

THE MUSEUM OF MODERN ART
 11 WEST 53RD STREET, NEW YORK
 TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

JOHN E. ABBOTT, EXECUTIVE VICE-PRESIDENT OF MUSEUM OF MODERN ART,
 ANNOUNCES INNOVATION IN MUSEUM HOURS

To make the Museum of Modern Art and all its facilities more useful to the busy wartime public is the purpose of its new schedule of hours as announced by John E. Abbott, Executive Vice-President of the Museum. Beginning Wednesday, July 1, the Museum will open to the public at 12 Noon every day (1 P.M. on Sunday) and will stay open every day including Sundays until 7 P.M.* Instead of showing one motion picture program at 4 P.M. daily the new schedule will enable the Museum to give its motion picture program twice daily, at 3 P.M. and at 5:30 P.M. including Saturdays and Sundays. Gallery talks by Museum lecturers will be given daily at 3 and 6 P.M. including Saturdays and Sundays.

In announcing the new schedule Mr. Abbott said:

"For more than a year the Board of Trustees of the Museum and its staff have sought in every way to make the Museum of Modern Art of genuine value to its members and to the public in these difficult war times. Unfortunately, the people who most appreciate the Museum have become more and more busy during the weekday hours that the Museum has been open. Since Pearl Harbor we have noticed a decrease in leisure-hour attendance, i.e., weekdays between 10 A.M. and 6 P.M. On Saturdays and Sundays, however, our attendance has shown an increase.

"We have therefore decided to keep the Museum open until 7 P.M. every day including Saturdays and Sundays. This will enable people who work in offices, stores, factories and in all regular occupations to spend a refreshing hour or more at the Museum after work. We feel that many people miss seeing exhibitions simply because they must make a special trip on Saturday or Sunday; whereas if they can come to the Museum direct from their offices or other work the added convenience and the time saved will enable them to make their visits much more frequent.

"There is an additional advantage in keeping the Museum open until 7 P.M. every day. In answer to public demand we will have two showings daily of the Film Library programs of motion pictures, with the second showing at 5:30. Many people will welcome the opportunity to see these programs after the usual working hours. Opening the Museum at noon every day will inconvenience almost no one as very few people are able now to use the morning hours for Museum visits.

"There is every reason why a museum run for the public benefit should remain open when the public is free to enjoy it. Therefore we are inclined to believe that after the war the Museum will probably retain the new opening and closing schedule

*For the duration of the war the Museum will be open only until 7 o'clock on Wednesdays as on other days instead of remaining open until 10 P.M. as has been customary on Wednesday nights.

which it will inaugurate July 1. In fact, this change in hours may bring about other changes in museum policy generally which will be greatly to the benefit of the public."

Since May 1941 when Lord Halifax, Great Britain's Ambassador to the United States, formally opened the big Britain At War exhibition at the Museum of Modern Art, the Museum has shown the following exhibitions which in one way or another have to do with the war and preparation for it:

Britain at War, May 22 - Sept. 2, 1941

Winning Posters from National Defense Poster Competition,
July 16 - Sept. 7, 1941

Dymaxion Deployment Unit, opened in Garden Oct. 10, 1941

Image of Freedom, Oct. 29, 1941 - Feb. 1, 1942

Children in England Paint (arranged in collaboration with British Library of Information) held in Young People's Gallery, Nov. 6 - 30, 1941

U. S. Army Illustrators of Fort Custer, Michigan,
Feb. 4 - March 10, 1942

Art in War: OEM Purchases from a National Competition,
March 13 - 25, 1942

Two Years of War in England: Photographs by William Vandivert for LIFE, April 15 - May 10, 1942

Wartime Housing, April 22 - June 21, 1942

Art Sale for the Armed Services, May 6 - June 16, 1942

Anti-Hoarding Pictures by New York School Children,
May 13 - June 8, 1942

Road to Victory: A Procession of Photographs of the Nation at War, May 21 - Sept. 20, 1942

Salvage Posters by New York High School Students,
June 24 - July 15, 1942

In addition the Museum has during the past year shown the following motion pictures which relate to the war:

Safety for the Citizen (Air raid precautions, etc.)

Films for Latin America

American Defense Films

The exhibitions and motion picture programs listed above have been in addition to those shown at the Museum which have no bearing on the war.