

THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

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NOTICE TO NEWSPAPERS OUTSIDE OF NEW YORK: The second page of this release gives an idea of the national scope of the Museum and the names and cities of its out-of-town membership Chairmen.

FOR RELEASE Thursday, October 4, 1934

As one of the activities of the Museum's fifth anniversary year, Mrs. John S. Sheppard, Chairman of the Membership Committee of the Museum of Modern Art, announces that a special effort will be made during October and November to increase the Museum's membership. In addition to membership privileges of previous years, several new features are being offered this year.

All classes of members, including annual members paying \$10 yearly, will be admitted free to the gallery talks recently instituted and given at 3 P.M. in the Museum the first Monday after each exhibition opens. The privileges given in the past to all members and continued this year include invitations to previews; the Museum Bulletin free, eight issues annually; free admission on pay days; free admission to lectures; discount on purchases of color reproductions; and use of the Museum's modern art library by appointment.

Gertrude Stein will give the first lecture of the Museum's 1934-35 season. The lecture will be open to members of the Museum only. Miss Stein will talk on modern art Sunday, November 4.

Fellow Members--the class of membership paying dues of \$100 annually--will receive free all publications that have been issued in connection with exhibitions held in the Museum during the past five years. In addition they will receive free clothbound copies of all current exhibition publications. They will also have the privilege of visiting two outstanding collections of modern art in New York City. For the season 1934-35 these will be the collection of Mrs. John D. Rockefeller, Jr., and the Lewisohn Collection. Arrangements will be made by the Museum and invitations sent out for viewing these collections. Another new Fellow membership privilege will be consultation by appointment with Alfred H. Barr, Jr.

Director of the Museum, and professional advice on modern works of art.

Associate Members--who pay annual dues of \$25--this year are entitled to receive free clothbound copies of exhibition publications.

The Membership Committee is composed of the following:

Mrs. John S. Sheppard, Chairman, Mrs. Cornelius N. Bliss,
Mrs. Thomas R. Coward, Mrs. W. S. Cowles, Mrs. John D. W. Churchill,
Mrs. William T. Emmet, Jr., Mrs. Artemas L. Gates, Mrs. Walter
Hochschild, Mrs. David Franklin Houston, Mrs. O'Donnell Iselin,
Mrs. T. Catesby Jones, John D. Kennedy, Mrs. Samuel A. Lewisohn,
Mrs. Charles J. Liebman, Mrs. John Parkinson, Jr., Alfred E. Poor,
Mrs. John D. Rockefeller, Jr., Mrs. Nelson A. Rockefeller,
Mrs. Stanley Resor, Mrs. Baillie Ripley, Harold Sterner,
Mrs. Cornelius J. Sullivan and Miss Mary Hoyt Wiborg.

The Museum is not merely local but national in scope. One-third of its membership lives outside a 75-mile radius of New York City. It has members throughout the country. The out-of-town Chairmen of the Membership Committee include Miss Etta Cone, Baltimore; Mrs. S. V. R. Crosby, Boston; Mrs. Walter R. Lord, Buffalo; Mrs. Walter F. Bogner, Cambridge; Mrs. Charles B. Goodspeed, Chicago; Mrs. William J. R. Alexander, Cincinnati; Mrs. Meredith Hare, Colorado; Mrs. P. C. Hill, Fort Worth; Mrs. Francis Goodwin, Hartford; Mrs. Marshall Bullitt, Louisville; Mrs. Charles H. Chadwick, Palm Beach; Miss Eleanor F. Clark, Philadelphia; Mrs. C. A. Robinson, Jr., Providence; Mr. Berkeley Williams, Jr., Richmond; Mrs. Francis Cunningham, Rochester; Mrs. John Bakewell, San Francisco; Miss Olive Rush, Santa Fe; Miss Alice O'Brien, St. Paul; Miss Elizabeth Wade White, Waterbury; Mrs. Reginald Taylor, Williamsville; Miss Louisa Dresser, Worcester.

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(A booklet, just published, giving facts about The Museum of Modern Art, is enclosed. May we suggest that it might be filed for ready reference? Any part of the booklet may be reproduced or quoted with credit given the Museum.)