

THE MUSEUM OF MODERN ART

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The Museum of Modern Art now earns two-thirds of its annual income of almost a million and a half dollars, according to a review of operating finances published today in a special 25th Anniversary Year Bulletin. The first financial report, issued in 1930 after one year's operation, is reprinted in the Anniversary Bulletin to illustrate the growth of the Museum, which receives no government financial support, during its first quarter of a century.

The 36-page Bulletin, edited by Allen Porter, also contains a special picture section illustrating the history of the Museum from the first exhibition of "Cézanne, Gauguin, Seurat and van Gogh," which 47,000 people attended in November 1929, to the Japanese House in the Museum Garden last summer which was seen by 121,000 visitors.

Rene d'Harnoncourt, Director of the Museum, in an article written for the Bulletin, shows how the growth of the Museum and the changes in the world in which it functions have called for an increase and widening of its activities and for modification of its methods, although the basic aim has remained unchanged. The speeches delivered at the 25th Anniversary Year opening ceremonies on October 19, including President Eisenhower's recorded message, are reprinted in full as well as a list of Contributing and Corporate Members of the Museum, patrons and donors of Special Gifts and the entire staff of 207 employees.

Since 1929, the financial reports show, the Museum's income from admissions has increased from \$450 to more than \$177,000. Attendance is now a half million people a year. Membership dues, originally little more than \$6000 annually, are now more than \$225,000, paid by more than 18,000 members. Sales from Museum publications, which have increased as the Museum's list of current titles has grown, now total more than \$160,000, including sales of color reproductions and postcards.

Other sources of income for the Museum include about \$96,000 in fees for educational services and for circulating exhibitions and films and an additional \$119,000 for other earnings. Special grants to develop programs in International Exhibitions and television totaled a little more than \$180,000 last year while contributions of trustees and friends was slightly over \$300,000. Return from endowment funds was about \$90,000 less than 6 per cent of the operating income.

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More than half of the Museum's income is spent on the curatorial program of exhibitions and education, including the Collections, Painting and Sculpture Department, Film Library, Publications, Educational Services, Circulating Exhibitions and Films, Library and Gallery Talks. Building maintenance and guard service cost the Museum more than \$215,000 last year and general administration, almost \$383,000. The Museum presents about thirty new exhibitions each year, runs an art school for about 1000 children and adults, shows films twice daily in its auditorium and publishes about eight books a year. More than sixty exhibitions circulate throughout the United States and several dozen more circulate throughout the world.

The list of Corporate Members for the year 1953-54 reveals that 47 firms have taken advantage of this recently inaugurated membership class which enables a company's employees to become individual members of the Museum at a 50 per cent reduction. Among the firms who contributed to the Museum in this way are the American Broadcasting Co., Paramount Theatres, Inc., Bloomingdale Brothers, Columbia Broadcasting System, Conde-Nast Publications, Inc., Cowles Magazines, Inc., Du Mont Television Network, Doubleday and Company, Inc., Harcourt, Brace and Co., Inc., International Business Machines, Lord and Taylor, National Broadcasting Company, Readers Digest Association, Inc., J. Walter Thompson, and Helena Rubinstein, Inc.

The picture section of the Anniversary Bulletin provides an informal history of the Museum's growth, from the first show in 1929, the first free gallery talks to the public in 1932, the founding of the library in a converted attic room the same year, the first show of furniture and decorative arts and the first one-man photography exhibitions in 1933, the establishment of the Department of Circulating Exhibitions the same year and the first machine art show in 1934. Other highlights illustrated are the organization of the Film Library in 1935, the opening of the present building in 1939, the beginning of the art educational project, the series of exhibitions of American painting and sculpture, the big one-man shows of famous artists, the inauguration of the Good Design project home furnishings exhibitions here and at The Merchandise Mart in Chicago, the houses in the Museum Garden, and the special events in the Auditorium. The opening of the Abby Aldrich Rockefeller Print Room in 1949 is illustrated, and the completion of the Grace Rainey Rogers Memorial Building at 21 West 53 Street, the Art Lending Service, which was established in 1951, and the Abby Aldrich Rockefeller Sculpture Garden opening in 1953. Other pictures include a view of the ANCIENT ARTS OF THE ANDES, most recent of a series of exhibitions of art from the past related to modern art, a picture of the United States Pavilion in Venice, which the Museum recently purchased under its International Exhibitions Program, and a view of an exhibition of modern masterworks acquired during the past decades through the Mrs. Simon Guggenheim Fund.

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The speeches delivered at the Museum's Anniversary Celebration on October 19, which are reprinted in full, include, in addition to President Eisenhower's message on "Freedom of the Arts," a talk by August Heckscher, Chief Editorial writer of the New York Herald Tribune, on "Modern Art and Mid-Century Developments," "The World of Modern Art," by Dag Hammarskjold, Secretary-General of the United Nations, "Tributes to the Past -- Plans for the Future," by William A. M. Burden, President of the Museum of Modern Art, "The Early Years," by Paul Sachs, Professor of Fine Arts, Emeritus, Harvard University and Honorary Trustee of the Museum, and "The Museum and the City," by Robert F. Wagner, Mayor of the City of New York.

Editorials which appeared in the New York Times and the New York Herald Tribune congratulating the Museum on its Anniversary are also reprinted in the Anniversary Bulletin.
