



# The Portfolio

Vol. 10, No.2 Summer 1993 The Norman Rockwell Museum at Stockbridge

THE WHITE HOUSE  
WASHINGTON

May 24, 1993

Congratulations to the staff and supporters of the new Norman Rockwell Museum as you celebrate the grand opening in Stockbridge, Massachusetts.

Norman Rockwell is indeed an American institution. His beautiful, moving, sometimes humorous paintings remind us of the idealism that is such a part of America. Today, as in his day, his works of art can be found in offices, libraries, schools, and homes around the nation.

Your new museum will help teach future generations of Americans about the world that Norman Rockwell knew. His timeless works will speak to millions and tell them of the hope, faith, and innocence that have been the foundations of the American Dream.

Best wishes for a wonderful celebration.

*Bill Clinton*

## Presidential Recognition

President Clinton sent this letter of congratulations for the opening of the new museum praising Rockwell's timeless works that speak to millions of hope, faith and innocence that have been the foundations of the American Dream.



Photograph by Louie Lamone. Norman Rockwell Museum Archives photograph. Reproduced courtesy of The Norman Rockwell Family Trust.

Former President Gerald R. Ford awarded the Presidential Medal of Freedom to Norman Rockwell. This 1977 photograph (left) shows the artist in his studio with the ceremonial ribbon, medal and certificate. The citation on the certificate reads,

*"Artist, illustrator and author, Norman Rockwell has portrayed the American scene with unrivalled freshness and clarity. Insight, optimism and good humor are the hallmarks of his artistic style. His vivid and affectionate portraits of our country and ourselves have become a beloved part of the American tradition."*

## Director's Preface

Laurie Norton Moffatt,  
Director of the Museum



"Never fashionable, always popular," quoted the *New York Times* travel section of March 21, 1993, about Norman Rockwell. It has long been fashionable for art critics to disdain his work, but the public loves him, as more than

40,000 people can attest who have visited the Norman Rockwell Museum in its first two opening months of April and May.

Robert Campbell, art and architecture critic of the *Boston Globe*, sings the museum's praises in a poetically-written column published on April 2, 1993, the day before opening on April 3. "It's worth a pilgrimage for its architecture as well as for its art," notes Campbell, who questions, "Just what was the myth Rockwell spent

so many years creating and why does it mean so much, still, to so many Americans." He believes Robert A.M. Stern was the perfect architect for the museum because "he shares Rockwell's unembarrassed trust in the verities and symbols of the past. [The building] works well. Rockwell's art has never looked so good."

"Rockwell had tremendous gifts for draftsmanship, composition and visual storytelling," observed *Newsweek's* Jerry Adler



Media from around the country and the world continue to sing the praises for the new museum. More than 60 journalists from as far as Japan, Israel and Germany attended this May 16 press conference.

Photograph by Bea Snyder

(April 12, 1993). "This splendid museum with its terrific collection serves (mainly) as a reminder of how clever, gifted and generous Rockwell was as a painter."

"It would be difficult to find a more picturesque setting for art than that of the new Norman Rockwell Museum in Stockbridge, Massachusetts," writes Lawrence Goodrich of the *Christian Science Monitor* (April 2, 1993). "It is the sense of spaciousness that gladdens the frequent visitor. Here one can spend far more time with each piece of art [than at the Old Corner House]."

Accolades continue to pour in from across the country, including a citation from President Bill Clinton. But, the museum has also been embraced in its own backyard. "We in the Berkshires

have gained an exciting new-old jewel," notes Richard Nunley, columnist for the *Berkshire Eagle* (April 17, 1993). "One of the main things they have created is a unique atmosphere, perhaps best described as unstuffy dignity which touches the best in our civic selves. Here, you can't help feeling, is believed-in democracy...democracy that frees ordinary people to rise to the remarkable achievements they have within them.... Ordinary people can accomplish extraordinary things. That appears to have been Rockwell's central conviction."

Derek Gentile of the *Berkshire Eagle* (April 4, 1993) described the opening day as a housewarming party, as the museum invited everybody in town for a looksee. "The event was something of a media circus, with numerous radio and print media canvassing the galleries." Media continue to travel to Stockbridge from around the country and the world to see the new museum. More than 60 journalists, from as far as Japan, Israel and Germany attended a press conference held at the museum on May 16.

Stockbridge is no stranger to the media. Craig Wilson of *USA Today* (February 11, 1993) observed that Stockbridge's Main Street "is virtually unchanged from

the day [Rockwell] painted it 40 years ago for *McCall's* magazine. The stores, the library, the sprawling porch at the Red Lion Inn—where Rockwell lunched every Thursday with his cronies—are all in their proper places. The only thing missing is Rockwell, who died in 1978."

Adler reminds us, "It's a very select group, the roster of American artists who rate an entire museum. Frederick Remington, Andrew Wyeth, Andy Warhol, a couple of western regionalists...and Norman Rockwell...." The museum is a special place. Stockbridge awaits your visit.

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## Summer '93—Familiar Faces in New Places

Maud Ayson, Assistant Director for Education and Program

### *Crowds and Enthusiasm Abound*

Summer days at The Old Corner House were measured by lines around the block, few parking spots and a Main Street congested by tour buses. Since opening the museum quietly in April, our attendance has increased steadily, along with visitor comfort and satisfaction. We're pleased to announce that our first summer at our home on Route 183 in Stockbridge looks GREAT!

Visitors are welcomed upon entering. Staff explain tour and program options, making time to ask visitors where they're from and why they came.

Visitor reactions have been wonderful! Without a word, smiles and thoughtful expressions let us know that everyone is having a good time. Many, drawn here by glowing newspaper articles, say their visit exceeded expectations and how gracious and special the experience was. A typical comment is, "The staff should be so very proud. The Old Corner House was very good but this is magnificent!" Visitors enjoy leisurely viewing many more Rockwell favorites and



*Former Disney illustrator Bill Langley reproduces on a wall at the museum the tromp l'oeil self-portrait of Norman Rockwell peeking around the corner.*

*Museum archives photograph*

still being able to join guided tours, available every thirty minutes. From April through June, more than 2600 students and teachers participated in new school programs. Enthusiastic student letters say they will "spread the news" and intend to return again with family and friends. Teachers are delighted with the new emphasis on process and technique. Whether a Rockwell fan or first-timer, all agree there is so much more to see and do. Memberships are selling briskly.

Visitor and staff enjoy the ease and flexibility that our new building and landscape offer. Since Rockwell's studio opened in May, visitors combine a visit to the studio with an unhurried stroll of the beautiful 36-acre landscape and the Rosamond Sherwood Memorial Studio Garden honoring a founding trustee who was an avid gardener, friend of Norman, and enthusiastic museum supporter. People stop to admire the five sculptures created by the artist's son, Peter Rockwell.

Meandering paths and benches offer opportunities to savor the site's panoramic Berkshire hills and vistas. The shaded picnic area is always busy. Guests may spend the day, perhaps leaving to explore Stockbridge shops and eateries and then returning for a final stroll and extra shopping.

One of the most asked questions is, "Did Rockwell live in the stone house?" Staff explain he did not. Linwood House and carriage barn, part of an estate restored when this site was purchased, are not open to the public. People are intrigued by the building's beauty and fascinating history. Linwood House serves as the administrative offices of the museum.

Informative walking tours of the grounds are offered on the second Sunday of every month, July through October. Designed for adults interested in exploring the landscape, site history and Rockwell's studio, these tours are included with admission.

*These enthusiastic young Rockwell fans were among more than 2600 students and teachers who enjoyed new school programs at the new museum from April through June.*

*Photo by Robyn Kampe*



# Curator's Corner

Maureen Hennesey, Curator



Peter Rockwell, Norman Rockwell's youngest son, is an internationally-known sculptor and teacher who lives in Rome, Italy. His work, both cast in bronze and carved in stone, is in the collections of the National Portrait Gallery, Washington, DC; the National Cathedral in Washington, DC; and the Bridgeport Museum of American Art, Bridgeport, CT. He has executed public commissions for Schuylkill River Park and Fairmont Park in Philadelphia; Haverford College, Haverford, PA; the Cathedral of the Pines in Rindge, NH; St. Paul's American Church, Rome, Italy; and, now, The Norman Rockwell Museum at Stockbridge.

Two bronze sculptures were commissioned for the new museum site in 1987. Mr. Rockwell took as his initial inspiration an etching by his father of children playing leapfrog. Seven different models, one-

quarter scale in size, were prepared using cold cast bronze (polyester resin) and shipped to the museum from Rome. Staff and trustees selected the two that would ultimately be cast full-size in bronze and placed on the landscape. The two sculptures feature figures of tumbling children, one with two children and the other with three figures, and are meant to be climbed on.

Once the museum had selected the sculptures to be completed, Mr. Rockwell then created full-size plaster models. The plaster models were used to finalize the composition and size of the final sculptures. A "climbing party" was held in Rome, with young children testing the "climb-ability" of the two sculptures! Once the composition and size were determined, the sculptures were then cast in bronze using a two-part casting process. First, the sculpture was cast in wax. Mr. Rockwell used malleable wax

and hot metal tools to work over the surface. Black wax was used, as it closely approximates the color of the bronze. Then, the bronze itself was cast, after which Mr. Rockwell worked over the surface again, this time to make sure there were no sharp edges.

The two sculptures, which are located along the pathway from the terrace of the new museum to Norman Rockwell's Studio, have a strong sense of movement and liveliness and add a wonderful playfulness to the landscape. These are joined on the grounds by three other Peter Rockwell sculptures which came to the museum from Norman Rockwell's Stockbridge home, and by a bronze portrait bust of Norman Rockwell by his son. Norman Rockwell had never had a portrait of himself done from life. It is very fitting that one of these wonderful busts is now exhibited in the museum dedicated to preserving Norman Rockwell's legacy.



*Bronze sculpture of tumbling children is one of several of Peter Rockwell's which add to the landscape of the new museum.*

*Photograph by Bea Snyder*

# Museum Capital Campaign Exceeds Goal

## Kresge Foundation Gives \$300,000

Philip S. Deely, *Director of Development*



*Photograph by Don Victor*



*Museum archives photograph*

*The move from the Old Corner House (top) was made this spring as the campaign for constructing and equipping the new museum (bottom) exceeded its goal of \$5.0 million.*

The Campaign for Norman Rockwell has exceeded its \$5.0 million goal, thanks to a \$300,000 Challenge Grant provided by the Kresge Foundation, according to museum director Laurie Norton Moffatt. "To date we have raised \$5.4 million in cash, pledges and in-kind donations," said Moffatt. The Campaign, begun in 1986, was devoted to the construction and equipping of the new museum facility which opened on April 3.

"The success of the Campaign for Norman Rockwell is due to the generosity of literally hundreds of people," said museum board president Lila Berle. "It's important to remember that our earliest supporters were the residents of Berkshire County, Norman's friends and neighbors. Without this base our national fund raising efforts would not have been successful."

In addition to the Berkshire County campaign, support has been received from individuals, foundations and corporations across the United

States and abroad. All donors to the Campaign will be recognized in a special book to be placed in the museum's archives. Donors of \$1000 and above will be listed on a campaign plaque located in the main lobby of the new museum building.

With the building complete, fund raising efforts will continue at the museum to finish outfitting the structure. In addition, new funding will be sought to support the expanded educational and special exhibit programming. "We will continue the Campaign until the end of the year," said Berle. "Contributions are still being sought and will help us ensure that the new building and our ambitious future plans can go forward."

Donors to the museum's Campaign were invited to attend the Grand Opening at the museum on June 12. Attendees came from throughout the region as well as from across the country and included supporters from Europe and Japan.

# Artyfacts

Linda Szekely, Assistant Curator



## A Closer Look at Norman Rockwell's Studio

"Nothing else in the world, not all the armies...is so powerful as an idea whose time has come."

Out of its setting of Norman Rockwell's studio wall, Victor Hugo's words have a universal quality, whether applied to business, politics or the arts. For the man who painted hundreds of magazine covers for national magazines, this quotation points to one thing. Getting the idea for an illustration was for Rockwell the most important and the most challenging part of creating a cover. He felt that if the idea wasn't good, the illustration would surely fail in the eyes of his audience. "I know of no painless process for giving birth to a picture idea when I must produce one. I retire to a quiet room with a supply of cheap paper and sharp pencils. My brain is going to get a beating—and knows it."

This quotation typed on paper, darkened with the passing of time, is just one of the items in the, now quiet, studio of Norman Rockwell. In the area around Rockwell's desk, an assortment of photos, ribbons and pins, business cards, handwritten notes, miniature ivory carvings, one of the Hindu God

Ganesa and a netsuke of a laughing Buddhist monk, create a montage of ethereal and ephemeral possessions. A wooden board is haphazardly covered with the essential names and phone numbers of family, doctors, photographers, workmen and vendors. Some, with the illustrator's addenda of "Beautiful Italian wife" and "handsome gas man," remind us that Rockwell was always on the look-out for just the right models for his illustrations.

The studio truly reflects the visual aesthetic of the artist and reveals his personality through the choices he made. It is the type-written quotations that reflect Rockwell's personal opinions and contribute, along with his personal effects, to our understanding of his personality. Some of the quotes reflect Rockwell's view of old age, such as the one by graphic artist

Leonard Baskin declaring, "Our gutted mansion, our enveloping sack of beef and ash is yet a glory." Another, unattributed, confesses, "An aged man is but a paltry thing, a tattered coat upon a stick, unless soul clap its hands and sing, and louder sing for every tatter in its mortal dress," and a Rockwell jotting nearby reads, "born 1894, now 1976, I am 82 years old."

Rockwell embraced the more universal aspects of human relationships in his paintings, confirmed by their popularity around the world, and was accepting of different convictions about faith. This found its fullest expression in 1961 in the *Post* cover painting, *The Golden Rule*. The saved quotation on Rockwell's wall, "The real test of a liberal is the willingness to listen fairly to a person with opposite opinions," reaffirms Rockwell's own world view.



*Norman Rockwell's studio on the grounds of the museum was made ready for opening this spring by Linda Szekely, assistant curator, and Marnie Boardman, curatorial assistant.*

*Photo by Alan Solomon. Copyright © 1993. All rights reserved.*

# Gala Opening Festivities

The new museum opening was celebrated at a series of events June 11 & 12 including a black tie Gala on Friday evening for trustees and special contributors; Saturday's Country Fair and a "Moonlight and Roses" party with dancing and dessert on the terrace.



*Trustee Joan SerVaas Durban, president of Curtis Archives, receives recognition for the donation of the Curtis Publishing Gallery.*



*Laurie Norton Moffatt greets Rich Tinberg and David Bradford of the Bradford Exchange, donor of the Rockwell Family Gallery.*



*Architect Robert A.M. Stern received recognition from trustee Charles Schulze.*

*(photo at left) Henry Williams (left), assistant director, and Philip Deely, development director.*



*Development director, Philip Deely (left), and Brian Quinn, museum trustee and legal counsel, discussed recognition awards.*

*(photo at left) The Stephenson family of Denver, Toni, Tessa and Emmet, donors of the Stephenson Alcove.*



*Trustee Pat Deely, active in the founding of the museum, spoke at Friday's black tie dinner.*



*(photo at left) Trustee Ron Staffieri, president and CEO of Kay-Bee Toys, donor of a gallery, received recognition from museum vice president Mark Selkowitz, president of Colt Insurance.*



*Trustee Jane Fitzpatrick (photo at right) and Senator John Fitzpatrick (photo at far right), owners of the Red Lion Inn and Country Curtains, won praise for their donation of the Jane and Jack Fitzpatrick Gallery.*



# A Day Full of Rockwell Moments

June 12, 1993



Boy Scouts from several South Berkshire towns led a parade through the museum grounds on opening day.



Arlyn Traylor dressed for the parade in the same costume worn by her mother Lynda Gunn, who was the model for the little girl in the 1964 painting, "The Problem We All Live With."



(above photo) This youngster takes the driver's seat of an antique American Tour LaFrance fire engine, sponsored by Figgie, International.



(above photo) Peter Rockwell's sculptures were made to be climbed on, and these youngsters didn't need too much encouragement.



(above) West Stockbridge Police Chief Mike Kirchner, a member of the Kiwanis Club, flips a hamburger at the food tent.



This young family typified visitors who enjoyed the day-long festivities on a picture-perfect Berkshire day in June.



(photo at left) Radio personality Tom Jay of WSBS, Great Barrington with mime during the grand opening fair. WSBS broadcast live from the grounds throughout the day, but Jay was there as leader of Boy Scout Troop #23.





*Internationally known sculptor, Peter Rockwell, Norman's youngest son, spoke at the grand opening ceremony.*

*Dancers Daphne Vitalins and Keith Scheffer of the Albany/Berkshire Ballet performed an original work inspired by a Rockwell painting.*



*Architect Robert A.M. Stern with director Laurie Norton Moffatt.*



*Large crowds enjoyed entertainment under the big tent.*

*(below) Over 30 former Norman Rockwell models attended the festivities.*



*Museum president Lila Berle holds the flag for the pledge of allegiance at the beginning of opening day ceremonies.*



*Althea Rose Rockwell, at right, Norman's great-granddaughter, helps Norman's three sons, Peter, Tom and Jarvis, plant an apple tree in honor of the family near the new museum.*



*More than 500 people enjoyed dancing and socializing on the new museum's terrace at the "Moonlight and Roses" dance the night of the opening festivities.*



*Trustee David Klausmeyer, president of Mead Specialty Paper, accepted an award for the donation of the Mead Gallery and honored Kraft, Inc. for their generous donation.*

*Director Laurie Norton Moffatt presented a scrapbook of mementos to president Lila Berle, who was involved with the new museum from the time it was conceived.*



*Trustee Perri Petricca with donor Masabiko Shibata, who traveled from Japan for the Gala opening.*



*Trustee Bill Goessel and wife Nancy, donors of the museum's Terrace Gallery, at the "Moonlight and Roses" dance.*



*(above) Trustee and gallery donor Cbet Krentzman, president of Advance Management Associates, with wife Faria (center), his two sisters and president Lila Berle (right).*



*Michael Thomas, representing the Lebman Foundation, was instrumental in the donation of a museum gallery.*



*General Robert F. McDermott, museum trustee, with museum president Lila Berle.*



*Donor Estelle Kirk (left) with Jane and Neil Golub, president of Price Chopper Supermarkets and donor of a gallery honoring his parents.*



*Bea Snyder (left), manager of public affairs, and Jennifer Kreisberg of the Kreisberg Group, shared the news that a front page feature story was planned to run in the Sunday New York Times.*

# Programs & Events

## July

4 Sunday 3pm

### Gallery Talk

*Images of America*

Free with museum admission.

10 Saturday 11am

### Sketch This!

Join artist Abbott Gomberg for an informal hour-long sketching workshop. Using Rockwell's figures as models, Gomberg will share his techniques and show participants that you don't have to be an artist to enjoy drawing.

Adults \$15, Children \$5, Members \$7.50  
Includes admission and materials. Limited group size; please call to reserve your space.

11 Sunday 3pm

### Afternoon Amble

Stroll the grounds of the Rockwell Museum. Enjoy an outdoor tour of the landscape, buildings and sculptures.

Free with museum admission.

14 Wednesday 11am

### Sketch This!

See listing of July 10.

18 Sunday 3 pm

### Gallery Talk

*Spotlight on The Saturday Evening Post*

Free with museum admission.

25 Sunday 1-4pm

### Family Day: Faces

The first in a series, "Faces, Places & Things." Families tour the galleries with a special activity guide encouraging a closer look at the faces in Rockwell's paintings. Families will participate in art activities in our new studio classrooms. Participate in all three and receive a free Massachusetts Mutual Life Insurance print.

Adults with children are admitted at half price.



31 Saturday 10am

### Tour de Rockwell

Follow Rockwell's favorite pedaling tours through Stockbridge. A museum guide will lead the 3-mile route lasting approximately two hours. Meet with bikes in front of the museum.

Reservations required. Adults \$12, Children \$6, includes museum admission. Members free. Not recommended for children under eight.

## August

1 Sunday 3 pm

### Gallery Talk

*Readings From Rockwell's Autobiography*

Free with museum admission.

7/8 Saturday-Sunday 10 am to 5 pm

### Art in the Yard

Annual juried show and sale on the museum's beautiful landscape. Come to view or buy! Artists and illustrators in a variety of media will be exhibited.

Admission is free.

8 Sunday 3pm

### Afternoon Amble

See listing of July 11.

11 Wednesday 11am

### Sketch This!

Join illustrator William Langley for an hour-long informal sketching workshop. Using Rockwell's images, Langley will examine the process of creating an illustration. Create your own sketches under his expert guidance.

Adults \$15, Children \$5, Members \$7.50  
including admission to the museum and materials. Limited group size; please call to reserve your space.

14 Saturday 11am

### Sketch This!

See listing of August 11.

15 Sunday 3 pm

### Gallery Talk

*Rockwell's Faces*

Free with museum admission.

28 Saturday 10am

### Tour de Rockwell

See listing of July 31.

29 Sunday 1-4 pm

### Family Day: Places

The second in our family series, "Faces, Places & Things." Tour and art activities explore places shown in Rockwell's paintings. See listing of July 25.



## September

5 Sunday 3 pm

### Gallery Talk

*From Idea to Illustration*

Free with museum admission.

8 Wednesday 11am

### Sketch This!

Join illustrator Michael McCurdy for an hour-long workshop exploring the art of printmaking. McCurdy will share his illustrations as well as original drawing before participants explore the printmaking process.

Adults \$15, Children \$5, Members \$7.50  
Includes admission and materials. Limited group size; please call to reserve your space.

11 Saturday 11am

### Sketch This!

See listing of September 8.

12 Sunday 3pm

### Afternoon Amble

See listing of July 11.

12 Sunday 2pm

### Two Artists' Studios

Join Chesterwood and The Norman Rockwell Museum in a collaborative program. Here's a chance to see Rockwell's and sculptor Daniel Chester French's studios in a special combined tour. Similarities between these two very different artists will be examined. Tour starts at Rockwell's studio.

Adults \$15, Children \$5, Members \$7.50  
Includes admission and materials. Members of either museum are free. Limited group size; please call to reserve your space.

19 Sunday 3 pm

### Gallery Talk

*Meet Rockwell's Models*

Free with museum admission.

25 Saturday 10am

### Tour de Rockwell

See listing of July 31.

26 Sunday 1-4 pm

### Family Day: Things

The last in our family series, "Faces, Places & Things." Tour and art activities investigate objects shown in Rockwell's paintings. See listing of July 25.



## October

3 Sunday 3 pm

### Gallery Talk

*The Gossips and Other Neighbors*

Free with museum admission.

9 Saturday 11am

### Sketch This!

Join watercolor artist Richard Heyer for an hour-long workshop on sketching landscapes. Using Rockwell's backgrounds, and outdoor views (weather permitting), Heyer will guide participants in techniques of landscape sketching. A demonstration of watercolor painting will be included.

Adults \$15, Children \$5, Members \$7.50  
Includes admission and materials. Limited group size; please call to reserve your space.

10 Sunday 3pm

### Afternoon Amble

See listing of July 11.

13 Wednesday 11am

### Sketch This!

See listing of October 9.

17 Sunday 3 pm

### Gallery Talk

*Rockwell's Children: The Young Models*

Free with museum admission.

20 Wednesday 2pm

### Two Artists' Studios

See listing of September 12.

31 Sunday 1-4 pm

### Family Day: Color Your Mood

Join us for the first of three workshops entitled "Artful Expressions: Color Your Mood" that looks at Rockwell's technique. Tour and art activities examine Rockwell's use of color and how color affects the mood of his paintings.

Adults with children are admitted at half price.

Please call (413) 298-4100, ext. 220 for reservations or information about events and exhibitions. All programs, unless otherwise noted, take place at The Norman Rockwell Museum at Stockbridge, Route 183 Stockbridge, MA 01262.



## Current Exhibitions

### My Adventures as an Illustrator

Explore Norman Rockwell's life and career through some of his most familiar paintings.

### My Best Studio Yet

This exhibit offers a look at the business, personal and social aspects of Norman Rockwell's daily life.

### Mirror On America

Examine Rockwell as a chronicler of American society and political and social ideals.

### From Idea to Illustration

Follow Rockwell's creative process as an idea grows and changes to become an illustration.

### Norman Rockwell's Studio

Norman Rockwell left his studio and the bulk of his private art collection in trust to the museum. Visiting the studio is an intimate and personal experience. In this simple building, Rockwell created some of his best-loved works.

## Four New Members Join the Board of Trustees

Bea Snyder, *Manager of Public Affairs*



The chairman and CEO of USAA, Brig. Gen. Robert F. McDermott (USAF Ret), Joan SerVaas Durham, president of Curtis Archives, Daniel DuBois, director of The New Britain Museum of American Art and Laughran Vaber have been appointed to the museum's board of trustees. The museum has 27 trustees.

Joan SerVaas Durham, an attorney, is president of Curtis Archives, which owns copyrights for 3,000 *Saturday Evening Post* cover illustrations, including many by Norman Rockwell. She is vice president, corporate counsel and a member of the board of trustees of Curtis Publishing Company of Indianapolis, IN. Ms. SerVaas Durham is married and the mother of four sons.

Gen. Robert F. McDermott is chairman and chief executive officer of USAA, a worldwide insurance and diversified financial services company. He served in the

US Air Force as a command pilot, staff officer and professional educator and, appointed by President Eisenhower, served as dean of the faculty for the first ten graduating classes of the US Air Force Academy. He retired in 1968 to join USAA. He has been awarded honorary doctorates from five universities and has been recognized in many national publications for his leadership. General McDermott is a widower and has five children and thirteen grandchildren.

Daniel DuBois has been director of the New Britain Museum of American Art in New Britain, CT, since 1984. He is currently a trustee of the Williamstown Regional Art Conservation Laboratory in Williamstown, MA, and is chairman of the Cultural Affairs Commission for the city of New Britain. He has been with New Britain Museum of American Art since 1981. He is married and the father of two sons.

Laughran (Larry) Vaber is a retired General Electric executive. Vaber worked throughout his college years and several years thereafter as a radio announcer and later as a news writer and newscaster on the radio and TV. He was news director of WBRK and WMGT-TV in Pittsfield, MA. During his 30-year career with GE, he was manager of community relations in Pittsfield and served more than 20 years at GE corporate headquarters as press representative to the national news media. He retired in 1986. Active in community activities, he currently serves on the board of trustees of the Berkshire Theatre Festival, Recording for the Blind and the Richmond-West Stockbridge Community Health Association. A friend of Norman Rockwell from the time the artist moved to Stockbridge, Vaber last year donated to the Rockwell Museum a Rockwell painting, *McCabe Brothers Florists*.

## A Salute to Selectman Mary Flynn

A highlight of Stockbridge Day Opening April 3 were the remarks by long-time Stockbridge Selectman Mary Flynn. Flynn is known throughout the region for her charming Irish wit and dedication to the environment and historic preservation. The following day Carole Owens, author and friend of Flynn, sent a donation to The Norman Rockwell Museum celebrating Mary's years of service to her community.



*Long-time Stockbridge Selectman Mary Flynn spoke at Stockbridge Day Opening April 3. She was awarded a lifetime membership to the museum.*

*Photo by Don Victor*



*A Norman Rockwell portrait of his long-time friend and associate Kenneth Stuart who died earlier this year. He was the art editor of *The Saturday Evening Post*.*

*Charcoal on board, 1955, Collection of Ken Stuart, Jr.*

## A Friend Passes

Illustrator Kenneth James Stuart, a friend and long-time associate of Norman Rockwell, as well as a friend and supporter of the Rockwell Museum, died earlier this year in Norwalk, CT, at age 87.

Mr. Stuart became art editor of *The Saturday Evening Post* in 1943, working closely with Norman for the following 18 years. In 1962 he moved to *Reader's Digest* as corporate art director.

## New Store Features New Products

Martha Sloper, Director of Merchandising



Photo by Peter Aaron/Esto

The new museum store is not only bigger and better than the former one at The Old Corner House, but it is also brimming full of new products.

One of the features of the store is a children's corner that includes art supplies, books, and stuffed animals (lions, cats, bunnies, dogs, teddy

bears, and turtles!). A newly-designed child's t-shirt showing a doodle of a young artist and splashed with bright colors has proved so popular we have ordered it in adult as well as children's sizes. There is an assortment of pencils with lively doodles in brilliant colors and there are pencil boxes to put them in. Rulers with several of Rockwell's works and a short biography printed on them should be great for school children who come through the museum.

For adults we have a new paper cube with the *Gossips* depicted on all four sides. Some of the cubes have holes drilled in them so that one of our *Gossips* pens can be placed in it to keep it handy. If anyone gets hungry after roaming the galleries

and the grounds, we have both candy bars and oatmeal cookies (made from a favorite Rockwell recipe) to take care of those hunger pangs. Finally, Stuart Murray and James McCabe's new book on the *Four Freedoms* receives a prominent place in the store and should be of great interest to our visitors.

More items are arriving all the time and, while the new items are exciting to have and add depth and interest to the store, just having the space and wonderful new fixtures to display the merchandise enhances even the items we have carried for years. Now when a visitor comes into the store, everything looks new, as they see it in a way they never could have at The Old Corner House.

## Hold the Date!

### Mark your calendars!

On October 23 & 24, 1993, join us for special programs that celebrate the newly-released book, *Norman Rockwell's Four Freedoms*. Weekend events examine the meaning of freedom during WWII and today. Activities include the Zeeland Boy's choir from the Netherlands, discussion panels on the status of the *Four Freedoms* today, art demonstrations, and members' reception. On Sunday there will be activities designed for children.



## Stockbridge Day

On April 3, 1993 the new museum was opened with a special Stockbridge Day celebration and parade from the Old Corner House on Main Street to the new museum location.



Photo by Don Victor

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The  
**Norman  
 Rockwell  
 Museum**  
*at Stockbridge*

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