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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	PI/COMMS	IV.B.10

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

May 25, 1964

To: City Editors, Photo Assignment Desk:

From: Elizabeth Shaw, Director, Public Information, The Museum of Modern Art

The following arrangements have been made to facilitate press coverage of the opening of The Museum of Modern Art on Monday, May 25.

Special Museum passes are required, available at the Press Desk on the Ground Floor. All photographers and reporters are requested to use Special Press entrance just west of revolving doors at 11 West 53 Street. Please notify us in advance if you plan to take film or will need power or electrical outlets.

Press Preview of new galleries and exhibitions: 11 a.m. to 4 p.m.

No restrictions on cameras.

Schedule of Gala Opening

- 7:00 p.m. Dinner guests begin arriving at 11 West 53rd Street (selected list attached). Will walk through new Main Hall, out through part of Garden to new Upper Terrace. Cocktails out of doors on terrace from 7:00-8:00 p.m. Photographers will need Museum pass to get into lobby and into cocktail party.
- 7:30 p.m. Mrs. Lyndon Baines Johnson will arrive at 11 West 53 Street. Will pass through roped off section of Main Hall, greeted by Museum officials (President William A.M. Burden, and Director René d'Harnoncourt).
- 7:35-7:45 p.m. After going into elevator, Mrs. Johnson will only be available for photographing in one upstairs painting gallery. Will be accompanied by Museum officials (David Rockefeller, Chairman; Alfred H. Barr, Jr., Director of Collections, etc.)

more...

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Assigned photographers must be in this gallery by 7:25 p.m. in advance of the arrival of Mrs. Johnson's party, (i.e. one man cannot get pictures in lobby and in gallery as our facilities do not permit that much quick traffic); space is limited. Only photographers on specific assignment can be admitted. Special Museum pass is required.

8:00-9:30 p.m. Dinner in Garden Wing hall. No photographers ~~are~~, *pictures will be available through the Museum.*

9:30 p.m. Invited Guests for evening begin arriving at 11 West 53 Street. Between five and six thousand Contributing Members expected. Photographers may circulate freely in galleries and lower terrace of Garden.

9:30 p.m. Artists invited for special reception arrive at Garden Gate at West 54 Street.

9:30-10:30 p.m. Reception for Artists on new Upper Terrace. (Selected list attached.)

Photographers and reporters will need special pass to get into this Reception, either from 11 West 53 Street or from West 54 Street. Terrace will be crowded and quite dark.

Mrs. Johnson will meet the artists informally, no receiving line.

10:30 p.m. Official ceremonies held under small canopy at edge of Terrace overlooking rest of Garden.

Press section for photographers and reporters adjacent to speakers rostrum on 44 foot ramp connecting Upper Terrace with Museum second floor galleries.

more...

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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(cont'd)

-3-

10:30 p.m.

This commands view of speakers and of garden.

Accessible from Museum or from Upper Terrace.

Special Museum pass is required as space is limited.

Program: Tribute to the Artists - William A.M. Burden,
President,
The Museum of Modern Art

Address - Dr. Paul Tillich, The John Duveen
Professor of Theology, University of
Chicago.

Opening - Mrs. Lyndon Baines Johnson

Mrs. Johnson will speak and then turn

on the lights and fountains in the

Garden. The turning up of the lights

and water will be done in four stages.

No photographer's flash or extra lights

of any kind will be allowed as this will

completely destroy the ceremony.

Mrs. Johnson will be easily visible

throughout.

11:00 p.m.

Mrs. Johnson walks down outdoor steps to lower terrace,
is expected to leave immediately through West 54 Street
Garden Gate.

11:00-12:30 p.m. Champagne reception for guests in the Garden and Galleries.

Photographers welcome.

Tuesday, May 26 - Preview for Museum Members

Wednesday, May 27 - 11:00 a.m. Museum opens to the Public

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Earl Wilson

appearance

"Two elderly ladies decided Mrs. LBJ's speech at the Museum of Modern Art was a hit: 'It was real short!'"

May 26, 1964
New York, NY, Post

NY 1

May 29
Levittown, Pa., Times
Doylestown, Pa., Intelligencer
Beaver, Pa., County Times

Tex 1

Pa - 3

Austin, Tex, Statesman

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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THE LYONS DEN - Leonard Lyons

"Lady Bird Johnson is coming to N.Y. May 25 as sponsor of the opening of the new gallery and sculpture gardens of the Museum of Modern Art."

May 1, 1964

- Nyack, NY, Journal News
- Toledo, Ohio, Times
- Buffalo, NY, News
- Paterson, NJ, Call
- Syracuse, NY, Post Standard
- Reading, Pa., Eagle
- Middletown, NY, Times Herald-Record
- West Palm Beach, Fla., Times

NY 4
Ohio 1
NJ 2
Pa. 3
Fla. 1
SC 1
WaV 1

May 2, 1964

- Bayonne, NJ, Times

May 4, 1964

- Philadelphia, Pa., Inquirer

May 6, 1964

- Sumter, SC, Item
- Uniontown, Pa., Standard

May 9, 1964

- Wheeling, W.Va., Intelligencer

13 diff papers
7 states

13

"Jacques Lipchitz, the sculptor, sat next to Lady Bird Johnson at the dinner ceremonies reopening the Museum of Modern Art. 'Everyone has talent,' said Lipchitz. 'It's what we do with it -- and luck -- that counts. Talent is like inherited money. Some waste it and it all goes. Others work hard with it, and accomplish something.'"

May 28, 1964

New York, NY, Post

18 diff papers
12 states

May 2, 1964

- Atlantic City, NJ, Press

May 3, 1964

- Cedar Rapids, Iowa, Gazette

May 4, 1964

- Durham, NC, Herald
- Sarasota, Fla., Herald Tribune

Fla 1
18

more...

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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AP

"Mrs. Lyndon B. Johnson flies to New York this afternoon to take part in ceremonies tonight reopening the recently remodeled Museum of Modern Art."

Roanoke, Va, World-News
Pasadena, Cal, Star News
Phoenix, Ariz, Gazette

May 25, 1964
 Union City, Tenn., Messenger
 Green Bay, Wis., Press-Gazette
 Wichita Falls, Tex., Times
 Bridgeport, Conn, Post

Tenn 1 Va 1
 Wis 1 Cal 1
 Tex 1 Ariz 1
 Conn 1

"The Museum of Modern Art celebrated its 35th birthday and its sixth physical expansion Monday night with a gala re-opening."

May 26, 1964
 Springfield, Ohio, Sun
Austin, Tex, American

"Reopening ceremonies at the newly enlarged Museum of Modern Art in New York City were presided over by Mrs. Lyndon B. Johnson, who declared the museum

'an open door for all who seek enrichment of the spirit.'"

May 26, 1964
 Massillon, Ohio, Independent

"Mrs. Lyndon B. Johnson's May schedule includes...open[ing] a new wing of the Museum of Modern Art May 25."

April 30, 1964
 - Tucson, Ariz., Star
 - Bay City, Mich., Times
 May 1, 1964
 - Pasco, Wash., Tri-City Herald
 - Spartanburg, SC, Record-News
 - Wichita Falls, Tex., Record-News
 - Grand Rapids, Mich., Press
 - Hazelton, Pa., Standard-Speaker
 - Findlay, Ohio, Republican-Courier
 - Niagara Fall, NY, Gazette
 - Temple, Tex., Telegram
 - White Plains, NY, Reporter Dispatch
 - Abilene, Tex., Morning Reproter, News
 - Thomasville, NC, Times
 - Newark, NJ, Star-Ledger

Ariz 1
 Mich 2
 Wash 1
 SC 1
 Tex 3
 Pa 1
 Ohio 1
 NY 2
 NC 2
 NJ 2
 Iowa 1
 Fla 1
 18

18 diff papers
 12 states

May 2, 1964
 - Atlantic City, NJ, Press

May 3, 1964
 - Cedar Rapids, Iowa, Gazette

May 4, 1964
 - Durham, NC, Herald
 - Sarasota, Fla., Herald Tribune

more...

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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AP (cont'd)

(" Mrs. Lyndon B. Johnson rededicated the remodeled Museum of Modern Art tonight --

a museum she described as an 'open door for all who seek enrichment of spirit.'")

- Erie, Pa. Morning News
- Dayton, Ohio, Jnl. Herald
- Allentown, Pa., Cal
- Wilmington, Del., News
- Lancaster, Pa., Intelligence-Jnl.
- Starkville, Miss., News
- Madison, Wisc., State Jnl.
- Duluth, Minn., News-Trib.
- Cincinnati, Ohio, Enquirer
- * ~~41~~ ~~38~~ ~~18~~ diff papers
- * ~~17~~ ~~12~~ ~~8~~ sales
- Milwaukee, Wis., Sentinel
- Augusta, Me., Kennebec, Jnl.
- Lewiston, Me., Sun
- Reading, Pa., Times
- Detroit, Mich., Free Press

- May 26, 1964
- Baltimore, Md., Morning Sun
 - Harrisonburg, Va., News-Record
 - Springfield, Mass., Union
 - Philadelphia, Pa., Inquirer
 - Worcester, Mass., Telegram
 - Norwich, Conn., Bulletin
 - Titusville, Pa., Herald
 - Hartford, Conn., Courant
 - Pompano Beach, Fla., Sun Sentinel
 - Hazelton, Pa., Standard-Speaker
 - Glens Falls, NY Post Star
 - Schenectady, NY, Gazette
 - Wichita Falls, Tex., Record-News
 - Abilene, Tex., Morning Reporter-News
 - York, Pa., Gazette & Daily
- May 27, 1964
- Washington, Pa., Observer

Mo 2 Idaho 1
Ohio 2 Me 2
Md. 1 Mich 1
Va. 1 Cal 3
Mass 2 Ky 1
Pa 4 9
Conn 2 La 1
Fla + 2
NY 2 3
Tex 2 3
15 25
Minn 1 +11
Wisc 2 36
Miss 1 41
Del 1

"In a glamorous party setting, Mrs. Lyndon B. Johnson reopened the newly enlarged

Museum of Modern Art and declared this generation is in a war against poverty

in general and 'against poverty of man's spirit,' as well."

May 26, 1964

- Cambridge, Md., Banner
- Sheboygan, Wis., Press
- Chillicothe, Ohio, Gazette
- Austin, Tex., Statesman
- Waynesboro, Pa., Record Herald
- Los Angeles, Cal., Herald-Examiner
- Stevens Point, Wis., Journal
- Middletown, Ohio, Journal
- Steubenville, Ohio, Herald-Star
- Fond du Lac, Wis., Commonwealth Reporter
- Merrill, Wis., Herald
- Corsicana, Tex., Sun
- Snyder, Tex., News
- Vernon, Tex., Record
- Circleville, Ohio, Herald
- Greenwood, SC, Index-Journal
- Plainview, Tex., Herald
- Wilmington, Ohio, News Journal
- Newsburgh, NY Evening News
- Amsterdam, NY Recorder
- Lynn, Mass., Item
- Valdosta, Ga., Times
- Utica, NY, Observer-Dispatch
- Columbia, SC, Record
- Cartersville, Ga., Tribune-News
- Waycross, Ga., Journal-Herald
- Winchester, Ky, Sun
- Mt. Carmel, Ill., Republican-Register
- Salisbury, Md., Times (photo)
- Dover, Ohio, Reporter
- Superior, Wis., Telegram

~~21~~ 228
~~16~~ ~~11~~ ~~11~~ diff papers
~~31~~ ~~25~~ sales
43

more....

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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26th

- Plattsburg, NY, Press Republican
- Orlando, Fla, Sentinel
- Corpus Christi, Tex, Caller
- St. Joseph, Mo, Gazette
- Lewiston, Idaho, Int.
- Riverside, Cal, Enterprise
- Kansas City, Mo, Times
- San Bernardino, Cal, Telegram
- San Francisco, Cal, Examiner
- Louisville, Ky, Courier-Job.
- Shreveport, La, Times

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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(AP - May 26, cont'd)

- Biddeford-Saco, Me., Jnl.
 - Atlanta City, NJ, Press
 - Iowa City, Iowa, Press Citizen
 - Albany, NY, Knickerbocker News
 - Anderson, Ind., Bulletin
 - Lafayette, La., advertiser
 - Russellville, Ark., Courier-Democrat
 - Battle Creek, Mich., Enquirer-News
 - Indianapolis, Ind., Star
 - El Dorado, Ark., Times
 - Ocala, Fla., Star-Lantern
 - Hillsdale, Mich., News
 - Keokuk, Iowa, Gate City
 - Hankakee, Ill., Jnl.
 - Peoria, Ill., Evening Jnl. Star
 - East St. Louis, Ill., Jnl.
 - Andruson, SC, Mail
 - Lancaster, Pa., New Era
 - Baltimore, Md., Evening Sun
 - South Bend, Ind., Tribune
 - Pontiac, Mich., Press
 - Muskegon, Mich., Chronicle
 - Geneva, NY, Times
 - Plainfield, NJ, Courier-News
 - Bay City, Mich., Times
 - La Crosse, Wis., Tribune
 - Aberdeen, S.D., American-News
 - Allentown, Pa., Chronicle
 - New Haven, Conn., Register
 - Minneapolis, Minn., Star
 - Beatrice, Neb., Sun
 - Danville, Va., Bee
 - Sterling, Colo., Jnl. Advocate
 - Schenectady, NY, Union-Sun & Jnl.
 - Boston, Mass., Christian Sci. Mon. (N. Eng.)
 - Tokoma, Ind., Tribune
 - Ithaca, NY, Jnl.
 - Niagara Falls, NY, Gazette
 - Saratoga Springs, NY, Saratogian

- Butler, Pa., Eagle
 - Sunbury, Pa., Item
 - Fremont, Ohio, News Messenger
 - Upper Sandusky, Ohio, Chief Union
 - Kilgore, Tex., News-Herald
 - Belleville, Ill., News-Democrat
 - Janesville, Wis., Gazette
 - Jacksonville, Ill., Courier
 - Bristol, Conn., Press
 - Raleigh, NC, Times
 - Burlington, NC, Times News
 - Beloit, Wis., News
 - Mattoon, Ill., Journal-Gazette
 - Rock Island, Ill., Argus
 - Litchfield, Ill., News-Herald
 - Salisbury, NC, Post
 - Alliance, Ohio, Review
 - Antigo, Wis., Journal
 - Goldsboro, NC., News-Argus
 - North Adams, Mass., Transcript
 - Torrington, Conn., Register
 - Asheville, NC, Times
 - Fayetteville, NC, Observer
 - Hickory, NC, Record
 - Lexington, Ky., Leader
 - Frankfort, Ky., State Journal
 - Hamilton, Ohio, Journal-News
 - Baytown, Tex., Sun
 - West Palm Beach, Fla., Times(photo)
 - Kane, Pa., Republican
 - Greenville, Pa., Record Argus
 - Ashland, Ky., Independent (photo)
 - Warren, Pa., Times Mirror
 - Lake Charles, La., American Press
 - Marshall, Tex., News Messenger
 - Del Rio, Tex., News-Herald
 - Jonesboro, Ark., Sun
 - Monmouth, Ill., Review-Atlas
 - Newport News, Va., Times-Herald
 - Mt. Vernon, Ohio, News
 - Moline, Ill., Dispatch
 - Northampton, Mass., Hampshire, Gazette
 - Bluefield, W. Va., Sunset News-Observer
 - Carbondale, Ill., South Illinoisan
 - Charlottesville, Va., Progress
 - Lynchburg, Va., Advance
 - Newport, Vt., Express
 - Brunswick, Ga., News
 - Culpepper, Va., Star Exponent
 - Fayetteville, Ark., NW Arkansas Times
 - Manchester, Conn., Herald (photo)
 - Clarksburg, W. Va., Telegram
 - Newark, Ohio, Advocate
 - Staunton, Va., Leader
 - Meriden, Conn., Journal
 - Stuttgart, Ark., Leader
 - Quincy, Mass., Patriot Ledger
 - De Land, Fla., Sun News
 - Freeport, Ill., Journal-Standard
 - Magnolia, Ark., Banner-News
 - Greenwood, Miss., Commonwealth
 - Woonsocket, RI, Call

Minn + 6
 Mich 8 8
 Ind 4 7
 Iowa 2 4
 NJ 2 3
 Me + 3
 Md. 4 5
 Wis 9 11
 Ohio 13 14
 Tex 12
 Pa. 7 10 12
 Cal. + 8
 SC 4 6
 NC 8
 NY 13 22
 Mass 4 56
 Ga 6 7
 Va 7 8
 W. Va. 2
 Ky 5
 Del 13 17
 Conn 4 5
 Fla. 4 6
 La 4 2
 Ark 4 7
 Miss 1
 RI 2
 VT. 1
 Ala 4 2
 Neb + 6
 Colo 1
 Tenn 2
 Ark 2
 Okla 2
 Wash 11 5
 Idaho 2 52
 Colo 1
 SD 1 67
 Mo 2
 Kans 2
 Wyo 1
 N Mex 2
 more... 19

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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May 26

- McCook, Neb, Gazette
- Hackensack, NJ, Record
- Grand Forks, ND, Herald
- Baltimore, Md, News American
- Atlantic, Iowa, News Telegraph
- Salamanca, NY, Republican Press
- Tinton, NY, Freeman
- Bath, Me, Times
- Portland, Me, Express
- Grovesville-Johnstown, NY, Leader Herald
- Holyoke, Mass, Transcript Telegram
- Troy, NY, Times Record (photo)
- Staten Island, NY, Advance
- Sheridan, Wyo, Press
- Mantzney, Cal, Peninsula Herald
- Springfield, Mo, Leader Press
- Topeka, Kans, State Int.
- Hobbs, N Mex, News + Sun
- San Pedro, Cal, News Pilot
- Colorado Spgs, Colo, Gazette-Telegraph
- Twin Falls, Idaho, Times News
- Spokane, Wash, Chronicle
- Roswell, N Mex, Record
- Tulsa, Okla, Trib.
- Rapid City, SD, Int.
- Mt. Vernon, NY, Argus
- Menominee, Mich, Herald Leader
- Ft. Lauderdale, Fla, News
- Virginia, Minn, Mesabi News
- Rochester, Minn, Post Bulletin
- Devils Lake, ND, Int.
- North Platte, Neb, Telegraph-Bulletin
- Columbia, Mo, Int.
- Syracuse, NY, Herald Int.
- Harrisburg, Pa, News
- Kalamazoo, Mich, Gazette
- Austin, Minn, Herald

- Niles, Mich, Star
- Elkhart, Ind, Truth
- Grand Island, Neb, Independent
- Kearney, Neb, Hub
- Red Wing, Minn, Republican-Egg
- St. Cloud, Minn, Times
- Tremont, Neb, Guide & Tribune
- Madison, Ind, Courier
- Oxnard, Cal, Press-Courier
- Visalia, Cal, Times-Delta
- Oklahoma City, Okla, Times
- Petaluma, Cal, Argus-Courier
- Pocatello, Idaho, State Int.
- Ft. Scott, Kans, Trib.-Monitor
- Yuma, Ariz, Sun
- Mesa, Ariz, Trib. (photo)

27th

- New Castle, Ind, Courier Times
- Salina, Kans, Int.
- Beaver Falls, Pa, News Trib.
- Concord, Cal, Transcript
- El Cajon, Cal, Valley News
- Troy, NY, Record
- Saranac Lake, NY, ^{adirondack} ~~enterprise~~

28th

- Shenandoah, Iowa, ~~Star~~

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May 28, 1964

- Lewiston, Pa, Sentinel
- Springfield, Ohio, Sun (photo)

May 29, 1964

- Opelika, Ala, News

29 ~~28~~ diff. papers

- Reading, Pa, Eagle
- Cheyenne, Wyo, State Trib.
- Hollywood, Cal, Citizen-News (2 diff editions)
- Eureka, Cal, Humboldt Standard
- Hackensack, NJ, Record

- Eau Claire, Wis., Press
- Waco, Tex., Times-Herald
- Austin, Tex., Statesman
- Latrobe, Pa., Bulletin
- Haverhill, Mass., Gazette
- Rockford, Ill., Register-Republic
- McKeesport, Pa., News
- Lafayette, Ind., Journal & Courier

May 26, 1964

- Eau Claire, Wis., Telegram
- Eau Claire, Wis., Leader
- Bethlehem, Pa., Globe Times

Wis 3

Mass 1

Ill 1

Ind # 3

18 + 6 = 24

Wash, DC - 1

"Mrs. Lyndon B. Johnson has made her strongest bid to succeed Mrs. John F. Kennedy

as a cultural leader by rededicating the famed Museum of Modern Art in New York

Monday night to 'the war against the poverties of man's spirit.'"

May 26, 1964

- Beckley, W. Va., Raleigh-Register
- Jersey City, NJ, Jersey Journal
- Oneida, NY, Dispatch
- Lebanon, Pa., News
- Camden, NJ, Courier-Post (picture)
- Mena, Ark., Star
- Alexandria, La, Daily Town Talk
- Clinton, Ill., Journal & Public
- Macon, Ga., News
- Pittsfield, Mass., Berkshire Eagle
- Springfield Mass., News
- Worcester, Mass., Gazette
- Fairmont, W. Va., West Virginian
- Beardstown, Ill., Illionioian-Star
- Mariop, Ill., Republican

W. Va 3 4
 NJ 2 3
 NY 38 6
 Pa 11 13
 Ark 2
 La 2 4
 Ill 9 10
 Ga 4
 Mass 9 4
 over 40
 30

121 ~~92~~ ~~28~~ diff. papers
 27 ~~28~~ ~~28~~ states

92
 +29
 121

more...
 92 = 22 + 70

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The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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May 25

~~Honessan, Pa, Independent~~
~~Gonzalez, Tex, Engineer~~
~~Mourai, Pa, News Star~~
~~Tilken, Tex, Herald~~
~~Cleveland, Ohio, Press~~
~~Ashland, Pa, News~~

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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(UPI, May 26, cont'd)

- Terre Haute, Ind, Tribune
- Eureka, Cal, Humboldt Standard
- Berkeley, Cal, Gazette
- Medford, Oreg, Rail-Tribune
- Linton, Ind, Citizen
- Marion, Ind, Chronicle
- York, Neb, News-Times
- Decatur, Ind, Democrat
- Traverse City, Mich, Record-Eagle
- Clinton, Ind, Citizen
- Columbus, Ind, Republican
- Bedford, Ind, Times Mail
- Framingham, Mass, News
- Kenosha, Wis, News
- Altoma, Pa, Mirror
- Binghamton, NY, Press
- Odessa, Tex, American
- De Kalb, Ill, Chronicle
- Scranton, Pa, Times
- Bastrop, La, Interprise
- Lead, S D, Call
- Fostoria, Ohio, Review-Times
- Deadwood, SD, Pioneer Times
- Auburn, NY, Citizen Advertiser
- Bayonne, NJ, Times
- Jamaica, NY, LI Press
- Beverly, Mass, Times
- Sidney, Ohio, News
- Opelousas, La, World (photo)
- Bennington, Vt, Banner
- Weirton, W. Va., Times
- Wabash, Ind, Plain Dealer
- Provo, Utah, Herald
- Redlands, Cal, Facts
- Mesa, Ariz, Tribune
- Bracton, Mass, Enterprise Times
- Longlake, NY, Sun
- Hudson, Mass, Sun
- Haverhill, Mass, Gazette
- North Tonawanda, NY, News
- Tampa, Fla, Times
- Boise, Idaho, Eve. Statesman
- Tulare, Calif, Advance-Register
- Oceanide, Cal, Glade-Tribune
- Ukiah, Cal, Inl.
- Nampa, Idaho, Tee Press
- Wallace, Idaho, North Idaho Press
- Charleston, Ill., Courier-News
- Savannah, Ga., Press
- Opelousas, La., World (picture)
- Lorain, Ohio, Journal
- Wooster, Ohio, Record
- Huntington, Pa., News
- Elyria, Ohio, Chronicle-Telegram
- Gladewater, Tex., Mirror
- Dalton, Ga., Citizen-News
- Kingsport, Tenn., Times
- Shamokin, Pa. News-Dispatch
- Dublin, Ga., Courier-Herald
- Middletown, Conn., Press
- Durham, NC, Sun (picture)
- Lexington, NC, Dispatch
- Hot Springs, Ark., New Era
- Kinston, NC, Free Press
- Jacksonville, NC, Daily News
- Coshocton, Ohio, Tribune
- Springfield, Ill, State Register (picture)
- Ottawa, Ill., Republican-Times
- Sanford, Fla., Herald
- Wheeling, W. Va., News Register
- Greenville, Ohio, Advocate
- Bucyrus, Ohio, Telegraph-Forum
- Kenton, Ohio, Times
- Tiffin, Ohio, Advertiser Tribune
- Sharon, Pa., Herald
- Ashtabula, Ohio, Star-Beacon
- Marlin, Tex., Democrat
- Lufkin, Tex., News
- Little Falls, NY, Times
- Auburn, NY, Citizen Advertiser
- Lancaster, Ohio, Eagle-Gazette
- Ashland, Wis., Press
- Milton, Pa., Standard
- Washington, Pa., Reporter
- Troy, Ohio, News
- Latrobe, Pa., Bulletin
- Sweetwater, Tex., Reporter
- Tyler, Tex., Courier-Times
- Monessen, Pa., Independent
- Bryan, Ohio, Times
- West Frankfort, Ill, American
- Lawrence, Mass., Eagle-Tribune (JUST photo)
- Galesburg, Ill., Register-Mail (just photo)
- Pittsburgh, Pa., Press (just photo)
- Winston-Salem, NC, Journal (just photo)

May 27, 1964

- Willimantic, Conn., Chronicle
- Chicago, Ill., Drover's Journal
- Bethlehem, Pa., Globe Times (photo)
- Keene, NH, Sentinel
- Columbia, Pa., News
- Bristol, Conn., Press (just photo)

May 28, 1964

Geneva, Ohio, Free Press

- Gilroy, Cal, Dispatch

this 15
 Tex 6
 Tenn 1
 Cal 3
 NC 5
 Fla 1
 Wis 2
 NH 1
 30

Ind 8
 SD 2
 UT 1

+22
 Utah 1
 Cal 7
 Oreg 1
 Neb 1
 Mich 1
 Ariz 1
 Ind 3

Lem, Ind, Trib.
 Ft. Wayne, Ind, Sentinel
 Los Angeles, Ind, Phoenix-Trib.

8
 3
 2
 1

+29

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	PI/COMMS	IV.B.10

UPI (cont'd)U

("Mrs. Lyndon B. Johnson re-dedicating the Museum of Modern Art to 'the war against the poverties of man's spirit': X 'We Americans are so often pictured as a society entirely devoted to technological advance that it is good to have this abundant proof to the contrary.'")

- Elwood, Ind, Call - Leader
- Crowley, La., Signal
- West Point, Miss, Times - Leader
- Hopewell, Va, News
- Odessa, Tex, American
- Rockford, Ill, Register - Republic
- Altoona, Pa, Mirror
- McKeesport, Pa, News
- Winter Haven, Fla, News - Chief
- Anderson, Ind, Bulletin
- Oskaloosa, Iowa, Herald
- Jacksonville, NC, Daily News
- Leominster, Mass, Enterprise
- Brazil, Ind, Times

* 74 34 35 diff. papers
23 19 # signs

- Lafayette, Ind, Ind & Courier
- Albany, NY, Times - Tribune News
- Lima, Ohio, News
- Haver, W Va, News - Tribune
- Dalton, Ga, Citizen - News
- Alexandria, La, Daily Town Talk
- Marianna, Fla, Floridan
- Starkville, Miss, News

- 25/ampa, Tex, News
- Dayton, Ohio, News (photo)

25/Bowling Green, Ohio, Sentinel Tribune

- May 26, 1964
- Tyrone, Pa., Herald
 - Martinsburg, W. Va., Journal
 - Allentown, Pa. Chronicle
 - Sheboygan, Wis., Press
 - Ashland, Pa., News
 - Wilmington, Del., Journal
 - Galesburg, Ill, Register, Mail
 - Beardstown, Ill., Illinoian-Star
 - Cordale, Ga., Dispatch
 - Wooster, Ohio, Record
 - Cuero, Tex., Record
 - Shamokin, Pa., News-Dispatch
 - New Castle, Pa., News
 - Paris, Tenn., Post-Intelligencer
 - Nacogdoches, Tex., Sentinel
 - Shenandoah, Pa., Herald
 - Tamaqua, Pa., Courier
 - Coshocton, Ohio, Tribune
 - Weirton, W. Va., Times
 - Wheeling, W. Va., News Register
 - Woodbury, NJ, Times
 - Tiffin, Ohio, Advertiser Tribune
 - Bucyrus, Ohio, Telegraph-Forum
 - Lufkin, Tex., News
 - Uhrichsville, Ohio, Chronicle
 - Bridgeport, Conn., Post
 - Kittanning, Pa., Leader Times
 - Ashland, Wis., Press
 - Medina, NY, Journal Register
 - Bethlehem, Pa., Globe Times
 - Fostoria, Ohio, Review-Times
 - Bristol, Pa. Courier
 - Latrobe, Pa., Bulletin

- May 27, 1964
- Longview, Tex., Journal
 - Monessen, Pa., Independent
 - Conneville, Pa., Courier
 - Brownsville, Tex., Herald
 - Carlisle, Pa., Sentinel
 - Canandaigua, NY, Messenger

New Mex 1
Cal 2
Mich 1
Okla 1
Pa 10
W.Va. 3 4
Wis 2
Del 1
Ill 2 3 4
Ga 1 2
Ohio 10
Tex 7
Tenn 1
NJ 1
NY 2 3 5
+ 3 9
2 5
4 7 4
Ind 4 5
La 2
Miss 2
Va 1
Fla 2
Iowa 1
NC 1
Mass 1 2
+ 124
+ 10

("Mrs. Lyndon B. Johnson dedicated the Museum of Modern Art's new galleries and enlarged sculpture garden Monday and paid tribute to artists, artisans and their patrons.")

- Muncie, Ind, Star (26)
- Boston, Mass, Morning Globe (26)
- Rock Spgs., Wyo., Rochester (26)
- Anderson, Ind., Herald (28)

- May 26, 1964
- Bangor, Me., News
 - Springfield, Ill, State Journal
 - Ft. Wayne, Ind., Ind - Gazette

He 1
Ill 1
Ind 3
Mass 1
Wyo 1

over 7

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May 26

- Alexandria, Ind, Times-Tribune
- Marysville, Cal, Appeal-Democrat
- Oceanside, Cal, Blade-Tribune — 27th
- Quincy, Ill, Herald-Whig
- Poughkeepsie, NY, Jnl
- Elmira, NY, Star Gazette
- Boston, Mass, Evening Globe (photo)
- Detroit, Mich, News

May 28

- Clovis, N. Mex, News-Trip.
- Woodward, Ohio, News

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(cont'd)

"Giacometti" ~~Roller~~ photo only:

May 28, 1964

- Marion, Ohio, Star
- Hartford, Conn., Times
- Bradenton, Fla., Herald
- Wheeling, W. Va., News Register
- Salisbury, NC, Post
- Pensacola, Fla., News
- Panama City, Fla, Herald
- Winston-Salem, NC, Sentinel

29th

- Anniston, Ala, Star
- Wilkes-Barre, Pa., Times-Leader News
- Corbin, Ky., Tribune
- Hickory, NC, Record
- Binghamton, NY, Sun-Bulletin
- Pontiac, Ill, Leader
- West Chester, Pa., Local News
- Austin, Tex., Statesman
- Ravenna, Ohio, Record & Courier-Tribune
- Sandusky, Ohio, Register
- ~~Malden, Mass, News~~

May 30, 1964

- ~~Orangeburg, SC, Times~~
- Hendersonville, NC, Times-News
- ~~Chicago, Ill, Dover's Journal~~
- Reading, Pa, Times
- June 1, 1964
- Hinton, W. Va., News
- North Tonawanda, NY, News
- ~~Ridgely, Mass, News~~

June 2

- Marion, Ill, Republican
- Bellefontaine, Ohio, Examiner
- ~~Lebanon, Ill, Courier~~ ~~diff. papers~~ 43
- Canton, Ohio, Repository
- Cairo, Ill, Citizen
- Gulfport - Biloxi, Miss, Herald

June 3

- DuBois, Pa, Courier Express
- ~~Lebanon, Ill, News~~
- Seno, NC, News Topics
- Lebanon, Pa, News

Miss 1
SC 1
Mass 2
Mich 1
Cal 1
Ind 3
Ohio 3 6
Conn 1
Fla 3
W. Va. 2
NC 4 5
Ala 1
Pa. 2 5
NY 2
Ky + 2
Ill 2 6
Tex 1

22 + 21

May 31
- Youngstown, Ohio, Vindicator
- Haulan, Ky, Enterprise

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The Museum of Modern Art Monday May 25, 1964

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Painting and Sculpture from the Museum Collections	2nd & 3rd floor
The Philip L. Goodwin Galleries for Architecture and Design	2nd floor
The Paul J. Sachs Galleries for Drawings and Prints	3rd floor
The Edward Steichen Photography Center	3rd floor
American Painters as New Lithographers	1st floor
The Photographer's Eye	1st floor
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Sculpture from the Museum Collection	Garden

Address by Dr. Paul Tillich

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Remembering this experience I consider it as a great privilege that now I can give my thanks to those who have made such an experience possible, to the donors and builders of this house, to those who as guardians of its integrity have made an overwhelming number of right decisions and, above all, to the artists without whose works even the finest house remains an empty shell. My expression of gratitude is certainly personal, but it is meant to express the feeling of all those who, like myself, are neither artists nor art-experts, but who love the visual arts and have experienced, at least in some ecstatic moments, the opening and revealing power that art can have. And finally, I want to offer thanks in the name of the many millions who have visited this place and had at least a glimpse beneath the surface of their ordinary lives.

For the arts do both, they open up a dimension of reality which is otherwise hidden, and they open up our own being for receiving this reality. Only the arts can do this; science, philosophy, moral action and religious devotion cannot. The artist brings to our senses and, through them to our whole being, something of the depth of our world and of ourselves, something of the mystery of being. When we are grasped by a work of art, things appear to us which were unknown before, possibilities of being,

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	PI/COMMS	IV.B.10

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Program

Tribute to the Artists

William A. M. Burden, President, The Museum of Modern Art

Address

Dr. Paul Tillich, John Nuveen Professor of Theology, University of Chicago Divinity School

Opening Ceremony

Mrs. Lyndon Baines Johnson

The Sculpture Garden

10:30 o'clock

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The Museum of Modern Art Monday May 25, 1964

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Painting and Sculpture from the Museum Collections	2nd & 3rd floor
The Philip L. Goodwin Galleries for Architecture and Design	2nd floor
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Tribute to the Artists

William A. M. Burden, President, The Museum of Modern Art

Address

Dr. Paul Tillich, John Nuveen Professor of Theology, University of Chicago Divinity School

Opening Ceremony

Mrs. Lyndon Baines Johnson

The Sculpture Garden

10:30 o'clock

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The Museum of Modern Art Monday May 25, 1964

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Program

Tribute to the Artists

William A. M. Burden, President, The Museum of Modern Art

Address

Dr. Paul Tillich, John Nuveen Professor of Theology, University of Chicago Divinity School

Opening Ceremony

Mrs. Lyndon Baines Johnson

The Sculpture Garden

10:30 o'clock

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The Museum of Modern Art Monday May 25, 1964

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Painting and Sculpture from the Museum Collections **2nd & 3rd floor**

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The Edward Steichen Photography Center **3rd floor**

American Painters as New Lithographers **1st floor**

The Photographer's Eye **1st floor**

Two Design Programs: Braun, Germany; Chemex, U. S. A. **1st floor**

Sculpture from the Museum Collection **Garden**

Program

Tribute to the Artists

William A. M. Burden, President, The Museum of Modern Art

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Mr. Rene d'Harnoncourt
ccs: Mrs. Thomas Stone
Mrs. Donald Straus
Mrs. Elizabeth Shaw ✓

Thumbnail sketch of Dr. Paul J. Tillich

May 26, 1964

Born in Prussia on August 20, 1886. Son of a Lutheran pastor, he was ordained as a minister of the Evangelical Lutheran Church in 1910. He shared from his post as professor of philosophy at the University of

Dear Mrs. Johnson:

I cannot tell you how much I, the Museum Trustees, its staff and its members, and the artists appreciated your making the very real effort that was involved in taking the leading part at our opening ceremonies last night. (He is married and has a daughter and a son) to the United States that was made. He was associated with

Your speech was a tremendously intelligent and inspirational one and I hope that you felt the time which you devoted to the evening was a worthwhile investment of your very effective efforts in all directions in American life.

I was sorry that we had such a jam around the speaker's podium in the last part of the ceremonies, but as you know this is the first time we have operated in the new facilities and we regretfully were not able to achieve perfection.

I greatly appreciated the cheerful way in which you accepted these inconveniences and hope to see more of you in the future in the cultural field.

With best wishes to the President, and again many thanks to you, including, Wells, Yale, Harvard, Chicago, Princeton, Chicago, Berlin, Wesleyan (Conn.), Sincerely, Richard.

Dr. Tillich spoke at The Museum of Modern Art on February 10, 1959, under the auspices of the Junior Council of the Museum. The title of his lecture was "Ultimate Reality and Art" - It was presented in connection with the program, "Expositions of 1959."

Mrs. Lyndon B. Johnson
The White House
Washington, D. C.

mp

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
	PI/COMMS	IV.B.10

Thumbnail sketch of Dr. Paul J. Tillich

Born in Prussia on August 20, 1886. Son of a Lutheran pastor, he was ordained as a minister of the Evangelical Lutheran Church in 1912. Dismissed from his post as professor of philosophy at the University in Frankfurt am Main in Germany in 1933 because of opposition to the Nazi regime. He emigrated with his family (he is married and has a daughter and a son) to the United States that same year. He was associated with Union Theological Seminary from 1933 until 1954, early summer. From July 1, 1954, he was with the faculty of the Harvard University Divinity School in Cambridge, Mass. until late summer of 1963. For the 1963-64 academic year he has been the John Huveen Professor of Theology at the University of Chicago Divinity School. (Chicago 37, Illinois)

He became a citizen of the United States in 1940. He is the author of twelve books on philosophy and theology (as of 1963) and many articles. He has received many honorary degrees, from universities all over the world, including, Halle, Yale, Harvard, Glasgow, Princeton, Chicago, Berlin, Wesleyan (Conn.), Brandeis and Bucknell.

Dr. Tillich spoke at The Museum of Modern Art on February 17, 1959, under the auspices of the Junior Council of the Museum. The title of his lecture was "Ultimate Reality and Art" - it was presented in connection with the program, "Dimensions of 1959."

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Thumbnail sketch of Dr. Paul J. Tillich

Born in Prussia on August 20, 1886. Son of a Lutheran pastor, he was ordained as a minister of the Evangelical Lutheran Church in 1912. Dismissed from his post as professor of philosophy at the University in Frankfurt am Main in Germany in 1933 because of opposition to the Nazi regime. He emigrated with his family (he is married and has a daughter and a son) to the United States that same year. He was associated with Union Theological Seminary from 1933 until 1954, early summer. From July 1, 1954, he was with the faculty of the Harvard University Divinity School in Cambridge, Mass. until late summer of 1963. For the 1963-64 academic year he has been the John Muveson Professor of Theology at the University of Chicago Divinity School. (Chicago 37, Illinois)

He became a citizen of the United States in 1940. He is the author of twelve books on philosophy and theology (as of 1963) and many articles. He has received many honorary degrees, from universities all over the world, including, Halle, Yale, Harvard, Glasgow, Princeton, Chicago, Berlin, Wesleyan (Conn.), Brandeis and Bucknell.

Dr. Tillich spoke at The Museum of Modern Art on February 17, 1959, under the auspices of the Junior Council of the Museum. The title of his lecture was "Ultimate Reality and Art" - it was presented in connection with the program, "Dimensions of 1959."

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Mrs. Johnson, etc.

I am delighted to welcome you here tonight for this celebration and re-creation

April 30, 1964

The Honorable William A. M. Burden
630 Fifth Avenue
New York, New York 10020

Dear Bill:

I enclose a suggested draft for the May 25 ceremonies which I understand you want to take with you tomorrow. I am sure you will want to improve it and reword, etc. Rene has seen it and approved (with the understanding that it's rough and mostly composed to the accompaniment of somebody's jack-hammers on 53rd Street).

Unfortunately, we do not know whether or not President Johnson will send a message and, if so, what the content will be and in what form it will be sent (i.e. a televised message on film, a recording, a printed statement.) We would like to use a brief excerpt from his message, however, in our printed program to be distributed the evening of the 25th.

Rene thinks that Mrs. Johnson should quote from her husband's message. It has also been suggested that we play a tape recording, as we did of President Eisenhower's message on our 25th Anniversary, or that someone else read it.

I bring all this up because if you do use the quote from President Kennedy's Ashurst speech, which I have included in the draft, you may want to refer to President Johnson's message at the opening of your talk. In any event, I assume you would want to open your talk with a reference to Mrs. Johnson.

At the moment, without references to President Johnson and Mrs. Johnson, the draft runs about 800 words. If it is to be kept to four minutes, it should be cut to about 700 words.

I think the introduction of Paul Tillich should probably just give his title, don't you? And the same for Mrs. Johnson.

Do let me know if you want any research done, quotes, other suggestions, etc.

Sincerely yours,

Elizabeth Shaw
Director,
Department of
Public Information

P. S.: I do not expect the ceremonies to be carried live on TV, but hope for newsreel coverage and for live radio.

Enclosure
ES:sk

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DRAFT FOR MR. BURDEN 4/30/64

Mrs. Johnson, etc..... have enriched our lives.

I am delighted to welcome you here tonight for this celebration and re-dedication. First on behalf of the Trustees I want to thank all those who have given their time, their energy and their financial aid to the Museum. Generosity and farsightedness have always been the hallmarks of contributors to The Museum of Modern Art. Those here tonight who have helped the Museum take another step ahead in the task of helping the public enjoy, use, and understand the arts of our time join distinguished company of men and women who founded the Museum and supported its first efforts. I hope that as you walk through this beautiful Garden, as you view the exhibitions in the new galleries, you will be proud of what has been accomplished in your name.

It is fitting, I think, for this institution to make this evening's celebration and re-dedication a tribute to the artists. Because while the Museum of Modern Art exists for the public, it exists because of the artists. And as we are concerned here in this place with the art of our time, it is the artists of our time whom we honor tonight.

We honor those men and women who have widened our horizons more often and more radically than their predecessors did during the previous half millenium. We honor those artists who have found new freedoms and new

.... more

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disciplines and by their work have enriched our lives.

Artists have been called the sensitive antennae of our civilization, pioneers whose work is a symbol of the human spirit in its search for truth, for freedom, for perfection. Surely in our time this heroic struggle is fought on many battlefields, and the crowd's roar is not always acclaim. As Beowulf said when he tackled the dragon, "This is not an expedition for a coward."

Since Impressionism, innovations have occurred not only in style, technical procedures, and subject matter, but more fundamentally, in esthetic goals.

We honor the painters who cherish their independence, their independence from the market place, from the critics and from the Museums, the painters who have created new ways for us to see, new things for us to see, who have not followed any dictates but that of their own conscience, their own private inner compulsion toward truth and perfection.

We pay tribute to the sculptors who have created new forms, sometimes using traditional materials of stone, wood, and metal, sometimes quarrying the industrial civilization that surrounds them for new materials. We honor the architects who in our time overthrow eclecticism and created new forms meaningful for our time and full of beauty. We honor the designers who made good use of the new machines that shape our world, and who invented shapes where necessary

.... more

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for new objects used in our 20th century life; we honor the photographers who developed a special visual vocabulary which has conditioned our sight, our language, our imagery, and the printmakers who created a new renaissance in a centuries-old art, a renaissance particularly appropriate to our democratic day; and we honor the film makers who have taken that peculiarly 20th century art so far in a mere 60 odd years, that have penetrated human affairs for so many purposes and have made it serve beyond its more easy task of providing effortless entertainment.

Like the scientists, the artist cannot exist without courage, perseverance and vision: courage because what he discovers may not always please; perseverance because the truth is not easy to come by, vision because one does not create by imitating.

In closing, I would like to paraphrase some remarks made by the late President Kennedy honoring another kind of artist, a poet:

A nation reveals itself, he said, not only by the men it produces, but also by the men it honors, the men it remembers. In America our heroes have customarily run to men of large accomplishments. But tonight we honor the men and women whose contribution is not to our size but to our spirit, not to our political beliefs, but to our insight, not to our self-esteem, but to our self-

.... more

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comprehension. The men who create power make an indispensable contribution to the nation's greatness, but the men who question power make a contribution just as indispensable, especially when that questioning is disinterested, for they determine whether we use power or power uses us ... when power leads men towards arrogance, art reminds him of his limitations. When power narrows the areas of man concerned, art reminds him of the richness and diversity of his existence. When power corrupts art cleanses. For art establishes the basic human truths which must serve as the touchstone of our judgment. Ladies and Gentlemen, I can't ask you to stand, as most of you are. But I ask you to join in saluting the artists with us tonight.

(turns and claps) (807 words)

Sincerely yours,

Elizabeth West,
Director,
Department of
Public Information

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May 21, 1964

Mrs. Elizabeth Carpenter
Press Secretary
The White House
1600 Pennsylvania Avenue
Washington 25, D. C.

Dear Mrs. Carpenter:

I am enclosing additional copies of a slightly revised schedule for Mrs. Johnson's visit to the Museum on May 25. As I told Miss Marcus on the phone yesterday, CBS had asked for a brief live interview in the Museum Garden. However, as Mrs. Johnson can not do that, CBS will simply do a brief live feature on the garden itself at 7:00 and then will do a video tape at the ceremonies for later use.

Am I correct in assuming that you do not want photographers or reporters to accompany Mrs. Johnson on the tour of the galleries? I gather from Mr. Wong that we may have a difficult time keeping them out and I want to make sure that we are agreed on the ground rules.

We are, as I discussed with Miss Marcus, deflecting many photographers to the cocktail party where they can pick up celebrities at will. And no photographers except ours in the dinner (unless, of course, you want to have one, too).

I am also enclosing a plan of the Garden, specially layed for sculpture. This is tentative as the final arrangement of the works has not been made. The hatching indicates the Sculpture Terrace where the Artists Reception will take place. Sculptures numbered 16 through 22 on the attached typed list will be placed on that terrace. (The dinner takes place in the gallery below.)

The rest of the printed map refers to ground floor galleries, ~~not~~ to the galleries containing our painting collection. Our plan is to tour part of the second floor only, ending up within easy access of the dining hall, one flight below.

We will select a gallery for picture taking tomorrow and check with you before making any final arrangements.

A selected list of dinner guests is also enclosed.

Sincerely yours,

Elizabeth Shaw,
Director,
Department of
Public Information

Enclosures
ES:sk

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May 21, 1964

Miss Wendy Marcus
Assistant to Mrs. Elisabeth Carpenter
The White House
1600 Pennsylvania Avenue
Washington 25, D. C.

Dear Miss Marcus:

You and everyone else there seem to fly around so much that I am sending a complete set of material to you and one to Mrs. Carpenter. Perhaps not necessary, but it seemed safer.

Do call me if you want anything changed.

Sincerely yours,

Elisabeth Shaw,
Director,
Department of
Public Information

Enclosures
ES:sk

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SCHEDULE FOR MRS. I. MARGARET JOHNSON

May 21, 1964

May 21, 1964

Miss Wendy Marcus
Assistant to Mrs. Elizabeth Carpenter
The White House
1600 Pennsylvania Avenue
Washington 25, D. C.

Photographs taken
on the street and in lobby
photographing

Dear Miss Marcus:

You and everyone else there seem to fly around so much that I am sending a complete set of material to you and one to Mrs. Carpenter. Perhaps not necessary, but it seemed safer.

Do call me if you want anything changed.

Sincerely yours,

Mr. and Mrs. Elizabeth Shaw,
Director of Collections

Elizabeth Shaw,
Director,
Department of
Public Information

Mrs. Donald Straus, Trustee and
Chairman of Dinner

Enclosures
ES:sk

No one else will be in Galleries - no reception and go on tour.

Still photos

7:35-45

In Gallery to be selected.

7:45-8:00

Continue Gallery tour (wait and rest in Main Gallery if time).

8:00

Enter dining hall

(Table list to come)

No speeches at dinner

David Rockefeller will thank donors and present toast to Mr. Barr.

William A. W. Burden will propose a toast to Mr. d'Harnoncourt.

Mrs. Johnson leaves dining hall

(Can rest in Ladies Room before going to Reception)

Only Museum of Modern Art
and White House photographers.

9:30

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SCHEDULE FOR MRS. LINDON RAINES JOHNSON

May 25, 1944

	7:00 p.m.	Dinner guests begin arriving at Museum of Modern Art 11 West 53 Street for cocktails on Upper Terrace
Photographers will be on the street and in lobby photographing arrivals.	7:30	Mrs. Johnson arrives at Museum of Modern Art, 11 West 53 Street. Greeted by William A. M. Burden, President of Museum and René d'Harnoncourt, Director of Museum. (Area in lobby will be roped off to separate her party.)
	7:30	Takes elevator to second floor Galleries accompanied by Mr. and Mrs. David Rockefeller, Chairman of Board Mr. and Mrs. Alfred H. Barr, Jr., Director of Collections Mrs. Albert Lasker, Trustee Mrs. Donald Straus, Trustee and Chairman of Dinner
		No one else will be in Galleries - no reporters will go on tour.
Still photos	* 7:35-45	In Gallery to be selected.
	7:45-8:00	Continue Gallery tour (wait and rest in Monet Gallery if time).
	8:00	Enter dining hall (Table list to come) No speeches at dinner David Rockefeller will thank donors and propose a toast to Mr. Barr. William A. M. Burden will propose a toast to Mr. d'Harnoncourt.
Only Museum of Modern Art and White House photographers.	9:30	Mrs. Johnson leaves dining hall (Can rest in Ladies Room before going to Artists' Reception)

more...

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Photographers

Photographers
Video tape - CBS
not live
Radio - tape

9:30-10:30 Reception for artists on Upper Sculpture Terrace

(List of artists attached)

No formal receiving line

10:30 Ceremonies begin on Upper Terrace

William A. M. Burden - Tribute to the Artists

Dr. Paul Tillich - Address

Mrs. Lyndon Baines Johnson -

When Mrs. Johnson has concluded her remarks she presses a button which alerts an electrician inside the Museum, who turns up the lights and fountains in the Museum Garden.

10:50 Mrs. Johnson and her party can leave by the 5th Street Garden Gate thus avoiding the Main Hall and Lobby.

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Mrs. Carpenter

ARTISTS RECEPTION

Monday, May 25, 1964

People not yet heard from

Mr. & Mrs. Ivan LeLorraine Albright

Mr. and Mrs. John S. Anderson

Mr. & Mrs. Darrell Austin

Mr. & Mrs. Richard Avedon

Mowry Baden

Mr. Geoffrey Baker

Colette Bangert

~~Edward Barnes~~

Mr. and Mrs. Saul Bass

Mr. ~~Burce~~ Beasley

Cecil Beaton

Pietro Belluschi

Rainey Bennett

Ahron Ben-Shumel

Mr. & Mrs. Thomas Hart Benton

Mr. & Mrs. Leonid Berman

Mr. & Mrs. Robert Birmelin

Arnold Bittleman

Werner Blaser

Hyman Bloom

Peter Blume

Cameron Booth

Henry Albert Botkin

~~Louise Bourgeois~~

William Brice

Alexey Brodovitch

Mr. & Mrs. Alexander Brook

Joan Brown

Mr. & Mrs. Charles Burchfield

Kenneth Callahan

Cosmo Campoli

Mr. & Mrs. Walter Chappell

Jean Charlot

Serge Chermayeff

Mr. Carmen Cicero

Mrs. Shirley Clarke

George Cohen

Joseph Cornell

Graham Coughtry

Salvador Dali

Gustav Oscar Dalstrom

Mr. & Mrs. Jorge Damiani

Bruce Davidson

Rudolph de Harak

Willem de Kooning

Marcel Duchamp

Jack Dunbar

Ralph Eckerstrom

Dr. Harold Edgerton

Alfred Eisenstaedt

Eliot Elisofen

Robert Engman

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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Not Heard From

Mr. & Mrs. Theodore Feininger

Harold Feinstein

John Ferren

Mr. & Mrs. James Fitch

Sam Francis *in Japan*

Mr. & Mrs. Lee Friedlander

Naum Gabo

George Giusti

Joseph Glasco

Anna Glenney

Burt Cline

Mr. & Mrs. Sidney Goodman

~~Balemb Greene~~

Farrell Grehan

William A. Grigsby

Maurice Grosser

Raoul Hague

Theora Hamblett

Robert Hansen

Hillary Harris

David V. Hayes

Wally Hedrick

Kenneth Heyman

Miss Sheila Hicks

Hilaire Hiler

Donal Hord

John Hultberg

Mr. & Mrs. Garth Huxtable

Mr. Huson Jackson

~~Mrs. Lette Jacobi~~

James Jarvaise

Alfred Jensen

Mr. & Mrs. John Paul Jones

Mr. & Mrs. Wolf Kahn

Gerhardt Kallman

Consuelo Kanaga

Morris Kantor

Andre Kertesz

Dmitri Kessel

William Kienbusch

William Klein

Edward Knowles

George Krause

William Kurelek *Canada*

Sidney Laufman

Jacob Lawrence

~~Richard Lichtenstein~~Michael Lekakis *in Greece*

Helen Levitt

Seymour Lipton

Pare Lorentz

Jim Love

Richard Lytle

Leonard McCombe

Mr. Jean McEwen *Canada*

Mrs. Rollie McKenna

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Not Heard From

Michael McKinnell

Stanton Macdonald-Wright

Herbert Matter

Elsa Model

Inge Morath

Lee Mullican

Mr. & Mrs. Carl Mydans

Masayuki Nagare

Barnett Newman

Prof. Oscar Nitzsche

Georgia O'Keeffe

Nathan Oliveira

Alfonso Ossorio

Arther Osver

Roland Oudot

Homer Page

Gordon Parks

I.-M. Pei

Gabor Peterdi

Wesley Peters

Alton Pickens

~~Richard Pousette-Dart~~

Charles Pratt

Otto Preminger

Walter Quirt

Abraham Rattner

Anton Refregier

Hans Richter

Larry Rivers

Kevin Roche

Mr. & Mrs. H. Rodakiewicz

~~Mariano Rodriguez~~

Arthur Rothstein

Concetta Scaravaglione

Mr. Xanti Schawinsky

Julius Schmidt

Elmer Schooley

Charles Sheeler

David Simpson

W. Eugene Smith

Howard Sochurek

Everett Spruce

Carlos M. Squirru

Clifford Still

Edward Durrell Stone

Gloria Swanson

Richard Taylor

Ernest Trova

Charmion von Wiegand

Bernard Walsh

H. Bradford Washburn, Jr.

Franklin C. Watkins

Elbert Weinberg

Minor White

Hiram D. Williams

Honore Sharrer Zagorin

Jack Zajac

Karl Zerbe

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ACCEPTANCESC.

Paul Cadmus

Lawrence Calcagno

Mr. and Mrs. Harry M. Callahan **

Jewett Campbell

Mr. & Mrs. Cornell Capa **

Paul Caponigro **

Clarence H. Carter

John Chamberlain

Edward Chavez

Mr. and Mrs. Thomas Chimes

Miss Chryssa

Philip Cipolla

Mr. and Mrs. Pierre Clerk

Carrell Clear

Ulysse Comtois

Bruce Conner

Howard Cook

Mr. and Mrs. Edward Corbett

Lily Cushing

D.

Mr. Paul Damaz *

Nassos Daphnis

For Mrs. Stuart Davis

Nicholas Dean **

Roy De Carava **

Jose de Creeft

Adolf Dehn

Dorothy Dehner

Elaine de Kooning

Deborah de Moulpied

Jose de Rivera

Mr. and Mrs. Edwin Dickinson

Burgoyne Diller

Jim Dine

Terry Dintenfass

Louise Blugosz

Enrico Donati

Louis Dorfman *

Nell Dorr **

Mrs. Weichel Drummond

Ludvik Durhanek

E.

Mr. and Mrs. Jimmy Ernst

Elliott Erwit **

Miss Marisol Escobar

Sorel Etrog

Mr. and Mrs. Walker Evans **

Philip Evergood

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F.

Dean Fausett

Andreas Feininger **

Mr. and Mrs. Lorser Feitelson

Arthur Fellig **

Herbert Ferber

Jose Antonio Fernandez-Muro

William Fett

Ernest Fiene

Jean F. Follett

Robert Frank **

Ulrich Franzen *

Antonio Frasconi

Mr. and Mrs. Joseph Freeman

Mr. and Mrs. Buckminster Fuller *

Mr. Paul Fusco **

G.

Wheaton Galentine ***

Oronzo Gasparo

Lee Gatch

James Gill

Lillian Gish ***

Mr. & Mrs. Romaldo Giugola *

Fritz Glarner

Joel Goldblatt *

Mr. & Mrs. Percival Goodman *

Robert Goodnough

Balcomb Greene

Fritz Goro **

Joseph Goto

Adolph Gottlieb

Mr. and Mrs. E. F. Granell

Peter Grippe

William Gropper

Mr. & Mrs. Chaim Gross

Mr. and Mrs. Paul Grotz *

Mr. and Mrs. Philip Guston

H.

Mr. & Mrs. Ernst Haas **

Mr. Philippe Halsman **

Mr. & Mrs. David Hare

Minna Harkavy

Irving Harper *

Grace Hartigan

Mr. & Mrs. Georg T. Hartmann

Dave Heath **

Justin Henshell *

Mr. G. E. Higgins

Fannie Hillsmith

Mr. and Mrs. Joseph Hirsch

Hans Hofmann

Celeste Holm ***

Dorothy Hood

Mr. and Mrs. Edward Hopper

Mr. & Mrs. John Hubley

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ACCEPTANCES

Miss Toni Hughes

Richard Hunt

Gabriel Kohn

Benjamin Kopman

Kirsten Kraa

Irving Kriesberg

I.

Robert Indiana

Eric Isenburger

L.

Mr. Syl Labrot **

Jacob Landau

Mr. Darrell Landrum *

Dorothea Lange **

Mr. and Mrs. Ibram Lassaw

Robert Laurent

Mr. & Mrs. Marvin Lazarus **

Lawrence Lebduska

Thomas C. Lehrecke *

William Lescaze *

Alfred Leslie

Julian E. Levi

Mr. & Mrs. Jack Levine

Landes Lewitin

Mr. and Mrs. Alexander Liberman

Richard Lindner

Leo Lionni *

Mr. & Mrs. Richard Lippold

Mr. & Mrs. Jacques Lipchitz

Harvey K. Littleton *

Len Lye ***

Nathan Lyons **

J.

Mrs. David Jaffe (Miss Sarai Sherman)

Paul Jenkins

Mr. and Mrs. John M. Johansen *

Lester Johnson

Mervin Jules

Joan Junyer

Lotte Jacobi **

K.

Robert Kabak

Mr. and Mrs. Louis I. Kahn *

Mr. Clemens Kalischer **

William Katavalos *

Mr. and Mrs. Herbert Katzman

Ellsworth Kelly

Gyorgy Kepes *

Morris Ketchum *

Mr. & Mrs. Frederick Kiesler

Dong Kingman

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ACCEPTANCESM.

Paul McCobb *

Elizabeth McFadden

James McGarrell

George McNeil

Loren MacIver

Robert Mallary

Leo Manso

Conrad Marca-Relli

DeHirsh Margules

Nicholas Marsicano

Fletcher Martin

Noel Martin *

Gjon Mili **

Guido Molinari

Hans Moller *

Armando Morales Sequeira

Maud Morgan

Mr. & Mrs. Willard D. Morgan **

Dorothy Liebes Morin *

Robert Moskowitz

N.

Kazuo Nakamura

Reuben Nakian

Edgar Negret

George Nelson *

Mrs. Louise Nevelson

Mr. & Mrs. Arnold Newman **

Costantino Nivola *

Isamu Noguchi

Eliot Noyes *

O.

Kenzo Okada

Claes Oldenburg

Jules Olitski

John Opper

Ralph Ortiz

George Ortman

Robert C. Osborn

P.

Raymond Parker

Robert Andrew Parker

Philip Pavia

Irving Penn **

Irene Rice Pereira

Bernard Perlin

Bernard Pfriem

Larry Poons

Fairfield Porter

Wallace B. Putnam

I. M. Pei *

Pousette-Dart, Richard

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ACCEPTANCESR.

Leo Rabkin

L. L. Rado *

MARIANO RODRIGUEZ

William Raney

Robert Rauschenberg

Antonin Raymond *

Omar Rayo

William P. Reimann

Ad Reinhardt

Milton Resnick

Robert B. Richenburg

Robert Riger **

Kurt Roesch

William Ronald

Herman Rose

Mr. & Mrs. Bernard Rosenthal

Theodore Roszak

Mark Rothko

Mr. & Mrs. Bernard Rudofsky *

Paul Rudolph *

George Segal

Jason Seley

Charles Seliger

Jose Luis Sert *

Mr. and Mrs. Ben Shahn

Charles Shaw

Maurice Sievan

Mr. & Mrs. Thomas Sills

Mr. & Mrs. Mitchell Siporin

Mr. & Mrs. Harold Sitterle *

Moses Soyer

Raphael Soyer

Theodoros Stamos

James Stamp **

Richard Stankiewicz

Philip Stapp ***

Mr. & Mrs. Edward Steichen **

Saul Steinberg

Frank Stella

Mr. & Mrs. Bert Stern **

Dennis Stock **

S.

Mohan B. Samant

Lucas Samaras

Salvatore Scarpitta

Elsa Schmid

Max Schnitzler

Manfred Schwartz

David Smith

Ezra Soller *

George C. Stoney ***

Louis C. Stoumen ***

Myron S. Stout

Walter Stuempfig

Carol Summers

Graham Sutherland

Ladislav Sutnar *

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ACCEPTANCES

Edgar Tafel *

Mr. & Mrs. Reuben Tam

Lenore Tawney *

Rouben Ter-Arutunian

Wayne Thiebaud

Byron Thomas

Francis Thompson ***

Walasse Ting

George Tscherny *

Stanley Twardowicz

Jack Tworlov

Mr. & Mrs. Tom Wesselmann

Paul Lester Wiener *

Thomas Wilfred

Ulfert Wilke *

Jane Wilson

Garry Winogrand **

Agatha Wojciechowsky

Y.

Manoucher Yekta

Jack Youngerman

Mr. & Mrs. Adja Yunkers

V.

John Vachon **

Polygnotos Vagis

James Valkus *

Stan Vanderbeek ***

Mr. & Mrs. Willard Van Dyke ***

John Van Koert *

Gene Vass

Esteban Vicente

Dr. Roman Vishniac **

Ruth Vollmer

Slavko Vorkapich ***

Z.

Eva Zeisel *

William Zorach

W.

Abraham Walkowitz

Don Wallance *

Andy Warhol

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ARTISTS RECEPTIONMonday, May 25, 1964ACCEPTANCESExplanation of Symbols:

No code: Painter, Sculptor or Printmaker

* Architect or Designer

** Photographer

*** Film Personality

Berenice Abbott **

Rudolfo Abularach

A. L. Copley (L. Alcockley)

Mr. and Mrs. Walter Allner *

Harold Altman

Richard Anuszkiewicz

Alexander Archipenko

Felix Augenfild *

Milton Avery

B.

Walter Barker

Will Barnet

Mr. and Mrs. Harry Hood Bassett *

Mary Bauermeister

Mr. and Mrs. Allyn Baum **

Mr. and Mrs. Herbert Bayer *x **

Mr. and Mrs. Lester Beall *

Edward L. Barnes *

Romare H. Bearden

Robert Beauchamp

Whitney Bender

Ward Bennett *

Ben-Zion

Jose Bermudez

Mr. and Mrs. Harry Bertola *

Arbit Elatas

Vern Blosum

Ilya Bolotowsky

Fernando Botero
Gordon Bursch *

Miss Margaret Bourke-White **

Mr. George Brecht

Raymond Breinin

Gandy Brodie

James D. Brooks

Paul Burlin

David Burliuk

Mr. and Mrs. Will Burtin *

Mrs. Carpenter

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Selected List of Dinner Guests - The Museum of Modern Art
May 25, 1964

His Excellency, The Ambassador
of France and Madame Alphan

Mr. & Mrs. Lucius Battle

Assistant Secretary of Cultural
Affairs, State Department

Sir Kenneth Clark

Mr. & Mrs. Robert Dowling

Cultural Executive, Office of
the Mayor

His Excellency, The Ambassador
of Italy and Mrs. Fencaltea

Mr. Abe Fortas

The Honorable and Mrs. William J. Fulbright

Senator from Arkansas

Dr. & Mrs. James M. Hester

President, New York University

Mrs. Jacob Javits

Wife of Senator Javits from
New York

The Honorable Kenneth Keating

Senator from New York

Mr. & Mrs. Grayson Kirk

President, Columbia University

Mr. & Mrs. Narasimhan

"Chef de Cabinet" of the United
Nations

Sir Herbert and Lady Read

Leading British Art critic

His Excellency, The Ambassador
of Belgium and Baroness Scheyven

Mr. & Mrs. William Schumann

President of Lincoln Center

Mr. & Mrs. Roger Stevens

Art Advisor to the President

The Honorable Adlai E. Stevenson

American Ambassador to the United
Nations

The Honorable and Mrs. Frank Thompson

Congressman from New Jersey,
interested in art legislation.

Dr. & Mrs. Paul Tillich

Guest Speaker. John Nuveen
Professor of Theology at the
University of Chicago Divinity
School

The Secretary of the Interior
and Mrs Udall

Mr. William Walton

Commission on the Fine Arts

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Mr. & Mrs. Arnold Whitridge	President, Arts Commission of the City of New York
Mr. & Mrs. Larry L. Aldrich	Collector-Dress designer
Mr. & Mrs. Gordon Bunshaft	Architect, Skidmore, Owings and Merrill
Mr. William A. M. Burden	
Mr. & Mrs. Robert Kinter	President, National Broadcasting Co.
Mr. & Mrs. Beaumont Newhall	Director, George Eastman House
Mr. & Mrs. Paul Mellon	Donor of the Old Dominion Foundation
Mr. Sturgis Ingersoll	Former President, Philadelphia Museum of Art
Mr. Seymour H. Knox	Former President, Albright Art Gallery, Buffalo
Mr. & Mrs. John McAndrew	Jewett Arts Center, Wellesley College
Mr. & Mrs. Andrew C. Ritchie	Director, Yale University Art Gallery
Mr. Gordon M. Smith	Director, Albright-Knox Gallery, Buffalo
Mr. & Mrs. James Johnson Sweeney	Director, Museum of Fine Arts, Houston
Mr. John Walker	Director, National Gallery of Art, Smithsonian Institution
Mr. & Mrs. W. J. Withrow	Director, Art Gallery of Toronto
Mr. & Mrs. Gilbert W. Chapman	Collector
Mr. & Mrs. August Heckscher	Former Presidential Advisor on the Arts, 20th Century Fund
Mrs. H. Gates Lloyd	Collector
Mr. & Mrs. Robert Scull	Collector
Mrs. Eero Saarinen	Art critic, National Broadcasting Company, Member Fine Arts Commission
Mrs. Douglas Auchincloss	Co-chairman-Junior Council

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Mr. & Mrs. Ethan Allen Hitchcock

Member of the Dinner Committee

Museum Trustees

Mr. & Mrs. Alfred H. Barr, Jr.

Director, Museum Collections

The Hon. and Mrs. William A. M. Burden

President, The Museum of Modern Art

Mr. & Mrs. Gardner Cowles

President, Cowles Magazines and
Broadcasting, Inc.

Mr. & Mrs. Rene d'Harnoncourt

Director, Museum of Modern Art

The Hon. & Mrs. C. Douglas Dillon

Secretary of the U. S. Treasury

Mr. & Mrs. Wallace K. Harrison

Architect

Mr. Philip C. Johnson

Architect of the new building and
garden

Mrs. Albert D. Lasker

Collector

Mr. & Mrs. William S. Paley

Chairman, Columbia Broadcasting System

Mrs. Bliss Parkinson

Collector, President of International
Council of the Museum of Modern Art

Mr. & Mrs. David Rockefeller

President, Chase Manhattan Bank

Mr. & Mrs. John D. Rockefeller

Chairman of the Board, Lincoln Center

Professor Paul J. Sachs

Honorary Curator of Drawings, Fogg
Art Museum, Harvard University

Mr. James Thrall Soby

Collector

Mr. & Mrs. Donald B. Straus

Chairman, Committee for Reopening

Mr. & Mrs. Edward M. Warburg

Honorary Trustee

Mr. Monroe Wheeler

Director of Publications, the Museum
of Modern ArtMuseum Staff

Mr. Arthur Drexler

Director, Architecture & Design

Mr. William S. Lieberman

Curator of Drawings & Prints

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Dorothy Miller

Curator, Museum Collections

Mr. & Mrs. William Seitz

Associate Curator, Painting and
Sculpture Exhibitions

Mr. & Mrs. Peter Selz

Curator, Painting and Sculpture Exhibitions

Mr. & Mrs. John Szarkowski

Director, Photography

The Museum of Modern Art Archives, NY	Collection:	Series.Folder:
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1. Lehmbruck Standing Woman
 2. Lachaise Woman Standing
 3. Maillol Mediterranean
 4. Moore Reclining Figure (2 parts)
 5. Duchamp-Villon The Horse
 6. Renoir The Washerwoman
 7. Despiau Assia
 8. Maillol The River
 9. Matisse The Back I; The Back II; The Back III; The Back IV.
 10. Rodin St. John the Baptist Preaching
 11. Reder Lady with House of Cards
 12. Lipchitz Mother and Child, II
 13. Moore Family Group (not yet on pedestal)
 14. either Marcks Freya or Lipchitz Figure (both waiting for pedestals)
 15. Rodin Monument to Balzac
 16. Jespers Temptation to St. Anthony
 17. Dalwood Large Object
 18. Marini Miracle
 19. Vagis Polygnotos
 20. Calder Black Widow
 21. Seley Masculin Presence
 22. Ferber Homage to Piranesi II
- Calder Whale
 Ipousteguy David and Goliath
 Lachaise Floating Figure
 Also to be placed in the Garden: Nadelman Man in the Open Air
 Primmer Evocation
 Richier Devil with Claws
 Sintenis Daphne
 to be brought in: D. Smith 24 Greek Y's and, possibly, on loan, Cubi (with
 Roman numeral, from a series).

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"Paintings from The Museum of Modern Art," a catalog of the exhibition of paintings from our collection which went on view at the National Gallery in Washington from December 17 through March 22, 1964 while our own collection was closed.

May 18, 1964

Mrs. Elizabeth Carpenter
Press Secretary
The White House
1600 Pennsylvania Avenue
Washington 25, D. C.

Dear Mrs. Carpenter:

I am enclosing copies of the two talks that will precede Mrs. Johnson's here on May 25: William A. M. Burden's "Tribute to Artists" and a short address by Dr. Paul Tillich. I am also enclosing some notes which I hope you will find useful for Mrs. Johnson.

The evening marks the opening of the Museum's new galleries, enlarged Sculpture Garden and remodeled main building which give us about twice as much exhibition space as we had. It also marks our 35th Anniversary.

The Museum was founded in 1929 by Abby Aldrich Rockefeller (the late Mrs. John D. Rockefeller, Jr.), Miss Lillie P. Bliss and Mrs. Cornelius J. Sullivan. Its first quarters were a few rented rooms in a midtown office building. The new additions are the sixth expansion.

The purpose of the Museum is to help people enjoy, use and understand the arts of today. It is a non-profit educational institution and receives no city, state or federal subsidy. It is supported by admissions (700,000 annually), members (33,000 from all parts of the country), and by contributions.

I am also enclosing some additional material which may be of interest:

- ✓ 1. Catalog for an exhibition of paintings by Josef Albers now touring Latin America. The Museum owns a painting by Albers given to us by Dr. Frank Stanton.
- ✓ 2. Flyer describing the International Council of the Museum which sponsors our cultural exchange program.
- ✓ 3. "The Bitter Years" - a catalog of a recent exhibition, now touring in this country, devoted to photographs taken by the Farm Security Administration during the Depression. A selection of these will be on view in the new Edward Steichen Photography Center at the Museum.

more...

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SCHMIDT - W.A. MRS. LYNDON BATHUR JOHNSON

4. "Paintings from The Museum of Modern Art," a catalog of the exhibition of paintings from our collection which were on view at the National Gallery in Washington from December 17 through March 22, 1964 while our own galleries were closed.

5. "Buildings for Business and Government" - a catalog for an exhibition presented several years ago.

6. Art in America reprint - gives a little background.

7. "Masters of Modern Art," edited by Alfred H. Barr, Jr., This contains selections from all parts of the Museum Collections. (This is being sent under separate cover.)

I am also enclosing a copy of our general press release on the "new" Museum. I will send you a draft of the release on the opening ceremonies for your suggestions and comments. Will also send an annotated list of people sitting at Mrs. Johnson's table and of people who will accompany her through the galleries. We will also select an appropriate place for photographing which I will check with you.

Sincerely,

Mrs. Albert Lasker, Trustee

Elizabeth Shaw, Trustee and
Director,
Department of Public Information

ES:ra
Encs.

Still photo

7:35-45

In Gallery to be selected.

7:45-8:00

Continue Gallery tour (exit and visit in Home Gallery if time).

8:00

Enter dining hall

(Table list to come)

No speeches at dinner

David Rockefeller will thank donors and propose a toast to Mr. Barr.

William A. M. Burden will propose a toast to Mr. d'Harnocourt.

9:30

Mrs. Johnson leaves dining hall

(Can rest in Ladies Room before going to Reception)

Only Museum of Modern Art
and White House photogra-
phers.

more...

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SCHEMATIC FOR MRS. LYNDON BAINES JOHNSON

May 25, 1964

	7:00 p.m.	Dinner guests begin arriving at Museum of Modern Art, 11 West 53 Street for cocktails on Upper Terrace
Photographers will be on the street and in lobby photographing arrivals.	7:30	Mrs. Johnson arrives at Museum of Modern Art, 11 West 53 Street. Greeted by William A. M. Burden, President of Museum and René d'Harnoncourt, Director of Museum. (Area in lobby will be roped off to separate her party.)
	7:30	Takes elevator to second floor Galleries accompanied by Mr. and Mrs. David Rockefeller, Chairman of Board Mr. and Mrs. Alfred H. Barr, Jr., Director of Collections Mrs. Albert Lasker, Trustee Mrs. Donald Straus, Trustee and Chairman of Dinner
		No one else will be in Galleries - no reporters will go on tour.
Still photos	* 7:35-45	In Gallery to be selected.
	7:45-8:00	Continue Gallery tour (wait and rest in Monet Gallery if time).
	8:00	Enter dining hall (Table list to come) No speeches at dinner David Rockefeller will thank donors and propose a toast to Mr. Barr. William A. M. Burden will propose a toast to Mr. d'Harnoncourt.
Only Museum of Modern Art and White House photographers.	9:30	Mrs. Johnson leaves dining hall (Can rest in Ladies Room before going to Artists Reception)

more...

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Photographers

Photographers
Video tape - CBS
not live
Radio - tape

9:30-10:30 Reception for artists on Upper Sculpture Terrace

(List of artists attached)

No formal receiving line

10:30 Ceremonies begin on Upper Terrace

William A. M. Burden - Tribute to the Artists

Dr. Paul Tillich - Address

Mrs. Lyndon Baines Johnson -

When Mrs. Johnson has concluded her remarks she presses a button which alerts an electrician inside the Museum, who turns up the lights and fountains in the Museum Garden.

10:50 Mrs. Johnson and her party can leave by the 54th Street Garden Gate thus avoiding the Main Hall and Lobby.

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May 5, 1964

Mrs. Elizabeth Carpenter
Press Secretary
The White House
1600 Pennsylvania Avenue
Washington 25, D. C.

Dear Mrs. Carpenter:

I am enclosing a schedule for the Museum of Modern Art reopening on Monday, May 25.

We will, as you suggest, hold the pool plan in mind as far as photographers are concerned and will not solicit coverage. The space limitations and the lighting arrangements also make it imperative that photographing is controlled, though of course, we expect and want good coverage.

I will send you more details on the program in a few days. I expect to have Dr. Tillich's speech around the 9th of May and Mr. Burden's tribute a little earlier. At the moment our plan is to print the program (consisting of a listing of speakers, list of exhibitions on view, list of trustees), and if we do get a statement from the President in time, we will print an insert.

It is very nice of you to follow up with Dr. Stanton on the question of the President's message and we appreciate it.

Sincerely,

Elizabeth Shaw
Director,
Department of Public Information

ES:rn
Enc.

cc: Dr. Stanton - CBS
Rue d'Harcourt
Dinah Rauh
Mrs. Stone

The Museum of Modern Art Archives, NY	Collection:	Series/Folder:
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Proposed Schedule for Mrs. Lyndia Baines Johnson, Monday, May 25, 1964Break

May be breakfast;

PressMay be photographed
(Detailed briefing on
lighting provided)

CBS has tentatively
approached us about
possibility of brief
film coverage for news
program; Times and
Tribune would like to
photograph for Tuesday
papers.

7:30 p.m.

Arrive Museum of Modern Art, 11 West 53 Street

Greeted by William A. M. Herden, President of
Museum and Bend d'Harnoncourt, Director

7:30-8:00

Visit new galleries - 2nd floor (details to come)

Accompanied by: Mr. and Mrs. David Rockefeller,
Chairman of Board of Trustees

Alfred E. Barr, Jr., Director of
Museum Collections

Dr. and Mrs. Frank Stanton,
President of CBS

11:00

Mrs. Albert D. Lasher, Trustee

Mrs. Donald B. Straus, Trustee and
Chairman of Dinner

11:00-12:00

8:00

Mrs. Johnson enters dining hall; other guests
already seated. Guests include His Excellency,
The Ambassador of France and Madame Alphonse; Mr.
and Mrs. Lucius Battle; The Honorable and Mrs. J.
William Fulbright; Mrs. Jacob Javits, The
Honorable Kenneth Keating; Mrs. Estes Kefauver,
Mr. and Mrs. Grayson Kirk, President, Columbia
University; Mr. and Mrs. William Schumann, The
Honorable and Mrs. Frank Thompson, Mr. Abe Fortas,
and Mr. and Mrs. Roger Stevens, etc. (Full list
to come)

No formal speeches at dinner; a few toasts.

Photographers will be
limited.

9:30-10:30

Mrs. Johnson meets informally with artists
represented in the Museum Collections on the
new Sculpture Terrace. No receiving line.
Artists include Stuart Davis, Edward Hopper,
Jacques Lipchitz, and Louis MacIver; as well
as photographers such as Margaret Bourke-White;
architects such as Buckminster Fuller and film
makers, etc. (List to come)

NOTE...

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delivered by hand

Press

May be broadcast;
no live t.v.
Will be photographed
(limited because of
light problems)

10:30-11:00 Ceremonies in the Garden witnessed by about
5,000 invited guests (contributing members
of the Museum, etc.)

Program:

Tribute to the artists - William A. M. Burden
(4 min.) (Text to come)

Address

- Dr. Paul Tillich (8 min.)
(Text to come)

Official opening

- Mrs. Lyndon Baines
Johnson (about 5 min.)
Presses button to raise
lights in Sculpture
Garden

11:00

Mrs. Johnson can leave immediately after the
ceremonies by side exit, thus avoiding the
galleries, main lobby, etc.

11:00-12:30

Champagne reception; guests through through
galleries and garden

Monday, May 26

Tuesday, May 27

The Trustees have taken care to arrange accommodations of the Museum. In
1959, President Roosevelt broadcast over the radio from the White House when
we opened the present main building (then was then Architecture). In 1964,
President Johnson sent a message through which we played over the loud-
speakers at our 25th Anniversary Reception, also held in the Garden.

We do hope, very much, for another, as decisive a message from President
Johnson on the occasion of this celebration and dedication - perhaps,
conducted in film.

In any event, we would like to include at least an attempt to our planned
program which will be distributed to guests during evening. This would also
be released to the press.

5/5/64

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*delivered
by hand*

Had also said that Mrs. Johnson should quote from the President's message and then add a message of her own. This is, I think, up to her, of course. I have been in touch with her office and will talk to them again about her talk.

April 27, 1964

Earlier, I believe, you and I had discussed the possibility of a television message from the President. If we could get it on film, of course, we could use it in the most effective way possible.

Mr. Frank Stanton
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Dr. Stanton:

Here is the current run-down on our re-opening:

Monday, May 25, 7 p.m.

- Black tie dinner for about 400 patrons and donors, in new Garden Wing, under the patronage of Mrs. Lyndon Baines Johnson.

9:30-10:30 *PM*

- Reception on terrace of new Garden Wing for about 700 artists who will meet Mrs. Johnson informally.

10:30 *PM*

- Ceremonies in the Garden - about 5,000 invited guests.
William A. M. Burden - tribute to the artists.
Paul Tillich - 10 minute talk on creative spirit.
Mrs. Johnson - brief speech, then pushes button which lights up Garden.

Tuesday, May 26

- Members Preview all day

Wednesday, May 27

- Open to the Public

Two Presidents have taken part in similar rededications of the Museum. In 1939, President Roosevelt broadcast over the radio from the White House when we opened the present main building (also our 10th Anniversary). In 1954, President Eisenhower sent a recorded message which we played over the loud-speaker at our 25th Anniversary Ceremonies, also held in the Garden.

We do hope, very much, of course, to receive a message from President Johnson on the occasion of this celebration and rededication - printed, recorded or filmed.

In any event, we would like to include at least an excerpt in our printed program which will be distributed to guests Monday evening. This would also be released to the press.

more...

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Rand also feels that Mrs. Johnson should quote from the President's message and then add a message of her own. This is, I assume, up to her, of course. I have been in touch with her office and will talk to them again about her talk.

Earlier, I believe, you and Rand discussed the possibility of a televised message from the President. If we could get it on film, of course, we would want to make sure we were using it in the most effective way possible.

The current television plans pegged to the opening are:

CBS - Camera III - Sunday, May 24 - "The Photographer's Eye" (one of the exhibitions inaugurating the new galleries.)

NBC - Sunday, Sunday, May 24 - Color film shot in Europe and New York - Aline Saarinen and six or seven famous modern masters.

NBC - Today, Monday, May 25 - Aline Saarinen - spot

CBS - Eye on New York, Tuesday, May 26 - Film or tape in the galleries, probably interviews with younger New York artists.

Was it your thought that we would offer such a televised message for use with newscast coverage of the opening itself (which I assume we'll get though the time of night isn't ideal), or that it would be incorporated in a CBS show? Or anybody's show?

We would appreciate your suggestions about all this. Rand wants you to know that he will be glad to follow up on the content of the message anyway that is useful, for example, through Abe Fortas.

And, of course, I'd be glad to stop by your office at any time if you want to discuss this further. We are all extremely grateful to you for helping us this way. We really should dedicate the evening to CBS, I think.

Sincerely,

Elisabeth Shaw
Director,
Department of Public Information

ES:ru

Washington, D. C.

Enclosure (3)

History of the Museum
Art in American Society
Annual Report - 1963
Today & Tomorrow
Museum of Modern Art
International C. Bureau

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VIVA

Dear Mrs. Johnson: (Reading: Happy to join Mr. Lasker, Dr. Kallish, and the friends of the Museum here tonight in paying tribute to the artists who made such a personal contribution to our lives.)

April 21, 1964

Dear Mrs. Carpenter:

All of us at the Museum, trustees and staff, are very happy and proud to know that Mrs. Johnson consented to sponsor our opening ceremonies on May 25th.

I am sending you under separate cover two of the Museum's publications and some pamphlets about the Museum which might interest Mrs. Johnson.

Mrs. Albert D. Lasker suggested to us that Mrs. Johnson might welcome a loan from the Museum of a number of paintings for the White House. Mrs. Lasker told us that the space which is available for these paintings is rather small and that the pictures should not exceed 26 inches in width. She also suggested that Mrs. Johnson feels that such paintings should not be too advanced in character to fit with the general scheme of the White House. I am enclosing here four photographs. Unfortunately, these pictures derive much of their beauty from their color which is of course lost in black and white reproductions. If Mrs. Johnson should be interested in any of these or if she would like to give us some more indications of the type of painting she has in mind, we will be only too glad to try to help. Since the pictures shown in the photographs are now stored outside the Museum it would take a little time to bring them in to show the originals to Mrs. Johnson. We would, therefore, very much appreciate it if you could give us some advance notice if Mrs. Johnson wants to look at them.

With kind regards,

Faithfully yours,

Rene d'Harnoncourt

Mrs. Elizabeth S. Carpenter
Press Secretary
The White House
Washington, D. C.

Enclosures (4)

Masters of Modern Art
History of Impressionism
Art in American Repert
Annual Report - 1962-63
Today & Tomorrow
MoMA Builds
International C. brochure.

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NOTES FOR MRS. LYNDON BAINES JOHNSON

(Opening - Happy to join Mr. Burden, Dr. Tillich, and the friends of the Museum here tonight in paying tribute to the artists who make such an important contribution to our lives.)

I would also like to pay tribute to The Museum of Modern Art, whose past performance holds promise of more public service in the future.

The Museum deserves tribute for three qualities it holds high: a pioneering spirit, a broad vision, and a firm belief in standards.

The Museum pioneered in establishing a new kind of museum, a living museum, concerned with the concerns of our time. The Museum pioneered in its broad definition of the arts; photography and the film, for example, which are probably enjoyed by more people than any other of the visual arts, form an important part of its program. The arts of architecture and design which shape so much of our environment, are collected and presented here not just for the student and scholar but for the general public. And in painting and sculpture, drawings and prints, the traditional limits of art museums, The Museum of Modern Art with the help of its friends has assembled one of the greatest public collections in the world for us and for the future.

And the Museum has a broad view of its role as a public institution. Its exhibitions and books are presented not for a single narrow segment of our society but for many people with many interests. Introductory guides and scholarly monographs both have a place here; the school child is welcomed and so is the learned connoisseur.

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Nor does the Museum limit its role to this great city alone. Traveling exhibitions have been sent to every state, sometimes to places where original works of art had never been seen, as well as to our colleges and universities where they become a vital part of the education of our young people.

And abroad the Museum has set in motion a program of cultural exchange in all the arts that benefit us as a nation as well as individuals.

Tonight we rededicate this Museum not just for ourselves, but on behalf of the hundreds of thousands of people who through the arts they find here will come to know more about their world and more about themselves.

Here in this Museum are recorded for our time in paint, in plaster, in steel, and in marble for the passions that have stirred and moved man since the beginning of time: love and hate, joy and fear. Here is the protest of the artist of our time against the sins of our time: war and poverty, greed and hate.

In 1939 when Franklin Delano Roosevelt dedicated the main building of The Museum of Modern Art he said, "In encouraging the creation and enjoyment of beautiful things we are furthering democracy itself. That is why this museum is a citadel of civilization."

Today as we look forward to greater abundance for all, we look for abundance for the spirit as well for the body. The artist does not make us forget our daily chores but helps us to understand them. The artist symbolizes our search for truth and helps us each, in our own way, to find it.

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The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

No. 26

FOR IMMEDIATE RELEASE

May 25, 1964

PLEASE SEE ATTACHED MEMO FOR SCHEDULE

Mrs. Lyndon Baines Johnson will open the new galleries and enlarged Sculpture Garden of The Museum of Modern Art before an invited audience of 5,000 guests on Monday evening, May 25. The ceremonies will begin at 10:30 p.m. in the garden.

The 20-minute program will begin with a tribute by William A. M. Burden, President of the Museum, to artists to whom the evening is dedicated. A speech by Dr. Paul Tillich, Professor of Theology at the University of Chicago Divinity School, who had to cancel his appearance because of illness, will be read by Dr. Wilhelm Pauck, Professor of Church History, Union Theological Seminary, New York City.

The new galleries and Sculpture Garden will be officially declared open when Mrs. Johnson, standing on the new Upper Terrace, turns on the fountains and lights the trees, sculpture and pools.

Immediately before the ceremonies (9:30-10:30 p.m.), about 800 artists represented in the Museum Collections will meet Mrs. Johnson at a reception on the Upper Terrace. A dinner for 400 donors, art patrons and Museum officials will be given in the new Garden Wing under the Terrace from 8:00 to 9:30 p.m., preceded by cocktails on the Upper Terrace from 7:00 to 8:00 p.m.

The Museum, which has been closed since December, has more than doubled its exhibition space by adding two new wings and remodeling the main building, erected in 1939. The Sculpture Garden has been made a third larger. Philip Johnson Associates are architects for the building program.

Seven exhibitions opening simultaneously on the theme "Art in a Changing World: 1884-1964" include more than 550 paintings and sculptures, 400 architecture and design objects, 150 drawings and prints, and 170 photographs from the Museum's Collections, as well as a group of loan shows.

Tuesday, May 26 the Museum's 33,000 members will preview the exhibitions and new galleries. The public opening will be on Wednesday, May 27.

Guest list, text of speeches, additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 St. New York 19, N. Y. CI 5-8900.

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The Museum of Modern Art

May 25, 1964

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

To: City Editors, Photo Assignment Desk,

From: Elizabeth Shaw, Director, Public Information, The Museum of Modern Art

The following arrangements have been made to facilitate press coverage of the opening of The Museum of Modern Art on Monday, May 25.

Special Museum passes are required, available at the Press Desk on the Ground Floor. All photographers and reporters are requested to use Special Press entrance just west of revolving doors at 11 West 53 Street. Please notify us in advance if you plan to take film or will need power or electrical outlets.

Press Preview of new galleries and exhibitions: 11 a.m. to 4 p.m.

No restrictions on cameras.

Schedule of Gala Opening

- 7:00 p.m. Dinner guests begin arriving at 11 West 53rd Street (selected list attached). Will walk through new Main Hall, out through part of Garden to new Upper Terrace. Cocktails out of doors on terrace from 7:00-8:00 p.m. Photographers will need Museum pass to get into lobby and into cocktail party.
- 7:30 p.m. Mrs. Lyndon Baines Johnson will arrive at 11 West 53 Street. Will pass through roped off section of Main Hall, greeted by Museum officials (President William A.M. Burden, and Director René d'Harnoncourt).
- 7:35-7:45 p.m. After going into elevator, Mrs. Johnson will only be available for photographing in one upstairs painting gallery. Will be accompanied by Museum officials (David Rockefeller, Chairman; Alfred H. Barr, Jr., Director of Collections, etc.)

more...

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Assigned photographers must be in this gallery by 7:25 p.m. in advance of the arrival of Mrs. Johnson's party, (i.e. one man cannot get pictures in lobby and in gallery as our facilities do not permit that much quick traffic); space is limited. Only photographers on specific assignment can be admitted. Special Museum pass is required.

8:00-9:30 p.m. Dinner in Garden Wing hall. No photographers ~~or~~; *pictures will reporters. be made available by the Museum.*

9:30 p.m. Invited Guests for evening begin arriving at 11 West 53 Street. Between five and six thousand Contributing Members expected. Photographers may circulate freely in galleries and lower terrace of Garden.

9:30 p.m. Artists invited for special reception arrive at Garden Gate at West 54 Street.

9:30-10:30 p.m. Reception for Artists on new Upper Terrace. (Selected list attached.)

Photographers and reporters will need special pass to get into this Reception, either from 11 West 53 Street or from West 54 Street. Terrace will be crowded and quite dark.

Mrs. Johnson will meet the artists informally, no receiving line.

10:30 p.m. Official ceremonies held under small canopy at edge of Terrace overlooking rest of Garden.

Press section for photographers and reporters adjacent to speakers rostrum on 44 foot ramp connecting Upper Terrace with Museum second floor galleries.

more...

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10:30 p.m.

This commands view of speakers and of garden.

Accessible from Museum or from Upper Terrace.

Special Museum pass is required as space is limited.

Program: Tribute to the Artists - William A.M. Burden,
President,
The Museum of Modern Art

Address - Dr. Paul Tillich, The John Duveen
Professor of Theology, University of
Chicago, READ BY DR. WILHELM PAUCK OF
UNION THEOLOGICAL SEMINARY,

Opening - Mrs. Lyndon Baines Johnson

Mrs. Johnson will speak and then turn

on the lights and fountains in the

Garden. The turning up of the lights

and water will be done in four stages.

No photographer's flash or extra lights
of any kind will be allowed as this will

completely destroy the ceremony.

Mrs. Johnson will be easily visible
throughout.

11:00 p.m.

Mrs. Johnson walks down outdoor steps to lower terrace,
is expected to leave immediately through West 54 Street
Garden Gate.

11:00-12:30 p.m. Champagne reception for guests in the Garden and Galleries.

Photographers welcome.

Tuesday, May 26 - Preview for Museum Members

Wednesday, May 27 - 11:00 a.m. Museum opens to the Public

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THE MUSEUM OF MODERN ART

NEW YORK 19

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

Mrs. Lyndon Baines Johnson in the new Matisse Gallery
at the opening of The Museum of Modern Art, May 25, 1964.
Mrs. Johnson was accompanied on a tour of the galleries
by the Honorable Adlai Stevenson, David Rockefeller,
Chairman of the Board of the Museum, Mrs. Rockefeller,
Alfred H. Barr, Jr., Director of the Museum Collections;
Mrs. Barr, Mrs. Donald Straus, Trustee, Chairman of the
Opening Dinner, Mrs. Albert J. Lasker, Trustee, and
Miss Dorothy C. Miller, Curator of the Museum Collections.
Mrs. Johnson is standing in front of one of Matisse's
great oils, The Moroccans (1916) - Gift of Mr. and Mrs.
Samuel Marx.

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ESTIMATED ENTERTAINMENT EXPENSESFOR REOPENING IN MAYSunday Evening, May 10th 9:00-11:00 p.m.

Party for the artists (approximately 800 people)

1,000 invitations (including postage)	\$ 500.00
Refreshments - liquor	400.00
Service	400.00
Labor and Utilities	<u>500.00</u>

\$ 1,800.00

Monday Evening, May 11th 7:30-11:30 p.m.

Dinner in new Gallery for approximately 400 guests

Invitations to dinner	\$ 300.00
Cost of dinner per person \$13.50 x 400	5,400.00
Rentals	1,300.00
Gratuities and overtime	400.00
Cocktails (\$200), wine (\$250)	450.00
Table decorations	<u>200.00</u>

400 additional guests after dinner

Invitations to post-dinner preview	300.00
Service after dinner	400.00
Refreshments - liquor	400.00
Misc. soda, ice, bar fruit, ect.	100.00
Labor and Utilities	700.00
Postage for both invitations	<u>50.00</u>

\$ 10,000.00

Tuesday Afternoon and Evening, May 12th 4:30-11:30

Opening ceremonies, followed by reception and open house.
 Seats for opening ceremonies to be applied for; tickets for evening required. Suggested guest list: donors to Drive, all Contributing Members, press, artists, city fathers, United Nations ambassadors, museum directors, etc.

6,000 invitations (including postage)	\$1,600.00
Service	1,000.00
Refreshments (wine and punch)	800.00
Labor and Utilities	<u>900.00</u>

\$ 4,300.00

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Balance brought forward: \$ 16,100.00

Wednesday, May 13th 11:00 a.m.-11:00 p.m.

Regular Members' opening preview

32,000 french fold invitations (in-
cluding third class postage)
Labor and Utilities

\$ 1,000.00
800.00

\$ 1,800.00

Other Expenses

Decorations of dining area

\$ 3,000.00

Programs for preview

1,000.00

Programs for opening day

Chair rental for opening day
(1,500 at \$24.00 per 100)

360.00

Extra secretarial help - \$100 per
week for 17 weeks - March 1-June 30

1,700.00

Miscellaneous

1,000.00

7,060.00

\$24,960.00

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NOTES ON MEETING OF "AD HOC" COMMITTEE ABOUT REOPENING OF MUSEUM

Tuesday, December 17, 1963

Present: Mrs. Donald B. Straus, Chairman
Mr. William A. M. Burden
Mr. Gardner Cowles
Mrs. Bliss Parkinson
Mrs. Douglas Auchincloss
Mr. Rene d'Harnoncourt
Mr. Richard Koch
Mr. Monroe Wheeler
Miss Sarah Rubenstein
Mrs. Liz Shaw
Mrs. Emily Stone

Committee Members unable to attend: Mr. David Rockefeller
Mrs. John D. Rockefeller 3rd
Mr. William S. Paley

ORDER OF EVENTS

Mr. Koch and Mr. d'Harnoncourt reported that they were fairly confident that the Museum would be ready for an official opening on May 11th, short of some very major strike or disaster. It was agreed that the reopening would take place on four consecutive days as outlined in the attached program.

Monday, May 11th

It was felt that the dinner on May 11th should include not only major contributors but also important Museum directors and presidents from throughout the country, as well as selected artists and top press. If the funds can be found, it was suggested that the Museum might bring over four or five distinguished representatives of the art world from abroad for the occasion. If they accept the invitation other entertainment would have to be arranged.

Mrs. Stone was asked to estimate how many guests could be seated in the foyer and to study how we can handle approximately 500 people for dinner if the weather is inclement. Mrs. Straus suggested we investigate the possibility of utilizing the tent which was made for the automobile exhibition and have it set up in the west end of the garden. She also mentioned the possibility of using the unfinished gallery in the new school. Mrs. Stone said she would report back concerning these matters.

No decision was taken about asking other guests to come after dinner to view the galleries.

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Tuesday, May 12th

Speakers

Everyone agreed that President Johnson, Governor Rockefeller and Mayor Wagner should be asked to keynote the program. After some discussion, it was decided that Mr. Burden would consult with Mr. Paley and Dr. Stanton (who is close to the President) about the best way to approach President Johnson. Mr. Burden stated that he knew the President as they were both Trustees of the Smithsonian. Mr. Cowles felt that a direct approach by Mr. Burden and anyone he designates would be by far the most effective way. Mr. Burden said he would look into this matter immediately. Mr. d'Harnoncourt suggested that Mrs. Lasker could be helpful and it was felt that she might be asked to speak to Mrs. Johnson at a suitable time.

Three alternate speakers were suggested in case the President is unable to come. They are, in order of preference, Dean Rusk, Senator Fulbright and Adlai Stevenson.

Souvenir Program

Mrs. Straus brought up the subject of a souvenir program. It was agreed that one should be printed especially for the afternoon of the opening ceremonies. It should contain a statement of purpose, some illustrations and a keyed plan of the new galleries.

The committee agreed that 4:30 p.m. was a suitable hour for the ceremonies, but the question of form of invitation and length of program were left for another meeting.

Press and Television

Mr. Burden said that Mr. Paley was most anxious to be helpful in relation to publicizing the event and Mr. Cowles warned that if the President comes, the press will have to be very carefully controlled. Mr. Burden asked if Life Magazine couldn't help us, particularly since they never published the article they promised during the Drive. Mrs. Shaw stated she felt sure they would come to the opening.

Guests

Besides the Contributing Members, the guest list should include United Nations delegates, city fathers, representatives of corporations and businesses, distinguished cultural figures in the academic and museum worlds. The VIPs would be seated on the sculpture terrace; the Contributing Members seated in the east end of the garden; and the other guests would stand at the far end.

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No decision was made about a symbolic cutting of the ribbon, although Mrs. Straus suggested that President Johnson could turn on the fountains instead. The question of hours and refreshments remains to be discussed.

Wednesday, May 13th

The committee felt the Members' Day should be glamorized as much as possible.

Thursday, May 14th

Public opening.

Mrs. Straus asked that everyone think over the plans outlined above and pass on to her any further suggestions. She will call another meeting as soon as the question of the President is clarified.

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Suggested Program For The Reopening of The Museum

Monday, May 11*

Dinner given by the Trustees in honor of contributors to the Drive. Other guests: Directors and Presidents of important museums throughout the country; selected artists; 4 or 5 distinguished representatives of the art world from abroad; staff; a few press.

To be held in the garden and foyer, weather permitting. No formal speeches. A few toasts.

Viewing of new Museum by the guests.

Tuesday, May 12th

4:30 - Official opening of "new" Museum. Honored guests to be seated on new sculpture terrace. Contributing Members seated in east end of garden. Staff and others standing in west end of garden.

Suggested speakers: President L. B. Johnson
Governor Nelson Rockefeller
Mayor Robert Wagner

William A. M. Burden presiding.

Cutting of ribbon?

If the President cannot accept the invitation, other suggestions are:

Dean Rusk
Senator Fulbright
Adlai Stevenson

After 1/2 hour ceremony, the guests would be invited to visit the new Museum. A punch and light refreshments would be served both in the garden restaurant and in the Founders Room.

Wednesday, May 13th

11:00 a.m. to 11:00 p.m. Members' Day

Thursday, May 14th

Public opening.

*Perhaps later date if it suits President Johnson.

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cc: d'Harmoncourt

May 27, 1964

Dear Mr. Sulzberger:

As President of The Museum of Modern Art, I would like to say how much I and my fellow Trustees appreciated the extremely complete and intelligent coverage which the Times gave to the Museum's opening.

The special article in the Sunday Times magazine on Rene d'Harmoncourt and the very complete coverage of the opening itself were of enormous importance to us and I think contributed greatly to the understanding of modern art on the part of the New York community and other areas in which the Times is circulated widely and so carefully read.

I particularly appreciated having Mr. and Mrs. Markel at the opening dinner. I hope they enjoyed themselves and were pleased with what they saw, despite the huge crowd which made it impossible for us to run off the affairs of the evening with complete smoothness.

Again, many thanks,

Sincerely,

William A. M. Burden

Mr. Arthur O. Sulzberger
President and Publisher
The New York Times
229 West 43rd Street
New York City

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"AD HOC" COMMITTEE ON REOPENING OF MUSEUM

Agenda

Tuesday, May 12, 1964

- I Schedule for May 25th - Beth Straus
- II Budget - Emily Stone
- III Press Coverage - Liz Shaw
- ~~IV~~ DINNER - RENE D'HARNONCOURT
- IV Miscellaneous - Beth Straus
 - 1. Program
 - 2. Artists' Reception
 - 3. Alternate Plans in Case of Rain
 - 4. Members' Opening - Emily Stone

4000 - 7000

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PROPOSED SCHEDULE FOR THE EVENING

May 25, 1964

7:00 p.m. Cocktails on Sculpture Terrace for approximately 425 guests.

Host and Hostess: Mr. and Mrs. William A. M. Burden
Mr. and Mrs. René d'Harnoncourt

7:30 Mrs. Johnson arrives to tour the galleries.

Greeted by: Mr. and Mrs. William A. M. Burden
Mr. and Mrs. René d'Harnoncourt

Tour of galleries accompanied by:
Mr. and Mrs. David Rockefeller
Chairman of the Board of Trustees
Alfred H. Barr, Jr.
Director of the Museum Collections
Dr. and Mrs. Frank Stanton
President of CBS
Mrs. Albert D. Lasker
Trustee
Mrs. Donald B. Straus
Trustee and Chairman of Dinner Committee

8:00 Mrs. Johnson enters dining hall; other guests already seated. V.I.P. guests include: His Excellency, The Ambassador of France and Madame Alphonse; Mr. and Mrs. Lucius Battle; The Honorable and Mrs. J. William Fulbright; Mrs. Jacob Javits, The Honorable Kenneth Keating; Mrs. Estes Kefauver, Dr. and Mrs. Grayson Kirk, President of Columbia University; Mr. and Mrs. William Schumann, The Honorable and Mrs. Frank Thompson, Mr. Abe Fortas, Mr. and Mrs. Roger Stevens, Mr. and Mrs. Paul Mellon, His Excellency, the Ambassador of Italy and Mrs. Fenoaltea; and His Excellency, The Ambassador of Belgium and Baroness Scheyven -- besides: Trustees, Museum Directors, Selected List of Artists (see attached), Donors (\$10,000 and up), Press, Department Heads and Assistants, International Council, Officers of Junior Council, et cetera.

9:30-10:30 Mrs. Johnson meets informally with artists represented in the Museum Collections on the new Sculpture Terrace.

10:30-11:00 Ceremonies in the Garden witnessed by about 6,000 invited guests (Contributing Members of the Museum, et cetera)

Program:
Tribute to the artists - William A. M. Burden

Address - Dr. Paul Tillich

Official opening - Mrs. Johnson presses button to raise lights in Sculpture Garden

11:00 Mrs. Johnson can leave immediately after the ceremonies by side exit, thus avoiding the galleries, main lobby, etc.

11:00-12:30 Champagne reception; guests throng through galleries and garden.

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Artists Attending Reopening

7 dennis -

Mr. and Mrs. Stuart Davis

Mr. and Mrs. Edward Hopper

Mr. and Mrs. Louis I. Kahn

Mr. and Mrs. Jacques Lipchitz

Mrs. Louise Nevelson

Mr. and Mrs. Ben Shahn

Mr. and Mrs. Richard Lippold

Mr. and Mrs. Edwin Dickinson

Mr. and Mrs. Richard Buckminster Fuller

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The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Circle 5-8900 Cable: Modernart

May 1964

New Museum - opening

FACTS AND FIGURES - MUSEUM EXPANSION

Garden

Formerly: 105 x 200 feet

Now: 105 x 330 feet

Percent of increase in space for Garden: 38 percent

New East Wing

44 x 110 feet (approximately 4,800 square feet on each floor)

14,440 square feet of exhibition space on three gallery floors

9,600 square feet on two office floors

Penthouse: 44 x 110 feet

Founders Room
Trustee Room
Meeting Room
Staff Lounge

New Garden Wing: 90 x 115 feet

Exhibition Hall: 58 x 74 feet

Classrooms and school: 130 x 115 feet

(School former area in "21" building: 7,875 square feet
" present area : 14,950 square feet

Percent of increase in space for school: 53 percent

	<u>Square Feet</u>		<u>*Future</u>
	<u>Past</u>	<u>Present</u>	
Painting & Sculpture Collection	11,000	19,000	27,600
Photography Collection	0	1,900	3,400
Drawings & Prints Collection	0	2,500	4,000
Architecture & Design Collection	0	2,300	5,000
TOTAL SQUARE FEET:	11,000	25,700	40,000

*All these future figures, depending on plans for the second phase of building, are estimates only.

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Exhibition Space

Former Space

First floor - approximately 4,500 square feet of exhibition area.
Third floor - approximately 6,100 square feet of exhibition area.

TOTAL: 10,600 square feet

Present Space

Garden Wing, 4,500 square feet
first floor -

East Wing, 4,800 square feet
first floor -

Remodeled 1,542 square feet
Galleries -

TOTAL: 10,842 Square Feet

Library and Associated Services

Photographic Services will move to the third floor of the "21" Building (4,000 square feet), as well as the Photographic Archives and the slides.

The space vacated by the above services will be turned into the Library reading room.

The present Library reading room will be converted into more book stack space.

*Second Phase of Construction Planned for the Late '60s After the Whitney Museum Moves.

Six story West Wing (60 x 85 square feet) plus the Whitney Museum of American Art.

Additional gallery space for temporary exhibitions and for exhibitions of Museum Collections - first floor, West Wing: 60 x 85 feet (5,100 square feet)

Collections - second and third floors: 100 x 90 feet (18,000 square feet)

Study areas for painting and sculpture, architecture and design and drawings and prints.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. CI 5-8900.

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Sample
THE MUSEUM OF MODERN ART
NEW YORK 19

RENE d'HARNONCOURT
DIRECTOR

Handwritten: 1st on 5/25

Invitations to May 25th party
11 WEST 53rd STREET
TELEPHONE: CIRCLE 5-8900
CABLES: MODERNART, NEW-YORK
3
Date

Dear Mr. Voorhees:

On May 25, Mrs. Lyndon Baines Johnson will officially open the new galleries and Sculpture Garden of The Museum of Modern Art at a Gala Preview which is being planned as a tribute to the artists.

We will have on view more than 400 paintings and sculpture from our world-famous collections--an unrivaled review of the art of our time--as well as the new Paul J. Sachs Galleries for Drawings and Prints, the new Edward Steichen Photography Center and the new Philip L. Goodwin Galleries for Architecture and Design.

The new galleries and remodeled main building were made possible, as you know, by our recent 25 million dollar fund raising drive to which more than 2,890 people from 43 states and 15 foreign countries contributed.

In addition, at the same time, we will open a group of temporary loan shows, which will remain on view for the first summer of the New York World's Fair.

We feel that the opening is a major event in the 35-year history of our own institution and, indeed, in the world of art. It would give us great pleasure if you could join us on the evening of May 25 for the ceremonies. A special preview for critics will be held during the afternoon of the same day. May 26 will be devoted to a Members Preview and the Museum will open to the public on Wednesday, May 27.

Admission is, of course, by ticket only. A formal invitation will be sent to you in a few weeks, but we would appreciate your letting us know whether or not you will be able to attend as soon as possible.

(50)

(3)

Faithfully yours,

(4)

René d'Harnoncourt
Director

(4)

Mr. John Voorhees
Post Intelligence
Seattle
Washington

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4/21/64

LIST OF ART CRITICS WHO RECEIVED LETTER

State	City	Name and Newspaper
Massachusetts	Worcester	Mr. Walter Merkel - Worcester Telegram
Wisconsin	Milwaukee	Donald Key - Milwaukee Journal
Washington	Seattle	Mr. John Voorhees - Post Intelligencer
West Virginia	Huntington	Mr. Bill Belanger - The Herald Advertiser
Virginia	Richmond	Miss Sylvia Coston - News Leader
Texas	Dallas	Dale Blair - Dallas Times Herald
Texas	Houston	yes Mr. Campbell Geeslin - Houston Post
Texas	Houston	Miss Ann Holmes - Houston Chronicle
Texas	Dallas	Rual Askew - Dallas Texas News
Tennessee	Nashville	Miss Clara Hieronymous - Nashville Tennessee
Tennessee	Memphis	Guy Northrup - Commercial Appeal
Rhode Island	Providence	Mr. Bradford Swan - Providence Journal
Pennsylvania	Philadelphia	Miss Victoria Donohoe - The Phila. Inquirer Sunday Edition
Connecticut	Bridgeport	Miss Ethel Backwith - Sunday Mirror
Oregon	Portland	Louis Aarson - Portland Journal
Oregon	Portland	no Miss Catherine Jones - Oregonian
Ohio	Cincinnati	Mr. Edward Carberry - Cincinnati Post
Ohio	Cleveland	Miss Helen Borsick - Plain Dealer
Ohio	Columbus	Mrs. Marilyn Dehl - Columbus Citizen
Ohio	Dayton	Miss Betty A. Dietz - Dayton News
Ohio	Cleveland	Mr. James Frankel - Press and News
Ohio	Toledo	Irene C. Kuhn - Toledo Times
Ohio	Akron	Mr. Harold Kitner - Akron Beacon Journal
Ohio	Cleveland	Anthony Mastroianni - Cleveland Press News
Ohio	Columbus	Miss Frances Piper - Columbus Dispatch
North Carolina	Raleigh	Miss Jane Hall - News & Observer
Missouri	St. Louis	yes Mr. George McCue - Post-Dispatch — Am.
Minnesota	Minneapolis	Mr. John K. Sherman - Minneapolis Tribune
Michigan	Detroit	Joy Hakanson - Detroit News
Michigan	Detroit	Mrs. Lillian Jackson Braun - Free Press
Michigan	Detroit	Mr. Morley Driver - Free Press

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<u>State</u>	<u>City</u>	<u>Name and Newspaper</u>
Massachusetts	Worcester	<input checked="" type="checkbox"/> Mr. Walter Merkel - Worcester Telegram
Massachusetts	Boston	<input checked="" type="checkbox"/> Edgar J. Driscoll, Jr. - Boston Globe <i>ans</i>
Louisiana	New Orleans	<input checked="" type="checkbox"/> Miss Alberta Collier - Times Picayune
Iowa	Des Moines	<input checked="" type="checkbox"/> George Shane - Des Moines Register
Maryland	Baltimore	Mr. A. D. Emmert - Baltimore Evening Sun
Maryland	Baltimore	Mr. Herbey Brackbill - Baltimore Sun
Illinois	Chicago	Mr. Kenneth Shopen - Chicago Daily News
Illinois	Chicago	Mr. Herman Kogan - Chicago Daily News
Illinois	Chicago	Mr. Milton Freudenheim - Chicago Daily News
Illinois	Chicago	Alberta Friedlander - Chicago Daily News
Illinois	Chicago	Mr. Frank Holland - Chicago Sun Times
Illinois	Chicago	<input checked="" type="checkbox"/> Edward Barry - Chicago Tribune
D. C.	Washington	<input checked="" type="checkbox"/> Mr. Frank Getlein - Washington Star
D.C.	Washington	Mr. William P. Frank - News Journal
Delaware	Wilmington	Mr. William P. Frank - News Journal
Connecticut	Bridgeport	<input checked="" type="checkbox"/> Miss Ethel Beckwith - Sunday Herald
Connecticut	Bridgeport	<input checked="" type="checkbox"/> Miss Betty Tyler - The Sunday Post
Connecticut	Hartford	<input checked="" type="checkbox"/> Mrs. Florence Berkman - Hartford Times <i>ans</i>
Colorado	Denver	Miss Barbara Haddad - Denver Post
California	Oakland	Miss Miriam D. Cross - Oakland Tribune
California	San Francisco	<input checked="" type="checkbox"/> Mr. Alfred Frankenstein - S.F. Chronicle <i>ans</i>
California	Los Angeles	<input checked="" type="checkbox"/> Mr. Henry J. Seldis - L.A. Times
Georgia	Atlanta	Mr. Robert E. Simmons - Atlanta Journal
Penna.	Philadelphia	<input checked="" type="checkbox"/> Barbara Barnes - Phila. Bulletin
Miss.	Jackson	Frank Hains - Jackson Daily News
D.C.	Washington	<input checked="" type="checkbox"/> Miss Jean White - Washington Post
Indiana Miss	Indianapolis	Lucille Morehouse - Indianapolis Star
New York	Middletown	Miss Dorothy Mills - Times Herald Record
D.C.	Washington	Mrs. Leslie Judd Ahlander - Washington Post
New York	Buffalo	Anne M. Matthews - Courier Express
New York	Rochester	Miss Jean Walrath - Democrat & Chronicle
New York	Rochester	Miss Virginia J. Smith - Times Union
New York	Buffalo	<input checked="" type="checkbox"/> Miss Jean Reeves - Evening News
New York	Buffalo	Miss Alice Partridge - Courier Express
New York	Syracuse	Anna W. Olmsted - Herald American