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THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

The Exhibition of Useful Objects Under Five Dollars

now on view at the Museum of Modern Art, 14 West 49 Street, New York, will close Monday evening, October 24, 1938, so that it can be sent to the next stop on its itinerary, Skidmore College, Saratoga Springs, New York. Useful Objects Under Five Dollars was assembled primarily as a traveling exhibition. It has been exhibited first in New York with the two-fold purpose of bringing to the attention of New Yorkers the availability and low price of household articles of good modern design, and of showing an unusual type of exhibition made up by the Museum especially to go "on the road."

"I believe it is not generally known by people who visit our exhibitions in New York," said Thomas Dabney Mabry, Jr., Executive Director of the Museum, "that we circulate throughout the country not only most of our large exhibitions but, in addition, make up each year special exhibitions particularly adapted to out-of-town showings in small museums, colleges, libraries, private and public schools, women's clubs, Junior League clubrooms and, occasionally, in department stores. The Museum began circulating exhibitions in 1932. In that year we had four traveling exhibitions. Today we have 60 circulating exhibitions which have been shown 622 times in over 100 cities in the United States, Canada, and Hawaii. At present the itineraries of all our available exhibitions run well into 1939.

"In the present Exhibition of Useful Objects Under Five Dollars," Mr. Mabry continued, "we are greatly indebted to the extraordinary cooperation of industries in making this show possible. It is most gratifying to the Museum to have received their generous help in the organization of the show.

"The objects were chosen with the intention of

revealing the fact that machine production has recently shown the possibility of developing an esthetic peculiar to itself through such characteristics as:

- (a) Uniformity: mechanically perfect finish
- (b) Precision: accuracy of form
- (c) New forms
- (d) New materials
- (e) Absence of applied ornament: little ornament of true machine character has been developed; reliance is placed rather on perfection of form and inherent beauty of materials, often newly revealed by the machine.
- (f) Economy of means: the designer's esthetic problem is to create something handsome out of utilitarian forms."

The Exhibition of Useful Objects Under Five Dollars

includes an aluminum tea kettle, a red rubber-covered dish drainer, ash trays, glassware, china, kitchen utensils, a traveling iron, cigarette boxes, trays, vases, ice bowls and finger bowls, stainless steel knives, forks and spoons, a lamp, a shower curtain, glove and stocking dryers, coat and fur hangers, transparent hat boxes, mirrors, tie racks and other useful articles. Some of the handsomest glassware and other articles are from the five-and-ten-cent stores. The exhibition will travel for at least one year, and plans are being made to show it in the following cities: Saratoga Springs, N. Y.; Philadelphia, Pa.; Pittsburgh, Pa.; State College, Pa.; Ithaca, N. Y.; Chicago, Ill.; Frederick, Md.; Berea, Ky.; Des Moines, Iowa; Los Angeles, Cal.

Although the Useful Objects Exhibition closes Monday evening, October 24, the two other exhibitions current at the Museum of Modern Art: THE PRINTS OF GEORGES ROUAULT and AMERICAN PHOTOGRAPHS BY WALKER EVANS will remain on view through Friday, November 18.