

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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MUSEUM INCREASES MEMBERSHIP RATES

The Museum of Modern Art, 11 West 53 Street, has increased the annual cost of membership, for residents, from \$12.50 to \$15, and for non-residents, from \$10 to \$12.50.

This is the first time since 1929 that the Museum has raised its membership rates for out-of-town members, and the first increase since 1946 for resident members. The Museum, which receives no public funds of any kind, is entirely supported by its membership income, by private contributions and by the fees paid for its services and publications.

Membership privileges have increased as the Museum has expanded its activities and now include: two to four Museum books each year; illustrated quarterly bulletins; invitations to private previews of exhibitions; use of the Members' Penthouse where luncheon and tea are served and where the New Talent series of exhibitions of works of art for sale to members are shown; free admissions to the galleries and films; use of the Art Lending Service established last year so that members may rent original paintings and sculpture; and a 25% reduction on color reproductions, books, tickets to symposiums, Christmas cards, etc., bought at the Museum.

Last year each of the Museum's 15,000 members received books with a total retail value of \$23.25, if a non-resident member, and a value of \$17.50 if a New York City member. All members were given MATISSE: HIS ART AND HIS PUBLIC by Alfred H. Barr, Jr., which sells for \$12.50, and ABSTRACT PAINTING AND SCULPTURE IN AMERICA by Andrew C. Ritchie which sells for \$5. Other publications distributed last year to non-resident members were: MODIGLIANI: PAINTINGS, DRAWINGS, SCULPTURE by James Thrall Soby; JAMES ENSOR by Libby Tannenbaum; and, as a bonus publication, MEMORABLE LIFE PHOTOGRAPHS.

In announcing the increased rates, George S. Stillman, Director of the Department of Membership, said:

The increase in rates is 25% or less, while the buying value of the dollar has decreased much more than this. Members may rest assured that they will continue to receive benefits far greater than their cost. We are confident that the Members will fully understand the Museum's position in an economic situation which has affected prices in every field.