

For Immediate Release

Press Contact:
Tom Shinall
Director of Marketing
TomS@boothmuseum.org
770-387-1300

BOOTH WESTERN ART MUSEUM “COVERS” AMERICA WITH NEW EXHIBIT
Covering America: The Saturday Evening Post in the 1950's and early 1960's

CARTERSVILLE, GEORGIA – Booth Western Art Museum is proud to announce it has partnered with *The Saturday Evening Post Society* to showcase art from some of America's foremost illustrators who contributed to the covers of the magazine in the 1950's and early 1960's. ***Covering America: The Saturday Evening Post in the 1950's and early 1960's*** will debut on March 30 and run through September 29, 2013 inside the Museum's Special Exhibition Gallery.

Featuring 30 original paintings alongside *The Saturday Evening Post* covers they graced, the exhibit showcases a magazine that captured the heart and soul of America. The art of Norman Rockwell, John Clymer, Stevan Dohanos, John Falter, George Hughes, Amos Sewell, Richard Sargent, Mead Schaeffer and Thornton Utz embodies everyday life in post-World War II America — a time of tremendous growth and change. Returning veterans started families and moved them into newly developed suburbs. Expanding highway systems allowed cross country travel in automobiles that were now affordable. “Under God” was added to the Pledge of Allegiance and activities with the nuclear family became a way of life. They were living the American Dream and it was captured on the covers of *The Saturday Evening Post* featured in this exhibit.

Unique to the exhibit at Booth is the inclusion of several western paintings by W.H.D. Koerner and Harold von Schmidt that were featured inside the magazine. The Museum will also exhibit 18 western themed original *Saturday Evening Post* covers from the permanent collection. Booth Museum Executive Director Seth Hopkins says, "This exhibition is a great opportunity to celebrate the art of illustration, which is responsible for creating so many iconic images we share in our collective memory as Americans. Several of the illustrators in the exhibition went on to become important Western artists who are now included in the Booth permanent collection, giving us the opportunity to study their earlier work."

On Saturday, March 30, members and guests are invited to view the exhibition, ***Covering America: The Saturday Evening Post in the 1950's and early 1960's***. From 5:00 pm to 7:00 pm refreshments will be served in the Ballroom. At 7:00 pm in the Booth Theatre, a lecture on The Saturday Evening Post exhibit will take place with Joan SerVaas, President and Publisher of *The Saturday Evening Post*.

MORE

Page two, The Saturday Evening Post exhibit

About *The Saturday Evening Post*

The Saturday Evening Post is the nation's oldest magazine tracing its roots to Benjamin Franklin. Over the decades, *The Saturday Evening Post* has been known for its famous covers that illustrate the lives and experiences of the American people. *The Saturday Evening Post* continues its proud history of publishing periodicals that inspire, inform, and entertain people in households across the United States as it has for generations. For more information on *The Saturday Evening Post*, visit www.saturdayeveningpost.com.

About the Booth Western Art Museum

The Booth Western Art Museum, an Affiliate to the Smithsonian Institution, is a 120,000 square foot museum located in Cartersville, Georgia, where guests are invited to explore the American West through contemporary Western artwork. The Museum also houses a Presidential Gallery, Civil War art gallery, and Sagebrush Ranch, an interactive children's gallery. Open since August 2003, the Booth Museum is the only museum of its kind in the Southeast and is the second largest art museum in the state of Georgia. To learn more about Booth Western Art Museum, visit www.boothmuseum.org.

###