

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

500414 - 28

TO: Home Furnishings Editor - Sunday Rotogravure Section

FROM: Publicity Department, Museum of Modern Art

has the exclusive franchise in your city to carry the prize-winning furniture from the International Low-Cost Furniture Competition sponsored by the Museum of Modern Art and the Museum Design Project, Inc.

The furniture, which will go on sale throughout the country in May, will also be on view in a large exhibition at the Museum of Modern Art in New York from May 17 through July 16.

RELEASE DATE FOR SUNDAY ROTOGRAVURE SUPPLEMENT ONLY - APRIL 30.

Sunday news sections may release stories on May 14; daily papers on May 17; monthly magazines in May issues.

If you are interested in receiving photographs and descriptive material in advance for a feature story, will you let us know? Please include with your request the date on which you intend to use the material.

An early release is enclosed to give you background information on the competition.