

THE MUSEUM OF MODERN ART

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No. 78
For Release
Friday,
June 24, 1960

The CBS Foundation Inc. has pledged \$150,000 to the Museum of Modern Art's 30th Anniversary Fund Drive, James Hopkins Smith, Jr., Chairman of the Drive, announced today. The grant will be used to continue and strengthen the Museum's circulating exhibitions program which prepares traveling shows for educational institutions throughout this country and Canada.

"The step the CBS Foundation has taken to further one of the Museum's most important educational functions is heartening and encouraging," Mr. Smith said in announcing the pledge. "This is the first major corporate gift the Museum has received in its drive for \$25,000,000 and it is not surprising that it has come from a company well known for its concern with visual communication for educational purposes."

"Coupled with a grant of \$50,000 from a private donor, this pledge means that we can now reorient our circulating program to meet current and future needs particularly in our country's colleges and universities which have assumed increasing responsibility for presenting modern art to the general public in their localities as well as to their own students," he said.

The Museum's Department of Circulating Exhibitions, under the direction of Porter McCray, organizes shows of paintings, sculptures, prints and drawings, architecture, design and photography from this country and abroad. Since 1932 this program sent out more than 500 exhibitions which have had more than 4,000 showings.

"The recent history of this program provides a dramatic illustration of the Museum's financial plight," Mr. Smith added. "For more than 20 years the Museum has contributed a subsidy of about one-third the total cost of circulating exhibitions in order to close the gap between what subscribers could afford to pay and the actual costs. In recent years this gap has widened and the Museum's ability to subsidize such an extensive program has diminished. As a result we have had to cut back sharply the number of shows available despite a growing number of requests."

The first exhibition to be circulated under the CBS Foundation grant will be New Spanish Painting and Sculpture. After being on view at The Museum of Modern Art from July 13 to September 25, the exhibition will start a year long tour beginning with the Corcoran Gallery in Washington, D. C.

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