

THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

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Release at will:

NON-RESIDENT GIFT MEMBERSHIP

An unusual Christmas gift that keeps coming all year is a family membership in the Museum of Modern Art, 11 West 53rd Street, New York 19, New York. It may be ordered by mail for \$15.00 for people who live outside of New York and husband, wife and children under 16 may all use the membership privileges. The new member receives his gift in the form of a handsome Christmas card designed by the famous artist Paul Klee and during the next twelve months a series of Museum publications and special services.

Among the four new books non-resident members will be sent during the coming year are: 16 Americans, edited by Dorothy C. Miller; Claude Monet: Seasons and Moments, by William Seitz, (64 pages, 50 plates, of which 6 are in color); and Art Nouveau, edited by Peter Selz with critical essays on Architecture, Design, Graphics and Painting. In addition to these outstanding books, a bi-monthly calendar of events is sent listing current and future exhibitions, gallery lectures, special evenings and film showings, so that members can keep in touch with the New York art world.

A most attractive membership privilege is the 25% discount on all Museum publications for personal use or gifts. The Museum, which publishes more art books than any other in the country, has over 100 titles in print on painting, sculpture, industrial design, photography and films. The 25% discount also applies to color reproductions of works of art in the Museum Collection and the distinctive Museum Christmas cards when ordered in quantities totaling \$3.00 or more.

When in New York members who receive a free admission pass for husband, wife and children under 16, may have lunch and tea in the penthouse and use the Art Lending Service, where paintings, prints and sculpture from more than 60 New York galleries may be rented for two or three months. If at the end of that time the member wants to own the work of art the rental fee is deducted from the price.

The Museum of Modern Art, founded in 1929, is a privately supported institution which receives no city, state or federal government subsidy. Its activities are supported by 25,000 members from every state in the union and by book sales and admission fees. A Gift Membership in the Museum of Modern Art is therefore a double gift, as it helps the Museum as well as provides a year of membership privileges for the recipient.