

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

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Beginning Wednesday, May 22, admission to the Museum of Modern Art, 11 West 53 street, will be increased to 75 cents for adults and to 25 cents for children. Membership dues for New York City and suburban residents will rise July 1 to \$18.00 and for non-residents to \$15. Artists' passes will remain at the present rate of \$3.

"Like many other educational institutions who have been forced to increase tuition charges, the Museum must raise its admission fee and membership dues in order to meet rising operation costs," William A. M. Burden, President of the Museum said in announcing the new schedule. The present admission charge of 60 cents for adults and 20 cents for children has been in effect since 1951.

Operating costs have risen by 67 percent in the past five years, Mr. Burden said, and as the Museum is dependent on admissions and memberships for a large part of its annual income the trustees have decided to ask the public to increase its contribution in this way. The Museum of Modern Art, unlike many similar institutions, receives no federal, state or city subsidy. Furthermore as a relatively young institution it has not been able to accumulate large endowment funds.

Almost half of the annual income of the Museum, a non-profit educational institution, is received from the support of hundreds of thousands of individuals through admission fees, membership dues and sale of publications. Another 20 percent is derived from special educational services, 5 percent from endowment, while contributions from charitable foundations and trustees make up the remainder.

Individuals may become members before July 1 at the old rate of \$15 for New York City residents and suburbanites and \$13.50 for non-residents. Among the membership privileges are an annual free admission pass to the Museum for husband, wife and children under 16, use of Members' Penthouse, the Calendar of Events and several free publications a year, invitations to Members' previews of major exhibitions, a discount of 25 percent on purchase of Museum publications, reduced rates for tickets to lectures and use of the Art Lending Service.

For additional information please contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York City. Circle 5-8900.