

# THE PORTFOLIO

THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE, STOCKBRIDGE, MASSACHUSETTS

VOL. 8, NO. 3

FALL 1991

## TODAY SHOW BROADCASTS LIVE FROM ROCKWELL MUSEUM

**Bea Snyder**

MANAGER OF PUBLIC AFFAIRS

On September 17, 1991, NBC's *Today* show was broadcast live, via remote satellite, from The Norman Rockwell Museum at Stockbridge. On the air, co-anchor Joe Garagiola talked with museum Director Laurie Norton Moffatt about his experiences posing in the mid 1950s for Rockwell's *Umpire*. This unpublished picture is part of the *Flops!* exhibition currently on view at the museum.

A Garagiola fan who saw *Flops!* sent the television personality and former big-league catcher the museum's brochure about the exhibition. His interest piqued, Garagiola later contacted the museum and asked for a copy of *Umpire*. Laurie Norton Moffatt sent him a print and invited him to come to Stockbridge to see the original. Not only did Garagiola take her up on the invitation, but he decided to feature *Flops!* on *Today*.

*Umpire* was conceived by Rockwell as a *Post* cover. According to the chapter "Flops!" in his autobiography, which served as the inspiration for the current exhibition, "The scene was a baseball park. A brawny gorilla of an umpire was daintily dusting home plate with a little wisk broom while the batter and catcher waited. The contrast between the squatting umpire—big, red-faced, square-jawed,



Joe Garagiola holds the unpublished Rockwell picture he posed for in the 1950s. AP photo by Al Solomon

broad-shouldered and his finicky, housekeeping gesture seemed humorous to me."

The art editor at the *Post* liked the idea and arranged to have Stan Musial as the batter, Garagiola as the catcher, and Al Barlick as the umpire.

Rockwell flew to St. Louis and posed the baseball players with the umpire. According to Norman Rockwell's autobiography, Garagiola casually remarked, "The ump doesn't generally stand that way." Rockwell didn't pay attention to the remark, and neither the umpire nor the batter commented about the way that Rockwell had positioned the umpire.

Rockwell returned home and started the painting. When he was halfway through, a friend told him that the umpire never turns his back to the stands. It was then that Rockwell remembered Garagiola's remark. The artist investigated and found that it is an unwritten rule of baseball that the umpire does not turn his back to the stands. Rockwell tried to rework the picture, but was not satisfied. The painting was rolled up, put away, and never finished.

The morning of the broadcast,

Garagiola reminisced about the event, and demonstrated how Norman Rockwell asked the players to pose. Although Garagiola, Musial and Barlick did not appear on the cover of the *Post*, all three have been inducted into the baseball Hall of Fame—not bad for a bunch of "flops."

Photos of the *Today* shoot on page 2

# DIRECTOR'S PREFACE



**Laurie Norton Moffatt**  
DIRECTOR OF THE MUSEUM

Norman Rockwell touched the lives of millions of people. From the neighbors and friends, who posed for Rockwell as models, to national personalities, such as Joe Garagiola, whom Rockwell occasionally sought out when working

on an idea for a picture, nearly everyone who met Norman Rockwell has a story to tell.

The museum has planned a year-long celebration for 1992 in honor of "Norman Rockwell's people." We are calling it our homecoming year, with the hope that many of you will "come home" to Stockbridge to tell your story.

Activities range from lectures by those who knew Rockwell well, to a character look-alike party, to oral histories for our archive. We want to hear from you and to record the story you have to tell.

As we make plans to celebrate our last year in The Old Corner House, a home which has served us well for 22 years, work progresses wonderfully on the new museum building, and we look forward to our move in the spring

of 1993.

Watch for our calendar of activities. Next winter, we will hear from Susan Meyer, author of several Rockwell books; Delaware Art Museum Curator Rowland Elzea, with whom we are organizing an illustrators' exhibition; and Martin Diamond, an art dealer who launched the first major Rockwell retrospective in New York in the early 1970s.

So, if you knew Norman Rockwell or know someone who knew him, please write or call and plan to join us throughout the year for the fun and reminiscences.

On a final note about Rockwell's people, the museum staff was greatly saddened to learn of the death of Franklin Lischke, Rockwell model, devoted museum member and friend. We will all miss him.



**Surprise visitors to the Today show shoot were 20/20 and former Today co-host Hugh Downs and his wife Ruth, friends of Joe Garagiola.**



Joe Garagiola gives Director Laurie Norton Moffatt some pointers during the Today Show shoot at the museum.

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With the exception of the sketch with *New Gallery News*, the small drawings that appear with standing features are by Norman Rockwell. Drawings used by permission of The Norman Rockwell Family Trust.

## CURATOR'S CORNER



**Maureen Hart Hennessey**  
CURATOR



**Dwight Eisenhower by Norman Rockwell. © 1952 C.P.C.**

dates, and often their wives, for the 1964, 1968, and 1972 campaigns.

Perhaps Rockwell's favorite president, at least as a model, was Dwight D. Eisenhower. He first met Ike during the summer of 1952, shortly after the Republican national convention nominated the general. Rockwell was impressed with Eisenhower's range of expression, and during a session with the *Post* photog-

*"Right off I knew he was going to be a good model," wrote Rockwell, noting that Eisenhower had "the most mobile face I have ever seen."*

rapher, Rockwell had Ike bark out a command, appear worried, and look happy.

The result was not only a portrait for the October 11, 1952 cover, but five color sketches of Eisenhower, a color sketch of his wife Mamie, and an article by Rockwell ("The Day I Painted Ike"), which all appeared in the *Post*. The museum's painting is one of these five color sketches. It shows a stern and serious Ike. Rockwell reported that it was the subject of the campaign that changed the general's mood. "The campaign? Instantly, he was deeply serious. No punchpulling for him! He'd rather lose the election than not tell the people just what he thinks." Using his ability to work with his models and draw them out and his artistic talent, Norman Rockwell was able to convey the strength and commitment of Eisenhower during the campaign the war hero was soon to win. This portrait will be on exhibit, along with a selection of other Rockwell portraits of presidents, candidates, and their wives, throughout the upcoming 1992 campaign year.

As a chronicler of American history, Norman Rockwell is best known for his illustrations of ordinary people in everyday situations. At the same time, he was in a unique position to portray major events in twentieth-century America and the people who helped shape our world. Among them, were presidents and presidential candidates.

From 1952 through the 1972 campaign, Rockwell painted the portrait of every major presidential candidate from the Democratic and Republican parties.

"Pop used to enjoy painting the presidential candidates, though he didn't particularly like to do portraits and felt he should try to make each candidate look as good as he could and keep his own feelings, political or otherwise, out of the paintings," wrote Tom Rockwell. Norman Rockwell's pleasure in painting the politicians comes through in his portraits: those that appeared on the cover of the *Saturday Evening Post* for the 1952, 1956, and 1960 campaigns were very popular and were made available as reprints at the time of publication.

In fact, Rockwell's portrait of John F. Kennedy, which appeared on the *Post* cover of October 29, 1960, was the only Rockwell illustration to be used twice as a *Post* cover, appearing again with a black border on the December 14, 1963 issue, after J.F. K.'s assassination. It was Rockwell's last *Post* cover. *Look* magazine published his portraits of the candi-

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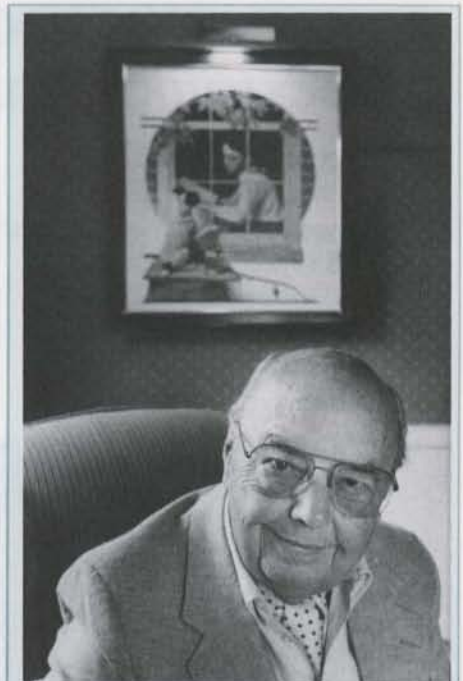
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**FRANKLIN LISCHKE**  
1908-1991

Franklin H. Lischke of Ridgefield, Connecticut, graphic artist, Rockwell model, and devoted friend of this museum died September 29, 1991. He was 83.

In the 1920s Norman Rockwell rented studio space in the Lischke family barn in New Rochelle, New York and used teenager Franklin as a model for a number of assignments, including *Post* covers *No Swimming* and *Champ Saturday Evening*, between 1921 and 1928. Mr. Lischke also earned \$5.00 a week doing chores at Rockwell's studio.

By his own admission, it was as a result of his long, special relationship with Norman Rockwell that Mr. Lischke became an illustrator himself. "He [Rockwell] was the best thing that could have happened to me," maintained Mr. Lischke nearly sixty years after he first posed for Rockwell.

From 1929 to 1986, Mr. Lischke worked as a freelance commercial artist in New York. He is survived by his wife, a son, three grandchildren and a great-grandchild. Mr. Lischke's family has asked that contributions in his memory be made to The Norman Rockwell Museum at Stockbridge.

# STOCKBRIDGE MAIN STREET AT CHRISTMAS

## STOCKBRIDGE HOLIDAY FESTIVITIES WEEKEND OF DECEMBER 6

Stockbridge, as portrayed by Norman Rockwell in his famous *Home for Christmas* painting, becomes a magical New England fairyland at Christmas-time. The Norman Rockwell Museum and the Stockbridge Chamber of Commerce have joined together with The Red Lion Inn and Stockbridge

schools and churches to make the 1991 holiday season a memorable one.

Many festivities and celebrations are planned for the weekend of December 6 through 8, 1991, culminating in the closing-off of Stockbridge's Main Street to motor traffic on Sunday, December 8, between 2 and 6 P.M.

Vintage cars, such as those that appear in Rockwell's painting, will line Main Street, and visitors can experience the town as Norman Rockwell did when he painted Main Street decorated for the holidays. Call the museum at (413) 298-4239 for a free color brochure describing these events.



### ROCKWELL ARTYFACTS



*Home for Christmas*, also known as *Main Street*, is on permanent view at the museum and is among the most popular images with visitors. The delicately-lit portrayal of Main Street in Stockbridge is also one of the most-requested prints, both at the museum store and through our mail-order catalogue.

Rockwell, while best known as a master of the character study, ably depicts the New England street that was an important part of his

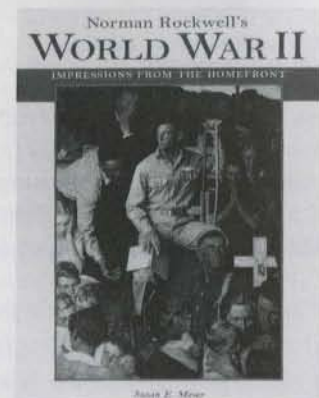
daily life for 25 years. This detailed street scene shows a town preparing for the holidays. A walk down Main Street today reveals few changes from the picture.

Rockwell started *Main Street* in the mid-to-late 1950s, but it was not published then. Ongoing research by the museum may someday establish the circumstances surrounding this picture, but for now, we do not know why Rockwell first painted *Main Street*. We do know that in 1967, the picture was published as a holiday illustration in *McCall's* magazine. Look closely at the Ford and Buick cars to see how Rockwell "updated" *Main Street* for publication.

He included some other interesting details. Our museum and Rockwell's home and studio serve as "bookends" on the left and right edges of the painting. A tree in the large window above Nejaime's Stockbridge Shop shows where his first Stockbridge studio was. Rockwell had this window installed, so he could capture the best light. The darkened windows of The Red Lion Inn reveal a hotel that formerly was closed during the winter months.

*Home for Christmas* by Norman Rockwell. © 1967 The Norman Rockwell Family Trust

### HOT OFF THE PRESS! NEW ROCKWELL WORLD WAR II BOOK



*Rockwell's World War II: Impressions From the Homefront* by Susan Meyer. Full-page (11" x 15") cover plates of Rockwell *Saturday Evening Post* covers of life on the home front; full set of "Willie Gillis" pictures. Rockwell comments. 96 pages, soft-cover. Available for a limited time through our mail-order program. \$23.95, including shipping. Call (413) 298-5481 to order or send check or money order to The Norman Rockwell Museum, P.O. Box 128, Stockbridge, MA 01262.

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## NATIONAL ARCHIVES EXHIBITION AND ROCKWELL BOOK COMMEMORATE WORLD WAR II

On December 7, 1991 the fiftieth anniversary of the bombing of Pearl Harbor, a new traveling exhibition focusing on World War II will open in San Antonio, Texas. *World War II: Personal Accounts from Pearl Harbor to V-J Day*, organized by The National Archives and sponsored by USAA, an insurance association serving military officers and their dependents, is a tribute to the men and women of the military who fought in World War II.

The exhibition will include letters and diaries from front-line servicemen and women; historical documents, such as the draft of F.D.R.'s "Day of Infamy" speech; as well as rare film footage of the Pearl Harbor attack, objects, and photographs. This exhibition will travel to more than 12 sites across the country through 1995.

For the exhibition's inaugural stay at the San Antonio Museum of Art, five Rockwell original paintings from private and military collections will be on view. *Let's Give Them Enough and on Time*, Rockwell's portrait of a machine-gunner, and a study of *Willie Gillis: What to Do in a Blackout* are among the originals to be shown. Director Laurie Norton Moffatt will attend the opening ceremonies.

In conjunction with the exhibition, USAA has published *Norman Rockwell's World War II: Impressions From the Homefront*, a collection of Rockwell's wartime work and his comments on the time, by Susan Meyer.

## ACROSS THE GENERATIONS

**Robyn Shields Kampe**  
COORDINATOR OF PROGRAMS

What do you do with older adults, who have memories of times past, and elementary students, who have no idea of what life was like before their short lifetimes? You put them together! Our new program, *Family Traditions Across the Generations*, will do just that, while enhancing the relationship between school and community members at the same time.

Family life was an important theme for Norman Rockwell throughout his career. Many of his most popular illustrations show the stories, traditions, and keepsakes of parents and children across the generations.

### SIGNS OF THE TIMES: THE MASS MUTUAL COLLECTION



Although Rockwell is best remembered as a cover artist for the *Saturday Evening Post*, he created many advertisements for companies that ranged from small businesses to "Fortune 500" corporations. Norman Rockwell did eighty drawings for Massachusetts Mutual Life Insurance Company alone. These advertising illustrations were published in magazines during the 1950s. This collection captures the American family through simple images of everyday life, during a decade that witnessed the Korean War, the rise of the Beat Generation,

McCarthyism, an economic boom, and mass media expansion.

*Family Traditions Across the Generations* is organized around family themes drawn from the Mass Mutual advertising that Rockwell drew from 1950 to 1962. These pictures reveal family values, traditions, and habits in postwar America. Students, senior citizens, teachers, and family members will share their family stories, traditions, and celebrations through a sequenced curriculum that examines differences and similarities.

Family experiences will be explored through storytelling, literature, illustrations, oral interviews, and art activities. Sessions will emphasize such common family activities as having fun, family folklore, holiday customs, fads, and hand-me-down traditions.

We will introduce the program for the first time this February to third and fourth graders from Craneville School in Dalton, Lee Central Elementary School, and Berkshire Country Day School. Through this pilot offering, we will develop an interdisciplinary curriculum that promotes first-hand knowledge about older persons' skills and diversity.

Participants will see how Rockwell's art tells stories about the continuity of family values and customs.

The museum received a \$2000 grant from the Massachusetts Cultural Council to pilot the Family Traditions program with students from Craneville School in Dalton, Massachusetts. We will continue to seek corporate funding in order to improve and expand this worthwhile outreach program.

Above: *Dog's Bath* by Norman Rockwell © 1953  
The Norman Rockwell Family Trust



# NEW MUSEUM

## NEW GALLERY NEWS

**David Slingerland**  
CONSTRUCTION PROJECT  
COORDINATOR

With a little help from Mother Nature, construction of the new museum is approximately 60% complete! Building is continuing under excellent weather conditions. Since March 11, 1991, only eight work days have been lost due to weather problems. Who would have believed that there would be no frost in March, no snow to speak of, and that what rain there would be would fall mostly at night or during weekends— here in the Berkshires, where weather changes are counted in hours not days.

As the *Portfolio* goes to press, 32 weeks of construction have been completed. At this point, all major elements of the building are visible. For construction buffs, I include the following list. Small facts add up to an overview of how the building is taking shape.

The roof is almost completely framed-in, slate is being installed at the terrace, and only the light monitor over the Four Freedoms Gallery and the installation of the skylights remain to complete the closing-in of the roof. All galleries and major interior spaces are clearly defined, and the basement spaces are almost complete with skeleton walls, doors, and windows. The ice-storage tanks have been delivered and installed, and most of the duct-work for the heating, ventilation, and air conditioning system is in place. The roadways are nearly finished and the parking lots and other landscape features are clearly visible.

Pictures speak louder than words. We hope you enjoy seeing some shots of construction progress.



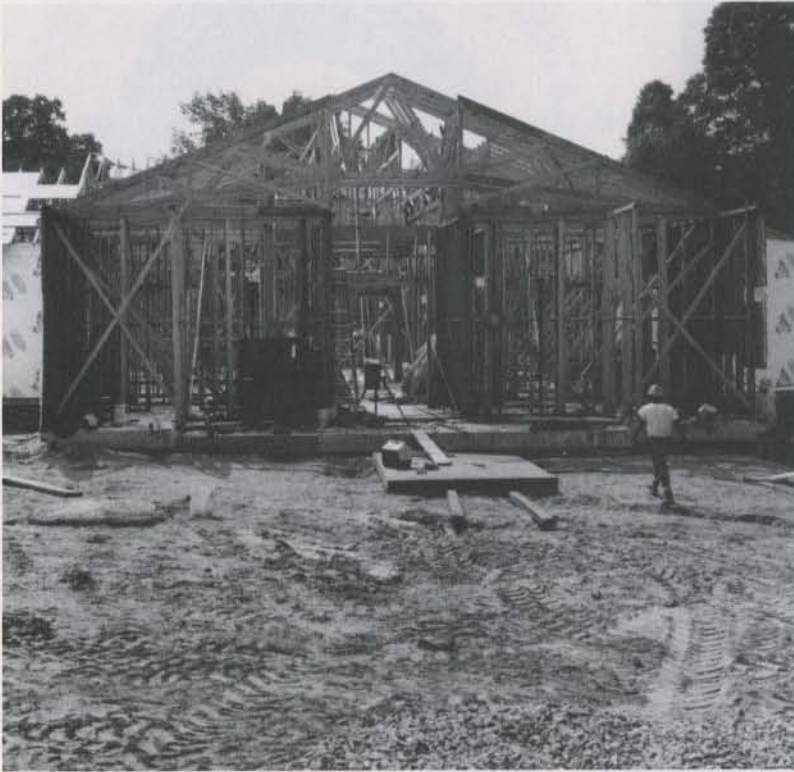
A roof truss going up



Cupola assembly on terrace. The cupola was installed on the roof on November 8. Pictures in next *Portfolio*.

Photos by Michael D'Amore

# COMES TO LIFE



**Wood framing at the main entrance**



**Installation of west wall masonry**



**The main entrance seen from the north end of the garden**



**Clean-up after masonry work is complete**



*Thanks to you, the friends of The Norman Rockwell Museum, a dream will come true in the spring of 1993—the grand opening of the new home of The Norman Rockwell Museum.*

*From across the nation, donations have come to The Campaign for Norman Rockwell. Corporations and foundations have joined with hundreds of individuals to support our project.*

*Of the initial campaign goal of \$5 million, \$3.7 million has been given in gifts and pledges ranging from \$1 to \$1 million. With \$1.3 million remaining to be raised, special efforts are under way to complete the campaign in a timely fashion.*

*By publishing the following list, we recognize donors who have helped make a dream a reality. Thank you for your support of The Norman Rockwell Museum.*

*Please consider enclosing a donation in the envelope provided. Your generosity will help us complete our building and usher in a new era for the museum.*

**Lila W. Berle**  
*President, Board of Trustees*

## OTHER WAYS TO GIVE

When the new Norman Rockwell Museum opens its doors in 1993, it will be thanks to the generosity of countless donors, foundations, and corporations across the country. Recently, the museum has begun to receive many special in-kind gifts, which will help insure that the new facility and the nearby Rockwell studio are equipped and ready to receive the first visitors. We would like to thank all the individuals and corporations for their in-kind gifts, which have saved the museum more than \$100,000. Four donors are profiled here to show the diversity of donations and the many ways the museum benefits from them.



**Assistant Curator Linda Szekely (rear) visits with Jeanne Brighenti of Country Curtains, who made the curtains for the studio.**

## CURTAINS UP!

*Because of the donation of curtains from Country Curtains of Stockbridge, the first visitors to Rockwell's studio will see historically correct window treatments. The specially designed reproductions of the original curtains were sewn at Country Curtains' production facility in nearby Housatonic, Massachusetts. Since the earliest days of the museum, Country Curtains owner Jane Fitzpatrick has been an active board member and friend of the museum.*



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*famous series of advertisements for the Edison Mazda Company, which was later acquired by GE.*

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*Thanks to the generosity of General Electric Company, visitors to the new museum will be assured that the lighting levels in the galleries are first-rate. GE has donated an ample supply of its latest state-of-the-art, energy-saving light bulbs for use in the new building. This gift celebrates a longstanding tie between GE and Norman Rockwell, going back to the time when Rockwell illustrated a*

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**Hand polishing in the Kohler  
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### A PIPE DREAM COME TRUE

*There will be no leaky faucets in the new museum thanks to the Kohler Corporation. Kohler's chairman of the board learned of the the new building from Rockwell Museum trustee William Goessel, and within a few weeks the museum learned, to its delight, that a substantial shipment of Kohler plumbing equipment was on its way to Stockbridge. Gifts of this sort provide welcome savings in the building budget.*

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William (right) and Gene Caligari install shades in the Rockwell studio.

### COOL SHADES

*Light, in the wrong places, can pose major problems for historic objects. As a result of the generosity of a local Berkshire firm, Caligari and Sons, Rockwell's studio is now equipped with exact replicas of the shades Rockwell used to control light levels. As a corporate member of The Norman Rockwell Museum and in-kind donor to other projects at the museum, Caligari and Sons has been a valued supporter for many years.*

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 Mr. Gregory Zyla

## OTHER WAYS TO GIVE

*We thank the following individuals and organizations for their in-kind donations. These gifts have saved the museum more than \$100,000.*

Adrian Ayson	<i>Design and Computer services</i>
Lila W. Berle	<i>100 tons of field stone</i>
Sammy Brown	<i>Entertainment &amp; P.A. equipment</i>
E. Caligari and Sons	<i>Shades for The Rockwell studio</i>
Louis Caropreso	<i>Appraisal</i>
Chez Vous	<i>Soup for groundbreaking</i>
Country Curtains	<i>Curtains for Off His Walls exhibition and the Rockwell studio</i>
Torrico Contracting	<i>Installation of energy-efficient lighting</i>
Energy Advantage	<i>Coordination of energy-efficient lighting</i>
GE Lighting	<i>Light bulbs for new museum</i>
Tom Farley	<i>Landscape design for the Roz Sherwood Garden</i>
Frances Harpst	<i>Computer services</i>
Digital Computer	<i>Computer services</i>
Robyn and Phil Kampe	<i>Kitchen equipment for the new museum</i>
Kay-Bee Toys	<i>Hula hoops for family day program</i>
Kohler Company	<i>Plumbing items for the new museum</i>
Lazard Freres, Boston	<i>Bond underwriting services</i>
Mass Electric	<i>Energy-efficient lighting</i>
Merchant Du Vin	<i>Beverages for opening reception</i>
Midge's Ice Cream and Sandwich Shop	<i>Soup for groundbreaking</i>
Craig M. Moffatt	<i>Woodland plants</i>
New England Power Service	<i>Consulting for energy-efficient lighting</i>
Petricca Industries	<i>Trucks and labor for hauling stone, blueprint-copying services.</i>
The Red Lion Inn	<i>Loan of furniture for exhibition and soup for groundbreaking</i>
Seven Arts & Antiques	<i>Book shelves</i>
Taylor Rental, Pittsfield	<i>Tent for groundbreaking and family day</i>
Wheeler Farm Gardens	<i>Flowers for our gardens</i>

**OOPS!** While every effort has been made to make our lists as accurate as possible, errors can occur. If you detect any mistakes, please accept our apologies and let us know. Development Office, The Norman Rockwell Museum, Stockbridge, MA 01262 (413) 298-4239.



**BE A PART OF  
HOMECOMING**

*1992 is our farewell year at The Old Corner House. To say good-bye to our old home and in honor of our move to the new museum in 1993, celebratory events are being planned throughout the year. Please join us!*

**CALLING ALL PHOTOGRAPHERS**

Have you visited the museum and taken a picture of yourself with family and friends in front of The Old Corner House sign? We would like your photograph for a *Homecoming* scrapbook. Unfortunately, photos cannot be returned.

**HAVE A ROCKWELL STORY TO TELL?**

Did you know Norman Rockwell or someone who knew him? Please share your knowledge with us. As part of *Homecoming Year*, we are gathering recollections and stories from people who knew Norman Rockwell.

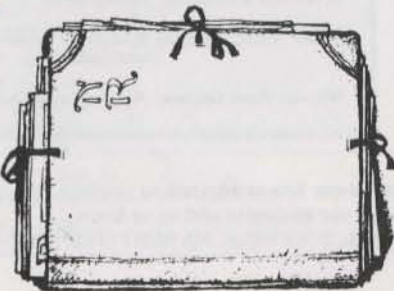
**PLEASE CALL (413) 298-4065  
TO TALK WITH US  
OR SEND PHOTOGRAPHS TO**  
Homecoming  
The Norman Rockwell Museum  
P.O. Box 308  
Stockbridge, MA 01262

*Norman Rockwell*

*Christmas Homecoming* by Norman Rockwell © 1948 Curtis Publishing Company



**THE NORMAN ROCKWELL MUSEUM AT STOCKBRIDGE**  
Stockbridge, Massachusetts 01262



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**THE  
NORMAN ROCKWELL  
MUSEUM**



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**DECEMBER**

**1 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*Rockwell's Tools of the Trade*  
The Old Corner House, 3 p.m. Free

**6 Friday**  
**Stockbridge Main Street at Christmas**  
The Norman Rockwell Museum, the Stockbridge Chamber of Commerce, The Red Lion Inn, and local schools and churches have planned holiday festivities, including a wreath making workshop, that begin today and continue on December 7 and 8. For details, call Bea Snyder at (413) 298-4239.

**8 Sunday**  
**Stockbridge Main Street at Christmas**  
Main Street in Stockbridge will be closed to motor traffic between 2 P.M. and 6 P.M. Vintage cars, such as those that appear in Rockwell's *Main Street* painting, will line the street.

**15 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*Rockwell in the '90s*  
The Old Corner House, 3 p.m. Free

**25 Wednesday**  
**Christmas Day**  
The museum is closed.

**29 Sunday**  
**Family Day**  
Families are invited to tour the museum using a new gallery guide designed for children. Special admission on this day for families is \$2 per adult and child. For details, call (413) 298-4065. Museum members are free. The Old Corner House, 3 p.m.

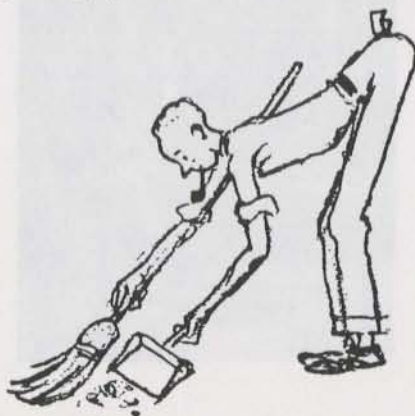
**JANUARY**

**1 Wednesday**  
**New Year's Day**  
The museum is closed.

**5 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*A Salute to Willy Gillis: Rockwell's G.I. Joe*  
The Old Corner House, 3 p.m. Free

**19 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*A Look Into Book Illustration*  
The Old Corner House, 3 p.m. Free

**21 Through 31**  
The museum is closed for our annual sprucing up and exhibition installation.



**FEBRUARY**

**2 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*Rockwell's Love Affair With Rural America*  
The Old Corner House, 3 p.m. Free

**16 Sunday**  
**Sundays at 3**  
**Gallery Talk**  
*Romance Rockwell Style*  
The Old Corner House, 3 p.m. Free

**23 Sunday**  
**Family Day**  
Families are invited to tour the museum using a new gallery guide designed for children. Special admission on this day for families is \$2 per adult and child. Museum members are free. For details, call (413) 298-4065. The Old Corner House, 3 p.m.

**29 Saturday**  
**Lecture**  
*Rockwell's People*  
*An Insider's Look with Susan Meyer*  
Join us for a special evening. Author Susan Meyer, who has written extensively on the subject of illustration and Rockwell, will offer insights from her book, *Rockwell's People*. Rockwell painted his last magazine cover for *American Artist* magazine while Meyer was editor there. Thoughts from her latest book, *Norman Rockwell's World War II: Impressions from the Homefront*, will also be shared. The Red Lion Inn, 5 p.m to 6 p.m. Members: free; non-members: \$5.00.

**Members' Reception**  
After the lecture, come to the museum for a reception and booksigning by Ms. Meyer. Special activities in the galleries will encourage stories and recollections about how Rockwell touched our lives. All those attending the lecture are welcome at the reception. The Old Corner House, 6 P.M to 8 P.M.



## MARCH

1 Sunday

### Sundays at 3 Gallery Talk

*Portrayals of Freedom*

The Old Corner House, 3 p.m. Free

15 Sunday

### Sundays at 3 Gallery Talk

*Rockwell in the 60s: The Post Era*

The Old Corner House, 3 p.m. Free

27 Friday

### Dinner and a Lecture

*Rockwell and His Contemporaries*

Who were the other illustrators working during Rockwell's career? How was Rockwell influenced by them? After enjoying dinner at The Red Lion Inn, join Rowland Elzea, chief curator at the Delaware Art Museum and illustration scholar, for an informative talk focusing on Rockwell and his contemporaries. Call 298-4065. **Reservations required for dinner.** Preregistration suggested for lecture. **Dinner:** 6 P.M. **Lecture:** 7:30 P.M.

#### Dinner and lecture

Members, \$18; non-members, \$20.

#### Lecture only

Members, free; non-members, \$5.50.

Both events, The Red Lion Inn.

29 Sunday

### Family Day

Families are invited to tour the museum using a new gallery guide designed for children. Admission today for families is \$2 per adult and child. Museum members are free. The Old Corner House, 3 p.m.

Call (413) 298-4065 for further information about events and exhibitions. Museum hours: May through October, daily, 10 A.M.-5 P.M. November through April, weekdays, 11 A.M.-4 P.M.; weekends, 10 A.M.-5 P.M.

The Old Corner House is located on Main Street, Stockbridge.

Linwood House is located on Route 183, Stockbridge.

The Red Lion Inn is located on Main Street, Stockbridge.

The Norman Rockwell Museum  
Stockbridge, MA 01262

## NEW EXHIBITIONS

### Rockwell for the Holidays

NOVEMBER 6, 1991—JANUARY 21, 1992

The Norman Rockwell Museum celebrates the holidays with a small exhibition of Rockwell's more contemporary holiday images. At The Old Corner House.

### Presidential Campaign Portraits

FEBRUARY 1, 1992—JANUARY 18, 1993

Following President Kennedy's assassination in 1963, the *Saturday Evening Post* republished Rockwell's 1960 *Post* cover painting of J.F.K. as the last Rockwell *Post* cover. Rockwell, then free from his contract with the *Post*, began work for *Look* magazine. During the *Look* years, Rockwell produced a number of portraits of presidents and presidential candidates which, along with the *Post* Kennedy, form the core of this exhibition. At The Old Corner House.

### Off His Walls: Part II Selections from the Personal Art Collection of Norman Rockwell

FEBRUARY 1, 1992—JANUARY 18, 1993

Nine images will "trade places" with works on paper that have been on view in our exhibition of illustration art from Rockwell's private collection. The "replacement" works are by Howard Pyle, Thomas Fogarty, Maxfield Parrish, Arthur Rackham, A.B. Frost, Edward Penfield, and Norman Rockwell. At The Old Corner House.



## CONTINUING EXHIBITIONS

### Flops!

THROUGH JANUARY 21, 1992

In his autobiography, Rockwell devoted a chapter to flops. He described a flop as a "good idea gone bad." The impressions and stories recounted in the chapter are the inspiration for this exhibition of images which Rockwell discusses. At The Old Corner House.

Top: *Thanksgiving* by Norman Rockwell © 1945  
Curtis Publishing Company

Middle: *Portrait of John F. Kennedy* by Norman  
Rockwell. © 1960 Curtis Publishing Company

Left: *The Artist in his Studio* by A.B. Frost  
(c 1895)

