

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

TELEPHONE: CIRCLE 7-7471

FOR RELEASE TUESDAY, October 31, 1944

Beginning Wednesday, November 1, The Museum of Modern Art, 11 West 53d Street, will be open every evening except Sunday from eight to ten. According to an announcement made by Mr. A. Conger Goodyear, President of the Board of Trustees, the Museum will change on the same date from summer hours to its regular winter hours of from ten A. M. to six P. M. daily and from two P. M. to six P. M. Sunday.

"During the twelve months ended October first," Mr. Goodyear stated, "our attendance increased more than 22% over the preceding twelve months. In addition, we have had numerous requests -- especially from business people who cannot conveniently see the exhibitions during the day--to keep the Museum open at night. The Trustees have therefore decided on the longer hours. There will be an admission charge of twenty-five cents in the evening."

Commenting on the announcement, Mr. Alfred H. Barr, Jr., Director of the Museum, said: "It is something of an anomaly that museums, which are places of recreation as well as of study, should ordinarily be closed at night. All day the open museum competes with the world of business. At night, just as do theatres and movies, it should open its doors to the public seeking refreshment and stimulation."

FOR INFORMATION AFTER MUSEUM HOURS:

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