

McCall's Periodical collection
RC.2011.12

Finding aid prepared by Venus Van Ness and Jenna English



Norman Rockwell Museum Archives - Reference Center Collection
2011

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Summary Information

Repository	Norman Rockwell Museum Archives - Reference Center Collection
Title	McCall's periodical collection
Date	1964-1977
Extent	1.0 Linear feet
Contact	Norman Rockwell Museum Archival Collections, The Norman Rockwell Museum, 9 Glendale Road, Route 183 Stockbridge, MA 01262, 413-931-2251 Venus@nrm.org
Language	English
Abstract	This collection consists of four issues of Mc Call's magazine which feature artwork by Norman Rockwell. The issues span the dates from December 1964 to December 1977.

Preferred Citation

McCall's Periodical Collection, Norman Rockwell Archives, Norman Rockwell Museum, Stockbridge, Massachusetts.

Historical Note

McCall's magazine was one of the first women's magazines in America. It was initially known as "The Queen" in 1873 and was intended mainly to sell McCall's sewing patterns. Eventually the content expanded, and it acquired the name McCall's in 1897. It hit the peak of its popularity in the 1960's, when it was the most widely-circulated women's magazine in the United States. It ceased publication in 2001.

Scope and Contents

The three issues in this collection feature multiple examples of Rockwell's work. The December 1964 issue features the Rockwell cover "Little Girl Looking Downstairs at Christmas Party." The December 1967 issue contains a pullout of "Christmas in Stockbridge," along with the article, "Home for Christmas." The March 1969 issue features the image "Lift Up Thine Eyes" along with an article entitled "Four Words to Remember." The last is the special 1977 "Norman Rockwell Treasury" issue.

Arrangement

The collection is arranged chronologically.

Administrative Information

Publication Information

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Access

This collection is open to researchers by appointment.

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