

The Museum of Modern Art

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

No. 54

FOR RELEASE:

Tuesday, October 6, 1964

TWELVE FABLES OF AESOP narrated by Glenway Wescott with illustrations by Antonio Frasconi. 32-page booklet, 16 illustrations. With red mailing envelope \$1.95. Published By The Museum of Modern Art; distributed by Doubleday and Co., Inc.

A unique and delightful inexpensive Christmas book, **TWELVE FABLES OF AESOP**, narrated by Glenway Wescott with illustrations by Antonio Frasconi, has just been issued by The Museum of Modern Art. The 32-page booklet (with a bright red mailing envelope) is priced at \$1.95 and is now on sale at the Museum bookstore, at bookstores throughout the country, and by mail.

The Twelve Fables, illustrated with sixteen original linoleum block prints, include some of Aesop's universal favorites: "The Caged Nightingale and the Intelligent Bat," "The Hare with Ability and the Tortoise with Staying Power," "The Crab in the Mouth of the Fox," "The Flattered Raven and the Crafty Fox," and "The Stag in His Own Opinion," as retold by the well-known author and essayist, Glenway Wescott.

This is a new edition, slightly smaller in format yet retaining the handset Emerson type and all the illustrations of the original hardcover edition of **TWELVE FABLES OF AESOP** which inaugurated the Museum's limited editions program in 1954. That program aimed at providing^a meeting ground for literary and artistic excellence as well as the highest standards of typographic design and production. The graphic artist, Antonio Frasconi was commissioned to make the cuts to illustrate the Fables; Joseph Blumenthal designed the volume and printed it on handmade paper at his Spiral Press. The original 1,000 signed copies at \$10 each were quickly exhausted.

The new Wescott-Frasconi Aesop is one of many books listed as gift suggestions in the Museum's illustrated Christmas catalog, along with a wide selection of Christmas cards, gift enclosure cards and other holiday gifts. The catalog is available free-of-charge from The Museum of Modern Art, 11 West 53 Street, New York City, New York, 10019.

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