THE MUSEUM OF MODERN ART

14 WEST 49TH STREET, NEW YORK

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The Museum of Modern Art, 14 West 49 Street, New York,
announces that Miss Ruth Olson and Miss Elise van Hook have been
added to its staff as gallery lecturers. Four gallery talks
will be given daily, including Saturdays and Sundays, at approxi-
mately the hours of 11 A.M., 1:30 P.M., 3 P.M. and 4:30 P.M. and
may be attended by any visitors in the gallery.

The talks, or guided tours, will be given on whatever ex-
hibitions are in the galleries--at present on painting and
sculpture, architecture, posters and movie stills. In announcing
this new activity for the Museum, Thomas Mabry, its Executive
Director, said: "The Museum has always had occasional gallery
talks, although before this time no regular program of tours
has been undertaken. We have found that a great many people
enjoy learning something more about the material of the
exhibitions than can be ordinarily put on wall labels. We
begin these talks, therefore, not with any spirit of the
doctrinaire or with any dogma but with the desire to increase
the pleasure of the daily visitor. Questions and general
participation in the discussion by the visitor will be encouraged.
The talks will point out, in a descriptive manner, some of the
principles of contemporary creative effort as they appear in
the exhibitions, so that the intention of modern artists and
designers may become more intelligible to the visitor.

"But the task of providing guidance for the general public
in the use of the Museum through instructed tours is a most diffi-
cult one. The variety of interests and backgrounds inevitable
in any casual group of visitors makes an understanding of his
audience almost impossible for the instructor. The Museum hopes
that organized social and recreational groups which represent
some degree of homogeneity in interests will call upon the
Museum to arrange gallery talks more especially related to
their own outside interests and activities."