

THE MUSEUM OF MODERN ART  
11 WEST 53RD STREET, NEW YORK

TELEPHONE: CIRCLE 7-7470

March 5, 1934.

At The Museum of Modern Art, 11 West 53 Street, New York, Amelia Earhart, Professor John Dewey of Columbia University, and Professor Charles R. Richards of the Museum of Science and Industry acted as judges today to choose the most beautiful object in the Exhibition of Machine Art, which is composed of springs, gears, cables, ball bearings, steel T sections, propellers, medicine and kitchen cabinets, kitchen stoves, carpet sweepers, pots and pans, teakettles, paper cups, precision and dental instruments, slide rules, and other useful objects which are not ordinarily considered beautiful.

Miss Earhart individually chose Spring as most beautiful  
Professor Dewey " Propeller " " "  
Professor Richards " "Ball of ball bearing" " "  
The Judges united on Spring as the most  
beautiful object in the Exhibition. Propeller 2nd

Miss Frances Perkins, Secretary of Labor, will judge the Exhibition by catalog in Washington, and will wire her nomination for the most beautiful object.

Before the Exhibition closes, April 30, the composite choice of public and judges will be announced.

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FOR RELEASE MONDAY, April 9, 1934.

Voting has been brisk at the Museum of Modern Art in the balloting to determine the most beautiful object in the Exhibition of Machine Art, now on view there. The voting will continue one week longer, then the polls will be closed. After the count has been taken the winner will be given a conspicuous place of honor until the close of the exhibition.

The objects now in the lead are a streamline Monel metal sink made by the International Nickel Company, an electric clock made by German Miller Clock Co., a binocular microscope by Carl Zeiss, Inc., an Electrochef range by Electromaster, Inc., a lavatory panel made by the American Radiator Company, a self-aligning ball bearing by S.K.F. Industries, a triple mirror for light signals by Carl Zeiss, Inc., a bronze boat propeller by the Electric Boat Co., an outboard propeller by the Aluminum Company of America, an aeroplane propeller by Hamilton-Standard Propeller Corporation.

Two of the leading contestants -- the aluminum outboard propeller and the self-aligning ball-bearing -- were second and third choices respectively of the committee who judged the Exhibition on the opening day. The Committee, composed of Miss Amelia Earhart, Professor John Dewey of Columbia University and Professor Charles Richards of the Museum of Science and Industry, selected as their first choice a coil of a very large spring. The first choice of the fourth member of the committee, Miss Frances Perkins, Secretary of Labor, judging the Exhibition by catalog from Washington, was a smaller spring. Neither of these "firsts" has been popular with the public, although each has received a number of votes.

The Exhibition will continue until about April 30th.