GENERAL FEDERATION
OF WOMEN’S CLUBS

1966 ART TALENT
CONTEST FOR HIGH
SCHOOL SENIORS

APPROVED BY THE NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS

THEME: “HELP FREEDOM GROW”
The growth of artistic expression among young people is one of the most heartening aspects of the "cultural explosion" taking place in the United States today.

To encourage youth to find its place in the rewarding world of art, to give appropriate recognition and assistance to talented young people, and to stimulate greater public interest in their creative endeavors - these are the goals of the annual art talent competition sponsored by the General Federation of Women's Clubs in cooperation with Hallmark Cards, Inc. All clubs are urged to participate in this project. Their efforts may be decisive in encouraging budding talents of today to become accomplished professionals tomorrow.

AWARDS The amounts of the scholarships awarded were increased in 1965 to a total of $2,350. Hallmark Cards will make a first, second and third scholarship award to the national winners toward tuition or fees to any approved art school or college. The first award will be $1,000; second, $750; third, $600. Four alternates will be chosen in case any of the winners cannot accept the scholarships. Should any of the winners not accept, the other winners will move forward on the list accordingly, and the alternates will be offered the scholarships made available by the moves.

THIRTEEN YEARS Since 1953, the first year of the contest, more than 2,000,000 young people have participated. Hallmark has presented scholarships to 39 young people from 24 states spanning the nation, including Alaska. Last year, entries totalled nearly 500,000.

Many of the winning art students have made impressive records at the nation's best schools and have gone on to rewarding careers in art.

ELIGIBILITY All senior high, academy or private school students graduating in 1966 are eligible to enter the contest through their State Federation of Women's Clubs Art Talent Contest. This competition is approved by the National Association of Secondary School Principals.

THEME "Help Freedom Grow"

Students may interpret the theme in any creative, spontaneous manner. The national Jury of Awards will be instructed to judge the entries on the basis of artistic promise and aesthetic qualities.

MEDIUM Oil, water color, pastel, mixed media.

SIZE Minimum dimension 11 x 14 inches — unframed. Maximum dimension 20 x 24 inches — unframed.

FRAMING Oil paintings must have simple frames. Other media in mats. Pastels should be sprayed with fixative. No glass on any entry.

SUBMITTING ENTRIES All local entries must be received by the State Federation of Women's Clubs Art Chairman no later than March 15, 1966. Entries will be judged by a jury panel with one member of the jury to be the State Art Chairman.

Each state is permitted to submit only one painting to be judged in the national contest. The local sponsoring club will submit entries to the state organization with which it is affiliated and not to the state in which the participating student lives or is attending school.

The state entry, completed entry blank, and an acknowledgment from the state art chairman must be submitted for the national contest by April 15, 1966. Only original work is to be submitted.
NATIONAL CONTEST ENTRIES MUST BE SENT TO:

Conrad Knickerbocker, Manager
Public Relations Department
Hallmark Cards, Inc.
25th and McGee
Kansas City, Missouri 64141

NATIONAL JURY OF AWARDS Members of the Jury who will select the national winners and alternates will include the Art Chairman of the General Federation of Women's Clubs and professionally competent persons in the fields of art and education.

EXHIBITIONS During the year the prizewinning paintings may be shown in many of the principal cities of the U. S. State and national winners will be exhibited at the 1966 GFWC National Convention.

OWNERSHIP The ownership of each entry will remain with the student. All entries will be returned at the end of the exhibition period. Hallmark Cards cannot be responsible for returning special containers in which the paintings were submitted.

PUBLICITY It is understood that in connection with this contest the General Federation of Women's Clubs and Hallmark Cards, Incorporated, shall have the right to reproduce in newspapers, magazines, books, catalogs and pamphlets and use on radio, television and all other media all materials submitted by the artist, including photographs; and that such reproduction rights are granted without fee or charge.

LIABILITY Hallmark Cards, Incorporated, any of its officers, agents or representatives, as well as the General Federation of Women's Clubs, will not be responsible for loss or damage of any kind, no matter how the same may be caused, to paintings submitted to the contest.

AGREEMENT It is understood that a student's entry into this contest represents his acceptance of all conditions set forth in this prospectus.
The elevation of the human spirit, that is the highest effort of art, speaking the common language of humanity, affords us a glimpse of the fulfillment to which free men aspire.

President John F. Kennedy

Write to your State Art Chairman today for copies of the combination prospectus and entry blank for the students you plan to sponsor.