

THE MUSEUM OF MODERN ART

NEW YORK

11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK

SARAH NEWMAYER, PUBLICITY DIRECTOR

February 13, 1943

TO Garden Editors
Film Editors
Art Editors
City Editors

Dear Sirs:

You are invited to come or send a representative to

PRESS PREVIEW of
ten short films on
Victory gardening, poultry
raising and farming prepared by
the British Ministry of Information

at 11 A.M.
Thursday, February 18

in the auditorium of
the Museum of Modern Art
11 West 53 Street.

These ten films will be shown to the public in two fifty-minute programs for a period of two weeks beginning Saturday, Feb. 20, from 12 to 2 P.M. daily except Sunday in the auditorium of the Museum. On Sundays one fifty-minute program will be shown at 1 P.M. After their showing at the Museum, the films will be available for circulation throughout the country.

As these films on gardening are extremely practical, it is the hope of the Museum that they will be of material aid in showing people how most effectively and efficiently to get abundant production from the Victory gardens we all are being urged to raise.

Sincerely,

Sarah Newmeyer
Publicity Director

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43217 11
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FOR IMMEDIATE RELEASE

NOTE: CHANGE IN HOURS OF SUNDAY FILM PROGRAMS.

Because of the great public interest in the Museum's regular film programs the hours of the Sunday showings have been changed to make possible three showings every Sunday afternoon. Beginning Sunday, February 21, the film program listed for Sundays will be shown in the Museum's auditorium at 1:20, 3:30 and 5:30 P.M. The daily and Saturday programs will be shown only twice, as heretofore, at 3 and 5:30 P.M.

VICTORY GARDENING FILMS TO BE SHOWN AT MUSEUM OF MODERN ART

New Yorkers who would like to spend a lunch hour or two learning how to dig, sow, plant, hedge, ditch, plow and furrow victory gardens will find very practical instruction on the subject at the Museum of Modern Art during the next two weeks. Since the outbreak of war in 1939 the United States has given large quantities of vegetable seeds to England, which now reciprocates by sending to this country ten short films which show in the most practical fashion how to get the maximum value from seeds and gardens, how to store vegetables for winter, in fact, how to wage a victorious war with the weapon of food production.

These ten films will be shown in two programs daily including Saturdays in the auditorium of the Museum of Modern Art, 11 West 53 Street, from 12 Noon to 2 P.M., for a period of two weeks beginning Saturday, February 20, and continuing through Friday, March 5. The garden films will not be shown on Sundays.

Iris Barry, Curator of the Museum of Modern Art Film Library, says of the series:

"These are the best instructional films I have seen, well-made and entirely practical yet full of human interest. Members of the staff of the Museum--a surprising number of whom are ardent weekend gardeners themselves--were so enthusiastic at a special showing that there seemed no alternative but to make them available at once to our Museum visitors.

"Apart from their practical value, I suspect that the films will tend to draw American audiences into closer sympathy with the common man and woman of England, shown coping with the same problems that confront us today. One of the most refreshing qualities of these films is the absence of the so-called Oxford accent. The commentary is spoken by plain people with plain voices remarkably easy on the ear."

The films are as follows:

Program 1 (50 minutes)

How to Dig
Sowing and Planting
Storing Vegetables Indoors
Storing Vegetables Outdoors
More Eggs from your Hens

Program 2 (50 minutes)

Hedging
Ditching
A Way to Plough
Turn of the Furrow
Winter on the Farm

Both programs will be shown every day (except Sundays) between 12 and 2 P.M. during the two weeks beginning Saturday, February 20, and ending Friday, March 5.

In the first group of films How to Dig will undoubtedly be for most New Yorkers an eye-opener on the unaccustomed subject of the proper use of a spade. The amount of footwork entailed in Sowing and Planting will be quite a revelation too. More Eggs from Your Hens goes beyond simple tips on utilizing every scrap of kitchen waste and provides personal appearances by several hardworking English backyard biddies.

The second group of films, on farming topics, makes clear what skill and economy lie at the root of England's handsome but sturdy hedges, and gives a forthright lesson on the right way to drain and ditch a field. Alarming calm and competent land-girls demonstrate efficient plowing so that even a greenhorn can understand. Last and best of this group is Winter on the Farm in which an English farmer answers the question so often put by his city friends: "What do you do on the farm in wintertime?" His graphic facts and figures provide an unusually intimate and thought-provoking study of the economy and management of a typical small farm. The film also affords a strikingly beautiful glimpse of rural existence and of its problems, which prove to be much the same as for the comparable American farmer.

All ten of these films were produced recently in England and are available for circulation on both 35mm and 16mm through the Museum of Modern Art Film Library.