

CONDITIONS OF USE FOR THIS PDF

The images contained within this PDF may be used for private study, scholarship, and research only. They may not be published in print, posted on the internet, or exhibited. They may not be donated, sold, or otherwise transferred to another individual or repository without the written permission of The Museum of Modern Art Archives.

When publication is intended, publication-quality images must be obtained from SCALA Group, the Museum's agent for licensing and distribution of images to outside publishers and researchers.

If you wish to quote any of this material in a publication, an application for permission to publish must be submitted to the MoMA Archives. This stipulation also applies to dissertations and theses. All references to materials should cite the archival collection and folder, and acknowledge "The Museum of Modern Art Archives, New York."

Whether publishing an image or quoting text, you are responsible for obtaining any consents or permissions which may be necessary in connection with any use of the archival materials, including, without limitation, any necessary authorizations from the copyright holder thereof or from any individual depicted therein.

In requesting and accepting this reproduction, you are agreeing to indemnify and hold harmless The Museum of Modern Art, its agents and employees against all claims, demands, costs and expenses incurred by copyright infringement or any other legal or regulatory cause of action arising from the use of this material.

NOTICE: WARNING CONCERNING COPYRIGHT RESTRICTIONS

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Under certain conditions specified in the law, libraries and archives are authorized to furnish a photocopy or other reproduction. One of these specified conditions is that the photocopy or reproduction is not to be "used for any purpose other than private study, scholarship, or research." If a user makes a request for, or later uses, a photocopy or reproduction for purposes in excess of "fair use," that user may be liable for copyright infringement.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

W. M. Morgan

Date May 23, 1944

To: John Abbott
Iona Ulrich

Re: ~~Budget Changes - The Photography~~

From: Willard D. Morgan

Center

During the development of the Photographic Center, various changes in plans have taken place. As a result, it was impossible to utilize some of the funds appropriated for special projects. However, other uses for this money have developed, and I would like to ask for a transfer of funds to cover these changes.

In my budget submitted May 11-14, 1943, I asked for an appropriation to carry out special assignments by selected photographers. These projects could not be carried out at the time but the ideas are still worth considering for next year's budget. The amount finally granted for these assignments was \$1150.00

Still another unused appropriation covered special work with photographic critics. More time is required to work out this plan - also good for future consideration. The amount appropriated was 350.00

This makes a total of \$1,500.00 which has not been used by the Photography Center. I would like to use as much of this amount as possible for the following purposes:

1. Ira Martin has just made 31 copy negatives of photographs in several traveling shows, and 31 prints. Purpose was for duplicating exhibition pictures which had to be used in the 15th Anniversary Exhibition and still keep the traveling shows on schedule. Cost 95.75
(Very important for immediate action)
2. The purchase of 15 of the late Lewis Hine photographs is important at this time. These have been ordered from the Photo League. Cost 75.00
3. Purchase for collection...
Berenice Abbott: Night, New York (in 15th Anniversary catalog, also for post-card series)
Cocteau's Hands (Portrait Show and circulating exhibitions)
2 photos at \$15.00 each 30.00
4. Arnold Eagle: He is making a documentary record of the 3rd Ave. El. When completed, the Photography Center will select 30 or more of the best prints for exhibition and for the collection. (This item comes under the special projects fund, but the subject of the assignment has been changed) 150.00
5. Edward Weston: 10 of best late work at \$15.00 each 150.00
6. Walker Evans: 6 of best photos (I understand that this was O.K'd in 1943)..... 100.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

(Continued)

Date May 23, 1944

To: John Abbott
Ione Ulrich

Re: Budget Changes - The Photography

From: Willard D. Morgan

Center

... of first year of the Photography Center, it was possible
... important phase of our program. On the other hand, now
... This report for the first year
... at
... at
... as well as through other channels of exhibitions and re-
... This phase of the program on creative projects will attract new
... interest in the Photography Center.

- 7. Paul Strand: Photos from 1918 period (early abstract), and some from latest project in Vermont. 12 photos \$ 300.00
- 8. Select best of press, war, science, negatives for collection ... special printing 300.00

I. EXHIBITIONS:

Installation and presentation are an important part of the Center's work. Each show should be carefully designed and freshly presented. Systems of displaying the prints, articles, periodicals, etc. should be thoroughly worked out with expert facilities and advice.

- 3 shows a year, to include such subjects as:
 - continuation of past work series
 - reports series

public shows, etc:

- a. Color processes as manufacturers release them
- b. Photographic printing processes, with original prints and notes by their makers
- c. Reproduction processes: study for improvement, photo-books, etc.

2. COLLECTION:

Physical care---washing, drying, etc.

3. LIBRARY ARCHIVES:

Collecting and organizing such services as information files on photographers; catalogs of other collections (which are reported toward a union catalog of all collections in U.S.); leading photographers; slides; captions; photographs of interest

4. REPORTS:

With the present's new building at 121 West Street, the new reports

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date May 26, 1944

(Page 2 - Continued)

To: John Abbott

Re: Photography Budget 1944-45

From: Willard D. Morgan

During my first year at the Photography Center, it was possible to carry out many important phases of our program. On the other hand, some of the original projects could not be carried through because of the necessity to build up the organization of the department along with other problems related to the Photography Center. This report for the new year 1944-45 takes in some of the important projects which the Photography Center can carry out with the amounts designated. For example, Item No.5, Creative Projects, can be carried out and the resulting photographic work effectively used at the Photography Center as well as through other channels of exhibitions and reproduction. This phase of the program on Creative Projects will attract new interest in the Photography Center.

1. EXHIBITIONS:

Installation and presentation are an important part of the Center's work. Each show should be carefully designed and freshly presented. Problems of notifying the public, critics, periodicals, etc. should be thoroughly worked out with Museum facilities and advice.

- 6 shows a year, to include such subjects as:
- continuation of new workers series
- " " reports series

problem shows, as:

- a. Color processes as manufacturers release them
- b. Photographic printing processes, with original prints and notes by their makers
- c. Reproduction processes: Study for improvements, photo-books, etc. \$1000.00

2. COLLECTION:

Physical care---matting, framing, casing, etc. 500.00

3. LIBRARY ARCHIVES:

Collecting and organizing such services as information files on photographers; catalogs of other collections (which are directed toward a union catalog of all collections in U.S.); binding photostats, clippings, reprints, photo-copies of important authors 300.00

4. DARKROOM:

With the Center's new darkroom at 681 Fifth Avenue, and Mr. Soby's

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

(Page 2 - Continued)

Date May 26, 1944

To: John Abbott

Re: Photography Budget 1944-45

From: Willard D. Morgan

equipment, it should be possible to produce enlargements for show and publicity purposes. The Center should also make its own lantern slides, existing commercial firms such as Van Alstena being below standard. Supplies, maintenance, special assistance \$1000.00

5. CREATIVE PROJECTS: Commission photographers for special projects; some to work our problems in special fields, such as color, press, journalism, etc. ---some for creative work. Photographers agree \$500 allows enough for the expenses of a real project; purchase of necessary supplies and equipment, travel, living, etc. These projects should do more than any other single factor in this program towards stimulating creative photography. Three \$500 projects, and two \$250 for local problems\$ 2000.00

6. SALARIES: Present
 Director \$6000.00
 Acting Curator 2600.00
 Director's Secretary .. 1950.00
 Curator's Secretary ... 1716.00
 Print Attendant..... 1560.00
 Total\$13,826.00

The informal atmosphere of the Center has necessitated the sharing of responsibilities. Everybody does everything, in addition to specific duties. One girl has become registrar for the Center, another has become the darkroom worker. All help in hanging and installing shows and everyone serves as attendant in the print-room, which is an important educational contact with the public. The expanded schedule of the Department (Center shows, special projects, and the schedule of Museum exhibitions) requires further assistance of high quality.

Proposed Salaries:

Director: Office to be held in abeyance until a man of suitable calibre can be found. Salary about \$5200.00
 Acting Curator 3900.00
 Registrar 1950.00
 Secretarial assistant 1560.00
 Curatorial assistant 2080.00
 Proposed Total .. \$14,690.00

Nancy Newhall has this to say about a possible curatorial assistant:

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

(Page 3 - Continued)

Date May 26, 1944

To: John Abbott

Re: Photography Budget 1944-45

From: Willard D. Morgan

"There is an excellent candidate for a curatorial assistant. Robert Janssen is a good photographer; has a good general photographic background; accurate mind and ability for research. He speaks and reads German; has a strong feeling for quality, installation ideas, etc. He is unlikely to be called to war because he is blind in one eye. He can do darkroom work, work on installation and creative details of shows at the Center, answer and help the public, and assist in research. He receives \$3000.00 per year at his present job."

- Requests for a longer course under Adams have been coming in. Adams suggests a 10-week course to be held in the fall. This
7. SPECIAL EDUCATIONAL PROJECTS (for Capital Extension Fund). These projects are designed to carry the Center's work into fields where its influence has so far been only tentative.
- A. Colleges: Special work needed; student clubs in general are the only recognition of photography. Lectures should be prepared and delivered on photography as art history. They should be accompanied by shows.
- B. Camera Clubs and other Amateur Photo Organizations: Re-education and redirection is indicated. Great interest in the work of the Center is accompanied by bewilderment as to our standards and aims. This should be overcome by a series of specially prepared shows, each stronger than the last, leading to a show in the Center or Museum. Ansel Adams has done much valuable work in this field for years; he is recognized as an authority by these clubs. He believes he can get this series sponsored by wealthy amateurs. Shows and contest to be prepared under his direction \$ 300.00
- C. Applied Photography: This field in particular needs the stimulus of standards, and work should be done comparable to the Museum's work in industrial design, posters, etc. The proposed exhibition in the Museum should be accompanied by other allied projects. Adams suggested this show. His ability in commercial fields is recognized by the men concerned, and he outlines an approach inviting complete cooperation by leading commercial photographers in all fields in forming the project and the exhibition.
Cost dependent on plans to be worked out.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

(Page 4 - Continued)

Date May 26, 1944

To: John Abbott

Re: Photography Budget 1944-45

From: Willard D. Morgan

- D. Lectures at the Center: The response to lectures, particularly the Ansel Adams series, proves how great is the public desire for specific directions and instructions. General subjects having been briefly outlined by the auditorium series this past spring, detailed and particular studies should now be made. At least one evening a week at the Center, or in the Museum Auditorium, should be devoted to this kind of study.
- a. Requests for a longer course under Adams have been coming in. Adams suggests a 10-week course to be held in the fall. This will consist of ten lectures (to which groups other than course subscribers might be invited), plus one-hour a week of specific individual instruction and assignment. Guarantee of Adams' train fare and living expenses \$ 750.00
Further costs and profits to be worked out.
 - b. Series of four lectures by Leo Katz 200.00
 - c. Others yet to be worked out 300.00
 - d. Publications by Photography Center; mimeographed or printed, covering lecture reports and special topics of photographic interest 350.00
 - e. Reproductions: Postcards and portfolios of fine reproductions. Costs to be submitted.

2). Allowance for special photographic lectures to be held at the Museum of Modern Art and other assembly rooms for New York City and nearby states, including payment for special lecturers 200.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

*Ed. Project under
Capital Education Fund*

Willard D. Morgan

May 11, 1943

BUDGET FOR PHOTOGRAPHY DEPARTMENT

MUSEUM OF MODERN ART, 1943-44.

- 1). Develop a comprehensive lantern slide collection including sets of great 3 1/4 x 4" and 2 x 2" lantern slides. Special subjects to be selected, such as portraits, action, photography as an art, great news pictures, history of photography, etc. Include mimeographed notes and lecture outlines for each lantern slide set which will be available for outside use by lecturers and school departments.
 - a). Cost of preparing approximately 1,000 negatives, lantern slides and printed notes \$ 1500.00
- 2). Commission some special photographic projects and assignments by selected photographers, such as
 - a) a series of 25 portraits of prominent people,
 - b) some new science development, such as a series of unusual electron microscopic photographs revealing formerly unseen subjects,
 - c) exploring the infrared and ultra-violet aspects of photography from an esthetic viewpoint
 - d) extend special esthetic research in the field of high speed photography to reveal the possibilities of the artist photographer.

Cost of four or five selected projects would be approximately 1500.00
- 3). Allowance for special photographic lectures to be held at the Museum of Modern Art and other assembly rooms for New York City and nearby places.
 - Including payment for special lecturers 500.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

- 4). Sponsor some special photographic activities among the teen age students of high school age, such as lectures, and a photo contest with prize awards.. 250.00
- 5). In order to encourage better photo criticisms of exhibits, photographers and the art side of photography, there should be a fund available to grant special awards to such writers. Some tie-up could also be carried through with Art Departments and colleges to encourage the teaching or discussion of photographic subjects. Awards of possibly \$25.00, \$50.00, \$75.00, and \$100.00 could be given with six \$15.00 awards each year 350.00
- 6). Give purchase awards to possibly six photographers who have done outstanding work in various fields during the year. Each award to be \$150.00 or more 900.00
- 7). Present a special series of photo demonstrations, such as
 - a) creative lighting from portraits to light compositions,
 - b) the making of a news picture, including stage situations - anything from a gory murder to photographing a celebrity,
 - c) how to make a color print,
 - d) getting the most out of your negative, etc. 400.00
- 8). Travel expenses including trips to Washington, Rochester, Binghamton, Cleveland, and other parts of the country where personal contact is essential 1900.00
- 9). Maintaining darkroom, supplies, etc. 400.00
- 10). Projection screen, color transparency viewing box, 3 1/4 x 4" glass slide projector, 2 x 2" slide projector, rheostat, and other projection accessories 375.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

- 11). Entertainment. Special monthly meetings or whenever the occasion demands \$ 500.00
- 12). Department Personnel - Director of Photography 6000.00
 Acting Curator of Photography 2600.00
 General Assistant 2080.00
 Secretary 1620.00
 Print Room Man 1820.00
 Secretary 1820.00
- 13). Purchase fund for photographs, etc. 2800.00
- 14). Purchase of photographic books, magazines, special albums, etc. .. 500.00
- 15). General department expenses including cabinets, supplies, special labor, binding, care of collection, allowance for mailing photographs to and from photographers, special bulletins and announcements, etc. 2200.00
- 16). War record project, already approved 1000.00

Special budget for remodeling 54th Street Building to be handled in a separate budget. This budget to include the construction of shelves, special cases, a fire-proof negative vault with humidity control for storing all films and color transparencies. In addition to this budget there will be various photographic exhibitions presented for the general public in the museum galleries.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photo Center File

THE MUSEUM OF MODERN ART

Nov. 10	3 silver with halophane envelopes	18.30	Date	18 July 1944
	1 silver brass photograph	20.00		
11	1 silver photograph	15.00		
	1 silver photograph	10.00		
To:	Mr Warren	10.00	Re:	Photography Dep't:
	1 silver photograph	15.00		
From:	Mrs Newhall	10.00		furniture and equipment to
	1 silver photograph (hand)	75.00		be moved to new quarters
15	1 silver portrait on file 2-24	1.88		

Everything is tagged that 's taggable and I'll dump the rest into cartons. But it might ~~xxxx~~ help everybody if we have a list.

- To fourth floor offices:**
- 1 tall green file 225.86
 - 2 wood desk tops 255.27
 - 3 grey desk-height files 491.25
 - 1 tall grey file
 - 2 typewriter tables
 - 1 long linoleum desktop
 - 1 deskheight legal size green file
 - 4 padded desk chairs
 - 4 black lacquered finished side chairs
 - 2 upholstered armchairs (if there's room)
 - large boocase-cabinet and contents catalog
 - 2 print cabinets and contents
 - drymounting press
 - cutter
 - stepladder
 - 2 folding print stands
 - 2 desk lamps (Bob Hope has these)
 - Mounting boards
 - 3 wastebaskets
 - Miscellaneous: calendars, in-and out baskets, ashtrays, etc.

- To mezzanine studio:**
- 2 standing photo-lamps
 - copying stand and screen

To dark room : still to be inventoried; also Mr Jameson is on vacation. valuable equipent---cameras and enlargers---now stored in recording room

To library: all contents of Print Room bookcases except rare books, which I'll try to sort now.

1 tall green file

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date June 7, 1944

To: Mr.

Expenses of Photography Center for November, 1943

Photography

From:

Nov. 10	3 albums with cellophane envelopes	16.50	
	1 Alvarez Bravo photograph	20.00	
11	1 Clough photograph	15.00	
	1 Fellig photograph	10.00	
	1 Penn photograph	10.00	
	1 Siegel photograph	15.00	
	1 Brassai photograph	10.00	
15	1 Matter photograph (Hands)	75.00	
16	4 dz. portrait pan film 2 ⁴ x3 ⁴	1.66	
	100 Strathmore drawing boards	48.00	
22	4 dz. Isopan 4x5 film	3.00	
	1 thermometer	.45	\$75.00 ✓
	3 brown bottles 1/2 gal.	1.05	
	Total expenses for November	225.66	
	Total expenses July - October	265.37	
	Total expenses as of Dec. 1, 1943	491.03	

THE MUSEUM OF MODERN ART

the amount that is like to

\$400 because

photography Exhibitions and my

cc: M

Photography

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date June 7, 1944

To: Mr.

Photography

From:

Photography Department

Expenses as of November 1, 1943

Oct. 7	white frames (Plohn)	49.85
18	3 photographs of Calder mobiles by Matter	30.00
22	darkroom supplies - paper, film, mounting tissue	26.32
28	white frames (Plohn)	<u>22.85</u>
	Expenses during October	129.02
	Expenses from July-to Oct.	<u>136.35</u>
	Expenses to date	265.37

\$75.00 ✓

THE MUSEUM OF MODERN ART

the and
that in
like to

\$400 c
becaus

photog
Exhibi
Exhibi
and my

✓ cct: M

ary
aphy
an ✓

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date June 7, 1944

To: Mr.
From:

Photography Department

Photography

Expenses as of October 1, 1943

July 6	drawing board	48.00	
21	white frames	14.80	
Aug. 4	stenotype report, Elisofon talk	17.15	
30	darkroom supplies	.91	
Sept. 10	1 copy negative	3.60	
17	darkroom supplies (appr)	45.68	approximate
27	Kodapak	6.00	
27	darkroom supplies	.21	
		<u>136.35</u>	

\$75.00 ✓

THE MUSEUM OF MODERN ART

the am
that in
like to

1.

2.

3.

\$400 c
becaus

photog
Exhibi
Exhibi
and my

ary
aphy
an ✓

cc: M ✓

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date June 7, 1944

To: Mr. Abbott

Re: Budget Changes - The Photography Center

From: Ione Ulrich

I have Mr. Morgan's request for transfer of budget items in the amount of \$1,500 for acquisitions to the collection.

While acquisitions should come out of the purchase fund, and that in itself is sufficient reason for denying this request, I should like to ask that particular consideration be given to three items, i.e. -

1. The purchase of 15 of the late Lewis Hine photographs\$75.00
This has already been committed by Mr. Morgan for purchase from the Photo League.
2. \$155 worth of photographs were purchased out of the purchase fund against future allotment of funds for photographs. These have not as yet been covered.
3. Mrs. Newhall asked that the Library order a group of photographic books from London. Among the list are two items of bound photographs costing 6 pounds and 36 pounds respectively. The other items on the list might be considered as Library ^{additions} ~~acquisitions~~ but these two are collection acquisitions.

I should like to suggest that an exception be made and this \$400 charged against the project's budget. I make this recommendation because these items have been unfortunately committed.

The first item on Mr. Morgan's list covers duplication of photographs in traveling exhibitions to be included in the 15th Anniversary Exhibition. I have already charged this to the 15th Anniversary Photography Exhibition. An immediate decision would be appreciated by both Mr. Morgan and myself.

cc: Mr. Willard D. Morgan

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Budget
THE MUSEUM OF MODERN ART
NEW YORK

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

FRANCES HAWKINS, SECRETARY

THE MUSEUM OF MODERN ART

Date: June 29, 1944

To: Mr. H. Morgan

Re: _____

From: John E. Abbett *JEA*

While the Policy Committee have not completed their recommendations in reference to the budget for the new fiscal year, you are hereby notified that the following changes are in any event to be effective July 1st and that any further changes will be effective upon completion of the Policy Committee's recommendation:

Continuation of the Department of Photography for the present with one person (i.e., Nancy Newhall) at present rate

The expenses of the department are limited to \$1400 for the year as follows:

Projects
Dark Room
Collection Care
Reference Material

} →
\$1400

~~and envelopes which make the museum's varied and wide public service possible, and enable it to maintain its current values as well as to develop its ambitious plans for the future.~~

The Museum of Modern Art is an educational corporation formed under the education law of the State of New York. Gifts made to it are not subject to the gift tax and may be deducted as contributions under the Federal Income Tax Law up to 15% of the net income of the donor. The enclosed table, prepared by Prentice Hall Incorporated, shows the percentage of income which may be given tax exempt to an organization such as The Museum of Modern Art.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Budget

THE MUSEUM OF MODERN ART

NEW YORK

DONATIONS

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

FRANCES HAWKINS, SECRETARY

As the year 1943 draws to a close, many friends of The Museum of Modern Art are considering their contributions to educational and charitable institutions. Some of them are under the impression that the Museum's support is the private responsibility of a few wealthy patrons. This has never been the case.

Unlike other museums in the City of New York, The Museum of Modern Art derives no support from tax funds, nor has it any endowment. Its budget must therefore be financed anew each year. Each year this sum grows as the Museum's activities expand to meet the needs of the public and of the educational institutions which it serves.

At the present time, a large percentage of the Museum's activities is devoted to the war effort, either through direct government contracts or independently. Yet all of its cultural activities have been maintained and even increased. Last year 293,243 people, including many groups of school children and students, attended The Museum of Modern Art. Approximately 1,200,000 more saw the 408 showings of the Museum's circulating exhibitions throughout the United States, Canada, Hawaii, England, and Latin America.

Membership fees and paid admissions meet only 40% of the Museum's expenses. For the other 60% it is dependent upon the generosity of those who endorse its aims, recognize its achievements, and hope for its continuing success. This success can be assured only by the collective support of patrons whose direct contributions, above and beyond membership fees, ensure the independence and enterprise which make the Museum's varied and wide public service possible, and enable it to maintain its current values as well as to develop its ambitious plans for the future.

The Museum of Modern Art is an educational corporation formed under the education law of the State of New York. Gifts made to it are not subject to the gift tax and may be deducted as contributions under the Federal Income Tax Law up to 15% of the net income of the donor. The enclosed table, prepared by Prentice Hall Incorporated, shows the percentage of income which may be given tax exempt to an organization such as The Museum of Modern Art.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

CHARITABLE GIFTS -- TABLE OF NET COSTS

During the remainder of the year 1943, a gift to a properly designated educational institution can be made at approximately the net cost shown below. Reason: the amount of a gift to charity is an income tax deduction, up to, but not exceeding 15%, of net income.

Net income before deducting personal exemption or credit for de- pendents	Net	Net	Net	Limit of Deductible Gift (15% of Column A)	
	Cost of Gift of \$100	Cost of Gift of \$500	Cost of Gift of \$1000	Gift of	Will Cost
\$ 3,000	\$81.60				
4,000	78.60				
5,000	78.60				
7,000	74.60	\$373.00			
10,000	66.60	333.00	\$674.00	\$ 1,500.00	\$1,027.00
15,000	58.00	290.00	580.00	2,250.00	1,330.50
20,000	48.00	240.00	486.00	3,000.00	1,512.00
25,000	42.00	210.00	420.00	3,750.00	1,633.50
35,000	36.00	180.00	360.00	5,250.00	1,993.50
50,000	31.00	155.00	310.00	7,500.00	2,379.00
100,000	17.00	85.00	170.00	15,000.00	2,674.00

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Budget + program

THE MUSEUM OF MODERN ART

Date 10 August 1944

To: Mr Abbott, Mr Wheeler, Miss Ulrich, Miss Newmeyer
From: Mrs Newhall
Re: Photography Department
Approved program

As you requested, here is the outline of the Department's approved program for 1944-1945:

1. Four informal exhibitions to be held continuously on the 3rd floor, beginning in November:
 - a. Reportage: Adams, "Born Free and Equal"
 - b. Technical: The Woodburytype, fine reproduction process
 - c. New Workers II
 - d. New Acquisitions

2. One feature exhibition, probably Strand or Weston and accompanied by a publication. To occupy roughly the same space as the photography section of Arts in Progress

3. As soon as they are approved, work on the following will be begun:
 - a. At least two courses:
 - the Adams course in practical photography
 - a lecture course, perhaps on the traditions of photography
 - b. Exhibitions:
 - Applied Photography
 - Racial intolerance
 - c. Special projects:
 - fine print portfolio
 - revival of Woodburytype
 - photography postcards

Total \$1000.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Transfer of funds from general photography budget to
Acquisitions

The following have already been discussed both with photographers and with the Photography Acquisitions Committee (Soby, Barr, Morgan, Newhall) and it has been agreed that they should be purchased as soon as funds are available:

Lewis Hine: prints to be made from original negatives by Photo League at \$5 each
12 already agreed on, about 5 more should be added in the opinion
of Morgan and Newhall

17 photos.....\$85. ✓

Berenice Abbott: Night, New York (in 15th anniversary catalog, also
postcard series)

Cocteau's hands (Portrait Show and circulating ex.)

2 photos at \$15 each.....\$30. ✓

Walker Evans: 6 of best photos, agreed and passed in 1943.....\$100.

Edward Weston: ¹⁰6 of best late work, at \$15 each.....^{150.00}~~\$90~~ ✓

The Collection should have the following: (not definitely passed by Committee as yet)

Paul Strand: Photos from 1916 period (early abstract), and some from latest
project in Vermont

5 (?) photos.....\$300. ✓

✓ Arnold Eagle: Number to be selected from series on 3rd Ave. El when com-
pleted.....\$150. ✓

Best of science, press, war, journalism negatives selected and printed;
preliminary work.....\$300.

Total \$1055.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date 10 April 1944

To:

Re: Photography Exhibitions:

From: N.Newhall

1944-1945

THE MUSEUM OF MODERN ART

Date April 12, 1944

To: Mrs. Newhall, cc: Miss Ulrich
Mr. Soby

Re: Additional Funds

From: Mr. Abbott *ja* Mr. Wheeler
Mr. Morgan ✓

ART IN PROGRESS exhibition

I have your memorandum requesting that an added \$300. be transferred from the Photography Budget to the ART IN PROGRESS exhibition fund to supplement the present budget of \$700.

Matters concerning department budgets for the ART IN PROGRESS exhibition should be taken up directly with Monroe Wheeler by the Director of the Department.

For your information, the original budget of the photography section of the exhibition was \$300. and was increased at the March 8th meeting of the Exhibitions Committee by \$700., making a total budget of \$1,000.

amateurs. Stieglitz, Martine Cartier etc. Victor Hugo albums closeups, unusual viewpoints---amateurs in the 'fifties. Famous amateurs---Shaw, Queen Alexandria, etc.) Amateurs have played one of most important roles in photography---as inventors of important processes, new approaches, etc. Should be amusing, exciting, and stimulating to amateurs. Old period photos could here be shown appropriately. Suggest Hyatt Mayor as coworker. Bonney also has collection.

Science show, if sufficient funds can be allotted to Here to direct.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date 10 April 1944

To:

Re: Photography Exhibitions:

From: N. Newhall

1944-1945

THE MUSEUM OF MODERN ART

Date April 12, 1944

To: Mrs. Newhall cc: Miss Ulrich
Mr. Soby

Re: Transfer of funds from

From: Mr. Abbott *ja* Mr. Wheeler
Mr. Morgan ✓

General Photography Budget to
Acquisitions

I have your memorandum of April 11th regarding the transfer of funds from the General Photography Budget to Acquisitions, and in which you list various photographs that the Photography Acquisitions Committee desires to purchase.

Any requests for the transfer of funds budgeted for specific purposes should be made to me by the Director of the Department in a memorandum outlining the reasons why the budgeted funds were not expended and the basis for the Department's request to transfer such budgeted funds to the Acquisitions account.

unusual viewpoints
Queen Alexandria, etc.) Amateurs have played one of most important roles in photography---as inventors of important processes, new approaches, etc. Should be amusing, exciting, and stimulating to amateurs. Old period photos could here be shown appropriately. Suggest Hyatt Mayor as coworker. Bonney also has collection.

Science show, if sufficient funds can be allotted to Here to direct.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date 10 April 1944

To:

Re: Photography Exhibitions:

From: N. Newhall

1944-1945

THE MUSEUM OF MODERN ART

Date April 19, 1944

To: Ione Ulrich

Re: Attached Memo

From: Willard D. Morgan

The express charge of \$23.50 covering the Action Show photographs can be charged to the Special Project Fund for the Photography Center. Facsimiles are to be made from some of these action pictures for use in the Photography Department.

Amateurs have played one of most important roles in photography---as inventors of important processes, new approaches, etc. Should be amusing, exciting, and stimulating to amateurs. Old period photos could here be shown appropriately. Suggest Hyatt Mayor as coworker. Bonney also has collection.

Science show, if sufficient funds can be allotted to Here to direct.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date 10 April 1944

To:

Re: Photography Exhibitions:

From: N. Newhall

1944-1945

At the Center:

(Note: a fund of, say, \$100 a show should be provided, for special installation, matting, framing, repainting, labels, etc.)

~~xRax~~ France in Photography:

small, beautiful show of best stuff in this country, quality plus historic imostrance: Daguerre, Le Secq, Blanquard-Evrard from Bonny Coll; Victor Hugo album, Du Camp album, etc from Eastman Coll.; also from Marshall and Met. Colls, as well as our own. May be timely propaganda.

Europe: life of the people now. Concentration camps, record of one family's flight through Central Europe, underground, etc. Reportage. Photos fair, theme show.

Color photography

New aerial etc if possible; best of past. With how-to-make carbros by HI Williams, creative use by Adams or somebody. Summary of processes and possibilities.

New Workers II

Reynose and plenty of others: Janssen's macrophotos etc.

Amatuer salon with Here, Jim, N.N., Martin as judges.

At the Museum:

Bourke-White---Italy, July-Aug in Auditorium? Blowups.

pr Eugene Smith---Pacific. Here says swell.

One-man show: Strand or Weston?

Amateur photography: (Talbot, Cameron, inventors of wetplate, dry plate amateurs, Stieglitz, Marting Cartier etc. Victor Hugo albums closeups, unusual viewpoints---amatuers in the 'fifties. Famous amateurs---Shaw, Queen Alexandria, etc.) Amateurs have played one of most important roles in photography---as inventors of important processes, new approaches, etc. Should be amusing, exciting, and stimulating to amateurs. Old period photos could here be shown appropriately. Suggest Hyatt Mayor as coworker. Bonney also has collection.

Science show, if sufficient funds can be allotted to Here to direct.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date 10 April 1944

To:

Re: Program for Dept of Photo

From:

N. Newhall

Nucleus of staff: N.N. as Acting Curator, Sara Mazo, Assistant, Mildred Mahony as secretarial assistant, someone with good photographic background in charge of study room---preferably male. All with raise of pay. *(Curator of Department Dept 7)*

Quarters: 681 Fifth, second floor. Suggest rear of floor be devoted to storage, since fire escape and well allow very little light.

Program: series of guest directors, chosen for special abilities in special directions. Each employed for a definite term, as with present museum exhibition policy. For example: Morgan to plan and execute newseries of lectures.

Also to work with manufacturers and camera clubs for dual purpose of using their organization to disseminate information and education in photography and to raise financial support?

Cost.....

One or two technical fellowships, as:

Strand to work out his ideas for photo-murals
Berenice Abbott to work out her technique for large macrophotographs to be used in teaching
Both to be exhibited and perhaps used by Museum in special shows

Cost.....

Educational fellowships:

allies, E. McCausland to work out lectures on photography as art for ~~schools,~~ camera clubs, etc. ~~With Morgan and Adams?~~ And Hyatt Mayor?

Adams, if he can be nailed down, to prepare series of how-to-do-its
Also, other people with special knowledge, *as H I Williams*
~~Strip~~ Film strips on various subjects prepared by specialists like the above

Publications

Cost.....

Creative fellowships, at least one a year

As Levitt, Strand, Adams
People from press, journalism, science, color, etc.
should also be given these to work out problems of technique and approach

Cost.....

Reserve: for exhibitions, sudden problems, etc.

Cost.....

Advantages: legalizes present situations and gives it power. Forms ~~xxxx~~ a vitally interested phalanx of the best people in the field actively working with and for us. Prevents difficulty of using non-museum-trained people by clearly outlining their services and power. Gives artists a little of the drudgery.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

Date _____

To:

Re: Program---additions

From: N.N. whall

Morgan get retainer fee, list as advisory director? With duties clearly defined so that we don't just impinge constantly on his time? \$1000 enough?

Educational fellowships:

Lectures on photography as art and arthistory for colleges, camera clubs, etc by Elizabeth Mc Causland, Hyatt Mayor, others? Maybe Schwarz?

How-to-do-it shows, filmstrips etc prepared by specialists, as HI Williams, how to make a color carbro print.

Special exhibition techniques for education---as Strand technique for photomurals, B.Abbott's for large macrophotos

Series of related shows, talks for camera clubs, to climax with a "salon" of their work.

Problem shows: photo-books: how combine text and photos?---McCausland
"reproduction: comparisons of processes; facsimiles, etc.

Publications: portfolios of reproductions; ~~XXXXXXXXXXXXXXXXXXXX~~

Archives: material, methods

Library: collect and bind original material on or by important phot'c workers

Book on photographic installation from all periods

Creative fellowships:

To photographers, some to deal with special problems in their particular fields---press, science, color, journalism, etc---some for straight creative work--- say 10 photographers be given \$200 each

(Levitt, model, Bagel, Strand Adams etc.

\$2000

Publicity value; effect on photographers stimulating, enthusiastic
Tryout for larger fellowships in future

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photos exposed?

Acquisition.

Asked for:

B. Albro - Negs, N.Y. \$20?

Certain negatives \$20?

Hen - from Photo League \$5 @

20?

Weston - 6? \$15 @

Should have:

Strand - Vermont 192? - with rest
others? \$300?

Beam - the 6 for
approved long ago \$100

Slighty skin - approved O.K.
in piece in gift.

Lots of young children - Lapa, Shirk etc.
Was heard -
F.S.A.

for 9 mo

THE MUSEUM OF MODERN ART

ALPHABETICALLY

DATE

BY

RECEIVED

EXHIBIT

NO.

1

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photos acquired?

Acquisition:

Asked for:

B. Albroth - night, N.Y. \$ 20?

Cocteau hands \$ 20?

Hen - from Photo League \$ 5 @

20?

Weston - 6 ? \$ 15 @.

Should have:

Strand - Vermont 102? without
others? \$ 300?

Peas - the 6 for
sprouting eye \$ 100

Styglis shoes - apron with O'H
or piece of gift -

lots of journals in - logs, sketch etc -
Wax board -
F.S. d.

18. Matisse: White Plumes 1919

THE MUSEUM OF MODERN ART

DATE RECEIVED

BY

CLASSIFIED

SEARCHED

SERIALIZED

INDEXED

FILED

APR 19 1964

NEW YORK

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photos copied?

Also books:

Arndt's Lucia Nevada \$15?
(new copy to be kept clear)

Benny - Sag kinetics copy - \$2.00?

Mum - Linda \$3.00?

Subscription - Minicam

Harpin Bazaar
Yopu

18. Matisse: White Plumes 1919

THE MUSEUM OF MODERN ART

DATE RECEIVED

ACQUISITION

SWAB OVERRECORDED

SOA

TOT

ONE AND

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photo equipment?

EL 5-5200 garden
 319.15
 Care of collecting supplies
 10
 Trunks $\frac{1500}{106.45}$
 Supplies - 400
 dinner room 309.85
 Projects → 62.14
 Musielhine → 1500
 Equipis Budget ~~34600~~
 783.34
 for 9 mo

18 MATISSE: White Plumes 1910

THE MUSEUM OF	DATE AND	INITIALS	AMOUNT	TOTAL

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART
PHOTOGRAPHY

CONFIDENTIAL

COMPARISON OF BUDGET ALLOWANCES WITH ACTUAL INCOME AND EXPENSE

PAGE _____

ITEMS	Six MONTHS ending 12/31/43			UNEXPENDED BALANCE BUDGET FOR YEAR
	BUDGET	ACTUAL	OVEREXPENDED SAVED	
Photography				
Care Collection	0	207.23	207.23	207.23
Travel	750.00	106.48	643.52	1393.52
Supplies and Dark Room	200.00	152.76	47.24	247.24
Projects	0	0	0	1500.00
	950.00	466.47	483.53	2933.53

stem II & V 1500 { Photos cuttings 500 assignments 1100 1500

Mr. Krogan

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photos copied?

Linear Collection
New copies of:
Adams - Sierra Nevada
Anrilago - Edward Weston
Weston - California + the West
Morgan - Martha Graham

75.00

30	31	32	33	34	35	36
37	38	39	40	41	42	43
44	45	46	47	48	49	50
51	52	53	54	55	56	57
58	59	60	61	62	63	64
65	66	67	68	69	70	71
72	73	74	75	76	77	78
79	80	81	82	83	84	85
86	87	88	89	90	91	92
93	94	95	96	97	98	99
100						

18
INT. 18242

30	31	32	33	34	35	36
37	38	39	40	41	42	43
44	45	46	47	48	49	50
51	52	53	54	55	56	57
58	59	60	61	62	63	64
65	66	67	68	69	70	71
72	73	74	75	76	77	78
79	80	81	82	83	84	85
86	87	88	89	90	91	92
93	94	95	96	97	98	99
100						

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

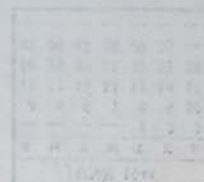
Photo equipment?

95.75
75. -
75. - for new & replaced
library books

245.75
100 - rest



18



FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photo equipment?

MAY 1944						
S	M	T	W	T	F	S
—	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	—	—	—
—	—	—	—	—	—	—

THURSDAY
18
MAY

JUNE 1944						
S	M	T	W	T	F	S
—	—	—	—	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	—
—	—	—	—	—	—	—

- Hotel Chelsea -

THURSDAY MAY 18

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Photos Equipped?

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

Transfer of funds from general photography budget to
Acquisitions

The following have already been discussed both with photographers and with the Photography Acquisitions Committee (Soby, Barr, Morgan, Newhall) and it has been agreed that they should be purchased as soon as funds are available:

Lewis Hine: prints to be made from original negatives by Photo League at \$5 each
12 already agreed on, about 5 more should be added in the opinion
of Morgan and Newhall

17 photos.....\$85.

Berenice Abbott: Night, New York (in 15th anniversary catalog, also
postcard series)

Cocteau's hands (Portrait Show and circulating ex.)

2 photos at \$15 each.....\$30.

Walker Evans: 6 of best photos, agreed and passed in 1943.....\$100.

Edward Weston: 6 of best late work, at \$15 each.....\$90.

The Collection should have the following: (not definitely passed by Committee as yet)

Paul Strand: Photos from 1916 period (early abstract), and some from latest
project in Vermont

5 (?) photos.....\$300.

Arnold Eagle: Number to be selected from series on 3rd Ave. El when com-
pleted.....\$150.

Best of science, press, war, journalism negatives selected and printed;
preliminary work.....\$300.

Total \$1055.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

not used
Photo Criticism Budget - \$ 350.00

Travel _____ 1393.52

not used
Special Projects —
4 or 5 selected projects — 1,150.00

Surplus show money —

presented
Horn Fund

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

M

3 CC exhibits
from budget

acquired ~~by~~ me
Cabinets — new budget

[Martin

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

THE MUSEUM OF MODERN ART

September 29, 1944

To: N. Newhall
From: Ione Ulrich

Date: _____

Re: _____

Enclosed herewith is budget report for the year ending June 30th. I am sorry it is so late.

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7

PHOTOGRAPHY
for year ending June 30, 1944

CONFIDENTIAL

COMPARISON OF BUDGET ALLOWANCES WITH ACTUAL INCOME AND EXPENSE

ITEMS	MONTH OF		OVEREXPENDED SAVED
	BUDGET	ACTUAL	
DEPARTMENT			
Salaries	15,100.	12,707.08	
Expenses			
Care of Collection	0	379.01	
Travel	1,500.	106.48	
Supplies and dark room	400.	129.41	
Projects	1,500.	368.04	
Other (in lieu of project)	0	361.38	
	18,500.	14,051.40	
ADAMS LECTURE SERIES	<u>Costs</u>	<u>Sales</u>	
5 lectures	308.79	498.50	
Balance toward overhead			189.71

FOR STUDY PURPOSES ONLY. NOT FOR REPRODUCTION.

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	Newhall	II.7



FEB 7 1944

McMILLAN BOOK COMPANY

MANUFACTURERS

McM LOOSE LEAF DEVICES

SYRACUSE 1, N.Y.

J. L. McMILLAN
PRESIDENT & TREASURER
G. E. HAMLIN, JR.
VICE-PRESIDENT & GEN. MGR.
L. P. SMITH, JR.
SECRETARY

CABLE
MACMILBOOK
WESTERN UNION CODE

February 5, 1944

The Museum of Modern Art
11 West 53rd St.
New York 19, N. Y.

Attention: Mr. Willard D. Morgan

Dear Mr. Morgan:

The covers, which you saw at Eastmans, are identified as our style 3411 Catalogue Covers. These can be duplicated in any size you may desire, as they are made to order.

Under present war board rulings, we have had to discontinue metal rims on all binders.

If you will let us have more specific information covering your needs, we will be glad to cooperate with you.

Cordially yours,

McMILLAN BOOK COMPANY

Donald C. Grant

DCGrant/JE