

THE METROPOLITAN MUSEUM OF ART
NEW YORK, N. Y. 10028

DEPT. OF PARKS

AUG - 6 1970

No. 15

August 3, 1970 ~~CODE~~

Dear Augie:

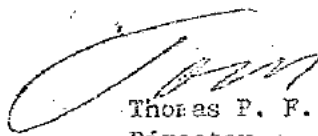
The past two Mondays, when we have charged an admission fee for our special exhibitions, have proved to be highly successful in giving us some answers to our questions about the future.

There were very few complaints from visitors who had come because it was a "free day." We had Museum executives on duty all day to handle possibly difficult situations, none of which arose. The public paid according to their wishes (everyone paid something) and the average admission was more or less what it has been for the other paid days.

As you know, I am making every effort to avoid having a fixed general admission fee to the Museum, and this experiment is providing me with essential information in presenting this "Pay What You Wish But You Must Pay Something" proposal to the Museum's Board of Trustees.

Therefore, I earnestly ask permission to extend indefinitely this Monday admission experiment. The summer season will not necessarily provide us a true picture of what will happen when the fall museum season begins. I know you share my deep desire to avoid the ~~fixed general admission~~, and this continued experimentation will give ammunition to us both.

Sincerely,



Thomas P. F. Hoving
Director

Mr. August Heckscher
Commissioner
Department of Parks
830 Fifth Avenue
New York City, N. Y.



Parks, Recreation and Cultural Affairs Administration

The City of New York

John V. Lindsay
Mayor

August Heckscher
Administrator
Commissioner of Parks

William R. Ginsberg
First Deputy
Administrator
Commissioner

The Arsenal
830 Fifth Avenue
Central Park
New York, New York 10021

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October 7, 1970

Mr. Thomas P.F. Hoving
Director
Metropolitan Museum of Art
Fifth Avenue & 82nd Street
New York, New York 10028

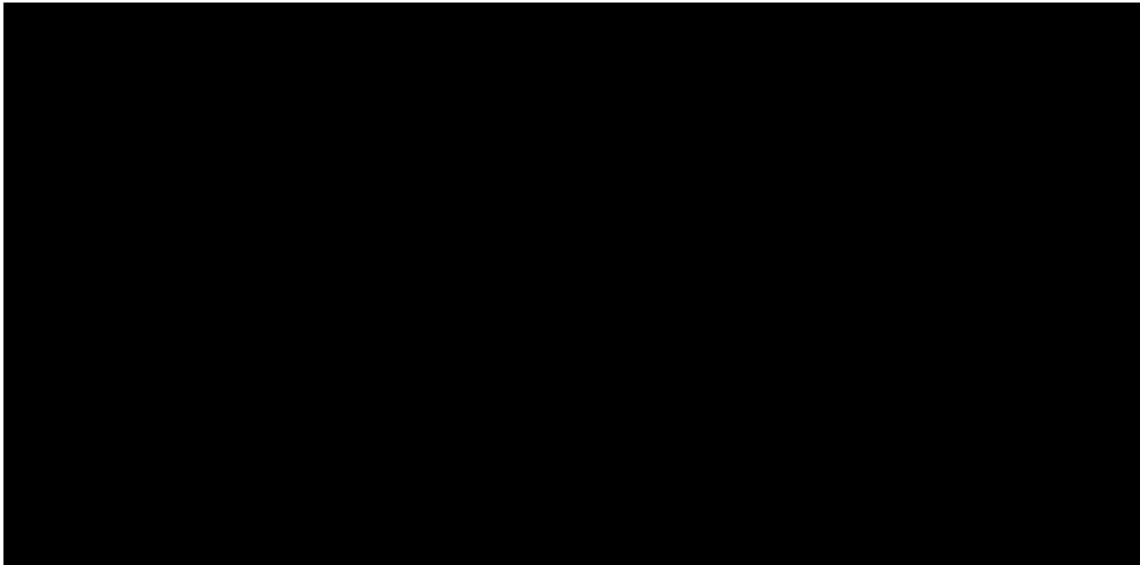
Dear Mr. Hoving:

We have carefully considered your request to institute a general admission fee to the Museum and have no objection to such a program subject, however, to the following conditions:

1) The amount of the admission fee is left entirely to the individual's discretion and that advice to that effect be conspicuously posted.

2) Free admission will be permitted to the Great Hall and South parking lot entrance lobby whenever the Museum is open to the public.

Sincerely,


August Heckscher
Administrator