audubon Soc.) November 7, 1964 - Jan. 2, 1965
FULLER, Sue	Vassar College Art Gallery Poughkeepsie, N. Y.	MODERN ART (exhibition honoring retiring Chairman of Art Dept.) May 5 - June 7, 1965
HINMAN, Charles B.	Philharmonic Hall, Lincoln Center, New York	INT'L UNIVERSITY CHORAL FESTIVAL September 20 - 26, 1965
ISOBE, Yukihisa	Dartmouth College, Hopkins Center Hanover, N. H.	CLASSICAL AND CONTEMPORARY JAPAN (Art, Drama, Music) April 1 - June 15, 1965
JENSEN, Alfred	Great Neck Public Schools Great Neck, LI, New York	150th ANNIVERSARY September 1964 - June 1965

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	ARTIST	INSTITUTION	EVENT AND DATE
	KELLY, Ellsworth	Vivian Beaumont Theater Lincoln Center, New York	Opening event Date not yet definite
	LINDNER, Richard	The Vancouver Art Gallery Vancouver, BC, Canada	THE NUDE IN ART November 3 - 29, 1964
	MOY, Seong	Everson Museum of Art Syracuse, New York	23RD CERAMIC NATIONAL Nov. 14, 1964 - Jan. 2, 1965
	ORTMAN, George	The Baltimore Museum of Art Baltimore, Maryland	50TH ANNIVERSARY EXHIB. "1914" October 6 - November 15, 1964
	PEARSON, Henry C.	World University Service New York City	WORLD UNIVERSITY SERVICE DRIVE October 1964 - May 1965
?	RAUSCHENBERG, Robert	Minneapolis Institute of Art Minneapolis, Minn.	50TH ANNIVERSARY EXHIBITION Nov. 2, 1965 - Jan. 2, 1966
	STAMOS, Theodoros	Riverside Museum New York City	WEST SIDE ARTISTS - NEW YORK September 27 - November 8, 1964
	WINES, James	Women's City Club of N. Y.	GOLDEN ANNIVERSARY EXHIBITION October 18 - November 15, 1965

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LIST ART POSTERS
at April 30, 1965

	PREVIOUS CUMULATIVE	APRIL	TOTAL
RECEIPTS			
Grant	$35,000.00	$	$35,000.00
Sale of Posters	3,109.75	345.00	3,454.75
Total Receipts	$38,109.75	$ 345.00	$38,454.75
DISBURSEMENTS			
Promotion	$ 51.96	$	$ 51.96
Artists' Fees	12,585.00	1,000.00	13,585.00
Production Costs	12,020.05	2,844.20	14,864.25
Travel	218.39	27.79	246.18
Documentation	111.66		111.66
Supplies	14.75	64.71	79.46
A F A Fees	4,000.00		4,000.00
L. D. Telephone	85.34		85.34
Shipping	1,225.04	32.40	1,257.44
Services	78.00	12.00	90.00
Total Disbursements	$30,390.19	$ 3,981.10	$34,371.29
Balance in Grant			$ 4,083.46

LIST POSTER CLUB

RECEIPTS			
Club Dues	$ 4,900.00	$ 2,935.00	$ 7,835.00
EXPENSES			
Promotion	0.00	$ 756.00	$ 756.00
Poster Club Balance *			$ 7,079.00

* Proper charge for office salaries, brochures, packaging, etc. not yet calculated.

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TAMARIND LITHOGRAPHY WORKSHOP, INC.

Richard Anuszkiewicz

Ruth Asawa

Herbert Bayer

Leon Golub

Alfred Jensen

Nicholas Krushenick

Richard Lindner

Jules Olitski

George Sugarman

MEMO

The American Federation of Arts

To: Barbara Manning

From: Roz

Date: March 23, 1965

Re: List Art Posters Club

Distribution to Poster Club

Group I
- Lindner
- Albers (Anuszkiewicz sub.)
- Pearson
- Stamos (Ortman sub.)

Group II
- Isobe
- Conner
- Jensen
- Frasconi (Moy sub.)

Reserve for substitutions
- Ortman
- Moy

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

The American Federation of Arts

To: Barbara Manning

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Re: List Art Posters Club

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- Stamos (Ortman sub.)

Group II
- Isobe
- Conner
- Jensen
- Frasconi (Moy sub.)

Reserve for substitutions
- Ortman
- Moy

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Mrs. Benjamin Grey
AFA

Radio
Riley
Stella
Dieter Rot

RAYO
MARISOL
Dieter Rot

SAGE
Nov. 8, Manatuck

Pierre - Zero
French - Stein

Redbrooms
Beauchamp
Segall

ARAKAWA
TADASKY
Ralston Crawford
Bontecour

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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LIST ART POSTERS PROJECT
as of
March 22, 1965

COMMISSIONED

ARTIST	INSTITUTION	EVENT AND DATE
ALBERS, Josef	American Federation of Arts New York City	A F A BIENNIAL CONVENTION-BOSTON April 7 - 10, 1965
ANUSZKIEWICZ, Richard	The Corcoran Gallery of Art Washington, D. C.	THE 29TH BIENNIAL EXHIBITION OF CONTEMPORARY AMERICAN PAINTINGS February 26 - April 18, 1965
BASKIN, Leonard	Opera Theater, Oberlin College, Oberlin, Ohio	Premiere of new opera, BARTLEBY November 12, 13, 14, 1964
CASARELLA, Edmond	Pratt Graphic Art Center New York City	100 CONTEMPORARY PRINTS - PRATT GRAPHIC ART CENTER AND THE JEWISH MUSEUM July 8 - September 30, 1964
CONNER, Bruce	Philharmonic Hall, Lincoln Center, New York	THIRD NEW YORK FILM FESTIVAL September 7 - 18, 1965
FRASCONI, Antonio	The University of Arizona Art Gallery	THE BIRD IN ART (in connection with convention of Audubon Soc.) November 7, 1964 - Jan. 2, 1965
FULLER, Sue	Vassar College Art Gallery Poughkeepsie, N. Y.	MODERN ART (exhibition honoring retiring Chairman of Art Dept.) May 5 - June 7, 1965
HINMAN, Charles B.	Philharmonic Hall, Lincoln Center, New York	INT'L UNIVERSITY CHORAL FESTIVAL September 20 - 26, 1965
ISOBE, Yukihisa	Dartmouth College, Hopkins Center Hanover, N. H.	CLASSICAL AND CONTEMPORARY JAPAN (Art, Drama, Music) April 1 - June 15, 1965
JENSEN, Alfred	Great Neck Public Schools Great Neck, LI, New York	150TH ANNIVERSARY September 1964 - June 1965
KELLY, Ellsworth	Vivian Beaumont Theater LincolnCenter, New York	Opening event Date not yet definite

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COMMISSIONED

ARTIST	INSTITUTION	EVENT AND DATE
LINDNER, Richard	The Vancouver Art Gallery Vancouver, BC, Canada	THE NUDE IN ART November 3 - 29, 1964
MOY, Seong	Everson Museum of Art Syracuse, New York	23RD CERAMIC NATIONAL Nov. 14, 1964 - Jan. 2, 1965
ORTMAN, George	The Baltimore Museum of Art Baltimore, Maryland	50TH ANNIVERSARY EXHIB. "1914" October 6 - November 15, 1964
PEARSON, Henry C.	World University Service New York City	WORLD UNIVERSITY SERVICE DRIVE October 1964 - May 1965
STAMOS, Theodoros	Riverside Museum New York City	WEST SIDE ARTISTS - NEW YORK September 27 - November 8, 1964
WINDES, James	Women's City Club of N. Y.	GOLDEN ANNIVERSARY EXHIBITION October 18 - November 15, 1965

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

March 9, 1965

Mr. Albert A. List
Chairman of the Board
Albert A. List Foundation, Inc.
1740 Broadway
New York, N. Y.

Dear Mr. List:

Enclosed is the monthly report on expenditures for the List Art Posters Program as of February 28, 1965. Also enclosed is a sales report ending on the same date. There will be no further sales in view of the formation of the Poster Club.

Since my last correspondence with you the Committee has approved the commissioning of four more posters:

Artist	Institution	Event and Date
Isobe, Yukihisa	Dartmouth College, Hopkins Center	Classical and Contemporary Japan (Art, Drama, Music) April 1 - June 15, 1965
Wines, James	Women's City Club of N. Y.	Golden Anniversary Exhibition October 18 - November 15, 1965
Conner, Bruce	Philharmonic Hall, Lincoln Center	Third New York Film Festival September 7 - 18, 1965
Kelly, Ellsworth *	Vivian Beaumont Theater Lincoln Center	Opening event Date not yet definite

* Contracted for prior to AFA's administration of Lincoln Center program

With best wishes.

Sincerely,

Robert H. Luck, Head
Dept. of Special Programs

cc - Mrs. List
- Miss Cogswell
- Mr. Lieberman

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LIST ART POSTERS
at February 28, 1965

	PREVIOUS	FEBRUARY	TOTAL
RECEIPTS			
Grant	$25,000.00	$10,000.00	$35,000.00
Sale of Posters	1,613.25	225.00	1,838.25
Total Receipts	$26,613.25	$10,225.00	$36,838.25
DISBURSEMENTS			
Promotion	51.96		51.96
Artists' Fees	11,085.00	1,000.00	12,085.00
Production Costs	9,705.05	1,815.00	11,520.05
Travel	197.38	13.01	210.39
Documentation	35.22		35.22
Supplies	14.75		14.75
A F A Fees	2,500.00		2,500.00
Long Distance Telephone	79.59		79.59
Shipping	1,004.70	55.70	1,060.40
Services	78.00		78.00
Total Disbursements	$24,751.65	$ 2,883.71	$27,635.36
Balance in Grant 2/28/65			$ 9,202.89

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SALES REPORT

LIST ART POSTER PROJECT January 29, 1965

Through February 1965

1	Josef Albers @ $5.00 - long run	$ 5.00
1	Richard Anuszkiewicz @ $80.00 - Retail	80.00
5	Seong Moy @ $30.00 minus 20% *	120.00
1	Seong Moy @ $20.00 - wholesale	20.00
		$ 225.00
	Balance forward from January 1965	1,613.25
	TOTAL	$1,838.25

* Price originally established.

Mr. William Lieberman
Curator of Prints and Drawings
Museum of Modern Art
11 West 53rd Street
New York, N. Y.

Dear Bill:

Below we list what has been standard for each poster commission.

In talking with Josef please determine what his fee for the design will be and also the cost of paper and pulling 100 of the signed limited edition. Also included in [illegible] will be color separations keyed for mechanical reproduction in this country. We do not wish to print the long machanically reproduced run of posters abroad.

Fee to artist (maximum) $1000
Pulling 100 prints, on fine paper, signed and numbered 500 to 1000

Obviously he should not think in terms of more than five or seven [illegible] printing the long run.

If Peg Cogswell has thoughts on this, I will ask her to drop you a note in Tokyo. I am going to be on jury duty beginning February 1st and if you have any questions please take them up with Peg and Roy.

Bon voyage.

Sincerely,

Robert H. Luck, Head
Department of Special Programs

cc Roy
Peg

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

January 29, 1965

Mr. William Lieberman
Curator of Prints and Drawings
Museum of Modern Art
11 West 53rd Street
New York, N. Y.

Dear Bill:

Below we list what has been standard for each poster commission. Mrs. List thinks that costs should be considerably lower in Japan.

In talking with Isobe please determine what his fee for the design will be and also the cost of paper and pulling 100 copies of the signed limited edition. Also included in that will be color separations keyed for mechanical reproduction in this country. We do not wish to print the long mechanically reproduced run of posters abroad.

Fee to artist (maximum)	$1000
Pulling 100 prints, on fine paper, signed and numbered	500 to 1000

Obviously he should not think in terms of more than five or seven colors because of the cost of printing the long run.

If Peg Cogswell has thoughts on this, I will ask her to drop you a note in Tokyo. I am going to be on jury duty beginning February 1st and if you have any questions please take them up with Peg and Roy.

Bon voyage.

Sincerely,

Robert H. Luck, Head
Department of Special Programs

cc Roy
Peg

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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September 24, 1964

Dear Bob:

In connection with the List Poster Program I would like to recommend that Mrs. Barbara Kulicke be consulted should anything be done with banners.

I assume that your circulating show indicates that you are as enthusiastic about her project as I.

For your information I thought you might like the enclosed extract from Horizon.

Sincerely,

William S. Lieberman
Curator of Drawings and Prints

Mr. Robert Luck
American Federation of Arts
41 East 65 Street
New York, New York

cc: Mrs. Barbara Kulicke (confidential)
File

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Morgan State College
Baltimore Maryland
James E. Lewis

LIST ART POSTERS
at December 31, 1964

	PREVIOUS	DECEMBER	TOTAL
RECEIPTS			
Grant	$25,000.00		$25,000.00
Sale of Posters	61.00	$ 1,122.25	1,183.25
Total Receipts	$25,061.00	$ 1,122.25	$26,183.25
DISBURSEMENTS			
Promotion	51.96		51.96
Artists' Fees	10,085.00	500.00	10,585.00
Production Costs	6,427.25	2,332.80	8,760.05
Travel	186.58	10.80	197.38
Documentation	16.97		16.97
Supplies	14.75		14.75
A F A Fees	1,300.00	1,200.00	2,500.00
Long Distance Telephone	79.59		79.59
Shipping	264.23	582.03	846.26
Services	34.20	23.45	57.65
Total Disbursements	$18,460.53	$ 4,649.08	$23,109.61
Balance in Grant 12/31/64			$ 3,073.64

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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JAN 11 1965

SALES REPORT

LIST ART POSTER PROJECT

Through December 1964

3	Joseph Albers @ $65.00 each - wholesale	$ 195.00
11	Richard Anuszkiewicz @ $40.00 each - wholesale	440.00
1	Leonard Baskin @ $50.00 each - wholesale	50.00
3	Edmond Casarella @ $15.00 each - wholesale	45.00
7	Antonio Frasconi @ $20.00 each - wholesale	140.00
4	Seong Moy @ $20.00 each - wholesale	80.00
2	George Ortman @ $35.00 each - wholesale	70.00
7	Theodoros Stamos - 5 @ $20.00 each - wholesale	100.00
	2 @ $30.00 each*	60.00
		$1,180.00
	Postage	3.25
	Grand Total	$1,183.25

* Retail price originally established.

Woman City Club

Pearson

Lindner

Jenson

(Baskin)

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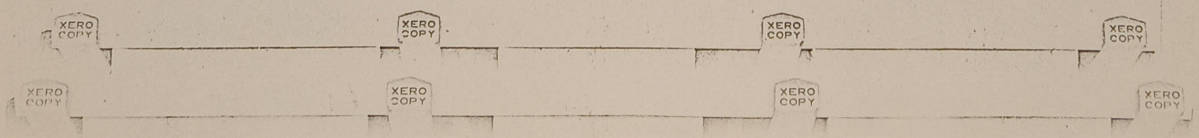

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November 4, 1964

Dear Jean:

I have been travelling so frantically that I am not sure I have answered your note about The List Poster Project.

The program is very exciting indeed and I would be delighted to write a short piece. However I think it should wait until the program has been in existence a full year, in other words about four or five months.

Works by Albers and Lindner have not yet been printed and in a few more months, the total number of posters should be about twenty-five.

I'm off for Tokyo tomorrow but perhaps we can get together in December when I return.

My very best,

Sincerely,

William S. Lieberman
Curator

Miss Jean Lipman
Art in America
635 Madison Avenue
New York 22, New York

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

Memo from the desk of JEAN LIPMAN

...st 65th Street, New York 21

Dear Bill —
We're doing a major color feature on the first Poster Program for our ... issue and all ... hope you'll do a one-page (about 900 words) introduction. Fee $100, Dec. 1 deadline.

I'm off to Europe — just drop me a line and I'll get in when I get home.

Best —

Editor

ART IN AMERICA
635 Madison Avenue
New York 22, N. Y.
MUrray Hill 8-7500

...1 East 65th Street, New York 21, New York

...64

...t Art
...inancial
...irst

...tions
...s at
...eed not
...nless

		Event and Date
		...00 Contemporary Prints ...he Jewish Museum ...uly 8 - September 30, 1964
		...he 29th Biennial Exhibition of ...ontemporary American Paintings ...ebruary 26 - April 18, 1965
		...ARTLEBY, premiere performances ...berlin College Conservatory of ...usic. November 12-14, 1964
		...0th Anniversary Exhibition, "1914" ...ctober 6 - November 15, 1964
		...3rd Ceramic National ...ov. 14, 1964 - Jan. 2, 1965
		...est Side Artists - New York ...eptember 27 - November 8, 1964
		...he Bird in Art ...ovember 7, 1964 - Jan. 2, 1965
not selected	Asia House Gallery= New York City	Ancient Art of Afghanistan May 6 - August 29, 1965
not selected	The Vancouver Art Gallery Vancouver, B.C.	The Nude in Art: Ideal, Erotic, Ritual November 3 - 29, 1964
awaiting specific information about event	University of Rhode Island Kingston, R.I.	Festival of the Arts: The Romantic Ethic April 22 - May 12, 1965
Albers-deKooning Johns-Oldenburg Motherwell-David Smith	American Federation of Arts New York City	A F A Biennial Convention, Boston April_____, 1965

8/6/64

* completed

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List Posters

THE AMERICAN FEDERATION OF ARTS 41 East 65th Street, New York 21

41 East 65th Street, New York 21, New York

August 6, 1964

Mrs. Albert A. List
Shore Road
Byram, Connecticut

Dear Mrs. List:

Enclosed are a breakdown of the List Art Poster commissions to date, and a financial statement of expenditures for the first poster - Casarella.

We will be happy to answer any questions that may arise, or will discuss this at the next Committee meeting, which need not take place until after Labor Day, unless you feel otherwise.

Regards.

Sincerely,

Robert H. Luck, Head,
Dept. of Special Programs

cc: Mr. Lieberman
Miss Cogswell

Encls.

		vent and Date
		00 Contemporary Prints ne Jewish Museum uly 8 - September 30, 1964
		ne 29th Biennial Exhibition of ontemporary American Paintings ebruary 26 - April 18, 1965
		RTLEBY, premiere performances erlin College Conservatory of usic. November 12-14, 1964
		th Anniversary Exhibition, "1914" tober 6 - November 15, 1964
		rd Ceramic National v. 14, 1964 - Jan. 2, 1965
		st Side Artists - New York ptember 27 - November 8, 1964
		e Bird in Art vember 7, 1964 - Jan. 2, 1965
		cient Art of Afghanistan y 6 - August 29, 1965
		e Nude in Art: Ideal, Erotic, tual vember 3 - 29, 1964
information about event	Kingston, R.I.	utival of the Arts: The Romantic Ethic April 22 - May 12, 1965
Albers-deKooning Johns-Oldenburg Motherwell-David Smith	American Federation of Arts New York City	A F A Biennial Convention, Boston April_____, 1965

8/6/64

* completed

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THE AMERICAN FEDERATION OF ARTS 41 East 65th Street, New York 21, New York

LIST ART POSTERS PROJECT
August 6, 1964

	Artist Commissioned	Institution	Event and Date
*	Casarella, Edmond	Pratt Graphic Art Center New York City	100 Contemporary Prints The Jewish Museum July 8 - September 30, 1964
	Antuskiewicz, Richard	The Corcoran Gallery of Art Washington, D.C.	The 29th Biennial Exhibition of Contemporary American Paintings February 26 - April 18, 1965
	Gaskin, Leonard	Allen Art Museum Oberlin, Ohio	BARTLEBY, premiere performances Oberlin College Conservatory of Music. November 12-14, 1964
	Gutman, George	The Baltimore Museum of Art Baltimore, Maryland	50th Anniversary Exhibition, "1914" October 6 - November 15, 1964
	Key, Seong	Everson Museum of Art Syracuse, N.Y.	23rd Ceramic National Nov. 14, 1964 - Jan. 2, 1965
	Stamos, Theodoros	Riverside Museum New York City	West Side Artists - New York September 27 - November 8, 1964
	Frasconi, Antonio	The University of Arizona Art Gallery, Tucson	The Bird in Art November 7, 1964 - Jan. 2, 1965
	not selected	Asia House Gallery= New York City	Ancient Art of Afghanistan May 6 - August 29, 1965
	not selected	The Vancouver Art Gallery Vancouver, B.C.	The Nude in Art: Ideal, Erotic, Ritual November 3 - 29, 1964
	awaiting specific information about event	University of Rhode Island Kingston, R.I.	Festival of the Arts: The Romantic Ethic April 22 - May 12, 1965
	Albers-deKooning Johns-Oldenburg Motherwell-David Smith	American Federation of Arts New York City	A F A Biennial Convention, Boston April_____, 1965

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* completed

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List Posters

LIST ART POSTERS GRANT

at July 31, 1964

Receipts - Grant		$25,000.00
Disbursements		
Promotion	51.96	
Artist's fee (Casarella)	2,000.00	
$1000 - design		
$1000 - 100 handpulled, signed proofs)		
Production costs	366.00	
(printing 550 posters)		
Travel	33.00	
Documentation	13.22	
Supplies	12.25	
A F A fee	500.00	
Total Disbursements		2,977.43
Balance in Grant 7/31/64		22,022.57

8/6/64

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List Posters -

ORGANIZATION OF AMERICAN STATES
ORGANIZACION DE LOS ESTADOS AMERICANOS
ORGANIZAÇÃO DOS ESTADOS AMERICANOS
ORGANISATION DES ETATS AMERICAINS

PAN AMERICAN UNION
Washington 6, D.C., U.S.A.
Cable address: PAU WASH DC

July 30, 1964

POSTER CONTEST

Dear Bob:

The enclosed release from the Pan American Union, I thought, might interest you.

Sincerely,

William S. Lieberman
Curator of Drawings and Prints

To aid in the promotion of the III Inter-American Music Festival which will be held in Washington, D. C., April, 1965, the Pan American Union is sponsoring a poster contest dealing with the event. The contest will be administered in accordance with the following RULES

1. Artists from all of the [illegible] States and Canada are eligible to enter the contest.

2. The format and contents of the poster shall be at the discretion of the artists except as [illegible] ed.

3. The posters must be executed in gouache, using a maximum of five solid colors and must measure 18 x 24 inches exclusive of margin.

4. The only lettering that may appear on the poster is:

   [illegible] Inter-American Music Festival
   [illegible] 23, 1965"

   The lettering may be arranged in any position desired.

5. Contestants may enter more than one poster.

6. The entries should be sent to:

   Poster Contest
   Visual Arts Division
   Pan American Union
   Washington, D. C. 20006

7. Posters must be submitted prior to December 1, 1964 at 5:00 p.m.

8. Acknowledgement will be sent by the Division of Visual Arts on receipt of each poster.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

ORGANIZATION OF AMERICAN STATES
ORGANIZACION DE LOS ESTADOS AMERICANOS
ORGANIZAÇÃO DOS ESTADOS AMERICANOS
ORGANISATION DES ETATS AMERICAINS

PAN AMERICAN UNION
Washington 6, D.C., U.S.A.
Cable address: PAU WASH DC

POSTER CONTEST

To aid in the promotion of the III Inter-American Music Festival which will be held in Washington, D. C., April, 1965, the Pan American Union is sponsoring a poster contest dealing with the event. The contest will be administered in accordance with the following:

RULES

1. Artists from all of the OAS member states and Canada are eligible to enter the contest.

2. The format and contents of the poster shall be at the discretion of the artists except as here and after described.

3. The posters must be executed in gouache, using a maximum of five solid colors and must measure 18 x 24 inches exclusive of margin.

4. The only lettering that may appear on the poster is:

"III Inter-American Music Festival
Washington, D. C.
April 17-23, 1965"

The lettering may be arranged in any position desired.

5. Contestants may enter more than one poster.

6. The entries should be sent to:

Poster Contest
Visual Arts Division
Pan American Union
Washington, D. C. 20006

7. Posters must be submitted prior to December 1, 1964 at 5:00 p.m.

8. Acknowledgement will be sent by the Division of Visual Arts on receipt of each poster.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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9. A single prize in the amount of $500.00 will be awarded the winner.

10. The winning poster will become the property of the Pan American Union who will use it to publicize the III Inter-American Music Festival.

11. Entries not selected but that are of interest to the Pan American Union for their artistic or publicity value may be acquired through arrangements with the individual artists.

12. Decision of the Jury will be announced on December 15th, 1964 and the prize will be awarded soon after in the offices of the Division of Visual Arts.

13. Within (90) days after the close of the contest, entries not chosen will be returned by certified surface mail.

14. The Pan American Union assumes no responsibility for damages, loss, or deterioration of the posters while they are in transit or in the Pan American Union.

15. The Jury will be composed of the Chief of the Division of Visual Arts of the Pan American Union who will preside over the Jury, and four other art specialists designated by the Director of the Department of Cultural Affairs.

16. The Decision of the Jury will be final.

17. By submitting entries, participants agree to accept the rules of the contest.

Rafael Squirru, Director
Department of Cultural Affairs
Pan American Union

Washington, D. C. July 1, 1964

NOTE: The Division of Visual Arts will answer any inquiries for additional information regarding this contest. Information concerning the III Inter-American Music Festival is available from the Music Division of the Pan American Union.

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LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

M E M O R A N D U M

TO: The Committee - List Art Posters Project July 22, 1964

FROM: Bob Luck

RE: Meeting of July 15, 1964

The following points were established as policy in considering future applications:

1. The exhibition for which the poster is requested must originate with that institution.

2. Events in the performing arts (drama or music), must be the premiere of an original work or of comparable significance.

3. If a request for a poster for a one-man exhibition is granted, the artist will be asked to provide an original design free of cost. The Foundation will pay the cost of production. Twenty to twenty-five artists proofs may be retained by the artist. Agreement must be reached regarding a single selling price.

4. One week prior to each committee meeting, copies of all new requests will be sent to committee members.

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THE AMERICAN FEDERATION OF ARTS 41 East 65 Street, New York 10021 · YU 8-7700

LIST ART POSTERS PROJECT
as of
July 15, 1964

COMMISSIONED

ARTIST	INSTITUTION	EVENT AND DATE
ANUSZKIEWICZ, Richard	The Corcoran Gallery of Art Washington, D.C.	THE 29th BIENNIAL EXHIBITION OF CONTEMPORARY AMERICAN PAINTING February 26 - April 18, 1965
CASARELLA, Edmond	Pratt Graphic Art Center New York City	100 CONTEMPORARY PRINTS - PRATT GRAPHIC ART CENTER AND THE JEWISH MUSEUM July 8 - September 30, 1964

TO BE COMMISSIONED

BASKIN, Leonard	Allen Art Museum Oberlin, Ohio	Premiere of new opera, BARTLEBY November 12, 13, 14, 1964
(To be selected by Institution)	Asia House Gallery (Asia Society)	ANCIENT ART OF AFGHANISTAN May 6 - August 29, 1965
BONTECOU, Lee (Alternate: George Ortman)	The Baltimore Museum of Art Baltimore, Maryland	50TH ANNIVERSARY EXHIBITION"1914" October 6 - November 15, 1964
SEONG MOY (Alternate: Antonio Frasconi)	Everson Museum of Art Syracuse, New York	23rd CERAMIC NATIONAL Nov. 14, 1964 - Jan. 2, 1965
GREENE, Balcomb	The Montclair Art Museum Montclair, New Jersey	THE GLASS OF FASHION September - October 25, 1964
RAYO, Omar	Riverside Museum New York City	WEST SIDE ARTISTS - NEW YORK September 27 - November 8, 1964
FRASCONI, Antonio (alternate: Estaban Vicente)	The University of Arizona Art Gallery	THE BIRD IN ART November 7, 1964 - Jan. 2, 1965

page 1...

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TO BE COMMISSIONED (cont'd)

ARTIST	INSTITUTION	EVENT AND DATE
(Awaiting more specific information)	UNIVERSITY of Rhode Island Kingston, Rhode Island	FESTIVAL OF THE ARTS: THE ROMANTIC ETHIC April 22 - May 12, 1965
(To be selected by Institution)	THE VANCOUVER ART GALLERY Vancouver, B.C.	THE NUDE IN ART: IDEAL, EROTIC, RITUAL November 3-29, 1964
1 (ALBERS, Joseph (alternates: Willem De Kooning 2 (Jasper Johns Claes Oldenburg 3 (Robert Motherwell David Smith)	American Federation of Arts New York City	A F A BIENNIAL CONVENTION-BOSTON April 1 - 25, 1965

page 2...

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November 4, 1964

Dear Abe:

Unfortunately I must leave for Japan tomorrow, but I do want to tell you personally how successful I think the poster project has been so far. At present it must remain a pilot program -- it has been in existence not even a full year. However, the work accomplished thus far has been a considerable achievement.

It is of course extremely difficult to produce works which are effective as posters as well as distinguished as works of art. But, as I see it, the chief and stimulating purpose of the project is to attract as designers leading painters and sculptors.

At yesterday's meeting we saw a trial proof of the Lindner poster. It will be very good. I think the one by Albers will be even more impressive.

The costs of the project, as you know can not be earned back by the sale of the limited signed editions. However, when a sufficient amount of posters have been produced, I believe an exhibition can be arranged which would return to the project a fairly substantial sum. It is much easier to sell twenty than one. Such an exhibition could happen perhaps a year from now or possibly even earlier.

I have accepted the invitation of Art in America to write about the program. Such an article, I think, should be timed to a visual demonstration, in other words an exhibition, of what has been done.

I write now to say I hope the List Posters can continue. They have been admirably administrated, and the staff of AFA and those of us on the committee have been able to enjoy the excitement of the project.

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cc: Robert Luck
File

I hope to see you both when I return. In the meantime my very best.

Sincerely,

William S. Lieberman
Curator

Mr. Albert A. List
927 Fifth Avenue
New York, New York

Bob,

Spoke again today with Cole who now, I think, wants definitely to have a show and do the distribution.

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Richard ANUSZKIEWICZ	60 x 60"	$600.00
Paul BRACH	60 x 60"	400.00
Ivan CHERMAYEFF	84 x 54	500.00
James DINE	84 x 72	500.00
Cleve GRAY	84 x 60 1/2	500.00
Ron GORCHOV	84 x 49 x 59	400.00
Al Held	68 x 86	500.00
Robert INDIANA	88 x 52	550.00
Alfred JENSEN	90 x 60	500.00
Herbert KATZMAN	58 x 58	400.00
Nicolas KRUSHENICK	90 x 58 1/2	525.00
Robert KULICKE	12 x 12	100.00
Ron LEVINSON	50 x 35 1/2	400.00
MARISOL	78 x 60	500.00
Richard MILLER	84 x 60	500.00
Jeanne MILES	96 x 47 1/2	500.00
George ORTMAN	89 x 58 1/2	600.00
Leon Polk SMITH	89 x 61 1/2	500.00
Andy WARHOL	89 x 66 1/2	500.00
Tom WESSELMAN	90 x 59 1/2	550.00
Jack YOUNGERMAN	89 x 60	600.00
Adja YUNKERS	71 1/2 x 48	500.00
Larry Zox	72 1/2 x 67 1/2	350.00
Milton AVERY	94 x 47	1000.00
Miriam SHAPIRO	50 x 59 1/2	550.00
Sylvia STONE	75 x 58 1/2	500.00
Charmion VON WIEGAND	61 x 57 1/2	550.00

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Harold KRISEL	96 x 47	$500.00
Knox MARTIN	79 x 59 1/2	550.00
Roy LICHTENSTEIN	48 x 84	750.00

Costs between $250./$300. for one

If ordered in quantity, a discount

If commission ~~by~~ ? artist

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LIST

1	Richard Anuszkiewicz	60 x 60	600.00
	Paul Brach	60 x 60	400
	Ivan Chermayeff	84 x 54	500
	James Dine	84 x 72	500
	Cleve Gray	84 x 60½	500
	Ron Gorchov	84 x 49 x 59	400
	Al Held	68 x 86	500
	Robert Indiana	88 x 52	550
	Alfred Jensen	90 x 60	500
	Herbert Katzman	58 x 58	400
	Nicolas Krushenick	90 x 58½	525
	Robert Kuliche	12 x 12	100
	Mon Levinson	50 x 35½	400
	Marisol	78 x 60	500
	Richard Miller	84 x 60	500
	Jeanne Miles	96 x 47½	500
	George Ortman	89 x 58½	600
	Leon Polk Smith	89 x 61½	500
	Andy Warhol	89 x 66½	500
	Tom Wesselman	90 x 59½	550
	Jack Youngerman	89 x 60	600
	Adja Yunkers	71½ x 48	500
	Larry Zox	72½ x 67½	350
	Milton Avery	94 x 47	1000.00
	Miriam Shapiro	50 x 59½	550
	Sylvia Stone	95 x 58½	500
	Charmion Von Wiegand	61 x 57½	550

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

SIZE / PONTECCO

Harold Krisel	96x47	500.00
Knox Martin	79x59½	550.00
Roy Lichenstein	48x84	750.00

How much for one -

Kerry Wheeler 250 / 300

If ordered in quantity a discount

If Commission an artist

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size of BONTECOU
integrated list

LIST

JUN 2 1964

500+
different [illegible]
[illegible]

POSTER PROJECT

Clinton Adams
Josef Albers
Harold Altman
Garo Antreasian
Richard Anuszkiewicz SHOW
Will Barnet
Leonard Baskin
Lee Bontecou SHOW
Lawrence Calcagno
PRATT Ed Casarella SHOW
Chryssa
Stuart Davis
Arthur Deshaies
Willem de Kooning
Burgoyne Diller
1 Jim Dine X
Jim Forsberg
Sam Francis
Helen Frankenthaler
Antonio Frasconi
Jane Freilicher
Adolph Gottlieb
Grace Hartigan
John Heliker
Margo Hoff
Max Kahn

Misch Kohn
Lawrence Kupferman
Norman LaLiberte
Jennett Lam
Al Leslie
2 Alexander Liberman X
Gerson Lieber
Seong Moy
Robert Nakian
Tetsuo Ochikubo
George Ortman
Robert Andrew Parker
Betty Parsons
Jim Rosenquist
Mark Rothko X
Tadashi Sato
Karl Schrag
Ben Shahn
Theodoros Stamos
Carol Summers SHOW
Wayne Thiebaud
William Thon
~~Victor Vasarely~~
Esteban Vicente
Romas Viesulas
Andy Warhol
Paul Wonner
3 Jack Youngerman X Karl Z

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LIST

ALBERT A. LIST FOUNDATION, INC. POSTER PROGRAM

	COST	INCOME
We should make 6 posters during the year of 1000 each, plate -- 250 signed and 750 unsigned. The cost should not exceed $30,000 assuming some posters were sold and others given away.	$30,000	$15,000
25 stanchions	25,000	10,000
Ruder & Finn cost for following the program.	7,500	-------
Mailing of 6000 posters	6,000	3,000
We should ask the various museums and people who are interested in these posters to send us $6.00 for 6 mailings and we would agree to give the posters free.		
TOTAL	68,000	28,000

The first year we should have a cost of $40,500 operating this program. The following years the cost would decrease by the $15,000 stanchion one-time expense so that the project cost would be in the neighborhood of $25,000 per year or less from then on.

This would be based on how successful we are in selling the 6000 posters assuming we gave away 1800 and sold 4200 at an average of $5.00 each. Then our cost would be in the neighborhood of $17,000 annually.

There will be a Policy Committee of 3, Vera G. List, David Finn, William Lieberman. Bill Lieberman should be employed as a consultant at $1,200 a year.

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August 14, 1964

Mrs. List
Bill Lieberman

Enclosed is a revised report on the first List Art Posters commission. A late bill for type-setting and linecuts increases costs by $31.45.

Please discard the report of July 31, 1964.

Thank you.

Bob Luck

List Posters—

The American Federation of Arts
41 EAST 65TH STREET, NEW YORK 21

F ARTS 41 East 65th Street, New York 21, New York

Date July 10, 1964

Re: Contemporary Printmakers (Pratt Institute workshop)

RT POSTERS GRANT

d report, 8/14/64

$25,000.00

51.96
2,000.00

d, signed proofs

31.45
366.00

)

33.00
13.22
12.25
500.00

3,008.88

Balance in Grant 8/14/64 21,991.12

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THE AMERICAN FEDERATION OF ARTS

41 East 65th Street, New York 21, New York

LIST ART POSTERS GRANT

revised report, 8/14/64

COPY

Receipts - Grant		$25,000.00
Disbursements		
Promotion	51.96	
Artist's fee (Casarella)	2,000.00	
$1000 - design		
$1000 - 100 handpulled, signed proofs		
Type-setting & linecuts	31.45	
Production costs	366.00	
(printing 550 posters)		
Travel	33.00	
Documentation	13.22	
Supplies	12.25	
A F A fee	500.00	
Total Disbursements		3,008.88
Balance in Grant 8/14/64		21,991.12

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THE MUSEUM OF MODERN ART

Date ~~July 10, 1964~~

To: MRS. ALBERT A. LIST

From: William S. Lieberman

Re: Contemporary Printmakers
(Pratt Institute Workshop)

Dear Vera,

I went to the opening of the Pratt print show Wednesday evening, and was sorry not to have seen you both there. The turn out was good.

The show itself I think is excellent. Although I am a trustee at Pratt I had no idea of the variety of work. I was particularly impressed by the number of artists from abroad who have been able to work there.

I hope the show can be seen elsewhere in the States.

My very best to you both, and I look forward to the weekend I will spend with you.

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Lee BONTECOU

FOURTH STONE Comp:(uneven) 37 15/16 x 29 5/16"
Sheet: 41 3/8 x 29 11/16"

23 1/8 x 53 1/8 =

THE MUSEUM OF MODERN ART

cc: Mrs. Albert A. List
Margaret Cogswell
Robert Luck
File

Date June 9. 1964

To: ROY MOYER

Re: Albert A. List Poster Plan

From: William S. Lieberman

Dear Roy:

While you were checking with Universal Limited Art Editions and Pratt, I've taken for dimensions Lee Bontecou's Fourth Stone. The composition is roughly 38 x 29 1/2" printed on a sheet which is exactly 41 3/8 x 29 11/16".

the quality of their posters are also invited to apply. Requests will be received for 1964-65 by a committee of three, consisting of representatives of the Albert A. List Foundation and The American Federation of Arts, as well as a prominent museum curator.

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THE MUSEUM OF MODERN ART

cc: Mrs. Albert A. List
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Dear Roy:

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cut or serigraphy. The posters will be available to institutions for public display. There will also be a limited edition, each signed and numbered by the artist who personally prepares the stone, plate, block, or screen.

Non-profit institutions, including museums, university galleries, civic orchestras, and theaters, are invited to apply to The American Federation of Arts for consideration. Commercial cultural enterprises seeking to improve the quality of their posters are also invited to apply. Requests will be received for 1964-65 by a committee of three, consisting of representatives of the Albert A. List Foundation and The American Federation of Arts, as well as a prominent museum curator.

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PRESS RELEASE

The American Federation of Arts

FOR IMMEDIATE RELEASE

ALBERT A. LIST POSTER PLAN ANNOUNCED

The American Federation of Arts announces that it has been appointed to administer a program of the Albert A. List Foundation commissioning artists to design and execute original posters for cultural events in the United States.

Called "List Art Posters", this project is intended to encourage fine artists to create imaginative posters in the media of lithography, engraving, woodcut or serigraphy. The posters will be available to institutions for public display. There will also be a limited edition, each signed and numbered by the artist who personally prepares the stone, plate, block, or screen.

Non-profit institutions, including museums, university galleries, civic orchestras, and theaters, are invited to apply to The American Federation of Arts for consideration. Commercial cultural enterprises seeking to improve the quality of their posters are also invited to apply. Requests will be received for 1964-65 by a committee of three, consisting of representatives of the Albert A. List Foundation and The American Federation of Arts, as well as a prominent museum curator.

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THE MUSEUM OF MODERN ART

cc: File Hours List

Date May 4, 1964

To: ROY MOYER

Re: The List Art Posters

From: William S. Lieberman

Dear Roy:

Just a few suggestions for possible changes in your excellent release.

Second paragraph: This project, The List Art Posters, is intended to encourage fine artists not employed in commercial design to create imaginative posters in the media of lithography, engraving, woodcut or serigraphy. The posters will be available to institutions throughout the country for public display. There will also be an edition limited to 250, each signed by the artist who personally prepares the stones, plates, blocks or screens.

Do you think four months sufficiently in advance for the applications?

CONDITIONS, Commercial organization: Paragraph four: perhaps " to bear costs for posters for commercial cultural enterprises" spells it out more clearly.

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THE AMERICAN FEDERATION OF ARTS 41 East 65th Street, New York 21

April 24, 1964

Mr. William S. Lieberman
Curator Prints and Drawings
Museum of Modern Art
11 West 53rd Street
New York 19, N. Y.

Dear Mr. Lieberman:

This is the draft for the press release and the application. Please either call or write whatever corrections or suggestions you may have.

Yours sincerely,

Roy Moyen
Assistant Director

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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March 13, 1964

Dear Mrs. Chanin:

Thank you so much for your kind invitation of March 10 to join you and the members of the Women's Division of the American Jewish Congress at the luncheon to honor Mrs. Albert A. List.

Unfortunately I must work at the Museum at Ottawa for a week beginning March 22 and therefore will be unable to attend.

I feel very fortunate indeed to know and admire both Mrs. List and her husband. Their interest in The Museum of Modern Art will contribute much to our reopening in May.

Sincerely,

William S. Lieberman
Curator of Drawings and Prints

Mrs. Marcy Chanin
Campaign Chairman
Women's Division
American Jewish Congress
15 East 84 Street
New York 28, New York

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

women's division

American Jewish Congress
15 East 84th Street
New York 28, N. Y.

MRS. MARCY CHANIN
Campaign Chairman

March 10, 1964

Mr. William Lieberman, Curator
of Prints and Drawings
Museum of Modern Art
11 West 53rd Street
New York, New York

Dear Mr. Lieberman:

As you will see from the attached invitation we are presenting an award to Mrs. Albert A. List for her "Distinguished Service to the Arts and to Jewish Culture" at a luncheon at the Hotel Plaza on March 23rd.

It has been suggested that you might wish to join us in paying tribute to this very great lady on that day.

There will be a reception for the guests of honor prior to the luncheon in the Mayflower Room of the Hotel Plaza at 11.45 a.m. and if you are planning to be present, we hope that you can join us then for a few informal moments with our distinguished guests.

Sincerely,

Leona Chanin

Mrs. Marcy Chanin

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For Distinguished Service

IN THE SPIRIT OF

LOUISE
WATERMAN
WISE

The reason for their trip is to see as much as possible in the galleries and in artist's studios.

If either of you has a moment I think you might try to meet them and I personally would appreciate it very much.

My very best.

William S. Lieberman

Mr. and Mrs. Roland Penrose
11 A Horton Street
London W. 8
ENGLAND

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THE PRESIDENT AND OFFICERS
OF
THE NATIONAL WOMEN'S DIVISION
OF THE

American Jewish Congress

TAKES PLEASURE IN INVITING YOU
TO ATTEND THE

LOUISE WATERMAN WISE
Awards Luncheon*

MONDAY, MARCH 23, 1964 AT 12 NOON
GRAND BALLROOM, HOTEL PLAZA, NEW YORK CITY

R.S.V.P.
CARD ENCLOSED

*MINIMUM GIFT $25

COUVERT $5

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Louise Waterman Wise,

with a handful of women, organized the National Women's Division of the American Jewish Congress in 1932 and served as its first president. Her energy, her devotion and her love served to rally tens of thousands of women in the struggle against Nazism, the drive to establish a Jewish State in Palestine and the work of winning full equality in a free society for all Americans.

In establishing the Louise Waterman Wise Awards, the Women's Division honors the memory of its beloved founder by paying recognition to women living today who have made outstanding contributions to the causes to which she dedicated her life.

Program

Dr. Joachim Prinz

Mrs. Martin Steinberg

Judge Justine Wise Polier

Thelma Richman

Presiding: Mrs. Marcy Chanin

1964 CAMPAIGN, AMERICAN JEWISH CONGRESS NATIONAL WOMEN'S DIVI

HONORARY CHAIRMEN
Mrs. Abraham Beame
Mrs. Kenneth B. Keating
Commissioner Anna M. Kross
Mrs. Paul R. Screvane
Mrs. Robert F. Wagner

CAMPAIGN CHAIRMAN
Mrs. Marcy Chanin

LUNCHEON CHAIRMAN
Mrs. Arthur Shapiro

SPECIAL GIFTS CHAIRMAN
Mrs. Arthur Meyer

MEMBER-TO-MEMBER CAMPAIGN CHAIRMAN
Mrs. Harry Staub

NATIONAL FUND RAISING COORDINATOR
Mrs. Melvin Krautheimer

CAMPAIGN CABINET

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Mrs. Samuel Caplan, Individual Gifts Chairman, South Shore
Mrs. John J. Ehrman, Individual Gifts Chairman, Queens
Mrs. Irving Grossman, Individual Gifts Chairman, Bronx
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Mrs. Frank Abrams
Mrs. Abbott Aronstein
Mrs. Benedict Ginsberg
Mrs. Harry Haber
Mrs. Allen Krulwich
Mrs. Henry H. Minskoff
Mrs. Abe Osser
Mrs. Fred Schoenbaum
Mrs. Charles L. Snitow
Mrs. Louis Taxin

SOCIETY OF GUARDIANS

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Mrs. Will Korn
Mrs. Bertha Rappaport
Mrs. Charles L. Snitow
Mrs. Charles Stark
Mrs. Martin Steinberg

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Mrs. Frank Abrams
Mrs. Betty Weir Alderson
Mrs. Ernest Alson
Mrs. Abbott Aronstein
Mrs. Arnold Bachner
Mrs. A. Morton Baliba
Mrs. George Baron
Mrs. Irving Barsky
Mrs. Paul Bauman
Mrs. Sidney S. Berkeley
Mrs. Baruch Bernard
Mrs. Allan B. Bernstein
Miss Pauline Bernstein
Mrs. Matthew Birnbaum
Mrs. Jacob Brickman
Mrs. Harry Browner
Mrs. Frances Buxbaum
Mrs. Samuel Caplan
Mrs. Irwin S. Chanin
Mrs. Marcy Chanin
Mrs. Benjamin Charnas
Mrs. Harry Cott
Mrs. Irving Danzig
Mrs. Arthur Eichenfield
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Mrs. George Fairstein

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

Program

m Prinz

rtin Steinberg

ne Wise Polier

ichman

Mrs. Marcy Chanin

Laureates

For Distinguished Service to Israel:
Mrs. Michael Comay

For Distinguished Service to Children and the Community:
Mrs. Randolph Guggenheimer

For Distinguished Service as an Artist in the Cause of Civil Rights:
Miss Mahalia Jackson

For Distinguished Service to the Arts and to Jewish Culture:
Mrs. Albert A. List

Last year, the Louise Waterman Wise Awards were presented to Mrs. Itzhak Ben-Zvi, Gertrude Berg, Mrs. Martin Luther King, Jr., and Mrs. Will Korn.

AIGN, AMERICAN JEWISH CONGRESS NATIONAL WOMEN'S DIVISION

airman, Manhattan
airman, South Shore
airman, Queens
Chairman, Bronx
airman, Westchester

arles L. Snitow
arles Stark
rtin Steinberg

PATRONESSES

Mrs. Joseph Abeles
Mrs. Frank Abrams
Mrs. Betty Weir Alderson
Mrs. Ernest Alson
Mrs. Abbott Aronstein
Mrs. Arnold Bachner
Mrs. A. Morton Baliba
Mrs. George Baron
Mrs. Irving Barsky
Mrs. Paul Bauman
Mrs. Sidney S. Berkeley
Mrs. Baruch Bernard
Mrs. Allan B. Bernstein
Miss Pauline Bernstein
Mrs. Matthew Birnbaum
Mrs. Jacob Brickman
Mrs. Harry Browner
Mrs. Frances Buxbaum
Mrs. Samuel Caplan
Mrs. Irwin S. Chanin
Mrs. Marcy Chanin
Mrs. Benjamin Charnas
Mrs. Harry Cott
Mrs. Irving Danzig
Mrs. Arthur Eichenfield
Mrs. Benjamin Eisner
Mrs. George Fairstein
Mrs. Irving J. Feder
Mrs. Walter Feldesman
Mrs. Albert Foreman
Mrs. B. W. Fraunhar
Mrs. Alan Freedman
Mrs. Marcel Freudman
Mrs. Howard Geiger
Mrs. Benedict Ginsberg
Mrs. Seth M. Glickenhaus
Mrs. Arnold M. Goldstein
Mrs. Irving Grossman
Mrs. Morris H. Guberman
Mrs. William H. Gurian
Mrs. Harry Haber
Mrs. Barney Haller
Mrs. Esther Harris
Mrs. Seymour Hecht
Mrs. Jack Hornick
Mrs. Harriet S. Hyams
Mrs. Kermit Kahn
Mrs. David K. Kaufman
Mrs. Lawrence E. Klein
Mrs. Lester Koch
Mrs. Harry Koldin
Mrs. Theodore Kolish
Mrs. Rudolph Koppel
Mrs. Saul Kramer
Mrs. Allen Krulwich
Mrs. Hyman Kuchai
Mrs. Sol Leon
Mrs. Albert Lee Lesser
Mrs. Howard Levine
Mrs. Leo Lieberman
Mrs. Herbert C. Litt
Mrs. Benjamin Littman
Mrs. Jack Lobsenz
Mrs. Arthur Meyer
Mrs. Abraham Miller
Mrs. Achitob Millner
Mrs. Henry H. Minskoff
Mrs. Jerome Minskoff
Mrs. Milton Okin
Mrs. Juan Oliver
Mrs. Marvin L. Olshan
Mrs. Meyer Oshin
Mrs. Abe Osser
Mrs. Jack Perl
Mrs. Nathan Persky
Mrs. Joachim Prinz
Mrs. Henry Puchall
Mrs. Martin Ramras
Mrs. Benjamin A. Rogow
Mrs. Morris Rosenberg
Mrs. Marvin Roth
Mrs. Herman Sameth
Mrs. James H. Scheuer
Mrs. Herbert Schimmel
Mrs. Hyman Schneider
Mrs. Nat Schneier
Mrs. Fred Schoenbaum
Mrs. Jack Schwartz
Mrs. Robert G. Schwartz
Mrs. Fred Siegel
Mrs. Sol H. Shanus
Mrs. Arthur Shapiro
Mrs. Jack Shor
Mrs. Abraham Silberstein
Mrs. Theodore H. Silbert
Mrs. Sol Silverman
Mrs. I. William Simels
Mrs. Harry M. Smallen
Mrs. Adolph Smith
Mrs. David Smith
Mrs. Ben Spiegel
Mrs. Harry Staub
Mrs. R. Renee Strauss
Mrs. Louis Taxin
Mrs. David Toepfer
Mrs. Rose Wakoff
Mrs. Nathan Warshaw
Mrs. Jack Weiler
Mrs. Lawrence Wiener
Mrs. Joseph Winston
Mrs. Jack Yarmove
Mrs. Hyman Zarett

(partial listing)

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

THE PRESIDENT AND OFFICERS
OF
THE NATIONAL WOMEN'S DIVISION

MRS. MARCY CHANIN
15 East 84th Street
New York 28, New York

R.S.V.P.
CARD ENCLOSED

*MINIMUM GIFT $25

COUVERT $5

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

February 11, 1964

Dear Roland and Lee:

Friends of the Museum and important supporters of modern art in New York are in London for a very few days - MR. AND MRS. ALBERT A. LIST. They are staying at Claridge's and will leave for the United States on Saturday.

Mrs. List is particularly interested in sculpture and owns two large pieces by Henry, as well as a good representation of several other and younger British sculptors.

The reason for their trip is to see as much as possible in the galleries and in artist's studios.

If either of you has a moment I think you might try to meet them and I personally would appreciate it very much.

My very best.

William S. Lieberman

Mr. and Mrs. Roland Penrose
11 A Horton Street
London W. 8
ENGLAND

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World University Service

SPONSORING ORGANIZATIONS
B'nai B'rith Hillel Foundations at American Universities
National Newman Club Federation
United States National Student Association
National Student Christian Federation
National Student Councils of the YMCA and YWCA

20 West 40th Street
New York, N. Y. 10018
Telephone: LOngacre 3-1736
Cable Address: WORLDSTUD

OFFICERS
Chairman
Buell G. Gallagher
Vice-Chairman
Arthur J. Lelyveld

July 20, 1964

. Enclosed is the
m enclosing our
ou enough copies to

r by an abstract
y two artistic posters
students than our
tic designs were
artist to make a
like to vary the style.

ers you can give us. We
campus likes to have
us. We could actually use
rchase those beyond the
upon the cost.

Cordially yours,

Eleanor Tufts
Associate Secretary

THE AMERICAN FEDERATION OF ARTS 41 East 65th Street, New York 21

September 16, 1964

Mrs. Albert A. List
927 Fifth Avenue
New York, N.Y.

Dear Mrs. List:

Attached are copies of applications for the LIST ART POSTERS Program that we will take up at our meeting September 22.

You will also see from the enclosure that The Baltimore Museum of Art is delighted with their poster by George Ortman. They are sending you an invitation to the opening of the exhibition, October 5th.

Enclosed is the statement of expenditures through August 31, 1964.

All regards.

Sincerely,

Bob Luck

cc: Mr. Lieberman
Miss Cogswell

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	WSL	II.A.70.b

World University Service

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20 West 40th Street
New York, N. Y. 10018
Telephone: LOngacre 3-1736
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Kenneth Holland
Mordecai Johnson
Franc L. McCluer
William Stuart Nelson
Anne G. Pannell
John A. Perkins
William F. Quillian, Jr.
Abram L. Sachar
Leslie R. Severinghaus
George N. Shuster
J. E. Wallace Sterling
Charles P. Taft
Willis M. Tate
Ordway Tead
William P. Tolley
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Frank Watanabe

July 20, 1964

Mr. Robert H. Luck
Department of Special Programs
List Art Posters
The American Federation of Arts
41 East 65th Street
New York, New York

Dear Mr. Luck:

Thank you for your reply received today. Enclosed is the completed application blank. Also, I am enclosing our 1963-64 brochure. May I please send you enough copies to distribute to your committee members?

We would be very happy to have a poster by an abstract artist. We have discovered that our only two artistic posters have been far more popular with college students than our pictorial representations. The two artistic designs were donated, and we are reluctant to ask the artist to make a third donation. Furthermore, we would like to vary the style.

As for quantity, we can use all the posters you can give us. We work on about 600 campuses, and each campus likes to have a number of copies to post around campus. We could actually use as many as 3000 copies. If we must purchase those beyond the first 50 copies, our order would depend upon the cost.

We look forward to hearing from you.

Cordially yours,

ET: pgg
Encs.
cc. W.J. Kitchen

Eleanor Tufts
Associate Secretary

Contributions are deductible for income tax purposes

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	WSL	II.A.70.b

Application

LIST ART POSTERS
c/o The American Federation of Arts
41 East 65th Street
New York, New York 10021

Date July 20, 1964
(Applications must be received four months in advance of event.)

Institution: World University Service

Address: 20 West 40th Street
New York 18, New York

Telephone: LO 3-1736

Type of Organization: educational & fund-raising -- to help students in the underdeveloped countries and refugee students

	Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
1)	Oct. 1964-May 1965	WUS DRIVE or World University Service Drive.
2)	(no date)	Help WUS projects through Campus Chest.
3)	Academic year	Invest in the future by contributing to WUS projects: aid to Chinese & South African refugee students; the building of dorms, cafeterias and health clinics in the developing countries.

Comments: No date is really necessary on the poster. We run fund drives on American campuses at different dates throughout the academic year. On some campuses we have an exclusive WUS Drive in conjunction with an educational program on Asia, Africa, or Latin America; and on other campuses we must work under the umbrella of the Campus Chest. Posters are a very important element in our work.

Signature Eleanor Tufts

Title Associate Secretary

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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201

THE BALTIMORE MUSEUM OF ART

WYMAN PARK BALTIMORE MARYLAND 21218 Telephone 889 1735

LIST ART POSTERS

September 15, 1964

Mr. Robert H. Luck
The American Federation of Arts
41 East 65th Street
New York, New York 10021

Dear Bob:

A million thanks for the poster. I told Mr. Ortman my response to it (see copy of my letter). Please do let the List Foundation know how profoundly grateful we are to them.

Looking forward to seeing you on October 5,

Sincerely yours,

Gertrude Rosenthal
Chief Curator

GR/cf
enc.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

SEP 16 1964

September 15, 1964

Mr. George Ortman
62 East 90th Street
New York, New York 10028

Dear Mr. Ortman:

It is hard for me to express our delight with and gratitude for your poster for our "1914" exhibition. As I am in charge of the exhibition, I had wondered, when I heard that the AFA and the List Foundation had so generously commissioned a poster for our big event, what such a graphic work should look like, and I have to admit that I was unable to find any solution. Now your poster has arrived, and in my opinion it presents an excellent solution in every way. First of all it is a work of art, beautifully executed, and it conveys the idea of the exhibition. May I say that your work is greatly appreciated, so far only by our staff because it has not yet been distributed, and I am certain that it will prove as successful with the public. I hope you will see the exhibition you so well anticipated.

With kindest regards,

Sincerely yours,

Gertrude Rosenthal
Chief Curator

GR/cf

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

AUG 14 1964

THE ASIA SOCIETY

112 East 64th Street, New York, N. Y. 10021 • Plaza 1-4210

August 13, 1964

Mr. Robert H. Luck, Head
Department of Special Programs
List Art Posters
The American Federation of Arts
41 East 65th Street
New York, N. Y. 10021

Dear Bob:

I am sorry to tell you that our Afghanistan exhibition is postponed, and we will therefore have to postpone the poster project or transfer it to another show.

The Asia House Gallery hopes that you will be willing to shift to another exhibition, so that we may have a good poster this coming season. Our other two exhibitions are MASTERS OF THE JAPANESE PRINT: MORONOBU TO UTAMARO (October 8 to December 13, 1964) and RELICS OF ANCIENT CHINA FROM THE COLLECTION OF DR. PAUL SINGER (January 14 to March 28, 1965). Possibly the latter will be the best choice, as it is not imminent.

Sincerely yours,

Gordon

Gordon B. Washburn
Director
Asia House Gallery

GBW/jk

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

RETURN TO: Attn. Robert Luck

Application

JUN 24 1964

LIST ART POSTERS
c/o The American Federation of Arts
41 East 65th Street
New York, New York 10021

Date: 6/22/64
(Applications must be received four months in advance of event.)

Institution: Asia House Gallery (ASIA SOCIETY)

Address: 112 E. 64
New York, N.Y.

Telephone: RE 1, 4210

Type of Organization: EXHIBITION GALLERY FOR ASIATIC ARTS

Inclusive dates of event (List no more than 3)	Title of event and text required on poster (Text may be edited for design purposes, with institution's approval.)
1)	MASTERS OF THE JAPANESE PRINT: MORONOBU TO UTAMARO — October 8-December 13, 1964
2)	RELICS OF ANCIENT CHINA FROM THE COLLECTION OF DR. PAUL SINGER — January 14-March 28, 1965
3)	ANCIENT ART OF AFGHANISTAN (TREASURES FROM THE KABUL MUSEUM) — May 6-August 29, 1965

Asia House Gallery, 112 East 64th Street, N. Y. C.

Comments:

YES, WHAT ARTISTS WOULD YOU LIKE TO SEE

Signature Gordon Bowles

Title Director, Asia House Gallery, ASIA SOCIETY

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

MUSEUM OF ART

JUL 29 1964

THE UNIVERSITY OF OKLAHOMA

NORMAN · OKLAHOMA

July 24, 1964

Mr. Robert H. Luck, Head
Department of Special Programs
List Art Posters
The American Federation of Arts
41 East 65th Street
New York 10021

Dear Mr. Luck:

Thank you for your letter of July 17th concerning our application to the List Art Posters Committee.

Further information on our College of Fine Art "Focus on Fine Art" is as follows:

The College of Fine Art of the University will present its 5th Annual "Focus on Fine Art" which was designed primarily to direct attention to the contributions of the various schools to the culture of the community and the University. The Schools of Art, Architecture, Drama, and Music as well as the Museum of Art present a series of exhibitions, recitals, concerts, lectures, films, and productions in drama and dance during the three week period March 1 to 25, 1965.

Naturally, the events are too numerous to indicate on a poster. They have included in the past, lectures by August Heckscher, Douglas MacAgy, Bernard Arnest, Lawrence Sickman, James Johnson Sweeney, Lloyd Wright, Paolo Soleri, Dame Eva Turner and others of similar stature.

Faculty recitals in piano and violin and orchestra and choir concerts by the School of Music are also scheduled for the program. The Drama production for this year will be Plautus' The Braggart Warrior.

The Museum of Art exhibitions during this period includes The Young Talent in Oklahoma and selections from the permanent collection including works by Max Weber, Abraham Rattner, Ben Shahn, Adolph Gottlieb, Loren MacIver, Charles Howard and others.

Ballet and modern dance performances by Yvonne Chauteau and Miguel Terekhov are usually part of the program. Art films of international reputation are presented on the campus as well as in local cinema houses as part of the "Focus" program. I trust that the above description will be helpful to the Committee.

Cordially,

Sam Olkinetzky

Sam Olkinetzky
Director
Museum of Art

SO:jm

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The Museum of Modern Art Archives, NY	Collection: WSL	Series.Folder: II.A.70.b

Application

LIST ART POSTERS
c/o The American Federation of Arts
41 East 65th Street
New York, New York 10021

Date July 24, 1964
(Applications must be received four months in advance of event.)

Institution: Museum of Art (College of Fine Art)

Address: University of Oklahoma
Norman, Oklahoma

Telephone: Area Code 405
Je 6 0900 Ext. 2440

Type of Organization: Museum

Inclusive dates of event
(List no more than 3)

Title of event and text required on poster
(Text may be edited for design purposes, with institution's approval.)

Focus on Fine Art (Art, Architecture, Dance, Drama, & Music)

See letter attached

Comments:

Signature Sam Olkinetzky

Sam Olkinetzky
Title Director
Museum of Art
University of Oklahoma, Norman

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AUG 7 1964

150 YEARS OF GROWTH GREAT NECK PUBLIC SCHOOLS • 345 Lakeville Road, Great Neck, New York 11020

1814 • 1964

August 5, 1964

BOARD OF EDUCATION
(1964-5)
Mrs. Roslyn Cabin
Lester Doniger
Paul M. Hirschland

Mr. Robert H. Luck, Head
Department of Special Programs

MEMO

The American Federation of Arts

To: LIST ART POSTERS Committee

From: Bob Luck

Date: Sept. 16, 1964

Re: 150th Anniversary,
Great Neck Public Schools

The Committee rejected this request. Mr. Agins (see letter attached) telephoned me in great distress saying that they would not, as suggested by us, have any other event in the future for which they would request a poster.

He pointed out that this was, for them, the most important event until the next Anniversary - 150 years from now.

I suggested that if he wished to write again, explaining his case, I would again bring it before the Committee. Page 2 of his letter of August 5th is especially interesting.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	WSL	II.A.70.b

AUG 7 1964

150 YEARS OF GROWTH 1814 • 1964-5

GREAT NECK PUBLIC SCHOOLS • 345 Lakeville Road, Great Neck, New York 11020

August 5, 1964

BOARD OF EDUCATION
(1964-5)
Mrs. Roslyn Cabin
Lester Doniger
Paul M. Hirschland
John L. Newburger
M. Frank Phillips

SUPERINTENDENT OF SCHOOLS
Dr. John L. Miller

150TH ANNIVERSARY COMMITTEE
Dr. Theodore C. Agins
CHAIRMAN
James Bryson
Mrs. William November
VICE CHAIRMEN
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Sydney Berzoff
Robert Boas
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Viron Jones
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Mrs. Frank Tenenbaum
The Hon. Bernard Tomson

STAFF COORDINATOR
Dr. David Rauch

HUnter 2 8650

Mr. Robert H. Luck, Head
Department of Special Programs
List Art Posters
41 East 65th Street
New York 10021

Dear Mr. Luck:

Because it may be at least 50 years before we again apply for a commissioned poster, I want to express my thanks to you for our very pleasant conversation, and for suggesting this letter. Surely your committee will re-evaluate our 150th anniversary celebration as one not likely to recur for the 1965-66 season. In the year 2014 we might be happy to apply again. By then our art conscious community, now over 45,000 people, will be the inspiration of other communities, both on the moon and on earth.

A major project of our sesquicentennial will feature a gala art show in June, 1965, in a huge local shopping center. Included will be a special section reserved for the 10,500 students of our school district.

The opening of the school year will feature an extraordinary exhibition of local art objects loaned to the schools by local residents. This show will be in one of the schools and will serve as an effective stimulant to the student body already heavily involved in art studies.

The Adult Education program, in which more than 5,000 local residents are enrolled, includes in its curriculum a wide variety of art courses ranging from painting, sculpture and the history of art to visits to museums and commercial art galleries. In addition, local exhibitions of paintings and sculpture open and close throughout the year.

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AUG 7 1964

A poster for the June art show would do so much to set the tone for all of our activities. Paintings sold at this show will go toward the purchase of "enrichment" for the schools. We hope to realize enough to buy many valuable paintings and sculpture which would serve as part of a permanent gift to the schools from all of our sesquicentennial projects. The celebration is scheduled to end at the high school commencements at the end of June, 1965.

Your further consideration and acceptance of our application would be very greatly appreciated.

Sincerely yours,

Theodore C. Agins

Theo. C. Agins, Chairman
150th Anniversary Committee

TCA:jmh

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Application

LIST ART POSTERS
c/o The American Federation of Arts
41 East 65th Street
New York, New York 10021

Date August 5, 1964
(Applications must be received four months in advance of event.)

Institution: Great Neck Public Schools

Address 345 Lakeville Road

Great Neck, New York Telephone HUnter 2-8650

Type of Organization Educational

Inclusive dates of event (List no more than 3)

Title of event and text required on poster (Text may be edited for design purposes with institution's approval.)

September 1964-June 1965

150th Anniversary of opening of first public school in Great Neck. (See comments below.

Comments: The attached copy of the official emblem and motto of the anniversary may suggest the appropriate text for the poster.

Signature [signature]

Title Chairman, 150th Anniversary Committee

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	WSL	II.A.70.b

LIST ART POSTERS

The American Federation of Arts, 41 East 65th Street, N.Y. 10021 · YU 8-7700 (212)

LIST ART POSTERS GRANT
at August 31, 1964

Balance in Grant 8/14/64		$21,991.12
Disbursements 8/15 - 8/31/64		
Artists fees (one-half total commission)		
Seong Moy	$500.00	
Theodoros Stamos	500.00	
George Ortman	500.00	
Richard Anuskiewicz	500.00	
Leonard Baskin	500.00	
Hahn Bros. Whse. handling posters	6.23	
Ives-Sillman Production costs (Ortman) (partial payment)	475.00	
Robert H. Luck, travel	52.09	
Margaret Cogswell, travel	37.36	
Long distance telephone	25.00	3,095.68
Balance in Grant 8/31/64		$18,895.44

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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GEORGE PLIMPTON UN 1-0016
of Paris Review
phoned you August 27, 1964

I have since spoken with him re one of his requests and he phoned Monroe Wheeler. I don't know the outcome. It was about selling reproduction.

His second request was about a program of original posters which has been financed by Dru Heinz. I do not know whether all the commissions have been given, but it sounded that way. He mentioned de Kooning and Marisol as two of the artists. He is interested in discussing a possible exhibition of the posters.

I told him to get in touch with us after September 14. You may wish to phone him yourself.