

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE, February 5, 1960 CABLES: MODERNART, NEW YORK

Mr. Lewis Garlick of Woodmere, Long Island, has loaned a painting by the Canadian artist Jean-Paul Riopelle to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. Mr. Garlick is one of the many Long Island residents who have used the Art Lending Service which was established in 1951 to encourage the purchase of contemporary art.

Mr. Garlick is among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53<sup>rd</sup> STREET  
TELEPHONE: CIRCLE 5-8900

CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 5, 1960

Mrs. John Barclay, Jr. of Marion has loaned a painting by Mark Tobey to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. The exhibition is comprised of 59 paintings, prints, drawings and sculptures chosen from the more than 1,000 works sold through the Museum's lending service since it was established in 1951 to encourage the purchase of contemporary art.

Mrs. Barclay is one of the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

24  
1012  
11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW YORK

FOR IMMEDIATE RELEASE, February 5, 1960

## SPECIAL TO WASHINGTON PAPERS

Mrs. John Alex McCone and Lewis Carliner of Washington, D.C. have loaned paintings by the American artists Carlyle Brown and Robert Andrew Parker to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. The exhibition is comprised of 59 paintings, prints, drawings and sculptures chosen from the more than 1000 works sold through the Museum's lending service since it was established in 1951 to encourage the purchase of contemporary art.

Mrs. McCone and Mr. Carliner are among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

*Boston Herald*  
*edsh*

11 WEST 53<sup>RD</sup> STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 5, 1960

## SPECIAL TO BOSTON PAPERS

Dr. and Mrs. Harry Shwachman of Newton Center have loaned a mobile by Alexander Calder to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. The exhibition is comprised of 59 paintings, prints, drawings and sculpture chosen from the more than 1,000 works sold through the Museum's Lending Service since it was established in 1951 to encourage the purchase of contemporary art.

Dr. and Mrs. Shwachman are among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.



# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 5, 1960

Mr. Lewis Garlick of Woodmere, Long Island, has loaned a painting by the Canadian artist Jean-Paul Riopelle to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. Mr. Garlick is one of the many Long Island residents who have used the Art Lending Service which was established in 1951 to encourage the purchase of contemporary art.

Mr. Garlick is among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET

TELEPHONE: CIRCLE 5-8900

CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 4, 1960

Mr. and Mrs. Jack Kriger of New Rochelle and Mr. and Mrs. Marcel T. Freudmann of Scarsdale have loaned paintings by William Congdon and Jackson Pollack to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. They are among the many Westchester County residents who have used the Art Lending Service since it was established in 1951 to encourage the purchase of contemporary art.

The exhibition is comprised of paintings, prints, drawings and sculptures chosen from more than 1000 works which have been sold through the Art Lending Service during the past 9 years. The service offers rentals of original works of art with an option to buy at prices ranging from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum, a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York, CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 4, 1960

## SPECIAL TO ROCHESTER Papers

Mr. and Mrs. Arthur Lewis Stern of Rochester have loaned two paintings by William Bazilotes and Pierre Soulages to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. The exhibition is comprised of 59 paintings, prints, drawings and sculptures chosen from the more than 1000 works sold through the Museum's lending service since it was established in 1951 to encourage the purchase of contemporary art.

The Sterns are among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum, a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET

TELEPHONE: CIRCLE 5-8900

CABLES: MODERNART, NEW YORK

FOR IMMEDIATE RELEASE, February 4, 1960

## SPECIAL TO PHILADELPHIA PAPERS

Mr. and Mrs. Simon Pearl of Philadelphia have loaned a bronze sculpture by the British artist, Kenneth Armitage, to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. The exhibition is comprised of 59 paintings, prints, drawings and sculptures chosen from the more than 1000 works sold through the Museum's lending service since it was established in 1951 to encourage the purchase of contemporary art.

The Pearls are among the 2,000 people who have used the Art Lending Service which offers rentals of original works of art with an option to buy. Purchase prices range from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection and rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums, the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum, a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York. CI 5-8900.

# THE MUSEUM OF MODERN ART

NEW YORK 19

11 WEST 53rd STREET  
TELEPHONE: CIRCLE 5-8900  
CABLES: MODERNART, NEW-YORK

FOR IMMEDIATE RELEASE, February 4, 1960

Mr. and Mrs. Eliot Noyes, Mr. and Mrs. Paul Bremer and John MacL. Johansen of New Canaan have loaned sculptures by Kenneth Armitage, and Mary Callery and a painting by James Brooks to the Art Lending Service Retrospective at the Museum of Modern Art, 11 West 53 Street, New York City. They are among the many Fairfield County residents who have used the Art Lending Service since it was established in 1951 to encourage the purchase of contemporary art.

The exhibition selected by Walter Bareiss of Greenwich, Co-Chairman of the Museum's Junior Council, is comprised of paintings, prints, drawings and sculptures chosen from the more than 1000 works which have been sold through the Art Lending Service. The Service offers rentals of original works of art with an option to buy at prices ranging from under \$100 to \$750. Works can be rented for one's home or office for a two or three month period at fees ranging from \$5 to \$52; if the borrower decides to buy the work after having had this opportunity to live with it, the rental fee is deducted from the purchase price.

Some 600 works are loaned to the Art Lending Service by New York galleries. About half of the continually replenished collection is available in the sixth floor gallery for inspection <sup>and</sup> rental.

The exhibition includes works lent by private collectors from twelve cities and towns and three works purchased by museums - the Whitney and the Museum of Modern Art.

The Art Lending Service is operated by the Junior Council of the Museum, a group of about 60 men and women who, on a volunteer basis, sponsor various activities to expand the Museum's program. While the Lending Service is a Museum membership privilege, visitors may get a pass for the gallery at the front desk. Anyone can become a member upon application and payment of dues which start at \$15 a year.

The exhibition will remain on view in the auditorium gallery through March 20.

---

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 21 West 53 Street, New York CI5-8900