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THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

No. 41

April 14, 1960

To: Art Editors
City Desk

From: Elizabeth Shaw
Publicity Director
Museum of Modern Art

Dear Sir:

You are cordially invited to come or send a representative to a press view at the Museum of Modern Art from 11 am to 4 pm on Tuesday, April 19, of Fifty Modern Paintings and Sculpture which will be sold at public auction at the Parke-Bernet Galleries on April 27.

The paintings and sculptures, which have been especially donated for the Benefit of the Museum's 30th Anniversary Fund, will be on public exhibition at Parke-Bernet from Saturday, April 23 through April 26. They will not be on public view at the Museum but are being installed in a temporary exhibition for the press view and for a private reception which will be held Wednesday evening.

Release date for reviews of the works in the sale is Saturday, April 23, the day the exhibition opens at Parke-Bernet.

The sale, which is expected to gross about three-quarters of a million dollars, will be the first art auction carried on a closed-circuit television network. Buyers in Chicago, Los Angeles and Dallas will participate in the bidding along with the audience in the salesrooms at Parke-Bernet in New York.

Completely illustrated catalogs and a full press release will be available at the press view.

Sincerely,

Elizabeth Shaw

For additional information please call me at CI 5-8900.

Sent to: Loc. News. Mag., Soc. Comm., Radio & TV