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151 Third Street
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Finding Aid to the San Francisco Museum of Art, Office of the Director Records,
1966-1972

Collection Number: ARCH.ADM.005

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Finding Aid written by: Dayna Holz

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COLLECTION SUMMARY

Collection Title

San Francisco Museum of Art, Office of the Director records, 1966-1972

Collection number

ARCH.ADM.005

Creator

San Francisco Museum of Art

Extent

13 linear feet (12 cartons)

Repository

SFMOMA Research Library
151 Third Street
San Francisco, CA 94103

Abstract

The San Francisco Museum of Art Office of the Director Records contain administrative records from the Museum generated primarily between 1966 and 1972, corresponding with the tenure of its third director, Gerald Nordland. During these years, Nordland focused largely on the Permanent Collection, with the first major cataloguing of the collection and an active increase in acquisitions. From 1971-1972 the Museum underwent major renovations, including expansion to the third floor of the Veterans Building and the construction of a conservation laboratory. Records document all aspects of the Museum's administration, including financial management and fundraising activities, incoming and outgoing correspondence, educational programs, the Museum's involvement with professional museum organizations, as well as the Director's activities and relationships with artists and other museum directors. Also included is a series of records generated by Controller Clifford Peterson from 1951-1970 which complement the administrative records from the Office of the Director.

Language

Records are primarily in English, with some German and French.

Physical location

Collection is housed in offsite storage locations.

INFORMATION FOR RESEARCHERS

Access and use restrictions

Collection is available for use. Some materials are restricted for confidentiality or condition. Contact SFMOMA Research Library.

Publication information

All requests for permission to publish should be directed to the Head Librarian, SFMOMA Research Library.

Preferred citation

[Identification of item], [box year and folder title], Office of the Director, 1966-1972, Administrative Records, San Francisco Museum of Modern Art Archives.

Access points

Topical Subjects

Art—Conservation and restoration—California—San Francisco
Art appreciation--Study and teaching—California--San Francisco
Art appreciation--Study and teaching (Elementary)--Activity programs—
California--San Francisco
Art, Modern--20th century--Exhibitions.
Art museum curators
Art museum directors
Art museums and community—California--San Francisco
Art museums—Collection management—California—San Francisco
Art museums--Educational aspects
Art museums--Employees
Art museums—Exhibitions
Art museums--Public relations—California—San Francisco
Art rental and lending services—California—San Francisco
Museum buildings—California—San Francisco

Personal and Corporate Names

San Francisco Museum of Art
San Francisco Museum of Modern Art
San Francisco Museum of Art--Archives
San Francisco Museum of Art--Board of Trustees
San Francisco Museum of Art—History—Sources
San Francisco Museum of Art--Records and correspondence
War Memorial Veterans Building (San Francisco, Calif.)

Nordland, Gerald

Related materials

SFMOMA Archives Office of the Director Records, 1935-1958
SFMOMA Archives Office of the Director Records, 1959-1965
SFMOMA Archives Exhibition Records
SFMOMA Archives Photographs Collection

ADMINISTRATIVE INFORMATION

Acquisition

Institutional records generated by SFMA or collected by SFMA staff in the performance of work duties.

Level of description

Records are described at the carton level. Some records are described at the folder or item level.

Processed by

Dayna Holz, 2008.

ADMINISTRATIVE HISTORY

Gerald Nordland (1927 -) was the Director of the San Francisco Museum of Art (SFMA) from 1966 through 1972, assuming the position in September 1966 after accepting the job several months earlier while Director of the Washington Gallery of Modern Art in Washington, D.C. In addition to museum work, Nordland had been involved in the publishing industry as an editor and art critic, most notably as the Los Angeles Editor of *Artforum* and as Art Critic for the magazine *Frontier*, and had been an administrator and educator, acting as Dean of the Chouinard Art Institute from 1960-1964 during its merger and transition into the California Institute of the Arts. Though Nordland moved from Washington, D.C. to San Francisco to direct the SFMA, his roots were in Los Angeles, where he was born and had spent most of his life, and to where he returned after resigning in 1972. Nordland had personal relationships with numerous California artists, and wrote extensively about a variety of contemporary artists.

The SFMA had been without a Director for over a year by the time Nordland arrived in 1966, George Culler having left in June 1965. Controller Clifford Peterson was the Acting Director during the transition, filling the role of administrator while longtime staff members John Humphrey and Anneliese Hoyer handled curatorial duties. Even before his arrival, Nordland was actively planning exhibitions to open soon after his arrival and into 1967.

Planning for the 1968 Julius Bissier exhibition was coordinated largely during a 1967 tour of museums in Germany that Nordland and Hoyer were invited to join, sponsored by the government of the Federal Republic of Germany to expose museum directors and art historians to some of the cultural offerings of the country. Nordland was able to make contact with some of the most important collectors of and experts on Bissier, expanding the scope of the exhibition to include these international collections.

Significant renovations were made to the existing Museum building after the Board of Trustees concluded that it was infeasible to raise enough money to construct a new Museum building. Negotiations with the War Memorial Board enabled the SFMA to expand onto the third floor of the Veterans Building and renovate sections of the basement for art storage. The reopening of the Museum took place in late 1972, just before Nordland's departure. Additional building projects included the completion of a Banquet Kitchen, with advice and support from Victor (Trader Vic) Bergeron, and the opening of a café.

Along with a major Membership Drive in 1968, the SFMA instituted a series of committees, called Arts Councils, to get members more engaged with Museum programs. Members could join one of the Arts Councils based on specific areas of interest, volunteering to coordinate events and fundraisers or to help organize educational programs. Administered by the Membership Activities Board, Arts Councils included the Architecture Council, the Education Council, the Film Council, and the Travel Council. The Councils formed out of this short-lived program had largely dissolved by 1972.

One of the significant departmental expansions during Nordland's tenure was the establishment and construction of the Conservation Laboratory, funded with a donation from Elise (Mrs. Walter A.) Haas. Previously contracted to conservators offsite, the conservation laboratory allowed the SFMA to hire conservation staff and conduct repairs and maintenance in-house.

Significant staffing changes included: the departure of Education Department Supervisor Claire Isaacs in 1966 and the hiring of her replacement Robert A. Whyte in 1967; the retirement of longtime Controller Clifford Peterson in 1970 and the hiring of his replacement Sheldon C. St. John in 1971; and the creation of the position of Deputy Director for Administration with the hiring of Michael McCone in 1972.

Other programs initiated during Nordland's tenure included: a major fundraising campaign called the Fund of the Seventies; experiments with increasing the Museum's outreach into different communities with the M.I.X. (Museum Inter-Community Exchange) program; and an interactive symposium to discuss the future of the Museum and contemporary art called "Plan-In: Today's Museum Tomorrow."

Nordland left the Museum at the end of 1972 to return to Los Angeles and take a position at UCLA. The SFMA was once again left without a Director for over a year, managed by Deputy Director Michael McCone, until Henry Hopkins was hired in 1974.

PROCESSING NOTE

The Museum's filing system remained fairly steady until 1963 – alphabetically arranged files divided by calendar year – and changed dramatically in 1964. As reflected in the processing of the 1964-1965 records from the *Office of the Director Records, 1959-1965* (ARCH.ADM.004), the new filing system organized files by subject, and file contents often spanned several years. Several files in the Office of the Director Records, 1966-1972 have documents that date back to 1964 or 1965, but were retained with the later records to reflect how the records were originally filed.

The subject arrangement of the files was based on a numbering system, to which no key has been found. A list of numbers and corresponding file titles has been reproduced below, since many documents show written references in the upper-right hand corner to filing number only and not file title. The file numbering did not remain consistent and often the same number was used for different file titles over different years. The file numbering system was completely eliminated by 1973.

Nordland's Correspondence files changed from chronological to alphabetical arrangement around 1967. Correspondence is alphabetically arranged by last name, company name (University of Arizona – A, American Federation of Musicians – M), or subject. The 1971-1972 A-L alphabetical correspondence is not in alphabetical order, but does contain only A-L correspondence.

The Clifford Peterson Papers were found among records from the Women's Board collection and the Office of the Director records, and were in file folders labeled with Peterson's handwriting, in contrast to the standard administrative typed file labels employed in the remaining Office of the Director records. Though these records date back to Peterson's hiring in 1951, the bulk of the materials are from Nordland's 1966-1972 tenure.

ORIGINAL FILE TITLES AND NUMBERING

All folder number groups and most individual folder titles are reflected in this list, though some of the materials were removed to other collections and are not represented in the Office of the Director Records, 1966-1972 or Office of the Director Records, 1959-1965 collections. File numbers consisted of a two digit primary category indicator, followed by a period, and sequential numbering of sub-categories.

Where more than one file title was used for the same file number, all titles are represented, separated by semi-colons and in no particular order. Not all files had contents, therefore some represented file titles do not have corresponding files in the processed materials. Some group category file titles are derived from contents of files in sub-categories and are listed for informational purposes, indicated with brackets.

02 Board of Trustees

- 02.1 Annual Reports – Museum Statistics
- 02.2 Correspondence – Members of the Board of Trustees
- 02.3 Director’s Report to Board of Trustees; Correspondence – President of the Board of Trustees
- 02.5 Miscellaneous Board of Trustees
- 02.6 Director’s Report to Board of Trustees; Agendas
- 03 [Board of Trustees Committees]
- 03.0 Accessions Committee – Purchase Fund Status Reports
- 03.1 Accessions Committee; Accessions Committee – Agendas; Correspondence; Minutes
- 03.1(a) Committee on the Permanent Collection
- 03.2 Budget Committee; Endowment Committee
- 03.3 Education Committee; Policy and Program Committee
- 03.3(a) Museum Policies re: New York Artists’ Strike
- 03.4 Nominating Committee
- 03.5 Finance and Development Committee
- 03.6 Graphic Design Group; Committee on Admission Charges
- 03.7 Management Committee
- 03.8 Membership Committee; Publications Committee
- 03.11 Publicity and Public Relations Committee
- 03.12 Rental Gallery Policy Committee
- 03.13 Committee for Summer Concerts
- 04 SECA (Society for the Encouragement of Contemporary Art)
- 05.3 Analysis of Museum Operations [1970 only]
- 07 Permanent Collection Catalogue
- 08 Arts Councils
[9 Councils filed in sequential order 08.1 – 08.9]
- 09 Department Descriptions

- 10 Building
- 10.1 Protection System
- 10.2 Auditorium Seating Plan
- 10.3 Building Plans; Maintenance and Renovations
- 10.4 Building Study Committee; Renovations
- 10.5 Museum Renovations; Banquet Kitchen

10.6	Museum Expansion
10.8	Equipment
10.9	New Building Plans
10.10	Cowell Gallery
11	City and County of San Francisco
11.1	City Hotel Tax Plan
11.2	San Francisco Arts Resources Development Committee
11.3	San Francisco/Los Angeles Art Exchange Project
11.4	Public Sculpture
11.5	City of San Francisco Arts Programs
11.6	San Francisco Citizens Charter Revision Committee
11.7	General Correspondence
14	Western Association of Art Museums - General
15	Director
15.1	Biographical Material; Lectures, Juries, Conferences; Lecturing and Jurying
15.2	Bohemian Club; Biography
15.3	General Correspondence Director; Invitations
15.4	Invitations; Personal - Gerald Nordland
15.5	Activities; Recommendations
15.6	Letters of Introduction Incoming/Outgoing
15.7	Recommendations; Copies of Writings of G Nordland
15.8	Trips; Materials for Trips; Inter Nationes
15.9	Writing; Materials for Trips to Los Angeles and Southern California
15.10	Materials for Trips Other than Southern California and the East
15.11	Materials for Trips to Chicago
16	[Director: Committees]
16.1	Planning Committee - City of Mill Valley; California Arts Commission
16.2	California Heritage Council
16.3	Committee for the Development of Art in Negro Colleges
16.4	Golden Gateway Art Advisory Committee; Newport Harbor Museum
16.5	Regional Arts Council
16.6	SPUR (San Francisco Planning and Urban Renewal Association)
16.7	Advisory Board of the Marin Museum Association
17	Finance

- 17.1 Contributions 50th Wedding Anniversary Mrs. Walter A. Haas;
General Correspondence A-Z
- 17.2 Raymond Barrio
- 17.3 Estate Helen Crocker Russell
- 17.4 Reese Palley Gallery
- 17.6 Sam Francis
- 18 Lists
- 18.1 General Correspondence - Financial Matters
- 18.2 Contributions
- 18.3 Tax Deductions for Museum Donors - General Information
- 18.9 SFMA Budget
- 19 Storage and/or Shipment of Privately Owned Artworks to and from
SFMA

- 20 [Gifts, Bequests, Purchases]
- 20.1 Zellerbach Bequest; Miscellaneous
- 20.2 Bequests
- 20.3 Gift Offers
- 20.4 Gifts Refused; Letters of Acceptance and Thanks for Gifts
- 20.5 Purchases; Purchase Offers
- 20.6 Offers to Purchase Refused by SFMA; Purchases Refused by SFMA;
Letters of Acceptance and for Purchases
- 20.7 Letters of Refusal (Gift and Purchase)
- 21 Conservation
- 21.1 General
- 21.2 Conservator's Reports on Works
- 21.3 Conservation Cluster
- 22 Artists
- 22.0 Frederick Sommer; John McLaughlin; Connor Everts; Richard
Diebenkorn; Gene Davis; F. van Deren Coke
- 22.1 Viewing
- 22.2 Artists - General Correspondence
- 22.3 Miscellaneous
- 23 Basement Storage
- 24.1 Questionnaires and Requests for Information - Incoming
- 25 [Loans from Permanent Collection]

- 25.1 Incoming Loans
- 25.1(a) Crocker/Thelan Loan
- 25.2 Outgoing Loans
- 25.3 Loan Requests Refused
- 25.4 Loan Requests
- 26 SFMA Membership
- 27 Rental Gallery
- 28 Education Department
- 28.1 Education Department SFMA
- 28.2 Institute for International Education
- 28.3 Adult Education
- 29 Appraisals

- 30 Activities
- 30.1 Activities at the SFMA; Activities Worksheets
- 30.1(a) Marion Conrad Event
- 30.2 General Correspondence
- 30.3 Europe Tour; New Travel Plans; Concerts
- 30.4 Lectures
- 30.5 Receptions
- 30.6 Activities Completed; Group Tours
- 30.7 Activities Other than Concerts, Lectures, Receptions, and Group
Tours
- 30.8 Activities Refused
- 30.9 Weekly Survey of Events; Activities Refused; Use of Museum Facilities
- 31 Exhibitions
- 31.1 Possible Exhibitions
- 31.2 Exhibitions - Refused and/or Cancelled
- 31.6 Exhibition Requests from Other Institutions
- 31.8 Letters to Artists and Donors of Works on Exhibition
- 31.9 Exhibitions at other Institutions
- 32 [Publications]
- 32.1 Publications
- 32.2 Clarke and Way
- 32.3 Art West

33	[Publicity]
33.1	Press Releases SFMA
33.2	Press Releases: Other Institutions
33.3	News Clippings: SFMA
33.4	News Clippings: Other Institutions
33.5	Publicity; General Correspondence
34	Request for Reproductions
34.1	Requests to Photograph
34.2	Sandak, Inc. and GAF Corp.
34.3	Museum Pieces, Inc.
34.4	Requests for Reproduction Rights
35.1	Recorded Museum Tours
36.1	Attendance; Attendance - Hourly Reports
36.2	Attendance; Monthly Attendance Reports
36.4	Education Department Attendance Reports
37.1	National Council on the Arts
37.2	State Arts Commission
37.3	Assembly Bill
38.1	Sales From Exhibitions
38.2	Sales from Museum Collection
38.3	Sales - Museum as "Go-Between"
39.1	Suggestions
39.2	Praise
39.3	Complaints
39.5	General Correspondence
40	Women's Board
40.1	By Laws
40.2	Minutes
40.3	Miscellaneous
41	Membership Activities Board
41.1	Membership Activities Board – Men’s Luncheon
41.2	Minutes
42	Chicago Gallery; Commercial Galleries

43	Packers and Shippers of Works of Art
44.1	Index Catalogue
44.2	Catalogue Program - Junior League of San Francisco, Ford Foundation, San Francisco Foundation
44.3	Education Program - Rosenberg Foundation
44.4	Education Program Reports - Rosenberg Foundation
44.5	Publication Grant
44.6	Purchase of Works of Art by American Artists - Ford Foundation
44.7	Rental Gallery - Rockefeller Grant
44.8	National Endowment for the Arts - Purchase of Works by Contemporary American Artists
44.10	Lachaise Foundation Grant
45	Foundations (misc.)
46	Department of State - International Visitors Program
47.0	Permanent Collection - General
47.1	Sculpture
47.2	Painting
47.3	Graphics
48	Film Program
49	Commissioned Prints
50.1	Miscellaneous
50.2	Slides
50.3	IGAS Prints
51	Bookshop
52	Framing and restoration
53	Lists
54	Community Service Program
61	Visitors
65.1	Staff Lists
65.2	Assistant Director
65.3	Staff - Biographical Data
65.4	Applicants
65.5	Correspondence

65.6	Staff Memos
65.7	Staff Calendars
65.8	Staff Structure
65.10	Flora Faulk
65.11	Interns
65.12	Union
68.1	San Francisco Art Institute
68.2	Northwood Institute
69.1	Christie's
69.2	Sotheby's
70	Western Association of Art Museums – Meetings; Western Museums League; American Association of Art Museum Directors; American Association of Museums; etc.
70.1	California Arts Commission
70.2	San Francisco Art Commission
70.3	Collectors Press
70.4	American Association of Museums
70.7	American Federation of Arts
70.9	San Francisco Women Artists
70.10	Legion of Honor
70.11	de Young Museum
70.12	MoMA
70.13	Museums
70.16	Schools
70.18	International Council of Museums
71	Museum Computer Network
72.1	Miscellaneous
72.2	Inquiries About the SFMA

SCOPE AND CONTENT NOTE

The Office of the Director Records, 1966-1972, consists of administrative records from the San Francisco Museum of Art (SFMA) created during the tenure of the Museum's third director Gerald Nordland. Materials include incoming and outgoing correspondence, financial records, some blueprints and construction drawings, reports, and employment applications. Records document administrative activities related to Museum operations and maintenance, educational programming, publicity, events, fundraising and membership, and Nordland's personal and professional activities.

Though the majority of records date from Nordland's 1966-1972 tenure, a change in the Museum's filing methods in 1963 and 1964 resulted in files whose contents extend back to the days of previous Director George Culler. Files where contents overlap the directorial transition were retained with the Nordland records, reflecting the later records in the file. The actual date range of records in the collection is 1951-1973.

The Office of the Director Records, 1966-1972 collection is divided into seven series: Gerald Nordland Papers; Museum Administration; Correspondence; Education; Departments and Administrative Functions; External Organizations; and Clifford Peterson Papers.

- The *Gerald Nordland Papers* series documents Nordland's various activities as Director through correspondence, writings, invitations, professional committees, letters of recommendation, and correspondence with artists.
- The *Museum Administration* series reflects the financial and operational activities of the Museum, including building renovations and maintenance, the financial relationship of the Museum with the City and County of San Francisco, internal staff management, and various fundraising, membership, and grant programs.
- The *Correspondence* series contains all the incoming correspondence directed to the Museum, the chronologically arranged outgoing correspondence, and various small sets of correspondence arranged by type (complaints, praise, drafts, etc.).
- The *Education* series represents the activities of the Education Department and various educational programs in the Museum. Education Department records include materials about the Education Department collected by the Museum staff but not records generated by the Education Department.
- The *Departments and Administrative Functions* series contains records related to Museum administration that don't fall into the operational and maintenance aspects of the Museum Administration series, such as publicity, reproductions, publications, conservation, the library, and other miscellaneous Museum activities not related to exhibitions or education.

- The *External Organizations* series documents the Museum's relationship with cultural institutions and groups outside the Museum, such as professional museum organizations, other museums, galleries, universities, and artist groups.
- The Clifford Peterson Papers series overlaps the timeline of the first three Museum directors and represents a set of files generated and maintained by Peterson in his various administrative roles during his twenty years at the Museum, ending in 1970. Many of Peterson's files with parallel titles to other administrative files - such as the Rental Gallery, Museum building renovations, Arts Councils, and membership - contain records related more specifically to financial or reporting aspects of these projects. There is also a small amount of correspondence and some invitations sent to Peterson during 1966 when he was the Museum's Acting Director. Additional records related to Peterson as Acting Director in 1965 can be found with *Office of the Director Records, 1959-1965* (ARCH.ADM.004).

SERIES DESCRIPTION

SERIES 1: GERALD NORDLAND PAPERS, 1960-1973 Cartons 1-2

Files are arranged alphabetically, and chronologically where folder titles match. The Correspondence files from 1966 and 1967 are arranged chronologically, while the Correspondence files from 1968-1972 are arranged alphabetically. Correspondence with Artists is arranged chronologically.

Contains records generated by, directed to, or related specifically to activities of Director Gerald Nordland. The "Activities" files document some of Nordland's speaking engagements, competitions for which he was a juror, and some of the professional conferences he attended. Nordland acted in an advisory capacity for several groups around the country, detailed in the "Committees" files. For the California Arts Commission, Nordland was a member of an Advisory Committee for the Financial Institutions Small Space Touring Fine Arts Program in 1969, as well as various other advisory committees from 1966-1969.

"Personal" files contain some of Nordland's personal correspondence. The "Recommendations" files contain primarily recommendations for artists seeking grants or teaching positions. Many include Nordland's descriptive opinions of artists and their work. The "Trips" files relate to Nordland's travels for work and other professional activities, and contain not only documents related to travel arrangements and itineraries, but consist largely of correspondence with museum directors, gallery dealers, collectors, and artists Nordland had arranged to visit during his travels. Nordland's 1967 trip to Germany and France was a cultural study tour for museum directors, art historians, and art experts sponsored by the government of the Federal Republic of Germany called Inter Nationes. Nordland and Anneliese Hoyer (the Museum's Librarian and Curator of Prints) went on the tour, first stopping in Paris for the convention of the International Council of Museums (ICOM).

Nordland's Chicago Trip file actually documents a 1970 jury for the Artists in America competition, sponsored by the Educational Television Stations - Program Service (ETS/PS) organization. ETS/PS member stations were invited to submit proposals for grants of up to \$10,000 to fund production of a half-hour program depicting a local artist. The series was to be nationally distributed as "The Artist in America."

SERIES 2: MUSEUM ADMINISTRATION, 1960-1973 Cartons 3-4

Subseries and files within subseries are arranged alphabetically.

Contains records related to the financial and operational activities of the Museum, including building renovations and maintenance, the financial relationship of the

Museum with the City and County of San Francisco, internal staff management, and various fundraising, membership, and grant programs.

SUBSERIES 2.1 Building, 1960-1973
Carton 3, folders 1-13

Documents maintenance of and renovations to the Museum building. A major renovation was done to the building in 1971-1972 by architects Robinson and Mills to expand to the third floor of the Veterans Building. The Museum never closed during the renovation, but had a “reopening” in 1972 after construction was completed.

SUBSERIES 2.2 City and County of San Francisco, 1961-1972
Carton 3, folders 14-22

Contains records related to the Museum’s financial relationship with the City of San Francisco, and to some extent its relationship with veterans organizations and the War Memorial Board. Includes various financial reports about the Museum for the purpose of appealing to the City for funds. Financial support from the City was administered through the City’s Publicity and Advertising Fund.

SUBSERIES 2.3 Development, 1961-1972
Carton 3, folders 23-35

Documents the Museum’s fundraising activities through membership, grants, and cash contributions. Foundation Grant files contain materials related to applications for or administration of specific grants from various agencies, while the Foundations files contain background information on granting institutions. The “Foundation Grants: S.H. Cowell Foundation - Cowell Gallery” file contains a proposal to the S.H. Cowell Foundation to fund renovations to a Museum gallery, to then be named the S.H. Cowell Gallery of Contemporary Art. The file includes a description of the Museum’s history and plans for its future in the 1970s. The Membership files primarily document the Museum’s major 1968 Membership Drive.

SUBSERIES 2.4 Financial, 1960-1972
Carton 4, folders 1-6

Contains correspondence, reports, budgets, and research materials related to the financial administration of the Museum. The Budget file includes year-end summaries and audits, along with various budget reports and forms. Other files contain research materials and correspondence about legislation addressing tax deductions for donations to museums and sales tax on the purchase of artworks.

SUBSERIES 2.5 Staff, 1963-1972
Carton 4, folders 7-28

Includes personnel records, correspondence with staff, and applications for employment. The 1966-1967 Applicants files are arranged chronologically, while Applicant files from 1969-1972 are arranged alphabetically, though not necessarily in direct alphabetical order (some are grouped by letter ranges, i.e. A-C). Many of the Staff files contain confidential personnel information and are restricted.

SERIES 3: CORRESPONDENCE, 1964-1972
Cartons 5-7

Files are arranged alphabetically, with Outgoing Correspondence filed at the end of the series (Cartons 6-7). Correspondence within files is arranged roughly in reverse chronological order.

The Inquiries and Questionnaires files contain correspondence – inquiries and responses – as well as numerous questionnaires sent to the Museum regarding statistical and descriptive updates about the Museum. Completed surveys contain a variety of current (1968-1972) and historical information about the Museum. Includes questions about appraisals, artists, exhibitions, and catalogs. The files largely represent the General Correspondence of the Museum.

Internal Memos files consist mainly of internal communications among staff and the Director. Many are confidential and therefore restricted. Drafts include working drafts of correspondence, meeting minutes, notes, and staff memos, some of which are confidential.

Outgoing Correspondence consists largely of chronological sets of correspondence from Nordland or his secretary. Starting in September 1972, Outgoing Correspondence includes two chronological sets, one from Nordland in the Director's Office, and one from Michael McCone in the Deputy Director's Office. The sets are filed together by month.

SERIES 4: EDUCATION, 1961-1973
Carton 8

Subseries and files within subseries are arranged alphabetically.

Contains materials related to activities of the Education Department and various educational programs in the Museum.

SUBSERIES 4.1 Activities, 1963-1972
Carton 8, folders 1-23

Documents various educational activities and performances in or sponsored by the Museum. Includes records related to Museum-organized charter flights and art tours of Europe. The "Plan-In" in 1971 was a day-long symposium where panelists and Museum members discussed the future of the Museum and contemporary art. The session was recorded and largely transcribed.

SUBSERIES 4.2 Attendance Reports, 1966-1972

Carton 8, folders 24-31

Attendance statistics, recorded hourly, monthly, or by activities of the Education Department.

SUBSERIES 4.3 Educational Programs, 1961-1973

Carton 8, folders 32-39

The "Education Department" files within the subseries are Nordland's and the Museum's collection of documents related to education, not necessarily the records generated by the Education Department.

The Museum received a grant from the Oakes Foundation to experiment with new programming to increase the outreach of the Museum into the community through educational activities and exhibitions. An outgrowth of the Museum's Community Service Committee, the program was originally called the Community Service Program but quickly changed its name to M.I.X. – Museum Inter-Community Exchange. The first M.I.X. activity was in February 1972 and involved a series of free concerts and exhibits of works by local artists in the Museum.

SERIES 5: DEPARTMENT AND ADMINISTRATIVE FUNCTIONS, 1962-1972

Cartons 9-10

Files area arranged alphabetically.

Contains records related to Museum administration outside of operational and maintenance functions, such as publicity, reproductions, publications, conservation, the library, and other miscellaneous Museum activities not related to exhibitions or education.

The Abandoned Artworks file documents the Museum's efforts to match owners with their artworks stored in the basement that did not belong to the Museum. An inventory of the permanent collection, an overfull storage area, and a later

basement renovation prompted the campaign to find homes for these abandoned artworks.

The Appraisals files contain correspondence from people who wrote to the Museum requesting appraisals, and the Museum's responses generally referring them to appraisers. The files also contain Museum-coordinated appraisals of works owned by trustees or members, and appraisals of works donated to the Museum.

The Conservation files document the Museum's conservation efforts – of Museum-owned works as well as pieces owned by others – from 1963 through the opening of the Museum's Conservation Laboratory in 1972. A consortium of conservation labs in the Bay Area is documented in the "Conservation: Bay Area Conservation Laboratories" file. The Bay Area Conservation Laboratories group was formed in 1971 and included the SFMA, the de Young Memorial Museum/California Palace of the Legion of Honor, the Lowie Museum of Anthropology at UC Berkeley, and the University Art Museum at UC Berkeley.

One of the fundraising activities the Women's Board took on in 1971 was the commissioning of an original pochoir print by Helen Frankenthaler, to be sold exclusively for two years through the Museum. Documents related to the project, and about Frankenthaler, can be found in the "Women's Board: Commissioned Prints" file.

SERIES 6: EXTERNAL ORGANIZATIONS, 1964-1972
Carton 11

Subseries and files within subseries are arranged alphabetically.

Contains records documenting the Museum's relationship with cultural institutions and groups outside the Museum, such as professional museum organizations, other museums, galleries, universities, and artist groups.

SUBSERIES 6.1 Arts Organizations, 1964-1972
Carton 11, folders 1-3

Contains correspondence with groups that represented artists, held or sponsored exhibitions of artworks, loaned or borrowed artworks from the Museum, or had some other involvement as a group with artists and the Museum.

SUBSERIES 6.2 Galleries, 1964-1972
Carton 11, folders 4-10

Records document galleries and dealers who sold or lent artwork to the Museum, or who wanted to sell works to the Museum.

SUBSERIES 6.3 Museums, 1964-1971
Carton 11, folders 11-16

Contains correspondence documenting the Museum's and Nordland's relationship with other museum directors and staff. Also contains materials related to the merger of the de Young Memorial Museum and the California Palace of the Legion of Honor to form the Fine Arts Museums of San Francisco.

SUBSERIES 6.4 Professional Museum Organizations, 1964-1972
Carton 11, folders 17-31

Contains correspondence, meeting minutes, conference reports, and newsletters of professional organizations who were primarily concerned with museums. Conferences were hosted in the Bay Area during Nordland's tenure for the American Association of Museums and the Western Association of Art Museums. Nordland was First Vice-President and later President (1970-1971) of the Western Association of Art Museums. The Museum Computer Network file documents the early formation and first projects of the group.

SUBSERIES 6.5 Schools, 1964-1971
Carton 11, folders 32-34

Contains materials about and correspondence with individual universities, schools, and colleges.

SERIES 7: CLIFFORD PETERSON PAPERS, 1951-1970
Carton 12

Files are arranged alphabetically.

Contains administrative correspondence, reports, and some blueprint drawings collected or generated by longtime Museum employee Clifford Peterson. Though the records date from 1951 through 1970, most were filed together as a group and not divided by year; the records are retained together in the series though some are outside the scope of the collection dates of 1966-1972. Peterson retired from the Museum in 1970 as the Controller, though he signed correspondence using various other titles throughout his years at the Museum, such as "Editor of Publications" or "Publicity," to reflect the role he happened to occupy at the time.

The "Publicity: Photos and Cuts" file contains correspondence requesting permission to use photos of artworks in Museum publications or Museum-owned works in other publications. Also includes correspondence announcing articles in magazines or other publications about Museum exhibitions. "Cuts" was used in the original folder title, but there are no copies of published articles in the file. The "Photography Orders" file contains orders to photograph exhibitions or individual

works commissioned to contract photographer Dwain Faubian and administered by Peterson.

Series files with parallel titles to other administrative files - such as the Rental Gallery, Museum building renovations, Arts Councils, and membership - contain records related more specifically to financial or reporting aspects of these projects. There is also a small amount of correspondence and some invitations sent to Peterson during 1966 when he was the Museum's Acting Director. Additional records related to Peterson as Acting Director in 1965 can be found with *Office of the Director Records, 1959-1965* (ARCH.ADM.004).

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