

THE MUSEUM OF MODERN ART
NEW YORK

11 WEST 53rd STREET
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CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

April 30, 1942

TO City Editors
Art Editors
Feature Editors
News Photo Editors

Dear Sir:

Under separate cover I am sending you an invitation to the members' preview and a tea which will inaugurate our

ART SALE FOR THE ARMED SERVICES
Tuesday, May 5
from 4 to 6 P.M.

There will be no special press view and we do not expect a review in your columns. If you feel like giving the ART SALE itself a little publicity, however, we should be very grateful.

Sincerely yours,

Sarah Newmeyer
Publicity Director

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FOR IMMEDIATE RELEASE

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MUSEUM OF MODERN ART OPENS ART SALE FOR THE ARMED SERVICES

The members of the Museum of Modern Art for the first time since the new Museum building at 11 West 53 Street was inaugurated three years ago, will open to the public the members' penthouse club-rooms on the sixth floor. The clubrooms will remain open for the period of the Museum's Art Sale for the Armed Services from Wednesday, May 6, to Monday, June 1.

More than five hundred oils, watercolors, drawings, lithographs and prints have been given for the Art Sale by members, friends and trustees of the Museum. A great many of these have been hung on the walls of the penthouse and on temporary screens put up for the purpose. From time to time the walls will be changed. Meanwhile any works not hung may be seen at any time by request. Scores of prints and drawings have been placed in bins or stalls where they are readily accessible to the collector.

Works in virtually all media by many of the great artists of our day, as well as of previous centuries, are included. Among the artists represented are:

Bellows	Max Ernst	Lurcat
Bakst	Forain	Maillol
Berman	Foujita	Matisse
Bourdelle	Gauguin	Monet
Braque	Gropper	O'Keeffe
Burchfield	Hartley	Orozco
Cézanne	"Pop" Hart	Pascin
Corot	Hélion	Picasso
Couture	Winslow Homer	Boardman Robinson
Daumier	Isabey	Rouault
Arthur B. Davies	Augustus John	Segonzac
de Chirico	John Kane	Otto Soglow
Derain	Rockwell Kent	Speicher
Despiau	Lachaise	Maurice Sterne
Disney	Lehmbruck	Toulouse-Lautrec
Dufy	Lepère	Zorach
Eilshemius		

Funds received from the Art Sale will be devoted to the Museum's Armed Services Program, which has three major purposes:

1. To provide facilities and materials for soldier-artists through the U. S. Army's Soldier Art Program in Army Camps.
2. To utilize the talents of American artists for therapeutic work among disabled soldiers and sailors.
3. To provide entertainment for enlisted men in the Army, Navy, and Merchant Marine services of the United Nations.

85

The program to supply facilities and materials for soldier-artists in Army Camps has the official approval of the War Department and will be carried out by the Special Service branch of the Army, which is enthusiastically cooperating with the Museum. Both the Army heads and Museum officials feel that art of, by, and for the soldiers themselves is of great importance in dignifying what the soldier is doing, enlivening dreary barracks and providing permanent, accurate and characteristic records of our country at war.

The Art Sale was opened to the members of the Museum at a tea Tuesday afternoon. On Monday evening a preview was held at a party for service men of the Army, Navy and Merchant Marine of the United Nations.

On June 1 the Art Sale will conclude with a garden party and entertainment to which the public will be admitted for a fee of two dollars per person, with members admitted at half price. All proceeds will be added to the funds received from the Art Sale and will be devoted to the same purpose. Several hundred service men will be invited to attend the garden party as guests.

The membership of the Museum, seven thousand strong throughout the country, approves wholeheartedly of the Museum's wartime activities, especially of the Art Sale project, and has contributed the bulk of the works of art to be sold. In planning the details of the Sale, the Secretary of the Museum sent cards to all the members asking permission to use the clubrooms for this purpose. More than a thousand replies have been received to date, only six of which are not wholly in favor of the project. Of the thousand and more cards which gave consent, several hundred also bore expressions of enthusiastic approval such as:

"Certainly!"
"Fine!"
"Gladly."
"Delighted."
"Swell!"
"Excellent idea!"
"Good idea!"
"Very commendable."
"By all means!"
"Imagine asking!!"
"Of course - a splendid idea."
"A fine activity for the Museum!"
"100% in favor of this action and effort."
"The more the merrier!"
"No purpose could be better."
"Who could or would object!"
"O.K. 100%. The very least we all can do for our splendid Armed Forces!"

"Success to your efforts for a good cause."

"Excellent idea - the greatest good for the greatest number."

"I am very much in favor of this activity and hope you will be able to do more of it later on."

"Everything is little for the cause of freedom."

"I would be more than glad to do anything for the Armed Services and doing this is really very little compared with what the armed services do for us, therefore I very willingly give my permission."

"I should have assumed this. Is it possible there might be some dissenting voice?"

"I think it an excellent idea. Anything you ever do for the Armed Services ought to have our wholehearted support always."

"You have my free and glad consent."

"I highly approve of everything that you do to make all parts of the Museum of use to the soldiers and sailors."

"I am very glad to do my part as a member toward anything assisting the Armed Services."

"I approve of anything the Museum of Modern Art sees fit to do that will be of service to the Armed Forces."

"What you are doing for men in the Armed Forces is invaluable, and I highly approve of the entertainment you occasionally furnish the men."

"An excellent idea. Such activity on the part of the Museum helps justify art in a world at war."

"O.K., but what about the Navy?"

"It is a blessed thing to help our soldier artists in every way we can."