

# The Museum of Modern Art

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

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FOR IMMEDIATE RELEASE

The 1965 APPOINTMENT CALENDAR, published by the Junior Council of The Museum of Modern Art, is illustrated with fifty-nine black and white photographs of scenes from film classics of the silent era selected from The Museum of Modern Art Film Library's collection of over one million film stills. The APPOINTMENT CALENDAR is available for \$2.75 at the Museum bookstore and at bookstores throughout the country, or by mail (for an additional 20 cent handling charge).

Designed by Joseph del Gaudio, the book is eight inches square; the black, white and ochre cover, with its heavy acetate overleaf, is designed to resemble a film sequence. The spiral-bound Calendar comes with a gift box which is a photographic facsimile of the characteristic film mailing case. The film stills are interspersed throughout the Calendar, so that the dated pages may be torn out after use and the illustrations retained as a bound album.

The photographs are scenes from American and foreign films--Charles Chaplin in "Sunnyside," Gloria Swanson in "Manhandled," Greta Garbo in "The Story of Gösta Berling," and Mary Pickford in "Little Annie Rooney." There are stills from "Plunder" starring Pearl White, from "The Merry Widow" with John Gilbert, from "Blood and Sand" starring Rudolph Valentino and Nita Naldi, as well as Alla Nazimova as "Camille," Theda Bara as "Cleopatra," Sarah Bernhardt as "Queen Elizabeth" and Douglas Fairbanks as "The Thief of Bagdad."

In his introduction to the Calendar, Richard Griffith, Curator of the Museum's Film Library, has written, "Some of these stills were clearly chosen for their beauty, some for their conscious or unconscious humor. But, the majority seem to have appealed ... chiefly because they breathe forth the air of an age of innocence."

The 1965 APPOINTMENT CALENDAR is one of the many items--gift suggestions and Christmas cards--listed in an illustrated catalog available free-of-charge from The Museum of Modern Art, 11 West 53 Street, New York City, New York, 10019.

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Review copies, stills and additional information available from Lynn Traiger, Assistant Director, Dept. of Public Information, The Museum of Modern Art, 11 West 53 St., New York 10019, N.Y. Circle 5-8900.