

The Portfolio

Volume 11, No. 4 Winter 1994 The Norman Rockwell Museum at Stockbridge

Mission, Values, Excellence

Laurie Norton Moffatt, *Director*



*Norman Rockwell
on the steps of his
Stockbridge studio.
Photo by Louise Lamone.
By permission of the NRMF.*

Mission, values, and excellence are often-heard words in both the not-for-profit and corporate circles. What are a museum's mission and its institutional values, and how can museums strive for excellence? The Norman Rockwell Museum's board and staff examined these questions in a provocative strategic-planning process during this Norman Rockwell Centennial year. In the fall issue of *The Portfolio*, board president Lila Berle talked about the museum's focus on three specific goals: excellence, collections and education. I would like to share with you what makes the mission of the Norman Rockwell Museum at Stockbridge unique.

We are one of the few museums in the United States devoted to the work of a sole artist. The Norman

Rockwell Museum is dedicated to art education and art appreciation, two of the tenets the artist set out for us when he established the Norman Rockwell Art Collection Trust. Therefore, our mission revolves closely around Rockwell's work and the qualities that make him special to people of different backgrounds, abilities and ages.

Rockwell's art reflects the important universal values of tolerance, humanity, family and community. The portrayal of these values is that which has shaped the unique mission of our institution. We talk at length on how visitors often come expecting to experience this portrayal in our exhibits, services, and programs, all of which are shaped by Rockwell's humor and his concern for human dignity.

We want our museum and its beautiful surrounding landscape to be fun and to serve as a gathering place. The building was designed in the style of a New England town hall—a place where people traditionally have come together. In the future, when our collections and programs travel to other towns and museums, Rockwell's images will continue to spark memorable encounters around the world.

Norman Rockwell was proud of his illustrator's heritage. Thus, we want our museum to be a place of life-long learning in the communication arts, both through inter-

pretation of the work of Rockwell's peers and through the art of today's illustrators. One of our dreams is that in the future we might have a school for visual communication that would apply new technologies that are continually changing the face of illustration.

There are so many projects we want to do as we shape the future of the Norman Rockwell Museum. Our newly adopted mission and strategic plan will allow us to dream as we strive to preserve and present our premier collection of Norman Rockwell's paintings and become the best museum we can be!

MISSION STATEMENT

The Norman Rockwell Museum at Stockbridge is dedicated to education and art appreciation inspired by the legacy of Norman Rockwell. The museum preserves, studies and communicates with a worldwide audience the life, art and spirit of Norman Rockwell in the field of illustration.

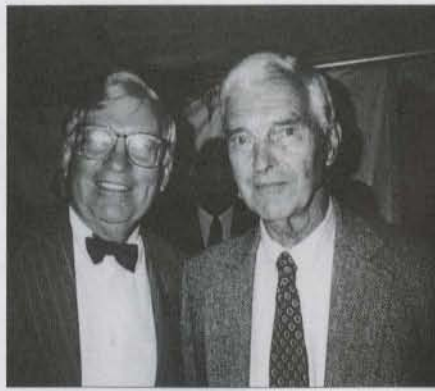
The museum is a gathering place for reflection, involvement, and discovery through the enjoyment of the artist's work. Norman Rockwell's unique contribution to art and society, popular culture and social commentary influence the museum's collections and programs. (Revision adopted by the Board of Trustees July 1, 1994)

Summer Snapshots



Former Massachusetts Governor Michael Dukakis and his mother pose with dancers from the Albany/Berkshire Ballet. The company choreographed dances based on the Rockwell paintings, *Girl at Mirror* and *Gaiety Dance Team*, and presented them as part of the program for Art in the Yard.

Photo by Walter Scott



Ast. Director for Finance and Administration Henry H. Williams, Jr., is shown with former Rockwell model Frank Dolson at the RLI/NRM golf tournament reception. Mr. Dolson was the model for many figures in the Family Tree.

Staff Photo



A visitor to the museum stops to view works by artists participating in the 6th annual Art in the Yard. The two-day art show and sale was held on the museum grounds in August.

Photo by Walter Scott

At the opening reception for the Red Lion Inn/Norman Rockwell Museum Pro-Am Invitational Golf Tournament, Senator John H. Fitzpatrick presented the museum with a check for \$10,000. Museum Director Laurie Norton Moffatt handed Senator and Jane Fitzpatrick, owners of the Red Lion Inn and Country Curtains, souvenir golf tees.



Staff photo

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The *Portfolio* is published four times a year by The Norman Rockwell Museum at Stockbridge, Inc., and is sent free to all members.

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Recent Donations

Since January 1, 1994, the Norman Rockwell Museum has received more than \$50,000 in donations. This generous support helps us to preserve collections, maintain facilities and expand exhibitions and programs.

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Gifts from the following have contributed greatly to the importance of the museum collection.

James Beard Foundation
Robert and Joy Edgerton Friesatz
Peter Rockwell

Reference Center Donors

Gifts from the following continue to help expand our archives.

Anonymous (two donors)
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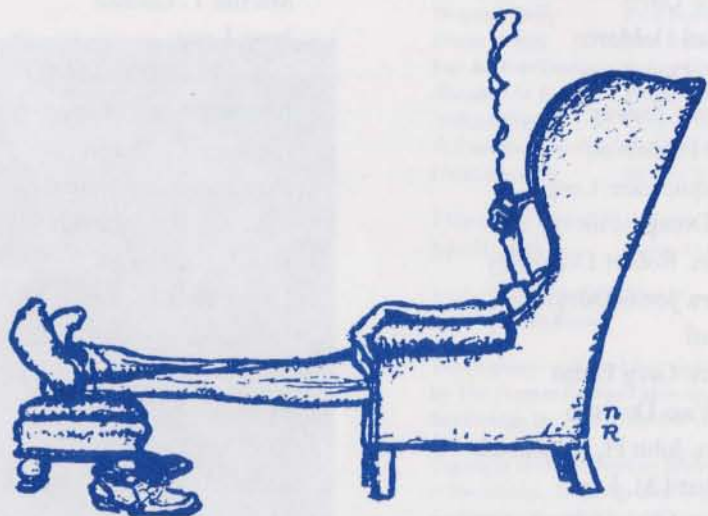
Our sincere gratitude goes to the following who have donated these many diverse and creative items.

Adrian Ayson
Computer Consultant
David Braman, Francis Pilling and
Robert G. Williams
American flag of American Legion Post #232
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Peter Rockwell
Teaching, lecturing, and creating the
limestone sculpture
Jim Shanahan, Tamarack Farm
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Sheldon Slate
Dedication plaque
Jerry & Sylvia Silverberg
Plants and garden planting at Linwood
Skip & Robin Skowron
Christmas wreaths for the museum
Taylor Memorials/ Janet Taylor
Consultant to limestone-sculpture project
Unistress/Perri Petricca
Advisor on foundation for limestone sculpture
Marc Weiner & Egan Winter
Gift catalogue design assistance

OOPS!

While every effort has been given to make our lists accurate, errors may occur. If mistakes have been made, please accept our apologies and let us know. Development Office, The Norman Rockwell Museum, Stockbridge, MA 01262. (413) 298-4120



Willie Was Different

Willie Was Different, the story of a wood thrush with a magical gift for music, has re-appeared on bookstore shelves after many years of being out of print. This edition of *Willie* is so different from those previous that it may be said it has never before been published. Presented here are similar sections from each one of the four versions, including Norman Rockwell's original hand-written manuscript.

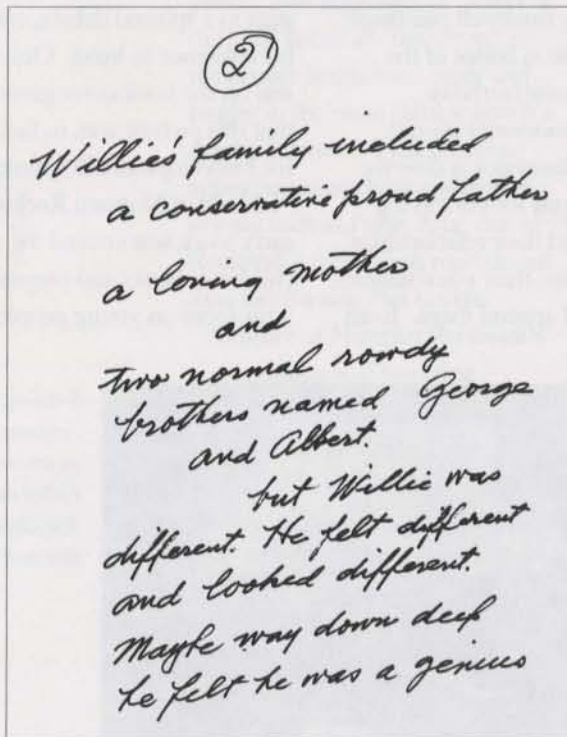
In 1966, Norman Rockwell wrote a story about a little bird with a special talent and offered it to *McCall's* magazine. There are many who believe that the story of Willie is autobiographical. Editors at *McCall's* made extensive changes to the text, and "Willie, the Uncommon Thrush, a Picture Story" was published in the



Page from *McCall's* magazine version, 1967.



Page from *Funk and Wagnalls* version, 1969.



Page from Norman Rockwell's hand-written manuscript.

magazine in 1967 with Rockwell's original color illustrations. A year or so later, Molly Rockwell re-wrote the text and greatly expanded it. Norman created additional black and white illustrations for the newly titled *Willie Was Different, The Tale of an Ugly Thrushling*, which was published by Funk and Wagnalls and intended for adult as well as adolescent readers.

Co-published by the Norman Rockwell Museum at Stockbridge and Berkshire House Publishers, Inc., this new 1994 edition returns to Norman Rockwell's original manuscript. In this version, *Willie Was Different* is once again clearly a children's story. We hope you all enjoy this peek at the differences in *Willie Was Different*.

Willie was a wood thrush. In his thrush family he had a strict, proud father, a loving mother, and two rowdy older brothers named George and Albert.

Willie was different. He felt and looked different. He was gawky and pigeon-toed. Maybe way down deep inside himself he felt he was a genius.

Page from *Berkshire House Publishers, Inc. / Norman Rockwell Museum* edition, 1994.

Pages used by permission of the NRFT

A Centennial Celebration

Maureen Hart Hennessey, Curator

As part of our commemoration of the 100th anniversary of Norman Rockwell's birth, the Norman Rockwell Museum at Stockbridge is hosting a special exhibition entitled *A Centennial Celebration*. This exhibition, which will be on view through Sunday, November 5, 1995, features artwork throughout Norman Rockwell's seven-decade career, and showcases some of the best and most beloved of the illustrator's pictures.

A Centennial Celebration is a unique exhibition for the Norman Rockwell Museum in that most of the works have been borrowed

from private, museum and corporate collections from around the country. This is the first opportunity for the public to view many of these paintings, which never before have been exhibited together for examination and comparison. Museum lenders include the Metropolitan Museum of Art, the New Britain Museum of American Art, and the Farnsworth Library and Art Museum. Curtis Publishing Co., Sun-Maid Growers of California, NYNEX, and the Berkshire Eagle are lending artwork from their corporate collections that are usually seen only by their employees and clients. The museum is very pleased and honored that these institutions and many private individuals have agreed to share their Norman Rockwell paintings with the public in honor of the artist's centennial birthday.

Norman Rockwell's special appeal as an illustrator is directly related to his gift for portraying individuals and their relationships to their families, their communities, and the world around them. Even

in his landmark paintings that illustrate issues of global concern, such as *The Four Freedoms* and *The Problem We All Live With*, Norman Rockwell focuses on the individual. *A Centennial Celebration* explores each of these three types of relationships — intimate friends and family, community life, and the influencing trends and major events of the day — and their continuing relevance in today's world.

Interactions between the generations are the focus of *Heart to Heart*. Children and their elders, together and separately, made frequent appearances on magazine covers or in advertisements. *Settling the Argument*, done in 1927, is a wonderful ad for Encyclopaedia Britannica. Two old friends engage in a spirited debate, each with his reference in hand. Only the seal on the book cover gives a clue that this picture was, in fact, done for Encyclopaedia Britannica.

Much of Norman Rockwell's early work was created for children's books and magazines. This focus on young people



Cobbler Studying Doll's Shoe, oil on canvas, 1921.
Collection of the Red Lion Inn.



Settling the Argument, oil on canvas, 1927.
Collections of Encyclopaedia Britannica, Inc.



The Land of Enchantment,
oil on canvas, 1934.
Collection of the New Rochelle
Public Library.

©1934 The Curtis Publishing Company

continued throughout his career even as his work expanded into adult magazines and commercial art. "With kids," Rockwell wrote in *My Adventures as an Illustrator*, "... people think about their own youth. Nostalgia sets in. And yet the kids' antics are humorous, so the people laugh, too... tears and laughs in the same picture give it a greater impact." This universal appeal explains the popularity of images such as *Puppy Love*, one of Rockwell's most often reproduced *Saturday Evening Post* covers.

Another of Norman Rockwell's most popular and inspiring portraits of childhood is the story illustration *The Land of Enchantment*, published in the *Post* in 1934. The children, engrossed in their books, have been transported to the magical world of Long John Silver, *Alice in Wonderland*, and the Cat and the Fiddle. Mother Goose herself appears from behind a tree. Yet, Rockwell's masterful use of light and dark keeps the viewer's focus on the intent young readers, however tempted one might be to

find the literary characters in the surrounding woods.

Often, Rockwell created images using both the very young and the very old together. While the relationship was clearly one of grandparent and grandchild in many illustrations, sometimes the generations were brought together by a common interest or activity. An example of this is *Cobbler Studying Doll's Shoe*, which was painted for the cover of *Literary Digest* magazine in 1921. This work shows the kindly old cobbler, with a slightly befuddled look, next to an anxious customer with her shoeless dolly at her feet. The charming scene is infused with warm light, and the cobbler's old-fashioned carpet slippers and hand tools give a sense of authenticity and nostalgia.

The images in *Heart to Heart* combine both humor and pathos to elicit a universal response. Although clothing and hairstyles have changed, the relationships portrayed remain real even today, and touch each individual viewer in a meaningful way.



Puppy Love, oil on canvas, 1926.
Collection of William Millis.

©1926 The Curtis Publishing Company

A Centennial Celebration may be viewed at the Norman Rockwell Museum at Stockbridge from November 5, 1994 to November 5, 1995. This exhibition is made possible in part by underwriting from Brain Trust; Country Curtains; GE Plastics; the Red Lion Inn; Wheeler & Taylor Insurance and Real Estate, Inc.

Parlez-vous français, anglais, fran-glais? — Interns and Apprentices '94

Joseph G. Aubert, *Business Manager*



Apprentices and a monster model pose with Peter Rockwell.
Staff photo

The museum was most fortunate to have a number of interns and apprentices from diverse backgrounds helping out this past summer. The Norman Rockwell exhibition at Printemps in Paris last Christmas led Delphine Aniguët to become an intern at the museum for ten weeks. Delphine is studying economics in her home city of Paris. While at the museum, she exhibited combined talents by applying her economics background to help out in our business office, and filling in with the education and curatorial departments. To quote Delphine, "I have noticed some differences between the Norman Rockwell Museum and the French and German museums. ... the organizational plan is very 'unconventional,' there are a lot of women in key posts. ... There is a flexibility that you hardly see in France, where you cannot ask

the Coordinator of Interpretive Services to work at the information desk!" Delphine departed with packets of financial reports and a copy of the museum's 30-page strategic-planning program. Might we expect some future changes on the international museum circuit?

The largest group of interns and apprentices worked on the limestone monster sculpture under the tutelage of sculptor Peter Rockwell. Intern Stephanie Drees arrived at the museum the day after her graduation from the University of Massachusetts where she earned a BA in art history, with a concentration in Italian art. Among her many duties, she helped with general office work, staffed the admissions register, and, during the four months the sculptor was in residence, Stephanie was Peter's assistant on the carving project. She coordinated the work schedule of the apprentices, stone carved, and was go-fer par excellence.

In addition to their work on the "main monster," the apprentices were divided into groups to work on three stone chairs and one "something." The talented carvers included Ian Berry from Delmar, NY, who is at the State University of New York, Albany; Abigail Diamant, a member of the museum staff from New York state; Jane Eisensmith from Pittsfield, MA, who spent her last semester at the University of Massachusetts; Danielle Gilardi and Brandon Roy, who attend Lenox High School, Lenox, MA; Kenichi Kato, John

Levalette, Brian McClelland and Sarah Wollwerth, all of whom attend Monument Mountain High School in Great Barrington, MA; Tim Mark from Lakeville, CT, who studied at the University of the Saarland, Saarbrücken, Germany; and Todd Roosa from Lee, MA, who graduated from Franklin Pierce College, NH.

The nine-foot two-inch high sculpture and the additional pieces are located on a permanent site of what soon will become a children's play area. Young visitors will be able to clamber over the monster faces, and judging by the initial group of limestone climbers, it will continue to be a great attraction.

Also, we would like to mention Linda Laine who interned for six weeks in the personnel and business offices. Linda is working on a masters degree in industrial psychology at Springfield College. Her knowledge of business and her organizational skills were most helpful to us in handling the extra work load that resulted from changes in the museum's benefits program, and her assistance on many other projects were greatly appreciated. Linda left the museum to take a full-time position at Simon's Rock College of Bard.

To all our fabulous interns and apprentices, we would like to say a collective thank you, best wishes in your studies and careers, and keep in touch.

Members' Survey



The Norman Rockwell Museum is celebrating its 25th anniversary. At this important time in the museum's history, we want to know more about The Portfolio readers, and learn your opinions on how we might improve our member benefits, services, and programs. Museum members live in all 50 states and 10 foreign countries. Please take a few moments to complete this questionnaire, and return it in the envelope provided. Thank you for your continuing support and time! We appreciate it!

Are you a member of the Norman Rockwell Museum? yes no

If not, please tell us why. _____

If not, would you like to receive membership information? yes no

Please list membership in other museums and organizations. _____

How did you learn about membership? During a museum visit Museum gift catalogue
From a friend Membership solicitation Other

Aside from supporting the museum, please check the membership benefits that are most important to you.

	Important			Not Important	
	1	2	3	4	5
Unlimited free admission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invitations to special events, programs, exhibit openings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
News of museum activities through <i>The Portfolio</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning more about Rockwell's life and art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting people interested in Rockwell's work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member discounts for purchases and programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Receiving gift catalogue and museum store mailings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify _____					

Tell us about Museum Services and Programs

How often have you visited the museum in the past 18 months? 1x 2x 3x More Never

If never, please tell us why _____

Please rate the following programs.

	Excellent	Good	Fair	Poor	Did not attend
Exhibition opening reception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gallery talks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lectures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family Day programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art workshops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Art-in-the-Yard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please specify _____					

Which of the following would increase frequency of your museum visits?

	Most likely					Not likely
	1	2	3	4	5	
More temporary exhibitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Different museum hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
More children's activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
More members' activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Living closer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other, please specify _____						

Are there programs or special events you have attended at other museums that might be adopted at the Norman Rockwell Museum? Please note the museum and the program(s). _____

Please tell us about The Portfolio

Members now receive four issues of *The Portfolio* annually. To make our newsletter more enjoyable and useful, please rate the quality of information provided.

	Excellent	Very Good	Good	Fair	Poor
Director's column	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Curator's Corner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest authors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development/Membership articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program & Events Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photo spreads (events/parties)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archival acquisitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trustee/staff information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

On a scale of 1-5, how important is *The Portfolio* to you? Important 1 2 3 4 5 Not Important

What type of articles would you like to see included in future *Portfolio* issues? _____

Tell Us about You

Name _____ Telephone Number _____
 Address _____ City _____ State _____ Zip _____ Country _____
 Single Married Number of children in family _____
 Your age _____ Your occupation _____
 What are your special interests? _____

Would you be willing to answer additional questions at a later time? yes no

Thank you!!

Programs & Events

January

8 Sunday 3pm

Gallery Talk

The Women of Riverbrook

Take an in-depth look at this extraordinary exhibit with Riverbrook Director Joan Burkhard, photographer Lisa Bartle and author/educator Michelle Gillett. Free with museum admission.

15 Sunday 3pm

Gallery Talk

My Adventures as an Illustrator

Explore the exhibition, *A Centennial Celebration*, with Norman Rockwell's own words as your guide! A special reading of excerpts from the artist's autobiography by staff member Stephen Gershoff. Free with museum admission.

21 Saturday 5pm

Tales for a Winter's Eve

Join us for a three-part series of magical storytelling for adults. Master storytellers will spin tales that explore aspects of Rockwell's own appreciation for ordinary life. Afterward, enjoy hot cider and refreshments.

The first program entitled *American Dreams Lost and Found* will be given by renowned performing artist Carol Birch. Her repertoire of stories echoes the heart's concerns. Series \$25, Members \$20. Individual programs \$10, Members \$8. Pre-registration required.

22 Sunday 1-4pm

Winter Family Days

Join us for *Family Days*, a three-part series designed around important universal images found in the art of Norman Rockwell.

In this first program, *Paint the Town*, families are invited to enjoy Rockwell's view of contemporary life by creating a painting of buildings and other features of their home town. Adults with children are admitted at half price. Art activity offered with each program for an additional fee.

28 Saturday 7:30pm

Our Town

Join us for an evening of theater at the Norman Rockwell Museum! The Bigger Light Theater Co. will perform Thornton Wilder's classic American tale *Our Town*. Fee \$15, Members \$10.

February

5 Sunday 3pm

Gallery Talk

*Reflections of a Changing World:
Seven Decades of Rockwell*

Norman Rockwell painted his first *Saturday Evening Post* cover before World War I, and illustrated the first manned moon landing for *Look* magazine over fifty years later. Museum Curator Maureen Hart Hennessey explores the personal interests and world events that helped to shape the artist's career. Free with museum admission.

19 Sunday 11am

Insights

A Sense of Place: American Vistas

Enjoy a feast for the body and the mind! Following a sumptuous brunch, landscape artist Jim Schantz will examine Rockwell's use of the environment to place characters and events. Inspired by Berkshire County vistas, Mr. Schantz will also explore the levels of meaning in his own work. Fee \$15, Members \$10. Pre-registration required.

25 Saturday 5pm

Tales for a Winter's Eve

Family Ties: The Stories I Never Told You

Join us for the second program in this special series. A weaver of tales through stories and song for over fifteen years, Davis Bates explores themes of growing, learning and community. Series \$25, Members \$20. Individual programs \$10, Members \$8. Pre-registration required.

26 Sunday 1-4pm

Winter Family Days

Family Tales

In this second *Family Days* program, storyteller Davis Bates will share songs and stories (at 2 pm) of family life past and present. Following his performance, families are invited to join his workshop *Finding Family Stories*. Adults with children are admitted at half price. Additional fee for activity materials.

March

5 Sunday 3pm

Gallery Talk

Through the Looking Glass: Rockwell's Self Portraits

Norman Rockwell appears in many of his own paintings. Whether in a cameo appearance, or as a central figure at his easel, Rockwell always turns the laughter inward. Join Manager of Adult Services, Stephanie Plunkett, in a lively discussion of these extraordinary images. Free with museum admission.

19 Sunday 11am

Insights

Fantasy and Fiction in Rockwell's Art

Norman Rockwell believed that an author's eye for detail was pure gold for the illustrator. Artist William Langley will explore Rockwell's visual responses to classical literature, as well as Langley's own interest in fantasy and science fiction. This program, itself a treat, will include a delicious brunch! Fee \$15, Members \$10.

25 Saturday 5pm

Tales for a Winter's Eve

Turning Points: The Times of Our Lives

Join us for the last in our special series. Heather Forest's unique style of storytelling blends music and words through folk guitar, poetry and prose. Series \$25, Members \$20. Individual programs \$10, Members \$8. Pre-registration required.

26 Sunday 1-4pm

Winter Family Days

Remember When!

Rockwell was a master at capturing important events that tell stories of our times. Tell your story! Design and create a felt storyboard that can be used to tell a story in a number of ways. Adults with children are admitted at half price. Additional fee for activity materials.

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.



Make It a Rockwell Holiday



The Rocky Color Cone from the line of entertaining and educational wooden toys planned by Jarvis Rockwell (1892-1973).

Photo courtesy of Holgate Toy Company

RockyColorCone-FriedWorms-BigMouthMonsters. Gibberish? Not exactly! Meet the creations of three other talented Rockwells: master toy designer Jarvis (brother of Norman); and two Rockwell sons, Thomas, noted author of children's books; and Peter, internationally known sculptor and teacher. Their works are ideal additions to any holiday gift list.

After the crash of 1929, Jarvis Rockwell exchanged work on Wall Street for woodworking. For thirty years he served as chief designer for the Holgate Toy Company, and helped launch a new concept of educational toys that trained as well as entertained children.

Thomas Rockwell enthralled young readers with such titles as *How to Eat Fried Worms* and *How*

to Fight a Girl. His many honors include the prestigious Mark Twain Award. Tom also was the principal writer of his father's autobiography *My Adventures as an Illustrator*.

Peter Rockwell worked on-site at the museum for four months creating a nine-foot two-inch high sculpture of monsters. This limestone work is designed for the nimble of any age to climb upon. Several of his other works in stone and bronze adorn the museum landscape and are to be found in museums and galleries worldwide.

The Norman Rockwell Museum at Stockbridge is now offering the toys, books, and limited editions of small-scale stone monsters and bronze tumblers created by these other talented Rockwells. For more information call (413) 298-4114.

The
Norman
Rockwell
Museum
at Stockbridge

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Massachusetts 01262
Tel. 413-298-4100*

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