

P/M  
62

The Museum of Modern Art  
11 West 53rd Street  
Circle 5-8900

FOR RELEASE FRIDAY, MARCH 8

The Museum of Modern Art announced today a unique competition with \$1750 in awards. For the competition the Museum is collaborating with P. M., New York's forthcoming evening newspaper, in a search for artists who can report the news with brush or pen.

This collaboration of the Museum and the newspaper is the first occasion when two such agencies have joined forces in a competition and exhibition.

Announcements were sent yesterday to approximately 10,000 artists in New York City and vicinity. All entries must be received before 5:30 p.m., April 5, 1940. From April 15 to May 7, the best entries, as selected by the jury, will be exhibited at the Museum, 11 West 53rd Street, New York.

The jury will consist of John Sloan, Wallace Morgan, William Gropper, Holger Cahill, director of the competition for the Museum, and Ralph Mc A. Ingersoll, Publisher of P. M. The first award will be of \$500; the jury will also make twenty awards of \$50 each. In addition a special award of \$250 will be given that picture which receives the largest popular vote by all visitors throughout the exhibition. All jury awards will be announced April 23; the public choice will be made known on the day the exhibition closes.

In announcing the competition, Mr. Nelson A. Rockefeller, president of the Museum of Modern Art, said: "The Museum of Modern Art is always eager to encourage new avenues of opportunity for the American artist. That is why we are delighted to cooperate in this competition, which promises to open up new possibilities for the artist and to expand the field of journalistic art. In this connection it is interesting to recall that the work of Winslow Homer, one of our greatest artists, first came prominently to public notice

when he was pictorial reporter for Harper's Weekly. And the tradition of journalistic art (which once gave employment to hundreds of artists) has associated with it the names of such outstanding American artists as George Luks, William J. Glackens and John Sloan."

Interviewed, Mr. Ingersoll pointed out that 60% of P. M.'s space will be devoted to pictures. He emphasized the point that he competes with no one in the honor he pays news photography, and said that much of the day's news in the new tabloid, scheduled to appear June 1, will be recorded by the camera. "But if the story can better be reported on a sketch pad or drawing board than by lens and film," said Mr. Ingersoll, "that's the way the story will be reported. And this competition is one of the ways the paper will use to find the artists to do it."

Any artist is eligible for the competition, but only those in the metropolitan area have received announcements at this time. Young artists are particularly urged to submit entries.

# The Artist as Reporter

---

P. M., New York's forthcoming evening Newspaper, in its search for Artists who can report the news with brush or pen, announces a *Competition* with \$1750 in cash awards . . .



In Collaboration with  
**THE MUSEUM OF MODERN ART**

---

The Museum of Modern Art adds its authority to P.M.'s *Competition* by extending its full support and collaboration.

From April 15 to May 7, the best entries, as selected by the appointed Jury, will be exhibited at the Museum of Modern Art, 11 West 53rd Street, New York City. Entries will not be accepted after 5:30 p. m., April 5, 1940. Details within.

## *\$1750 in Awards*

\$500 . . . First Award (by the Jury).

\$250 . . . Special Award . . . to that picture which receives the largest popular vote, in balloting by all visitors throughout the Exhibition.

\$50 . . . Twenty \$50 awards (by the Jury).

Awards will be announced on April 23. All works remain the property of the artists. P.M. reserves the right to reproduce the prize-winning pictures.

## *The Jury*

John Sloan, Wallace Morgan, William Gropper, Holger Cahill, representing the Museum of Modern Art, and Ralph Ingersoll, Publisher of P.M.

## *The Newspaper*

P.M. is the new New York evening tabloid, scheduled to appear early in June. The publisher, Ralph Ingersoll, resigned as Publisher of TIME a year ago to create a new kind of daily newspaper, aiming at a mass circulation.

P.M. will depart in many ways from the methods and attitudes of the existing daily press, will abandon many old forms and taboos. It will print no advertising. It will sell for 5¢ daily and depend on its readers alone for support. Thus P.M. may guarantee an unqualified allegiance to its readers' interest in honest, forthright news.

P.M. will be better printed, in strong black inks, on *noticeably* better-than-standard newsprint. It will be 32 pages every day. Many pages will use a second color.

And — probably 60% of P.M.'s space will be given over to pictures.

The publisher vies with no one in the honor he pays news photography, and much of the news in this newspaper will be recorded by the camera.

However, the publisher believes that there

are many valuable and exciting and stimulating pictures which are better told with crayon or brush or fine black line than with a powerful lens and a sensitive film.

And so this newspaper dedicates itself to a search for journalists who work, not on typewriters, not with cameras, but with sketch pads and drawing board.

In that search this Competition is the first — and perhaps liveliest — step.

## *The Artist as Reporter*

What is journalistic art? It might be a drawing or a painting of some dramatic or violent action, a rescue at a fire, a strike scene, a police raid, a prize fight. And certainly the whole world of sports. Or it might be a sketch of faces in the news: well-known faces of politicians, criminals, attorneys, theatre people; or of unknown faces, of people the news affects — wives waiting at a mine rescue, men on a picket line, children on the impatient line for "Pinocchio."

Or a picture could be a record, of contemporary scenes that will one day spell 1940: workmen patching the Trylon at the World's Fair; a man selling "Confucius Say" handbills on Broadway. It could be, too, a purely descriptive picture of a parade, a horse-race, a crowd in the bleachers.

These, then would be journalistic pictures, with the Artist as Reporter. And there are many others. The news-minded artist will discover them for himself.

---

## *Eligibility*

Any artist is eligible for this competition, except members of the jury. However, only artists in New York and vicinity are being circularized at this time. Young artists are particularly urged to submit entries.



## *Media*

Newspapers are limited to line etchings and halftone reproduction. Unlike other newspapers, P.M. will be able to use *one* color in addition to black. The color will be strong and any color may be used for the competition. Entries may use any medium suitable for newspaper reproduction: ink, pencil, crayon, wash, and painting; in black and white, or black and one color, or in one color. So far as style and technique are concerned, there is no limitation. Work in any style suited to newspaper reproduction is acceptable. *Entries must not be matted or framed.*

## *Size Limitations*

The page size of P.M. is 10 $\frac{1}{4}$  inches wide, by 12 $\frac{1}{2}$  inches deep. The artist should keep in mind the comparatively limited space unit; and remember that drawings lose character and content with too much reduction. While no specific size limitations are stated, the Jury will consider reproduction requirements in selection, and reject any entries of a scale or size unsuited to reproduction in P.M.

## *Number of Works*

Artists may not present more than two illustrations. The number of works accepted or exhibited will be at the discretion of the Jury.

## *Entry Slips*

*Entries must not be signed.*

TWO numbered Entry Slips with corresponding numbered Labels are enclosed with this announcement. Additional Entry Slips and Labels are available on request.

Labels should be filled out and *attached securely* to the back of the illustration submitted.

Entry Slips should be filled out, and mailed or delivered *separately* to P.M. Competition,

Museum of Modern Art, 11 West 53rd Street, New York City.

## *Liability*

Illustrations selected by the Jury for Awards or Exhibition will be insured at valuations not exceeding \$150 per illustration. No obligation is incurred to insure work not selected by the Jury. P.M., the Museum of Modern Art, the Jury and the various committees associated with the Competition or Exhibition, will take all possible care in handling and preserving the entries submitted; but assume no responsibility for loss or damage to entries from any cause whatsoever, except on the conditions stated in this announcement. The submission of entries shall be understood to imply an agreement on the part of the entrant with all conditions herein stated.

Entries accepted for the Exhibition will be returned without expense to the artists.

Artists whose entries are not accepted by the Jury will be notified by mail; and their entries must be removed by the artists within ten days of the mailing date of the notice.

## *Inquiries*

Inquiries relating to the Competition or Exhibition should be addressed to P.M. Competition, Museum of Modern Art, 11 West 53rd Street, New York City. (Circle 5-8900, Miss Harriet Lee).

## *N.B. Staff Positions*

P.M. doubts that staff jobs with salaries is the best way to employ artists. Rather it believes in finding and knowing thirty or forty artists whom it may call on. Thus all artists in this competition (not only the prize-winners) may know that beyond the immediate contest lies the possibility of many or few working assignments for P.M.