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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

JUNIOR COUNCIL EXECUTIVE COMMITTEE MEETING, January 9, 1962, 12:15 p.m. at the Guest House

PRESENT: Mrs. Jones Mrs. Gatje Mr. Bullowa Mr. Rayner
 Mrs. Andrews Mrs. Shaw Mrs. Stern Mrs. Conner
 Mrs. Bartos Mr. Rübél Mr. Page Mr. Lieberman

Mrs. Jones opened the meeting by announcing that the next Executive Committee meeting will be held on February 6, 1962 at the Guest House. She apologized for the fact that the minutes of the last meeting had not yet been sent to the members of the committee, but they will be out soon.

Prospective new members are: Mr. and Mrs. Ray Clevenger, Mr. Geoffrey Gates, Jr., and Mr. John Hilson, Jr. The names of Lewis Freedman and Robert Freedman were mentioned as likely prospects for the Council.

Mrs. Jones reported that the VCAM (Volunteer Committees of Art Museums) Conference will be held this year in Boston from May 8 to 11; she asked if the committee felt that some Council members should attend. The committee felt that the Junior Council definitely should be represented and recommended that Mrs. Auchincloss be asked to go as she has done distinguished work of this sort in the past, and that Mrs. Jones as Co-Chairman certainly should try to go. Mrs. Andrews expressed interest in attending also. Mrs. Shaw thought it would be very beneficial to have Junior Council members attend the conference representing the Museum. Some subjects recommended for discussion at the conference were the Art Lending Service, all sales activities and RECENT PAINTING USA: THE FIGURE. The committee was interested in fewer formal reports and more discussion time. Mrs. Jones said she would try to attend at least part of the conference.

The wall calendar project is under way. Arrangements have been made with Mr. Eisenman of Yale to have certain design students (who work on this type of project anyway) render designs for a wall calendar per our specifications. Mr. Eisenman prefers not to have an official competition, but to simply have the Junior Council view the results of the year's work in the design class to see if any are of the type desired by the Council. Mr. Rayner felt that perhaps this was not as good as actually having a competition so that the calendar would be specifically designed for the Museum audience. The committee felt that the Yale class might produce something useable, and that, in any event, this course of procedure would not limit the schools we could contact. Mrs. Andrews suggested the University of Virginia Art School as a school to contact sometime.

The sales to date of the 1962 Calendar were reported by Mrs. Jones at 17,135 - and that although sales slowly continue - there are about 3,300 left. The overrun was happily only 700. Mrs. Woodruff may use some of the remaining calendars for a participating members give-away. The Executive Committee approved Mrs. Woodruff's plan to do this.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

JUNIOR COUNCIL EXECUTIVE MEETING, January 9, 1962

page 2

Work has begun on the 1963 Calendar and last week the committee hired Mr. Edwin Lee of Columbia Records to design it. The committee was very impressed with his work and is looking forward to an outstanding calendar. The committee has drawn up a very tight production schedule calling for a delivery date at the Museum of July 1.

In an effort to revitalize the entire Christmas situation, Mrs. Gatje has been appointed Chairman of the newly formed Christmas Card Committee. The committee is going to research the entire Museum Collection in an attempt to uncover appropriate, provocative material for the 1962 Christmas cards.

The Guide to Modern Art in Europe will be published again in 1963. The committee is hunting for an editor so that research can begin this spring. Meanwhile, Miss Dolores Lamanna will begin the research as well as working closely with the Christmas Card Committee. Mr. Emil has an excellent contact at Pan American which may be interested in some sort of underwriting or subsidizing of the Guide.

The progress of the cartoon book seems to be bogged down. The dummy was presented to Doubleday and although they were not too enthusiastic or optimistic about it, they expressed a good deal of interest in it by agreeing to order 7,500 at a maximum price of \$3. They feel it may be too sophisticated for newstand consumption. The dummy is now being shown to Harpers and Random House.

The sale of tickets to the Benefit Opening of RECENT PAINTING USA: THE FIGURE is progressing nicely. To date the sales total \$3,130. Mrs. Jones urged all members to get their letters to friends in the mail soon. Publicity is about to start on the exhibition, and Mrs. Shaw reported a great deal of interest in the show everywhere.

Mr. Bullowa reported for the Art Lending Service. He announced that there is a new, distinguished show in the Penthouse - so distinguished in fact, that the Museum is interested in one of the paintings and one of the sculptures. Mr. Wylly should be complimented on his selections; this shows what can be done by concentrated curatorial effort. ALS can definitely do a better job when more curatorial time is available to it. The new rod system of hanging paintings is successful and it facilitates installation by ALS staff. Mr. Wylly and Mr. Seitz are full of enthusiasm for the future of this method as a medium of "introducing new artists to a wider audience". This show has generated a lot of interest and excitement both in the public and in the Museum staff.

The photography inventory will be discussed at the ALS meeting on January 16. The AIS doesn't really want more photographs, and whether or not there is enough interest in them is a matter for discussion. There will be a new photography director on July 1st and the situation can be clarified with him then. In the meantime, some of the photographs might be returned to the Photography Department. Work will begin on the new ALS sculpture cabinet on January 15.

The New Projects Committee will meet this Thursday, January 11, so a report was not available from them.

The sale of commissioned prints continues slowly but surely; total sales amount to \$3,698 or 84 prints with the Baskin as the best seller. The Executive Committee voted to have several of each print on hand in the ALS to facilitate sales to the public on weekends.

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

THE JUNIOR COUNCIL EXECUTIVE COMMITTEE MEETING, February 6, 1962 at the Guest House

PRESENT:

Mrs. Allen	Mrs. Christy	Mrs. Jones	Mr. Rübel
Mrs. Andrews	Miss Colin	Mr. Lieberman	Mrs. Shaw
Mrs. Bartos	Mrs. Conner	Mr. Page	Mr. Spencer
Mr. Bullowa	Mrs. Gatje	Mr. Rayner	Mrs. Stern
			Mrs. Straus

Mrs. Jones opened the meeting by announcing that the next meeting will be held on Tuesday, March 6 at the Guest House. She reported on prospective members : Mr. Geoffrey Gates, Jr. declined and no reply has been received yet from Mrs. Clevenger. Everyone nominated for membership has been interviewed except Mr. Melnick, who has been away. Presently working on a try-out basis are: Mrs. Buttenweiser, Mr. Berry, Mrs. Jakobson, Mrs. Meyer, Mrs. Heller, Dr. Cox and Mrs. Breuer.

Mrs. Jones was happy to report that she had received word from Mr. d'Harnoncourt that the Museum will accept the responsibility of paying for the curatorial supervision given to the Art Lending Service. The Council should feel quite gratified that the Museum has accepted this principle. ALS will be reimbursed for wages already paid to Mr. Wylly.

There was nothing to report on the Cartoon Book as it is still in the hands of one of the publishers for consideration.

However, there was quite a bit to report on The Guide To Modern Art In Europe. Mrs. Cartwright and Mrs. Jones are taking the advice offered to them at a luncheon meeting with Mr. Koch, and have an appointment with ASTA (American Society of Travel Agencies) to see if they would be interested in underwriting the Guide in 1963. Members of ASTA could purchase copies at cost plus 20%. There will be more to report on the results of this meeting with ASTA at the next meeting. The budget calls for \$10,300; this includes research, salaries, designer fee, and printing. Mr. Page thought that some valuable information could be obtained from the Institute of International Education which publishes lists of museums in each country for Fulbright Scholars. Mrs. Shaw felt that the idea of getting an airline to underwrite it should not be completely discarded, as there is so much competition among airline companies these days. Mr. Bullowa felt that the best idea would be to see if American Express or Cooks would be interested in underwriting it. Mr. Rayner thought that ASTA might offer it to airlines and steamship lines who in turn would imprint their names on it.

Mrs. Jones wanted to know how the Executive Committee felt about sending representatives to the VCAM Conference in May at Boston as the registration fee was \$30 per person. The Council wants to send two official representatives and as many observers as may want to go. Mr. Rübel, the Treasurer, recommended wholeheartedly that this money be spent.

Miss Colin reported on the progress of plans for the May benefit. Total ticket sales as of February 5 were \$6,300 or 286 tickets at \$25 per couple. In November, 1961, \$750 was received; in December, \$2,180; and in January, 1962, \$2,850. Miss Colin urged everyone to get their letters mailed if they have not already done so. Miss Colin, Mrs. Jones, and Mr. Steiner have an appointment this Friday with Mr. Haas of Lehman Bros. who has offered to help the Benefit Committee procure liquor

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

JUNIOR COUNCIL EXECUTIVE COMMITTEE MEETING, February 6, 1962

page 2

for the Benefit. Mrs. Mellon referred the committee to Mr. Haas, and he will be mentioned as a sponsor in the program. Mrs. Strong has sent in publicity to papers. The April benefits are being mentioned now, so that publicity on the Benefit should be coming up soon. She is also trying to get publicity in Town and Country. The Ladies' Home Journal has contacted Miss Colin, but their suggestion didn't seem appropriate publicity for the show.

Mr. Bullowa reported on Art Lending Service activities. Everyone is happy about the Museum's willingness to pay for curatorial service for ALS. This means they appreciate the fact that more supervision is necessary in order to insure quality in the collection. ALS will be closed each Monday so that more supervision can be given to the selections, and to the shows. Mr. Wylly will keep a log of which galleries he visits, who he contacts, and the time involved; this will be valuable information for the future. The initial show was well received by the public, and especially by the staff. Mrs. Shaw felt that it was the best show ever held in the Penthouse. The next show will be a sculpture show. Themes for future shows are being worked out; a watercolor show is planned for Easter. Mr. Wylly wants to get publicity for the shows. Mr. Lieberman suggested that we get the shows mentioned in the Members Bulletin. Dates of deadlines for the Bulletins can be learned from Allen Porter. Signs might also be displayed throughout the Museum. As these shows are for members only - it should probably be discussed with membership to see if they have any ideas to offer.

Mrs. Gatje, Chairman of the Christmas Card Committee, reported. The first meeting of the committee organized the work of researching the entire Museum Collection for new, stimulating material suitable for Christmas cards. Various staff members have been enlisted for assistance. Mildred Constantine has been approached for advice on architecture, poster and design, and Frances Fleming has many helpful ideas. The committee is pleased with the quantity and quality of material assembled so far. In about two weeks everything will be presented at a selection meeting.

Mr. Emil reported that sales of the 1962 Calendar have reached 18,300, so that the Council is making some money this year. The committee is now working on the 1963 Calendar. The new designer, Mr. Lee, has submitted the preliminary cover designs and the committee is extremely pleased with them, one in particular which is undergoing modification and will probably be used. The Executive Committee agreed with the committee that it seemed orderly and sensible to use one calendar page per week. Mr. Emil reported that new marketing possibilities are being discussed with Brown and Bigelow, a large scale calendar publisher and distributor. They have expressed interest in our calendar, and although nothing could be done this year, new market ideas may be offered to the committee for the 1964 Calendar.

Mr. Rübél reported the results of the Christmas Sale. The Council grossed about \$4,500 while expenses amounted to \$2,800. This left a profit of \$1,700. However, the majority of the prints sold belonged to the Print Room and their profit amounts to \$2,100. This leaves a Council deficit of \$431. In the past, the Junior Council has usually made a contribution of \$500 to the Print Room. This year it was decided that instead of doing this, the Council would absorb the

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

JUNIOR COUNCIL EXECUTIVE COMMITTEE MEETING, February 6, 1962

page 3

deficit and turn the full amount realized over to the Print Room. Mrs. Jones also thought Mrs. Woodruff would pay \$200 to cover half the salary of the sales personnel. Mr. Lieberman expressed thanks for the Council's assistance in selling so many prints in the sale.

Mrs. Christy reported for the New Projects Committee. At the last meeting of the committee the idea of a Parisian-type poster standard to be placed strategically throughout the city announcing civic events was discussed. Mr. Goldstone conferred with Mr. Page and Mr. Gatje on the many problems involved, especially those in dealing with city officials. The committee feels that it must formulate a definite plan and then take the plan to the city. Mr. Page has conferred with Margo Gayle who fears it may be a long, hard fight with the city. One place under consideration for display is the subway entrances. For this, the Transit Authority will have to be contacted. Mrs. Shaw thought this was a simply marvelous idea, very much needed and should be explored thoroughly. The Committee will proceed to do so.

Mrs. Christy reported on RECENT PAINTING USA: THE FIGURE. The catalogue design has been approved by Arthur Drexler and Monree Wheeler, George Tscherny is working on it, and the specifications have been sent out to three printers. Mrs. Christy expressed little enthusiasm for the cover design and asked if anyone on the Executive Committee cared for it. There was discussion pro and con, with no one saying that they really thought it was a good cover except Miss Mayhall who loved it. Mr. Lieberman was afraid that the cover wouldn't be taken seriously, and asked if Dorothy Miller had seen it. Mrs. Christy said that Miss Miller had not seen it and probably should have. The Executive Committee agreed that Miss Miller should see it; if she is enthusiastic about it, it can be left as is. If not George Tscherny will be asked to submit new designs. Mrs. Jones cautioned that this could throw a monkey wrench into the time schedule for printing the catalogue, and that the Museum officials were not likely to be pleased at having their original enthusiastic acceptance of the design vetoed.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

M. Council

MEETING OF EXECUTIVE COMMITTEE May 1, 1962 Guest House

PRESENT: Mrs. Jones	Mr. Rübél	Mr. Page
Mr. Bullowa	Mrs. Allen	Mr. Rayner
Mrs. Stern	Mrs. Andrews	Mrs. Christy
Mrs. Bartos	Mrs. Gatje	Mrs. Cartwright
	Mr. Emil	Mr. Lieberman

Mrs. E. Powis Jones announced with regret that Walter Bareiss had resigned as Co-Chairman of the Junior Council because he did not know when he would return to this country. He will, however, continue as a member of the Council. Mrs. Jones had also received resignations from Harmon Goldstone and Mrs. John Lockwood, who has joined the International Council.

Mrs. Jones plans to call or write the following four members to propose that they resign or go on leave-of-absence: Mrs. Richard Deutsch, Arthur Altschul (both of whom have been asked to join the International Council), Mrs. Iola Haverstick and John Mooney.

The spring Council meeting will be on May 15 at 5 p. m. at the Guest House. Staff members and husbands or wives of Council members will be invited to join the group for cocktails at 6 p. m.

Peter Rübél mentioned that he had extra tickets for the Benefit Opening of RECENT PAINTING USA; THE FIGURE if anyone could use them; Mrs. Jones said she would be delighted to have them to use as complimentaries.

For the fall meeting, Mrs. Jones said she would like to find some place attractive where the Council would be welcome. Arthur Emil volunteered his parents' home and Mrs. Jones thought that would be wonderful. Any Monday or Tuesday after October 15 would be suitable and Mr. Emil offered to find a date convenient to the Allan Emils.

As Miss Pamela Colin was in Europe, Mrs. Jones gave the report on the Benefit. As of April 25, 1,026 tickets had been sent out representing receipts of \$13,250. Money for about forty more tickets has since been received. The plan had been to stop at 1,000 tickets, but requests have been coming from people who had been written to by Council members. Mrs. Jones felt it would be absolutely necessary to stop at 1,100. Arthur Bullowa suggested sending future tickets marked "good only after (a certain hour)", but no one thought this would be suitable. If it rains, the situation will be of panic status because dancing will have to take place in the Penthouse and the capacity of it is 365. Alternate suggestions of tents, canopies, dancing in first floor galleries, rain insurance, etc. were put forth but nothing seemed practical. William Rayner suggested sending the remaining tickets out marked "weather permitting"; if it rained the money would be refunded. William Lieberman suggested taking over the first floor of the Whitney if this were permitted. Everyone thought this was a good idea and Mrs. Jones agreed to explore it further. There could be a band in the Penthouse and another in the Whitney.

Mrs. Hale Allen reported that the dinners were well organized, though there were two or three extra men available, if anyone needed one, plus six "optional" people (who didn't need to be invited but could be if someone has room).

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Executive Committee Meeting, May 1, 1962

-2-

Mrs. Jones said she had had a call from William Seitz who is planning a symposium on RECENT PAINTING USA: THE FIGURE for the Thursday after the show opens. He will be moderator with several articulate artists on the panel. The cost of the evening will be borne by the Museum; each panelist to receive \$50. However, transportation costs will not be paid and Mr. Seitz wants to bring George Cohen, who is in the show, to New York from Chicago. He wants to know if the Council would pay the \$100 travel expenses for Mr. Cohen. The Executive Committee agreed to this expenditure. Though the Council has nothing whatsoever to do with planning the symposium, Mrs. John Jakobson, a new member, volunteered to do research for Mr. Seitz.

On the 1963 Appointment Calendar, Mr. Emil reported that, amazingly, it is almost ready and will cost less to print than in any preceding year--approximately .85 per copy. The lack of color in the reproductions and the reduction of one week to a page cut the costs. Corporate Members of the Museum and some other large corporations will be contacted regarding the possibility of placing large advance orders. If such orders are received, it may be possible to increase the edition and thereby lower the unit cost. Mrs. Jones asked if she should pick ten names at random from the list submitted by Robert Berry and proceed with having the letters typed. Mr. Emil said to go ahead with this and the reproduction of the fact sheet. Mr. Bullowa asked about the possibility of planning calendars ahead. Mr. Emil replied that this was a good idea, but it might involve a commitment to one designer for more than one year, though possibly it could be done with two different designers. If the first designer then proved a success he could be engaged for the alternate year. Mr. Rayner questioned whether any one designer would want to do the calendar more than one year. Mrs. Jones urged that the subject matter for 1964 be decided upon this spring.

Regarding the comprehensive Christmas brochure, Mrs. Jones reported that in order to get the budget committee to agree to it, the Council must put up \$1,000. She has committed the Council to this because this amount represents what has ordinarily been spent on the separate calendar brochure. She did not feel, however, it was realistic to consider this a calendar expense. Should it be charged to both the Christmas cards and the calendar, or just considered a contribution? Mr. Emil felt that at least part of it should be charged against the calendar otherwise it would throw off the expenses and make it look like the calendar was produced for much less than in previous years. Mr. Emil's only worry was that it might reduce sales not to have the separate brochure. Mr. Rubel thought the \$1,000 should be allocated to the calendar. Mr. Emil did feel, however, that any additional promotional material put out by the Calendar Committee should be subtracted from the \$1,000 and this was agreed upon.

Mrs. Carroll Cartwright reported on the status of the books being considered. The cartoon book news is not very promising. Monroe Wheeler submitted it first to Doubleday who would take 5,000 to 10,000 if it were produced for \$2.95 or less. Harpers turned it down and after a few changes on the dummy it went to Random House. The problem seems to be that publishers feel it is a bit too sophisticated for the general public. It would not be feasible for the Council to publish it because the rights to the cartoons cost between

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Executive Committee Meeting, May 1, 1962

-3-

\$25 and \$50. Mrs. Elizabeth Andrews suggested showing it to Simon and Schuster and Mrs. Cartwright said it was on its way there. Mrs. Armand Bartos thought George Braziller might be an appropriate publisher. Mrs. Cartwright wondered if Mr. Rayner could help in getting the dummy from publisher to publisher; Mr. Bullowa suggested consulting an agent, but Mrs. Andrews pointed out that that would mean forfeiting a 10% commission. Mr. Rayner and Mr. Emil emphasized, however, that, presumably, an agent would not take the book unless he thought he could sell it. Mr. Rayner offered to try to find an agent and Mrs. Andrews suggested Mavis MacKintosh.

Mrs. Cartwright described a series of books which Warja Honegger, a relative of Mr. Rubel, has produced for her children. The books are accordion folded and Mr. Lieberman, Mr. Wheeler and Mr. Bullowa thought they were lovely. A book on William Tell was selected for possible production by the Junior Council. Mr. Rubel saw Mrs. Honegger while he was in Europe recently and asked her whether she might consider lithographing fifty copies herself and having about 1,000 commercially printed. Mr. Emil asked what this had to do with the Museum of Modern Art; publishing a children's book is not a function of the Museum. It was pointed out that this book was an original work of art and, essentially, not a children's book but a "pictograph" with no writing. Mr. Rubel said the artist is very enthusiastic and she will work on the original lithographs, get estimates and supervise the printing in Switzerland of the edition of 1,000. She is an experienced printmaker and it makes sense to have the book produced there rather than in Japan as Mr. Wheeler had suggested. The Committee agreed to reserve decision until costs are determined. The artist would like to have an additional 1,000 printed in German for Swiss distribution and Mr. Lieberman said the Museum has done this with many other books.

On the GUIDE TO MODERN ART IN EUROPE, the Committee has decided to forego putting out a 1962 guide in order to publish a really good 1963 guide. Mrs. Cartwright and Mrs. Jones met with Ewen Gilles of the American Society of Travel Agents and he suggested writing to all trans-Atlantic carriers to see if they would be interested in placing large advance orders for the guide. Of the replies so far received from these firms, fourteen have said "no", two "maybe" and one possibly will place a small order. This is not too encouraging, though KIM is one of the "maybes". Mr. Emil asked what happened to the idea to approach the airline he had suggested. Mrs. Cartwright replied that Richard Koch had felt very strongly that it was not fair to go to just one airline. If the 85 letters bear no fruit, it would be possible then to use Mr. Emil's suggestion. Mr. Emil and Mr. Rayner felt it was impossible to sell something like this by letter. It would be wiser to go directly to the advertising agents representing these companies. This is the only way to get real backing for such a project. Mrs. Jones thought perhaps the opposition to approaching Pan American alone may have had something to do with the 30 Anniversary Drive, but Mr. Emil saw no conflict as PAA was not being asked for a contribution. Everyone agreed that all was not lost; now was the time to try some individual companies, personally. Mr. Rayner volunteered to approach Alitalia. Mr. Page suggested trying to interest a magazine in publishing the guide as an enclosure, with the Museum selling it as a separate publication as well. The

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Executive Committee Meeting, May 1, 1962

-4-

magazine might print the additional copies for the Council at cost. Everyone thought this was a marvelous idea and "Holiday" would be a natural. Mr. Page offered to speak to "Fortune" Magazine, but Mrs. Jones warned that this should first be discussed with Mr. Koch. There is no reason why both avenues cannot be explored at once.

Mrs. David Christy reported that Mr. Cartwright had brought into the Museum several commercial films which the New Projects Committee viewed last week. No meeting has been held yet to discuss them. Mrs. Christy showed the group the catalogue for RECENT PAINTING USA: THE FIGURE.

Mr. Bullowa reported to the Committee that the Art Lending Service gallery had been modernized and that there was a wonderful watercolor show on in the Penthouse at the moment. The usual personnel problems persist. Mrs. Jones mentioned that Campbell Wyllly would like to visit other lending services around the country. It might be a help to know how other museums organize their space. Mrs. Daniel Davis is going to the Volunteer Committees of Art Museums conference in Boston and she has been asked to check on the operation of other lending services while there. The tour of other museums might be a good summer project for Mr. Wyllly, but Mr. Bullowa pointed out that they would be closed or quiet at that time. This project might be something Mr. Wyllly could do sporadically, rather than as a grand tour. Mr. Bullowa approved of the idea in principle though he felt the other museums would profit more than the Junior Council, as he does not see how a lending service can function well without a large number of galleries to call on. When other museums write ALS asking for information, they should be asked to send their brochures in return. If Mr. Wyllly is sent to other museums, it should be determined in advance if he could also do something for other departments so that they could share in the expenses of the trip.

Mrs. Jones asked all committee chairmen to be prepared to report on May 15. Mr. Rubel said that no financial statement would be ready at that time so this report will have to wait until the fall meeting.

Mrs. Jones announced that there would be no more Executive Committee meetings this season unless things looked desperate at the end of May.

DE Lamanna
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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting, October 2, 1962 2

Peter Rubel gave the financial report for the year ending June 30, 1962: The Council started the year with a credit balance of \$18,828.00. Actual expenses were:

salaries	\$7,100		
expenses	2,086		
		Total	\$9,186.

Income was:

interest	420.		
royalties on calendar	1,023.		
Christmas Cards	1,431.		
contributions	200.		
contribution-Guide	641.		
benefit	12,575.		
		Total	\$16,290.

All of this brought the balance forward to \$25,925. Expenses for RECENT PAINTING were roughly \$13,500 and total income and contributions for the show amounted to \$15,000. It was therefore possible to credit the net proceeds of the benefit. This was the most successful benefit to date and the Council is grateful to the Benefit Committee for all of its excellent work.

Mr. Rubel finished with a report of the Commissioned Print project. His figures indicate that the sale of the prints this year will wipe out their remaining cost of slightly over a thousand dollars.

Mrs. Jones brought up the question of the Junior Council making another contribution to the 30th Anniversary Drive before the end of the year so that the Rockefeller Brothers could match it dollar for dollar. Since the Council did so well with its Benefit it is in a position to make an additional \$5,000 contribution. This contribution could be earmarked for the Art Lending Service. After considerable discussion the Executive Committee felt that a contribution before the end of the year would be wise and voted to contribute at least \$5,000 subject to consideration of increasing the amount after the officers of the Council review the year's budget plan. The officers will decide the exact amount in time to announce it at the full Council meeting on October 22nd.

William Rayner reported on the GUIDE TO MODERN ART IN EUROPE. The main concern has been trying to make arrangements to finance publication costs of between five and seven thousand dollars. At first, the committee had considered selling advertising in the Guide, but Mr. Koch and Museum policy were against it. Blind letters were mailed last year to all trans-atlantic carriers in the hope of interesting them in placing large orders. This effort met with little success. Arthur Emil thought we should go right to the top

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting, October 2, 1962 3

men - and he can arrange for one such meeting. Mr. Rayner felt we should have a dummy to show them and have something definite to offer them. Mr. Emil thought that we should offer them a certain number of copies at cost and a sponsor line of credit.

Mrs. Jones has discussed the Guide with Rene d'Harnoncourt who is very enthusiastic about publishing it. He agrees that the problem is one of distribution. The basic research work has been done and the main part of the Guide would be permanent. The Guide could have a pocket for the current exhibitions, therefore the basic Guide would not have to be published every year - just the current exhibition section. It could be sold all year long and Doubleday might be interested in it. The idea of approaching Holiday Magazine as a distributor looks promising. Mrs. Shaw is getting a high level decision on this with Holiday, and Monroe Wheeler is re-approaching Doubleday to see if they are interested.

Mrs. Jones asked the question of whether or not the Council should embark on a small edition of its own in the event that other financing or distributing cannot be obtained. The simple fact is that the Council can't wait any longer to ask for information from the cultural offices of the countries involved. The Guide definitely needs an art distribution. Mrs. Farb suggested AFA be contacted to see if they would be interested in handling it. Mrs. Jones felt that the Council could get rid of 5,000 by itself in two years. Does the Council want to risk five to ten thousand dollars in such a venture?

The Executive Committee felt that actually it is not too embarrassing or impolite to contact the cultural offices, and if none of the leads work out, call off publication at the first of the year. Everyone is intrigued with the idea of the Guide and wants it published. A committee will be appointed as soon as possible to get down to serious work on exploring all facets of getting it published - go back to the airlines personally with a dummy to show them, and explore further all suggested avenues of approach. Work will continue on the Guide.

Arthur Bullowa reported on the activities of the Art Lending Service. Last year was the busiest and best year so far. ALS sold over \$50,000 worth of art, and rentals amounted to almost \$23,000. Expenses were up: salaries and operating expenses (insurance and transportation) totaled around \$10,000. Improvements to the gallery totaled \$1,800. The operating profit for this year amounted to \$3,300 and the ALS reserve fund amounts to \$11,000. Mr. Bullowa pointed out the necessary wisdom of having a year's expenses in reserve - and doubted that ALS should be able to join financially in the contribution to the drive.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting, October 2, 1962 4

Mr. Bullowa assumed that everyone realized Muriel Davis had left ALS at the end of August and that Mrs. Loti Markey had taken over with a new assistant Miss Inge Heckel. Everything seems to be working out fine. ALS is looking for a new Saturday and Sunday person. Campbell Wyllly has an outstanding program worked out for the year. Coming up soon is a show of impressive outsized things. The quality of the work in ALS remains high.

There will be no special Christmas sale this year. Instead there will be one of the regular shows in the Penthouse with some specially selected prints available. No special sale will be announced. Each of the Penthouse shows this year will be specially selected by Campbell Wyllly. Miss Lamanna suggested that a special sign be installed in the Penthouse announcing the exhibitions for several months ahead. The Committee agreed this was a good idea.

Arthur Emil reported on the 1963 Appointment Calendar which is published and on sale. It was designed by Ed Lee and printed by Jack Field. 20,000 copies were published at a cost of about 95 cents per copy. Monroe Wheeler feels it will be a good seller as it is striking and attractive. There was a six page article in the September 22 Saturday Review of Literature about the calendar with nine of the photographs in the calendar reproduced. The Photography Department is very pleased with the calendar. The calendar will also be plugged soon in a Sunday New York Times Magazine section and in the Swiss magazine Camera.

Mrs. Jones will have Mr. Page report on the progress of the 1964 Appointment Calendar at the next meeting. She also asked the committee to consider forming a committee for selecting new members to the Council, and to think about appointing a committee to work on the next exhibition in 1965.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting
November 27, 1962, 12:15 p.m. at the Museum

PRESENT: Mrs. Jones Mrs. Bartos Mrs. Farb
Mr. Rubel Mrs. Shaw Mr. Rayner
Mr. Page Miss Colin Mr. Emil
Mrs. Cartwright Mrs. I. Straus Mr. Baker
Mrs. Leonhardt Mr. Cartwright Mr. Bullowa

Mrs. E. Powis Jones opened the meeting by announcing that the next meeting will be on January 8th at the Guest House. She then regretfully announced that Peter A. Rubel is retiring as Treasurer of the Council. Carroll L. Cartwright will become the new Treasurer as of January 1, 1963.

Newly proposed for membership are: Shirley Burden, Jr., Mrs. William Zeckendorf, Jr., T. Merrill Prentice and John Hilson. Presently working for us in the Art Lending Service are Mrs. John de Cuevas and Mrs. Logan Burke. In addition, letters have been written to Mrs. Peter Luce and Mrs. John Geary.

Mrs. Jones read the letter of thanks from Mrs. John D. Rockefeller 3rd for the Council's \$7,500 contribution to the 30th Anniversary Drive. Letters of thanks were also received from William A.M. Burden and the Assistant Treasurer, Sarah Rubenstein.

The Junior Council staff and members' Christmas party will take place this year on Thursday, December 20th. All Executive Committee members are cordially invited to attend. Invitations will be mailed soon.

Mr. Cartwright reported that there will be an evening of European, commercial films this spring, and a new film screening committee is being formed. The first screening meeting will be next month after all of the films have been assembled.

Mrs. Jones announced with pleasure that the Baskin commissioned print has been completely sold out.

Don Page reported for the 1964 Appointment Calendar Committee. A meeting was held this morning and final decisions were reached on which posters to publish. The posters are marvelously exciting and the committee hopes to have as much color as possible in the book.

Mrs. Jones reported on the sales of the 1963 Calendar. Sales to date amount to 11,606 calendars. Mail orders are down and the committee is worried about sales. Mrs. Leonhardt suggested that she contact Eugenia Sheppard at the Herald-Tribune for a possible story on the Council and the calendar. The Executive

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting

page 2

Committee agreed that this was a good idea. The committee contemplated placing ads in certain magazines as well as the Wall Street Journal. Magazines considered were the Saturday Review, The New Yorker and the New York Times Magazine Section. It was decided that it was too late to get ads into these magazines.

Mr. Lieberman suggested that Doubleday be called (very diplomatically) to see if they want to order more calendars. It was also suggested that sales desks be set up throughout the Museum to sell the calendar each day to people in the Museum. Mr. Wheeler will be approached with this idea and if he approves, sales desks will be set up outside of the Garden Restaurant, by the Whitney entrance, outside the movie one half hour before each showing, and in the Penthouse Restaurant.

William Rayner reported on a recent meeting of members of the GUIDE Committee with Mr. Buckley of Curtis Publications. The object of the meeting was to see if Holiday was interested in THE GUIDE TO MODERN ART IN EUROPE. They were not. They felt that there was a definite distribution problem and that there was not a large enough market for the GUIDE.

Mrs. Carroll L. Cartwright summarized the state of the GUIDE. All the basic research has been completed and requests for additional or missing information have been sent to the appropriate agencies. Mrs. Cartwright felt it might be a mistake for the Junior Council to publish the GUIDE by itself if others cannot be interested in helping with it. Mr. Bullowa asked if the GUIDE could be published as a Museum Bulletin and then sold to the public after that. Mrs. Cartwright will contact Mrs. Stone about this possibility. Mr. Lieberman suggested that the organization of the museums in Europe might provide some leads also.

Mr. Bullowa stated that he had nothing startling to report for the Art Lending Service. Sales are behind last year and new means of getting people into the Service are being considered. Mrs. Jones said that the possibility of having a Lending Service cocktail party at the opening of the next show was being considered. Guests could be from a list of selected borrowers. There are lots of good, inexpensive prints in the inventory now. ALS has a new weekend worker, Frank Agüero.

Miss Pamela T. Colin reported for the New Projects Committee. The poster-standard idea has reached the stage of development where it needs a committee to handle it. Mr. Lieberman discovered that the Lincoln Center has had money given to it to spend on posters to be done by modern artists. Miss Colin

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	JC	I. A. 13

Junior Council Executive Committee Meeting

page 3

will serve as Chairman of this new committee, and Mrs. Irving Straus is willing to serve on the committee. The first problem to be solved will be that of getting a definite design to show to people to get them interested in the project.

Mrs. Elizabeth U. Andrews has interested the New Projects Committee in having a music evening next fall to promote promising jazz musicians of the highest type. Mrs. Andrews feels that Leonard Bernstein would be interested in such an evening as well as Mr. Schuman of Lincoln Center, and Juilliard. The Executive Committee voted to investigate the possibilities. Mrs. Jones will talk with Mr. Koch about it.

Interest has been manifested in a religious exhibition as the next major Junior Council exhibition. There are myriad details to be explored and the Executive Committee was in favor of appointing a committee to explore the many and varied avenues of such a show. Mr. Barr is extremely interested in a religious show. Volunteering for the committee were Mrs. Farb, Louis Baker, Peter Rubel, Mrs. Bartos, Mrs. Cartwright and Mrs. Leonhardt.

November 27, 1962
dorothy Mayhall