

THE MUSEUM OF MODERN ART

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THE PHENOMENAL RISE OF AMERICAN TASTE AND THE COMING FABRICS EXHIBITION AT THE MUSEUM OF MODERN ART.

In pursuit of its desire to bring before the public outstanding achievements of industry in the field of design, the MUSEUM OF MODERN ART in conjunction with AMERICAN FABRICS will present a major exhibition of American Textiles in the fall of this year.

When the survey-makers are faced with the phenomenal tide of good taste in things to wear, in music, in literature, in art, homes and fashions, they are understandably non-plussed. What are the factors which are responsible for this rapid cultural growth? They are confronted with a great multitude of influences, ranging all the way from travel to television, enthralling and educating the public.

Among these influences is one which can take more than a modest bow for its part in our rising standards of taste. This is New York City's Museum of Modern Art. Founded in 1929 by three great and public spirited women -- Mrs. Lillie P. Bliss, Mrs. John D. Rockefeller, Jr. and Mrs. Cornelius J. Sullivan -- "for encouraging and developing the study of modern arts and the application of such arts to manufacture and practical life..." (the italics are ours) it has done magnificent service in meeting the public demand for a new and living culture, not only in New York but throughout the nation and half way across the world.

The fact that the Museum serves as a point for projection of ideas to the whole nation is attested by remarkable results. Last year over 700,000 people visited the exhibitions held in the Museum itself; another million annually view the sixty travelling exhibits circulating this country and twenty-five on the road in Europe and Latin America. A recent photographic exhibit on THE FAMILY OF MAN alone drew an audience of 270,000 in New York and the book illustrating it sold 400,000 copies in a few months. These figures and facts clearly show the overwhelming public demand to know more about the arts and their practical applications in the life of the nation today.

Among the greatest industries is one whose achievements very rarely receive public acclaim, yet which touches this life intimately in almost every aspect - the textile Industry, fourth greatest in national stature. The case was stated so simply

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and eloquently back in 1928 by Alexander M. Levy and M.D.C. Crawford who wrote: "The consciousness of people is more constantly affected by their apparel than by any other influence. With other arts an association is casual and intermittent. The influence of fabric, texture, color and form is never absent."

AMERICAN FABRICS in every issue since its inception has forthrightly stated that "the American Textile Industry casts a major influence on the economic and social aspects of the world in which we live..."

We therefore take pleasure in announcing our active participation in the forthcoming exhibition, which will project achievements of the great textile industry before the public and endorse its rightful place in the nation's cultural and artistic life.
