

SFMOMA Library & Archives  
151 Third Street  
San Francisco, CA 94103

**Finding Aid to the San Francisco Museum of Art, Golden Gate  
International Exposition Records, 1937-1941**

Collection Number: ARCH.ADM.002

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Foundation.



The Getty Foundation

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## **COLLECTION SUMMARY**

### **Collection Title**

San Francisco Museum of Art, Golden Gate International Exposition records, 1937-1941

### **Collection number**

ARCH.ADM.002

### **Creator**

San Francisco Museum of Art

### **Extent**

2.1 linear feet (5 boxes, 1 oversize folder, 1 tube)

### **Repository**

SFMOMA Library & Archives  
151 Third Street  
San Francisco, CA 94103

### **Abstract**

Related to the 1939-1940 Golden Gate International Exposition on Treasure Island in San Francisco, the Golden Gate International Exposition records contain correspondence, minutes, reports, press releases, brochures, maps, building plans, and notes documenting the involvement of both the San Francisco Museum of Art and Dr. Grace L. McCann Morley in organizing, running, and dismantling the GGIE. The bulk of the records relate to selecting and installing exhibitions of artworks in the Fine Arts section for the 1939 and 1940 fairs, and the Department of the Pacific Area for the 1940 exposition.

### **Language**

Records are in English.

### **Physical location**

Collection is housed in the SFMOMA Archives.

## **INFORMATION FOR RESEARCHERS**

### **Access and use restrictions**

Collection is available for use. Some materials are restricted for confidentiality. Contact SFMOMA Archives.

### **Publication information**

All requests for permission to publish should be directed to the SFMOMA Archives.

### **Preferred citation**

[Identification of item], [box year and folder title], Golden Gate International Exposition, 1937-1941, Administrative Records, San Francisco Museum of Modern Art Archives.

### **Access points**

Art museums and community--California--San Francisco  
Art museums--Educational aspects  
Women museum directors

Golden Gate International Exposition (1939-1940: San Francisco, Calif.)  
San Francisco Museum of Art  
San Francisco Museum of Art--Archives  
San Francisco Museum of Art--Records and correspondence

Morley, Grace, 1900-

### **Related materials**

SFMOMA Archives Office of the Director Records, 1935-1958  
SFMOMA Archives Exhibition Records

## **ADMINISTRATIVE INFORMATION**

### **Acquisition**

Institutional records generated by SFMA or collected by SFMA staff in the performance of work duties. Approximately .1 linear feet of records were generated by Jeanette McDuffie and given to the SFMA.

### **Level of description**

Records are described at the folder level. Some records are described at the item level. Refer to index appendix for annotated folder level descriptions.

### **Processed by**

Jessica Lemieux, 2006

## ORGANIZATIONAL HISTORY

The Golden Gate International Exposition was open through the spring and summer of 1939 on Treasure Island in San Francisco. The Exposition reopened with new exhibits in spring of 1940. Though the theme “Pageant of the Pacific” applied to both fairs, the organization and content of the two expositions were different. In 1939, the Fine Arts exhibits were divided up into several sections: Contemporary American, Decorative Arts, Pacific Cultures, Historical American, Miniature Rooms, and Old Masters. Each of these sections was curated by an expert in that subject area, and the Fine Arts Committee provided oversight and resources for each section. Dr. Grace L. McCann Morley served on the Fine Arts Committee, and as a member of the California Contemporary Art selection jury. San Francisco Museum of Art staff were lent to the exposition to provide expert help in unpacking, creating labels, and installing the art. In 1940, the theme of the Fine Arts display was “Art in Action – Art in Use,” and featured living artists working on pieces in front of the public in the Fine Arts Palace. Though Morley still served on the Fine Arts Committee of the 1940 exposition, she was not directly involved with the selection or installation of artworks.

Morley and the SFMA helped to organize two distinct departments of the Exposition: the Fine Arts Department and the Department of the Pacific Area. Morley served on the Operating Committee of the 1939 Exposition until the Fine Arts Palace opened. The Operating committee oversaw the budget, construction, and administration of the entire Exposition. The Department of the Pacific Area was charged with the administration of Pacific House: a display of the cultures and industries of the Pacific Rim and a social center for the exposition. Morley was a member of the Pacific Area Committee, and helped determine the plan of Pacific House exhibits for both the 1939 and 1940 fairs. During the 1939 fair, Pacific House was run by Philip Youtz. In 1940, Morley served as Director of Pacific House while on leave from the Museum.

For additional information on the history of the GGIE, see:

Bancroft Library, University of California, Berkeley. “Hard Times, High Visions: Golden Gate International Exposition.” Bancroft Library.  
<http://bancroft.berkeley.edu/Exhibits/Looking/hardtimes.html> (Accessed August 6, 2007).

Carpenter, Patricia F., and Paul Totah. *The San Francisco Fair: Treasure Island, 1939-1940*. San Francisco, Calif.: Scottwall Associates, 1989.

Reinhardt, Richard. *Treasure Island: San Francisco's Exposition Years*. San Francisco: Scrimshaw Press, 1973.

Schnoebelen, Anne. *Treasures: Splendid Survivors of the Golden Gate International Exposition*. Berkeley, Calif.: GGIE Research Associates, 1991.

## **SCOPE AND CONTENT NOTE**

The Golden Gate International Exposition records contain correspondence, minutes, reports, press releases, brochures, maps, building plans, and notes documenting the involvement of both the San Francisco Museum of Art and Dr. Grace L. McCann Morley in organizing, running, and dismantling the GGIE. The bulk of the records relate to selecting and installing exhibitions of artworks in the Fine Arts section for the 1939 and 1940 fairs, and the Department of the Pacific Area for the 1940 exposition.

The records also include two folders of material documenting SFMA Women's Board member Jeannette McDuffie's work for the exposition. McDuffie served on the GGIE Women's Board and on the Pacific Area Committee.

Refer to Appendix A for folder-level annotation of the collection.

## **PROCESSING NOTE**

The majority of the Golden Gate International Exposition records were filed as a set of materials distinct from the Museum administrative records, though originally housed in the same boxes as the administrative records from 1938 and 1939. Some additional records related exclusively to the GGIE were removed from the Museum administrative records from 1940 and were incorporated into the GGIE collection.

Though original order was generally maintained, some documents were interfiled with the Fine Arts Department and Pacific House files, where appropriate. Additional folders from single correspondents were interfiled with appropriate departmental files. Consistent with the processing of the Office of the Director Records, 1935-1958, artists' correspondence was isolated and filed as "Artists' Correspondence."

## CONTAINER LIST

Container	Folder	Title	Year
Box 1	1	Applicants	1938-1939
Box 1	2	Applicants: Pacific House	1940
Box 1	3	Artists' Correspondence	1940
Box 1	4	California Commission	1938
Box 1	5	Citizen's Committee	1938
Box 1	6	Dance Festival	1938
Box 1	7-8	Financial	1937-1939
Box 1	9	Financial: Budget	1937-1938
Box 1	10-11	Fine Arts Committee	1937-1939
Box 1	12	Fine Arts Committee: Minutes	1937-1938
Box 1	13-14	Fine Arts Department	1940-1941
Box 2	1	Fine Arts: Catalogues	1939
Box 2	2	Fine Arts: Catalogue Sales	1939
Box 2	3-5	Fine Arts: Contemporary American Section	1938-1939
Box 2	6-7	Fine Arts: Decorative Arts Section	1937-1939
Box 2	8-9	Fine Arts: Educational	1938-1939
Box 2	10	Fine Arts: Educational Requests	1939
Box 2	11	Fine Arts: Foreign Participation Lists	1938-1939
Box 2	12	Fine Arts: Lectures	1937-1939
Box 2 3	13		
Box 2 3	1	Fine Arts: Material Offered	1937-1939
Box 3	2	Fine Arts: Movie Program	1940
Box 3	3	Fine Arts: Old Masters Section	1937-1939
Box 3	4-5	Fine Arts: Pacific Cultures Section	1936-1939
Box 3	6-12	General Correspondence	1936-1941
Box 3	13	Institute of Pacific Relations	1936-1940
Box 4	1	Insurance	1939
Tube 1 & 4 Ov1	2-3 12	McDuffie, Jeannette (Mrs. Duncan)	1937-1939
Tube 1 & 4	4-5	Operating Committee	1938-1939
Box 4	6	Pacific Area Committee	1937-1940
Box 4	7	Pacific Area Committee: Preliminary Reports	1936-1937
Box 4	8-10	Pacific House	1939-1940
Box 4	11	Pacific House: Bottorf, H. C.	1940
Box 5	1	Pacific House: Covarrubias Maps Reproductions	1939-1941
Box 5	2	Pacific House: Denman, Leslie (Mrs. William)	1940
Box 5	3	Pacific House: Dr. Morley's Private File	1940
Box 5	4	Pacific House: Permanent	1940-1941
Box 5	5	Pacific House: Reports	1940
Box 5	6	Pacific House: Youtz, Philip	1938-1939
Box 5	7	Plans	1935-1938
Box 5	8-10	Publicity	1938-1939
Box 5	11	Publicity: Articles	1938-1939
Box 5	12	Publicity: New York and Paris Expositions	1937-1939
Box 5	13	Radio	1940
Box 5	14	Women's Board	1938-1939