

The Metropolitan Museum of Art 75th Anniversary Committee records, 1945-1950

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Summary Information

Repository	The Metropolitan Museum of Art Archives
Title	The Metropolitan Museum of Art 75th Anniversary Committee records, 1945-1950
Dates	1945-1950 (bulk 1945-1956)
Extent	3.83 Linear feet (5 full-size document cases, 3 half-size document cases, 1 oversize box)
Language	English
Abstract	The Metropolitan Museum of Art 75th Anniversary Committee records include materials from the planning, organization, and administration of the Museum's efforts to raise funds for renovation and building initiatives, and to increase memberships, in celebration of its Diamond Jubilee in 1946 and 1947.

Preferred Citation note

[Title of item], [date], Box [number], Folder [number], The Metropolitan Museum of Art 75th Anniversary Committee records, The Metropolitan Museum of Art Archives.

Historical note

The Metropolitan Museum of Art marked its 75th anniversary (which it termed Diamond Jubilee) with a variety of programs, initiatives, and events in 1946, culminating in the anniversary of the opening of its first exhibition on February 22, 1947. The festivities included speeches, exhibitions, cross-promotions with films and plays, and related displays in Fifth Avenue store windows. Foremost among the initiatives was an ambitious \$7.5 million fundraising campaign to underwrite a planned renovation and expansion of the Central Park building, under the chairmanship of the Museum's Vice President Thomas J. Watson. Initial plans, which were not realized, included the creation of five separate museums within the new physical space, including amalgamation of the Whitney Museum of American Art into the Metropolitan Museum. Additional funds would be required to cover operating expenses. A goal of twenty-five thousand new memberships—a fivefold increase—was also set.

Because the Museum had no dedicated membership or development departments at this time, the goal was to be met by specially formed membership committees composed variously of staff members, volunteers, and Museum members. Their efforts targeted a wide range of professional and population constituencies concentrated in the metropolitan New York area. The membership drive was announced in January 1946, at a ceremony in which General Dwight David Eisenhower was named Honorary Fellow for Life for his efforts in recovering art looted by the Nazis during World War II.

Ultimately the campaign's goals were not met. Director Francis Henry Taylor later reported in the Museum's *Bulletin* for Summer 1947 that some one thousand and five hundred contributors gave over \$1 million to the campaign, much of which was restricted and therefore could not be directed to the Museum's operating expenses as planned.

Works Consulted

The Metropolitan Museum of Art Bulletin. Vol. 6 #1, Summer 1947.

Scope and Content

The 75th Anniversary Committee records include materials from the planning, organization, and administration of the Museum's efforts to raise funds for large-scale renovation and construction projects, and to increase membership in conjunction with the celebration of its 75th anniversary. The records comprise reports, meeting materials, lists of prospects, memoranda, and correspondence generated by the various fund raising and membership committees formed to support the initiatives. Also included are promotional

and publicity materials, such as brochures, invitations, photographs, news clippings, and sound recordings, documenting special events at the Museum and around New York City.

The records provide information on the Museum's planned, but not completed, post-World War II expansion and renovation efforts, as well as a snapshot of fundraising and membership initiatives at that time. The collection includes predominantly planning materials: it does not document specific results of fundraising initiatives, or summary information at the project's conclusion.

Arrangement

The 75th Anniversary Committee records are arranged in two series: I. Membership Campaign, and II. Publicity and Promotion.

Administrative Information

Conditions Governing Access note

Collection is open for research. Collection contains photographs that should be handled with gloves.

Conditions Governing Use note

Consult Archives staff regarding permission to quote or reproduce.

Related Materials

Related Archival Materials note

Metropolitan Museum of Art - 75th anniversary campaign files, Office of the Secretary Records, The Metropolitan Museum of Art Archives.

Architectural Plans Collection, The Metropolitan Museum of Art Archives.

William Church Osborn papers, Metropolitan Museum of Art Archives.

Indexing Terms

Subjects - Corporate Bodies

- Metropolitan Museum of Art (New York, N.Y.). -- Anniversaries, etc.

Genres and Forms of Materials

- Correspondence
- Photographs
- Reports

Subjects - People

- Taylor, Francis Henry, 1903-1957 -- Correspondence
- Watson, Thomas John, 1874-1956 -- Correspondence

Series I. Membership Campaign

Collection Inventory

Series I. Membership Campaign 1944-1950

Scope and Content

The series documents the Museum's organization of its various 75th Anniversary committees and events and includes correspondence, reports, planning documents, and lists of names of possible donors to the project.

Arrangement

The series is arranged in two subseries: I.A. Planning, and I.B. Membership Committees.

Subseries I.A. Planning 1945-1950

Arrangement

The subseries is arranged alphabetically. Because records in the subseries appear to have originated in various offices, dates for many folders overlap and there may be duplication of materials within separate folders.

Box	Folder	
1	1	Analysis of fundraising literature and efforts. 1946, 1947
1	2	Background information on Metropolitan Museum. List of names. [1946]
1	3	Campaign announcement luncheon. January-February, 1946
1	4	Correspondence. Bach, Richard. Promotional materials. September 1945-September 1946
1	5	Correspondence. Bull, Dr. Ludlow. June 1946-February 1947
1	6	Correspondence. Taylor, Francis Henry. 1945-1947
1	7	Correspondence. Taylor, Francis Henry, Thomas J. Watson, William Church Osborn. June 28, 1945-May 20, 1946
1	8	Correspondence. General 1945-1946
1	9	Correspondence. General. 1947
1	10	Eisenhower luncheon. Plans, guest lists. March-April 1946
1	11	Forms for campaign workers. Membership pledges. [1946]
1	12	Form letters, stationery blanks. [1945-1947]
7	1	Fundraising ideas. Undated
1	13	Lists of names. Businesses and individuals. November 1945, undated
1	14	Lists of preferred members, Museum trustees, and others. June 25, 1945
1	15	Office staff assignments. 1946

Subseries I.B. Membership Committees

Access note: Redacted copies of documents with salary information replace originals in this folder. Restricted documents may be accessed on or after July 1, 2031, at the discretion of Archives staff.

	1	16	Planning for special gifts solicitations. [1946]
	1	17	Proceedings of planning meetings. October-November 1945
	1	18	Proceedings, planning meeting held at IBM (two copies). November 30, 1945
	2	1	"The Profit in Preference." Presentation to prospective donors by John Price Jones Corp. [1946]
	2	2	Proposed costs. 1945 <i>Note:</i> Oversized materials have been removed to flat file 18, drawer 1, folder 1.
 Flat-file			
	18/1	1	Proposed costs. Existing building and proposed additions (three copies). [1945] <i>Note:</i> Oversized materials removed from box 1, folder 2.
 Box			
	2	3	Solicitation form letters. December 1945-December 1946; August 17, 1947
	2	4	Survey and plan for fundraising, by John Price Jones Corp. March 1945
	2	5	Treasurer's reports. 1947-1950

Subseries I.B. Membership Committees 1944-1947

Arrangement

The subseries is arranged alphabetically by name of committee. The Membership Committee was also referred to as the 75th Anniversary Committee, which is the name used here to differentiate these from other general membership-related materials in the records.

Box	Folder	
2	6	75th Anniversary committee. Committee members. January-March 1946
2	7	75th Anniversary committee. Correspondence and complaints. December 1945-March 1947
2	8	75th Anniversary committee. Diamond Jubilee News. June, July, October 1946
2	9	75th Anniversary committee. Lists of names. [1945-1947]
2	10	75th Anniversary committee. Meeting reports. October 1945-October 1946
2	11	75th Anniversary committee. Meeting reports and plans. September 1945-February 1947, undated
2	12	75th Anniversary committee. Names. General interest, A-H. May-June 1946
3	1	75th Anniversary committee. Names. General interest, I-S. May-June 1946
3	2	75th Anniversary committee. Names. General interest, T-Z. May-June 1946
3	3	75th Anniversary committee. Prospective members. 1946
3	4	75th Anniversary committee. Suggested names for members (1 of 2). [1945]
3	5	75th Anniversary committee. Suggested names for members (2 of 2). [1945]

Series II. Publicity and Promotion

3	6	75th Anniversary committee. Suggested names for members. Annotated copy of F.M. Weld. [1945]
3	7	75th Anniversary committee. Weekly reports. February-August 1947
3	8	Art and Antique Dealers, Artists Committees. June-November 1946
3	9	Commerce and Industry committee. Correspondence. December 1945-May 1946
3	10	Commerce and Industry committee. Form letters. December 1945-February 1947
3	11	Commerce and Industry committee. List of companies. 1944
3	12	Commerce and Industry committee. Plans. January 1946-January 1947
4	1	Corporate Gifts committee. October 1945-November 1946
4	2	Costume Institute. March-December 1946
4	3	Foundations committee. Follow-up, correspondence. 1946-1947
4	4	Foundations committee. Solicitations for gifts. November 1945-June 1946
4	5	Men's committee. January-October 1946
4	6	Nationalities Groups committee. April 1945, April 1946, undated
4	7	Publicity and Public Relations committee. Reports and correspondence (1 of 2). 1945
4	8	Publicity and Public Relations committee. Reports and correspondence (2 of 2). 1946
4	9	Publicity and Public Relations committee. Schedules. November 1945-April 1946 <i>Note: Oversized material has been removed to flat file 18, drawer 1, folder 2.</i>
 Flat-file		
18/1	2	Publicity and Public Relations committee. Schedules. Oversized operating schedule. January-April 1946 <i>Note: Oversized material removed from box 4, folder 9.</i>
 Box		
4	10	Special gifts committee. March 1946
4	11	Texas, Education, Out of Town committees. December 1945-February 1946
4	12	Women's committee. Correspondence and press releases. June 1945-October 1947, April 1948
4	13	Women's committee. Letters, lists of names. March-May 1946
4	14	Women's committee. Reports. April 1945-February 1946

Series II. Publicity and Promotion 1945-1947

Scope and Content

The series includes photographs, planning documents, invitations, and newspaper clippings documenting specific events held at the Museum and around New York City in celebration of the 75th Anniversary; and promotional materials, including draft and final copy for speeches, brochures, fliers, and photographs, for distribution to press outlets.

Arrangement

Subseries II.A. Events

The series is arranged in two subseries: II.A. Events and II.B. Promotional Materials.

Subseries II.A. Events 1945-1947

Arrangement note

The subseries is arranged chronologically.

Box	Folder	
4	15	Speeches. Transcripts and proposed texts for various events. April 16, 1945-May 23, 1946; undated
5	1	Correspondence. General. October 1945-December 1946
Media Archives		Membership Committee announcement broadcast, WOR. Recordings. January 19, 1946 <i>Note:</i> The original audio discs are restricted due to their fragility. Digitized versions created in 2012 with support from the Watson Library and The Monuments Men Foundation are accessible at http://library.metmuseum.org/record=b1045065 . <i>Note:</i> Comments at the event by William Church Osborn, Thomas J. Watson, Dorothy Shaver, Hon. William O'Dwyer, Rev. Thomas I. Gannon, and Francis Henry Taylor. Recorded on seven lacquered glass 78 rpm discs.
Media Archives		Luncheon honoring Dwight D. Eisenhower (April 2, 1946). Recordings. April 2, 1946 <i>Note:</i> The original audio discs are restricted due to their fragility. Digitized versions created in 2010 with support from the Watson Library and The Monuments Men Foundation are accessible at http://library.metmuseum.org/record=b1044584 <i>Note:</i> Comments at the event by Thomas J. Watson, Roland Redmond, and Francis Henry Taylor; speech by Dwight D. Eisenhower; National Anthem sung by Jarmila Novotna; invocation by Francis Joseph Cardinal Spellman. Originally recorded on four lacquered glass 78 rpm discs.
8		Luncheon honoring Dwight D. Eisenhower (April 2, 1946). Presentation photo album. April 2, 1946
	Folder	
5	2	Luncheon honoring Dwight D. Eisenhower (April 2, 1946). Unmounted black and white photographs. April 2, 1946
5	3	Luncheon honoring Dwight D. Eisenhower (April 2, 1946). Unmounted black and white photographs. "Record set." April 2, 1946
5	4	WOR radio series "Private Showing". Notes, scripts. May-October 1946
5	5	WOR radio series "Private Showing". Walter Hampden and works from the collection. Black and white photographs. [May 1946]
5	6	Presentation of Vatican's The Good Shepherd. Black and white photographs. May 23, 1946
5	7	Screening of film <i>Henry V</i> (June 27, 1946). May-June 1946
5	8	Transatlantic radio broadcast (September 26, 1946). June-September 1946

Subseries II.B. Promotional Materials

	5	9	Luncheon for radio commentators (October 10, 1946). August, October 1946
	5	10	Revival of Egyptian game Senet. October 1946
	5	11	Jubilee events, not at the Metropolitan Museum. 1946 <i>Note:</i> Oversized material removed to flat file 18, drawer 1, folder 3.
Flat-file			
	18/1	3	Jubilee events, not at the Metropolitan Museum. Oversize announcements and programs. 1946 <i>Note:</i> Oversized materials removed from box 5, folder 11
Box			
	5	12	75th anniversary exhibition at the Metropolitan Museum. Black and white photographs. [1946]
	5	13	Exhibition of paintings related to film <i>The Late George Apley</i> (January 7, 1947). December 1946-January 1947, undated
	7	2	Franklin School of Professional Arts Jubilee cotillion (February 14, 1947). February 1947

Subseries II.B. Promotional Materials 1945-1947

Arrangement note

The subseries is arranged chronologically.

Box	Folder	
5	14	Pamphlets and presentation materials. Drafts. January 9, 1945-April 24, 1946; undated
5	15	Commemorative medal. July 1945-July 1946
5	16	Press releases (1 of 3). 1945
5	17	Press releases (2 of 3). 1946
5	18	Press releases (3 of 3). 1947, undated
5	19	Newspaper clippings. 1945-1946
6	1	Planned Museum renovation. Drawings and renderings. Black and white photographs. [1945-1946]
6	2	Planned Museum renovation. Models. Black and white photographs. [1946]
6	3	Printed materials. Invitations to anniversary events. 1946
6	4	Printed materials. Brochures, pamphlets, handouts. [1946] <i>Note:</i> Oversized materials have been removed to flat file 18, drawer 1, folder 4..
Flat-file		
18/1	4	Printed materials. Metropolitan Museum of Art Educational Services brochure (three copies); poster <i>Join the Diamond Jubilee</i> (two copies). 1946 <i>Note:</i> Oversized materials removed from box 6, folder 4
Box		
6	5	Press release and feature article filler copy. [1946]
6	6	Store window displays. Black and white photographs. [1946]

Subseries II.B. Promotional Materials

6

7

Museum interiors. Black and white photographs. [1946]