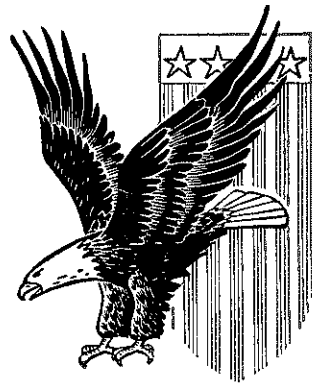


# THE LATHAM FOUNDATION INTERNATIONAL HUMANE POSTER CONTEST

(30th ANNUAL CONTEST)



By RAYMOND RICHNER  
Philadelphia • Pennsylvania  
Art Instruction, Inc.

## NOTICE ON SCHOLARSHIPS

All high school students are eligible for the art scholarships, and, if seniors, can make use of their awards when leaving high school.

Those who are not seniors will also be eligible for summer school scholarships. These scholarships have proven of great help and value.

Only students who will be able to begin their studies in 1955 will be eligible for an art scholarship.

## The Paasche Awards

Special prizes are being awarded for Contest Posters that feature the Airbrush technique. The entire poster does not need to be done with the Airbrush but the art work should make use of airbrushing to enhance the appearance of the poster. This part of the contest is open to high school, art school, amateur and professional artists.

### PRIZES

- 1 First Prize .....\$50.00
- 3 Second Prizes... 25.00 Each
- 3 Third Prizes.... 15.00 Each
- 3 Fourth Prizes... 10.00 Each

## THE PURPOSE

To inculcate the higher principles of Humaneness upon which the unity and happiness of the world depend; to emphasize the spiritual fundamentals that lead to world friendship; to promote the character building of the child by an understanding of universal kinship; to foster a deeper understanding of and sympathy with man's relations—the animals—who cannot speak for themselves.

## PRIZES

Cash prizes will be awarded winning contestants. Those winning honorable mention will be sent Certificates of Merit. The Latham Foundation will reject posters that do not meet conditions of the contest. No posters will be returned. All posters are retained and organized into traveling exhibits for display in the United States, Canada, and other countries.

## SUPREME PRIZES

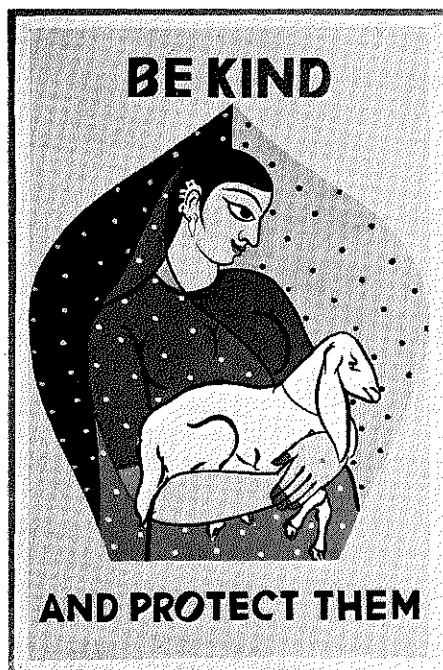
### TWENTY-FOUR SCHOLARSHIPS IN LEADING ART SCHOOLS

STUDENTS OF GROUPS 4 AND 5 ARE ELIGIBLE

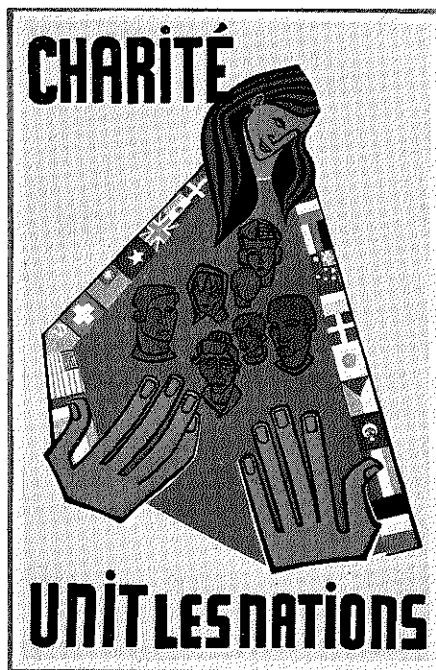
Full time and Summer School Scholarships have been donated by the generous public-spirited cooperation of the Art Schools listed below. These scholarships are awarded to the best posters coming from the locality in which the Art Schools are located. Scholarships cover tuition only.

- American Academy of Art, Chicago, Illinois (Summer Session)
- Art Career School, New York City (One-year)
- Art Instruction, Inc., Minneapolis, Minn. (4 correspondence schols.)
- Burnley School of Art & Design, Seattle, Wash. (Summer Session)
- California College of Arts & Crafts, Oakland (2 summer scholarships)
- California-School of Fine Arts, San Francisco (Summer Session)
- Chicago Academy of Fine Arts, Chicago (Summer Session)
- Chouinard Art Institute, Los Angeles (Summer Session)
- H. Faulkner Smith School of Appl. & Fine Art, Vancouver, B.C. (Summer)
- Instituto Allende, San Miguel de Allende, Gto., Mexico (One-year)
- Intl. Correspondence Schools, Scranton, Pa. (2 correspondence schols.)
- Meinzinger Art School, Detroit, Michigan (Summer Session)
- \*Moore Institute of Art, Science & Industry, Philadelphia (Two-semester)
- Parsons School of Design, New York City (Summer Session)
- Ringling School of Art, Sarasota, Florida (One-year)
- University of Alberta, Banff School of Fine Arts, Banff, Canada (Summer)
- Valentine School of Commercial Art, Montreal, Canada (Winter term)
- Washington School of Art, Washington, D.C. (2 correspondence schols.)

\*Eligible: Girls who are seniors in High School



By GOSTO BEHARI KUMAR  
Government College of Art and Craft  
Calcutta • India



By MONIQUE WEYERS  
Institut de l'Enfant Jesus  
Brussels • Belgium



By WATSON LAMMERT  
Hong Kong • British Colony  
Washington School of Art

Schools, colleges, libraries and organizations are invited to write us concerning the free loan of our Traveling Exhibit posters.

### GROUP 1

Grades 1, 2, and 3

- 10 First Prizes.....\$3.00 Each
- 20 Second Prizes..... 1.00 Each

### GROUP 2

Grades 4, 5, and 6

- 12 First Prizes.....\$7.00 Each
- 15 Second Prizes..... 5.00 Each
- 25 Third Prizes..... 3.00 Each
- 25 Fourth Prizes..... 2.00 Each

### GROUP 3

Grades 7, 8, and 9

- 12 First Prizes.....\$15.00 Each
- 15 Second Prizes..... 10.00 Each
- 30 Third Prizes..... 7.00 Each
- 20 Fourth Prizes..... 5.00 Each

### GROUP 4

Grades 10, 11, and 12

- 2 First Prizes.....\$50.00 Each
- 10 Second Prizes..... 25.00 Each
- 20 Third Prizes..... 10.00 Each
- 20 Fourth Prizes..... 5.00 Each

### GROUP 5

Art Schools and Colleges

- 1 First Prize.....\$100.00
- 6 Second Prizes..... 50.00 Each
- 10 Third Prizes..... 25.00 Each
- 10 Fourth Prizes..... 20.00 Each

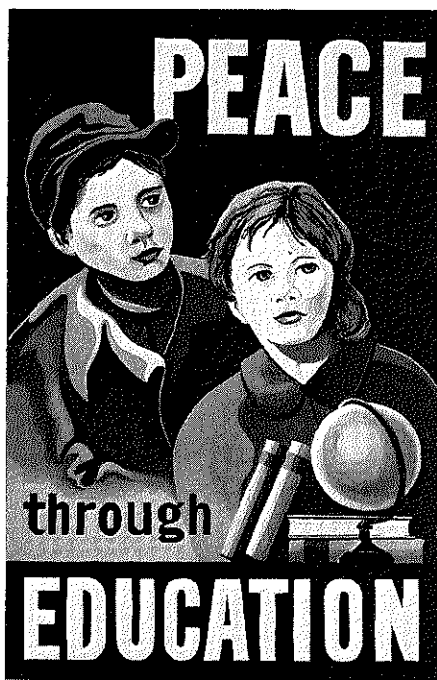
### GROUP 6

Professionals

- 1 First Prize.....\$100.00
- 3 Second Prizes..... 50.00 Each
- 6 Third Prizes..... 25.00 Each

JOHN de LEMOS, Art Director of the  
LATHAM FOUNDATION for the PROMOTION OF HUMANE EDUCATION  
Box 1322, Stanford, California

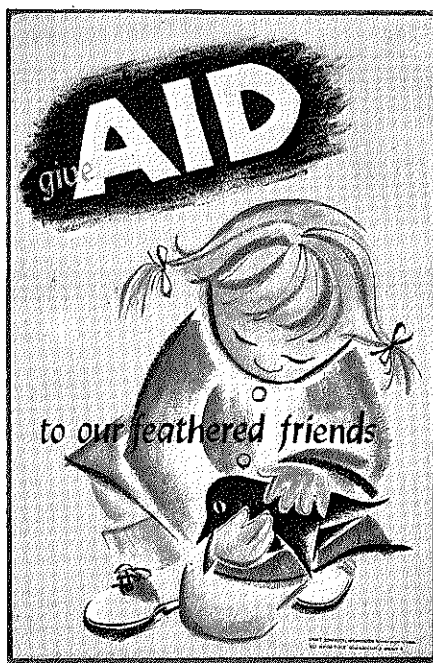
**CLOSING DATE** ★ **MARCH 1, 1955**



By CAROL WALD  
Cass Technical High School  
Detroit • Michigan



By SEIKO GOTOU  
Noboricho Middle School  
Hiroshima • Japan



By JANET DORCHUCK  
Washington Irving High School  
New York • N. Y.



By SHLOMO LEVY  
Bezalel School of Arts and Crafts  
Jerusalem • Israel



By DONALD BEATTIE  
H. B. Beal Tech. & Com. High School  
London • Ontario • Canada

### THE LATHAM FOUNDATION

is highly appreciative of the fine and continued cooperation it has received from prominent schools and colleges, leading educators and national organizations. The Foundation wishes to particularly extend its thanks to the many Art Teachers and Supervisors whose enthusiastic support has been a big factor in the success of the Foundation's International Humane Education Program.

#### SUGGESTIONS FOR HUMANE POSTERS

1. Feed Feathered Friends
2. A True American is Humane
3. Give Them Shelter
4. Kindness Includes Care
5. Love and Protect Animals
6. Kindness Starts in Childhood

#### IDEAS FOR WORLD FRIENDSHIP POSTERS

1. Freedom Is Everybody's Job
2. Universal Kinship
3. In Our Hands —the Future
4. A World United in Brotherhood
5. Friendship Thru Care
6. Peace Thru Education



By HORACE NOTTE  
North Providence  
Rhode Island

#### SCHOOL ARTS AWARDS

Due to their popularity in the 29th Poster Contest, twice as many Art Books will be awarded this year by School Arts Magazine. These attractive books are awarded for outstanding posters entered by High School students.

#### THE HELEN MACKAY MEMORIAL AWARDS

The Mackay Awards are made to contestants working under some type of physical handicap. Posters in this group should be identified with contestant's name, age, address and school, if attending one. On the back of the poster the type of handicap can be indicated.

First Prize \$30.00      Three Second Prizes \$20.00 Each  
Twelve Third Prizes \$5.00 Each

Also, as a Supreme Prize, one complete Correspondence Course sponsored by Art Instruction, Inc.

#### FOREIGN AWARDS

Interest on the part of contestants in other countries is constantly growing. Valuable cash awards will be made for entries from foreign countries. Entries from each country will be judged separately.

Strong mailing tubes should be used for shipping small numbers of posters from overseas points.

#### RULES OF THE CONTEST

**SIZE OF CARD:** Posters to be 14 x 22 or 12 x 18 inches, used *vertically*.

Designs running horizontally will not be considered. These measurements include any margin. The 14 x 22 inch size is preferred.

**MATERIAL:** Bristol Board, Illustration Board or any paper of similar weight. *No Heavy Cardboard will be accepted.*

**MEDIUM:** Tempera or show-card colors, crayons, water colors or ink.

**LETTERING:** A brief slogan, appropriate to the illustration, should be used. Students are encouraged to devise their own slogans. Avoid fanciful lettering. **ALL ILLUSTRATIONS MUST BE ORIGINAL.**

**IDENTIFICATION:** Name in full, complete school address and group must be printed neatly on the *face* of the poster, in the lower right-hand corner. Names on posters with dark backgrounds can be lettered on small slips of white paper and pasted onto the lower corner of the poster. Teachers should print students' names on posters where students are not able to print them clearly.

*Art School and College students* must identify their posters with name in full, name of school, *Home* address, and Group 5.

*Professional Artists* should identify their posters with name and address.

**SCHOLARSHIPS:** students competing for Art Scholarships should identify their posters on the front as outlined above and *also* print on the back of

their posters their **HOME** address, name of teacher, and name of Art School they could attend if winning an award.

**NUMBER OF ENTRIES:** each contestant may enter as many posters as desired, not to exceed four.

**SHIPPING:** posters must be sent **FLAT**, well packed to prevent damage in transit. At least two pieces of corrugated board, each as large as the posters, are recommended. Please do **NOT** attach paper flaps or covers to posters as these delay judging.

Where a package contains posters from more than one school, the posters of each school should be placed together. Where a school's entries include posters in more than one Group, the posters of each Group should be placed together.

**TIME OF DELIVERY:** posters must be received not later than March 1, 1955. To avoid expensive air shipment charges, send posters early.

**WHERE SENT:** posters should be addressed to John de Lemos, Box 1322, Stanford, California. Posters sent with express charges collect will not be accepted.

**NO POSTERS WILL BE RETURNED.**

**REPORT OF JUDGING:** prizes and list of award winners will be issued about May 15th. Report will be mailed to those sending a 3-cent stamp. Do *not* send stamped envelopes nor include stamps in packages of posters.

**CLOSING DATE** ★ **MARCH 1, 1955**