

FIELD BRIEFS

Mr. and Mrs. Ray A. Kroc Make Major Contribution to Museum

In September Mr. and Mrs. Ray A. Kroc made a generous contribution to Field Museum of \$450,000. The gift marked the occasion of Mr. Kroc's birthday.

The gift was also an expression of the personal philosophy of Mr. Kroc, who as the founder and chairman of McDonald's Corporation, saw his business expand from a single restaurant in 1955 into a national and international chain of more than 2,100 today. "Such a dream could be realized only in America," he said. "On my 70th birthday, my greatest pleasure is the opportunity to share my good fortune with others."

Because of Mr. Kroc's interest in ecology, his gift will be used to help support a comprehensive public education program at Field Museum in 1974: "Man in His Environment."

The Museum's large collections and the expertise of its scientific staff put it in

an especially favorable position to provide the kind of unique public education experience that "Man in His Environment" will offer to millions of people. The program will include a semi-permanent exhibit at the Museum, a traveling version of the exhibit, and films, lectures, and publications. All of these components will offer significant help to the layman as he is called upon to become more and more involved in making intelligent decisions regarding environmental problems.

Mr. Kroc's birthday celebration went even further than his personal gift toward helping the Museum's work. His friends and business associates chose to honor him by establishing the "Ray A. Kroc Environmental Fund" at Field Museum. It too will be used to assist the Museum's research and education in the ecological and environmental sciences. To date, more than 240 friends of Mr. Kroc have made contributions to the fund, which presently totals approximately \$100,000.

Congressional Subcommittee Members Learn Museum Financial Needs

Officials of major Chicago area museums testified at a hearing held by the Congressional Select Subcommittee on Education September 23 at Field Museum to inquire into the critical financial needs of museums.

Listening to the testimony were Congressmen John Brademas (D., Ind.), chairman of the hearing, and Dan Rostenkowski (D., Ill.) co-sponsors of a bill to establish a \$40 million fund to assist in the operation of museums over a three-year period. Their proposed Museum Services Act, known as

H.R. 8677, would authorize federal funds to meet up to 50 percent of the cost of renovating museum facilities, installing exhibitions, providing trained staff, and general administration expenses.

Participants at the hearing included representatives of Field Museum of Natural History, the Museum of Contemporary Art, the Museum of Science and Industry, the Chicago Historical Society, The Adler Planetarium, The Art Institute of Chicago, the Milwaukee Public Museum, and the Northern Indiana Historical Society of South Bend, Indiana. Daniel J. Shannon, president of the Chicago Park District, also testified.

Congressman Brademas noted that "Museums of art, science and history are a vital part of our national educational and cultural life, and they are now reaching out into the community in new ways to serve still wider audiences. But there is evidence that museums have reached their limit in meeting the rising costs of their services. Increased expenses for trained personnel, exhibit space, conservation, building maintenance—these are only some of the reasons for the financial crush many museums are enduring."

He further observed that "thirty years ago, attendance at the nearly 6,000 museums in the United States totaled some 50 million visits annually. Today that figure has reached nearly 700 million and is still climbing."

The hearing was part of a careful study by the Subcommittee of the changing role of museums in American life, the problems they face, and the appropriate means of federal support for them. A similar hearing has been held in Washington, D.C., and further ones are planned next year in New York City, Los Angeles, and other communities in various parts of the country.



Mr. and Mrs. Ray A. Kroc



Left to right: Congressman Dan Rostenkowski (D., Ill.); Congressman John Brademas (D., Ind.); Emory Williams, president, The Adler Planetarium (rear); Marshall Holleb, member of board of trustees, Museum of Contemporary Art; Colonel S. N. Black, comptroller, The Art Institute of Chicago; Clement M. Silvestro, director, Chicago Historical Society; Joseph M. Chamberlain, director, The Adler Planetarium; and E. Leland Webber, director, Field Museum of Natural History.



1972. "Mr. and Mrs. Ray A. Kroc Make Major Contribution to Museum." *Field Museum of Natural History bulletin* 43(10), 15–15.

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