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*Minutes of Garden Contest*

MUSEUM OF MODERN ART

C  
O  
P  
Y

Letter to Mr. Julian Street, Jr. from John Douglas Gordon  
of The Greater New York Fund confirming Contest on Aug. 30, 1939

Re: Children's Garden Contest

Dear Mr. Street:

Two days ago I sent you the minutes of the meeting of the Garden Contest Committee, held in your Museum. This letter is merely to confirm our verbal understanding that the Fund, or the agencies, or both, would have at August 30, the date of the admitting the children. I will be ad- site number

CHILDREN'S GARDEN PROJECT 1939



Yours very sincerely,

John Douglas Gordon  
Editor, Publicity Department

c.c. Miss Newmeyer  
Miss West ✓  
Mr. Ekstrom

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*Memoranda of Garden Contest*

MUSEUM OF MODERN ART

C  
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Letter of  
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Jr  
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Gordon  
Aug. 30. 1929

Dear Mr. Street:

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Garden Contest Comm  
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with your hospitalit  
not repeat my sentiments of appreciation which I already have expressed to you  
on several occasions.

I shall look forward to seeing you on your return from your vacation, and meanwhile, with every best wish, believe me,

Yours very sincerely,

John Douglas Gordon  
Editor, Publicity Department

c.c. Miss Newmeyer  
Miss West  
Mr. Ekstrom



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is merely to  
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y on August 30,  
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have to be ad-  
ne requisite number  
the various agencies.  
for your cordiality  
committee were delighted

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*x Reference Greatly My fund*  
*Children's Garden Contest*  
**THE MUSEUM OF MODERN ART**

**Date** August 26, 1939

**To:** Mr. Anderson

**Re:** Children's Garden Contest

**From:** Miss Henrich

I see by Mr. Street's memorandum to Miss West, of which I have a copy that arrangements for guards on ~~Tuesday~~ Wednesday afternoon seem to be limited to the policeman and two guards from the Museum staff.

When you spoke to me about the guards yesterday, I thought you said there were to be three extra men in addition to the regular guard and the policeman. This would be none too many considering the number of people who will be there. I am therefore calling it to your attention, in case you have not already arranged to have the four guards.

*Of course these men must not be taken from the regular guard staff in the galleries.*

copy to:

 Miss West

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THE MUSEUM OF MODERN ART FILM LIBRARY

M E M O

From F. West

To Miss Ulrich ✓

Date 8/25/39

I think I have taken care of all the necessary arrangements for the City Garden Contest to take place here on August 30th. However, just for your information here is the story.

*F. West*

Placement of Exhibits

Two representatives of the Museum's staff should be on hand to arrange the exhibits in the sculpture garden on Tuesday August 29 ~~and~~ between two and four o'clock, and on Wednesday between 9 and 10<sup>30</sup> a. m. I have asked Miss Corder and Miss Henrich to assist. Tables will be needed for the cut flowers and perhaps the vegetables. The miniature gardens will not need tables. Some place will also have to be reserved for the ten terrariums which will be given as prizes.

COURTIER

Guards and Police

In connection with our telephone conversation, I understand you have notified the local precinct to send a policeman and that you will have two guards from the Museum staff assigned to the sculpture garden, for the afternoon of August 30, from 2 - 6 p. m. when the children and their parents will be present for the judging of the contest and the awarding of the prizes between 2:45 and 4 p. m.

5.56  
3  
76.68  
*Christman*

Passes

I am attaching a sample pass which will be given to some 200 contestants and their parents or escorts. Five or six members of the official staff of the Greater New York Fund who may have to pass in and out of the building will wear badges of the Greater N. Y. Fund for identification.

*Trump*

The children and their escorts will enter the Museum through the main entrance.

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THE MUSEUM OF MODERN ART FILM LIBRARY

M E M O

From F. West

To Mr. Eckstrom

Date 8/25/39

I believe Mr. Street has sent you a copy of his memorandum to me about the City Garden Contest exhibition at the Museum of August 30th. Will you please make the arrangements which he suggests insofar as it is possible for you to do so.

I have talked with Mr. Andersen about an extra man for the washrooms which the boys will use and engaging two extra porters for the day to help in the work of arranging the exhibits. These men will be paid for by the Greater N. Y. Fund.

I have made arrangements with Lt. Smith of the 51st Street Police Station to send over a policeman for the afternoon of the 30th. If none appears calls Lt. Smith.

mately seventy-five entries.

#### Placement of Exhibits

Two representatives of the Museum's staff should be on hand to arrange the exhibits in the sculpture garden on Tuesday August 29 ~~and~~ between two and four o'clock, and on Wednesday between 9 and 10<sup>30</sup> a. m. I have asked Miss Corder and Miss Henrich to assist. Tables will be needed for the cut flowers and perhaps the vegetables. The miniature gardens will not need tables. Some place will also have to be reserved for the ten terrariums which will be given as prizes.

COURTIER

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Jump

The children and their escorts will enter the Museum through the main entrance.

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THE MUSEUM OF MODERN ART FILM LIBRARY

M E M O

From F. West  
 To ~~Mr. Tremp~~  
 Mr. Tremp  
 Date 8/25/39

I believe Mr. Street has sent you a copy of the memorandum he wrote me about the City Garden Contest exhibition at the Museum on August 30th.

Will you please arrange to honor the passes sample of which is attached and to admit the Greater N.Y. Fund representatives and others who may come in for this occasion.

I hope this will not mean too many admissions to handle in the course of the day for you people at the desk.

The exhibits will be properly tagged. There will be approximately seventy-five entries.

Placement of Exhibits

Two representatives of the Museum's staff should be on hand to arrange the exhibits in the sculpture garden on Tuesday August 29 and between two and four o'clock, and on Wednesday between 9 and 10<sup>30</sup> a. m. I have asked Miss Corder and Miss Henrich to assist. Tables will be needed for the cut flowers and perhaps the vegetables. The miniature gardens will not need tables. Some place will also have to be reserved for the ten terrariums which will be given as prizes.

COURTIER

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 Whiston

Passes

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Tremp

The children and their escorts will enter the Museum through the main entrance.

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# THE MUSEUM OF MODERN ART

Date August 24, 1939

To: Miss West

Re: Children's Garden Contest

From: Mr. Street

In connection with the Children's City Garden Contest, I wish to confirm the following arrangements:

Receiving Entries

1. Entries of two of the three classes will be delivered to the Museum by agencies of the Greater New York Fund on August 29th between two and four o'clock. The third class -- cut flowers -- will have to be delivered on August 30th, between 9:30 and 10:30 a. m. It will be necessary for us to have an attendant at the gate. It will be advisable to have two of our men on hand to assist in moving the entries, even though the Greater N. Y. Fund will also have men to help all day. Miss Henrotin of the Greater N. Y. Fund will be there to identify the exhibits and another representative of the Fund will also be present. The exhibits will be properly tagged. There will be approximately seventy-five entries.

(2) 2.28  
2.28  
4.56 *changed*

Placement of Exhibits

Two representatives of the Museum's staff should be on hand to arrange the exhibits in the sculpture garden on Tuesday August 29 ~~and~~ between two and four o'clock, and on Wednesday between 9 and 10<sup>30</sup> a. m. I have asked Miss Corder and Miss Henrich to assist. Tables will be needed for the cut flowers and perhaps the vegetables. The miniature gardens will not need tables. Some place will also have to be reserved for the ten terrariums which will be given as prizes.

*COURTIER*

Guards and Police

In connection with our telephone conversation, I understand you have notified the local precinct to send a policeman and that you will have two guards from the Museum staff assigned to the sculpture garden, for the afternoon of August 30, from 2 - 6 p. m. when the children and their parents will be present for the judging of the contest and the awarding of the prizes between 2:45 and 4 p. m.

5.56  
3  
76.68  
*Whitman*

Passes

I am attaching a sample pass which will be given to some 200 contestants and their parents or escorts. Five or six members of the official staff of the Greater New York Fund who may have to pass in and out of the building will wear badges of the Greater N. Y. Fund for identification.

*Trump*

The children and their escorts will enter the Museum through the main entrance.

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Judges

The following will be judges of the contest:

Charles Sheeler  
Wallace K. Harrison  
Reuben Nakian  
Victor D'Amico  
Minna Harkavy  
Mrs. Baillie Ripley

The prizes will be awarded by Mrs. John S. Sheppard

Refreshments

It is estimated that there will be approximately 80 to 100 children present and about an equal number of parents or Greater N. Y. Fund representatives. Each contestant will be given a prize ribbon which will identify him at the refreshment booth when they ask for ice cream which will be supplied by the Museum. I will also requisition 10 portfolios of color reproductions to give as prizes.

It is <sup>probable</sup> possible that there will be a large crowd of paying visitors to the Museum from various agencies of the Fund in the sculpture garden that day.

Press, photographers and probably newsreels will also be present.

*J.S.*

Copies to:

Mr. Ekstrom  
Mr. Tremp  
Miss Henrich  
Miss Corder  
Mr. Gordon

*My Fund Chgs - ?*

*Attendants.*

*Prizes*

*Ice Cream*

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From: The Greater New York Fund  
52 Broadway  
New York City

Tel: Whitehall 3-9440

Release: Thursday, Aug. 31

CITY CHILDREN'S GARDEN CONTEST JUDGED AT MODERN ART MUSEUM  
Products of Small Plots, Window Boxes, Tin Cans and  
Crates on Display

More than 150 children, ranging from 3 to 14 years of age, who for the last two months have been growing vegetables and flowers in small plots, tin cans, window boxes and dishpans throughout the city, put their products on display yesterday (Wednesday) in the City Children's Garden Contest. The contest, sponsored by the Greater New York Fund, was judged at the Museum of Modern Art, 11 West 53 Street.

Survivors of elimination contests, the youthful gardeners presented 65 exhibits, several of which were the result of group endeavor. All the contests were affiliated with social agencies enrolled in the Fund. Entries were in three categories--cut flowers, vegetables and miniature gardens.

A special prize for the best exhibit in the contest was awarded to a play-roof group from the James Center of the Children's Aid Society. The group collaborated on a terraced garden which included pottery made by the center's pottery class and a house painted by the art class. Children collaborating in the group were Ralph Riorillo, 7; Alice Page, 5; Elvira Sigliolo, 4; Patrick Filomino, 6; Anna Ferrar, 6; and Nellie Turturro, 4.

Awards in the regular classifications follow:

Cut flowers: first<sup>prize</sup>, Edward McManus, 9, for sunflowers.  
second<sup>prize</sup>, John Trefon, 12, zinnias. Third prize, Mary Tinelli, 11, cosmos. All the children are members of the Children's Aid Society's West Side Center.

Vegetables: first prize, radishes grown by Carl Dangio, 9; Richard Johnson, 11; Charles Gibson, 8; and Melvin Leitman, 10, of

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the Brooklyn Children's Aid Society. Second, beets grown by a group of 52 children ranging from 4 to 5 years of age and members of the Catholic Youth Organization of the Catholic Charities. Third, tomatoes grown by Carmella Marina, 11, of the Children's Aid Society's West Side Center.

Miniature Gardens: first prize, awarded to a group of children associated with the Avenue B Center of the Children's Aid Society. Second, Leone Wedel, 11, of the same organization. Third, Jean Carriero, 11, of the Children's Aid Society West Side Center.

The social agencies represented in the contest were the Children's Aid Society, Jones Memorial, West Side, Avenue B and James Centers; the Educational Alliance of the Jewish Welfare Board; the Home Thrift Association Settlement; the Girl Scout Federation; the Brooklyn Children's Aid Society; the Federation Settlement and the Catholic Youth Organization of the Catholic Charities of the Archdiocese of New York.

Judges of the contest were: Mrs. John S. Sheppard, Treasurer and Director of the Museum of Modern Art; Charles Sheeler, artist; Wallace K. Harrison, architect; Reuben Nakian, sculptor; Mrs. Baillie Ripley of the Garden Club of America; Minna Harkavy, sculptress; and Victor D'Amico, Director of the Young People's Gallery of the Museum.

Speakers today included Mrs. Sheppard, Merle A. Gulick, Executive Vice-Chairman of the Greater New York Fund, and Julian Street, Jr., Secretary of the Museum.

The winning exhibits in the contest will be on display this week at the Gardens on Parade at the World's Fair.

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7971872  
**THE MUSEUM OF MODERN ART**  
**11 WEST 53RD STREET, NEW YORK**

TELEPHONE: CIRCLE 5-8900

MUSEUM OF MODERN ART ANNOUNCES  
 CHILDREN'S CONTEST IN SCULPTURE GARDEN

Between 1,500 and 2,000 children are working garden plots, back-yards, and window boxes for a contest that will end August 30 with an exhibition in the new outdoor sculpture garden of the Museum of Modern Art at 11 West 53rd Street.

The Museum is acting in cooperation with the Greater New York Fund in staging this contest among children, supervised by the agencies affiliated with the Fund. Yesterday, a group of four children, two from the Children's Aid Society and two from the Educational Alliance, visited the sculpture garden of the Museum to look over the garden where the final judging will take place.

They were met by Miss Dorothy Miller, assistant curator of painting and sculpture of the Museum, and John E. Abbott, director of the Film Library, who showed the children just where their gardens will be displayed. The children who were present were: Dorothy Francis, Walter Zelinsky, both six years of age, Alfred Boltin, 14, and Phillip Goodman, <sup>13</sup>15. A committee from the Museum will do the judging at the final exhibit on August 30th.

While showing the children around the sculpture garden where the exhibition will be held, Mr. Abbott, in talking to them, said:

"We hope that some of you children who are entering this contest will at sometime be inspired to create a piece of sculpture or a painting that will be worthy to be displayed here. We believe that people, young or old, should be encouraged to do artistic things that are worthwhile, but the impulse to carry out these things must come from within yourselves. Remember, art is not confined to a beautiful painting or a fine piece of sculpture, or an outstanding film. Everything we do in life, we should try to do with taste. It helps to make your life worth-while. That is the reason we are so glad to have you bring prize-winning samples of the work you are doing <sup>to</sup> in our garden here.

"I understand some of you are working in the shadow of Brooklyn Bridge or in other crowded parts of lower Manhattan producing gardens in back-yards, roofs and window boxes. Growing plants, vegetables and flowers under these conditions requires great skill and hard work.

"We are glad to cooperate with the Greater New York Fund in a contest which not only emphasizes these qualities but also the artistic side which you always find somewhere in every child's nature."

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After the visit to the garden, the children attended the section of the current exhibition "Art in Our Time" devoted to outstanding "Works by Young People."

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THE GREATER NEW YORK FUND'S  
CHILDREN'S CITY GARDEN CONTEST

AUGUST 30, 1939

MUSEUM OF MODERN ART'S

OUTDOOR SCULPTURE GARDEN

STANDARDS FOR JUDGING CONTEST

Class 1 - Cut Flowers

Exhibits such as: Marigolds, 5 blooms; Zinnias, 5 blooms;  
Snapdragons, 5 spikes; Asters, 5 blooms.

Entries to be judged on quality of flowers, petals, healthi-  
ness of leaves, uniformity of flowers.

Awards

First Prize (name) \_\_\_\_\_ (agency) \_\_\_\_\_

Second Prize (") \_\_\_\_\_ (") \_\_\_\_\_

Third Prize (") \_\_\_\_\_ (") \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Class 2 - Vegetables

Exhibits such as: Potatoes (4); Carrots (5); Tomatoes (2); Pumpkins (1); Beets (5); Corn (2 ears); Cucumbers (2); Peppers (2); Beans (12 pods).

Entries to be judged on quality, cleanliness, and uniformity.

Awards

First Prize (name) \_\_\_\_\_ (agency) \_\_\_\_\_

Second Prize (" ) \_\_\_\_\_ (" ) \_\_\_\_\_

Third Prize (" ) \_\_\_\_\_ (" ) \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Class 3 - Miniature Gardens in containers such as: Cigar Box; Metal Container; Small Crate; Window Box; Bottle, Jar or Bowl; Dishpan or Baking Dish.

Entries to be judged on originality, quality of plant material used, and suitability of design.

Awards

First Prize (name) \_\_\_\_\_ (agency) \_\_\_\_\_

Second Prize (" ) \_\_\_\_\_ (" ) \_\_\_\_\_

Third Prize (" ) \_\_\_\_\_ (" ) \_\_\_\_\_

Notes; \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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GRAND PRIZE AWARD

To be judged from the three first prize winners in the above classes on the basis of quality and originality.

Winner: (name) (agency)

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STANDARDS AND RULES FOR GARDEN CONTEST

Sponsored by  
The Greater New York Fund  
In Cooperation With  
The Museum of Modern Art

Class 1 -- Cut Flowers

Exhibits such as: Marigolds, 5 blooms; Zinnias, 5 blooms; Snapdragons, 5 spikes; Asters, 5 blooms. (To be judged on quality of specimen and beauty of arrangement.)

Class 2 -- Vegetables

Exhibits such as: Potatoes (4); Carrots (5); Tomatoes (2); Pumpkins, (1); Beets (5); Corn (2 ears); Cucumbers (2); Peppers (2); Beans (12 pods).

Class 3 -- Miniature Gardens in containers such as: Cigar Box; Metal Container; Small Crate; Window Box; Bottle, Jar or Bowl; Dishpan or Baking Dish.

RULES

1. The contest is open to all children, either individuals or groups, working gardens sponsored by or under the supervision or approval of agencies affiliated with The Greater New York Fund.
2. No child can enter more than one exhibit in any class.
3. Entry blanks are to be sent to the agency sponsoring the child's garden work. All entries will close August 1.
4. Each entry must be made on a separate individual or group entry blank.
5. The agencies will select the entries which they feel are good enough to be exhibited in the Museum of Modern Art, 11 West 53rd Street, for prize awards on August 30. These entries must be delivered to the Museum before noon on Tuesday, August 29, and arranged for the public display which will take place on the following day.
6. Each exhibit must have attached to it a label bearing the name of the entrant and the agency that sponsored his or her garden work during the summer, also a brief statement of the locality and conditions under which the exhibit was produced.
7. There must be at least three entries in any one class for that class to be represented in the final judging.
8. No exhibit shall be removed from the Museum of Modern Art until August 31, nor shall any exhibit be removed without the consent of the Museum's Committee.

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9. Only children having entries, their parents, and an agency representative will be admitted free to the Museum of Modern Art on the day of the exhibit.
10. Entrants must not be more than 14 years of age, and all entries must be grown or produced by the children.
11. There will be valuable first, second and third prizes awarded in each class together with a blue ribbon for the first prize, red for second prize, and yellow for third prize. White ribbons will be bestowed for honorable mention and a gold ribbon for the best of all entries.

Note: Group entries will be made by three or more children and entered in the name of the agency under whose supervision the group works. Children not working gardens belonging to any agency but raising flowers or vegetables in their backyards, in window boxes or on their roofs may enter the contest, but these entries must be made through an agency associated with The Greater New York Fund.

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CHILDRENS' CITY GARDEN CONTEST

Fill in and return by August 1 to The Greater New York Fund,  
52 Broadway, N. Y. C.

INDIVIDUAL ENTRY BLANK

Name \_\_\_\_\_ Age \_\_\_\_\_  
(print last name here) (print first name here)

Name of Agency \_\_\_\_\_

Address of Agency \_\_\_\_\_

Entry Classes (check classes (x) in which you are entering)

CLASS 1 - Cut Flowers

Exhibits such as:  
Marigolds, zinnias,  
snapdragons, asters

CLASS 2 - Vegetables

Exhibits such as:  
Potatoes, carrots,  
tomatoes, pumpkins,  
beets, corn, cucumbers,  
peppers, beans

CLASS 3 - Miniature Gardens

In containers such as:  
Cigar box, metal container,  
small crate, window box,  
bottle, jar or bowl, dishpan  
or baking dish

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Date: August 22, 1939

NOTICE TO ALL ENTRANTS

GREATER NEW YORK FUND GARDEN CONTEST

Wednesday, August 30th at the Museum of Modern Art - 11 West 53rd Street

1. All entries should be delivered to the Museum by the side gate on south side of 54th Street, just west of Fifth Avenue.
  - a. Entries for Class 2 and 3 must be delivered on Tuesday afternoon, August 29th, between 2 and 4 o'clock.
  - b. Entries for Class 1 (cut flowers) must be delivered on Wednesday morning, August 30th, between 9:30 and 10:30 o'clock.
2. All entries are to be marked with the enclosed labels properly filled out.
3. Passes to the Museum for that day will be given to children participating, their parents and to the staff members of the agencies.....
  - a. Each child with an individual entry is entitled to a pass and also to one for his mother and father. (In case the parents cannot or do not wish to attend, each individual exhibitor is entitled to one pass for a relative or friend instead)
  - b. For group entrants - each group of 10 children or under can have passes for two representatives of the group. Groups of more than ten participants can send one representative for each five children in the group.
  - c. Each agency is entitled to one pass for a staff member, but more will be given if a large group of children is to be taken to the Museum.
4. Each agency will notify Miss Henrotin, The Children's Aid Society, 105 East 22nd Street, Gramercy 5-3640, how many passes they will need for children, parents, staff, etc. not later than Thursday, August 24th.
5. Children, parents, etc. who wish to see the Exhibit are asked to be at the Museum of Modern Art - 11 West 53rd St. on Wednesday, August 30th at 2:30 P.M. so they will see the judging. Anyone who wishes to see the Exhibit, but has no pass is cordially invited to come and will pay the small fee charged regularly by the Museum.
6. Contrary to the announcement in the Rules sent previously, all exhibits must be removed from the Museum on Wednesday afternoon between 4 and 5 o'clock after the final judging.

(Some of the prize winning exhibits may be taken to the World's Fair for Exhibition in Gardens on Parade. These will not be removed from the Museum by the agencies, but arrangements for getting them to the Fair will be made by the Fund)

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JUDGES FOR CONTEST

Mrs. John Sheppard, treasurer and director of the Museum of Modern Art

Charles Sheeler, American artist

Wallace K. Harrison, architect and a trustee of the Museum of Modern Art

Reuben Nakian, sculptor

Mrs. Baillie Ripley, a member of the Museum Membership Committee and of the Garden Club of America ✓

Minna Harkavy, sculptress

Victor D'Amico, director of the Young People's Gallery of the Museum

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SPEECH OF MR. GULICK

AT CHILDREN'S CITY GARDEN CONTEST

AT THE OUTDOOR SCULPTURE GARDEN OF

THE MUSEUM OF MODERN ART

WEDNESDAY, AUGUST 30, 1939

Mrs. Sheppard, members of the Committee of Judges of the Museum of Modern Art, Ladies and Gentlemen and last, but not least, all you children:

I think you will all agree we have had a splendid time today. You children have just finished the summer in which you must have had a lot of fun and interesting work from the looks of these gardens and flowers that you have brought here today. You know, boys and girls, it is a combination of fun and work that makes people happier and healthier. That is why the Greater New York Fund is interested and always will be interested in the things you are doing. We want you to grow into fine men and women who will be a credit to your country and your city. Today you are standing in this beautiful Sculpture Garden. You see about you statues and paintings and all sorts of art objects that have been made by men and women who once were little boys and girls like yourselves. Well, it was the training that they got when they were young that made it possible for them to produce these beautiful things in later life and here you are, having brought your gardens right into this beautiful spot - all because older people who once were children are interested in your work. Ten of your exhibits have won prizes, but that does not mean that the others are not worth while. It merely means that some of you have done a little better than others and that is true about everything that we do in life -- some of us walk better than others, some of us talk better than others, some of us run faster than others, some of us are better looking than others. So you see all life is a struggle, carrying with it rewards for success and disappointments for failure. But the wise boy and girl and the wise man and woman works for

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success because it is the right thing to do rather than because of the reward.

Some day perhaps some of you boys and girls will become painters or sculptors and it is not all all impossible that the work of your hands and minds will find a permanent place in this Museum or a similar institution.

And now, I know that you will join me in thanking the men and women who have made today's exhibition possible. They are the ones who encouraged this friendly rivalry that has spurred your initiative and taxed your ingenuity.

First of all, I want to thank the Museum of Modern Art on behalf of the Greater New York Fund and the agencies affiliated with it for their cooperation and I want to pay a special tribute to Mr. Julian Street, Jr., who worked with us and gave so much of his time and effort in helping make this contest a success.

The Greater New York Fund in sponsoring this event, also had the fullest cooperation from the agencies participating in the Fund and, therefore, I feel that we probably should thank the members of the Children's Garden Contest Committee - Miss Cynthia Knowles, of the United Neighborhood Houses; Mrs. Margaret Fellows, of the Children's Aid Society; and her assistant, Miss Susan Henrotin; Father Engel and Miss Edith McBride, of the Catholic Youth Organization of the Catholic Charities of the Archdiocese of New York and Mr. E. J. Londow, of the Jewish Welfare Board.

In closing, I hope that each one of you children present today will remember this event for a long, long time and that you will one and all be with us next year for the Greater New York Fund's 1940 Children's City Garden Contest.

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ADDRESS BY MRS. JOHN S. SHEPPARD

AT MUSEUM OF MODERN ART

AUGUST 30, 1939

We are delighted to have you children of the Greater New York fund here in the sculpture garden of our Museum today. You have made flower and vegetable gardens, we have made a sculpture garden, so we are all gardeners together. In creating these gardens of yours, in your back yards and in your window boxes, I am sure that you have learned many things. You have learned how to attack problems and how to overcome obstacles. You have learned that it takes patience and constant care to make things grow. In working to make the flowers and vegetables thrive in your gardens, in struggling against weeds and drought and garden pests, I am sure that you have learned something of the point of view of the "other fellow". By that I mean that although you are city children, you have now a much better understanding of the problems of the millions of people living in the country whose lives are spent in tilling the fields.

But even more than all this, you have had the thrill of seeing the fruits of your labor grow into something beautiful. That means that your interests and ours at the Museum are very close together. For it is this joy of creation which inspires painters and sculptors to produce their masterpieces. Without it, these people who have just finished judging your gardens could never have produced such works of art; Mr. Charles Sheeler could not have painted his superb landscapes and still-lives; sculptors like Miss Minna Harkavy and Mr. Reuben Nakian could not have fashioned such beautiful objects from bronze and stone.

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And if, through your gardens, your eyes are open to the beauty of flowers, you will see beauty all around you. You will see it in the sunlight shining on the walls of the buildings, in the reflections of the electric lights on the wet pavements after a rain, in the sunset and the clouds and the moon and the stars. And if you see the beauty in the world all around you, you will never have a dull day in your life.

Through the work which you have done in your gardens, you have created beauty. That is why we are so glad to have you bring your prize winning displays to the Museum to show them in our sculpture garden, for we believe that people, young and old, should be encouraged to do artistic things which are of value to themselves as well as to those who look at them.

The exhibitions of the Museum of Modern Art show us the beauty of the world as seen through the eyes of modern artists. We want you to feel that this Museum of Modern Art is your Museum and we want you to come here often to enjoy the exhibitions. Through seeing these exhibitions we hope that some of you may be inspired to learn to express in paint and stone the beauty which your eyes see in this world, and then we shall rejoice to welcome your pictures and sculpture to our Museum.

The Executive Vice-Chairman of the Greater New York Fund, Mr. Merle A. Gulick, and his associates are to be congratulated on their work in organizing this garden contest, in which the Museum of Modern Art has been glad to cooperate.

I am happy to have the pleasant duty of presenting to you the prizes which have been awarded to you by the committee of judges.

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CHILDREN'S GARDENS



# U-Bloom

MUSEUM OF MODERN ART

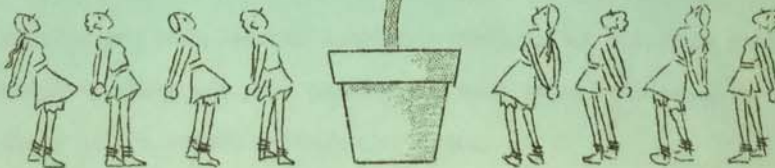
11 West 53rd Street

2 to 5 p.m. - Wednesday, August 30

Children enrolled in agencies affiliated with The Greater New York Fund will exhibit flowers, vegetables and miniature gardens grown as part of their summer activities. Entries will be judged and prizes awarded by a committee representing the Museum.

This exhibit, to be held in the Museum's Outdoor Sculpture Garden, is the final event in the Children's City Garden Contest sponsored by The Greater New York Fund with the cooperation of the Museum. It is hoped that there will be a large representation of friends of the agencies to encourage the young gardeners.

Admission to the Museum, for all except the child entrants, will be 25 cents.



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We are proud to have you children of the Greater New York Fund here in the sculpture garden of our Museum today. The reason we are glad you are here is that you have accomplished something in growing these flowers, vegetables, and miniature gardens. You have created these gardens in your backyards in crowded neighborhoods, and in doing so you have learned a lot of things. You have learned how to attack a problem; you have learned how to overcome obstacles; you have learned <sup>the</sup> patience and constant care it takes to make things grow. As children living in a big city, you have learned something of the other fellow's point of view. By that I mean you have a much better understanding of the problems of millions of people whose lives are spent tilling the fields. I remember the daughter of a friend of mine who took her first trip to the country. She pointed out the window of the car at a cow grazing in a nearby field:

"What's that animal?" she asked

"Why that -- that's just a cow" answered her father.

"That's a cow! Why, I thought all cows were red."

While none of you have gone quite so far as to try to raise a cow and bring her to our sculpture garden, at least the point remains that you have a much clearer view of some of the problems faced daily in the fields of country farms. You've seen how easy weeds flourish, how difficult it is for the beautiful flowers and vegetables to survive, and from these lessons of Nature, perhaps you have learned something about life. You have seen these weeds attempt to choke out your efforts and have helped the seeds which you planted early in the summer triumph over them.

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Above all you have had the thrill of seeing the fruits of your labor grow into something beautiful. After all, that means that your interests and ours at the Museum are very close together. For it is this joy of creation, in a slightly different sense, that enables painters and sculptors to produce their masterpieces. Without it these people who have just finished judging your gardens could never have achieved such works of art. Mr. Charles Sheeler could not have painted his superb landscapes; and still lifes; Sculptors like Miss Minna Harkavy and Mr. Reuben Nakian could not have fashioned such beautiful objects from bronze and stone.

of the Greater New York Fund,  
The Executive Vice-Chairman, Mr. Merle A. Gulick, and his associates  
are to be congratulated for their work in organizing this contest, in  
the Museum of Modern Art has been glad to cooperate.

From the work you have done in your gardens, you have found that the artistic things in life are not confined to a beautiful flower, a fine painting or work of sculpture, but that to make life worthwhile you must continually overcome the weeds in order that the seed may bloom. That is why we are so glad to have you bring your prize winning samples to the Museum and display them in our garden.

three classes -- cut flowers, vegetables and miniature gardens. Many of these latter are contained in tin cans, bottles, dishes and jars, one contains being a cheese box. The exhibits in the first two classes have been grown on small city plots to which the various social agencies have access.

The purpose of the contest is to create a greater interest on the part of city children in agriculture and horticulture and to provide interesting open-air activity as part of summer play school programs. As an instance of the

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From: The Greater New York Fund  
52 Broadway  
New York City

Telephone: Whitehall 3-9440

Release: Wednesday, August 30th

CITY CHILDREN'S GARDEN CONTEST TO BE JUDGED TODAY (WEDNESDAY)

Products of Vacant Lots, Window Boxes, Crates and

Dishpans on Display at Modern Art Museum

Youthful gardeners, who for the last two months have been growing vegetables and flowers in small plots, tin cans, window boxes and dishpans throughout the city will put their products on display today (Wednesday) and await the verdict of experts. The children, all under 15 years of age, are entrants in the City Children's Garden Contest, sponsored by the Greater New York Fund.

Survivors of elimination contests, 158 children will present 65 exhibits, several of which are the result of group endeavor. The final judging will begin at 3 P.M. in the Outdoor Sculpture Garden of the Museum of Modern Art, 11 West 53rd Street.

All the contestants, whose ages range from 3 to 14, are affiliated with social agencies enrolled in the Fund. They will present exhibits in three classes -- cut flowers, vegetables and miniature gardens. Many of these latter are contained in tin cans, bottles, dishpans and jars, one container being a cheese box. The exhibits in the first two classes have been grown on small city plots to which the various social agencies have access.

The purpose of the contest is to create a greater interest on the part of city children in agriculture and horticulture and to provide interesting open-air activity as part of summer play school programs. As an instance of the

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educational value of such activity, sponsors of the contest point out that one group of entrants have been experimenting with hybridization and will display several results of their work today. Moreover, entrants in the miniature gardens class have displayed considerable ingenuity in preparing their exhibits with the limited materials at their disposal.

Prizes and ribbons will be awarded to first, second and third place winners in all classes, and a grand prize to the exhibit adjudged the best of all the entries.

The social agencies represented in the contest are the Children's Aid Society's Jones Memorial, West Side, Avenue B and James Centers; the Educational Alliance of the Jewish Welfare Board; the Home Thrift Association Settlement, the Girl Scout Federation, the Brooklyn Children's Aid Society, the Federation Settlement and the Catholic Youth Organization of the Catholic Charities of the Archdiocese of New York.

Judges of the contest are: Mrs. John S. Sheppard, treasurer and director of the Museum of Modern Art; Charles Sheeler, artist; Wallace K. Harrisson architect; Reuben Nakian, sculptor; Mrs. Baillie Ripley, of the Garden Club of America; Minna Harkavy, sculptress; and Victor D'Amico, director of the Young People's Gallery of the Museum.

Speakers today will include Mrs. Sheppard, Merle A. Gulick, executive vice-chairman of the Greater New York Fund, and Mr. Julian Street, Jr.

(A complete list of entrants and judges are attached)

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CHILD GARDENERS LOOK OVER SITE OF COMING CONTEST

Left to right: Phillip Goodman, 13; Alfred Boltin, 14; of the Educational Alliance; Dorothy Francis, and Walter Zelinsky, both six years of age, of the Children's Aid Society; Miss Dorothy Miller, assistant curator of painting and sculpture of the Museum of Modern Art; John E. Abbott, director of the Film Library of the Museum.

The children are four of between 1,500 and 2,000 who are working gardens to enter their products in the garden contest sponsored by the Greater New York Fund in cooperation with the Museum of Modern Art, at 11 West 53rd Street.

In the picture, the children are looking at a statue of a Bear Cub by Heinz Warneke in the sculpture garden of the Museum where the exhibition of the children's garden work and judging will be held August 30th.

July 18, 1939

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## THE MUSEUM OF MODERN ART

**Date** July 25, 1939

**To:** Mr. Street

**Re:** Children's Garden

**From:** Mr. D'Amico

Contest

This is the memorandum covering the points of our discussion concerning the Garden Contest.

First, I wish to state my objections to contests in general. They encourage a spirit of competition among students which tends to discourage the efforts of those who do not win. As only a few can win, it means that a great majority experience failure. It may also encourage the egotistical habits of those who do win and increase their unsocial attitudes. It often tends to set a pattern for imitation in those who feel that the winners have the right style and technique for success. Teachers are prone to the same type of imitation and contests therefore encourage bad teaching technique. Even for those who succeed the contest may set that event as the greatest achievement of their lives and causes the winner to regard any lesser achievement with a sense of failure. The prizes given are usually in the nature of money or an award that is different from the work done. The stimulus given is therefore one of financial or material gain rather than an inspiration to do better work in the line represented by the contest.

Prizes given by an institution with the impressiveness of The Museum of Modern Art are apt to be regarded as rewards for talent or genius and are inclined to misinterpretation by the individual receiving the award and by the teachers who instruct them. The genius myth has been a great handicap to art education.

Last but not least, contests lead to showmanship and exhibitionism. This may not seem serious to one who is not in the teaching profession, but they have caused a continuous source of despair and frustration to teachers who are interested in normal, healthy creative growth.

I imagine this is a matter of Museum policy and that my own convictions should have to stand the test of the directors of the Museum. This might be brought up at one of the meetings at which Mr. Abbott said we would discuss common problems.

As for the Garden Contest, I must assume the blame for not responding sooner and letting matters proceed so far. I would like to suggest that these dangers which I described might be overcome in this instance by the type of award given. For example, a color reproduction, a set of plates on flower arrangement, or a Museum membership might be given as an award.

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## THE MUSEUM OF MODERN ART

Date \_\_\_\_\_

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To: \_\_\_\_\_

Re: \_\_\_\_\_

From: \_\_\_\_\_

This would at least direct the efforts of the winners in the line of achievement comparable with the aesthetic expression encouraged by the exhibition.

I hope this does not inconvenience you too greatly as I am anxious to cooperate with you in any way possible.

Sincerely,

Victor E. D'Amico

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# THE MUSEUM OF MODERN ART

Date August 1, 1959

To: Mr. D'Amico

Re: Garden Contest

From: Mr. Street

Dear Mr. D'Amico:

Attached are clippings on the Children's City Garden Contest sponsored by the Greater New York Fund. Thanks so much for your memorandum regarding the Children's Garden Contests. It brings up several interesting points, some of which apply to this contest and some of which do not. However, it is all valuable background for discussion at a staff meeting as you suggest.

The contest is a joint arrangement between the Museum and the Greater New York Fund and no cash prizes are to be awarded. A private group is supplying these prizes which will not include cash, but will be suitable types of garden equipment.

The Museum's committee is merely acting as a jury to pass on the quality of the gardens. Our only other interest is the loan of our sculpture garden for the occasion. The only thing that will be exploited is the creative spirit of children. As you know, the Greater New York Fund is a charitable organization. This contest is purely a good will gesture, on both our part and theirs. I carefully excluded all ideas of art drawings in order not to have any of the Museum's artistic standards involved. I believe this type of awards to be given eliminates your chief objection to this contest. I hope this explanation proves satisfactory to you.

In previous situations with the Boys Clubs of America, Mr. Day told us that the Museum's high standards regarding children's art were to be guarded and purposely left all artistic considerations out of the contest. Furthermore, the Greater New York Fund is one of the few agencies operating in the summer months equipped to collaborate with us in such a venture.

In addition, many large public organizations including hospitals and churches are coming to realize the importance of combining their activities with occasional gestures of this nature which have an even less direct connection with their activities. It is my intention to continue to cooperate with such agencies as the Greater N. Y. Fund in the future from time to time in similar good will activities.

*Handwritten note:*  
 This is a copy of the original letter from Mr. Street to Mr. D'Amico. It is not to be used for anything other than reference.

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# THE MUSEUM OF MODERN ART

Date September 6, 1939

To: Mr. Nelson Rockefeller  
 c.c. Mr. Stephen Clark  
 From: c.c. Miss Sarah Newmeyer

Re: Greater N. Y. Fund Garden  
Contest

Mr. Julian Street, Jr.

Attached are clippings on the Children's City Garden Contest sponsored by the Greater New York Fund in cooperation with the Museum. On account of rain, the exhibition was held indoors. Mrs. John Sheppard presented the prizes.

The party cost the Museum nothing except the time of its employees, 12 art portfolios and ice cream for the 65 children present. Paid attendance at the Museum was somewhat stimulated despite its being a rainy day. A member of the Board of Education, Mr. Marvin Brooks, attended the contest and spoke highly of the party. This, I believe, is highly <sup>desirable</sup> from the Museum's point of view. Mrs. Sheppard called the next morning to express her approval, and Wally, who was a judge, thought it worthwhile.

Four hundred Museum folders were distributed to officers and trustees of the various agencies of the Greater New York Fund. *although Miss Newmeyer was ~~not~~ helpful in assisting with publicity*  
 Miss Newmeyer did not approve of the idea since she does not feel that it is the proper function of the Museum to display horticultural exhibitions in our sculpture garden. *She thinks that had the contest been in the field of art it would have been more desirable. She was, nevertheless, helpful in assisting with the photographs.* In a previous situation with the Boys Clubs of America art contest, Mr. Barr told me that the Museum's high standards regarding children's art were to be guarded so I purposely left all artistic considerations out of the contest. Furthermore, the Greater New York Fund is one of the few agencies operating in the summer months equipped to collaborate with us in such a venture.

In addition, many large public organizations including hospitals and charities have come to realize the advantage of humanizing their activities with occasional gestures of this nature which have an even less direct connection with their activities. It is my intention to continue to cooperate with such agencies as the Greater N. Y. Fund in the future from time to time in similar good will activities.  
*projects.*

*Her opinion is based on the belief that such activities should be confined to the arts.*