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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	MoMA Exhs.	55.13

Mr. Wheeler

THE MUSEUM OF MODERN ART

Date September 20, 1946

To: Miss Ulrich, Mr. Wheeler

Re: Revised estimate of manufacturing

From: F. Pernas

costs of FANTASTIC ART reprint

FANTASTIC ART. 272 pages; 7500 cloth (5M of which are for S & S)

PRINTING

insides	\$4150.00	Gallery Press	#35100
jackets	400.00	Rudge	#36193
inserts	655.00	Rudge	#36189
		Gallery	#

ENGRAVINGS

black & white	185.00	Beck	#36190
reblocking old plates	141.00	Beck	#36194
Chirico in color	350.00	Beck	#36196
Arp in color	40.00	Beck	
electro of Ernst	45.00	Rudge	#36179

BINDING

tips -	2831.25	Tapley	#36158
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PAPER - insides

1947.00

u.c.: \$1.4672

st. S. page

$$\begin{array}{r} 35 \\ 5 \\ \hline 1.75 \end{array}$$

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THE MUSEUM OF MODERN ART

Date June 27, 1946

To: Miss Ulrich, Mr. Wheeler

Re: Manufacturing costs of

From: F. Ferns

FANTASTIC ART reprint

FANTASTIC ART. 296 pages; 7500 cloth (5M of which are for S & S)

PRINTING

insides \$4150.00

jacket 300.00

ENGRAVINGS 100.00

BINDING 2831.25

PAPER

insides 1947.00

jacket 65.00

u.c. \$1.244

Very sincerely yours,

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THE MUSEUM OF MODERN ART

FORTUNE

cc: Mrs. Hugo
Miss Furnas

Date June 17, 1946

To: Mr. Wheeler ✓

Re:

From: Mr. Barr

July 29, 1946

Dear George,

I have your memorandum of June thirteenth about re-printing What Is Modern Painting. I am glad to know that it is selling so well. I shall study the second edition with a view to any necessary revisions as soon as possible.

Mr. William D. Geer
Publisher,
FORTUNE Magazine
350 Fifth Avenue
New York 1, New York

Attention: Miss Mull

Dear Mr. Geer:

I am writing to you to ask whether FORTUNE Magazine would be kind enough to permit us to purchase electrotypes of the Max Ernst "The Nymph Echo" which was reproduced in color in the FORTUNE Magazine issue of December, 1941.

We would like to reproduce it in the new edition of our book entitled "Fantastic Art, Dada, Surrealism." The original of Geer will be the picture is in the collection of the Museum of Modern Art.

We should also like to borrow the progressive proofs, if you can accommodate us to that extent.

Thanking you in advance for the courtesy of your consideration,
I am

Very sincerely yours,

MW:w-k

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THE MUSEUM OF MODERN ART

cc: Mrs. ^{Rugo}
Miss Pernas

Date June 17, 1946

To: Mr. Wheeler ✓

Re: _____

From: Mr. Barr

Dear ^Monroe,

I have your memorandum of June thirteenth about re-printing What Is Modern Painting. I am glad to know that it is selling so well. I shall study the second edition with a view to any necessary revisions as soon as possible.

Unfortunately the rash of meetings and re-hanging the collection have kept me from working on publications during the recent past. I have, however, spent three days on a new edition of Fantastic Art, etc. and shall have it in shape soon. As soon as I have a couple of hours I shall pass my suggestions on to Mrs. Rugo. I have made a completely new layout for the plates up to "Twentieth Century Pioneers." The alphabetical layout was not satisfactory. The new layout will be more or less chronological and will, I think, be both better looking and more intelligent.

Otherwise there are numerous minor revisions and the radical excision of all catalog entries not illustrated. Because of the length of a good many of the notes on illustrations, I have concluded that it would be better not to try to put all the data in captions. I, therefore, propose to keep the captions very much as they are with ~~a preface~~ to the list in the back, which ~~as preface~~ will be incorporated with ~~the list of~~ biographical notes. The one important addition will be a much fuller index referring not only to the plates and catalog but also to the introductory essays and chronologies. I think we should include in the index not only proper names but technical terms too, such as collage, automatism, objets trouves, etc.

I think Faith ^{Rugo} has been checking the index of the Picasso and will be ready to start work on the Fantastic revision very soon.

references

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THE MUSEUM OF MODERN ART

Date May 24, 1946

To: Mr. Wheeler

Re: _____

From: Mr. Barr

Dear Monroe,

I am just going through the "Fantastic" catalog in detail, making a good many minor corrections and revisions which the change of plate captions and the omission of the complete catalog require.

I think now that it would be a mistake to attempt to bring the biographies up to date ~~and~~ in view of the fact that there are some five or six other essays or lists which ought also to be brought up to date if we are to be at all consistent. Therefore, I propose that the biographies be corrected within the period that they cover but not be extended through the past decade. However, we shall bring up to date the owners of the works reproduced.

I would like to have Faith do a good index, to include not only the names of the artists whose works are illustrated but also references to them in the lists and prefaces. May I go over this with her?



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THE MUSEUM OF MODERN ART

Date May 23, 1946

To: MISS FERNAS

Re: Fantastic Reprint

From: Mr. Wheeler

I was discussing the reprinting of Fantastic Art with Alfred this afternoon and we decided to leave out the catalog entirely and print the captions for every illustration on the page with the plates. This will completely eliminate the catalog in the back of the book and there will remain there only the biographies which Faith can bring up to date with Bill's assistance.

MW