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The Museum of Modern Art

West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

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FOR IMMEDIATE RELEASE

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The Museum of Modern Art's holiday cards are now on sale at a special ground floor shop at 21 West 53rd Street, just west of the Museum's main entrance. More than 30 Christmas card designs, including new three-dimensional designs, as well as gift enclosures, matchbooks, booklets and other small gift items are on sale.

The shop is open from 11 a.m. to 5:45 p.m. Mondays through Saturdays, and from 12 noon until 5:45 p.m. on Sundays through December 31. It will remain open until 8:45 p.m. on Thursday evenings until Christmas Eve, when it will close at 6 p.m.

The cards were removed to the new self-service shop to facilitate sales during the holiday season. Books, color reproductions and gift memberships remain on sale in the Museum Bookstore, located in the entrance of the Museum's main lobby at 11 West 53rd Street.

The greeting cards range in price from 5 cents to \$1.00, and in design from a color reproduction of Marisol's "The Family" to abstract designs by Alexander Liberman, Richard Anuszkiewicz and Ivan Chermayeff. The Junior Council, which selects the Museum's Christmas cards each year, has also chosen two cardboard constructions by Ilya Bolotowsky and Mon Levinson, which can be used as tree ornaments or inexpensive gifts. Gift enclosure cards, including two new designs by Antonio Frasconi, are available in packages of six for 25 cents.

Also on sale in the card shop are copies of the Museum's new edition of TWELVE FABLES OF AESOP, narrated by Glenway Wescott and illustrated by Antonio Frasconi (paper, \$1.95); the fold-out "leporello" WILLIAM TELL, drawn by Warja Honegger-Lavater (\$3.50); and the 1965 APPOINTMENT CALENDAR, with gift box (\$2.75).

An illustrated catalog, listing all cards and holiday gift suggestions, is available free-of-charge from the Bookstore or by mail from the Publication Sales Department of The Museum of Modern Art, 11 West 53rd Street.

Photographs and additional information available from Lynn Traiger, Assistant Director, Department of Public Information, The Museum of Modern Art, 11 West 53rd Street, New York, N. Y. 10019. Circle 5-8900.