

Shopping editors
christmas card correspondence

173

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

530911-64

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Christmas cards by such world-famous modern artists as Picasso, Matisse, Rouault, Saul Steinberg will go on sale at the Museum of Modern Art, 11 West 53 Street, on October 1 at prices ranging from 5 to 25 cents. This year for the first time Museum cards can be ordered imprinted with individual names.

Nine of the 13 cards to be sold this year by the Museum are new. These include a drawing by Picasso, a black and white drawing of a child in a manger by Ben Shahn, a two-color card by the Italian artist Munari and a new drawing of Santa playing a violin by Saul Steinberg.

A 24-page booklet of the Cherry Tree legend illustrated by Ben Shahn (25 cents) is another new card being offered this year.

Cards will be sold at the Museum in the main lobby and may also be ordered by mail. Stubs Publications is handling distribution of the cards to stores throughout the country.

NOTE: SAMPLES ARE AVAILABLE ON REQUEST.