

The Museum of Modern Art

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NO. 36 E

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SPECIAL NOTE

TO CRITICS, EDITORS, ASSIGNMENT EDITORS

From: Elizabeth Shaw, Director, Public Information

IMPRESARIO — AMBROISE VOLLARD was made possible by generous grants from Exxon Corporation and the National Endowment for the Arts in Washington, D.C.

Such grants from corporations and from agencies of the federal and state governments are absolutely essential if The Museum of Modern Art is to continue to present a varied and balanced exhibition program.

We urge you, therefore, to credit both Exxon Corporation and the National Endowment for the Arts, when reviewing or mentioning the exhibition, so that they will receive public recognition for their vital contribution to the arts, a recognition we feel they deserve.

The dependence on corporate and government grants, which the Museum shares with other cultural institutions throughout the country, is relatively new. We think it is a beneficial development for the general public and believe that both government agencies and corporations are encouraged to continue their support if they receive recognition in the press of the key role they now play in supporting our cultural institutions.

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