

THE MUSEUM OF MODERN ART

11 WEST 53RD STREET, NEW YORK 19, N. Y. FOR IMMEDIATE RELEASE

TELEPHONE: CIRCLE 5-8900

SIMON AND SCHUSTER TO HANDLE TRADE DISTRIBUTION OF BOOKS

PUBLISHED BY MUSEUM OF MODERN ART

On January 15, 1946, Simon and Schuster will take over the trade distribution of all books published by the Museum of Modern Art. Complete editorial and production control will remain with the Museum. Trade editions, identical in quality and format with the books issued by the Museum for its own members and direct sale, will bear on the title page under the Museum's name a special imprint: "Distributed by Simon and Schuster."

Announcement of the new arrangement was made yesterday by Monroe Wheeler, the Museum's Director of Exhibitions and Publications.

"During the past three years sales of the Museum of Modern Art books have increased three hundred percent," Mr. Wheeler said, "and the matter of giving them adequate promotion and distribution has become a practical problem which the Museum feels could be more efficiently handled by a major publishing organization. As an educational institution of not merely metropolitan but national and international scope, it has always been contrary to the policy and ideals of the Museum to keep its publications exclusive or limited in any way.

"Today a large public, perhaps influenced to some extent by the Museum's exhibitions and activities, appears ready to take an increased interest in new developments of the fine and the practical arts, and it seemed necessary to prepare to meet this demand. The firm of Simon and Schuster has entered enthusiastically into the Museum's concept of public service and, effective January 15, 1946, will distribute and promote trade editions of every book issued by the Museum. The initial agreement is for five years but it is hoped the arrangement will be continued indefinitely, and that it will greatly extend the influence of the Museum in American cultural life.

"During the sixteen years since the Museum opened in 1929, the catalogs of its exhibitions have been recognized as permanent contributions to the literature on modern art. Under the guidance of the Museum's first Director, Alfred H. Barr, Jr., their dependable scholarship and attractive format attained wide recognition. As the Museum's present Director of Research in Painting and Sculpture, Mr. Barr now devotes the major portion of his time to the writing of new books and the revision of his earlier works. His remarkable expository talent, in a field where previously there was little scholarly evaluation in English, has provided the Museum with a standard it will continue to maintain."

In addition to reissuing its many out-of-print books as soon as possible, the Museum will issue the following new titles during the first six months of 1946:

If You Want to Build a House by Elizabeth B. Mock
Arts of the South Seas by Ralph Linton, Paul S. Wingert,
 and René d'Harnoncourt

The Photography of Edward Weston by Nancy Newhall
Picasso: Fifty Years of his Art by Alfred H. Barr, Jr.
Marc Chagall by James Johnson Sweeney
History of Impressionism by John Rewald

The Simon and Schuster agreement does not include the Museum of Modern Art color reproductions. These the Museum will continue to distribute independently.

MONROE WHEELER, formerly president of the art publishing firm of Harrison of Paris, became the Museum's Director of Publications in 1939 and in that year the Rockefeller Foundation provided the Museum with a revolving fund for the support of inventories. This permitted a greatly expanded publication program and of the ninety-nine publications of the Museum, forty-five have been issued within the last five years. These books constitute authoritative international surveys in the fields of modern art with which the Museum is primarily concerned, namely: Painting, Sculpture, Drawings, Prints, Architecture, Industrial Design, Photography, Dance and Theatre Design, and the Films. They have been issued in editions ranging from 1500 to 55,000. The total book distribution now exceeds a half-million copies.

The Museum of Modern Art is a non-profit educational institution chartered by the Regents of the University of the State of New York, and its books are widely used as reference works in libraries, colleges and schools. It now has over nine thousand members in forty-six states and twenty-five foreign countries, and several categories of these members regularly receive four books each year.