

THE MUSEUM OF MODERN ART

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PLEASE NOTE SIZE OF POSTERS

War Bond Prizes in Nationwide Poster Competition Sponsored by
Artists for Victory, Council for Democracy, and Museum of Modern Art

Eight \$300 war bonds will be awarded as prizes to the winners of a nationwide War Poster Competition sponsored by Artists for Victory, the Council for Democracy, and the Museum of Modern Art, with the cooperation of the Office of Civilian Defense, and with the approval of the Treasury Department, the War Production Board, and the Office of War Information.

The Competition opens today and will close October 15. All artists and photographers living in the United States and its dependencies are eligible to compete on condition that they enroll either as associate members (no dues) of Artists for Victory for one year or enroll as artist volunteers in their local Civilian Defense Councils.

Elmer Davis, Chief of the Office of War Information, has written the following in a letter endorsing the Competition:

"The Office of War Information is glad to give its approval to the National Poster Exhibition to be held at the Museum of Modern Art.

"We know that the artists in all parts of the country ask only for an opportunity to express in graphic form their deep conviction on the issues involved in this war."

The Competition program and entry blank will be mailed on request to any artist or photographer. Address request and inquiries to:

National War Poster Competition
c/o Artists for Victory, Inc.
101 Park Avenue, New York City.

Posters entered in the Competition must be sent to that address so that they will arrive there not later than October 15, 1942. Posters received after that date will not be considered by the jury. All entries will be put before the judges anonymously.

Judges of the Competition are:

John Taylor Arms, Board Member, Artists for Victory, Inc.
Walter Baerman, Section of Volunteer Talents, Office of Civilian Defense.

Francis H. Brennan, Chief of Graphic Division, Office of War Information. Formerly Art Editor of Fortune.

Charles T. Coiner, Art Director, N. W. Ayer & Son;
Graphics Consultant, Office of Emergency Management.

on Design
War Information

Stuart Davis, artist.

James T. Soby, Director, Armed Services Program, Museum of Modern Art.

Rex Stout, Chairman, War Writers Board; Board Member, Council for Democracy.

Monroe Wheeler, Director of Exhibitions and Publications, Museum of Modern Art.

Irwin D. Hoffman, Production Manager of Artists for Victory, and Theodore S. Ruggles, Director of Visual Education, Council for Democracy, are directors of the National War Poster Competition.

The winning posters and others chosen by the jury of selection will form an exhibition which will be shown at the Museum of Modern Art, New York, in the fall of 1942 and will later be circulated throughout the country. Full color reproduction of all prize-winning posters is guaranteed. Four of these will be reproduced by R. Hoe and Company, Inc., designers and manufacturers of newspaper printing presses. This company, now engaged in war work for the Government, not only has offered to reproduce the posters but has also donated four of the war bond prizes.

The Council for Democracy is providing prizes for three prize-winning posters and, with the cooperation of the Lithographers National Association, has guaranteed their reproduction. The distribution facilities of the Office of Civilian Defense will be used to help bring the prize-winning posters of the Competition to the public. In addition every effort will be made to interest the United States Government and private industries in reproducing other posters in the Competition. In such cases the artists will receive the regular government payment rate for their posters.

It is hoped that every artist in the United States and many photographers will enter the Competition. There is no restriction as to medium to be used and any number of colors desired may be used. Photography or graphic art can be combined or used separately. Posters must be on stiff cardboard or other rigid material. The design must be vertical and must measure 24" x 32". The artist may submit as many entries as he wishes.

Three basic motives underly the Competition:

1. To assist in the national war effort by making available to the U. S. Government visual material which will express the principles for which our country is fighting and the results it hopes to achieve by that fight.
2. To supply artists with a specific and concrete means of making their talents part of the national war effort. The Competition will greatly increase opportunities for artists of this country to work directly with Government war agencies.

3. To give artists an opportunity to raise the entire standard and effectiveness of poster design, particularly through the development of a direct and powerful technique for war posters.

The Competition is a joint project of its three sponsors, Artists for Victory, the Council for Democracy, and the Museum of Modern Art, and it will be judged as a whole by a jury selected by the three organizations. For the sake of clarity the Competition has been divided into eight themes, each of which will carry a prize. The themes with their slogans are:

Theme A - Production

Choice of Slogans:

1. "Fight it out on this line"
2. "Victory Starts Here"
3. "Let's work our way to Victory"
4. "Work to keep Free!"
5. "On the Job! The Boys Need Guns"

Theme B - War Bonds

Required Slogan: "Buy More War Bonds and Stamps"

Theme C - The Nature of the Enemy

Required Slogan: "This is the Enemy"

Theme D - Loose Talk

Choice of Slogans:

1. "The Enemy is Listening"
2. "They want to know what you know"
3. "Loose Talk Sinks Ships"
4. "What the Enemy doesn't know will hurt him"
5. "Keep it to Yourself"
6. "Join the Silence Squad"

Theme E - "Slave World--or Free World?"

Required Slogan: "Slave World--or Free World?"

Theme F - "The People are on the March"

Required Slogan: "The People are on the March"

Theme G - "Deliver us from Evil"

Required Slogan: "Deliver us from Evil"

Theme H - Sacrifice

Choice of Slogans:

1. "Go without, so they won't have to"
2. "Count your wealth by what you give to America!"
3. "Share the cost of Freedom"

Further announcements regarding the program of the Competition will be made from time to time.