

# THE MUSEUM OF MODERN ART

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

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FOR IMMEDIATE RELEASE  
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## 43 CORPORATIONS BECOME MUSEUM MEMBERS

Forty-three corporations, including national publications, department stores, advertising agencies and manufacturing concerns have now become Corporate Members of the Museum of Modern Art, under a recently established plan which provides special privileges for the firm and individual benefits for employees and their families. The membership fee is tax deductible.

The benefits to employees have proved valuable in personnel relations and, according to the firms that have joined, are the most popular feature of the Corporate Membership plan. Employees of firms joining the Museum may become individual members of the Museum with all membership privileges for only \$5.00 a year, one-third the usual fee. The Museum's activities cover many fields of interest: painting, sculpture, prints, films, photography, architecture, design and home furnishings; Museum membership therefore has a wide appeal on both the professional and the amateur level.

Employees of member firms who join the Museum receive an annual admission pass to the Museum for husband and wife (admission for non-members is 60¢), may make reservations for the films shown twice daily in the Museum Auditorium and may have luncheon or tea in the Members' Penthouse overlooking Rockefeller Center and the Museum's Sculpture Garden. They receive invitations to the evening previews of important exhibitions held for members, and they receive two Museum publications a year and a Monthly Calendar of Events. Members also receive a 25% reduction on color reproductions, Christmas cards and other publications purchased at the Museum.

Special benefits for the corporations themselves include free guest admission cards enabling friends of the firm or out-of-town affiliates to enjoy a visit to the Museum, use of the private projection room for the showing of films from the Museum Film Library, use of the Art Lending Service for rental of original works of art for office or home, use of the Museum Auditorium and use of the research service

offered by the Museum Library.

The tax deductible fee for Corporate Membership ranges from \$100 to \$1,000 a year with privileges prorated. Any type of corporation is eligible and may obtain application blanks from Mrs. Emily Woodruff, Membership Department, Museum of Modern Art, 11 West 53 Street, N.Y. 19.

The following firms are corporate members of the Museum:

Baker Furniture Co.  
Bloomingdale Bros., Inc.  
Columbia Broadcasting System, Inc.  
The Condé Nast Publications, Inc.  
Coty, Inc.  
Cowles Magazines, Inc.  
Cunningham & Walsh, Inc.  
Doubleday and Company, Inc.  
Henry Dreyfuss  
Esquire, Inc.  
Greeff Fabrics, Inc.  
Harrison & Abramovitz  
The Heifetz Company  
William Heller, Inc.  
International Business Machines Corp.  
Jersey Standard Club, Inc.  
Knapp Foundation (Crowell-Collier)  
Laverne Originals, Inc.  
Lightolier, Inc.  
Lord & Taylor  
McCall's Magazine  
McCann-Erickson, Inc.

Marilyn Associates, Inc.  
Monsanto Chemical Company  
National Broadcasting Co., Inc.  
Newsweek Magazine  
The New Yorker  
The New York Herald Tribune  
Olivetti Corporation of America  
Reader's Digest Association, Inc.  
Rockefeller Center, Inc.  
Helena Rubinstein, Inc.  
Ben Sackheim, Inc.  
Saturday Review Associates, Inc.  
The Seventh Company, Inc.  
Skidmore, Owings & Merrill  
W. & J. Sloane  
Alexander Smith, Inc.  
Steuben Glass  
J. Walter Thompson  
Thonet Industries, Inc.  
Thru-Vu Vertical Blind  
Yale & Towne Mfg. Co.