

THE MUSEUM OF MODERN ART

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

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FOR IMMEDIATE RELEASE

A 16-page brochure illustrating many gift ideas and greeting cards for the holiday season has been published by the Museum of Modern Art and can be ordered by mail.

Among the gift suggestions outlined in the brochure are art books ranging in price from \$1.25 to \$25.00, a 1963 Appointment Calendar at \$2.75, Christmas cards from 5 to fifty cents each, and membership in the Museum which starts at \$15.

Members receive a 25 per cent reduction on all the above.

Gift membership can be enjoyed by the whole family for an entire year. Depending on the category, members will receive two or more free books during the next 12 months and a 25 per cent reduction on all Museum publications. Other privileges outlined in the brochure include unlimited visits to the galleries, reservations for film showings and invitations to special exhibition previews.

The 1963 Appointment Calendar, published by the Junior Council of the Museum, is illustrated by 54 photographs from the Museum Collection, taken by such outstanding and internationally recognized photographers as Margaret Bourke-White, Henri Cartier-Bresson, Alfred Eisenstaedt, Walker Evans and Dorothea Lange. It is designed so that it can be converted to a permanent album of photographs by removing the appointment sheets at the end of the year. Mail orders are filled for an additional 40 cents per calendar for postage and handling.

The brochure also illustrates 14 of the 28 Christmas cards available this year. Reproductions in full color of works in the Museum Collection include Klee's Laughing Gothic, Redon's Flight into Egypt and Soutine's Chartres Cathedral. Among the religious subjects are Chagall's David, Rohlf's Three Kings and Barlach's Angel with a Horn. Works by Matisse, Moore, and Picasso have also been reproduced. There is a minimum order of 25 cards per title; members are entitled to the 25 per cent discount on orders of \$3 or more.

All the books, the Christmas cards and the Appointment Calendar may be purchased at the Main Sales Desk at the Museum, 11 West 53 Street, or ordered by mail from the order blank included in the brochure.

Brochure and further information available from Josephine Bradley, Publicity Department, Museum of Modern Art, 11 West 53 Street, New York 19, N. Y. CI 5-8900.