



AP Photo

Mrs. Harry Lynde Bradley directs workmen hanging one of the 800 works of art she gave to the Milwaukee Art Center.

Hackensack, New Jersey  
RECORD  
September 25, 1975  
Distribution: 152,140  
New York City Metro Area

# Art collector made offer city couldn't refuse

By ROBERT O'MEARA

The Associated Press

MILWAUKEE — Five and one-half years ago, Mrs. Harry Lynde Bradley offered Milwaukee a deal: provide suitable quarters for her \$11-million art collection and the community could have it as a gift.

The deal was completed this week, and amid festivities that ranged from symposiums on the future of art in the Midwest to polka and jazz concerts, the Milwaukee Art Center opened a three-level, 150,000-square-foot addition on the shore of Lake Michigan.

Most of the 800-piece collection is housed there, being displayed as a group for the first time. There are Picassos, Klees, Bonnard, Chagalls, and Toulouse-Lautrecs, amid paintings and sculpture by contemporary artists purchased as recently as three weeks ago.

The collection was appraised at \$11 million for insurance purposes in 1970, but now may be worth as much as \$20 million, an Art Center spokesman said.

"The best part is seeing people come in and enjoy looking at paintings that once were scattered about," Mrs. Bradley said.

Some of the art works had been in her home, and others were in vaults, storerooms, and various galleries.

## Collected over decades

Mrs. Bradley and her late husband, a cofounder of the

Allen-Bradley Co. of Milwaukee, a manufacturer of electrical controls, collected the art over several decades.

"When my husband and I once saw whole families enjoying themselves looking at shows at the Museum of Modern Art in New York, we decided we had to share our collection," she said. "I think this is the best way of doing it."

After Bradley died in 1965, Mrs. Bradley continued to add to the collection, which was attracting the attention of the nation's museum directors.

On Feb. 22, 1970, Mrs. Bradley went before the Board of Directors of the Art Center and made her offer: an outright gift for a place to house it.

She agreed to get the project off the ground with a \$1-million cash gift, plus payment of an \$80,000 initial design fee.

## \$6 million raised

The Art Center sponsored a community drive and came up with \$6 million from corporations, foundations, and individuals.

The Bradley collection is being housed on the top level of the three-level building. The center's regular collection is on the other two levels. In addition, there's an outdoor sculpture court.

Security personnel at the center said 22,000 persons saw the show in the first three days.