

**The African American Heritage Museum of Southern New Jersey
Traveling Museum**

Catalog Items

Docent # 12

Collection of Graphic Collages

48" x 24"

Artist: Lou Lo Monaco

1963

This collection of graphic collages has been created specifically as a memento for those who participated in the historic “March on Washington for Freedom & Jobs” on August 23, 1963. The layout features a cover letter signed by John Lewis, Whitney Young, Martin L. King, Roy Wilkins, A Philip Randolph, and James Farmer, it includes a pledge card to attend the event sent in advance to participating groups that include the SCLC, NAACP, Urban League, and Council of Churches. The budget for the March organization was put at \$120,000—a huge sum. Funds came in through big donations and small. Official march buttons were sold for a quarter each, with 175,000 sold by August 17 and 150,000 more on order. The official memento of the march, sold for one dollar, was this portfolio of five red, white, blue, and black collage-based prints that incorporated Life magazine photographs of dog and fire-hose attacks and other movement dramas; forty thousand were printed.

(K24)

Life Magazine

”Rally’s End“

2 x (11"x14")

1963

After The “March on Washington” is over and the speechmaking is done, a march participant carries her placard up the steps near the Lincoln Memorial.

(K28)