

# THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE, STOCKBRIDGE, MASSACHUSETTS

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Winter 1988-1989



*Harry Albright*



*William Goessel*



*Linn Cary Mehta*



*Steven Spielberg*

## Harry Albright, William Goessel, Linn Mehta, and Steven Spielberg Join Board of Trustees

**T**he museum has made four impressive additions to its board of trustees. The new members are bank president Harry W. Albright, Jr., scholar Linn Cary Mehta, businessman William Goessel, and director and producer Steven Spielberg. With these additions, the board expands to 29 members.

**Harry W. Albright, Jr.** is chairman of the board and chief executive officer of The Dime Savings Bank of New York. Mr. Albright joined The Dime in 1975 as a member of the board and later that year was elected president. He became chief executive officer in 1980 and chairman of the board in 1981. Mr. Albright is chairman of the FDIC liaison committee and the committee on deficit reduction of the U.S. League of Savings Institutions. He also serves on the league's legislative and legislative policy committees. Appointed deputy secretary to Governor Nelson A. Rockefeller in 1967, Mr. Albright later served as appointments officer and executive assistant to the governor, a cabinet-rank position. He was named superintendent of banks of the State of New York in 1972 and served in that position until 1974. He then served as special counsel to the vice-president of the United States until 1975. Mr. Albright is chairman of the board of trustees of Marymount College and serves on the boards of trustees of the City University Construction Fund and Pratt Institute and those of numerous other institutions. Mr. Albright is a graduate of Yale College and Cornell Law School.

**William Goessel** is chairman and chief executive officer of Harnischfeger Industries, Inc., a recently formed holding company currently operating four first-tier subsidiaries—Beloit Corporation, Harnischfeger Corporation, Harnischfeger Engineers, Inc., and Syscon Corporation. Mr. Goessel joined Harnischfeger Corporation, the predecessor company, in August of 1982 as president and chief operating officer, following a 32-year career at the Beloit Corporation, the largest U.S.-based paper machinery manufacturer. Under Mr. Goessel's initiative, Beloit Corporation was purchased by Harnischfeger in March of 1986. Nine months later, Syscon Corporation, a Washington, D.C.-based company specializing in defense-related computer systems, was acquired. Harnischfeger Industries now exceeds one billion dollars in annual sales and is recognized as a world leader in papermaking machinery, mining equipment, integrated material handling systems and traditional material handling equipment. Mr. Goessel began his career at Beloit Corporation as

*Continued on page 2*

## New Board Members *continued from page 1*

a foundry technician following graduation from Carthage College. In 1961, he was elected vice president and general manager of Beloit Eastern Corporation, Dowingtown, Pennsylvania. He was elected a director of Beloit Corporation in 1969 and held increasingly broader executive positions thereafter. In 1978, he was elected executive vice president of Beloit's paper group. He is a director of Gould's Pumps, Inc., Twin Disc, Inc., Superior Die Set Corp., and Grede Foundries, Inc., and a member of the University of Wisconsin Foundation and the American Pulp and Paper Institute. Mr. Goessel is a graduate of Harvard University's Advanced Management Program. He and his wife live in a suburb of Milwaukee.

**Linn Cary Mehta** is a member of the family from which the museum purchased Linwood, the Stockbridge site where the museum's new gallery building will be constructed. She has worked for the Ford Foundation as assistant to the president and assistant program officer for the Education and Culture Program. Currently a doctoral candidate in comparative literature at Columbia University, Mrs. Mehta earned a bachelor of arts degree from Yale College in 1977 and a master of arts degree from Oxford University in 1979. She is married to writer Ved Mehta, author of numerous books and a contributor to *The New Yorker*. Mrs. Mehta will spend this academic year at Oxford University, where she will conduct research at St. Hilda's College, and her husband will serve as a visiting fellow at Balliol College. Mrs. Mehta and her husband have two daughters and reside in New York City.

**Steven Spielberg**, the renowned director and producer, has also joined the board. Last December, the museum announced that the new gallery building will be named the Steven Spielberg/Warner Communications Gallery in recognition of the major gift to the capital campaign donated by Mr. Spielberg and Warner Communications. Mr. Spielberg has become one of the film world's most respected and successful talents. He has directed and/or produced seven of the top twenty grossing films of all time, including the number one attraction, *E.T., the Extraterrestrial*, *Jaws*, *Raiders of the Lost Ark*, *Indiana Jones and the Temple of Doom*, *Back to the Future*, *Gremlins*, and *Close Encounters of the Third Kind*. In 1986, he received the coveted Directors Guild of America Award for *The Color Purple*. *Empire of the Sun* was named Best Picture for 1987 by the National Board of Review, and Mr. Spielberg was named the year's best director. This summer, *Who Framed Roger Rabbit*, which his company, Amblin Entertainment, produced, became the most popular and critically-acclaimed film of the season. At the 1987 Academy Award ceremonies, he received the prestigious Irving G. Thalberg Award in recognition of his consistent excellence in film-making.



PHOTO TAKEN AT NORMAN ROCKWELL'S STUDIO BY DOUG MUNSON

*(left to right) Senator Peter Webber and Representative Christopher Hodgkins congratulate Henry H. Williams, Jr., director of development at the museum, on the Merit Aid grant award.*

## Museum Awarded \$10,000 Grant From Mass Council on The Arts

The museum has been awarded a \$10,000 Merit Aid grant from The Massachusetts Council on the Arts and Humanities. This is the first time the museum has received a Merit Aid grant, which is earmarked for general operating support.

Of the 1,500 cultural institutions in Massachusetts, only 443 receive Merit Aid funding. "The council maintains an extremely rigorous and intensive review process," according to Rick Schwartz, director of public information at the Mass Council.

Rose Austin, program coordinator at the council, noted that "the museum's commitment to interpretative programs that place Rockwell's work in the larger context of illustration and social history was an important factor in our decision to award the grant." The council also recognized that "The museum's solid, sound management and planning will provide the groundwork for a smooth transition to the new facility." The panelists reviewing the museum's grant application concluded that "The Norman Rockwell Museum's collections are rich and hold promise."

The grant funding will assist the museum with maintaining excellence in its interpretive programs (which serve more than 125,000 visitors annually); allow for the expansion of its education program; provide for more frequent exhibit changes; and enable the museum to offer a greater number of special programs such as lectures.

Merit Aid supports community-based and state-wide programs in eight artistic disciplines. Groups receiving this support range from community radio stations to metropolitan museums, from local historical societies to regional theater companies.

Merit Aid is awarded to organizations which provide high quality cultural programs to the public. These programs exemplify the diverse disciplines, traditions and innovations which enrich the quality of cultural life in Massachusetts.

# CURATOR'S CORNER

by Maureen Hart Hennessey

Norman Rockwell's paintings and drawings show the artistry and technical skill of Rockwell the illustrator. But, sometimes, Rockwell's art allows us a glimpse of Norman Rockwell the man.

Such artwork has recently come to the museum through the generous donation of Mrs. Christian W. (Mary) Schafer, a neighbor of the Rockwells in Arlington, Vermont and the wife of Rockwell's business manager. The gift, presented in August of 1988, is a poem, *Hail Mary!*, written and illustrated by Norman Rockwell to commemorate Mary Schafer's birthday.

The three typed pages are illustrated with delightful watercolor pictures, which include landscapes, portraits of the Schafers and their two children, and even an atomic bomb blast. Mrs. Schafer also donated two postcards and seven letters sent to the Schafers by Rockwell during his whirlwind world tour for Pan Am Airlines in 1955.

Materials such as these will be used to interpret to the public the private side of Norman Rockwell. The museum gratefully acknowledges Mary Schafer's contribution, which will help us to know and understand a little more about the man she knew as a friend.

## HAIL MARY!

Amongst old furniture and glass  
A century old at least,  
Toils one we love, a winsome lass,  
Today's her birthday feast!

It seems so strange that one so young  
Should work among the ashes  
Of by-gone times so far removed  
From loud atomic flashes

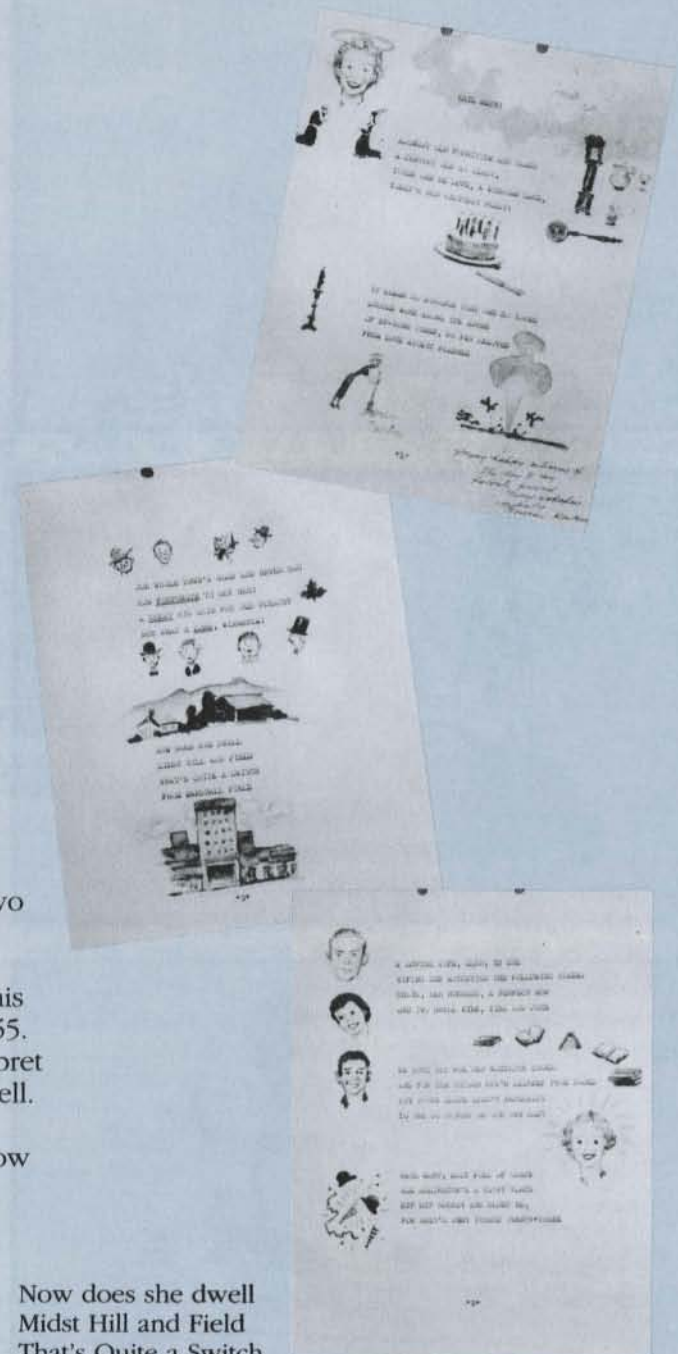
Our whole town's glad and never sad  
How fortunate to get her!  
A great big gain for old Vermont  
But what a loss, Winnetka

Now does she dwell  
Midst Hill and Field  
That's Quite a Switch  
From Marshall Field

A loving wife, also, is she  
Wifing and mothering the following three:  
Chris, her husband, a perfect mon  
And two swell kids, Tina and John

We love her for her wondrous looks  
And for the things she's learned from books  
But books alone aren't necessary  
To one so bright as our own Mary

Hail Mary, Full of Grace  
All Arlington's a happy place  
Hip Hip Hooray and Glory be,  
For Mary's just turned twenty three.





## European Travel Postcards Donated To Museum

by Linda Russell, curatorial assistant

On October 8, Rockwell Society of America members paid a special visit to The Norman Rockwell Museum at Stockbridge. Members of the society, which is based in Ardsley, New York, are collectors of Rockwell art and memorabilia and meet annually to trade in Rockwell-related material. During a reception held at Linwood, site of the museum's new gallery and new home of Rockwell's studio, Michael P. Collins, society president, presented museum Director Laurie Norton Moffatt with three rare Rockwell postcards. The cards are encased in one frame with a window mat left vacant for the fourth "missing" card.



Rockwell had the cards printed to send to friends at home during a trip he made to Europe in the summer of 1927 with Dean Parmelee and Bill Backer. Each card, bearing its own inscribed title, is an ink drawing printed on colored cardboard, which Rockwell then hand-colored with gouache. The edition size of the printing is unknown. The fourth card, titled *Die Walk am Rhein*, is of the three men walking along in Bavian-style dress with a dachshund and distant castles in the background. The society has not had success in acquiring a copy to complete the set.



Almost all of chapter 12 of Rockwell's autobiography, *My Adventures as an Illustrator*, is devoted to the artist's reminiscences of his travels in Europe during the summer of 1927. "I remember it as a sort of sunny, carefree interlude," he wrote. The postcards capture the same sense of freedom, adventure, and fun Rockwell portrayed in his autobiography when describing his travel experiences. Whereabouts of the original ink drawings used for the printing is unknown.

*Note: A new edition of My Adventures as an Illustrator is now available and can be ordered through the museum's Mail-Order Department. Call (413) 298-5231 for further information.*

## Volunteers, Are You Out There?

A volunteer is needed one day a week for the museum's newsclip archive. We are looking for someone to organize our Norman Rockwell and Rockwell Museum newsclips. This project is suitable for someone who enjoys a quiet and contemplative atmosphere and who likes careful, detailed work. If you are interested, please contact Linda Russell at (413) 298-3539.

# Archival Acquisitions

by Linda Russell, curatorial assistant

This summer and fall have brought a nice variety of gifts to the museum's archive. Mary Moline, author of *Norman Rockwell Collectibles Value Guide*, sent four pairs of dolls representing the couples in Rockwell's *The Four Ages of Love*. The paintings, which trace the experience of four couples through four life stages, were commissioned by Brown and Bigelow and reproduced in its 1955 Four Seasons spring calendar. The fabrications include carefully dressed and adorned paper mache dolls of each character. These were apparently created as prototypes for a line of Rockwell dolls.

Faithful museum friends, Katherine and Lawrence Alvord of Dauphin, Pennsylvania, visited this fall bearing gifts of three *Life* magazines with Rockwell covers and a copper-look metal statuette of Rockwell's *Lineman*. The painting of a telephone lineman at work was done in 1949 for American Telephone and Telegraph Company and is in the collection of New England Telephone Company.

The museum received a copy of *Willie was Different* from Mrs. Jeanine Brown Kennedy of Great Barrington, MA and Mrs. Martha Bienvenu Brown of New Iberia, LA. The children's book, published by Funk and Wagnalls in 1967 (now out of print), is a charming "tale of an ugly thrushling" written by Molly and Norman Rockwell with 25 illustrations by Norman Rockwell.

Linda and Stanley Gumble of Mountain City, GA donated a gallery poster of Rockwell's *Connoisseur* (*Saturday Evening Post* cover 1/13/62). The poster was made for an exhibition at Nahan Galleries in New Orleans and numbered as a limited edition of 200. Mr. and Mrs. Gumble made the gift in honor of the museum's commemorative celebration of the tenth anniversary of Rockwell's death.

Museum trustee Henry B. Holt donated a test booklet from the Famous Artists School of Westport, CT. Rockwell was a founding instructor for the school, which opened in 1948 and was extremely popular during the 1950s. A correspondence school, it relied on a talent test (sent through the mail) to screen applicants. Artistic prowess was judged by the applicant's ability to clothe an outlined figure, repeat or redraw a portrait, complete a picture containing parts of a story, and the quality of an original sketch of choice. Instructors, grading and commenting in the booklets, accepted or rejected applicants based on the students' test performance. *Rockwell on Rockwell* (reprinted as *How I Make a Picture*), which Rockwell wrote in the 1940s, explained the process of producing an illustration and served as the basis of the school's advanced illustration course. The book is out of print.

Finally, Dr. Steven Lomazow of Llewellyn, NJ has donated some early, rare photos of Norman Rockwell and his family.



**Updates on the new gallery building will be provided in this column in each issue of *The Portfolio***

by Laurie Norton Moffatt

After five months of regular meetings between architect Robert A.M. Stern, his associates and consultants, and the building committee of the board of trustees (chaired by trustee George Adams), the detailed schematic design for the new gallery building has emerged. After months of dialogue, revision, and clarification, the building in its near-final form has been designed. Fundraising remains a high priority as the board continues to meet to assess the future timetable of the project.

The next phase, reviewing the detailed design, construction drawings, and bidding, will occupy much of the upcoming months before the museum will be ready to break ground — as early as the fall of 1989. From that point, it will take 18 to 24 months to complete the gallery, move the collection, install exhibits, and move in, we hope sometime in 1991.

A project of this magnitude involves the time and work of many dedicated people, notably the museum's trustees and fundraising volunteers, who make it possible for an institution of our size to undertake this ambitious expansion. A huge thank you and congratulations to all who have helped the building come this far.



PHOTO BY CHERYL BROWN

**Museum board and staff members and the design team from Robert A.M. Stern Architects at a recent planning meeting at Linwood.**



# SKETCHES

(Being a miscellany of odd but perhaps interesting items)

An exhibition, organized by this museum, of 11 limited edition Norman Rockwell prints of illustrations was installed in a gallery in the lobby of IBM's Copley Place headquarters during Thanksgiving week. The exhibition is a chronological sampling of Rockwell's work. Included are representative pieces from the 1920s and 30s, such as the *Ladies' Home Journal* cover *On Top of the World* and the *Saturday Evening Post* cover of Gary Cooper as the "Texan"; the iconic *Freedoms* paintings of the 40s; Rockwell's classic *Portrait of John F. Kennedy*; and the humorous *Connoisseur* of the 1960s. The exhibition will continue through mid January.

## People

Curious to see the process by which a painting becomes a printed illustration, museum staff members visited The Studley Press in Dalton. **Ginny Ramsay, Pat Peck, Lillian Smith, Bob Mills, Barbara Perkel, Linda Russell** and **Barbara Allen** joined graphic designer Jonathan Nix for a tour of the facilities to learn about the process of offset lithography printing. We thank Jonathon Nix for the time and expertise he shared with us.

**Bill Boyer**, facilities manager at the museum, attended *Museum Security: Protecting Cultural Property*, a four-day workshop organized by the Smithsonian Institution.

Curator **Maureen Hart Hennessey** presented a paper entitled, *Collections Management for hands-On Collections* at the American Association for State and Local History annual meeting in Rochester, NY. She also served on a panel at the Federation of Historical Services Educators Roundtable and spoke at the Hudson (NY) Fort-Nightly Club.

Curatorial Assistant **Linda Russell** participated in a workshop on the administration of photographic collections sponsored by the Society of American Archivists and held at the Vermont Historical Society. The intensive two-day course included analysis of historical photographic processes and storage and preservation of photograph collections by conservator Jose Orraca and a presentation of theories of archival collections arrangement and documentation by Robin McIlhenny of the Harvard University Archives.



**Joseph Aubert** of New Lebanon, NY has been named assistant director for finance and administration. In addition to assisting Laurie Norton Moffatt in general administrative matters, his duties include planning, organizing and overseeing the financial management, accounting, and related financial

reporting activities of the museum and personnel matters. Joseph comes to us from the Abode Conference Center in New Lebanon, where he had served as director since 1985. He has also been a teacher and guidance counselor. In addition to pursuing graduate studies in education and history, he holds a bachelor of arts degree in secondary education from Southern Illinois University.



**David Staples** of Dalton, MA has been named director of membership and assistant director of development, assuming the position vacated by Janet Silverman Tobin, who is now Director of Public Information. In addition to managing all aspects of the membership program, David will assist with the capital

campaign. Audience development director at Jacob's Pillow Dance Festival in Beckett, MA before coming to the museum, David also served as general manager and conference director at Foxhollow Resort and Conference Center in Lenox, MA and held a number of positions in the communications field. He earned a bachelor of science degree in communications from Ithaca College and a master of arts degree in communications from Southern Illinois University. **Cheryl Brown** of Lee, Massachusetts began working at the museum on a temporary basis and is now the full-time secretary in the Membership Office. She will work closely with David Staples and Mark Selkowitz, trustee chairman of the membership program.

**Janet Silverman Tobin** of Williamsburg, MA now coordinates public relations publications for the museum.

**Three Designs: The Norman Rockwell Museum Gallery**, which she wrote and Jonathon Nix designed, recently earned its second publications award, an honorable mention from the New England Museum Association. Janet also serves as editor of *The Portfolio*.

**Robyn Shields Kampe** of Pittsfield, MA has joined the museum as school program coordinator. Robyn, who is a certified teacher of grades kindergarten through sixth, has organized cultural enrichment programs for school groups for the past two years. Robyn earned a bachelor of arts degree in elementary education/creative dramatics from New York University and a master of education degree from Loyola University.

The Norman Rockwell Museum at Stockbridge is pleased to welcome the following new employees. In the marketing department, **Mary Dawson** is the new data entry/order processor (part-time); **Kathy Somes** is a mail order packer (part-time); and **Judy Perry** is the new museum shop manager. A very special welcome-back to **Helen New**, who has returned from sick leave and now works part-time in Marketing. **Charles DeBevoise** and **Robert Mills** have joined the guide staff, and **William Hotaling** and **Norman Baier** are our new night watchmen.

STAFF PHOTOS BY DOUG MUNSON

## A Special Visitor

by Elna Nugent, museum guide

This summer, a man came over to me in the museum and said that he owned an original Rockwell painting complete with preliminary charcoal sketch. When I pressed for more information, he told me he was Mort Walker, a collector, and the painting was the *Saturday Evening Post* cover, *Vacation* (June 30, 1934).

This was quite a surprise to me, since I had just read an article in the July issue of *Architectural Digest* entitled *Mort Walker and the Art of Illustration*. I realized that this visitor was the same Mort Walker, creator of the *Beetle Bailey* comic strip. I had been intrigued to read that the cartoonist's studio was once owned by Gutzon Borglum, who sculpted the faces on Mt. Rushmore, and that the Walkers were the proud owners of a superb collection of illustration, including "some of the finest works by such twentieth century illustrators as J.C. Leyendecker, Norman Rockwell, Dean Cornwell, Bernard Fuchs, Harvey Dunn..."

The article quotes Walker as saying that at first, Norman Rockwell painted what Walker sees as cartoons. "They were 'jokes' on covers. Afterward he gradually became more classical. The funny thing about Norman Rockwell's approach to illustration is that even today I'll see a little tableau somewhere and I'll think, 'that would make a great Norman Rockwell *Saturday Evening Post* cover.'"

This just goes to show, you never know who you'll meet at The Norman Rockwell Museum at Stockbridge.

## Every Penny Counts!

Between June and November of 1988 museum visitors deposited a total of more than \$8,000 in a special donation box installed in one of the museum's galleries. These funds will be put directly toward the building of the new gallery at Linwood. The board of trustees and staff of the museum greatly appreciate the support of everyone who has contributed. It's easy to forget that pennies, quarters and dollars add up. You can make a difference by sending your tax-deductible gift to:

The Campaign for Norman Rockwell  
The Norman Rockwell Museum at Stockbridge  
Stockbridge, MA 01262

## From the Director

by Laurie Norton Moffatt

As design plans continue to progress on the new building and we move closer to bringing the gallery to life, a great deal of planning by the museum's board of trustees and staff continues to take place.

To begin to develop exciting new programs and educational activities for the museum, the education and program committee of the board and several museum staff members participated in a planning retreat in November of 1988.

The museum's first lecture series was a great success, and more than 150 people participated in events surrounding our commemorative celebration of the tenth anniversary of Norman Rockwell's death.

The challenge ahead is to plan for continued activity and programs of interest to Rockwell admirers nationwide. Many ideas are needed, and we welcome your thoughts. The expanded space and facilities of the new building will enable us to host so many new programs; the groundwork for them must begin now.

## Mystery Newsclipper At Large

Our thanks to our anonymous newsclipper who continually sends us small envelopes of clippings from Springfield area newspapers. We wish we knew who you were so we could thank you personally and hope you receive our newsletter so you'll see this item.



Norman Rockwell and model. Preparatory photograph for *Landscapes: Sledding* (Brown & Bigelow: *Four Seasons* calendar, winter 1959).

## It All Adds Up to A Great Year

by Margaret Batty,  
assistant director of the museum

It was livelier than ever at The Old Corner House during summer and fall of 1988. In October, 22,374 visitors passed over the threshold, the second-busiest month in the museum's history (surpassed only by August of 1987, with 22,552 visitors). No doubt 1988 will finish well beyond 1987's record attendance of 123,000. By the end of October 1988, 8,247 more visitors had come to the museum than had visited by October's end last year.

There could be many reasons for this increase in attendance, but the growing popularity of Rockwell's art and the public's increasing awareness of the museum are the most likely ones. These gains are even more impressive when placed in the context of the museum's history. When we opened twenty years ago, 5,000 people visited during the entire year. Now, during summer and fall 5,000 visitors or more come in one week. Museum-goers are drawn here from all over the United States and Canada, as well as from Mexico, South America, Europe, and the Orient.



PHOTO BY HENRY H. WILLIAMS, JR.

*Despite the inclement weather, nearly 5,000 people visited the museum over Columbus Day weekend.*

Some of the many interesting bus groups who visited this year include the New York State Police; music teachers who came from all over the United States to attend the Choral Festival at Berkshire School; and the Wellesley College reunion class of 1931. Our dedicated staff of 40 docents, security guards, and sales personnel at The Old Corner House managed to help all these museum-goers enjoy and learn from their time at the museum. We eagerly await all those who journey here in 1989.



The Norman Rockwell Museum at Stockbridge  
Stockbridge, Massachusetts 01262

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