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THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7471

FOR RELEASE Saturday Afternoon,
September 30 and Sunday Morning
October 1, 1933.

The policy of The Museum of Modern Art, 11 West 53d Street, is not to confine art within its own walls but to take it to people who are often too busy to come to The Museum. It has nine traveling exhibitions which tour the country. One of these, "The Photograph Exhibition of Modern Architecture," Gimbel's department store has brought back to New York for display in its Miniature Century of Progress, being held from October 2nd to November 18th. It includes 75 enlarged photographs which survey the extent of modern architecture in 15 countries. Plans and explanatory placards accompany the photographs. One of the most interesting sections is a presentation of the Housing Problem, showing American and foreign solutions of large-scale housing developments for minimum wage earners.

In addition to the Architecture Exhibition a large placard illustrates some of the activities of The Museum of Modern Art, with examples of its authoritative and profusely illustrated catalogs and several photographic reproductions of objects and paintings shown in its recent exhibitions. One of these is a copy of Whistler's Mother loaned to the Museum by the Louvre, exhibited in New York last fall and at present on a country-wide tour directed by the Museum of Modern Art. Now at the Chicago Century of Progress, the celebrated painting will have been displayed in twelve American cities before its return to Paris in June 1933. The Architecture Exhibition to be shown at Gimbel's and a similar one with models have been on view in twenty-one cities outside of New York.

FOR INFORMATION AFTER MUSEUM HOURS:

TELEPHONE: A. E. ...