

40408-23
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK

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FOR IMMEDIATE RELEASE

NOTE: Until further notice, the Museum of Modern Art will be open one evening a week--every Wednesday until 10 P.M.

The Museum of Modern Art, 11 West 53 Street, announces that the total attendance at the Exhibition of Italian Masters, which it showed from January 26, 1940 to April 7, has been 290,888, an average of 3,931 daily for the 74 days it was open (including the opening night). This exhibition has broken all records in the Museum's ten-year history. The highest attendance was on Washington's Birthday when 8,700 persons visited the Museum. The largest attendances for previous exhibitions were 5,969 on the last day of the van Gogh Exhibition, January 5, 1935; and 4,694 on Sunday, November 26, 1939, for the Picasso Exhibition.

Voting for the public's favorite painting and sculpture in the Exhibition of Italian Masters has been remarkably consistent since the balloting began. The leading choices are as follows:

1. Titian: Portrait of Pope Paul III
2. Raphael: Madonna of the Chair
3. Botticelli: The Birth of Venus
4. Michelangelo: Madonna and Child
5. Verrocchio: David

The success of the evening hours during the Italian Masters Exhibition has prompted the Museum to try permanent evening hours one **night** a week. From now on the Museum will be open every Wednesday from 10 in the morning until 10 in the evening. Sundays, the Museum will be open as usual from 12 Noon until 6 o'clock; all other days, including Saturdays, the hours will be from 10 A.M. to 6 P.M. The admission fee, weekdays, Sundays and Wednesday evenings, will be twenty-five cents and ten cents for children under sixteen.