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THE MUSEUM OF MODERN ART
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FOR IMMEDIATE RELEASE

The Vincent van Gogh Exhibition, which opened November 5 at The Museum of Modern Art, has drawn a record-breaking attendance of 70,000 in its first month, just ended. Among this number Mrs. Franklin D. Roosevelt has been counted five times, as that is the number of visits the President's wife has made to the Museum to view the van Gogh paintings and drawings.

The highest attendance for any single day to date has been 4,252, which occurred on Monday, November 18. On Mondays and Wednesdays during the van Gogh Exhibition the Museum is open from seven to ten in the evening as well as from ten a.m. to six p.m.

Beginning December 14, until the end of the Exhibition on January 5, the Museum will also be open Saturday evenings from seven to ten o'clock.

Weeks before the paintings were on view the Museum was receiving fifty or sixty telephone calls a day inquiring about the Exhibition. After the opening the calls rose to a peak of more than 300 in one day but now average about 90 daily. Many inquirers seem reluctant to say the name of the Dutch painter and phrase their questions in such a way that the operator must say it. Others give a variety of pronunciations, including van Goo, van Goof and van Guff. The Museum lists ~~three~~ correct pronunciations in the following order of preference:

1. (Dutch) van Gogh (first g aspirate as an h, o like "aw" in hawk, gh like the German ch)
- van Gogh (first g hard, o like "aw" in hawk, gh like the German ch)
- van Gogh (both g's hard, short o)

N.B. Any or all of the information given in the enclosed Bulletin of the Museum may be published provided credit is given to The Museum of Modern Art Film Library.