

THE MUSEUM OF MODERN ART

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FOR IMMEDIATE RELEASE

The Museum of Modern Art, 14 West 49 Street, announces that on Wednesday, September 28, it will open to the public three new exhibitions: American Photographs by Walker Evans; Prints by Rouault; and Useful Objects Under \$5.00. These three exhibitions will remain on view through October 29. The closing date for the Museum's current exhibitions of Masters of Popular Painting and Architectural Designs for the Wheaton College Art Center has been extended from Labor Day through Monday, September 12.

The Exhibition of American Photographs by Walker Evans will include more than 100 pictures--records of our contemporary civilization. It will be presented in two large divisions, the first showing people of eastern America and where they live, work, eat, sleep, play and pray. The second will be a pictorial comment on the native American expression in many of its forms such as sculpture, paint and architecture. The photographs in the exhibition cover a period of nine years.

The Exhibition of Prints by Rouault will be the first comprehensive showing of prints by this artist ever held in this country or abroad. Assembled and installed by Monroe Wheeler, the exhibition will consist of 150 lithographs, etchings and wood-engravings, about half of them in full color. The wide range of subjects includes real and imaginary portraits, clowns and circus girls, and religious scenes, selected from the work which has engaged a very large part of Rouault's time during the past twenty years.

The Exhibition of Useful Objects Under \$5.00 will consist of approximately 100 articles of household use selected on the basis of good modern design and available at retail stores. The items will include china, glass, cutlery, ashtrays, wastebaskets, small furniture, inkstands, cigarette boxes, fabrics, etc. The purpose of the exhibition is to show that it is possible to purchase everyday articles of excellent design at reasonable prices. The objects have been assembled especially for showings throughout the country in small museums and galleries, colleges and schools, to which the exhibition will be circulated after its New York showing.