

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

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FOR IMMEDIATE RELEASE

REAL ESTATE EDITORS SHOULD NOTE
THIS RELEASE

Housing is a vital issue today. The Exhibition described in this release is of tremendous interest to real estate men as well as to the art public. It will arouse nationwide comment, and real estate editors will want to give their readers first-hand information.

The Museum of Modern Art, 11 West 53 Street, announced today that a radio program by internationally known housing authorities will be broadcast from the Museum Monday night, October 15, at the preview of the Housing Exhibition of the City of New York, which opens to the public Tuesday morning, October 16. The program will be broadcast by the National Broadcasting Company over Station WEAJ and network in a nationwide hookup from 10:30 to 11:00 p.m.

The speakers will be guests of honor at the Exhibition. Mr. Langdon W. Post, Tenement House Commissioner of New York and Honorary Chairman of the Exhibition will introduce the speakers and will give a three-minute description of the Exhibition. Mayor Fiorello La Guardia will represent the City of New York. Sir Raymond Unwin, City Planner for Greater London, will speak on "England's Housing Achievements." Mr. Ernst Kahn, General Manager of Frankfort-on Main, will tell of "Rehousing a City". Mr. Jan Ruhtenberg, Swedish architect, will talk on housing developments in Sweden. Mr. Boris Yofan, Chief Architect of the Palace of the Soviets, will speak briefly in Russian on Soviet housing, his speech being immediately translated into English for the majority of the radio audience. Mr. Horatio B. Hackett, Director of Housing for the Public Works Administration, will talk on housing plans and projects for this country.

The Housing Exhibition will be open to the public at the Museum

of Modern Art from Tuesday, October 16, through Wednesday, November 7. It is being sponsored by the New York City Housing Authority, Columbia University Orientation Study, Lavanburg Foundation, Housing Section of the Welfare Council, The Museum of Modern Art.

Dr. Carol Aronovici is Chairman of the Committee for the Exhibition which, in addition to the Honorary Chairman, Mr. Post, also includes the following - Abraham Goldfeld, Vice-Chairman, Mrs. Alice Flexner Rothblatt, Secretary, Edward Conti, Arthur C. Holden, Louis E. Jallade, Philip Johnson, Dr. Samuel Joseph, John J. Klaber, Miss Loula D. Lasker, G. Lyman Paine, Jr., Mrs. Joseph M. Proskauer, Evert Routzahn, Clarence S. Stein, Miss Harriet T. Townsend.

The Exhibition is directed by G. Lyman Paine, Jr., of the New York City Housing Authority. It is under the supervision of Philip Johnson, Chairman of the Architecture Department of The Museum of Modern Art.