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THE MUSEUM OF MODERN ART

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The Museum of Modern Art will increase its admission fee to \$1 beginning July 1, Rene d'Harnoncourt, Director, announced today. Children's admission of 25 cents will remain unchanged as will the group rate of 50 cents. Adult admission has been 95 cents.

"Unlike many museums in New York, the Museum of Modern Art receives no subsidy from the city and is entirely supported by earned and contributed income," Mr. d'Harnoncourt said. "It is expected that the 5 cent increase will help wipe out the operating deficit, which is estimated for the current year at about \$100,000."

More than 600,000 people visit the Museum annually. Members, however, receive a free admission pass as one of many privileges, and membership fees, beginning at \$15 annually, constitute a major source of financial support.

Admission to the Museum includes the galleries, the twice daily film showings, for which no extra charge is made, and use of the Garden Restaurant where lunch and tea are served. In addition to the permanent exhibition of selections from its own collections, the Museum presents about 25 exhibitions each year of paintings, sculpture, drawings, prints, architecture, design, and photography borrowed from various parts of the world.

The Museum of Modern Art's earned revenue--in the form of admission and tuition fees, publication sales, and membership dues--has recently averaged 70 per cent of its annual total expenditures, the largest of any museum in the world.

The Museum is open daily from 11 a.m. to 6 p.m., Sundays from 1 to 7 p.m. and Thursday evenings until 10 p.m.

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.