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THE MUSEUM OF MODERN ART
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FOR RELEASE Sunday, January 6, 1935,
or any time during that week for the
broadcast Saturday night, January 12

In cooperation with the Museum of Modern Art, The American Federation of Arts announces the fifteenth of its new series of "Art in America" programs to be broadcast by the National Broadcasting Company over station WJZ and national network Saturday, January 12, from 8:00 to 8:20 P.M. Eastern Standard Time. The program will be given in dialogue from material prepared by Lincoln Kirstein, editor and author. The subject will be "Photography in the United States."

Photography at its best today is a combination of technical invention and creative talent. The development of modern photographic apparatus came about through a series of discoveries in chemistry and optics. At first it was considered simply a technical aid to painters and artisans, but as it developed through progressive chemical research it began to assume the importance of an independent craft.

As it increased in importance as a separate medium a conflict of opinions arose as to whether photography were an art or a science. Some painters whose aim was the exact reproduction of nature were alarmed by the greater accuracy and facility of photography; others welcomed it as a new means of artistic expression that could never displace any other form of art but would gradually develop its own artistic possibilities.

In the dialogue Saturday night the speakers will discuss the development of photography in this country from the Civil War, magnificently recorded by the camera of Matthew B. Brady, to present-day masters of the camera: Stieglitz, Steichen, Sheeler, Weston, Abbott, Evans, Steiner, and Bourke-White.

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.