The Museum of Modern Art

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

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Holiday cards and gifts from The Museum of Modern Art will go on sale November 15 in a special ground floor shop at 21 West 53rd Street, just west of the Museum's main entrance. Over 40 holiday cards and gift enclosure cards are offered, as well as gift notepaper boxes, Christmas card samplers, and colorful matchbooks.

The self-service shop, set up to facilitate sales during the holiday season, is open on Monday, Tuesday, Wednesday, Friday, and Saturday from 11 a.m. to 5:45 p.m.; Thursday, from 11 a.m. to 8:45; and Sunday, from 12 noon to 5:45 p.m. It closes on December 31.

The cards range in price from 10 cents to $1.00, and include four new three-dimensional constructions, designed specially for the Museum, by Richard Anuszkiewicz, John Goodyear, Reginald Neal, and Mac Wells. In addition to some old favorites, there are nine new designs by such well-known and varied artists as Alexander Calder, Marc Chagall, Robert Indiana, Paul Klee, and Andy Warhol.

Among the unique gifts this year available exclusively through the Museum is a handsome red, white, and black kaleidoscope entitled FALLING MAN, by the sculptor Ernest Trova. The motif of a falling man appears on the outside and is used inside the kaleidoscope. It is $3.95.

Most books and color reproductions will remain on sale at the Museum bookstore at the main entrance of the Museum, 11 West 53rd Street. An illustrated brochure listing all the cards, gifts, and other gift suggestions is available at the Christmas shop, the bookstore, and by mail from The Museum of Modern Art, P.O. Box 5300, Grand Central Station, New York, N. Y. 10017. There is a charge of 25 cents deductible from orders over $5.00.

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Additional information available from Elizabeth Shaw, Director, and Patricia Kaplan, Assistant, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York, N. Y. 10019. CIrcle 5-8900.