

ATHENÆUM OF PHILADELPHIA



195TH ANNUAL REPORT



THE ATHENÆUM OF PHILADELPHIA

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FISCAL YEAR 2009/2010



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Front Cover: Details from an advertising brochure for Wynnewood Manor houses. Walter Bassett Smith, Architect, 1910. Gift of Hyman Myers, FAIA, and Sandra K. Myers.

Rear Cover: Exhibition posters from fiscal year 2009/2010.

THE ATHENÆUM OF PHILADELPHIA

2009/2010

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The mission of the Athenaeum of Philadelphia is to provide library and museum services to its members, community and scholars throughout the world and to be a diligent steward of its National Historic Landmark building and its collections of books, manuscripts, architectural drawings, photographs and historic objects.

FROM THE PRESIDENT OF THE BOARD

Lea Carson Sherk

The Athenaeum Board of Directors revisits its policy decisions annually, as the recent (April 2010) revision of its mission statement (above) and strategic plan, indicates. The former plan, although only in place for 18 months, did not adequately reflect the Athenæum's mission as a museum, serving as it does, as a repository and custodian not only for books, photos and architectural records, but also for manuscripts and historic objects.

It is an important Board function to make adjustments in matters of policy, not only to better serve our members and the public, but also to present a clear picture of our functions and goals to present to potential donors and granting institutions. The mission statement succinctly presents the tenets of The Athenaeum of Philadelphia to the public and very likely is the first written material that donors look at when a gift or grant is being considered.

In addition to the more theoretical aspects of Board activity, several other actions have been taken to improve its function, including the establishment of the Governance Committee, chaired by Shaun F. O'Malley, which has replaced the Nominating Committee. Serving on the committee are Marjorie P. Snelling, Maria Thompson and myself, ex-officio. The committee's functions include nominating new Board members and spearheading Board assessments.

A new member of the Athenaeum's Board is Marjorie P. Snelling, who fills her father's seat. Charles Snelling served on the Board from 2002 to 2010.

Marjorie Snelling holds a degree in Economics from the University of Pennsylvania and is a financial advisor with Lincoln Financial Advisors. Previous board experience includes serving as vice-president of the board for the Atwater Kent Museum and as president of the board for St. Peter's School. Please welcome Marjorie to the Board when you meet her.

In the coming year, my report will very likely include increased activity from the Development Committee as your Board addresses the issue of funding the ongoing needs of our historic (and beautiful) building.



Above: Marjorie and Charles Snelling.

REPORT OF THE EXECUTIVE DIRECTOR

Dr. Sandra L. Tatman

Again I must report a year of challenges, with repair of the south wall of the Athenaeum topmost on the list. Beginning in fall 2009 and continuing into spring 2010 south party wall repairs were designed by Keast & Hood, engineers, with actual construction undertaken by J. S. Cornell & Son, Inc. For a few weeks in the spring the Busch Room was unavailable while the floor was open for these repairs. Accomplishing this major project would not have been possible without a generous donation from Board member Charles C. Savage, but even with that donation you will see that our annual budget felt a drastic bite. Nonetheless, this was an important repair that could not be delayed, and we are proud to announce its completion.



Above: Busch Room floor during south wall repairs.

Through the work that was necessary to stabilize the south wall, Athenaeum programs and exhibitions continued. The fall 2009 lecture series launched with Maggie Lidz and her very popular *The Du Ponts: Houses and Gardens in the Brandywine, 1900-51*, which we co-sponsored with the Institute of Classical Architecture and Classical America. This was followed by a co-sponsored event with the American Philosophical Society, Andro Linklater and his *An Artist in Treason: The Extraordinary Double Life of General James Wilkinson*. October brought Athenaeum member Nancy M. Heinzen and *The Perfect Square: A History of Rittenhouse Square*, and November saw Michael G. Trachtman illuminating the government of the United States with his *The Supremes' Greatest Hits: The 37 Supreme Court Cases that Most Directly Affect your Life*. Also in November University of Pennsylvania Professor Joan DeJean came with *The Age of Comfort: When Paris Discovered the Casual*, a co-sponsored program with the Alliance Francaise. At the beginning of December the Athenaeum hosted part of the celebration directed by the Historic St. Peter's Church Preservation Corporation, with William Pencak's "Our Bishop: The Forgotten Founding Father." We rounded out the fall 2009 programs with Toby Lester and *The Fourth Part of the World: The Race to the Ends of the Earth and the Epic Story of the Map That Gave American Its Name*, yet another co-sponsored program, this time with the Geographical Society.

In winter/spring the pace of programs did not subside as we began the season with Thomas Fleming's return with *The Intimate Lives of the Founding Fathers*.



Above: "Literary May" schedule with 1929 illustration of the Members' Reading Room by Thorton Oakley.

Steven W. Semes followed with his polemic on historic preservation *The Future of the Past*, and at the Annual Meeting Athenaeum member David De Long delighted the crowd with his report on *Sunnylands: Art and Architecture of the Annenberg Estate in Rancho Mirage, California*.

"Literary May" brought a host of programs and the semi-annual book sale to the Athenaeum. Many Athenaeum members volunteered for the book sale, marking prices on the books, sorting book collections into categories, and also selling books during the sale. Although the list is too long to mention every one of you, I want you to know how much we appreciate all of the help. The money raised from the book sale benefited the repairs and maintenance of the Athenaeum building, a continuing concern for all.

In 2010 the Literary Award went to Dr. Richard Beeman for *Plain, Honest Men: The Making of the American Constitution*. Other events during Literary May included "Crime Does Pay," where local authors William Lashner, Merry Jones, George Anastasia, Gerald Kolpan, Jonathan Levitan, and moderator Cordelia Frances Biddle offered a lively discussion of the art of mystery and suspense writing. During May 2010 Saturnalia Books also joined us for a poetry



Above: The Athenaeum book sale.

reading from their authors, a spring program which we hope will become a tradition as part of Literary May; and Ejner Jensen, Professor Emeritus of the University of Michigan, offered a workshop on "Shakespeare's Comic Practice," exploring elements of Shakespearean comedy on a number of levels ranging from the design of entire plays, to the development of scenes, to the creation of characters. In June we returned in our lecture program to the theme of Shakespeare with Jennifer Lee Carrell's second Shakespearean mystery *Haunt Me Still*.

Our exhibition schedule for the 2009/2010 season was equally full, with September beginning with the very popular "Jacob Stelman, Architectural Photography, 1936-1970" calling forth hosts of memories for longtime Philadelphians. One highlight of the show was the Ellis Coffee Company photograph showing the office in Center City, with its steaming coffeepot. The Ellis Company also generously contributed to the costs of the exhibition. After Jacob Stelman came "Trading Up: Some Surprising Samples from the Athenaeum's Building Trade Collection," and featuring Mr. Hytex, the Hydraulic Pressed Brick Company's symbol of safety. Throughout the beginning of the 2009/2010 season the curatorial staff was working on a book arts competition the Athenaeum co-sponsored with the Philadelphia Center for the Book, which culminated in "Building by the Book: Book Artists Respond to Architecture and Design." Six artists were chosen from the 24 who entered the competition from all across the country, and their final book designs were shown in the Haas Gallery along with the architectural patternbooks and trade catalogs



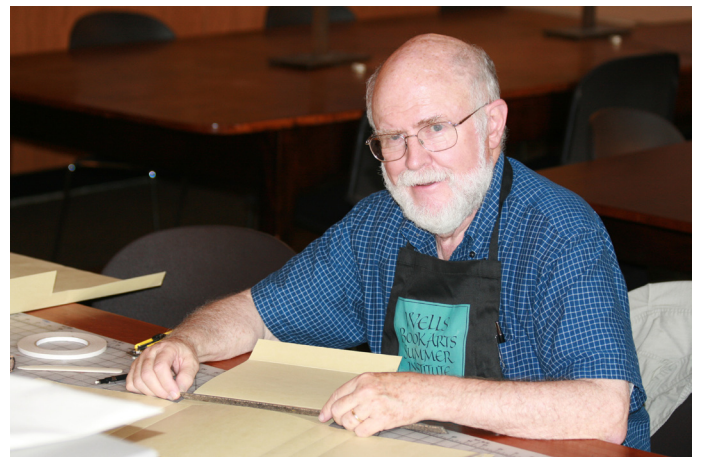
Above: Bruce Laverty gives a gallery talk for the Jacob Stelman exhibition.

which inspired them. This very successful gallery exhibition was timed to coincide with the city-wide celebration of print “Philagrafika,” and our competition and exhibition were funded by a generous grant from the Beneficia Foundation. Opening in May, and originally created by and for the Department of Interior Museum, “American Place: The Historic American Buildings Survey at Seventy-Five Years,” an exhibition of measured drawings and photographs celebrated the diamond jubilee of one of the most successful and long-lasting WPA programs of the New Deal. The Athenaeum is a particularly appropriate venue for the exhibition given that our late member Charles E. Peterson, FAIA, was founder of the HABS program, and the Athenaeum administers both the Peterson Prize and Fellowship. Photographs, architectural drawings, and designed books – all of these reflect the interests of the Athenaeum collections, and all require the services of our scanning operation and small gallery team of Bruce Laverty, Michael Seneca, Jim Carroll, and Denise Fox.

On June 6th, 2010, a date when a tornado warning prediction was issued, the Athenaeum conducted a walking tour of Rittenhouse Square, designed by curator Bruce Laverty and our Board member Dr. Satoko I. Parker. We began at the Curtis Institute and finished the afternoon with a reception and dinner at the Orpheus Club, where we were entertained by The Interchangeables who offered a wonderful rendition of Beach Boys favorites, among others. For this wonderful tour several members opened their own homes or facilitated our gaining entry to historic properties, and we also had a number

of member volunteers who acted as leaders or “sweepers” for the individual groups. Our thanks to all of you who participated! This was a fundraiser for our building, and we truly appreciate both the volunteer help and the donations of the participants in this timely effort.

We remain fortunate in our relationships with local colleges and universities and continue to gain free work study employees through Temple University, graduate student assistants from the University of the Arts, and Peterson Fellows from several local colleges. I also want to mention here several of our most faithful volunteers who help with collections and with keeping the Athenaeum open on First Saturdays. Both Mary Ellen Weber and John Fatula volunteer with us to help keep order in the objects that we own and to conserve both books and other paper-based items in our collections. Bernie Resnick, Margaret Ullman, and Judy Brookover have helped us on Saturdays to keep the building open for both members and the public.



Above: Volunteer John Fatula.

Last year I quoted liberally from one of several relevant passages from the days of Athenaeum Librarian Arthur Kennedy (librarian from 1938 to 1955) who called for a stalwart response to the “bewildering changes” that the Athenaeum experienced during his tenure. I am happy to report that the Athenaeum has come through the latest change with a healthy report and with plans to meet the continuing challenges of our National Landmark Building. Of course, we rely upon the strength of our Board and members to help meet those challenges, and we thank our supporters over the past years who have made such a difference to us in the work already accomplished on the building.

RESEARCH COLLECTIONS

Bruce Laverty, Gladys Brooks Curator of Architecture

Items in a wide range of collecting areas have been acquired by the Athenaeum for the Research Collection in the past year. Some of the highlights are enumerated below.

Architectural Drawings

The single largest drawing acquired was a framed triptych rendering of the George Washington Masonic National Memorial in Alexandria, Virginia, designed in 1920 by architects, Helme and Corbett. The brooding night rendering was done by Hugh Ferriss. Fans of National Treasure and Dan Brown novels will no doubt note the mathematical relationship between the

Masonic Memorial, and the Washington Monument and the Capitol Building across the Potomac in the distance. This enormous piece was the gift of Hyman and Sandra Myers.

An “Unfinished Sketch for a Country Residence” was purchased with funds from the Architectural Acquisitions Fund. This rare architectural drawing is by John C. Trautwine, a student of Thomas Ustick Walter’s. Trautwine attempted a career at architecture, in the 1830s but became best known as the civil engineer who, in 1850, first surveyed the Isthmus of Panama for a trans-oceanic canal.



Above: “Memorial To Washington The Mason.” Hugh Ferriss, 1920. Gift of Hyman Myers, FAIA, and Sandra K. Myers.

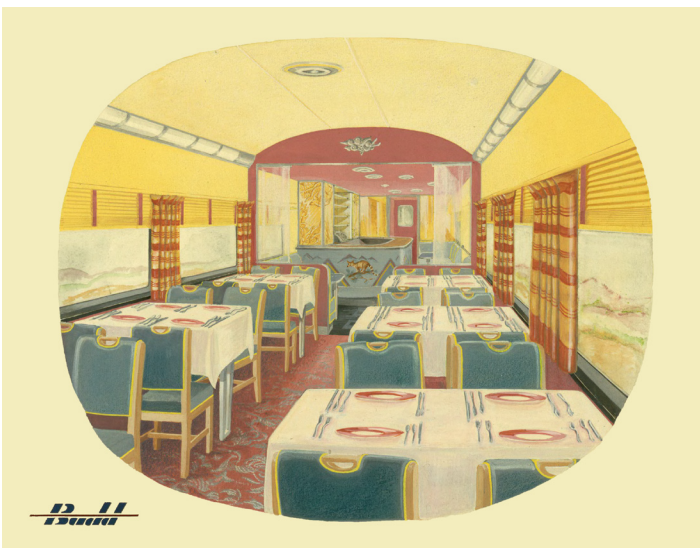


Above: "Unfinished Sketch for a Country Residence." John Trautwine, Architect, n.d.

The Athenaeum expanded its collection of drawings for "mobile architecture" with a group of colorful gouache renderings for the interior of luxury stream-lined train cars built in Philadelphia by the Edward G. Budd Company. These renderings, executed in 1947, were by John Harbeson, protégé of architect Paul Philippe Cret and were the gift of Thomas P. Piotrowski, partner in Cret's successor firm, H2L2.

Photographs

Last summer the *Philadelphia Inquirer* published an item on the growing interest in stereoscopic views and mentioned the Athenaeum



Above: Budd Train Car, "Coffee Shop Lounge." Harbeson, Hough, Livingston & Larson, Architects, c. 1948-1955. Gift of Thomas P. Piotrowski.

as one of the few Philadelphia repositories that has a collection of the double-image photos as well as the machinery for properly viewing them. Our collection was bolstered in 2009 by the generosity of Diane Maleski who donated 54 late-nineteenth century stereo views to the Athenaeum. Most of these were travel images that were used for self-educational purposes, but a few served as Victorian morality tales, such as the one here warning of the dangers of gossip.



Above: Stereoview. "Gossip-At Every Sip a Reputation Dies." Strohmeyer & Wyman, 1897. Gift of Diane Maleski.

Maps

Throughout 2009 and 2010 the Athenaeum's Regional Digital Imaging Center has been scanning maps from the Fairmount Park Archives and posting them on the Greater Philadelphia Geohistory Network. In the meantime our own cartographic holdings have been growing. In 2010 Athenaeum President, Lea Carson Sherk donated two late 1940s blueline maps of Fairmount Park that show the proposed route of the Schuylkill Expressway and its ultimate impact on the park.

Trade Materials

The Athenaeum has nationally significant holdings in architecture and trade materials and we are particularly pleased when these two areas coincide. One such instance is the advertising brochure produced by real estate developer Walter Bassett Smith for Wynnewood Manor. (See cover) Smith hired first-rate architects, including Horace Trumbauer, Heacock & Hokanson & Watson & Huckel, to design the homes in his development that had all the "conveniences of the city" and the "advantages of the country." This foldout, produced about 1910, features both photographs of new residences and color renderings. "\$10,000 for a

house and ground... only the best .. Now is the time to buy!"

Objects

The single heaviest gift this year was the concrete and glazed terra cotta medallion from the T-Square Club headquarters. This piece was designed by architects Wilson Eyre, Jr. and John McIlvaine and manufactured by the Enfield Pottery Works. Rescued from demolition crews over 30 years ago, the several-hundred-pound piece was installed in the Athenaeum stair hall in 2000 and officially donated last year by Hyman Myers, FAIA, in honor of his wife, Sandra K. Myers.

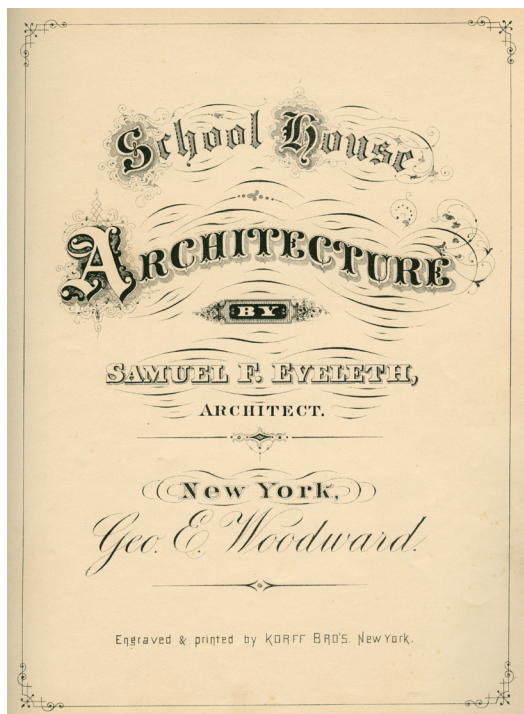
John Rodman Paul donated a lovely miniature oval oil portrait of Comegys Paul (1785-1851), an early shareholder of the Athenaeum. Also acquired was Comegys Paul's share certificate (#364) dated 1820.



Above: Portrait of Comegys Paul.
Gift of John Rodman Paul.

Books

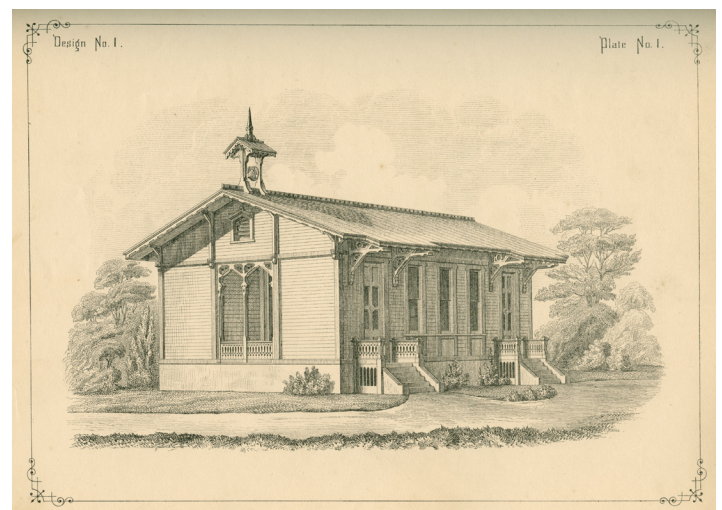
Athenaeum shareholder Robert Raley added two items to his substantial collection here including Samuel F. Eveleth's *School House Architecture*, published in 1870 by George E. Woodward.



Above: Title page from *School House Architecture*.
Right: Design No. 1 from *School House Architecture*. Gift of Robert Raley.

Prints

Our Masonic collections were further bolstered this year by the gift of Nancy Williams of an 1855 Max Rosenthal chromo-lithograph of the interior of the new Masonic Hall. Collins & Autenrieth prepared the original interior rendering of this design by architects Sloan & Stewart. This was the third and final lodge at this location on the north side of Chestnut Street, between 7th and 8th streets. The Masonic Temple on Broad Street replaced this building in 1873.





Above: T-Square Club Medallion. Gift of Hyman Myers, FAIA in honor of Sandra K. Myers.
Below: Masonic Hall. Max Rosenthal after Collins & Autenrieth, 1855. Gift of Nancy Williams.



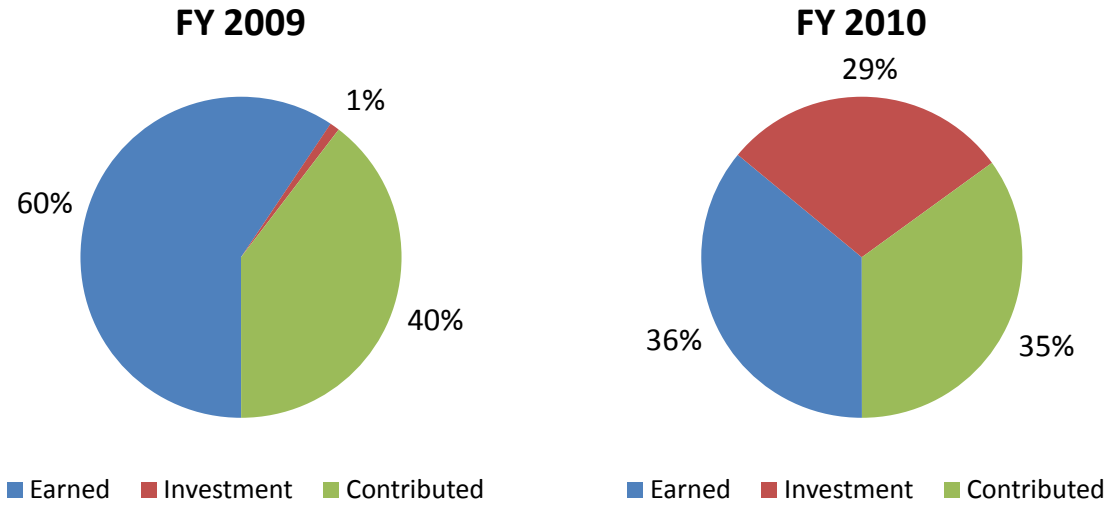
THE ATHENAEUM OF PHILADELPHIA

STATEMENTS OF OPERATING REVENUES AND EXPENSES

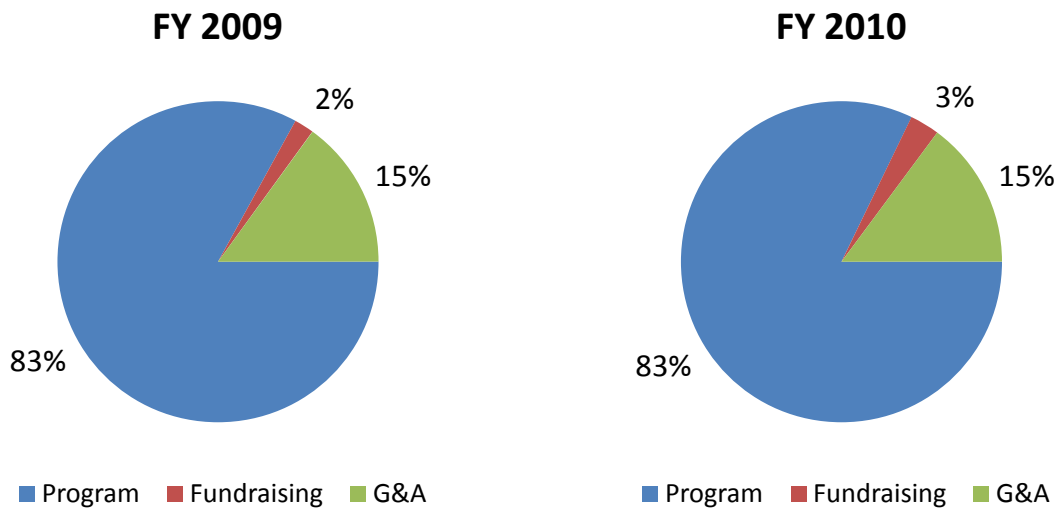
Years ended June 30, 2010 and 2009

	<u>2010</u>	<u>2009</u>
Revenues and Other Support		
Member dues	\$ 156,100	\$ 147,493
New memberships	20,000	22,000
Endowment income designated for current operations	302,991	271,130
Other investment income	16,972	9,180
Income from dedicated trust	158,384	255,881
Programs		
Members	14,940	5,260
Contributions	230,649	271,067
Outside services	48,139	123,076
Miscellaneous income	50,649	49,883
Sales of publications	4,488	4,875
	<u>1,003,312</u>	<u>1,159,845</u>
Net assets released from restrictions	<u>91,491</u>	<u>137,123</u>
Total revenues and other support	<u>1,094,803</u>	<u>1,296,968</u>
Expenses		
Programs – exhibitions and lectures	62,190	53,647
Salaries	468,450	466,354
Payroll taxes	37,740	37,608
Employees' medical insurance	87,456	81,018
Employee retirement benefit	27,879	27,469
Collection and acquisition	53,958	53,907
Research fellowships and awards	23,808	29,323
Printing	2,987	3,977
Outside services	46,734	82,882
Utilities	63,939	71,624
Building maintenance and service contracts	52,157	36,561
Insurance	33,699	31,549
Legal and accounting	18,554	15,428
Office	28,918	28,791
Collection storage off-site	39,535	37,536
Professional society dues	3,265	4,290
Miscellaneous	16,413	26,088
Conservation of collections	23,322	62,309
Total expenses	<u>1,091,004</u>	<u>1,150,361</u>
Excess of operating revenue over expenses before depreciation	3,799	146,607
Non-Cash Charges/Other Changes		
Depreciation expense	(131,259)	(126,544)
Other transfers	<u>-</u>	<u>-</u>
Excess (deficit) of operating revenue over expenses	<u>\$ (127,460)</u>	<u>\$ 20,063</u>

Revenue



Expenses



NAMED BOOK FUNDS & ENDOWMENTS

Roland Taylor Addis Book Fund
Edward Lee Altemus Book Fund
Architectural Advisory Committee Endowment
Architecture Acquisitions Fund
Arronson Foundation Conservation Fund
Thomas G. Ashjean III Book Fund
Graham Gaylord Ashmead Book Fund
Clare Austin Baird Book Fund
Barra Foundation Symposium Fund
Isaac Barton Fund
Arnold A. Bayard Fund
Alice Beardwood Book Fund
Alice Beardwood Lecture Fund
Emma Beerman Book Fund
Hannah G. Brody Fund
Gladys Brooks Fund
Richard Bull Fund
Struthers and Katherine Newlin Burt Book Fund
Henry Paul Busch Book Fund
Claneil Foundation Conservation Fund
Benjamin Coates Memorial Fund
Arthur G. Coffin Fund
Elliott Cresson Fund
John M. Dickey Book Fund
Samuel J. Dornsife Book Fund
Franklin and Helen Eden Book Fund
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Albert M. Greenfield Memorial Book Fund
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John Otto Haas Book Fund
Thomas Bailey Hagen Book Fund
Edith Ogden Harrison Lecture Fund
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Constance A. Jones Book Fund
Arthur M. Kennedy Memorial Fund
Fenton Keyes Memorial Book Fund
Perot Lardner Fund
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Eleanor Bird Light Decorative Arts Conservation Fund
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Stephen Craig McCormick Book Fund
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Florance Jenkins Scott Book Fund
Jacob L. Sharpe Fund
Shober Family Book Fund
Robert C. Smith Conservation Fund
Mary Waidner Snow Garden Fund
Walter Stait Book Fund
Charles Wharton Stork Lecture Fund
William Strickland Lecture Fund
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George Vaux Fund
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Emily W. and Franklin H. Williams Conservation Fund
Moses A. and Mollie Zebooker Memorial Book Fund

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