



THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE, STOCKBRIDGE, MASSACHUSETTS

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Summer 1985

First Phase Museum Drive Completed



Vice President and Chairman of the Development Committee of the Board of Directors, Harry J. Stuart headed the Board solicitation phase of the capital campaign, raising \$225,000 toward the \$5 million goal.

Harry J. Stuart, Vice President and Chairman of the Development Committee was recognized at the June meeting of the Board of Directors of the Norman Rockwell Museum at Stockbridge for his successful role as head of the Board of Directors' phase of the capital campaign which raised \$225,000. John M. Deely, Jr., lauded this achievement as a vital and important first step in launching a national campaign to raise \$5,000,000 for a new museum facility.

The campaign is currently in an organizational phase. National leadership for the campaign is being sought by the museum board among companies for whom Norman Rockwell worked as well as from the museum membership and other Rockwell fans.

Initial refurbishment and improvement plans were announced by Lila

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Museum Announces Name Change

By vote of the Board of Directors in June, the name of this Museum is now THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE.

Institutions are frequently beset by name problems, but the Stockbridge museum probably holds the record. Founded as the Stockbridge Corner House Corporation (not for profit) in 1967, the group applied for a name change only a year later when the official name became "The Old Corner House, Stockbridge Historical Society." Of the eight incorporators listed on the official certificate, four are still active in the affairs of the Museum: Mrs. Norman Rockwell, Mrs. James Deely, Mrs. Norma Ogden, and Miss Rosamond Sherwood.

For some years the Museum operated under its incorporated name; when it became apparent that the "historical" phase of its existence was more illusory than real, that part of the name was dropped and the institution became commonly and simply, "The Old Corner House."

But "The Old Corner House" contained no reference to Norman Rockwell and his works, which, by this time, had become the principal concern of the Museum. At first informally and later in formal correspondence, it became the custom to speak of "The Norman Rockwell Museum at the Old Corner House." With the purchase of Linwood, however, and the proposed move to that property in the near future, it was obvious that yet another name would have to be chosen. Some three dozen names were suggested by Board and Staff members, some of which contained the suggestion of a "national" or "American" museum. Finally adopted with considerable enthusiasm, THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE name will be formally registered as the Museum's operating title. New museum brochures on the presses will already have made the change, and stationery and directory listings will soon follow.

"Lost" Rockwell Painting Returns

Recently the William A. Farnsworth Library and Art Museum in Rockland, Maine, received as a bequest a Rockwell painting which this Museum quickly identified as an oil, "Tom Sawyer Whitewashes the Fence," painted by Rockwell in 1936 for the Heritage Club Edition of Mark Twain's classic.

The whereabouts of the painting had been a mystery since it became separated from the other Tom Sawyer pictures while on tour more than forty years ago.

The remaining oils Rockwell executed for *The Adventures of Tom Sawyer* are currently housed in the Mark Twain Museum at Hannibal, Missouri.

"Tom Sawyer Whitewashes the Fence," oil on canvas, 17½ by 13¼ inches, 1936. Collection of William A. Farnsworth Library and Art Museum, Rockland, Maine. Reprinted with permission of Heritage Press (MBI, Inc.). Copyright © 1936, Heritage Press.



CURATOR'S CORNER

by Laurie Norton Moffatt

Two Rockwell drawings were discovered in Rhode Island earlier this year and have become the latest acquisitions to the museum's growing collection. Dated 1912 and 1913, the works are excellent examples of NR's earliest illustrations for children's magazines and are believed to be quite rare.

"Bench Chatter" was published in *Boys' Life* in May 1913 to illustrate Leslie Quirk's story, "Crossed Signals." It appeared under the caption, "I'm going to put you in the box." Publication information on "Courting Couple" as yet remains unknown although an interesting inscription is found on the lower portion of the work which reads, "No doubt she told him her opinion of it, when they were so very confidential together behind the curtains." Both drawings are rendered in charcoal and gouache on board and measure 22 x 17 inches.

Norman Rockwell worked extensively for *Boys' Life* from 1912 to 1917, serving as both Art Editor and illustrator of the Scouting publication. He is known to have produced more than 200 illustrations for the magazine, which launched his career as a young man. "Bench Chatter" is the first picture to represent this publication in the museum's collection and is one of only a half dozen or so *Boys' Life* illustrations known to be extant.

The drawings were purchased from a private collector who contacted the curator after reading the March 1985 *Yankee* magazine article on this museum.



"Bench Chatter" Charcoal on board, 22 x 17 inches, 1912.

"Courting Couple" Charcoal and gouache on board, 22 x 17 inches, 1913.



Director of Development Appointed



Newly appointed Development Director John S. Sterrett, former Boy Scouts of America executive, will organize the museum's Capital Fund Drive. Eagle photo by Abby Pratt.

John S. Sterrett has been named Development Director of the Norman Rockwell Museum at Stockbridge, his appointment having become effective on March 1.

Sterrett is a former executive with the National Council of Boy Scouts in Dayton, New Jersey. He will work with Marts and Lundy, the fundraising consultants already advising the Museum on its capital fund drive for the new museum facility. Goal for the campaign has been set at \$5 million.

John Sterrett's career with the Boy Scouts covered more than thirty-two years before he retired last year. His wife, Maryann Hughes, is new vice-president for human resources at Berkshire Medical Center in Pittsfield. Since his move to the Berkshire area he has been active in fund-raising with the Great Trails Council in the County and the Pioneer Valley Council in West Springfield. He resides in West Stockbridge.

Plans for the current season, revealed by Sterrett, entail the enlisting of persons to serve on both local and national committees once the capital drive has been formally announced. Extensive files of names in the Museum's archives are culled for volunteers for the campaign and to work with John Sterrett. Filming has been completed for a VCR presentation presenting the museum's case for support; this will be used in corporate fund-raising.

"We are very fortunate to have John Sterrett," commented Museum Board President John M. Deely, Jr.

Definitive Catalogue Update

With the next issue of this newsletter, the Norman Rockwell Museum at Stockbridge will formally announce the publication of the long-awaited *Norman Rockwell: A Definitive Catalogue*, 1,200 pages in two volumes filled from cover to cover with nearly 4,000 individual catalogue entries and fully illustrated. The handsome set contains 96 color plates which depict some of NR's lesser known works. All the plates feature original artwork and effort was made to show a representative sampling of the full range of the artist's work.

Organized in an easily accessible fashion, all of Rockwell's cover and story illustrations, advertisements, portraits and special works are illustrated with complete historical and technical annotation. The reader will find the catalogue easy to use with the guide of an introductory essay, "How to Use this Book," and will appreciate the spacious layout and large-size reproductions not often found in a catalog of this size.

Meriden-Stinehour Press, known for design and production of superb books, is producing this handsome, two-volume slipcased edition. Publication date is set for June 30, with a pre-publication mailing going out at the end of August to Friends of the Norman Rockwell Museum and other interested parties. Those who desire the Limited Edition set signed by Mrs. Norman Rockwell are urged to contact the museum to be placed on the reserve list. This book is essential to the serious collector and will make a wonderful gift to the Rockwell art lover or local library.

The project, which is ten years in the making, is sponsored by the Board of Directors of the museum. Curator Laurie Norton Moffatt compiled, wrote and edited the publication with research assistance from former staff Elizabeth Shaker, Cynthia Quay and Michael Brazell. An introduction to the book was written by Museum Director David H. Wood.



Publication date for Norman Rockwell: A Definitive Catalogue is set for 30 June 1986.



Sometime shortly after you read this, the Norman Rockwell Museum at Stockbridge will receive its one-millionth visitor. Careful attendance records have been kept since the Museum's inception, and it has been interesting to see how the total of visitors has built impressively. During 1982, 1983 and 1984 the total number of persons coming has been slightly in excess of 100,000 for each of those years. As this PORTFOLIO goes to press the meter is ticking at about 977,000 persons as of mid-June.

One of our greatest pleasures is to receive a visit from an artist. Recently, Arnold Friberg dropped in to view the Rockwell pictures and to have a tour of the studio. Mr. Friberg seems to me to belong to the "classic" school of illustrators, his work marked by meticulous detail, stunning color and very satisfying composition. A most impressive book on his career was a souvenir of his visit and should be in the library of anyone interested in contemporary illustration. (*ARNOLD FRIBERG: The Passion of a Modern Master*, by Ted Schwarz, introduction by Jonathan Fairbanks, published by Northland Press, Flagstaff, Arizona). Mr. Friberg was accompanied on his visit by Heidi Wales, his friend and business manager. He makes his home in Utah near Salt Lake City.

We have been informed that the PORTFOLIO has won a first prize in the one- and two-color newsletter printing competition sponsored by the International Printing House Craftsmen in Hartford, Connecticut. Since we do not credit the design of our newsletter, this seems a good place to recognize our graphics designer, Jan Lindstrom, a free-lance artist who lives down the street from the Museum. Her talent was apparent to us long before the prize award, but we are happy to see our judgment vindicated.

Yankee magazine for March carried a full-length feature article on this Museum by Senior Editor Edie Clark. The piece interestingly contrasted the Rockwell Gallery in Arlington, Vermont, with this collection, pointing out that their functions were basically quite different. As a result of the appearance of this article, the Museum has acquired two Rockwell drawings (see "Curator's Corner").

In our piece in the last PORTFOLIO detailing the gift of the Dwight Collection to this Museum, we neglected to point out that the donor was Lois Dwight McDaniel, in memory of her father, Winslow Dwight. The collection was amassed by her grandfather and descended in the family to her.

On Exhibit This Summer

A special exhibit of NR's Russian portrait sketches can be seen at the museum this year. Also showing are a number of charcoal drawings, the preliminary works to NR's final oils.

Museum Volunteers Make Summer Plans

This summer, museum volunteers, under the capable guidance of Stockbridge volunteer Jorja Pilling Marsden, will host an informational desk and display under the colorful patio awning to inform visitors about the museum move to Linwood. Volunteers will brief interested visitors on the capital fund drive and provide printed literature to any persons desiring to know more about the campaign.

The volunteer desk, in its second year of operation, originally was organized to invite visitors to become Friends of the Norman Rockwell Museum. Since its inception, many members have expressed interest in volunteering. The information desk offers volunteers a behind-the-scenes look at the museum operation and is a pleasant way to greet the hundreds of summer visitors.

A three-panel display will feature photographs and a map of Linwood, the new museum site, and information on the campaign. An informational brochure will accompany the display. Anyone interested in being a volunteer should contact John Sterrett at the museum at 298-4239 or 298-3944.

Children Love Norman Rockwell

Spring always brings school classes to the Norman Rockwell Museum; this year has been no exception. School groups come not only from the Western Massachusetts area but also from neighboring New York State and Connecticut. Grades from kindergarten through high school (and even some colleges) come at one time or another. All seem to enjoy equally the time spent in the Museum. Normally, school groups are taken on their own guided tours of the museum by a guide who adapts comments and discussion to the age and interest of the class.

Since many of the Rockwell paintings tell stories to which children can relate, they enjoy talking about what they see going on in a picture, as well as to imagine what might have happened

before and what will happen after. Teachers have told guides that the Rockwell paintings and the Museum are an ideal way to introduce children to art and to museum-going.

When the new gallery has been built at Linwood, more extensive educational programs are planned. There will be more room for groups and a chance for guides to visit schools prior to the visit by classes. With additional space in the new museum it will be possible to use films and other visual aids which are now impossible because of crowding.

Norman Rockwell's love of children and their presence in many of his paintings provides a natural tie with youngsters of all ages. One of the most important of the Museum's programs is that relating to schools and certainly a happy dividend is to watch the sheer delight on the faces of children when they visit the Museum and view the pictures.

Margaret L. Batty, Asst. Director

First Phase Museum Drive Completed

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W. Berle, head of the New Museum Site Committee at Linwood. The Board approved a number of projects that will begin in the summer of 1985, including renovation of the Victorian carriage barn into two caretaker quarters, conversion of storage sheds into garages and workshops, repairing of water mains, and the replanting of trees and shrubs. Mrs. Berle announced that David Tierney has been appointed as project coordinator and will be working in close cooperation with architect Warren Platner.

Attendance at the museum at the Old Corner House remains constant with previous years, and it is announced that the museum anticipates its one millionth visitor in July. According to Museum Director David H. Wood, many visitors have expressed interest in the campaign and desire information on making a contribution.



The Norman Rockwell Museum at Stockbridge

Stockbridge, Massachusetts 01262

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