

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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The Art Lending Service of the Museum of Modern Art will celebrate its 9th season with a special exhibition of 54 paintings, prints, drawings and sculptures on view from January 27 through March 20 in the Auditorium Gallery. These works were chosen from almost 1,000 sold through the rental service at prices ranging from under a \$100. to a top of \$750.

The exhibition is presented as a limited sampling of works available for rent or sale which are loaned to the Art Lending Service by about 70 New York galleries. Included in the show are paintings by Albers, Baziotes, Cicero, Giacometti and Pollock, sculptures by Armitage, Calder and Hare, watercolors by Burchfield, Feininger, Graves and Parker, collages by Burri and Schwitters, prints by Peterdi, Pierce, Picasso and Miro.

The Art Lending Service, which has been increasingly popular since its establishment in the fall of 1951 offers rentals of original works of art with an option to buy. It has been used by almost 2,000 people. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides he wants to purchase the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price. Renewals are not permitted.

One indication of the success of the service, which aims at stimulating the purchase of contemporary work, is the fact that in the 8th season the number of rentals was more than double that of the first year; sales were about four times as numerous and reached 8 times the dollar value. Recently there has been a sale for every three and a half rentals, while at first there was only one sale for every 8th rental. A total of more than 4,000 rentals have been made.

Many borrowers, including doctors, architects, and business men, rent pictures or sculpture for their offices as well as their homes. While rental fees for private offices are the same as for private houses, a higher fee, which is divided with the artist, is charged for a straight "commercial rental" where the work of art is used in a public lobby or reception room. A manufacturer of children's clothing, for example, rented two paintings, one of which they bought, and a food concern rented three paintings for a display at a local hotel.

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The Service was organized and is run by the Junior Council of the Museum, a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. The receipts of the rental service contribute towards defraying the expenses of conducting the service.

The Lending Service has its office and gallery on the sixth floor of the Museum. Visitors may browse through the bins and see paintings and sculpture ranged around walls of the gallery. About half of the 600 works in the Collection are usually available in the gallery for inspection and rental. New selections are continually added.

While the Lending Service is a Museum of Modern Art membership privilege, anyone may get a pass for the gallery at the Museum front desk. Anyone can become a Museum member upon application and payment of dues which start at \$15 a year.

The Lending Service can also be used by colleges, schools and hospitals, provided one member of the board is a Museum member. Among the institutions which have taken advantage of the service are the New York Hospital and United Hospital Fund.

Borrowers may make gift rentals to friends who may or may not be members of the Museum. A number of individuals have rented paintings and prints for the hospital rooms of sick friends. Others have rented works of art for Christmas and wedding presents.

All works are insured by the Museum and all have been approved by a Museum staff member after preliminary selection by the Junior Council Committee. All operations of the gallery are handled by this committee which is headed by Arthur Bullowa and Mrs. Edward Barnes.

Lenders to the exhibition include Museum members from New Haven, New Canaan and Greenwich, Connecticut; Newton Center and Marion, Massachusetts; New York City, New Rochelle, Scarsdale, Woodmere and Rochester, New York; Philadelphia and Washington, D. C.

A survey conducted a few years ago revealed that 20 per cent of the first time borrowers and 35 per cent of the repeaters visited commercial art galleries more frequently after using the Art Lending Service, thus indicating that many people reached by the Lending Service subsequently became more interested in the purchase of modern art. Almost half of the borrowers were under 35. As the current exhibition indicates, however, well-known collectors and two museums, the Museum of Modern Art and the Whitney, have purchased work from the Lending Service as well as young men and women who are just beginning their collections.

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Started as a pilot project the Art Lending Service has been copied by numerous groups and museums in other parts of the country.

The exhibition, which was selected by Walter Bareiss, co-Chairman of the Junior Council, was installed by William S. Lieberman, the Museum's staff advisor to the Council. Mrs. Lawrence S. Phillips is Chairman of the retrospective exhibition committee. It is one of the Museum's 30th Anniversary shows coinciding with a fund raising drive for \$25,000,000 for endowment and program.

Checklist of the exhibition, photographs and additional material on the Art Lending Service and the Junior Council are available on request from Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York, N.Y.
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Fact Sheet On The Art Lending Service Of The Museum of Modern Art

The Art Lending Service of the Museum of Modern Art was established in September 1951 to encourage the purchase of contemporary art.

Basically the plan, which is now followed by many museums in other parts of the country, involves renting works of art with an option to buy. If the borrower decides to purchase the work at the conclusion of the two or three month rental period, the rental fee is deducted from the purchase price.

Works of art available thru the Lending Service are selected from about 70 New York galleries who cooperate in the project. About 500 paintings, watercolors, drawings, small sculpture, prints and photographs by 400 artists are included. About half are normally out on loan. Many young and relatively unknown artists are represented as well as famous international figures. Rental fees, based on purchase price, range from \$5.00 to \$35.00 for two months, \$7.00 to \$52.00 for 3 months. Top price is \$750.00.

The Art Lending Service is a non-profit enterprise organized and operated by the Museum's Junior Council, a group of young men and women who on a volunteer basis have extended the Museum's activities in many directions. It's offices and gallery are on the sixth floor of the Museum.

The Lending Service can be used by any Museum member and by schools, colleges, hospitals, provided a Board Member is a Museum Member. Individuals can rent works of art for their houses or private offices. Borrowers may make gift rentals to friends who may or may not be members of the Museum. Its facilities are also available to organizations renting for business purposes at a higher fee.

The Museum's Lending Service has grown steadily during the past eight seasons. The number of rentals last year were double that of the first year. Now for every 3 1/2 rentals there is a sale, as compared with the first year where there was only one sale in eight rentals. During the same time the number of cooperating galleries has more than doubled, the number of artists represented has tripled. Since 1951 there have been a total of 4231 rentals to 1762 different borrowers. 926 objects have been sold for more than \$165,000.

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A survey conducted a few years ago (1956) revealed that 20 per cent of the first time borrowers and 35 per cent of repeaters were visiting commercial art galleries more frequently after using the Art Lending Service. More than 45 per cent of the borrowers were under 35.

Largest single professional field listed was housewife, closely followed by engineering. Others were advertising, education, medicine, radio, t.v., research, architecture, manufacturing, entertainers, law and banking. Two museums have purchased work from the Service and along with many collectors making their initial purchase have been some of the best known private collectors in the country.

All works included are approved by a member of the Museum staff. All are insured by the Museum.

January 19, 1960

ART LENDING SERVICE RETROSPECTIVE - January 26 to March 20, 1960

Dates appear on the works of art unless enclosed in parentheses.
In dimensions height precedes width

ALBERS, Josef. American, born Germany 1888.

1. STUDY FOR HOMAGE TO THE SQUARE: NIGHT SHADES. (1957) Oil on masonite, 17 7/8 x 17 7/8". Collection Ulrich Franzen, New York.

ARMITAGE, Kenneth. British, born 1916.

2. SEATED WOMAN WITH SQUARE HEAD. (1954) Bronze, 15" high. Collection Mr. and Mrs. Eliot Noyes, New Canaan, Connecticut.
3. STANDING FIGURE WITH HANDS UP. (1952) Bronze, 14" high. Collection Mr. and Mrs. Simon Pearl, Philadelphia.

BAZIOTES, William. American, born 1912.

4. SPECTRE. (1956) Oil on canvas, 30 x 24". Collection Mr. and Mrs. Arthur Lewis Stern, Rochester, New York.

BROOKS, James. American, born 1906.

5. NUMBER 39. (1951) Oil on canvas, 30 x 37". Collection Dr. John MacL. Johansen, New Canaan, Connecticut.

BROWN, Carlyle. American, born 1919.

6. GERANIUMS. 1956. Oil on canvas, 21 1/2 x 15". Collection Mrs. John Alex McCone, Washington, D. C.

BURCHFIELD, Charles. American, born 1893.

7. SONG OF SPRING. 1946. Watercolor, 25 x 29" (sight). Collection Mrs. Stephen Haynes, New York.

BURRI, Alberto. Italian, born 1915.

8. NUMBER 8. (1953) Collage, 33 3/4 x 39 1/2". Collection Ulrich Franzen, New York.

CALDER, Alexander. American, born 1898.

9. BLACK TRIANGLE WITH WHITE DOTS. (1953) Sheet iron, aluminum and wire, 19 1/2" high. Collection Dr. and Mrs. Harry Shwachman, Newton Center, Massachusetts.

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CALLERY, Mary. American, born 1903.

10. RECLINING WOMAN. (1950) Bronze, 18" long. Collection Mr. and Mrs. Paul Bremer, New Canaan, Connecticut.

CAPOGROSSI, Giuseppe. Italian, born 1900.

11. SURFACE 184. 1956. Oil on canvas, 25 5/8 x 30 1/4". Collection Dr. and Mrs. Gerald T. Niles, New York.

CHEERY, Herman. American, born 1909.

12. NUMBER 15. (1955) Oil on canvas, 28 x 41". Collection Whitelaw Reid, New York.

CIGERO, Carmen. American, born 1926.

13. THE KISS. 1955. Oil on canvas, 36 x 48 3/4". Collection Larry Aldrich, New York.

CONGDON, William. American, born 1912.

14. SANTORIN NUMBER 1. (1955) Oil on masonite, 34 1/2 x 42 1/2". Collection Mr. and Mrs. Jack Kriger, New Rochelle, New York.

CORBETT, Edward. American, born 1919.

15. NUMBER 12. 1951. Charcoal and pastel, 22 7/8 x 18". Whitney Museum of American Art, New York.

DUBUFFET, Jean. French, born 1901.

16. WOMAN WITH UNCOMBED HAIR. 1954. Oil on masonite, 9 1/2 x 6 7/8". Private Collection, New York.

FEININGER, Lyonel. American, 1871 - 1956.

17. RAY OF LIGHT. 1950. Watercolor, 12 3/4 x 19". Collection Richard Brown Baker, New York.

FORSBERG, James. American, born 1919.

18. THE FAMILY..(1953) Cardboard cut with woodcut, printed in black, 19 7/8 x 31 1/4". Collection Miss Walda Kirkland, New York.

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GIACOMETTI, Alberto. Swiss, born 1901.

19. PLASTER HEAD. (1950) Oil on canvas, $20\frac{1}{2}$ x $16\frac{3}{4}$ ". Collection Mr. and Mrs. Alexander L. Berliner, New York.

GRAVES, Morris. American, born 1910.

20. SEEKING TO NEST. (1947) Tempera, $13\frac{3}{4}$ x $13\frac{5}{8}$ " (sight). Collection Philip Roddman, Brooklyn.
21. "YU" DOUBLE OWL. (1947) Tempera, 21 x 27" (sight). Collection Mrs. Rowene L. Butler, New York.

GREENE, Balcomb. American, born 1904.

22. CLASSICAL PORTRAIT. (1953) Oil on canvas, 40 x 30". Collection Miss Martha Shaeffer, New York.

HARE, David. American, born 1917.

23. SUNSET I. (1953) Stone and painted wire, $19\frac{1}{4}$ " high. The Museum of Modern Art, New York. Purchase.

HARTIGAN, Grace. American, born 1922.

24. CITY LIFE II. 1956. Oil on canvas, 28 x 38". Collection Mrs. Bliss Parkinson, New York.

HOFMANN, Hans. American, born Germany 1880.

25. THE YELLOW PITCHER (2). 1953. Casein on masonite, $21\frac{3}{4}$ x $29\frac{1}{2}$ ". Collection Dr. and Mrs. William Metcalf, New York.

HULTBERG, John. American, born 1922.

26. AIRPORT. (1952) Tempera, 17 x $19\frac{7}{8}$ " (sight). Collection Peter E. Hermann, New York.

JAENISCH, Hans. German, born 1907.

27. BIRD. (1952) Bronze, 11" long. Collection Albert J. Petcavage, New York.

KAHN, Wolf. American, born Germany 1927.

28. LANDSCAPE. (1955) Pastel, $17\frac{1}{8}$ x $19\frac{5}{8}$ " (sight). Collection Mrs. Joseph P. McElroy, Brooklyn.

LEVEE, John. American, born 1924.

29. JULY III, 1957. Oil on canvas, 29 x 46 $\frac{1}{2}$ ". Collection Mr. and Mrs. Richard Rodgers, New York.

LIPTON, Seymour. American, born 1903.

30. THE CLOAK. 1952. Bronze, 19 $\frac{1}{2}$ " high. Collection John A. Carr, Jr., New York.

MacIVER, Loren. American, born 1909.

31. FIREFLIES. (1951) Oil on canvas, 12 $\frac{3}{4}$ x 25 $\frac{3}{4}$ ". Collection Mrs. Morris H. Grossman, New York.

MATHIEU, Georges. French, born 1921.

32. UNTITLED. 1957. Gouache, 24 x 30". Collection Mr. and Mrs. Winslow Carlton, New York.

MATTA (Sebastian Antonio Matta Echaurren). Chilean, born 1912.

33. GROWTH. (1955) Oil on canvas, 25 $\frac{1}{2}$ x 29 $\frac{1}{2}$ ". Collection Mrs. Horace Lamb, New York.

MIRO, Joan. Spanish, born 1893.

34. BIRDS AND CHILDREN. 1951. Color lithograph, 21 x 14 $\frac{1}{8}$ " (sight). Collection. Miss Ruth Last, New York.

MOORE, Henry. British, born 1898.

35. RECLINING FIGURE. (1938) Bronze, 10 $\frac{3}{4}$ " long. Collection Dr. and Mrs. Herbert Kayden, New York.

NADELMAN, Elie. American, born Poland. 1882 - 1946.

36. ACROBAT. (c. 1916) Bronze, 14 $\frac{7}{8}$ " high. Collection Mr. and Mrs. Charles G. Goldsmith, New York.

OKADA, Kenzo. Japanese, born 1902.

37. NUMBER 36, 1954. Oil on canvas, 30 x 29". Collection Mr. and Mrs. Robert Bart, New York.

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PARKER, Robert Andrew. American, born 1927.

38. DIPLOMAT FROM DENMARK. 1956. Watercolor, 22 x 27" (sight). Collection :
Lewis Carliner, Washington, D.C.

PETERDI, Gabor. American, born Hungary 1915.

39. GERMINATION. 1952. Aquatint, etching and engraving, printed in black with
offset color, 19 3/4 x 23 13/16". Collections: Mark Gittelsohn, New York,
The Museum of Modern Art, New York, Gift of Mr. and Mrs. Walter Bareiss.

PICASSO, Pablo. Spanish, born 1881.

40. NUDE POSE. 18 March 1954. Lithograph, 21 x 14 1/2". Collection Mr. and Mrs.
E. Powis Jones, New York.

PIERCE, Leona. American, born 1922.

41. STRANGE BIRD. 1952. Color woodcut, 10 3/4 x 27 5/8". Collections: Mr. and
Mrs. Charles S. Dewey, Jr., New York, Mr. and Mrs. Robert E. Kintner, New
York, Mrs. Gertrud A. Mellon, Greenwich, Connecticut.

POLLOCK, Jackson. American, 1912 - 1956.

42. FREE FORM. 1946. Oil on masonite, 19 x 13 5/8". Collection Mr. and Mrs.
Marcel T. Freudmann, Scarsdale, New York.

RIOPELLE, Jean-Paul. Canadian; born 1923.

43. NOCTURNE. (1953) Oil on canvas, 25 5/8 x 36". Collection Lewis Garlick,
Woodmere, New York.

SCHWITTERS, Kurt. British ^{citizen,} born Germany. 1887 - 1948.

44. POCO POCO. 1947. Collage, 8 1/2 x 6 1/4". Collection Richard Brown Baker, New York.

SHAHN, Ben. American, born Russia 1898.

45. PHOENIX. (1952) Serigraph and watercolor, 22 3/4 x 21 1/2". Collections:
Harold R. Colvin, New York, Mr. and Mrs. Robert D. Graff, New York, Mr.
and Mrs. August Heckscher, New York.

46. SHAKESPEARE. (1954) Ink, 12 x 9 5/8". (sight). Collection Mr. and Mrs.
Ted Cott, New York.

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SOULAGES, Pierre. French, born 1919.

47. ABSTRACTION. (1957) Gouache, 16 x 22". Collection Mr. and Mrs. Arthur Lewis Stern, Rochester, New York.

SUTHERLAND, Graham. British, born 1903.

48. BIRD. (1954) Color lithograph, 17 7/16 x 17 5/16". Private Collection, New York.

TOBEY, Mark. American, born 1890.

49. APPARITIONS. 1954. Tempera and watercolor, 17 3/4 x 12" (sight).
Collection Mrs. Bliss Parkinson, New York.
50. MULTIPLE JOURNEYS. 1954. Tempera, 11 7/8 x 8". Collection Mrs.
John Barclay, Jr., Marion, Massachusetts.

TOMLIN, Bradley Walker. American, 1899 - 1953.

51. NUMBER 15. (c. 1949) Oil on canvas, 13 1/2 x 14 1/2". Private Collection, New York.

ZIEGLER, Laura. American, born 1927.

52. GIRL LEANING AGAINST STOOL. (1955) Bronze, 7 1/2" high. Collection Mr. and Mrs. Alfred R. Stern, New York.