

The Museum of Modern Art

No. 102

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

Students and faculty members in all departments at this year are eligible to sign up as members of The Museum of Modern Art, New York, at a special reduced rate of \$12.50, a saving of \$7.50 on the usual cost of a non-resident membership.

College members will receive four free Museum books. The Sculpture of Picasso by Roland Penrose, issued in connection with the first major exhibition of Picasso's sculpture ever presented in this country, is included in the selection this year. The text and gravure illustrations of this handsome book offer the most comprehensive account of Picasso as a sculptor ever published. The retail value of this book alone is \$5.95.

In addition, there is a special 50 percent discount for student members only on more than 45 Museum books and on color reproductions, as well as a 25 percent reduction on all other Museum books, Christmas cards, color slides and posters. Reduced subscription rates to 20 carefully selected European and American magazines devoted to art, architecture, the film and photography are also available to members.

When in New York, student members may use their free admission pass to the Museum (single admission is \$1.25) and -- after seeing the current show, THE SCULPTURE OF PICASSO, on view through January 1, 1968 -- or catching one of the Japanese films or Yugoslav shorts, or visiting the newly installed photography galleries in the Edward Steichen Center, or (this winter) seeing the major exhibition of posters and other examples of graphic design collected by the Museum -- have lunch or tea in the Members' Penthouse, or rent an original work of art for their rooms from the Art Lending Service.

During vacations, college members can obtain advance tickets to the film showings, which are included in the admission, and may use the Museum Library for reference. Members are also invited to four major exhibition previews each year.

More than 130 colleges and universities around the country have joined The Museum of Modern Art under this special reduced student rate plan. To sign up before the October 15, 1967 deadline, contact your representative.

Your representative is