

# THE MUSEUM OF MODERN ART

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

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No. 107

FOR RELEASE:

Friday, October 19, 1962

A 1963 Appointment Calendar illustrated with 54 photographs by internationally famous photographers will be published by the Junior Council of the Museum of Modern Art October 19. This useful and attractive gift is designed so that the appointment pages can be removed at the end of the year converting the calendar into a permanent album of 20th century photographs. It is available in the Museum lobby, 11 West 53 Street, New York City, or by mail for \$2.75 plus 40 cents per book for postage and will be distributed to bookstores throughout the country by Doubleday and Co., Inc.

The photographs, all from the Museum's Collection, date from Edward Steichen's Rodin-Le Penseur (1902) and Alfred Stieglitz' The Steerage (1907) to Ken Hyman's 1962 picture of a Nigerian worker. Other photographers, represented by works ranging from photo-journalism to abstraction, include Ansel Adams, Eugene Atget, Margaret Bourke-White, Henri Cartier-Bresson, Alfred Eisenstaedt, Walker Evans, Robert Frank, Dorothea Lange, Laszlo Moholy-Nagy, Tina Modotti, W. Eugene Smith and Edward Weston.

Designed by Edwin Lee, the calendar is eight inches square, has a handsome blue and black laminated board cover, a convenient black spiral binding and an envelope for gift wrapping or mailing. There is a separate dated page for each week with a photograph on the facing page.

The 1963 Calendar is the seventh to be published by the Junior Council, a group of friends of the Museum which operates the Art Lending Service and organizes special exhibitions and lecture series.

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Review copies and photographs available from Nancy Reed, Assistant Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. CI 5-8900.