

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

ANNUAL REPORT OF MUSEUM OF MODERN ART

John E. Abbott, Executive Vice-President of the Museum of Modern Art, 11 West 53 Street, yesterday summed up in that institution's annual report the Museum's activities and attendance for the year July 1, 1943 to June 30, 1944. Mr. Abbott said:

"During the twelve months ended June 30, 1944 attendance at the Museum of Modern Art rose to 415,926, a gain of 101,831 over the previous year. During the same period 1,388 new members brought its total membership to 6,462. The Library was used by 6,617 students; there was an attendance of 4,688 at class sessions held by the Museum; and the public purchased 62,533 books published by the Museum. A conservative estimate of 622,000 persons visited the Museum's exhibitions on tour; 200,200 saw its circulating film programs; and slides and photographs from its Library were used by 400 lecturers. In all, during the year, the Museum directly served more than 1,312,000 persons."

The Museum's varied activities during the year July 1, 1943 through June 30, 1944 included:

EXHIBITIONS: 25 in the galleries; 622 showings of 131 touring exhibitions in 235 cities; prepared at government request 2 exhibitions for London, one for Sydney, one for Cairo, one for Stockholm, 4 for South America.

PUBLICATIONS: 62,533 books, 19,327 color reproductions, 65,121 post cards sold.

FILMS: 775 showings in the auditorium to 207,825 persons; 1,144 bookings to 308 organizations out of town; 118 documentary films prepared in Portuguese and Spanish for the Coordinator of Inter-American Affairs; 1,452 films reviewed and reported on for the Library of Congress.

LIBRARY: open free to the public; lent 3,944 slides to lecturers; sold 2,826 slides and 1,879 photographs.

EDUCATIONAL PROGRAM FOR SECONDARY SCHOOLS: 8 exhibitions prepared for Young People's Gallery; Holiday Circus of Modern Art participated in by 3,500 children; held 7 art classes for members' children and 4 for adults; conducted project for teaching art in secondary schools (23 schools participating); prepared 10 teaching portfolios and conducted 10 art classes for high school students.

GALLERY TALKS: 562 regularly scheduled talks to 15,124 visitors; 244 groups (8,301 persons) from educational institutions, clubs, and other organizations conducted through exhibitions by special appointment.

ARMED SERVICES PROGRAM: books and color reproductions sent to Army camp libraries; 3 film programs (5 films each) circulated among 24 military hospitals for showing in wards; 3 exhibitions circulated to hospitals in New York area; canteen for servicemen and their guests (operated in the Museum Garden by the Salvation Army); 25 parties for men and women in armed services (in cooperation with service organizations), attended by approximately 3,518 soldiers and sailors.

Officers of the Museum of Modern Art are Stephen C. Clark, Chairman of the Board; Mrs. John D. Rockefeller, Jr., 1st Vice-Chairman; Sam A. Lewisohn, 2nd Vice-Chairman; John Hay Whitney, President; John E. Abbott, Executive Vice-President; René d'Harnoncourt, Vice-President in charge of Foreign Activities; Frances Hawkins, Secretary; Mrs. David M. Levy, Treasurer; Ione Ulrich, Assistant Treasurer.

The Museum's Board of Trustees consists of the following members: John E. Abbott, Alfred H. Barr, Jr., Mrs. Robert Woods Bliss, William A. M. Burden, Stephen C. Clark, Mrs. W. Murray Crane, Walt Disney, Marshall Field, Philip L. Goodwin, A. Conger Goodyear, Mrs. Simon Guggenheim, Wallace K. Harrison, James W. Husted, Mrs. David M. Levy, Sam A. Lewisohn, Henry R. Luce, Archibald MacLeish, David H. McAlpin, Henry Allen Moe, William S. Paley, Mrs. John Parkinson, Jr., Mrs. Charles S. Payson, Mrs. John D. Rockefeller, Jr., Beardsley Ruml, James Thrall Soby, Edward M. M. Warburg, Mrs. George Henry Warren, Jr., Monroe Wheeler, and John Hay Whitney.