

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

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Advance Notice

Photographs for Collectors, an exhibition and sale of works by 50 photographers, will be held at the Museum of Modern Art, 11 West 53 Street, New York City, October 1 - 16. About 200 photographs will be on view, priced at \$25 and up. Although photographs may currently be purchased at the Museum, the exhibition will officially inaugurate their inclusion as a permanent activity of the Art Lending Service. Edward Steichen, Director of the Museum's Department of Photography, will select the show, which will be installed by Miss Grace Mayer.

With the exception of Jean-Eugene-Auguste Atget, Werner Bischof, Robert Capa and David Seymour, the photographers represented in the exhibition and sale are living. They are American, Austrian, Canadian, Chilean, English, French, Japanese, New Zealander, Polish and Swiss. Prominent names include Harry Callahan, Paul Caponigro, Henri Cartier-Bresson, Robert Frank, Philippe Halsman, Arthur Rothstein, Aaron Siskind and Edward Steichen. Styles range from photo-journalism to abstraction, with a wide variety of subject matter.

The Art Lending Service of the Museum of Modern Art was established in September 1951 to encourage the purchase of contemporary art. Through the Service, paintings, prints and sculptures are available for rental or sale. Photographs are for sale only.

Photographs and further information are available from Herbert Bronstein, Assistant Publicity Director, Museum of Modern Art, 11 W. 53 St., New York, N. Y. CI 5-8900.