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THE MUSEUM OF MODERN ART
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FOR IMMEDIATE RELEASE

NATIONAL WAR POSTER COMPETITION EXTENDED ONE WEEK.

ENTRIES RECEIVED AT RATE OF 100 DAILY.

So tremendous has been the response from all over the country to the National War Poster Competition that the closing date announced for October 15 has been extended one week. The Competition will therefore close Thursday, October 22. All posters to be eligible for prizes must be received at the offices of

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

on or before October 22.

A total of 1,500 signed entry forms has been received to date at Competition headquarters, with these forms (signifying intent to enter the Competition) coming in at the approximate rate of 100 daily. Urgent letters and telephone calls from artists and photographers have also been received, particularly from Texas and California, requesting that competition programs and entry forms be rushed to them. Art supply stores in New York and vicinity report such a demand for poster paper and material that many of them have had to restock several times. It is expected that the final count, when the Competition closes, will run into many hundreds, perhaps thousands of posters.

Nine \$300 war bonds will be given as prizes. 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. Business firms, public interest groups and individuals interested in obtaining quantities of any or all of the prize-winning posters for their own use, or in furthering their public distribution, may make arrangements with the sponsors to subscribe for the quantities desired.

The widespread interest in the Poster Competition is not confined to the artists and photographers of the country who intend to enter it. Donors of the prizes and contributors to the expense of the Competition represent a variety of business, professional and esthetic

interests. The largest single donor to the Competition is R. Hoe and Company, Inc. of New York, the largest manufacturer of rotary printing presses in the world. This company has not only donated four of the war bond prizes and guaranteed full color reproduction of these posters in quantities but it has also underwritten a large part of the expenses of the Competition. R. Hoe and Company, Inc., recently awarded the Army-Navy "E", has a long record of war service to the country. Nearly one hundred years ago, in 1847, it built a three-inch cannon for the U. S. Army. Since that time it has converted its peace time manufacturing facilities into wartime use for every war in which this country has engaged. The four themes for which the Hoe Company has donated prizes are: Production, War Bonds, The Nature of the Enemy, and Loose Talk, all of them under the general sponsorship of Artists For Victory, Inc.

Four individuals have donated prizes and some of the expense money for themes under the general sponsorship of Council For Democracy. Sam A. Lewisohn, noted collector and author of a book and many articles on modern art, has donated the prize for the Sacrifice theme and has also contributed toward the expense of the Competition. Mr. Lewisohn, in addition to his art interests, is an industrialist and is officer and director of many corporations.

Thomas J. Watson, President of International Business Machines, philanthropist and patron of the arts, has donated a special prize for a separate slogan under the Sacrifice theme: Sacrifice: The Privilege of Free Men. In addition to the prize, Mr. Watson has also contributed substantially to the expense of the Competition.

Mr. and Mrs. Ellsworth Bunker have contributed the prize for the theme The People are on the March. Mr. Bunker, President of the National Sugar Refining Company, is a member of the Board of Directors of the Council For Democracy. Mrs. Bunker is very active in the volunteer service division of the Council.

Dwight Wiman, famous theatrical producer, has donated the prize for the theme Slave World or Free World. Mr. Wiman has been in the business of producing plays for two decades and has sponsored many hits, among them The Road to Rome, The Command to Love, On Borrowed Time, and the current musical comedy By Jupiter.

Through the cooperation of the Lithographers National Association, reproduction of the four winning posters under the general

sponsorship of the Council For Democracy will be made by four leading lithographic organizations.

The National War Poster Competition, which closes October 22, opened August 15. It is 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.

Judges of the Competition are:

John Taylor Arms, Board Member, Artists for Victory, Inc.
Walter Baermann, 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; Consultant on Design, Office of 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 exhibition of the prize-winning posters will open as originally planned on Wednesday, November 11, at the Muscum of Modern Art, 11 West 53 Street, where it will be on view through January 3. It will then be sent on a tour of the country. The Competition is open not only to all artists living in the United States and its dependencies, but to photographers as well.