

401123 71
THE MUSEUM OF MODERN ART
11 WEST 53RD STREET, NEW YORK
TELEPHONE: CIRCLE 5-8900

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DEMOCRACY IN DESIGN SHOWN IN EXHIBITION OF USEFUL OBJECTS
AT MUSEUM OF MODERN ART

For months scouts from the Museum of Modern Art have been combing the city for a wide and varied assortment of articles to show in the exhibition of Useful Objects of American Design Under Ten Dollars which opens at the Museum, 11 West 53 Street, Tuesday, November 26. Each article must meet four requirements: it must be useful, well-designed, American and under ten dollars. The result, as shown in the exhibition of nearly two hundred items, is that designers unknown even by name are much more largely represented than designers of big reputation.

Just as democratic is the wide range of shops where these articles were found: cigarette cases and toilet articles from drugstores; vases, table mats, bowls and trays from exclusive decorator shops; desk accessories, kitchenware, baskets and small rugs from department stores; a phonograph needle and a set of duck pins from a sports shop; a calendar, a silver bowl and a stud box from a leading jeweller; a cookie-cutter, an orange juicer, a set of travelling cups, glassware and assorted items from the five-and-dime store.

The Museum's purpose in presenting exhibitions of Useful Objects, of which the current exhibition is the third, is to stimulate public interest in well-designed articles. This is the first year the objects have been limited to those of American design. For the convenience of visitors--and furthermore to encourage manufacturers and retailers to continue presenting well-designed articles!--the Museum will furnish a check list which will give name and price of each article and the shop where the item may be purchased.

The exhibition this year has been assembled and installed

