

The Museum of Modern Art

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THOMAS S. CARROLL ELECTED NEW TRUSTEE AT THE MUSEUM OF MODERN ART

Thomas S. Carroll, President and Chief Executive Officer of Lever Brothers Company, has been elected a Trustee of The Museum of Modern Art, William S. Paley, Chairman of the Museum's Board, announced today.

Mr. Carroll has served as a member of the Museum's Business Committee since its inception and was recently appointed chairman. He has also made available a group of consultants and experts from his own company who volunteered to work with the Museum's Department of Membership and Development in analyzing trends and projecting future plans.

Mr. Carroll has been associated with Lever Brothers since 1958, and is also active in many community, educational and business organizations. He is a trustee and graduate of Catawba College and the Committee for Economic Development. He is also a director of the Associates of the Harvard Business School, former president of the Harvard Business School Association and a member of the Visiting Committee to the Harvard Business School from which he received an MBA degree. He is a director of American Airlines, the Interpace Corporation, the International Executive Service Corps, and the Grocery Manufacturers of America, of which he is also treasurer and a member of the executive committee. He is a member and former director of the Economic Club of New York and a member of the Emergency Committee for American Trade, the Committee for Constructive Consumerism of the Council of Better Business Bureaus, Inc., The Conference Board and the Business Committee for the Arts.

The Business Committee of the Museum, which Mr. Carroll heads, works to increase corporate financial support through membership, through contributions

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to the annual fund, and by funding for exhibitions and special projects, which frequently provides the crucial matching funds required as a condition of some federal grants.

Membership dues from corporations (the Museum has 85 corporate members) and corporate contributions to the annual fund play an important role in helping the Museum meet its operating costs, traditionally a difficult area in which to get financial assistance.

Corporate support for exhibitions in recent years has included generous grants from Alcoa for Modern Masters: Manet to Matisse, Mobil for Summergarden and the forthcoming Taxi exhibition, SCM for the New Japanese Photography and Edward Weston exhibitions, Warner Brothers for Cineprobe and IBM for the forthcoming Cezanne show.

Members of the Business Committee, all chief executives of their companies, are Harris J. Ashton, General Host Corporation; Frank T. Cary, International Business Machines Corp.; Donald C. Cook, American Electric Power Service Corporation; Paul Elicker, SCM Corporation; Lawrence S. Huntington, Fiduciary Trust Company of New York; Lawrence Lachman, Bloomingdale Brothers; William F. May, American Can Company; Robert Stone, Jr., West India Shipping Co., Inc.; Geraldine Stutz, Henri Bendel Inc.; Jesse Werner, GAF Corporation, and Samuel H. Woolley, formerly Chairman of the Board of The Bank of New York.

Additional press information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, New York 10019. Phone: (212) 956-7501; 7504.
