

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

John E. Abbott, Secretary of the Museum of Modern Art, announces that on January 1, 1947 the admission price to the Museum will rise from 25¢ plus 5¢ tax to 29¢ plus 6¢ tax, and that the admission price for children sixteen or under will rise from 10¢ to 12¢ plus 2¢ tax. The new overall admission prices as of January 1, 1947 will therefore be

35¢ for adults
14¢ for children 16 years old and under.

Mr. Abbott announced also that prices of memberships in the Museum have increased. The Resident Membership for the Metropolitan district (a radius of fifty miles of New York City) has risen from \$10 to \$12.50 annually, and the Participating Membership from \$15 to \$20. There has been no price increase in the Non-Resident Membership (beyond the fifty-mile radius) of \$10 annually and the Foreign Membership of \$15 annually.

In announcing the increase in prices Mr. Abbott said

"The Museum of Modern Art, as well as most individuals, is being affected by the rising cost of living. For the first time in its seventeen-year history, the Museum has been forced to increase the price of membership.

"All costs of Museum operation--labor, supplies and maintenance and, notably, printing--have risen 25% to 40%. This is proportionately the increase in our membership rates and admission fees.

"But today the Museum of Modern Art offers more than it ever has in the past. The unique services of the Museum have never been in greater demand. Current trends in painting and sculpture; new materials and methods in architecture and industrial design; the great popular interest in the use of photography; the multiplying use of documentary motion pictures; and the international demand for our circulating exhibitions--all point to an enlarged and more stimulating program for the Museum in the coming years."

Now \$12.50 annually, the Museum's Resident Membership for the Metropolitan district (a radius of fifty miles of New York City) includes the following privileges:

1. Annual admission pass to the Museum issued to both husband and wife. Members' children under 16 years of age admitted free when accompanied by a parent.
2. Invitations to all Trustees' private openings of Museum exhibitions.

3. Use of the Members' Penthouse Clubrooms.
4. Discount of 25% on the majority of Museum publications and color reproductions.
5. Subscription to the Museum Bulletin.
- 6.. Admission to all regular film programs.
7. Reduced prices on special lectures and concerts.
8. Free subscription to the New York Art Calendar, an impartial guide to current exhibitions in the New York region published monthly, October 1 to June 1.

Now \$20 annually, Participating Membership (for residents in the Metropolitan district) includes all the privileges of Resident Membership plus four books published by the Museum during the year. There has been no price increase in Non-Resident Membership at \$10 annually and Foreign Membership at \$15. These two membership classifications include all the privileges of the Participating Membership except the subscription to the New York Art Calendar.