

131

THE MUSEUM OF MODERN ART

NEW YORK

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

August 30, 1943

TO City Editors
Art Editors
Photography Editors

Dear Sirs:

You are invited to come or send a representative to

PRESS PREVIEW of

an exhibition of National Magazine Covers
on the theme of
WOMEN IN NECESSARY CIVILIAN EMPLOYMENT
Sponsored by the War Manpower Commission and
the Office of War Information

THURSDAY, SEPTEMBER 2
5 to 6 P.M.

at the Museum of Modern Art
11 West 53 Street.

The exhibition will open to the public Friday, September 3.

For further information please telephone me at Circle 5-8900.

Sincerely yours,



Sarah Newmeyer
Publicity Director

THE MUSEUM OF MODERN ART NEW YORK

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

September 1, 1943.

TO City Editors
Art Editors
News Photo Editors

Dear Sirs:

At 5 P.M. Thursday, September 2

Mrs. Anna Rosenberg, Regional War Manpower Commission
Director in New York;
Miss Dorothy Lucas, Chief, Magazine Bureau, Office of
War Information;
Monroe Wheeler, Director of Exhibitions for the Museum
of Modern Art

will announce the prize winners in the
National Magazine Cover Competition

and will greet "live" cover girls who now hold essential
civilian jobs. These girls are:

A "train-man" (train-woman) from the
Pennsylvania Railroad--one of the original
five in the New York Division;

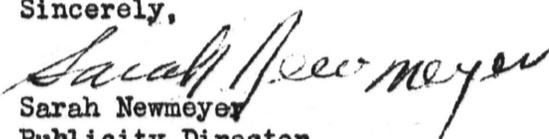
A farm girl who attends Smith College in
the winter;

and

A Western Unionette.

You are invited to come or send a representative.

Sincerely,



Sarah Newmeyer
Publicity Director

P.S. Photographs can be taken of the three "live" cover girls
with the prize-winning magazine covers in the background.

47902 50
THE MUSEUM OF MODERN ART

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

TELEPHONE: CIRCLE 5-8900

FOR IMMEDIATE RELEASE

WINNERS IN MAGAZINE COVER COMPETITION ANNOUNCED AT MUSEUM OF MODERN ART

Immediately after the judging on Thursday afternoon, September 2, of the 157 entries in the National Magazine Competition for Cover Designs on the theme of Women in Necessary Civilian Employment, the jury, which met at the Museum of Modern Art, announced its decisions. Certificates of award will be presented to the winners in the eight classifications as follows:

WOMEN'S MAGAZINES.

1st Award: Woman's Day (Bus driver)

Honorable Mention: Vogue
True Experiences

GENERAL WEEKLY.

1st Award: Collier's (Lady barber)

Honorable Mention: This Week

GENERAL MONTHLY.

1st Award: Click (Railroad worker)

TRADE MAGAZINES.

1st Award: Eastern States Cooperator (Farm girl)

Honorable Mention: Trains
The Timberman
Electronic Industries

YOUTH MAGAZINES:

1st Award: Young America (Railroad worker)

MOTION PICTURE, RADIO AND THEATRICAL MAGAZINES.

1st Award: Modern Screen (student nurse)

FARM AND HOME MAGAZINES.

1st Award: Capper's Farmer (Women farm workers)

Honorable Mention: Successful Farming
Pennsylvania Farmer

EDUCATION AND PROFESSIONAL MAGAZINES.

1st Award: Banking (Woman bank teller)

Present at the announcement of awards at the Museum on Thursday afternoon were Mrs. Anna Rosenberg, Regional War Manpower Commission Director in New York, and Miss Dorothy Ducas, Chief, Magazine Bureau, Office of War Information. Also present were five actual pioneers in some of the wartime jobs that women are undertaking today, among them a taxicab driver, a "trainman," a farm girl, a Western "Unionette," and a nurse.

The purpose of the Competition, inaugurated by the War Manpower Commission and the Office of War Information, was to urge more women to take civilian employment which will release men for military service or heavy war work. All of the nation's 186 magazines using pictorial covers were asked to devote the cover of their issues which will be on the newsstands on Labor Day, September 6, to a painting, drawing, or photograph of a woman or women doing the sort of work which is not fully appreciated as war work but which, in a total war, has become war work of the greatest significance.

one hundred & eighty-six
~~Nearly all the~~ magazines in the nation responded and the resultant September cover designs celebrate the hard, the strenuous, the unglamorous work of women in agriculture, communications, education, medical care, restaurants, hotels, stores, transportation, office work. The covers are, in effect, a salute to the unsung heroines of the home front who have rolled up their sleeves and pitched into full-time paid work, and a challenge to others to enter such work.

The winning covers will be exhibited at the Museum of Modern Art, 11 West 53 Street, from September 3 through September 26, together with a group of photographs of women already engaged in essential civilian jobs especially provided by Roy Stryker of the Office of War Information. The jury which made the awards is as follows:

Mr. Charles T. Coiner, Art Director, N. W. Ayer and Company
Mrs. Louise P. Davis, Vice-President, Young and Rubicam
Dr. Robert L. Leslie, Secretary of The Composing Room
Miss Dorothy Shaver, Vice-President, Lord and Taylor
Monroe Wheeler, Director of Exhibitions and Publications,
The Museum of Modern Art.

The pioneering women war workers who were present at the announcement of awards at the Museum are as follows:

TAXICAB DRIVER. Mrs. Terella Albrecht, Brooklyn, New York; for the past twenty-one months driving a taxi from Borough Hall, Brooklyn, for the Cornelia Cab Company. Formerly a housewife and has one daughter, age seven. Husband now in the Merchant Marine. According to New York City Taxicab Drivers' License Records there

are at present fifty-nine women in Greater New York licensed to drive taxicabs.

WESTERN "UNIONETTE." Miss Muriel Klein; nineteen years of age; is employed as a Western "Unionette," or telegraph messenger in the Western Union building at 60 Hudson Street, New York. Miss Klein devotes her Sundays to the Red Cross in the capacity of a collector and is stationed on the Coney Island boardwalk where she actively solicits contributions to the Red Cross War Chest.

TRAIN MAN. Mrs. Dorothy I. Walker of Trenton, New Jersey; one of the original five women employed since last March by the Pennsylvania Railroad to take the place of trainmen on the New York Division.

FARM GIRL. Miss Deborah Hutchison, Manhattan. Miss Hutchison has worked on farms for the past two summers. She is nineteen years old, and in between her farming summers she attends Smith College. Miss Hutchison was recommended by the Regional Office of the War Manpower Commission as being a "splendid type," and just what they would like to have more of.

U. S. CADET NURSE CORPS. Miss Betty Ward, New York, nineteen years old, graduated from Haverstraw High School third in a class of 127, and is first in rank in her class of 52 at Flower-Fifth Avenue Hospital, New York City. In addition to winning scholastic honors in high school, she won a letter in hockey. She plays tennis, swims, loves to dance. Of nursing she says it is the only career she wants. To relieve the discomfort of sick people, to make them happy, and to learn all she can about the science of nursing are her principal interests in life, and have been for a long time. As soon as she is able she intends to go to college to obtain a degree, and to teach in a school of nursing. In the meantime, because she wants to do her share most effectively, she is joining the U. S. Cadet Nurse Corps, and taking the pledge to serve wherever she is needed, in military or civilian nursing service, for the duration and six months.