

THE MUSEUM NEWS

PUBLISHED BY THE AMERICAN ASSOCIATION OF MUSEUMS

VOL. XIV

SEPTEMBER 15, 1936

No. 6

HISTORIC HOUSE MUSEUM PROJECTS INCREASE

Seventeen projects for the establishment of historic house museums, including several that have been completed, have been reported during the summer. This is in addition to three projects of the National Park Service mentioned in the September 1 issue of *The Museum News*.

The home of President James A. Garfield at Mentor, near Cleveland, was opened to the public August 25 by the Western Reserve Historical Society. The house is a three-story frame structure with twenty-two rooms. It was given to the society by members of the Garfield family and friends. The gift included household effects and library, and the society has endeavored to place the furniture as it was in 1880.

An old stone schoolhouse at Wolcott, Conn., was opened July 30 as the Bronson Alcott Museum. The building is a gift of Miss Emily E. Morris of Wolcott, and will be operated by the Mattatuck Historical Society of Waterbury. A collection of objects associated with the Alcott family are housed in the museum. The building is to be eventually restored to the condition of typical rural schools of Alcott's time.

The Rhode Island School of Design, Providence, opened the Carrington House, 66 Williams Street, June 10. The house is a recent gift of Miss Margarethe Lyman Dwight, great granddaughter of the first Edward Carrington, who purchased the house from John Corlis and completed the building in 1812. It contains early American antiques, Chinese material, and furniture of the Victorian era.

The William Banning House, Wilmington, California, was officially dedicated and opened to the public June 6. The house is maintained as a museum through a cooperative arrangement between the park commissioners and the Banning House Memorial Commission.

The log cabin built by John Neely Bryan at Dallas, Texas, in November, 1841, has been restored and is now on
(Continued on page four, column one)

CALIFORNIA AMENDMENT TO AUTHORIZE NON-POLITICAL MUSEUM CONTROL

An amendment to the state constitution of California giving authority to the state legislature and to local governing bodies to enter into contracts with non-profit corporations, organized under the laws of California, for the management and control of public museums, has been passed by the legislature and will be submitted to a popular vote in the coming election this fall. The amendment was proposed by a legal committee of the Los Angeles Art Association. Its purpose is to make possible permanent, non-political control of public museums, and particularly art museums, in the state.

NEW ART GALLERY AT ROCKFORD, ILL.

The Harry and Della Burpee Art Gallery, Rockford, Ill., has been given to the city by Mr. and Mrs. Burpee, along with a trust fund for its maintenance. The gallery is a stone residence with two large galleries for exhibition and lectures on the first floor, director's and work room and space for the permanent collection of the Rockford Art Association on the second floor, and a children's classroom in the basement. Marquis E. Reitzel has been appointed director.

ART MUSEUM FOR SELMA ALABAMA

The Dallas County Art League, Selma, Alabama, has received a bequest of a house and collection of pictures and furniture from the estate of Clara Weaver Parrish of New York. An endeavor is being made to obtain funds for conditioning the property as a museum. Mrs. Ethel F. Toner, 811 Abbott Avenue, is secretary of the league.

The San Francisco Bay World Exposition will open February 18 and close December 2, 1939. Work is now under way on the site, which is to be a 430-acre island in the center of San Francisco Bay.

GIFTS AND BEQUESTS TO MUSEUMS \$2,814,350

Recent gifts and bequests to museums from individuals amount to more than \$464,350. In addition, the Carnegie Corporation of New York appropriated \$350,000 for the Carnegie Institute at Pittsburgh, and the Rockefeller Foundation and General Education Board appropriated \$2,000,000 for the Oriental Institute.

With the payment on June 6 of a bequest of \$10,000 from the estate of Walter B. Scaife the Carnegie Institute, Pittsburgh, collected the \$200,000 which was the condition of an added gift of \$200,000 on July 1, 1936, from the Carnegie Corporation of New York for the endowment funds of the institute. A fund of \$150,000 started by Willis F. McCook for purchases of works of art was exceeded before July 1, and drew a matching sum also from the Carnegie Corporation.

The Oriental Institute, University of Chicago, has received from the Rockefeller Foundation and the General Education Board an unrestricted appropriation of \$2,000,000. This is in addition to a grant of \$1,354,722, the unexpended balance of a ten-year appropriation in 1928 to finance expeditions to the Near East.

By the will of Miss Virginia Palmer, of New London, Conn., the Lyman Allyn Museum, receives \$200,000.

By the will of Zenas M. Crane the Berkshire Museum, Pittsfield, Mass., receives \$200,000 and his collection of paintings and art objects. Provision is made in a codicil for completion of the museum addition started by the testator and his sister, Mrs. Samuel Gilbert Colt.

By the will of Joseph S. Stevens, of Jerico, N. Y., the Charleston Museum, Charleston, S. C., receives \$25,000. The sum became available as the museum's share of the purchase price of Mr. Stevens' 1,600-acre plantation, Myrtle Grove, on the Combahee River, S. C.

By the will of Mrs. Roxana Atwater Wentworth Bowen the Chicago Historical Society receives \$15,000.

By the will of William Kennon
(Continued on page four, column three)

THE MUSEUM NEWS

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THE AMERICAN ASSOCIATION
OF MUSEUMS

L. C. EVERARD, *Editor*

Subscription price of four dollars a year is included in annual dues of members. Entered as second class matter, December 8, 1926, at the post office at Washington, D. C. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized December 29, 1923. Published semi-monthly September to June, inclusive.

The Association also publishes a series of monographic papers on subjects of professional interest. Numbers appear at intervals under the general title: Publications of the American Association of Museums, *New Series*.

Books and other separate publications are also issued from time to time.

VOL. XIV SEPTEMBER 15, 1936 No. 6

MUSEUM OF NEW MEXICO GIVEN ORGAN

The Museum of New Mexico, Santa Fe, has been given the \$30,000 organ formerly installed in the home of Mr. and Mrs. James G. McNary of El Paso for the museum's art gallery auditorium. John Gaw Meem is working out plans for housing the organ in a room built on the stage end of the chapel, so that the auditorium itself will not be altered by the installation. Funds for the new construction and installation have been guaranteed by Edgar L. Hewett, Dan T. Kelly, and Paul A. F. Walter and contributions have been invited from music lovers of Santa Fe.

EXHIBITS INVITED FOR WILD LIFE EXPOSITION AT LUCKNOW

The United Provinces Industrial and Agricultural Exposition at Lucknow, India, December 6, 1936, to February 4, 1937, has invited exhibits from America. The Wild Life Section will include mounted birds and animals; paintings, photographs, and prints; books, manuscripts, and pamphlets on sport and wild life; trophies—skins, heads, and horns. The invitation comes from Hasan Abid Jafry, managing editor of *Indian Wild Life*, who may be addressed in care of the Wild Life Section of the exposition.

The Governor of New York signed a bill, June 5, providing for a temporary commission of eighteen members to select sites and erect buildings for the state exhibits at the New York World's Fair to be held in 1939. The bill carries an appropriation of \$90,000.

MID-SEPTEMBER EXHIBITIONS

(For other exhibitions running through the month see September 1 issue.)

Cleveland Museum of Art: Great Lakes Exposition exhibition, to Oct. 4.

Cincinnati Art Museum: annual of work by local artists, to Oct. 11.

Currier Gallery of Art, Manchester, N. H.: contemporary American paintings, to Sept. 28.

Dallas Museum of Art: Texas Centennial exhibition, to Nov. 29.

Denver Art Museum: water colors by G. P. Ennis, lithographs by R. C. Craig, to Oct. 1; wood engravings by W. Homer, to Sept. 25.

Fogg Art Museum: 19th and 20th century French drawings and paintings illustrating style and technique.

Fort Worth Museum of Art: frontier and pioneer life paintings, to Nov. 30.

Henry E. Huntington Library and Art Gallery, San Marino, Calif.: books, pamphlets and manuscripts important in the history of Harvard University, in commemoration of the 300th anniversary of the founding of the university, to Sept. 30, when all the exhibitions close for one month.

Milwaukee Art Institute: Zorn etchings, paintings by A. Raymond Katz, to Sept. 30.

Museum of Fine Arts, Springfield, Mass.: work by Chester Harding; photographic murals of 19th century Springfield architecture; work of early Springfield cabinetmakers; to Sept. 23.

Museum of Modern Art, New York: Federal Art Project paintings, sculpture, graphic arts, children's work, Sept. 16–Oct. 12.

Newark Museum: adult activity groups annual, Sept. 15–30; N. J. Fish Culturists, Sept. 18–20.

Oakland Art Gallery: paintings by John Burnside Tufts and water colors by Florence Ingalsbe Tufts, to Sept. 27.

Pennsylvania Museum of Art: art of India, to Sept. 28.

Rhode Island School of Design: flower and bird prints by Koryusai, to Oct. 31.

William Rockhill Nelson Gallery of Art, Kansas City: American landscape and genre paintings, to Sept. 26.

Worcester Art Museum: art of the machine age, to Oct. 15.

THE AMERICAN ASSOCIATION OF MUSEUMS

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LAURENCE VAIL COLEMAN, *Director*

JAPAN PLANS MODERN ART MUSEUM

The ministry of Education of Japan has under consideration a plan to build a museum of modern art. The site has been allocated—a major portion of the land to be vacated by demolition of the former Diet Building. The museum will be of two stories, occupying an area of 4,500 tsubo, and will cost six million yen. It is expected to be completed in 1940.

MEETINGS

The American Institute of Park Executives will hold its annual meeting at the Netherland Plaza Hotel, Cincinnati, September 21–23. Divisional meetings and the meeting of the American Association of Zoological Parks and Aquariums will be held on September 22.

The American Ornithologists Union will meet in Pittsburgh, Pa., October 19–22.

A joint meeting of the founder societies of the American Institute of Physics will be held October 29–31 in New York City with headquarters at the Hotel Pennsylvania.

A national conference on educational broadcasting will be held at the Mayflower Hotel, Washington, D. C., December 10–12, under the auspices of eighteen national organizations. C. S. Marsh, of the American Council on Education, 744 Jackson Place, Washington, is acting as executive secretary for the planning committee. Subjects on the program include use of radio by museums and libraries organizing radio audiences, and radio programs for children and for schools.

FIELD WORK

Excavation work being conducted by the American School for Classical Studies at Athens, under field direction of T. Leslie Shear, has been completed for the sixth season and Professor Shear returned from Athens in July. Finds include a foot-tall ivory statuette replica of a full-sized marble statue of Apollo in the Lyceum (found in 300 pieces); the base of the statue of Hadrian, located in the market place 45 meters east of where the statue was found in 1931 and half way between that place and where the legs were found earlier this season; the foundation of a large circular building, with the stones in place for nearly half the circle and the rest outlined by cuttings where the stones had been removed; a terra-cotta plaque and nine fourth-century coins uncovered in a Roman fill; some 4,000 inscriptions; weights and measures; and many coins. A well in the southwest corner of the Agora, opened to a depth of six meters, yielded occasional shards of the latter part of the sixth century. Almost ten of the sixteen acres in the site leased to the School by the Greek Government have been cleared to an average depth of twenty feet.

The Wellcome Archaeological Research Expedition, directed by J. L. Starkey, in its fourth year of excavations at Tell Duweir, Palestine, has uncovered in one tomb a large deposit of human skeletal material, possibly collected in a clean up of the city (Lachish) after its destruction in 701 B. C. Some 700 skulls are in good enough condition for preservation and have been sent to London for study. They include pathological specimens, two skulls that were intentionally distorted, and two examples of trepanning with evidences that the patients had lived after the operation. Excavations uncovered, from the last period of occupation, a public square within the gates and a group of shops with their wares in position beneath ashes. The largest shop, a weaver's, contained a limestone dyeing vat, a row of loom weights marking the position of the looms, a fragment of a wooden beam from the burned loom, and a clay seal impression from a papyrus document. Close by were a corn chandler and jars bearing the royal stamp of Hebron stacked in a wine and oil store. A group of pottery

(Continued on page eight, column one)

PERSONALS

GENERAL

William A. Webb, general manager of the Texas Centennial Central Exposition, Dallas, Texas, died August 9, at the age of 58 years.

In the British Isles: The King's honor list conferred the title of C. B. on H. I. Bell, keeper of the department of manuscripts at the British Museum, and the title of M. B. E. on E. W. Swanton, curator of the Haslemere Educational Museum, Surrey.

ART

John E. Abbott, director, and Iris Barry, curator, of the Museum of Modern Art Film Library, have returned from a three-months trip in Europe in search of films for the collection. They obtained about 500 reels of rare films.

Elizabeth Luther Cary, art critic for *The New York Times*, died July 13, at the age of 69 years.

In the British Isles: Charles Aitken, director of the Tate Gallery, London, died August 9, at the age of 66 years. H. J. Plenderleith, of the British Museum, has been appointed professor of chemistry at the Royal Academy.

SCIENCE

Miss Francis Densmore, working with the Southwest Museum, Los Angeles, will continue her study of Indian music. She has completed a study of Cheyenne and Arapaho music, the results of which have been published in the *Southwest Museum Papers*, No. 10.

R. S. Lull, director of the Peabody Museum of Natural History, Yale University, has received a grant of \$1,000 from the Geological Society of America toward the completion of his manuscript on the ornithopod dinosaurs.

Earl E. Sherff, of the Chicago Normal College, has been appointed honorary research associate in economic botany on the staff of the Field Museum of Natural History.

Herbert P. Whitlock, curator of mineralogy at the American Museum of Natural History, has written a book entitled *The Story of the Gems*, published by Lee Furman, New York.

In the British Isles: Sir Henry Solomon Wellcome, founder of the Wellcome Research Institution, the Wellcome Historical Medical Museum,

STAFF CHANGES

GENERAL

Miss Jocelyn Moore has been appointed to the staff of the Children's Museum of Boston.

Carl P. Russell, chief of the museum division of the National Park Service, has been appointed chief of the wild-life division, succeeding the late George M. Wright.

ART

In France: Etienne Drioton, associate conservator of Egyptian Antiquities in the Louvre Museum, has been made director general of the Antiquities Service in Egypt, in succession to M. Lacau, retired.

In Japan: Nagamitsu Asano has been appointed an officer of the Imperial Household Museum, in succession to Massaki Yajima, resigned. Yukio Yashiro, a director of the Japanese Association of Museums, has been appointed director of the Fine Arts Institute.

HISTORY AND INDUSTRY

Thomas E. Drake has been appointed curator of the Quaker collection and the Roberts collection of autographs at Haverford College, Haverford, Pa.

Charles Merrick Gay has been appointed associate director in charge of marine transportation at the Benjamin Franklin Memorial and the Franklin Institute, Philadelphia.

SCIENCE

Roderick Macdonald, managing director of the Philadelphia Zoological Society, has resigned as of January 1, 1937.

In the British Isles: R. H. Walcott, curator of the Industrial and Technical Museum of Victoria, Melbourne, Australia, has retired.

and the Wellcome Bureau of Scientific Research, died July 25, at the age of 82 years.

In Denmark: Kaj Birket-Smith, of the National Museum in Copenhagen, has written a book entitled *The Eskimos*, translated from the Danish by W. E. Calvert and C. Daryll Forde and published by Dutton and Co.

In India: F. H. Butcher, lately curator of the Government Gardens, Ootacamund, the Nilgiris, Madras, received the title of M. B. E. on the King's honor list.

HISTORIC HOUSE MUSEUM

(Continued from page one)

the courthouse grounds, about a hundred feet from the original site. The cabin served as the Dallas post office during the time of the Republic of Texas and was the first courthouse on creation of the county in 1846. It is now open to visitors. Mrs. T. L. Westerfield is in charge as hostess.

The governor of New York has approved a bill which will permit the state to accept the home of the late Charles P. Steinmetz in Schenectady and develop it into a public museum. The bill appropriates \$2,000. The property, which includes a workshop and experimental laboratory, has been kept just as it was in Dr. Steinmetz's time by J. L. R. Hayden, who was his assistant and became his foster son and heir. The house contains the scientist's library, his desk, and his collection of butterflies and arrowheads.

Fort Hill, residence of John C. Calhoun, at Clemson, S. C., is being restored to its original condition under direction of a faculty committee of Clemson Agricultural College, headed by Mrs. A. G. Holmes. The house with 800 acres of land was bequeathed to the State in 1888 by T. G. Clemson, Calhoun's son-in-law, for the founding of the college. The college committee has conditioned floors, papered the walls of several rooms in period, hung period draperies, and added furniture to that which was already in the house. In the course of the work one of the rooms was discovered to be a plantation cook room with six-foot fire place and built in brick ovens, all concealed behind mortar. This room has now been restored, though the furnishings are as yet incomplete. Fort Hill was built by James McElhenny, a Presbyterian minister, between 1803 and 1807 and was first called Clergy Hall. A history of the estate is being prepared by A. G. Holmes, professor of history in the college.

Plans have been made to landscape the grounds of the Francis Scott Key home at 3516-18 M St., Washington, and to tear down old buildings nearby and bring the house more into view. An allotment of funds for restoration of the house to its original condition has been requested from the PWA. The work is under the direction of National Park Service officials.

A movement to purchase the site of Fort Harrison, Terre Haute, Ind., and some adjacent land for a national memorial park is being sponsored by the local chapter of the D. A. R. and other organizations.

The Horton's Point Lighthouse at Southold, Long Island, has been transferred by the Government to the Southold Park District, and is being made into a museum by the park commissioners. Nat E. Booth is director of the museum.

A committee headed by Frederick L. Cranford, of Northport, vice president of the Brooklyn Chamber of Commerce, has been set up for the purpose of bringing about the preservation of Walt Whitman's Long Island home as a historic house museum. The house is on the Huntington-Melville Road, Huntington, Long Island, and is now privately owned. Emory Holloway, of Adelphia College; Will Durant; Meade C. Dodson, secretary of the Long Island Chamber of Commerce; and Albert Tameling, chairman of the Suffolk County Tercentenary Committee, are members of the committee.

The Colonial Dames Society of Kentucky is endeavoring to have the State buy and maintain as a museum Liberty Hall, at Frankfort, designed by Thomas Jefferson for Kentucky's first U. S. Senator, John Brown. The house and furnishings have been offered for sale by the present owner, John Matthew Scott, scion of the original owner. Brick for the house were fired at Jefferson's home in Virginia. Slave quarters built in 1796 are still standing.

The Historical Society of Poughkeepsie, Poughkeepsie, N. Y., Frederick E. Wolf, president, is conducting a restoration program of the colonial architecture of East Poughkeepsie, including the printing plant of the "Northern Spectator," in which Horace Greeley worked when a boy, a melodeon factory, a church with its hand-carved decoration, a lantern tower, and the home of George Jones, founder of *The New York Times*. The restoration plan grew out of a recent meeting to commemorate the 175th anniversary of the charter grant to the village.

The Monmouth County (N. J.) Historical Society, William S. Holmes, president, has undertaken to obtain for a permanent museum the Imlay mansion at Allentown, built about

GIFTS AND BEQUESTS

(Continued from page one)

Jewett the Metropolitan Museum of Art receives \$5,000.

By the will of Emma Toedteberg the Long Island Historical Society receives \$5,000.

By the will of Nora D. Woodman the New York Historical Society, the National Academy of Design, and the New York Public Library receive \$5,000 each.

The William Rockhill Nelson Gallery of Art at Kansas City has received an anonymous gift of \$2,000 for the library.

The Chandler Chemical Museum, Columbia University, New York, has received a gift of \$1,500 from the Chemical Foundation.

By the will of Harry de Berkley Parsons the New York Zoological Society receives \$750.

By the will of George J. Cravens the Ripley County Historical Society, Versailles, Ind., receives \$100.

By the will of the late Mrs. Emily C. J. Folger the residue of her estate is left to the trustees of Amherst College for use of the Folger Shakespeare Library at Washington.

By the will of William Louis Abbott the Smithsonian Institution receives one-fifth of the residuary estate and its choice of his papers and books. The estate was valued for probate at \$535,000.

1790 by John Imlay.

The Somerset County Historical Society is sponsoring as a WPA project the restoration of the Fenner House in Pluckamin, New Jersey, and its addition to the Morristown National Historical Park.

The home of Henry S. Lane at Crawfordsville, Ind., purchased in 1934 by the city of Crawfordsville, has been turned over to the Montgomery County Historical Society under a free lease for twenty-five years, with the privilege of renewing the lease for another twenty-five years. The house is to be maintained as a historic house museum.

An association has been formed at Kinderhook, N. Y., to work for the establishment of a national monument to Martin Van Buren at the family estate of Lindenwald. The estate contains the residence and 184 acres of land. Some of the original furnishings remain in the house.

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REVIEW SECTION

IN THE MAGAZINES AND MUSEUM PERIODICALS

GENERAL

Columbia Museum, Columbia College, Dubuque, Iowa, began with Vol I, No. 1, Autumn, 1936, the publication of *The Midwest Antiquarian*, to appear annually, the first number of which contains articles on the museum and the collections, note on publication policy, and museum notes. The annual publication is to be supplemented by a quarterly, the *Columbia Museum News*.

The Museum of Things Versus the Museum of Ideas, by William K. Gregory. Address before the Academy of Natural Sciences of Philadelphia, May 25, 1936. *Science*, June 19, 1936. Pages 585-588.

A Suggested Scheme for Museum Records, by M. Doris Hiley and F. S. Wallis. *The Museums Journal*, July, 1936. Pages 134-140.

Helping the Small Museum, by Cyril H. Rock. Suggests series of photographs showing examples of good and bad arrangement of exhibits and labelling. *The Museums Journal*, June, 1936. Pages 95-99.

Making of Museums, by K. deB. Codrington. 19th Century and After, April, 1936. Pages 464-475.

ART

With the publication of Part II of Volume V, in September, *Metropolitan Museum Studies*, which has been published by the Metropolitan Museum of Art since 1928, will be discontinued. The museum will return to the publication of *The Papers of the Metropolitan Museum of Art*, the last issue of which appeared in 1923. *The Papers* will be published as separate monographs on individual subjects.

Projet de convention internationale pour la protection des patrimoines historiques et artistiques nationaux. Revised agreement, to be submitted to the International Commission on Intellectual Cooperation by the International Museums Office. *Coopération Intellectuelle*. No. 63, March, 1936. Pages 779-783.

The Art Digest devotes 24 pages of the June 1 issue to illustrated articles on the art exhibition and the art museum at Dallas, Texas. Included in the issue are a complete list of paintings and sculpture at the ex-

hibition and articles by Alexandre Hogue on *Progressive Texas*; Jerry Bywaters on *Against Narrowness*; John William Rogers on *Opportunity*; Roscoe P. DeWitt on *A Perfect Gallery*; Priscilla Smith on *The Texas Centennial Itself is an Embodiment of Fine Art*; and an anonymous article entitled *Dallas, Besides Its Texas Art, Has a New Sort of Museum Director* (Richard Foster Howard).

BUILDINGS

Museum Mechanics. Air Conditioning Solves Museums' Major Problems, by J. Francis McCabe. *Aerologist*, April, 1936. Page 9.

The Russell A. Alger House, by Perry T. Rathbone. New branch museum of the Detroit Institute of Arts. Illustrated. *Bulletin of the Detroit Institute of Arts*, May, 1936. Pages 112-114.

An Italian Villa Added to the Detroit Museum. Illustrated. *The Art News*, May 23, 1936. Pages 10-11.

EXHIBITIONS

Dallas and the Centennial Exhibition, by Richard Foster Howard. Illustrated. *American Magazine of Art*, July, 1936. Pages 470-476.

World Art at Cleveland, by William M. Milliken. Illustrated. *American Magazine of Art*, July, 1936. Pages 428-440.

The Art Digest for July 1, 1936, contains a description of the Cleveland Museum of Art's 20th anniversary exhibition (Great Lakes Exposition official art exhibition) by William M. Milliken, a radio talk on the exhibition by Peyton Boswell, and a complete list of the exhibits, gallery by gallery.

MUSEUMS AND COLLECTIONS IN U. S.

The Summer issue of the *Bulletin of the Fogg Art Museum* is given up to short descriptions of the various departments and collections, with a list of books by members of the fine arts department of the museum staff.

The Fiftieth Anniversary of the Opening of the Museum, by Walter H. Siple. Review of the founding of the Cincinnati Art Museum. Illustrated. *Bulletin of the Cincinnati Art Museum*, June, 1936. Pages 75-94.

Cincinnati's Taft House, by F. J.

Roos, Jr. Illustrated. *American Magazine of Art*, July, 1936. Pages 441-445.

PREPARATION AND EXHIBITION

Technical Studies for July, 1936, contains an article by Elizabeth Dow on *The Medium of Encaustic Painting*, and notes by Rutherford J. Gettens on *The Cross-Sectioning of Paint Films* and by G. L. S. and R. J. G. on *Trial Data on Painting Materials-Supports*. The first two are illustrated.

Problems of Restoration and Attribution, by C. C. Cunningham. Illustrated. *Bulletin of the Museum of Fine Arts (Boston)* August, 1936. Pages 55-60.

Removable Linen Backgrounds at the Bailey Museum and Art Gallery, by A. T. Clarke. *The Museums Journal*, July, 1936. Pages 140-141.

Las Protecciones contra la Corrosion, by Nathalie Goldowski. *Universidad Mensual de Cultura Popular (Universidad Nacional, Justo Sierra 16, Mexico City)* April, 1936. Pages 43-47.

Zur Frage der Schädigung von Gemälden durch Röntgenstrahlen, by Helmuth Rinnebach. *Museumskunde*, 1936, Vol. 8, No. 1. Pages 15-22.

Les Récents Aménagements du Musée du Louvre. Illustrated. *Museion, Supplément Mensuel*, June, 1936. Pages 1-6.

HISTORY AND INDUSTRY

The June issue of *Museum Echoes* contains a list of the names and locations of the principal museums open to the public in Ohio; a list of State parks and properties in the custody of the Ohio State Archaeological and Historical Society, giving the name, location, and a brief history; and a list of some points of historic and scenic interest in Ohio, with a key to an automobile route map of the state.

The Bell System Historical Museum, by W. C. F. Farnell. Illustrated. *The Bell Telephone Quarterly*, July, 1936. Pages 169-187, to be continued.

A Real Historical Museum, by L. Hubbard Shattuck. *Chicago Historical Society Museum*. Illustrated. *National Republic*, June, 1936. Pages 22-23, 30.

(Continued on page eight, column one)

MAGAZINE SECTION

RETAINING THE PUBLIC'S INTEREST

We know that the great mass of museum visitors merely pass through the galleries, look with more or less interest at the objects displayed, and pass on. The eight second pause, per picture, that has been established as an average through the study of museum behavior, does not suggest the retention of deeply seated impressions, yet who knows? It doesn't take long for a disease microbe to get into one's system; who are we to doubt the efficiency of our museum germs?

We are too prone to underestimate the effects of those fleeting impressions and pin our faith to lecture courses and study groups. After all, these are merely the lengthened shadows of fleeting impressions. The lantern slide does not remain long on the screen; the lecturer's words do not echo long; nor does the eye rest long on the printed page. So, even superficial Sunday afternoon exposures to museum influences may lead to serious consequences. They may be regarded in the nature of a preface to the volume that is to be opened and studied later on.

So much for the first stage: Publicity has enticed the wary public inside the museum. Will it return again, or will it say, with a satisfied sigh, "I've been to the museum"? Here we of the public relations department slip out of the picture. We "pass the buck" to the curators. Theirs is the responsibility for arranging installations that will tempt the visitors to return again.

If the museum is attractive, clean, light, and possessed of exhibits that arouse admiration and pique curiosity, we may well expect the visitor to return. If exhibits are changed from time to time so as to add variety, the chances of repeated visits are increased. If exhibits are of a quality that inspires admiration, not contempt with familiarity, merely curious looking will give way to investigation and perhaps to study. The first stage in our program has been accomplished. The quarry has been lured within the sacred confines. Perhaps it has come to scoff; we hope it will remain to pray.

Now we set the bait, through further publicity, to entice our prey into a lecture. This is a crucial move. The lecturer may be profound and schol-

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arly, but if he lacks in ability to interest the listener, in spite of the mighty thoughts which he propounds, the chances of getting the newcomer to return are slim. The devotee of art, the culture hound, and the seeker after scholastic degrees will stand for a lot of punishment; the common variety of citizen who balances the movie, the bridge table, and the museum, as means of investing his evening hours will have none of the prosy lecturer, and so our prospect may be eternally lost because of one unfortunate lecture hall experience.

Of course, the choice of lecturers is a function of the educational department, or of the director, or of the curator, but we who deal with public relations are beneficiaries or victims of that trust and gain or suffer in proportion to the judgment displayed in choosing speakers.

Here Public Relations and Education sometimes speak a various language, the former finding his interest centered too fully perhaps on the pleasurable emotions reflected by the ones whom he has led into the lecture hall; while the latter may be indifferent to the effect upon the vulgar public, so long as the lecturer spreads before his audience a meaty feast of knowledge. It is of small concern to him that it may be unpalatable and perhaps indigestible; what he wants is scholarship; he will maintain that the lecture which draws the largest crowd is often the poorest lecture, while the profound dissertation that depopulates the lecture hall is the one worthwhile. He is probably correct from the standpoint of scholarship, but that does not help us in winning the man of the street to a place among the appreciators of art, science, or history.

If, on the other hand, our new comer receives his art baptism at the hands of a prophet who possesses sympathy for humanity as well as for scholarship, the pleasure experienced in listening to a well delivered, as well as "meaty," lecture will tend to bring him back again. Our quarry is well on his way into the fold.

Casual attendance at a few lectures is quite apt to lead to thirst for further knowledge, to regular attendance at lectures, enrollment in classes, study in the library, enjoyment of field trips, and other activities provided by the museum.

All this arouses gratitude to the institution that has provided these opportunities for enlarging the mental horizon, and with this feeling comes a desire to contribute toward defraying the expense involved in carrying on the work.

This leads naturally to membership, either as a means of securing the advantages provided for members, as an expression of gratitude for the privileges enjoyed, or from a desire to participate in the support of an institution that is a vital factor in the community. The latter is the motive that best insures permanency in the membership, for the member who comes into the fold with hand extended in the "gimme" attitude will probably lose interest and drop out when he finds that he has not received more than \$9.99 in service for the \$10.00 invested.

I believe that the least desirable way of securing members and of retaining their interest is by offering them value received; yet this is unavoidable. Much as I prefer to have members contribute freely and liberally as they might to a church or favorite benefaction, it is nevertheless a fact that human nature is pretty likely to demand "value received," and the average museum member has to be attracted in this manner and afterward carefully educated to the point of voluntary giving.

In making this appeal, no feature is more effective than classes for children. Nothing centers and holds public interest in the museum as does effective work with and for the children. The natural, human interest in children is a compelling force, and is most helpful in gaining for the museum the immediate attention of their elders. Moreover, contacts made with children of today bear fruit when these children have grown up and become the citizens of the future.

In studying the possibilities of failure in our contacts, a little intro-

spection may not be amiss. We may well look to ourselves and to our way of handling membership. Our own unwise methods may undo what publicity, curators and educational department have accomplished. We may become so eager to swell our roster of members as to employ old camp meeting methods, and by overselling our prospects, leave them dissatisfied when they find that the rosy pictures, which were painted of joys that would be theirs among the elect, fail of realization; and after a period of indifferent membership they drop out.

I think I have quoted before the

story told by one of our trustees of a man in his home town who said that, "They ain't a hull pair of pants in the town. They wears the knees out in the winter agittin' religion, and they wears the seats out in summer a 'backslidin'". We may well wear out our knees pleading the cause of museums to the public, but we must be careful about the matter of backsliding.

Our efforts with the public must not be exhausted in merely attracting people to the museum. Members must be made to feel that we have a continued interest in them that is not

limited to acknowledging the annual check for dues. The member's contacts with the museum should be made as personal and intimate as possible, that they may regard it as their museum, a place to which they like to come, from which they may gain help and pleasure, and through which they may assist in extending these privileges to others. A spirit of friendliness and helpfulness in the museum will go far in retaining for it the public's interest.

(Paper read at The Annual Meeting of the American Association of Museums at New York, May 11-13, 1936.)

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(Continued from page six)

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Geological Dioramas in the Museum of Practical Geology. by W. F. P. McLintock. Illustrated. The Museums Journal, June, 1936. Pages 89-94.

Large Models of Molecules Predict Chemical Facts. by W. E. Danforth. Illustrated. Science News Letter, June 6, 1936.

FIELD WORK

(Continued from page three)

including a flat platter, about thirty-five dipper flasks, and a painted Greek vase, were uncovered near an early altar in the temple site.

An expedition from the Oriental Institute of the University of Chicago, Erich F. Schmidt, director, digging at the site of the palaces of King Darius the Great at Persepolis, uncovered two sets of stone reliefs adorning portico walls in a court yard and representing Darius and Xerxes giving audience to a petitioner. One set is a counterpart of the other viewed from the opposite side. Other finds include three silver coins, bearing the head of Alexander the Great; a headless Greek marble statue of a woman; Egyptian objects; also a weight stone of Darius, conical tables and cylindrical seals, alabaster and granite jars and plates, metal arrowheads and implements, and coins of copper, silver, and gold, including coins of Croesus.

Ales Hrdlicka, leader of an expedition from the Smithsonian Institution to Alaska, has returned to Dutch Harbor, Alaska, from an exploration cruise westward in the Near Islands as far as Attu, with a collection of human bones obtained from burials of an unidentified ancient people.

Simson African Hall, at the California Academy of Sciences, San Francisco, was formally dedicated August 20.

The Greene County Museum, Xenia, Ohio, described in the April 15 issue of *The Museum News*, was opened to the public July 1.