

The Portfolio

Vol. 11, No. 2 Summer 1994 The Norman Rockwell Museum at Stockbridge

Celebrations, Summer and Serendipity

Laurie Norton Moffatt,
Director of the Museum



It has been just over one year since the opening of the new Norman Rockwell Museum and the momentum continues to build. Attendance has increased twofold around the museum, and so have the planned and projected activities, exhibits, civic functions, and celebrations, all designed to meet a wide range of interests. I hope you can join us for some or all of the events that we are unfurling in our up-coming star-spangled summer.

The Fourth of July weekend will be a burst of activity, starting with the serendipitous First Day of Issue by the U.S. Postal Service of five Norman Rockwell commemorative stamps. *The Four Freedoms* and *Triple Self-Portrait* are the featured images selected by the Commemorative Stamp Committee. Stamps and first-day covers will be sold on site all weekend. The ceremony of issue begins at 11:00 on Friday, July 1st. (See Checklist, page 12). This is not the first time that Rockwell has been honored by his government. President Ford awarded him the Presidential Medal of Freedom in January, 1977.

Also on Friday, two important exhibits open that evening with a members' preview of *Lasting Legacies*, a collaborative exhibition co-curated with the Delaware Art Museum that features over 80 works by Norman Rockwell and Howard Pyle. Pyle is considered the father of American illustration and was one of Rockwell's heroes. He is best known for his dramatic images of pirates and for the many stories he wrote.

The *Society of Illustrators 35th Annual Exhibit* will arrive from New York and be shown over the summer in the Stockbridge Gallery. America's best contemporary illustrators will be on view in this annual competition. This exhibit shows the state-of-the-art work in American illustration.

The public is invited to a starlight party on the terrace on Saturday evening. Come and dance the night away to the wonderful music of the forties at our "Stars and Stripes Dance."

On Monday, July 4th, the Pittsfield, Massachusetts *Your Hometown America Parade* will be dedicated to Norman Rockwell and presented on nationwide television. Floats inspired by Rockwell themes will compete for the parade prizes.

One of the most imaginative and inspiring projects of the year is the sculpture residency by Peter Rockwell. Out of Indiana limestone, Peter will sculpt a climb-on monster in the picnic area. The program includes nine apprenticeship positions for novice monster carvers as well as school outreach programs and a college internship.



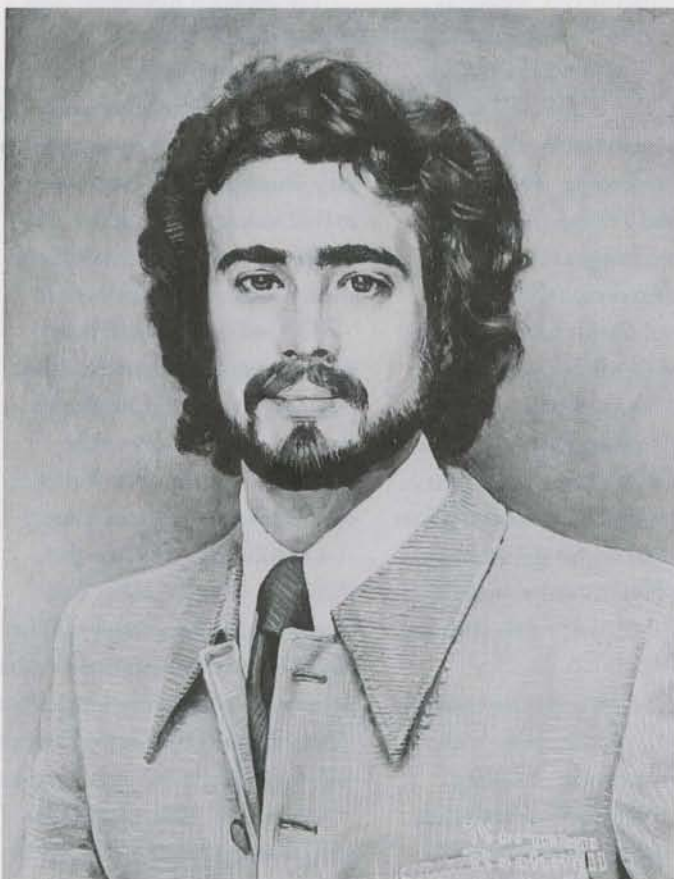
1976, Norman and Molly Rockwell watch the parade go by.

Photo by Art Marasco, Photographer

Curator's Corner

Maureen Hart Hennessey, *Curator*

On January 24, 1994, The James Beard Foundation presented the *Portrait of Felipe Rojas-Lombardi* to The Norman Rockwell Museum. Although Norman Rockwell did not consider himself a portraitist, he was a master at capturing the expressions and emotions of his characters. His first known portrait was done while he was a student, and later, as an established artist, he ultimately painted American presidents, world leaders and other well-known figures.



Portrait of Felipe Rojas-Lombardi—oil on canvas, 1971, by Norman Rockwell.

Photo by Bill Mitchell Photography, New York City.



Director Laurie Norton Moffatt accepts the portrait from Tim Johnson of The James Beard Foundation, and the friends of Felipe Rojas-Lombardi.

While some of Rockwell's portraits were privately commissioned, many were painted for magazine covers, story illustrations or books. The most recent addition to the museum's collection is an example of the latter.

The *Portrait of Felipe Rojas-Lombardi* was commissioned in 1971 for the back cover of Rojas-Lombardi's first U.S. cookbook. The portrait shows a handsome young man in a striking leisure suit. The strong color, as well as the subject's attire, easily date the painting to the early 1970s.

Museum Director Laurie Norton Moffatt went to the Plaza Hotel in New York City for the presentation. The occasion was "A Celebration of Food as Art," a culinary extravaganza sponsored by The James Beard Foundation's Felipe Rojas-Lombardi Scholarship Fund and The Hiram Walker Foundation. The scholarship provides financial aid to talented Hispanic students studying the culinary arts, and is named for the Peruvian chef and cookbook author, Rojas-Lombardi, who was a protege of James Beard, the renowned food critic.

The museum is most grateful to The James Beard Foundation for their gift of this wonderfully vibrant portrait, and this remembrance of Chef Felipe Rojas-Lombardi will hold a special place in the museum's collection. The painting will be unveiled this summer at a gathering of Rojas-Lombardi's friends and colleagues.

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"Happy Birthday, Dear Norman"

On February 3rd, the museum celebrated the one-hundredth birthday of Norman Rockwell with an open-house and an array of activities.



Michael J. P. and Barbara Collins survey three walls of Post covers in the Stockbridge Room. Michael is the President of the Rockwell Society of America.

Photo by Bea Snyder



Assistant Curator Linda Szekeley with Director Laurie Norton Moffatt and Martba Liscbke. Martba's late husband was Franklin Liscbke, one of Rockwell's favorite boy models.



Tom Rockwell cuts the ribbon and opens The Norman Rockwell Museum Reference Center.



Everyone loves a birthday party. Here we have Portrait of an Artist as a Young Girl adding her card to the birthday box.

Photo by Kim Conley



Curator Maureen Hart Hennessey, with Director Laurie Norton Moffatt and Tom Rockwell, addresses the crowd of celebrants.

Photo by Donald B. Victor



Senator John H. Fitzpatrick talks with reporter Mary Jane Tichenor of The Berkshire Eagle and a London reporter who came for the event.

Photo by Bea Snyder



Three generations celebrate Norman Rockwell's birthday. Margaret Batty, the museum's former Assistant Director, poses with Katherine LePine and her three children—Lincoln, Luke and Chantal.

Photo by Bea Snyder

A "Cool" Week in February

Kim Conley, Visitor Services Assistant—Youth and Family Programs

"Do you have a story that is passed down from one generation to the next in *your* family?" This is one of the questions that our staff asked of families who participated in The Norman Rockwell Museum's first annual *Family Week* that was held here during the February school vacation. We are delighted to pass along some of the colorful responses our young guests expressed:

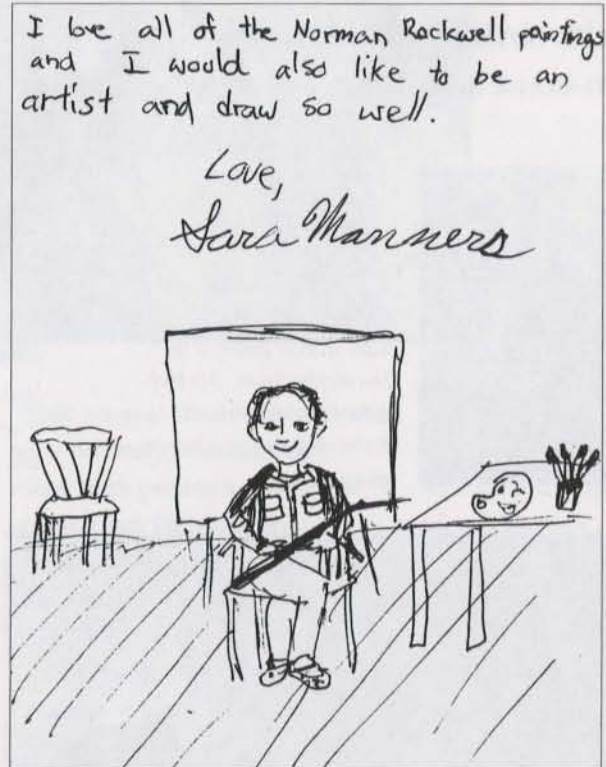
My Grandma tap dancing while jumping rope!

My Great Grampa Charlie "escaping" from Russia.

The stories of my grandparents learning to live in America.

Recipes from our great-grand mother—the only good family cook.

Family Week was launched as part of this year's Norman Rockwell Centennial, and, in the opinion of eight-year-old Sydney from Brooklyn, NY, it was "cool." Nearly 800 young people and adults came away from this program week confident that exploring art is definitely fun. Museum assistants had a grand time interacting with our young visitors and the adults who came with them. The staff helped our guests follow "Treasure Hunt" clues to locate paintings, pieces, and props spread throughout the galleries. Visitors also participated in a hands-on activity that had them write or draw a centennial birthday



One young artist's portrait of Norman Rockwell. Museum activities inspire artists of all ages.

greeting to Norman Rockwell on the 6 1/2 x 10-foot card in the lower lobby of the museum. For an example of birthday art, note the above interpretation of a photo of Norman Rockwell.

Throughout the year, the museum offers special programs for young people. *Family Days* are scheduled the last Sunday of every month. These programs are a lively and educational way for families to experience the work of Norman Rockwell. Visitors of all ages make discoveries about Rockwell and themselves as they explore the galleries with activity sheets designed to help them investigate the pictures by looking at the stories within as well as the style by which they were created.

The following is a sample from the museum's "Treasure Hunt" activity. Successful participants receive an Art Explorer's badge for solving the art-related questions.

Treasure Hunt

Find the bust of Norman Rockwell.

What is the name of the sculptor and what relationship does he have to Norman Rockwell?

Look for the painting called "Girl at the Mirror." What prop in the picture is also located in the Studio Gallery?

Locate the display case that contains costumes used in some of Norman Rockwell's pictures. Name at least one painting that shows a costume in the display case.

In Illustrious Company

Maud Ayson, Assistant Director for Education and Program

An exciting new *Master Illustrator* series begins in July in conjunction with the opening of two temporary exhibits. *Lasting Legacies* presents the art of America's two most influential illustrators, Howard Pyle and Norman Rockwell. The *Society of Illustrators 35th Annual Exhibit* is a traveling exhibition that displays over 40 contemporary works of editorial, book, and advertising illustration. Although years apart in conceptual and stylistic expression, these exhibits show the continuities as well as the changes in American illustration past and present.

The *Master Illustrator* program invites Jack Faragasso, Kinuko Kraft, Ruth Sanderson, C.F. Payne, and Jan Adkins to share their ways of seeing, creating and experiencing art. This program is designed to tie in the ideas and imagery on display in the two temporary exhibits with a series of art classes and lively dialogues that ask participants to look with a more educated eye. Each guest artist is an extraordinary observer and teacher who will offer distinct approaches and views on the world of illustration today.

The series commences on July 9th with Jack Faragasso. Faragasso trained at the Art Students League in New York where he studied in the tradition of the early trailblazers of illustration—Pyle, Leyendecker, Wyeth and Rockwell. Currently, Jack Faragasso works free lance in diverse media, but particularly in oil paintings for paperback book covers. Ruth Sanderson's work is deeply rooted in legends, history and the images of her mind. "The most important part of a painting takes place in the mind. That is the creative part. The rest is talent and craftsmanship and hard work." She shares this philosophy of illustration with Howard Pyle, the acknowledged father of American illustration. Many of Sanderson's paintings are reminiscent of Pyle's dramatic characters and fairy tale landscapes. C.F. Payne's illustrations have appeared in *Rolling Stone*, *Sports Illustrated*, *GQ* and many

other publications. He enjoys a reputation for "pushing the envelope." Payne captures celebrities, such as David Letterman, Queen Elizabeth, and President George Bush in stunning images that show his irreverent sense of humor.

Illustrators of the 1990's face a different world from the one Rockwell worked in at the height of his career. Weekly magazines and cover illustrations are no longer the staple of American culture. New technologies have transformed production and the marketplace. Today's illustrators are highly eclectic; their works reflect a multitude of trends and styles. Yet, like Pyle and Rockwell before them, these artists continue to mirror contemporary social and cultural life. From July through December, join one or more classes and become acquainted with some of the artists who are forging and shaping the future of illustration.



© Armand Eisen



Left, Ruth Sanderson's oil illustration from *Beauty and the Beast*. Above, mixed media illustration from *Boys' Life* magazine. This work by C.F. Payne was awarded the silver medal in the category of editorial.

© 1994 C.F. Payne

Howard Pyle and Norman Rockwell— Lasting Legacies

Maureen Hart Hennessey, *Curator*

The Delaware Art Museum and The Norman Rockwell Museum at Stockbridge are pleased to present *Howard Pyle and Norman Rockwell—Lasting Legacies*, which opens at The Norman Rockwell Museum on July 2, 1994. This exhibition shows the development of two of the nation's most influential illustrators and provides the first opportunity to compare and contrast large bodies of their work.

Howard Pyle (1853-1911) and Norman Rockwell (1894-1978) represent the best in American illustration, and were the most popular illustrators of their respective generations. Howard Pyle is considered to be “the father of

American illustration,” and he directly influenced a generation of illustrators. Rockwell, although he was not a student of Pyle and was part of the next generation of illustrators, considered Pyle his hero of heroes and was greatly influenced by him. In his turn, Rockwell has influenced and continues to inspire American illustrators and storytellers in all media.

Family Tree, Rockwell's 1959 *Saturday Evening Post* cover, and Pyle's exciting *Attack on a Galleon* are featured in the exhibition's introductory section, which presents works that the public closely identifies with the two illustrators. Pyle, for example, is well-known for his pirates and buccaneers, yet these

subjects comprise only about three percent of his work. In the same way, Rockwell is thought by many to have done only *Post* covers, yet his work encompasses story and book illustration and advertising art. *Family Tree* represents Rockwell's tribute to Pyle, with its swarthy pirate as the family's founder and the initials “HP” engraved on the treasure chest.

The artistic influences on each illustrator, their differing processes for creating a picture, and the effect of the art-reproduction process are among the topics explored in “Technology and Technique.” Pyle and Rockwell shared a wide range of artists whose work they admired, and the two illustrators both were masters in their use of light and dark, strong composition, and structure. Pyle's work was greatly affected by the fact that his illustrations would be reproduced by the process of engraving in tones of black and white. This presents a

Family Tree—oil on canvas, 1959, by Norman Rockwell.

©1959 The Curtis Publishing Company



Attack on a Galleon—oil on canvas, 1905, by Howard Pyle. From the Delaware Art Museum, Howard Pyle Collection.

Photo courtesy of DAM

strong contrast to Rockwell's illustrations, which would be photo-mechanically reproduced and would appear, for the most part, in full color.

Rockwell's and Pyle's approaches to diverse subject matter from colonial times to literary figures can be compared as many of these works will hang together for the first time in *Lasting Legacies*. Both men painted war illustrations, yet Pyle's scenes of battle from long-ago conflicts, such as *The Evacuation of Charleston*, present a sharp contrast to *War News* and Rockwell's other home-front pictures created during World War II. Heroes and heroism is another topic to which each man brought his own sensibility.

The differences in the marketplace between the 19th



The Evacuation of Charleston—oil on canvas, 1898, by Howard Pyle. From the Delaware Art Museum, Howard Pyle Collection.

Photo courtesy of DAM

and 20th centuries shaped not only the illustrations accepted during this period but also the careers of both Pyle and Rockwell. Pyle's works were primarily seen either in beautifully bound, gilt-edged volumes or in the predominant magazines of the day, such as *Scribner's* and *Harper's Weekly*. The advent of advanced distribution systems and changes in printing technology, however, meant that magazines could be sold more cheaply and to a much wider audience. As a result, in the early years of this century, a *Post* magazine with a Rockwell cover could be found in one out of every four homes in America. The effects of these advances and other changes in the marketplace define the role of the illustrator in each century.

Howard Pyle and Norman Rockwell were major influences in directing the character and course of American illustration. Pyle established

the School of Illustration at Drexel Institute, Philadelphia and, later, his own Brandywine School, in order to teach what he believed to be the principles of good illustration. Rockwell taught by example rather than in a studio class. Both artists viewed illustration as an honorable profession and looked upon the title "illustrator" with great pride. "The great band of illustrators," Rockwell wrote, "have shown us to ourselves. I am proud and happy to have been one of their company."

Howard Pyle and Norman Rockwell—Lasting Legacies can be viewed at The Norman Rockwell Museum at Stockbridge from July 2 - October 23, 1994. The Delaware Art Museum will host the exhibition between November 18, 1994 - February 19, 1995. This exhibition is made possible in part by a grant from Hercules Incorporated.

War News—oil on canvas, c.1945, by Norman Rockwell.

© The Norman Rockwell Family Trust



Judicial Ceremony among the Four Freedoms

On the afternoon of March 17th, Fredric D. Rutberg was sworn in as Associate Justice of the Southern Berkshire District Court. A. Paul Cellucci, the Lieutenant Governor of Massachusetts, administered the oath of office in the museum's Octagonal Gallery surrounded by Rockwell *Four Freedoms* paintings.



Fredric D. Rutberg takes the oath of office from Lieutenant Governor A. Paul Cellucci.

A Year to Remember

Hippies and moon rocks, Woodstock and President Nixon, the amazin' Mets and the Jets—1969 was a year to remember. With all that was going on, any social historian should be forgiven for overlooking the modest beginnings of what was then known as The Old Corner House / Stockbridge Historical Society. A group of Stockbridge citizens joined forces to save an historic home on Main Street. An exhibit of historical pieces from the town's library went on display in the classic white clapboard building. When Norman Rockwell agreed to lend some of

his paintings to the exhibit, word spread, and people poured through the doors for the opportunity of seeing original Rockwell pieces. That first year, 5,000 visitors came to The Old Corner House.

Twenty-five years and over 2,250,000 visitors later, The Norman Rockwell Museum now attracts visitors from every state in the country and from around the world. Visitors, including a few graying ex-hippies now with kids in tow, can be seen strolling the magnificent 36-acre grounds. For some, 1969 seems light years away, for others—only yesterday.



In this 1971 photo, Norman Rockwell stands in front of The Old Corner House, which had become a monument to his works.

Photo by Louie Lammie

Old Glory in a New Home

When the *Captain Allen W. Harrington, Jr. American Legion Post #232* of Stockbridge was disbanded, the veterans were faced with the problem of what to do with their Parade Flags. David Braman, Francis Pilling and Robert G. Williams, the three remaining members, all of whom were past

Commanders of the post, decided that it would be fitting to give the Post's U.S. flag to The Norman Rockwell Museum. The museum is proud to be the recipient of this piece of American Legion history, and we pledge that Old Glory will be held in safe keeping and displayed on civic occasions.



Director Laurie Norton Molfatt in front of American Legion Post #232 flag on display during the Centennial birthday celebration.

Programs & Events

July

1 Friday 11am

Stamp Issue

U.S. Postage stamps will be issued featuring Rockwell's images of the *Four Freedoms* and *Triple Self-portrait*.

1 Friday 6-7:30pm

Members' Opening

A reception for the exhibit featuring works by Howard Pyle and Norman Rockwell.

2 Saturday

Exhibition Openings

Howard Pyle and Norman Rockwell—Lasting Legacies

In collaboration with the Delaware Art Museum, this exhibit features over 80 works of two of America's most influential illustrators.

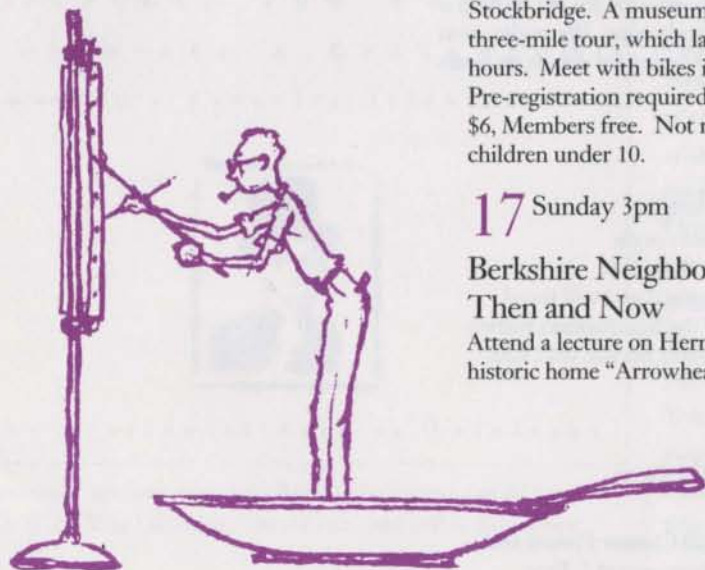
Society of Illustrators 35th Annual Exhibit

More than 40 works selected from the Society's annual exhibit represent the best of contemporary illustration.

2 Saturday 8pm-Midnight

Stars and Stripes Dance

Dessert dance celebrating the centennial of Norman Rockwell and the new Rockwell stamp issues. Fee, \$20 per person, \$35 per couple.



3 Sunday 3pm

Outside In

Museum Director Laurie Norton Moffatt will discuss the exciting history of The Norman Rockwell Museum at Stockbridge. Free.

4 Monday 10am-Noon

Parade Day

The Pittsfield Hometown Fourth of July Parade will be dedicated to Norman Rockwell, and PBS will televise the event for the entire nation to see.

9 Saturday

Master Illustrators

Join illustrator Jack Faragasso for the first in a series of guest-artist workshops. Five master illustrators have been invited to teach at the museum. Each focuses on his or her personal techniques and stylistic influences.

The workshop includes general and advanced-level classes. General art class from 10-noon. Adults \$20, Seniors \$17, Members \$15. Advanced adult class from 1-4pm. Adults \$30, Seniors \$27, Members \$25. Pre-registration required.

16 Saturday 10am

Tour de Rockwell

Follow Rockwell's favorite biking tours through Stockbridge. A museum guide will lead the three-mile tour, which lasts approximately two hours. Meet with bikes in front of the museum. Pre-registration required. Adults \$12, Children \$6, Members free. Not recommended for children under 10.

17 Sunday 3pm

Berkshire Neighbors—Then and Now

Attend a lecture on Herman Melville and his historic home "Arrowhead." Free.



21 Thursday 3pm

Afternoon Amble

Stroll the grounds of The Norman Rockwell Museum and enjoy an outdoor tour of the landscape, buildings and sculptures. Free with museum admission.

27 Wednesday 2pm

Artful Topics

Illustrator Murray Tinkelman takes an in-depth look at the *Society of Illustrators 35th Annual Exhibit*. \$10 fee includes museum admission. Members free.

31 Sunday 1-4pm

Family Day: Faces

Families tour the galleries with a special activity guide, and focus on the faces in Rockwell's paintings. After viewing the galleries, families participate in art activities in the studio classrooms. Adults with children are admitted at half price, members free.

August

6&7 Saturday-Sunday

Art in the Yard

An outdoor juried art show/sale on the grounds of the museum.

7 Sunday 3pm

Outside In

Facilities Manager Bill Boyer gives an informative tour of the museum landscape. Free.

13 Saturday

Master Illustrators

Kinuko Y. Craft will instruct the second in a series of guest-artist workshops. Five master illustrators have been invited to teach at the museum. Each focuses on his or her personal technique and stylistic influences.

The workshop includes general and advanced-level classes. General art class from 10-noon. Adults \$20, Seniors \$17, Members \$15. Advanced adult class from 1-4pm. Adults \$30, Seniors \$27, Members \$25. Pre-registration required.

18 Thursday 3pm

Afternoon Amble

See July 21 listing.

20 Saturday 10am

Tour de Rockwell

See July 16 listing.

21 Sunday 3pm

Berkshire Neighbors— Then and Now

Attend a lecture on Joseph Choate, former Ambassador to England, and his historic home "Naumkeag." Free.

28 Sunday 1-4pm

Family Day: Places

Families tour the galleries with a special activity guide and focus on the places in Rockwell's illustrations. After viewing the galleries, families participate in art activities in the studio classrooms. Adults with children are admitted at half price, members free.

31 Wednesday 2pm

Artful Topics

Museum Curator Maureen Hart Hennessey offers an engaging discussion on the exhibition *Howard Pyle and Norman Rockwell—Lasting Legacies*. \$10 fee includes museum admission. Members free.

September

2 Friday 2pm

Two Artists' Studios

A special tour compares the studios of Daniel Chester French and Norman Rockwell. Meet at the Rockwell Museum. Adults \$10, Members \$8. Includes admission to both sites.

4 Sunday 3pm

Outside In

An Illustrator's Workplace
Assistant Curator Linda Szekely provides a rare glimpse into Rockwell's studio. Free.

10 Saturday

Master Illustrators

Join illustrator Ruth Sanderson for the third in a series of guest-artist workshops. Pre-registration required. See Aug. 13 listing for details on hours and fees.

17 Saturday

Exhibition Opening

Produce for Victory: Posters on the American Home Front, 1941-1945.

This exhibit was organized and will travel under the auspices of the Smithsonian Institution Traveling Exhibition Service (SITES).

18 Sunday 3pm

Berkshire Neighbors— Then and Now

Attend a talk on Daniel Chester French and his historic home "Chesterwood." Free.

24 Saturday 10am

Tour de Rockwell

See July 16 listing

25 Sunday 1-4pm

Family Day: Things

Families tour the galleries with a special activity guide, and look at how the things in Rockwell's paintings helped the illustrator to tell the stories. After viewing the galleries, families participate in art activities in studio classrooms. Adults with children are admitted at half price, members free.

28 Wednesday 2pm

Artful Topics

Join internationally renowned sculptor Peter Rockwell in a lecture on the changes in sculpture studios over two thousand years. \$10 fee includes museum admission. Members free.

For your convenience, the museum store is open during programs and events. Store proceeds support museum operations.

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



Centennial Membership

Bea Snyder, *Manager of Public Affairs and Membership*

As we celebrate a century of Norman Rockwell, we also would like to celebrate all our members whose support helped to make possible our extraordinary first year in the new museum. Our members are from all 50 states and 10 foreign countries. With your membership support, we have been able to serve the more than 300,000 visitors who came to the museum during this past year, and to expand greatly our exhibitions and programs. Your support has been very special, and we

would like to thank you with a unique gift. Five Norman Rockwell stamps will be issued from the museum on July 1. With your membership renewal, we will send you a first-day cover with the new 29-cent stamp that features Rockwell's famous *Triple Self-Portrait*, canceled for the first day of issue.

We would like to invite all non-members to join this very special group of supporters. As a bonus to all new members who join during this centennial year, we shall send

a centennial gift as a bonus, in addition to the many other benefits of membership. For your convenience, we have included a membership brochure in this issue.

Museum memberships make wonderful gifts. For information, please call (413) 298-4120, or write to the membership office at The Norman Rockwell Museum, P.O. Box 308, Stockbridge, Massachusetts 01262. We look forward to welcoming you as a member of The Norman Rockwell Museum.

The Secret's Out!

Jo Ann Losinger, *Director of Marketing—Retail & Mail Order Operations*

The Norman Rockwell Museum
S T O C K B R I D G E
P r e s e n t s 1 0 0 W a y s T o
C e l e b r a t e A C e n t u r y O f
A m e r i c a ' s F a v o r i t e I l l u s t r a t o r ...



The Centennial Edition Catalogue

The centennial catalogue cover shows Rockwell instructing a model how to pose for Willie Was Different. The children's book will be reissued soon.

The soon-to-be-released museum catalogue unveils 100 ways to celebrate the birth of America's favorite illustrator. This Centennial-Edition catalogue offers an array of classic and new merchandise, along with photographs of Norman Rockwell. It includes posters, cards, mugs and T-shirts with the creative centennial designs by Karen Lewis and Marc Weiner. Our exclusive line of silver doodle jewelry debuts on these pages; your favorite *Saturday Evening Post* images appear on prints and cards, silk ties, T-shirts and other items. You also will discover the return of two adored Norman Rockwell books, the children's book *Willie Was Different* and, for those who

enjoy light-hearted autobiography, *Norman Rockwell: My Adventures as an Illustrator*. The recently published volume *Norman Rockwell: A Centennial Celebration*, which contains over 170 of Rockwell's most popular illustrations as well as the lesser known works, also is available as are the valuable limited-edition Artists Proofs and signed prints. To obtain your free copy of the museum catalogue call (413) 298-4111. Enjoy!

Your July 4th Checklist



Celebrate Norman Rockwell's Centennial year by making The Norman Rockwell Museum part of your family's Fourth of July plans. The museum and studio are open daily 10 am - 5 pm. If you prefer a leisurely pace, please note that the quietest museum times are during the opening hour and in the afternoon between 3-5 pm.

Friday, July 1st

- ✓ 11 am
Rockwell Stamp Ceremony
Five new stamps will be issued from the museum. These will feature Rockwell's *Triple Self-Portrait* and the *Four Freedoms* images. This ceremony is open to the public.

Friday, July 1st continued

- ✓ 6-7:30 pm
Opening Reception
This invitation-only event for museum members and friends heralds the opening of the exhibit *Howard Pyle and Norman Rockwell—Lasting Legacies* and the *Society of Illustrators 35th Annual Exhibit*.

Saturday, July 2nd

- ✓ 8 pm-Midnight
Stars and Stripes Dance
Music, big-band sound, dessert dance. For reservations, please send \$20 per person, \$35 per couple to: Stars and Stripes Dance, The Norman Rockwell Museum, P.O. Box 308, Stockbridge, MA 01262.

Sunday, July 3rd

- ✓ 10 am-5:00 pm
A Day at the Museum
Stroll the magnificent 36-acre grounds, picnic on the lawn, spend time viewing the permanent collection, the two new exhibits and the building that Rockwell called "my best studio yet."

Monday, July 4th

- ✓ 10 am-Noon
Parade
Enjoy the excitement of the old-fashioned *Your Hometown America Parade-Pittsfield, MA*. This year's nationally televised parade is entitled "Portrait of America—a Tribute to Norman Rockwell."

The
Norman
Rockwell
Museum
at Stockbridge

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