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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	R2P	2.19

report

of

THE BOARD OF TRUSTEES

to

THE MEMBERS

of the

MUSEUM OF MODERN ART

on

THE YEAR'S WORK

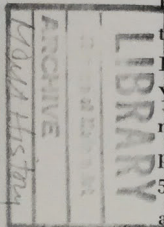
JULY 1, 1943 TO JUNE 30, 1944

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THE MUSEUM'S ACTIVITIES, JULY 1, 1943—JUNE 30, 1944

EXHIBITIONS: 25 in the galleries; 622 showings of 131 touring exhibitions in 235 cities; prepared at government request 2 exhibitions for London, one for Sydney, one for Cairo, one for Stockholm, 4 for South America. **PUBLICATIONS:** 62,533 books, 19,327 color reproductions, 65,121 post cards sold. **FILMS:** 775 showings in the auditorium to 207,825 persons; 1,144 bookings to 308 organizations out of town; 118 documentary films prepared in Portuguese and Spanish for the Coordinator of Inter-American Affairs; 1,452 films reviewed and reported on for the Library of Congress. **LIBRARY:** open free to the public; lent 3,944 slides to lecturers; sold 2,826 slides and 1,879 photographs. **EDUCATIONAL PROGRAM FOR SECONDARY SCHOOLS:** 8 exhibitions prepared for Young People's Gallery; Holiday Circus of Modern Art participated in by 3,500 children; held 7 art classes for members' children and 4 for adults; conducted project for teaching art in secondary schools (23 schools participating); prepared 10 teaching portfolios and conducted 10 art classes for high school students. **GALLERY TALKS:** 562 regularly scheduled talks to 15,124 visitors; 244 groups (8,301 persons) from educational institutions, clubs, and other organizations conducted through exhibitions by special appointment. **ARMED SERVICES PROGRAM:** books and color reproductions sent to army camp libraries; 3 film programs (5 films each) circulated among 24 military hospitals for showing in wards; 3 exhibitions circulated to hospitals in New York area; canteen for servicemen and their guests (operated in the Museum Garden by the Salvation Army); 25 parties for men and women in armed services (in cooperation with service organizations), attended by approximately 3,518 soldiers and sailors.



THE MUSEUM'S PUBLIC, JULY 1, 1943—JUNE 30, 1944

With a recorded count of:

- 415,926 attendance during the year (101,831 more than last year),
- 6,462 members (gain of 1,388 over previous year),
- 6,617 students used the Library,
- an attendance of 4,688 at class sessions,
- the purchase of 62,533 books.

and with a conservatively estimated count that:

- 622,000 people (or an average attendance of 1,000 at each of 622 showings) visited the exhibitions on tour,
- 200,200 (or an average audience of 175 at 1,144 showings) saw the circulating film programs,
- 8,699 slides and photographs rented and sold from the Library were used by 400 lecturers,
- the Museum served 1,312,000 people at a total cost of \$672,268.38 (exclusive of membership services at a cost of \$37,731.30) or at the average of 51¢ each.

THE MUSEUM'S NEEDS

Where does the 51¢ come from? None was received in tax money. It was derived from:

Earned Income (admissions, publications, fees for circulating exhibitions and film programs, and from income from invested capital funds)	21½¢
Contributions from individuals and membership fees	23½¢
	45¢

The deficit for 1943-44 thus represents a loss of 6¢ on every person served by the Museum.

When the operating deficit of \$79,082.75 is thus translated from a lump sum to the specific terms of one and a third million services rendered at a deficit of 6¢ each, it becomes clear that if the Museum is to continue to answer an increasingly greater public demand, one additional dollar over and above current contributions must be secured for every sixteen persons served.

The Trustees, for the first time in the Museum's fifteen years' existence, are asking for financial support from the public that endorses its aims, recognizes its achievements, and hopes for its continued success. This success can be assured only by direct contributions, above and beyond membership fees. Contributions are imperative if the Museum is to sustain the independence and enterprise which make possible its varied and wide service and enable it to maintain present values as well as to develop plans for the future.

The Museum of Modern Art is an educational corporation formed under the education law of the State of New York. Gifts to it are not subject to the gift tax and may be deducted as contributions under the Federal Income Tax Law up to 15% of the net income of the donor.

OPERATIONS 1943 — 1944

INCOME:	Earnings	\$284,226.39	
	Contributions	280,305.81	
	Memberships	61,513.90	
	Government contracts (production of films and exhibitions)	\$626,046.10	\$1,020,722.70
EXPENDITURES:	Program	\$411,908.24 (58 % of total expenditures) *	
	Building operations	76,979.79 (10.8% of total expenditures)	
	Administration	221,111.65 (31.2% of total expenditures)	
	Government expenditures (exclusive of overhead)	\$709,999.68	
	To Revolving Fund for publications inventory	374,914.61	
		14,891.16	

RESULTING DEFICIT

\$1,099,805.45

\$79,082.75

* In 1929, the first year of operations, these percentages were 35%, 36%, and 29% respectively. Now, more than half the Museum's expenditures are devoted to Public Service as represented by the Annual Program.

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"The arts are needed in a time of war with a special and desperate urgency. The world is rediscovering today its intense need for clear and true expression. Because the war effort is a total effort, it demands the best of us. Art can feed the best in us."

Lt. Commander Herbert Agar, U.S.N.R.

"We shall fight in vain if behind us is not kept burning with a steady light a flame of learning and culture."

Captain S. F. Markham, B.E.F.
(a few weeks after Dunkirk)

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report

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to
THE MEMBERS
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MUSEUM OF MODERN ART
on
THE YEAR'S WORK
JULY 1, 1943 TO JUNE 30, 1944