

**THE MUSEUM OF MODERN ART**

14 WEST 49TH STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

FOR IMMEDIATE RELEASE

The Museum of Modern Art, 14 West 49 Street, New York, announces the appointment of Monroe Wheeler as Membership Director. He will assist Thomas Dabney Mabry, Jr., Executive Director, in all membership activities of the Museum and will be in close touch with the Museum's Out-of-Town Membership Chairmen in Buffalo, Chicago, Cleveland, Detroit, Hartford, Houston, Louisville, Minneapolis, New Haven, Palm Beach, Philadelphia, Pittsburgh, Princeton, Providence, Rochester, San Francisco, St. Louis, St. Paul, Washington, D. C., Waterbury and the States of Colorado and Vermont. The first luncheon-meeting of the Membership Committee of the 1938-1939 season will be held Thursday, November 10, in a private dining room on the 64th floor of the R. C. A. Building in Rockefeller Center.

For a number of years Mr. Wheeler has been closely associated with the Museum of Modern Art as a member of its Library and Advisory Committees. He has assembled and directed three of the Museum's exhibitions: the current Prints of Georges Rouault, the Exhibition of Modern Painters and Sculptors as Illustrators held in the spring of 1936 and the Exhibition of Modern Bookbindings by Professor Ignatz Wiemeler held in the fall of 1935. Mr. Wheeler is an authority on modern de luxe editions and was one of the founders of the publishing house of Harrison of Paris, of which he was president. He directed the American section of the Salon International du Livre d'Art, held at the Petit Palais in Paris the summer of 1931. He is also a Director of the American Institute of Graphic Arts.

The Membership Committee arranges for lectures and other events free to the entire membership of the Museum. Until the Museum's new building on West 53 Street is completed, its membership lectures and film programs will be held in the auditorium of the Dalton School, 108 East 89 Street, New York. During the 1938-1939 season several film programs will be given in addition to lectures by Alvar Aalto, Dr. Walter Gropius, Meyer Schapiro, Sam Lewisohn, Victor D'Amico and John McAndrew.

The Out-of-Town Chairmen attending the luncheon-meeting

will include:

- Mrs. Ernest Kanzler - DETROIT
- Mrs. Charles H. Chadwick - PALM BEACH
- Mrs. George L. Craig, Jr. - PITTSBURGH
- Mrs. William K. Prentice - PRINCETON

The Out-of-Town Chairmen unable to attend the meeting

include:

- Mrs. Thomas Robins, Jr. - BUFFALO
- Mrs. Charles Goodspeed - CHICAGO
- Mrs. Charles Brooks - CLEVELAND
- Mrs. Ralph Burgess - COLORADO
- Mrs. Francis Goodwin - HARTFORD
- Mrs. George A. Hill, Jr. - HOUSTON
- Mrs. Robert Burgess - LOUISVILLE
- Mrs. F. P. Heffelfinger - MINNEAPOLIS
- Mr. Henry Clifford - PHILADELPHIA
- Mrs. Charles A. Robinson, Jr. - PROVIDENCE
- Mrs. Francis Cunningham - ROCHESTER
- Mrs. Thomas L. Daniels - ST. PAUL
- Mr. Joseph Winterbotham - VERMONT
- Mrs. Dwight Davis - WASHINGTON, D. C.
- Mrs. Elton Wayland - WATERBURY

New York members of the Membership Committee include:

Mrs. Archibald Alexander, Mrs. Cornelius N. Bliss, Mrs. Katharine B. Butler, Mrs. William S. Cowles, Mrs. Robert H. Fife, Mrs. Raymond B. Fosdick, Mrs. George S. Franklin, Mrs. Bernard F. Gimbel, Mrs. Harold Guinzburg, Mrs. Sherman P. Haight, Mrs. Charles Harding, Mrs. William Hale Harkness, Mrs. William Hencken, Mrs. Walter Hochschild, Mrs. O'Donnell Iselin, Mrs. Benjamin Brewster Jennings, Mrs. Hugh G. M. Kelleher, Mrs. Samuel A. Lewisohn, Mrs. Charles J. Liebman, Mrs. Charles A. Lindley, Mrs. Maurice Moore, Mrs. Reinold Noyes, Mrs. Mary Woodard Reinhardt, Mrs. Baillie Ripley, Mrs. John D. Rockefeller, Jr., Mrs. Kenneth F. Simpson, Mrs. Henry Root Stern, Mrs. J. P. Stevens, Miss Marian G. Willard and Mrs. C. D. Williams.

The Museum's total membership is 3,360, with about 1,150 of that number living in the metropolitan district of New York.

Membership in the Museum is open to everyone and includes the following privileges:

New York City: \$10.00 annually (for those residing within the five boroughs of New York)

- Invitations to private openings held for members by the Trustees.
- Free admission to the Film Programs.
- Free admission to all lectures.
- Exclusive use of the Members' Room, where members may have tea served.
- The Museum Bulletin, containing scholarly comment on Museum activities.
- Free admission to exhibitions at all times.
- Discount of 25% on all Museum books.
- Discount of 15% on any publisher's color reproductions.
- Ten complimentary admission tickets a year for distribution to friends.
- Use of the Museum Library.

Out-of-Town Membership: \$10.00 annually (for those outside metropolitan district)

All the foregoing privileges with the addition of five major Museum publications for the year.