

# THE MUSEUM OF MODERN ART

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

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FOR IMMEDIATE RELEASE

## MUSEUM TO INCREASE ADMISSION CHARGE

Increased costs of operation have made it necessary for the Museum of Modern Art, 11 West 53 Street, to raise its general admission fee beginning July 1.

The present 35¢ charge for adults will be changed to 44¢ including 7¢ federal tax while the children's rate will remain the same at 14¢. Neither memberships, which among many other privileges include free admission at all times, nor passes to art students will be affected.

The changes are in line with similar increases in fees and admissions to many private institutions throughout the country and are particularly necessary for the Museum, which without city or state funds and deriving only 5% of operating costs from endowment, is largely dependent on day to day public support. Costs of servicing the Museum's increasing public have risen since 1941 by nearly 82%.

MoMA - Press Release