

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

TELEPHONE: CIRCLE 7-7470

FOR RELEASE Sunday, December 1,  
1934, or any time during that  
week for the broadcast Saturday  
night, December 8.

In cooperation with the Museum of Modern Art, the American Federation of Arts announces the tenth of its new series of "Art in America" programs, to be broadcast by the National Broadcasting Company over Station WJZ and national network, Saturday, December 8, from 8:00 to 8:20 P.M., Eastern Standard Time. The program will be in dialogue, from material prepared by Holger Cahill, noted art critic and director. The subject will be "The Impact of Modern Art."

From the middle of February to the middle of March, 1913, the Armory of the 69th Regiment in New York was the scene of an exhibition of revolutionary importance to American art. It was sponsored by The Association of American Painters and Sculptors and was called the International Exhibition of Modern Art, but it is usually referred to simply as the "Armory Show." It introduced modern art to the American public and showed works of the most radical modern European and American artists as well as paintings by artists who were forerunners of the movement.

The radio program Saturday night will include a discussion of the conditions in art circles in this country that brought about the Armory Show and the influence of the Show on American artists and public. Most critics and artists greeted the exhibition with ridicule and abuse. The public in general considered it something to laugh at, but to a large group of younger artists it was the rallying cry of a living, vigorous art in open battle against the stereotyped studio art of the academies. The Show aroused excited controversy and discussion. It not only introduced modern art to the American public but it stirred the public out of its apathetic indifference to art to a lively interest in it.

The "Art in America" programs broadcast every Saturday night from October 6 to January 26 are a continuation of the series initiated by the General Federation of Women's Clubs and made possible through the cooperation of the Carnegie Corporation of New York, the American Federation of Arts, the National Advisory Council on Radio in Education, The National Broadcasting Company, The Metropolitan Museum of Art, The Art Institute of Chicago and the Museum of Modern Art.