

How Modern Is the Museum of Modern Art? New York, American Abstract Artists, April 15, 1940.

"No museum can adequately handle modern art as a side issue . . ." p. 8 "An Effort to Secure \$3,250,000 April, 1931

THE MUSEUM OF MODERN ART

HOW MODERN is THE MUSEUM of MODERN ART?

Lets look at the record

In 1939 the Museum professed to show ART IN OUR TIME—

Whose time Sargent, Homer, La Farge and Hartnett?

Or Picasso, Braque, Leger and Mondrian? Which time?

If the descendants of Sargent and Homer, what about the descendants of Picasso and Mondrian? What about American abstract art?

If he had been in America, what dizzy successes for Repin? Even for Meissonier? Or J. L. Gerome? What about Towne and Ward—British cattle painters—turned loose on a Missouri farm? A Minnesota grain elevator painted by Daubigny? Bellows' 'Stag at Sharkey's' done by Henri Regnault? The Nebraska prairies by Eugene Boudin? The Bowery by Eugene Carriere?

And MODERN MASTERS (to counterbalance the Italian Masters, as this feeble demonstration from a great period was advertised) Eakins, Homer, Ryder, Whistler—died in 1916, 1910, 1917, 1903. Those are the only Americans included. Are they the grandfathers of the Europeans they are shown with? Seurat, Van Gogh, Gauguin, Lautrec—died in 1886, 1890, 1903, 1881. These are the older Europeans represented.

ITALIAN MASTERS! — Caravaggio, Raphael, Bronzino! And such examples!

How easy to justify a Praxiteles show! How revolutionary the Egyptians!

And an Eighteenth Century JAPANESE!

WHAT DOES "MODERN" MEAN?

Does it mean ALL THE GREAT ART OF ALL TIME?

Then why the hundreds of living Americans?

Does it mean the POPULAR ART PRODUCED IN OUR TIME?

Then why the old masters?

Does it mean METROPOLITAN PLUS WHITNEY MUSEUM?

Then why a Museum of Modern Art?

and now the art of the three alarm fire!

Is the Artist a Reporter?

IS the MUSEUM a BUSINESS?

What about the P. M. contest and exhibition? What is journalistic art? Why should this evening tabloid P. M. try to revive it? What is the Museum trying to revive? Will the Museum sponsor the Police Gazette? What about Eastman, Leica, and Pathe News?

Why and when does a modern museum depart from presenting 'the Art of Today' to promoting the art of yesterday?

Why not day-before-yesterday? Why not Resurrections, Adorations and Madonnas?

Why not build Pyramids? Why not tear down the Museum and build a pyramid!

As big as Radio City! With 100,000 slaves! Think of the publicity!

What is this — a three ring CIRCUS?

ART DEPT.: Nelson Rockefeller, head of the Museum of Modern Art, told a group that the Museum is spending more money than it is receiving—that this was the first time he ever was engaging in show-business, but that the off-balance wasn't worrying him . . . "It's all right," Rockefeller assured. "The Greatest Showman of our times—a man in Washington—works on the same principle"

Leonard Lyons MARCH 21, 1940 NEW YORK POST

How about Billy (Aquacade) Rose as the next trustee?

Shouldn't "modern" conceivably include the "Avant Garde"?

Why not a show of the English Abstractionists?

How about the younger European experimenters:

Hartung, Gorin, Magnelli, Helion, Eggeling, Taeuber-Arp, Riemer, Seuphor, Schwab, Nebel, Sima, Max Bill, Stazewski, Erni, Tutundjian, Prinner?

What about the hundreds (literally) of modern and non-objective artists in America?

April 15, 1940

American Abstract Artists 13 West 17th Street, New York City

JOSEF ALBERS

ROSALIND BENGELSDORF

ILYA BOLOTOWSKY

BYRON BROWNE

JEANNE CARLES

GEORGE CAVALLON

A. N. CHRISTIE

ANNA COHEN

WERNER DREWES

ELEANOR DE LAITRE

HERZL EMANUEL

JOHN FERREN

SUSIE FRELINGHUYSEN

A. E. GALLATIN

FRITZ GLARNER

BALCOMB GREENE

GERTRUDE GREENE

HANANIAH HARARI

HARRY HOLTZMAN

CARL HOLTY

DOROTHY JORALEMON

RAY KAISER

FREDERICK P. KANN

PAUL KELPE

LEO LANCES

IBRAM LASSAW

AGNES LYALL

GEORGE McNEIL

ALICE MASON

GEORGE L. K. MORRIS

L. MOHOLY-NAGY

I. RICE PEREIRA

MARGARET PETERSON

RALPH M. ROSENBORG

A. D. F. REINHARDT

LOUIS SCHANKER

CHARLES G. SHAW

ESPHYR SLOBODKINA

DAVID SMITH

FLORENCE SWIFT

ALBERT SWINDEN

E. O. SCHNIEWIND

R. D. TURNBULL

VACLAV VYTLACIL

RUDOLPH WEISENBORN

WARREN WHEELOCK

FREDERICK WHITEMAN

HARRY WILDENBERG

ROBERT JAY WOLFF

BECKFORD YOUNG

JANET YOUNG

W. M. ZOGBAUM