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For Bill - especially page 3 J.C.

MEETING OF JUNIOR COUNCIL - May 12, 1958, 5:00 p.m. at the Guest House

The meeting was opened by Mrs. Donald Straus, Chairman of the Council, who introduced and welcomed the new members appointed to the Junior Council: Mrs. Grant Sulzberger, Mrs. Hulbert Aldrich, Mrs. Philip Wiedel and Mr. Arthur Emil. Mrs. Straus also introduced the new Executive Secretary to the Council, Miss Dolores Lamanna.

Mrs. Douglas Auchincloss was called upon to report on the Bareiss Benefit opening. Mrs. Auchincloss thanked the members of the Benefit Committee for their work in making the benefit such a success. It is estimated that \$9,187.15 has been made on the exhibition to date. \$11,022 was received in contributions and ticket sales for the opening.

Mrs. E. Powis Jones acknowledged the valuable assistance given by Mr. Lieberman in planning and installing the Bareiss exhibition and announced that, in appreciation, the Executive Committee had voted to donate \$500 to the Print Room from the proceeds.

Mrs. Jones reported on the progress of the exhibition "Recent Sculpture - U.S.A.". A total of 740 sculptors submitted an original entry of 5200 photographs. 72 artists, 22 women and 50 men are still being considered by the Committee. The final selection of pieces to be requested will take place on May 14. \$6,750 must still be raised to cover the expenses for the New York showing of "Recent Sculpture". It is hoped that this will be met by the benefit opening of the sculpture exhibition next spring. This amount will not cover the expenses of circulating the exhibition. Two museums have definitely requested the show and four more are considering it. The exhibition will not circulate unless at least three museums participate.

Mrs. Straus then called upon Mrs. Edward Barnes for a discussion of the Christmas card project. Mrs. Barnes reported that 68 artists had been written to this year; 39 submitted designs and the work of 17 artists had been sent to the Coordination Committee. From this group only two designs were selected.

Mrs. Barnes suggested that the Council discuss the future of the Christmas Card Committee. It was becoming more and more difficult to find good, original designs suitable for Museum use. Several alternatives were offered: the Committee might select more heavily from the Museum's permanent collection (from which the Council would receive no profit), or, write to fewer artists, write to more and lesser-known artists, or select existing works not in the Museum Collection.

Mr. d'Harnoncourt said that he felt the result this year was due to a lapse in communication. This year, a total of only eight cards could be selected; new selections are always made on the basis of what cards exist in the Museum supply; hence the small number of Council cards chosen. Mr. d'Harnoncourt approved of the idea of selecting works in existence rather than soliciting designs from artists. Great art rarely results from commissions. Mr. d'Harnoncourt mentioned that

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each year the selections group would get excited about a particular design which it later discovered was too expensive or difficult to produce.

Mrs. Woodruff said that from the point of view of membership, the demand for new cards is great. Mr. d'Harnoncourt explained, in answer to a question from Mr. Altschul, that the Museum always received a number of unsolicited cards which they considered along with things from the Collection. Since the Council in the past few years also solicited designs the two groups now seem to be at cross purposes. Perhaps the Junior Council should handle the entire job of acquiring and selecting designs or just drop out of the project and let the Museum handle it entirely. Monroe Wheeler and Frances Pernas should be consulted as soon as possible to discuss possible plans for future cards.

It was suggested that the Christmas Card Committee look into the possibility of again having names imprinted on cards since many requests for this convenience are made each year.

Mr. Peter Rübél presented the treasurer's report for the nine month period from July 1, 1957-March 31, 1958. Though Junior Council funds show a deficit for this period, a profit was made on the Bareiss Benefit for the sculpture exhibition.

Mrs. Straus announced that the Executive Committee had felt it advisable to let the television project drop. It had cost the Council a great deal of money and there seemed to be no one interested enough to take over the leadership of this committee. No objections to this decision were voiced by the Council.

Mr. Carroll Cartwright reported on the progress of the 1959 Calendar Committee. The appointment calendar is being designed by George Tscherny and will contain modern European prints from the Museum collection. It will be the same size as the 1958 calendar but will have a spiral binding which will reduce production costs permitting the use of a number of two-color prints as well as black and white. The Calendar Committee reviewed about 3,000 prints and chose 30 of which 27 will be used. It is hoped that the calendar will be ready in August. Mr. Cartwright thanked the members of the Committee and also Mr. Lieberman for his guidance.

Mrs. Straus reported that a radical change in the appointment calendar is planned for 1960. Leonard Baskin has been asked to design, print and bind a calendar. This is the first time anything of this kind has been done and it will be some time before Mr. Baskin will be able to discuss exactly what he plans to do. The Committee would be pleased to hear comments on binding preferences for the 1960 book.

Mrs. Straus announced that the 1958 appointment calendar had received a Certificate of Excellence from the American Institute of Graphic Arts.

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The Certificate is posted in the Council office.

The Art Lending Service statement was made by Mr. Arthur Bullowa. He reported an income of \$9,000 from July 1-April 15. This was \$2,000 over last year. The program during this period was a very active one. The Lending Service will close on June 1 and reopen around September 1 with a completely remodeled plant including an enlarged till room and an elaborate new lighting plan. An estimate of costs is not yet available nor is the means of meeting them. A show is planned for the Guest House in October. Volunteers will be welcomed when the ALS opens again in the Fall. A letter was sent to all the galleries from whom the ALS has consigned paintings asking them if they wished to have their works returned for the summer or put into storage. The bulk of the collection will be stored at the end of May. Any Council Members who have paintings now may keep them until the end of the summer.

After the fire, all the paintings in the Lending Service were inspected and only one was found to have smoke damage. This has since been cleaned.

Mrs. Hulbert Aldrich, co-chairman of the Christmas Print Sale, reported that the sale this year would be held in the Penthouse from November 18-December 28. The prints will be selected in October, or earlier, from the fourteen galleries which participated last year as well as a few others that have asked to be included. Mrs. Woodruff commented that the Print Sale was very much appreciated by the Members in 1957.

Mrs. Grant Sulzberger presented a report on plans for a series of lectures to be given in the Fall on current trends in American art. There will be five or six lectures in the series; perhaps one a month. A dynamic forceful lecturer is necessary and suggestions would be very welcome.

Mrs. Carroll Cartwright reported that details for the Original Prints Project have been developed and presented to the Coordination Committee. It is planned that the Junior Council sponsor the commissioning and sale of prints in editions of 75 to be available only through the Museum.

Mr. d'Harnoncourt's comment on the project: "I love it!". He said that it was an economic necessity for the Museum to sell color reproductions suitable for framing, unasthetic as they may be. But care must be taken not to use reproductions as a substitute for art. The Museum must earn 70% of its income and the income from color reproductions is considerable. Prints are still the stepchild of American art and yet, they are the ideal medium for those who cannot afford oils and want to own the original expressions of an artist. It is hoped that this project will help to interest the general public in the purchasing of prints.

Mrs. Woodruff said that she had frequent requests from student members for inexpensive works of art.

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Mrs. Straus suggested the possibility of holding another meeting, followed by a party in the Garden or just a get-together in the Garden sometime in June. It would have to be the first week in June since the Garden is now open to the general public until 10 p.m. Mrs. Cooke moved that the Council not meet again until the Fall since many people go away in June. There were no objections to this motion.

Mrs. Straus announced that the Friends of the Museum - Emergency Committee, of which she and Mr. August Heckscher are co-chairmen, has raised \$80,000 for the rehabilitation of the Museum.

At the close of the meeting, Mr. Porter McCray spoke on the work of the International Council and the International Program.

Mr. d'Harnoncourt commented on, and answered questions about, the fire and events that have developed since April 15.

May 14, 1958
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MEETING OF THE JUNIOR COUNCIL - November 20, 1958, 5:00 p.m. - Trustee Room

Mrs. Donald B. Straus welcomed the members of the Junior Council to the first meeting of the year. She announced that William S. Lieberman had been appointed official staff advisor to the Junior Council...at long last.

Brief committee reports were called for. Mr. Rübel's Treasurer's Report is contained in the Annual Report.

Mr. Bullowa reported that the Art Lending Service is growing and the demand from members is greater than ever before. 116 works of art were rented in October. Mr. Bullowa read the Art Lending Service report which is included in the Annual Report.

Mrs. E. Powis Jones reviewed developments on "Recent Sculpture - U. S. A." since November 4. The committee has selected 77 pieces by 65 artists, 17 of whom are women. About 18 were previously unknown to the Museum staff. One-third of the artists are from New York City; five are from the Yale School of Design. The lowest price on sculpture submitted is \$75; highest \$16,000. Rene d'Harnoncourt has kindly consented to install the exhibition. Plans are underway for a catalog which will be issued as a Museum Bulletin.

The exhibition will be shown at Denver, Los Angeles, St. Louis and, possibly, Virginia and Boston in 1959 and 1960. Since four definite bookings can be counted on, the anticipated deficit from circulation will not develop. \$6,000 from the proceeds of the Bareiss Benefit and \$6,000 from the benefit opening of "Recent Sculpture - U. S. A." will go to the sculpture show.

Mrs. Lawrence Phillips reported on plans for the benefit opening, May 12. She thanked those who had already sent in their sponsor lists and urged all those members who had not to do so as soon as possible. As soon as the lists have been checked for duplication, they will be returned to Council members with a kit containing their revised sponsor list, return forms and envelopes, a sample sponsor letter and press releases about the exhibition. No invitations will be sent. All guests will be invited by sponsor letter. All members of the Council are encouraged to give dinner parties preceding the opening. Mrs. Douglas Auchincloss reminded the group that since the benefit is in the Museum this year, rather than in the Guest House, there would be room for many more guests, thus requiring everyone to contact more friends than in the past.

Mrs. Hulbert Aldrich gave a report of progress on the Christmas Print Sale which opened on November 18 and will close December 28. About 250 prints have been acquired on consignment from galleries and artists and also by Junior Council purchase, as well as two gifts. Mr. Lieberman bought about \$1500 worth of prints abroad. Mrs. Aldrich thanked him for his assistance and for his installation of the exhibition. 45 prints have so far been sold. Volunteers to sell on Friday afternoons and weekends are urgently needed. Mr. Lieberman said that the largest attendance in the Penthouse is over the weekends and it is essential that the sale be kept open at that time.

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Mr. Carroll Cartwright announced that 11,535 calendars of the edition of 20,000 had been sold; 8,5000 still to go. The break-even point will be reached when 2,000 more books are sold. It is important that many more calendars be sold since this is a source of income for the Council.

Harold Leeds gave a report on the 1960 calendar plans. The committee has reviewed the work of about twelve graphic artists, and feels it would be wise to continue exploiting the Museum Print Collection for the 1960 calendar, possibly using only American prints. Perhaps something vastly different could be produced for 1961.

The Lecture Series Committee report was given by Mrs. Grant Sulzberger. The aim of this series is to get persons, distinguished in their own professions, to speak on their fields in relation to art. Paul Tillich will lecture on "Art and Ultimate Reality" on February 17; March 3, Dr. Harlow Shapley will speak about "Galaxies and Goals" and, on March 17, Dr. Theodor Reik's lecture will be entitled "Looking and Listening". Ticket prices for the series will be \$6.75 for Members; \$9.00 for Non-Members. Single lectures will be \$2.50 and \$3.25. This is higher than usual because the committee has to pay the lecturers more than speakers have been paid in the past. Also, auditorium costs have gone up. The figures are on a break-even basis.

Mrs. Sulzberger asked Mr. Wheeler about the possibility of publishing the series. He said that it was necessary to buy publication rights. However, Mr. d'Harnoncourt said that it was very important to obtain permission to tape the lectures. Some of the most exciting comments come out in the discussions following the talks.

Mrs. Straus introduced Miss Jane Sabersky who was recently hired to review works selected for the Art Lending Service. Miss Sabersky said she was enjoying working with the ALS.

Mrs. Straus announced that a Dinner for Designers, preceding the opening of "Twentieth Century Design" on December 15, had been arranged. Anyone interested in being a host or hostess for this evening should contact Mrs. August Heckscher.

The meeting was then turned over to Mr. d'Harnoncourt who read the list of Council officers and the new Executive Committee which will take office as of January 1: Chairman, Walter Bareiss; Vice-Chairmen, Harmon Goldstone and Anne Jones; Secretary, Celeste Bartos; Treasurer, Peter Rübél; Chairman-Executive Committee, Anne Jones; Co-Chairmen-Art Lending Service, Mary Barnes and Arthur Bullowa; Members-at-Large: Robert Graff, Carol Bradford, Barbara Sulzberger, Joanne Stern, Constance Cartwright; Honorary Chairman, Beth Straus.

Mr. Bareiss said that he was happy to be the new chairman, though it is not easy to follow Mrs. Straus after the "marvelous job she has done". He is very glad that she will stay on the Executive Committee and take over the Membership Committee. Mrs. Jones will be a terrific help, Mr.

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Bareiss said, as Chairman of the Executive Committee. He hoped that all Council members would have many new ideas to offer. He expressed his thanks to Mrs. Straus and hoped the future would be as good as the past. Mr. Bareiss also thanked Bill Lieberman, who has "informally" advised the Council for years.

Mrs. Straus thanked the group and said she would continue to work as hard as she could for Council activities.

Following the business meeting, Monroe Wheeler told the Council about exhibitions planned for the future.

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MEETING OF THE JUNIOR COUNCIL - June 2, 1959, 5:00 p.m., Trustees' Room

Walter Bareiss welcomed the Junior Council members and members of the staff to the final meeting of the season. He introduced the newly elected members of the Council: Mrs. Harding Bancroft, Miss Eve Forester, Mrs. John Haverstick, David Hughes, Mrs. Daniel Knickerbocker, John Mooney, Daniel Ruge, Mrs. Frank Webber and Mrs. A. A. Tilney Wickersham.

Though he was certain that everyone had heard the good news, Mr. Bareiss announced to the group that Mrs. Donald Straus had been elected a Trustee of the Museum. He was delighted that she would continue to work on the Council "giving us an excellent inside track".

In the absence of Mrs. E. Powis Jones, Mr. Bareiss reported on the progress of the work of the National Committee to Liberalize the Tariff Laws for Art. 70,000 copies of the "Plea for Your Support" have been distributed by museums and organizations across the country. Hearings on the bill will be held shortly in Washington and everyone is hopeful that the bill will be passed in this session of Congress. He congratulated the co-chairmen of this committee, Mrs. Jones and Mrs. Louise R. Smith on the terrific job being done.

Mr. Bareiss explained the new Executive Committee policy of having members-at-large rotate each year so that everyone who is interested, and has the time to devote, can eventually serve on the Executive Committee. The officers and members-at-large for 1959-60 are: Honorary Chairman, Mrs. Donald B. Straus; Chairman, Walter Bareiss; Chairman-Executive Committee, Mrs. E. Powis Jones; Vice-Chairmen, Arthur M. Bullowa and Harmon H. Goldstone; Secretary, Mrs. Armand P. Bartos; Treasurer, Peter A. Rübél; Members-at-Large: Armand P. Bartos, Carroll L. Cartwright, Miss Pamela Colin, Arthur D. Emil, Harold E. Leeds, Mrs. Lawrence S. Phillips and Mrs. Philip D. Wiedel; Staff Adviser, William S. Lieberman.

Before calling on committee chairmen for their reports on activity since February, Mr. Bareiss asked Rene d'Harnoncourt if he wished to make any comments. Mr. d'Harnoncourt said that he only wanted to "answer" a memorandum which he had just received from the Council that morning regarding the 1959 Christmas Print Sale. Since the Museum will be launched on its fund-raising drive around the time proposed for the Print Sale--November 23-December 20, he would like to reserve decision regarding the Penthouse space. Everyone loves the Christmas Print Sale and Mr. d'Harnoncourt will try to give the Council a definite answer regarding the 1959 sale in about two weeks.

Mr. Bareiss asked Peter Rübél to report on "Recent Sculpture - U. S. A." Thanks to all the members and friends who wrote letters, the Benefit opening of the sculpture show was a "howling" success. \$9,945 was collected; expenses for the Benefit amounted to about \$1,500, making a net profit of approximately \$8,400. 892 tickets were sold and 615 persons attended the opening.

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Regarding the exhibition itself, Mr. Rübél said that it was very well received. The press, including The New Yorker, was most kind. 28 pieces of sculpture were sold opening night, including seven works bought by the Museum. One piece has been sold since May 12, making a total sale value of \$24,000. The Council has received \$1,500 in commissions as it does not take its 10% commission on pieces sold to the Museum. This is a much higher amount than had been expected. Mr. d'Harnoncourt injected a comment here, which he said, was really a "secret": The Museum Board of Trustees has voted a fiery and impassioned vote of thanks to the Council in general and, specifically, to the members of the Recent Sculpture Committee, as the Museum could not have done this show without the Junior Council. Mr. Bareiss thanked Mr. d'Harnoncourt for his superb job in installing the exhibition. Mrs. Straus proposed a vote of thanks to Mrs. Jones for her magnificent job on this project. This was seconded by Mr. Bareiss.

The show will close at the Museum on August 16 and will then circulate to Denver, Los Angeles, St. Louis and Boston.

A report on the lecture series, "Dimensions 1959" was given by Mrs. David Christy. The first lecture was on February 17 with Paul Tillich speaking on "Art and Ultimate Reality". Everyone felt that this was a particularly successful evening. Harlow Shapley speaking on "Galaxies and Goals" was less successful because he gave a rather set speech. The Theodor Reik lecture was, as he suggested, a "chat", and rather elemental. The idea of the series, however, was considered a worthwhile one, if only because it brought new audiences into the Museum.

Total receipts from sale of tickets for the series were \$3,150; expenses amounted to approximately \$2,200, making a profit of \$950. \$500 of this will be used towards future series; the remainder will go into the general Junior Council fund. Mrs. Christy expressed her thanks to Robert Graff, who took over the chairmanship of the committee in her absence, and also to Mrs. Arthur Altschul who arranged to have the mailing piece printed without charge.

In answer to the many requests for printed copies of the Tillich lecture, the committee had the script mimeographed and it is now for sale at the Front Desk at .50 per copy.

Plans are now underway for "Dimensions 1960". After reviewing a great many suggested names, the committee agreed upon the following eight scholars, from among which, it is hoped, the three lecturers for 1959-60 will be selected: Robert Oppenheimer, Julian Huxley, Arthur Miller, Lancelot Whyte, Isador Rabi, John Galbraith, David Riesman, Nelson Glueck. This list has been sent to Mr. d'Harnoncourt for his approval.

Mr. Bareiss thanked Mrs. Christy for her successful work on a project which he considered a daring trial after a long absence of lectures. Mrs. Straus said that, in the past, lectures used to lose about as much as this series made.

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Miss Pamela Colin reported on the 1959 Christmas cards. This year, the Council had the entire responsibility of obtaining designs, except for the actual selection, which is done by the Museum. From a total entry by 46 artists, six designs by the following artists were chosen: Sato, Bullaty, Osborn, Cartier-Bresson, Morath and Chermayeff. All the artists have been notified and paid. Also included in this year's selection of cards are a Frasconi design used by Governor Rockefeller last year and a Matisse and a Klee from the Museum Collection. This year, the Council will receive 8% of all profits on sales up to \$20,000 and 10% of all profit over \$20,000. The Council will be responsible for sorting the cards and envelopes when they arrive from the printer and all members will be called upon to help. Mr. Bareiss thanked Monroe Wheeler for his cooperation in working out the new financial arrangement.

Progress on the 1960 Appointment Calendar was reported on by Carroll Cartwright. The production phase is about to be completed, as the calendar is due next month. An edition of 20,000, the same as last year, will be printed. Doubleday and Co., Inc., the Museum's distributors, will take 5,000. The 1960 calendar will have a red end paper and red envelope with the same format as the 1959 book. The subject matter of the prints is "The Museum Menagerie"--birds, animals, insects. There will be 27 prints with several in color. When the Christmas card assemblers are finished with their job on that committee, Mr. Cartwright said they would be welcome to help stuff the calendar brochure into its envelope. This pamphlet, mailed to the entire Museum membership, was very successful in advertising the calendar last year. The unit cost of the calendar will be slightly higher, approximately .97 per book, including publicity and other side expenses.

The entire edition of the 1959 calendar has been sold, including an overrun of about 2,000 copies.

Mr. Bareiss asked Mrs. Armand Bartos to report on the film showing of "Around and About Miro". The film by Thomas Bouchard was shown in the Museum auditorium on May 5. The third floor gallery was open from 8-9 p.m. so that visitors could see the Miro exhibition before the film started at 9 p.m. Mr. d'Harnoncourt introduced Mr. Bouchard and Joan Miro who were present in the audience. Tickets were .95 and the auditorium was completely sold out. Total receipts were \$427.85; expenses were approximately \$458.07, leaving a small deficit of \$30.22. Mr. Bareiss said that this was a remarkable success considering that it was planned the very last minute when it was known that Miro was coming here.

The report on the Art Lending Service was given by Arthur Bullowa. Thanks to the active cooperation of many members of the Council, the Lending Service has had its best year so far. 681 rentals were made from October through the end of May--which is about 22 rentals a week. 587 rentals were made during the same period last year. There were 169 sales during this period in 1958 and 189 this year. Total income up to June 1 amounted to \$12,700 as opposed to \$11,000 by June 1 last year. This is particularly interesting since the ALS didn't reopen until October 1, 1958. Last year, \$1,800 had already been received by October 1.

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The Lending Service has expanded in many directions. The staff has been increased to two fulltime employees, as well as the continued assistance of Mrs. Waldo Rasmussen, who is responsible for many rentals on weekends. Mr. Bullowa said that he was sure everyone had met Mrs. Daniel Davis in the Lending Service, however, he wished to introduce her as well as John Carter, their new staff member.

Harmon Goldstone added that part of the success of the Art Lending Service was due to the physical expansion of the till room and gallery space. People can now look at works more easily. The ALS is grateful to the Museum for making this space available.

Mr. Bullowa reported that there was reason to believe that the new overhead lighting in the gallery as well as under-shelf lighting would be installed within the next three months. Ceiling fixtures have been ordered, but Mr. Bullowa would not promise when they would arrive.

More volunteers in the Lending Service can always be used, even in the summer. Mr. Bareiss said that anyone not actively engaged on other projects would find volunteer work in the ALS one of the most enjoyable jobs and the best way to get a feeling of Council activity.

Beyond these standing committees and special projects on which reports were heard, Mr. Bareiss remarked that there are occasionally other activities on which Council members are invited to work. Mrs. McCauley Conner, for example, worked for Bill Lieberman on the current American print exhibition. Special jobs and new committees do arise and Mr. Bareiss would like to hear from anyone who wishes to be more active or is not happy with what he is doing now.

Mr. Bareiss thanked all committee chairmen for their work during the past year and he also expressed his thanks to Mrs. Straus for turning over such a well-running organization. A special thank you also went to Mr. Lieberman and Mrs. Samuel Shaw, without whom it would be impossible for the Council to do its work. Mr. Bareiss said it was wonderful that such good cooperation was received from the entire staff.

As there were no comments or questions from the group, the meeting was adjourned for cocktails in the Penthouse.

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June 8, 1959

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MEETING OF THE JUNIOR COUNCIL - May 17, 1960, 5:00 p. m. - Trustees' Room

Mrs. E. Powis Jones, Co-Chairman of the Junior Council, opened the meeting with several announcements. She reported with regret that Robert Graff had resigned and the following three members had requested leaves of absence: Mrs. Edward Barnes, Miss Eve Forester and Mrs. John Haverstick. Mrs. Jones welcomed the new members to the Council: Mrs. Hale Allen, Mrs. Lemuel Ayers, Mario di Valmarana, Mrs. Robert Gatje, Mrs. Gerry Goldsmith, Richard Plaut, William Rayner and John Spencer. Mrs. Jones described the system employed this year regarding new members. There were 28 requests received from persons wishing to join the Council. Mrs. Jones and Walter Bareiss took these people to lunch or cocktails and explained the work of the Council. A number dropped out at this point and the rest worked for several months in the Council office and eight were elected to membership in April. Anyone wishing to propose someone for membership should do so by next January, preferably in writing, giving the name, telephone number and some information about the prospect. Lack of space and the limited number of projects on which people may work make it advisable to keep the Council membership to fifty.

Peter Rübél was asked to give the Treasurer's Report. Mr. Rübél reported on two endeavors, the 1960 Appointment Calendar and the 1959 Christmas card sales. All of the 19,824 calendars were sold, however, the profit was less than last year partly because of a printing under-run. The cost of the book was \$1.03 per copy. The Junior Council earned \$3,875.50; the Museum received \$4,675.50. Under the new arrangement on Christmas cards, \$1,984.53 was made by the Council. The Museum made \$23,000. The seven top sellers were: Steinberg, 38,000; Bullaty, 33,000; Frasconi, 31,000; Chermayeff, 20,000; Sato, 20,000; Warhol, 16,000 and Osborn, 15,000. Mrs. Jones hoped it would be possible to do even better this year.

As Miss Pamela Colin was absent, Mrs. Jones reported for her on the pleasant evening at the Guest House at which Alexander Liberman showed slides of the "Artist in His Studio". She said she was very grateful to Miss Colin for arranging this event.

At the request of the Museum, the Junior Council gave a dinner on December 14 before the opening of "16 Americans". This project was ably handled by Mrs. Harding Bancroft and Mrs. Amory Bradford.

Mrs. Lawrence Phillips reported on the ALS Retrospective Exhibition. This show was organized in order to celebrate the tenth anniversary of the establishment of the Art Lending Service. A committee reviewed all the sales made through the Lending Service over the past ten years and a preliminary selection was made from photographs. 58 items were in the show which opened on January 25 and ran for six weeks. It was followed by a six weeks installation of new selections from the Art Lending Service.

For the opening of the Retrospective, 1,000 invitations were sent out primarily to artists and galleries. The evening was quite successful, Mrs. Phillips said, with about 550 people attending. The cost of the opening was approximately \$1,000; a portion of this expense has been assumed by the Museum. Mrs. Phillips felt there was no doubt as to the success of the Retro-

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spective exhibition. The number of rentals for each of the first four months of this year surpassed those of the same months of the previous year. Many persons took out Museum memberships in order to be able to rent works. There was a great deal of publicity on the show, including an article in the Sunday NEW YORK TIMES. More than two dozen letters were received as a result of this publicity, mostly from people wanting to know how to rent a painting or how to set up a lending service. Letters were also received from artists and dealers wishing to be included in the ALS collection. The total cost of the exhibition, including the opening, was \$4,900.

The new selections exhibition was not so successful, Mrs. Phillips said. The show was composed of 72 works. There were only 17 rentals and one sale in spite of every effort to make it easy for people to visit the Lending Service. Mr. Bullowa injected that this was one of the best shows the Lending Service had ever put on and, he felt, rentals were not the only measure of success. Mrs. Phillips thanked the Committee, particularly Mr. Bareiss who selected the first show, and William Lieberman, Mrs. Samuel P. Shaw and all the volunteers who helped at the opening. Special thanks were due Mrs. Daniel B. Davis and John Carter of the ALS who spent nights as well as days on the show. Mrs. Jones said she wanted to especially thank Mrs. Phillips for handling a difficult job.

Mr. Bullowa announced that the ALS Retrospective was going to travel for over a year under the auspices of the Department of Circulating Exhibitions. For the Lending Service in general, he reported that, up to April 30, there were 755 rentals--a substantial increase over the year before--and 188 sales. Gross income amounted to over \$15,000. There was an inventory of nearly 800 works of art, probably more than could be handled within the limited space. Mr. Bullowa remarked that all the reasons for the ALS doing so well were not of its own making. Buying and selling works of art has become a very popular business.

One direction in which the Lending Service will expand, Mr. Bullowa reported, is in offering photographs for sale to Museum members. With the active cooperation of the Photography Department, the ALS hopes to have more than 60 photographs displayed in albums. All the photographs will be for sale only at \$25.00. A show of the photographs will open in September. Mrs. Jones said she thought the photography idea was a good one and something which the Photography Department has wanted to do for some time. She asked the members to spread the word that photos were for sale in Art Lending as there is some doubt as to whether there is a market for them.

Regarding the 1960 Christmas cards, Harold Leeds reported that 187 designs were submitted and reviewed from which four were selected for use as cards. Nine cards were selected from the Museum Collection. Twelve cards left from previous years would be included again this year making a total of 25 cards available. Mr. Leeds felt it would be a well-balanced selection. Mrs. Jones said that Mr. Leeds had worked out all this with a minimum of fuss and Monroe Wheeler had asked that he serve as chairman again next year.

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As Mrs. David Christy was unable to be present, Arthur Emil reported on the Dimensions lectures. There were two speakers this year: John Kenneth Galbraith on January 19 spoke on "Economics, Art and Environment" and, on September 12, Walter Kaufmann's topic was "Alienation in Art and Philosophy". 230 persons attended the Galbraith lecture for which 247 tickets were sold. Income amounted to \$511.50 with expenses at \$755.41, leaving a deficit of \$243.91. This deficit has been underwritten by the father of one of the members of the Dimensions Committee. The attendance at the Kaufmann talk was 214 though only 188 tickets were sold. Receipts amounted to \$263 and expenses were approximately \$670, leaving a deficit of about \$407. Next year, there is a possibility of a science-humanities seminar under the direction of Arthur Drexler and sponsored, perhaps, by IBM. An alternate possibility would be two or three lectures in the fall. Harmon Goldstone suggested C. P. Snow and Mr. Emil said that he was one of two people under consideration. Mrs. Jones said the Council owed a real debt to the generous donor who had contributed the money to make up the deficit on the Galbraith evening.

On the 1961 Appointment Calendar Mr. Emil reported that it was well along in production. The calendar will be based on photographs by Lee Boltin of sculpture from the Museum Collection. 25-30 photos will be included. 25,000 calendars will be ordered. This is a larger edition than in the past and there may be some difficulty in selling more, but this calendar has an entirely new format and the Committee felt it warranted an additional printing. The 1961 calendar has two spiral binders so that the photos can be removed at the end of the year and kept as a book. This will be the first book on the Museum sculpture collection. The selling price will be raised to \$3.00 to non-members. Mr. Emil said that there was a plan under consideration to have a display of the photographs in November in conjunction with the Christmas Print Sale and perhaps some would be sold. Mr. Emil said he wished to personally thank Mrs. Carroll Cartwright as, without her, the calendar could not have been produced. She is resigning from the Calendar Committee this year and her job will be taken by Mrs. Goldsmith. Mrs. Jones added that most members had no idea of how much work went into producing the calendar and she also thanked Mrs. Cartwright for her faithful work on the past three calendars. Mr. Emil announced that the Calendar Committee is also working on a poster wall calendar for 1962 in addition to an appointment calendar.

Mrs. Jones announced that a new committee had been formed this year because there was never time to discuss new ideas at the Executive Committee meetings. This New Projects Committee met throughout the fall and winter under the direction of Mrs. Alfred Stern. Mrs. Stern said she thought everyone had enjoyed this committee which started meeting in November. Each committee member was assigned to visit a Museum department head to obtain ideas from that department. Some concrete projects have resulted Mrs. Stern reported. In order to help the Film Department view films and possibly develop film evenings, a Film Screening Committee is being formed and will be headed by Mrs. Robert Kintner. The Photography Committee of the Art Lending Service grew out of a New Projects Committee discussion. At the moment, the next major Junior Council show is being considered for 1962-63. Mrs. Stern said that an idea introduced by Mrs. Cartwright to have some sort of a total American art exhibition at the Museum during the run of the 1964 World's Fair has been passed on to the Museum's Program Committee. Mrs.

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Junior Council Meeting - May 17, 1960

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Stern asked members to submit ideas to the New Projects Committee and Mrs. Jones suggested that anyone with an idea could come to a meeting of this committee to present it.

As neither of the chairmen of the 1959 Christmas Print Sale were present, Mrs. Jones read that report. There was a total of 293 prints in the sale; 258 different impressions. There were 213 gallery prints of which 149 were sold; 65 prints owned by the Junior Council, 45 of which were sold and 15 prints owned by the Print Room, 11 sold, making a total of 205 prints sold. Total expenses were approximately \$3,240; income totaled \$4,839, leaving a net profit of \$1,599. The sale was installed in the Penthouse from November 16 to December 20. Mrs. Jones thanked Mr. Lieberman for his work in selecting and installing the prints.

Next year, Mrs. Jones said, the Print Sale will be repeated, even though it is a lot of trouble, because it is very popular with the Museum members. Davis Allen and Mrs. Armand Bartos will help with the selection. Mr. Lieberman explained that this year there will be prints priced up to \$300 in an effort to improve the quality of the exhibition. In the past, the maximum price of any print has been limited to \$150. Mrs. Jones added that the galleries are being asked to do their own framing to simplify the operation.

Mrs. Jones reported a hope of getting the Original Prints Project launched this fall. Under this plan, prints in editions of 80 would be sold at the Front Desk. Four prints have so far been obtained: Two Dubuffets, one Pollack and one Blackadder. The project will be put into operation when two more prints are received. Mr. Leeds has agreed to handle this committee.

Mrs. Jones told the group of a request from the Museum to put on two series of lectures in the fall. These lectures would be presented by Mrs. Sheldon Keck, well-known art conservator. The first series is planned as a seminar aimed at collectors. The course would be at the Guest House, one day a week for five successive weeks, and would be limited to fifty persons. This is planned as a demonstration course for which there would be a high admission fee. The second series, still in the discussion stage, is thought of as a daytime course in the Auditorium directed at artists and art students. If anyone wishes to help on this project he or she should contact Mrs. Jones.

Regarding the Children's Book Committee, Mrs. Jones reported that very little had been done because Victor D'Amico did not have the time this year, but perhaps work on it will start in the fall.

Mrs. Jones said that this was the time of the year when she liked to hear from members as to what they would like to do next year. She sincerely thanked the many members of the Museum staff who helped the Junior Council throughout the year. All the staff members are very generous with their time, and it is very rewarding working with them. She particularly thanked Mrs. Shaw and Mr. Lieberman.

Mr. Lieberman asked that the Council's delegates to the Museum Program Committee be reminded to attend these meetings as none was at the last meeting.

The business meeting was followed by cocktails in the Garden.

DBLamanna/May 31, 1960

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MEETING OF THE JUNIOR COUNCIL - November 15, 1960 - 5:00 p.m. - Trustees' Room

Walter Bareiss, Co-Chairman of the Junior Council, opened the meeting with several announcements of new appointments. Arthur M. Bullowa and Mrs. Carroll L. Cartwright are the new representatives from the Council to the Museum's Program Committee and Armand Bartos will represent the Council on the Collections Committee. Mrs. Lemuel Ayers will attend meetings of the Museum committee on Thursday night programs to see if there is something the Council can do in connection with these special events.

Two new staff members were introduced: Richard Ahr, who is working in Art Lending for John Carter who is ill and Miss Froma Berlin, part-time assistant secretary in the Council office who will serve on this year's Christmas Print Sale desk.

Mr. Bareiss reported that six original prints, specially commissioned by the Junior Council, are on display in the auditorium gallery. The prints, priced from \$40-\$50, are by Pollack, Blackadder, Altman and Dubuffet. A Baskin woodcut has also been received and will be installed with the others next month. Photographs of these works were shown to the group. Mr. Bareiss said that the prints are sold at the Front Desk and a decision must still be made as to whether a members' discount will be given.

Mr. Bareiss announced the appointment of Mrs. Robert Kintner as chairman of the Film Screening Committee. This committee is attending screenings in an effort to find interesting avant-garde films. Mrs. E. Powis Jones added that this committee is not very large and anyone wishing to join it may do so.

Mr. Bareiss reminded the Council members that now is the time to give Mrs. Jones the names of any prospective members, preferably in writing.

Mr. Bareiss announced the formation of a new committee, under the chairmanship of Mrs. Cartwright, to investigate the possibilities of publishing a book.

The Council Treasurer, Peter A. Rübél, reported for the year ending June 30 expenses and Council contributions to the Museum amounted to \$32,032. Income was \$26,845. Income over expenses equaled \$5,187; added to the balance of the previous year, the total balance amounts to \$29,240. \$10,000 of this has been allocated to RECENT PAINTING USA: THE FIGURE and the remainder is for general running expenses of the Council.

Mr. Bullowa was called on for the Art Lending Service report. He said that everyone had received the annual report and, he assumed, read it. Since that was written, several things have occurred. The photography show, PHOTOGRAPHS FOR COLLECTORS, has proven there is a market for photographs. About 75 photos have been sold, however, there are still about 300 photos in ALS. The inventory of photographs is too large in proportion to the entire selection of works of art and arrangements have been made to send 163 photos to the photography department which will act as a gallery consigning works to the Lending Service. The show was largely the work of Miss Grace Mayer who selected and installed the exhibition.

Mr. Bullowa introduced William Seitz, the new selections adviser, under whose supervision the ALS collection is being restocked.

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Meeting of Junior Council, November 15, 1960

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Mr. Bareiss thanked Mrs. Cartwright for her work in organizing the photography exhibition.

The report on the 1961 Appointment Calendar was given by Mrs. Cartwright. The book contains 28 photographs by Lee Boltin of sculpture from the Museum Collection. The calendar was designed by Dominic Arbitrio and printed again by J. W. Field. The new format makes it possible to remove and retain the photos at the end of the year. An edition of 25,000 has been printed and 10,938 have been sold as of November 11; this includes 4,000 to Doubleday and 2,339 to contributing members. This year the price to non-members was increased to \$3.00. On behalf of Arthur Emil and herself, Mrs. Cartwright thanked the members of the Calendar Committee and also William Lieberman for all his time and thought on this project.

Mr. Emil announced that work has begun on the 1962 Appointment Calendar which will be based on photographs from the Museum photography collection. The Calendar Committee is now trying to make a selection from thousands of photographs, and it is hoped the photographs can be printed abroad. A new designer, Peter Bradford, has been retained to design the book. The committee is also planning to produce a wall calendar for 1962 which will sell for less than \$1.00. Wilder Green, from the Department of Architecture and Design, is working with the committee on design plans which will include a competition at an art school to acquire a calendar design.

Miss Pamela Colin reported on the course, "Practical Help for Painting Collectors", given at the Guest House by Mr. and Mrs. Sheldon Keck. 450 letters were sent out to Trustees, the 30th Anniversary Committee, members of the Collectors Club and miscellaneous New York collectors. All were invited to attend the five sessions at \$100 per person. 23 signed up for the series at a total of \$2,300. Expenses amounted to \$1,325, leaving a profit of \$975. Three museums, the Guggenheim, Whitney and Museum of the City of New York were invited to send a staff member as a guest. Mr. Seitz said that he would have liked to attend this course and he wondered why the MOMA staff was not invited. Mrs. Jones replied that it would have been impossible to admit the entire Museum staff and only members of the Registrar's staff were issued special invitations. However, any other curatorial staff members who expressed an interest were welcomed.

Mr. Bareiss said that a second series of lectures by the Kecks is being considered for this winter. The plan, Mrs. Jones added, is to have the course for artists, discussing materials, techniques, etc., on Saturday mornings.

Mrs. David Christy discussed the plans for the Junior Council fourth national exhibition, RECENT PAINTING USA: THE FIGURE, which is scheduled for May 1962. She thanked Mrs. Alfred Stern and Mrs. Jones for all the work they had done on the show up to this point. One thousand entry cards and prospecti were initially sent out. 5,000 more prospecti are available to answer requests. The selection will be made in three stafes. Preliminary selection will be made from photographs; about 10,000 photos are expected. Approximately 1,000 actual works will be selected to be sent to regional centers for viewing. Members of the staff will go to regional centers to make a secondary selection of works which will be sent to New York for the final selection.

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At certain periods of the year, volunteers will be needed and if anyone is interested in opening and sorting photographs in March he or she should contact Mrs. Christy. The estimated budget for the show is \$30,000. \$10,000 has been allocated from Council funds, \$10,000 is expected from a benefit opening and \$10,000 must be raised elsewhere. Mrs. Christy said it is hoped that \$5,000 can be made on circulation if the Council is permitted to circulate the show itself, the remaining \$5,000 must be raised in contributions. Contributions will be welcomed from Council members.

Mr. Bareiss reminded the group that the Council is not a fund-raising organization, but funds are needed to run Council projects in addition to money required by the 30th Anniversary Drive.

Regarding the Christmas Print Sale, Mrs. Jones reported that it will open in the Penthouse on November 22. This year, it will be shorter and run until December 11. The Sale will be installed in two sections, the first from November 22-November 30 and the second from December 1-December 11. Prices range from \$25-\$405, framed, and most of the prints are between \$50 and \$100. This year, galleries are doing their own framing in order to simplify the complicated bookkeeping. The Council owns 24 prints. Miss Berlin will handle the sales desk except on Mondays when Mrs. Clark Andrews will take over.

Mrs. Alfred R. Stern said that she had nothing to report as yet on the New Projects Committee except that the committee had met and would welcome guests to its meetings or suggestions for new projects from Council members. The New Projects Committee plans to meet monthly.

Mrs. Kintner reported on the work of the Film Screening Committee. Richard Griffith has about four hours of films to be seen and he would like to have these viewed in two two-hour sessions. Mrs. Kintner said that the committee had seen one Hindu film which was delightful and if there are any persons interested in this project, she would be happy to have them join the group.

Mr. Bareiss announced that the museum in Richmond would be showing the AIS Retrospective exhibition beginning December 16 and Mrs. Douglas Auchincloss was going down to represent the Museum and the Junior Council at the opening.

Mr. Bareiss asked the Council members to submit any ideas or suggestions to him or Mrs. Jones and, also, to speak to Mrs. Jones if they are not satisfied with their present projects.

The business meeting adjourned for cocktails in the Penthouse.

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THE MUSEUM OF MODERN ART

Date 3-10-61

To: William Lieberman

Re: Junior Council Meetings

From: Dottie Mayhall

Just a reminder about the Junior Council meetings scheduled for the coming week:

- Monday, March 13th at 12:30.....Book Committee in the Committee Room
- Tuesday, March 14th at 12:15.....Executive Committee at the Guest House
- Wednesday, March 15th at 5.....Calendar Committee in the Committee Room

Hope to see you.

JW

A vote of thanks was tendered to Mrs. Auchincloss for representing the Museum at the opening of the Retrospective in Richmond, Virginia in December. She spoke on behalf of the Council to about 300 persons there.

The following appointments were announced: Mrs. Stern has agreed to serve as Vice-Chairman of the Junior Council with Mr. Bullowa; Mrs. Christy will be Chairman of the New Projects Committee; Mrs. Cartwright and Mrs. Allen will serve as Co-Chairmen of The Guide to Modern Art in Europe 1961; Miss Pam Colin will be Chairman of the Recent Painting USA Benefit; and Mr. Spencer will serve as Vice-Chairman of the Art Lending Service. The following Council members have agreed to serve as members-at-large on the Executive Committee: Mrs. Allen, Mrs. Andrews, Mr. Page, Mr. Rayner, Mr. Spencer, Mrs. Conner, Mr. Gatje, and Mr. Altschul.

In Mr. Rubel's absence, Mrs. Jones presented an informal financial report.

The balance brought forward as of July 1st, 1960.....	\$29,240.70
Estimated Expenses.....	20,000.00
Estimated Income.....	17,000.00
Estimated Loss.....	(\$3,000.00)
Estimated Balance, July 1st, 1961.....	\$26,000.00
Allocated to Recent Painting USA: The Figure.....	10,000.00
Balance.....	\$16,000.00

Mrs. Jones pointed out the fact that the Council needs a good money making project.

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Junior Council Meeting, May 10, 1961, 5 pm at the ~~Guest~~ House

Mrs. E. Powis Jones, Co-Chairman of the Junior Council opened the meeting with several announcements. She reported that two resignations have been received and the Council is sorry to lose Mrs. James Laughlin and Mrs. Philip Wiedel. Leave of Absence for next year has been requested by Mrs. A.A. Tilney Wickersham and Mrs. Ruth E. Cooke.

Six new members were introduced: Mr. Louis Baker, Mr. Robert Gatje, Mr. and Mrs. Erwin B. Steiner, Mrs. Irving Straus, and Mrs. Stanley Van Vliet Jr.

Two new staff members were introduced: Miss Dorothy Mayhall who has assumed Miss Lamanna's duties as Executive Secretary while Miss Lamanna works on Recent Painting USA: The Figure, and Miss Mary MacGregor who is the new Assistant Secretary in the Art Lending Service. She announced that this week Mr. Thomas Fenaughty had been hired to work in Art Lending on weekends.

Mrs. Jones reminded the Council members that recommendations for new members should be made now or early in the fall so that prospective new members can be interviewed before Christmas, and then put to work. If recommendations for new members are received after Christmas there really isn't time for them to try out. New member recommendations should be sent to the Council Office preferably in writing giving name, address, and telephone number.

A vote of thanks was tendered to Mrs. Auchincloss for representing the Museum at the opening of the Retrospective in Richmond, Virginia in December. She spoke on behalf of the Council to about 300 persons there.

The following appointments were announced: Mrs. Stern has agreed to serve as Vice-Chairman of the Junior Council with Mr. Bullowa; Mrs. Christy will be Chairman of the New Projects Committee; Mrs. Cartwright and Mrs. Allen will serve as Co-Chairmen of The Guide to Modern Art in Europe 1961; Miss Pam Colin will be Chairman of the Recent Painting USA Benefit; and Mr. Spencer will serve as Vice-Chairman of the Art Lending Service. The following Council members have agreed to serve as members-at-large on the Executive Committee: Mrs. Allen, Mrs. Andrews, Mr. Page, Mr. Rayner, Mr. Spencer, Mrs. Conner, Mr. Gatje, and Mr. Altschul.

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Junior Council Meeting, May 10, 1961

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Mrs. Jones discussed the Christmas Print Sale. There were fewer prints than usual, and they were more expensive. Out of a total of 154 prints, 84 were sold. 30 of these belonged to The Junior Council and 18 were sold. The remaining Council owned prints were turned over to the Art Lending Service. The cost of the sale was approximately \$2,000, and we grossed \$2,682, leaving a profit of \$682.

The suggestion for next year's Christmas Sale is that we have a sale of prints, photographs, watercolors and drawings from the Art Lending Service collection, and display them in the Auditorium Gallery instead of in the Penthouse. Approval for this plan has not been received yet from the Museum, but a Memo was written requesting permission. The members of the Council approved this idea feeling that there would be more variety in the sale and that we should make more money.

The status of the Commissioned Prints was reported by Mrs. Jones. Sold to date are 4 Altmans, 4 Blackadders, 6 Dubuffets, 6 of the 2 Pollacks, and 6 Baskins. The total sales of 26 prints amounts to \$1,170. The cost of these prints was \$5,816 plus additional costs of about \$200. These prints are on display in the Museum in the stairway leading down to the Auditorium, and will very soon be exhibited in the Penthouse - each print is now being framed. There is a sign now on display on the rack at the front desk.

Mrs. Ayers reported on the Keck Lectures - Media and Methods. The Council together with the Whitney Museum and the Sara Roby Foundation sponsored the series of special illustrated lectures for professional artists in the auditorium on 5 consecutive Saturday mornings during February and March. The speakers were Mrs. Caroline Keck, Mr. Sheldon Keck, and Dr. Robert Feller. The purpose of the lectures was to orientate the artist with the problems of paint, varnishes, permanence in paintings, etc. The series ticket cost \$5, and due to the generosity of the Roby Foundation we were able to offer student tickets at half price. Attendance was: regular admissions - 188, and students - 16, making a total of 204. Total sales and the Roby contribution to the series totaled \$1,230. Expenses for the series were \$1,233.50 leaving a deficit of \$3.50. In order to answer the many hundred of questions put into the Question Box each week, a set of mimeographed notes was mailed to each ticket holder. The Council feels that the lectures were very successful because of the many letters of appreciation that were received.

Mr. Emil reported on the 1961 and 1962 Appointment Calendars. He regreted that the 1961 Calendar was probably responsible for the deficit noted in the financial report. Although the 1961 Calendar actually did break even, it didn't net the handsome profit that it usually does. The 1961 Calendar wasn't successful because of a number of reasons, namely because of the different design and the double fold format with the photographs.

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The 1962 Calendar is trying to make up for last year's inability to produce profit. It will have a more traditional design using woodcuts from the Museum collection. The Calendar Committee has been surprised at the variations and scope of the woodcuts. Peter Bradford, the designer, has come up with a very interesting design for the cover, and an effective layout for the inside pages. The Committee is interested in any new ideas in merchandizing that members of the Council may have, and hopes to make up for the 1961 Calendar in this way.

Mr. Emil also reported that the Committee was considering a wall-type calendar, and had contacted the Ulm School of Design in hopes of setting up a design competition there. However, nothing developed in this direction, the Ulm School had little interest in it, and Mr. Bareiss is looking for another school that might develop enthusiasm for such a project.

Mr. Cartwright reported for the Book Committee. He said that up to 3 months ago the Committee had been looking for a book to publish. The idea of a cartoon book on modern art entered the picture and was greeted with a good deal of enthusiasm by the Committee and the Museum. Now 7 or 8 members of the Book Committee are doing research in such publications as Punch, The New Yorker, Saturday Review of Literature, various cartoon books, and foreign publications. To date over 300 cartoons have been selected as worthy of possible publication, and undoubtedly double this amount will result. Hyatt Mayor, Curator of Prints at the Metropolitan Museum of Art, has been approached to take over as Editor, and he seems to welcome the idea. The Committee hopes to begin working with him soon. It is felt that this book might well develop into a best seller. Mrs. Cartwright, for whom Mr. Cartwright was reporting, wanted to express her delight with the way the members of the Committee have worked so very diligently on doing research for the book.

The report of the Art Lending Service was given by Mrs. Stern. She reported that the Art Lending Service has 977 works on hand now, including 315 photographs. Since last July, 899 new items have been added to the collection thanks to Alicia Legg and William Seitz, and the Selections Committee. This year's gross income has amounted to \$14,000 as compared to last year's \$15,000. Mrs. Stern pointed out the fact that in October 1958 when Muriel Davis first came to Art Lending, the Council did business with 65 galleries. Today Art Lending deals with 95 galleries. Thanks are due to Muriel Davis and Mary MacGregor for turning this "candy store" into a "Saks Fifth Avenue". It is remarkable also that in all this time Art Lending has never lost a painting. Thanks are also due to Mario di Valmarana who has designed new space for storing sculpture and photographs. A breakdown of the Art Lending Service inventory is: 315 photographs, 219 oils, 50 sculptures, 139 prints, 29 oil on paper, 39 gouaches, 16 pastels, 38 collages, 51 watercolors, and 81 drawings. A new brochure will be ready for the Art Lending Service in a week.

Mrs. Stern reported on the New Projects Committee stating that the biggest find of the year was The Guide to Modern Art in Europe which would be comprehensively reported on in this meeting.

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Mrs. Jones read the report of The Guide to Modern Art in Europe which stated that late in May, the Council will publish a Guide to Modern Art in Europe. It is hoped that the Guide will be useful to those interested in modern art who are traveling abroad this summer. This year's edition - a pilot project - will be mimeographed and have a simple format, and a colored paper cover. 14 Western European countries are included listing museums, special exhibitions from June 1 - October 31, 1961, festivals, and significant modern architecture.

The Guide will be mailed only to the Trustees, the International Council, the Junior Council, the countries contacted, and those people that we know are going abroad this summer. Mrs. Jones passed a pad of paper and a pencil around the room and asked those who knew of people going to Europe to list them and their addresses so that it could be mailed to them. The Guide has been rushed along in order to get it out this spring to see how it is received and what comments for improvements and suggestions are sent in. Next year, we will have sources of information established and have a response to the general overall idea of such a guide.

Questionnaires were sent to the Cultural Agencies of all of the Western European countries, and the response from them was, for the most part, cooperative and enthusiastic. Mrs. Jones commented on how extraordinary the enthusiasm of the Cultural Attaches had been. Even though it was quite an involved questionnaire with intricate questions, they were returned very promptly and filled out comprehensively. If the 1961 Guide works out well, the Council has an offer of \$1,000 to subsidize its publication next year. The Committee is anxious to see how it works out even though there hasn't been too much time to check out facts and it is inevitable that some inaccuracies will occur. Much can be learned from those who take the 1961 Guide and use it.

Mrs. Christy reported on the progress of Recent Painting USA: The Figure. By the deadline of March 6, 9,495 photographs and slides from 1,841 artists from 48 states and 5 foreign countries had been received. The only states not heard from were Kentucky and Nevada. Council members started processing the photographs in mid-February, and finished processing them by mid-March. The photographs and slides are now being viewed by the Museum staff for selection.

Contributions to the show have been \$1,795 and \$8,000 is needed. Contributions have ranged from \$15 to \$500, and contributions are welcomed. Miss Pam Colin will head the Benefit next spring in May.

Mrs. Jones expressed her thanks and praise to Mrs. Christy and Miss Lamanna who have surmounted obstacles thrown in their path admirably and effectively. She thanked those who had contributed to the show and hoped more would do so. The exhibition will cost \$28,000 and contributions may be made this year or next.

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Miss Colin reported on plans for the Benefit on May 21, 1962. She asked that each Council member prepare a list, especially the new members, so that all names can be checked and sponsor letters be sent out in the fall. It is hoped that each Council member will write to friends and invite them to become sponsors. Plans for the Benefit are to have it in the Museum Garden with a jazz band, and to charge \$25 per couple including drinks. It is hoped that it will be lots of fun, and it should be nice weather then late in the spring. The important thing now, is for the new members to send in their lists of names.

Mrs. Jones thanked various members of the staff for their assistance and the meeting adjourned for cocktails at the Guest House.

d. mayhall
5-29-61

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THE JUNIOR COUNCIL MEETING, May 15, 1962 at 5 p.m. at the Guest House

Mrs. Jones, the Co-Chairman of the Junior Council, opened the meeting by announcing with deep regret the resignation of Walter Bareiss as Co-Chairman. He will not be returning to the United States to live in the fall as he had planned. He will retain his membership in the Junior Council, however. Resignations as of June 1st were also received from Harmon H. Goldstone and Mrs. John E. Lockwood. Mrs. Jones also announced with regret that Mrs. Daniel B. Davis will be leaving the Art Lending Service in August. Mrs. Davis had wanted to leave in June, but has kindly consented to stay on until August to train her successor. Mrs. Jones expressed her appreciation to Mrs. Davis for her devotion to the ALS over the past four years.

Mrs. Jones introduced Campbell Wyly to the Council. Mr. Wyly was assigned to us by the Museum in November to do the curatorial work connected with the Lending Service. The Council is well pleased with the results of this new arrangement.

The new members of the Junior Council were introduced. They are Robert G. Berry, Mrs. Lawrence Bittenweiser, Dr. Denton S. Cox, Mrs. Ben Heller, Mrs. John Jakobson, and Mrs. William Blair Meyer.

The fall meeting of the Junior Council will be held October 30th at the home of Mr. and Mrs. Allan Emil. This will be a great treat and the Council is most grateful to the Emils for this invitation.

Mrs. Jones reminded all members to let her know if they want to change committee assignments. She also reminded the Council members that recommendations for membership should be made by letter giving name, address and phone number of whomever they are proposing. Mrs. Jones contacts these prospects and arranges to meet and talk with them about the Council. If they are likely candidates, they are put to work after Christmas. Appointments to the Council are made from this group only in the spring of each year.

The Junior Council is indebted to Mrs. Douglas Auchincloss, Mrs. Robert C. Leonhardt and Mrs. Daniel B. Davis for attending the VCAM (Volunteer Committees of Art Museums) Conference in Boston on May 9-11. Mrs. Auchincloss delivered a brilliant report prepared by Mrs. David S. Christy on RECENT PAINTING USA: THE FIGURE. Mrs. Leonhardt reported meeting many interesting people at the conference and she gathered ideas for the New Projects Committee. Mrs. Jones asked her to write a report on the conference for the files. Mrs. Auchincloss feels strongly that the Junior Council should attend the next conference as many good ideas are expressed, and it is an opportunity to meet other people with similar interests.

Mrs. Jones announced Mrs. Robert E. Kintner's offer to arrange a special showing this fall of the new Van Gogh TV film as well as the recent Picasso TV show at NBC. A majority of the Council expressed interest in seeing the films. The Council voted to have the the showing in the late afternoon rather than in the evening if this can be arranged.

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Mrs. David S. Christy reported on the forthcoming exhibition, RECENT PAINTING USA: THE FIGURE. 40,000 catalogues were published and 30,000 were mailed to members. There are 74 paintings by 74 artists selected by Alfred H. Barr, Jr. Miss Dorothy Miller will install the show. All works will be for sale at the Benefit opening and no reservations can be made before then. The Museum is buying the Goodman and the Landau. Financially, the exhibition is in good shape. The Council had allocated \$10,000 and contribution amounting to \$5,000 were received. Ticket sales have been very good; the estimated cost of the show is \$18,200.

Miss Pamela T. Colin, Chairman of the Benefit Committee, reported. 1,123 tickets are sold, amounting to about \$14,000, and a few more will be sold before Monday evening. Everything is all arranged for the evening of May 21st. There will be 64 tables in all in the garden, some for four people, some for eight. There are no table reservations and if Council members want a table, they will have to get there early to claim one. The tables will be all over the garden including the back area where the DESIGN IN SPORT show will be open. The six piece band will be under the Metro sign. Champagne and scotch will be served from two bars. Life and Ladies' Home Journal will be covering the event. Mrs. Jones expressed thanks to Miss Colin and to Mrs. Hale R. Allen for her splendid work in arranging the dinner parties before the opening.

Mrs. Alfred R. Stern reported for the Art Lending Service. Since Mr. Wylly joined ALS, fifteen new galleries have been added, making a total now of 120 galleries from which ALS selects. There have been 705 additions since September, 789 rentals, and 267 sales. Revenue to date amounts to \$19,000 - this is some \$3,000 more than last year. Thanks to Campbell Wylly there have been three very fine exhibitions in the Penthouse, the first was a group show, the second, a sculpture show, and the present installation has 30 watercolors in it. Mrs. Stern expressed appreciation to the selections committee and all who have worked in ALS during the year.

Mrs. Stern reported also on the Christmas sale which included works in several media. The show included some 165 works of which 63 were sold. She urged everyone to come in to see the new ALS gallery arrangement. The new sculpture case looks wonderful, and the gallery has been painted white. It has never looked better. Mrs. Wylly rearranges the gallery from time to time which also has improved its appearance.

Mrs. Jones suggested that anyone interested in working in ALS talk to Mrs. Stern. 120 galleries is a large number for the present committee to cover.

Mrs. Carroll L. Cartwright reported for the Book Committee. The dummy of the cartoon book has been presented to Doubleday, Harpers, and Simon and Schuster. None of them was particularly interested. It is now at McGraw-Hill where some interest has been evinced. If they are not interested, an agent may be hired to take it around.

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A new exciting book is in the mill now. It is an adult-type children's book by Warja Honegger, a distant relative of Peter Rübél. The book under consideration is William Tell; it is done in the Oriental accordion fold style and the drawings and narrative are all done with symbols and colors. The committee is now investigating production costs in Europe and in the U.S. and the cost of Mrs. Honegger doing a small edition of lithographs in Switzerland where she lives.

There will be no GUIDE TO MODERN ART IN EUROPE 1962. Instead the committee is concentrating on getting a very fine guide ready for 1963. Miss Dolores Lamanna has been doing research this year. The committee is at present trying to raise funds from steamship companies and airlines to help publish the Guide. A lead from Mrs. Armand P. Bartos resulted in a contact with McCann-Erickson who has a client who needs a prestige item. This is being investigated.

Mrs. Robert F. Gatje, the Chairman of the Christmas Card Committee, reported on the status of this year's cards. Because of the serious drop in sales of Christmas cards in 1961, the committee conducted a search of the Museum Collection for appropriate Christmas material. They looked through photographs of the entire painting, sculpture, and drawing collections, a portion of the print collection, and consulted with the Architecture and Design and Film Departments for suggestions.

There were only eight cards left over from past years in quantities over 5,000. Approximately 70 possibilities were considered and 13 were finally chosen, including one bookmark. The new cards will be:

Barlach - Angel with Horn	Prendergast - April Snow
Chagall - David	Redon - Flight into Egypt
Guadi - Sagrada Familia	Rohlfs - Three Kings
Kepes - Lion	Sok - Provence
Klee - Laughing Gothic	Soutine - Chartres Cathedral
Moore - Family Group	Tamayo - The Bird Watcher
Otero - Color Rhythm I (Bookmark)	

Eighteen thousand dollars has been appropriated for the production of these cards in editions of 30,000 each. It is believed that the inclusion of the cards in a single attractive brochure containing the promotional material on all Christmas items and a mail order blank will do much toward improving sales.

The committee is especially grateful to Mrs. John D. Rockefeller 3rd for permission to use her Redon "Flight into Egypt", and to Mrs. Lloyd Bruce Westcott for permission to use her Soutine "Chartres Cathedral." Mrs. Jones felt that this new research was well worth doing. The Christmas Brochure will include the new cards, hopefully in color, 25 selected books, and the engagement calendar. It is to be out by September 1st.

Mrs. David S. Christy reported for the New Projects Committee. There have been many vigorous ideas this year. Among them are:

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1. The poster standard idea similar to the colonies Maurice in Paris, to hold well designed posters for cultural and civic events. Don Page and Robert Gatje have worked very hard on this all year.

2. An evening of European commercial films. Carroll L. Cartwright and Erwin Steiner have contributed to this effort by procuring films for screening.

3. The Film Department is planing a BEST OF TV series this December. The Junior Council will help with a reception in the Penthouse after the first evening of the series.

4. The idea of filming exhibitions at the Museum and having them available to other museums, schools, libraries. Louis Baker has worked hard on this idea and is very enthused about it.

5. Ideas for the World's Fair - good ideas are needed. The only one so far is an exhibition of great World's Fairs of the past.

6. Mrs. Kintner's showing of the Van Gogh show, and the Picasso TV show this Fall.

Mrs. Jones commented that the New Projects Committee was not a permanent committee assignment, but that various members were invited during the year to the meetings to hear and voice ideas of their own.

In the absence of Arthur Emil, Mrs. Jones reported for the 1963 Calendar Committee. The 1963 Calendar will contain photographs from the Museum Collection. There will be one page per week with a photograph facing it. In all, there will be 54 photographs by 54 leading photographers. The cover has been strikingly designed in blue and black by Edwin Lee of Columbia Records. The calendar is all ready to go to press, but the printer had not yet been decided upon. We hope to have it ready by August 1st. Doubleday thinks it will be a real seller this year and has ordered more than usual. There will be special promotional work since the regular small brochure will not be mailed because of the Christmas brochure. Promotion letters, with a special brochure will be sent to all Corporate Members. Robert Berry was extremely helpful in preparing this letter and the fact sheet describing the calendar. The committee hopes to get advance orders and thereby lower the unit cost.

Mrs. Jones reported on the Commissioned Print sales. Actually they have not done as well as the Council hoped they would, however, in another year they will have paid for themselves. The Baskin is the big seller with only ten left. 20 Blackadders have been sold, and 14 Dubuffet's Arbre, 11 of Dubuffet's Géometrie, 10 of Pollack's Golden, 8 Altmans, and 5 of Pollack's Yellow. Of the seven prints a total of 103 have been sold for \$4,625. Their original cost was \$5,600. They seem to sell better when they are displayed in the Penthouse and will be put up there again during the summer months.

Mrs. Jones expressed the Council's thanks and appreciation to its staff for their ever diligent and faithful service.

The meeting adjourned for cocktails with husbands and wives of Council members, and invited guests from the Museum staff.

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Junior Council Meeting, October 22, 1962
5 p.m. at the Guest House

Mrs. E. Powis Jones, the Chairman of the Junior Council, opened the meeting by welcoming the members of the Junior Council and saying how delighted she was to see them. She announced the following new appointments for the coming year: Don Page as Chairman of the 1964 Calendar Committee, William Rayner as Co-Chairman with Mrs. Carroll L. Cartwright of the Book Committee, Miss Pamela T. Colin as Chairman of the New Projects Committee, and Mrs. Hale R. Allen as Vice-Chairman of the Art Lending Service.

Before calling for the committee reports, Mrs. Jones explained that reports would be brief and emphasize plans for the year. The annual report for 1961-62 is in preparation and will be mailed out shortly.

Mr. Rubel presented the financial report to the Council as follows:

For the year beginning July 7, 1961 to June 30, 1962:

Expenses:	salaries	\$7,108.19	
	expenses	2,086.83	
			<u>\$9,195.02</u>
Income:	interest	420.23	
	royalties		
	calendar	1,023.59	
	Christmas cards	1,431.36	
	contributions	841.32	
	benefit	12,575.28	
			<u>\$16,291.78</u>
Net Income over expenses			7,096.76
Balance at beginning of year			<u>18,828.48</u>
Balance forward July 1, 1962			\$25,925.24

Mr. Rubel reported that commissions on the RECENT PAINTING sales (3 to the Museum, 20 to various collectors) since July 1st amounted to \$2,037.50. Mr. Rubel also reported that there is a debit balance of \$1,139 remaining in the Commissioned Prints project, but it seems probable the Council will realize some profit from the project in the coming year. The Baskin print is almost sold out if any Council members are interested in it.

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Mrs. Jones noted that the financial position of the Council is so satisfactory due to the receipts from the Benefit. The Museum is still endeavoring to raise money for the Drive. The Junior Council made a \$10,000 contribution to the Drive two years ago, and is financially able to make another contribution now. Any contribution made before January 1, 1963 will be matched by the Rockefeller Brothers Fund, and the Executive Committee of the Junior Council has authorized a contribution of \$7,500 which will be earmarked for use in the Art Lending Service.

Mrs. Jones felt that it was right and proper to make another contribution at this time. All Council members have received copies of "The Museum of Modern Art Builds" and the plans for the sixth floor are presented in it. It shows an enlarged Lending Service space, and the Council office space. It is estimated that the overall cost of redoing the Art Lending and Council space will be \$40,000 in all. The Council contribution of \$7,500 (doubled by the Rockefeller Brothers) will make a good start toward this sum. Mrs. Jones urged any Council members who wanted to make additional contributions to do so before January 1st.

Mrs. Jones presented the sales chart showing how sales of the 1963 Appointment Calendar are progressing. Compared with sales of November 1 last year, sales this year are up 2,600 copies. As of October 22, 9,666 copies of the 20,000 edition have been sold. Mrs. Jones showed a sample of the 1963 Calendar with its attractive mailing envelope to the Council.

Don Page told the Council about his committee's plans for the 1964 Appointment Calendar. The committee has decided to publish a calendar containing reproductions of posters from the Museum Collection. It should be a very beautiful calendar. Monroe Wheeler has encouraged the committee to speed up its normal procedures and to have the calendar printed in Europe or Japan in order to trim production costs and include more color. William Lieberman who is now in Japan has been asked to investigate printing costs there. Edwin Lee will design the calendar again, and the same format will be used. Both Elaine Johnson and Mildred Constantine are very enthusiastic about the calendar. There has been no Museum publication on posters since 1950.

Mrs. Jones reported on the Council's "publication business". Not much has happened with the Cartoon Book. It has been presented to several publishers who feel it is too sophisticated for much general consumption. The Council isn't in a financial position to finance it itself. The dummy of the Cartoon Book now is being presented to two other publishers for consideration.

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Last spring the Council became interested in a pictograph by Mrs. Warja Honegger-Lavater, and the book is now being printed in Switzerland. Mrs. Jones showed the Council a proof of the book and everyone seemed delighted with it. Copies may be available for Christmas sale and very little publicity will be done on it. The edition was only 2,000 and 500 have already been sold. Advance orders can be made after the meeting or in the Junior Council office any time before the books actually go on sale at the Museum.

Another publication, THE GUIDE TO MODERN ART IN EUROPE 1963 will be published this year. The reason for publishing such a book is that there is no one place to find information on Modern Art in Europe. There are many large guide books, but one has to wade through a vast quantity of other information to get what little information on modern art there is in them. The Guide will include museums of modern art, museums with permanent installations of modern art, private collections open to the public, and a bibliography. The main part of the book will be in paper back form with a pocket into which a supplement listing current exhibitions from May to October may be inserted. When the book itself is sold out or needs to be extensively revised, it will be reprinted. The supplement will be published each year, of course. The committee is busy now trying to interest others in co-sponsoring and distributing the Guide.

Mrs. Jones passed sample Christmas cards around and noted the great improvement over the cards of the last several years. The Christmas Card Committee and the Council were instrumental in encouraging the Museum to publish the Christmas brochure which includes all Christmas material. The Council gave \$1,000 toward the publication of the brochure. Mrs. Jones commended Mrs. Robert F. Gatje and her committee for their excellent work. Research on cards for next year will begin soon in the Print Room.

Miss Pamela T. Colin discussed the New Projects Committee plans for the coming year. The committee needs people who are interested in working on new ideas. The major plan concerns the poster standard idea which was discussed last year. With the new Lincoln Center and everyone so municipal minded now, the Council might be able to get somewhere with its plans. Needed now is a design for the standard which may be procured from a competition or from a designer. There are other ideas as well to be considered this year, and constructive ideas are always welcome.

Arthur M. Bullowa reported on the Art Lending Service activities and plans. The last fiscal year was the best year to date. ALS sold over \$50,000 worth of art and rentals amounted to almost \$23,000. ALS has a new and beautiful gallery, and a new staff-Mrs. Loti Markey, Executive Secretary, and Miss Inge Heckel, Assistant Secretary. The fall show organized by Campbell Wylly

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was of high quality and was well received. It was varied and within ALS price limits. A week after the show opened over half of it was sold or rented. Mr. Bullowa asked if there was anyone on the Council who would volunteer to make photographic records of these very fine exhibitions for the ALS files. Mrs. Irving Straus volunteered.

Rene d'Harnoncourt spoke on the Museum's building plans. The expansion of the Museum is planned to proceed in two phases - the first phase will involve the new east and the garden wings, and the second, the west wing. When both wings are completed the Museum will be able to present its collections to much greater advantage and the temporary exhibitions will appear in their proper context. The ground floor will have a new lobby. When work is completed, the garden will be visible from 53rd Street. Visitors will walk to the left, into a gallery, 80 x 80 and to the right into a gallery without pillars, 50 x 110. The garden pavillion will have two small galleries for special exhibitions and a large handsome gallery equipped with TV outlets, etc. which will be used for symposia, special exhibitions, events or demonstrations.

Plans for the Penthouse will be worked out in greater detail as time goes on. The restaurant will be much larger. The east wing will house the Founder's Room which will replace the Guest House. The space between the west wing restaurant and the east wing Founder's Room will contain the Art Lending Service, the Junior Council offices, and the member's lounge.

When completed, the new Museum will have four times as much space as it has now. This will make it possible for a visitor to see, under one roof, what has happened in the last seventy-five years in the art world. The ground floor galleries will hold the temporary exhibitions; the second and third floors will house the Museum collections. The fourth floor will be for study and research.

Mr. d'Harnoncourt ended his remarks by saying that there is a vast amount of work to be done in the Museum of the future and that he hoped the Junior Council would share in the fun of helping with this work.

Mrs. Jones thanked Mr. d'Harnoncourt and said how very happy the Council was to have Mrs. John D. Rockefeller 3rd at the meeting. Mrs. Rockefeller expressed pleasure at being with the Council and was excited and happy over the Council's \$7,500 contribution to the Drive. The Drive has been going on for a long time now, and for awhile seemed to be bogged down at 12 million. The drive is now over 19 million and there is real hope of further contributions. Indeed, the drive seems to have new momentum and it is hoped that it will be concluded by the end of the year. This new gift from the Junior Council is particularly meaningful as each new gift seems to spur on other gifts.

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In the past, the Museum program has been terribly compressed. In the new building, the Museum will have the needed room and will be able to show its collections in a balanced program. The public will understand the Museum program better, and the Museum will be able to do more efficiently what it wants to do.

Mrs. Rockefeller closed her remarks by saying that she hoped the Junior Council didn't feel that it was taken for granted. It has become a real institution within the Museum structure. The Board of Trustees is very appreciative of Council activities. Above all, the Council should realize that it is doing a wonderful job and making a real contribution to the Museum.

The meeting adjourned and cocktails were served.

October 30, 1962
Dorothy Mayhall