

Hagley

MUSEUM AND LIBRARY

VOL. 31 NO. 3

FALL 2002

Raymond Loewy Exhibit

An exhibit on famed industrial designer Raymond Loewy (1893-1986) opens in the Henry Clay Mill on August 17 and runs through the end of this year. Entitled "Raymond Loewy: Designs for a Consumer Culture," the exhibition is based primarily on the Loewy papers acquired by Hagley last year. Loewy was one of the founders of the industrial design profession in America and was the most prominent designer of the twentieth century.

The list of Loewy designs is legendary. *Cosmopolitan* magazine declared in 1950, "Loewy has probably affected the daily life of more Americans than any other man of his time." He was the leading figure in streamlining, the most influential American industrial style of the century. His locomotives (such as the GG-1), passenger trains, ferries, ocean liners, automobiles, buses, and airplanes did much to set the tempo and shape the look and feel of consumer civilization in America and around the world.

Loewy's clients, products, and packages included such icons as the Pennsylvania Railroad, Greyhound, Frigidaire, Coca-Cola, Studebaker, Armour, International Harvester, Nabisco, Lucky Strike, Air Force One, Shell, Exxon, the supersonic Concorde, and NASA's manned space vehicles. His firm created much of postwar suburbia, including its department stores,

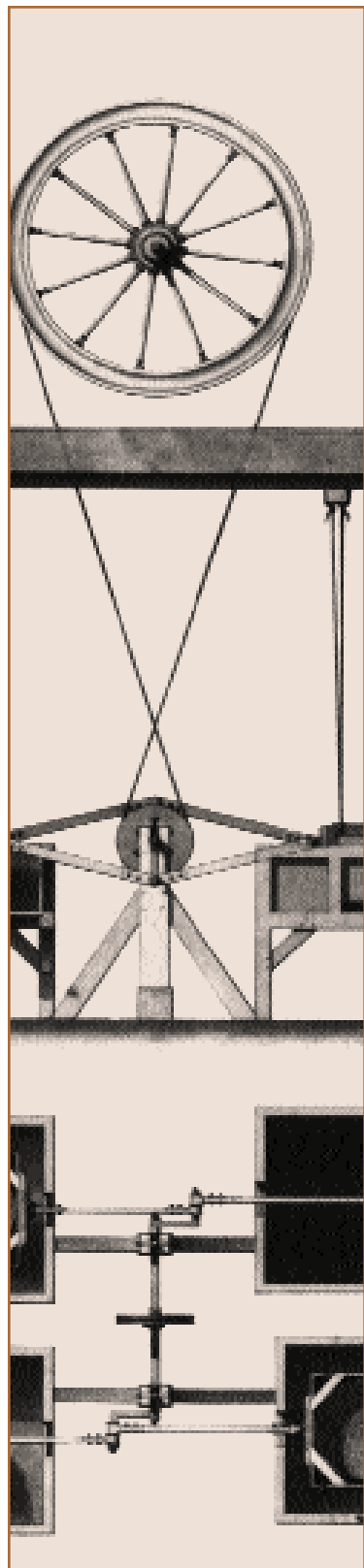
supermarkets, and shopping centers. Loewy's work defined America's culture of consumption.



The 2700 sq. ft. exhibit presents artifacts and images spanning Loewy's long career. It is accompanied by a 175-page catalog written by Hagley Director Glenn Porter with some 200 illustrations, many in color.

Admission for the exhibit only is \$5 for adults, \$2 for children six to fourteen, and free for children five and under. Exhibit hours are 9:30 a.m. to 4:30 p.m. daily from August 17 through December 31 (closed Thanksgiving and Christmas Day).

Loewy's iconic streamlined pencil sharpener was patented in 1934, but never put into production.





New Trustee Elected

At the spring meeting of Hagley's Board of Trustees, JoAnne Yates was elected to the Board. Dr. Yates is the Sloan Distinguished Professor of Management, and Professor of Communication, Information, and Organizational Studies at the Sloan School of Management at the Massachusetts Institute of Technology. She holds a Ph.D. from the University of North Carolina and a B.A. from Texas Christian University.

Dr. Yates joined MIT in 1980 and over the years has published numerous books, journal articles, and chapters in

edited volumes on business history. In addition, she has received significant acclaim for her work including the Harold F. Williamson, Sr., Medal in Business History in 1998, the Newcomen Prize for best article in 1994, and the Outstanding Researcher Award from the Association for Business Communication in 1990.

In 1983 Dr. Yates researched at Hagley in our Grant-in-Aid program, and in 1991-1992 she was awarded an Advanced Research Fellowship through Hagley's Center for the History of Business, Technology, and Society.



Annual Appeal

This fall, Hagley's members and friends will receive a letter from Board President, Edward B. du Pont, asking for your support for the Hagley Fund. This annual appeal raises money for the ongoing care and maintenance of Hagley's 235 acres, including several miles of roadway, landscaping, and upkeep on the many buildings. We urge you to contribute to this important fund, to help us care for Hagley for future generations.

Arborist Andy Pierson trims a tree near Henry Clay Mill.

the technological fix

Conference on Technology

On Friday, October 4, and Saturday, October 5, 2002, the Center for the History of Business, Technology, and Society will sponsor a conference, "The Technological Fix."

The conference will consider technologies and technological strategies intended to address a wide variety of needs and problems in twentieth-century America. Fourteen papers will explore subjects such as artificial hearts, the nutritional enrichment of processed foods, cloud seeding

to produce rain, pollution control systems, and the use of technology for disabilities.

Thomas P. Hughes, an Emeritus Professor at the University of Pennsylvania, will provide the keynote address.

Registration is free but required, and there are modest charges for meals served during the conference. To register or obtain more information, contact the Center at (302) 658-2400, ext. 243, fax (302) 658-3188 or send email to crl@udel.edu.

Outdoor Photography Workshop

Join Hagley's Photographer Kathy Buckalew on Saturday, October 12, from 12:30 to 4:30 p.m. for a hands-on outdoor photography workshop. This is an excellent opportunity to improve your outdoor photography skills, as well as to see and photograph Hagley's grounds as the property is bursting with harvest colors.

The session will begin with a slide presentation of samples illustrating how to take outstanding outdoor photographs. This will be followed with a nature walk on the property. Ms. Buckalew will give instructions regarding the art of photographing outside with available light. Later, participants will be given assignments and unstructured time for independent photography.

On Wednesday evening, October 23, participants can reconvene for a show-and-tell session of photographs taken at the Saturday workshop.

This workshop is recommended for individuals who have a working knowledge of their own camera including how to load film and use of its basic settings. Ms. Buckalew suggests bringing a 35 millimeter camera, a tripod, and any appropriate lenses.

The workshop costs \$15 (for both sessions) for Hagley Associates and \$20 for nonmembers. Light refreshments will be served. Use the main museum entrance off Route 141, and walk or ride the museum bus to the Wheelwright Shop for the initial session on Saturday, October 12. This session will be

postponed until Sunday, October 13, if there is heavy rain. The show-and-tell session will take place in the library's Copeland Room from 7 to 9 p.m. For more information and reservations, call the volunteer and membership office weekdays at (302) 658-2400, ext. 235. Space is limited.



Upcoming Events



Craft Fair



Fall Favorites

A reprise of fall favorites means there's an event for everyone on the museum's autumnal calendar.

Cadillac's rich 100-year history will be highlighted as the Hagley Car Show features luxury automobiles on September 15 from 10 a.m. to 4 p.m. While a relatively small percentage of the motoring public owns luxury cars, Cadillac innovations have had a major impact on cars for the mass market and the special feature will emphasize this fact. The initial innovation, interchangeable parts introduced in 1908, led to high volume production. The 1912 model, "The Car That Has No Crank," brought the electric starter, and quickly signaled the dominance of gasoline engines as the power provider for automobiles. By 1914 the economical Chevrolet had an electric starter, as did the 1919 Ford Model T, a symbol of the basic car.

The show's special feature area will also highlight styling and technological innovations in numerous luxury cars, including Bentley, Cord, Imperial, Pierce Arrow, Packard, and Rolls Royce.

The general field will contain 500 cars, trucks, and motorcycles representing America's automotive heritage.

Vehicle parades, music,

food, and slot car racing will round out the day's entertainment.

Admission to the Car Show is \$12 for a family, \$5 for adults, \$3 for children six to fourteen, free for children five and under and Hagley Associates. Parking is at Barley Mill Plaza, with continuous shuttle bus service to Hagley.

Paper mirrors, jewelry as body sculpture, fire fly garden sculptures, and whimsical children's rompers mix with a myriad of other traditional and contemporary craft offerings at the Hagley Craft Fair on Saturday and Sunday, October 19 and 20, from 10 a.m. to 5 p.m. Unique artisans from Maryland, Pennsylvania, New York, Virginia, Delaware, and New Jersey will display their original works during this annual event.

Fresh ideas and faces will include Susan Pillay, who designs hand-painted infant and children's wearable art; Jeff and Noreen Taylor, who come from a family of fine furniture crafters; Abra Gorby, whose malleable jewelry can be seen in museum shops such as The Cooper-Hewitt Museum, The Field Museum, and the National Academy of Design; and Carol Lidard who uses parts from old Baltimore row houses to fashion decorative home pieces.

The newcomers join the Craft Fair's perennial favorites such as Elizabeth Jönsson Brown, whose well-tailored hand-woven garments add style and class to any wardrobe; Pat Staby, whose pillows use fabrics of different textures and colors to tell whimsical stories, often with humorous or ironic social commentary; Olga Ganoudis, whose Greek heritage influences her use of form, texture, and patina in jewelry design; and many others.

The Craft Fair is an indoor event, held rain or shine in the library and Soda House. Shuttle bus service is available between the buildings. Light luncheon refreshments are served in the Soda House by Fleur de Lis Café. Hagley Associates are admitted free. Nonmember admission is \$4 and free for children five and under.

Hagley's Festival of Museum Shopping on November 1, 2, and 3 will be an especially convenient and enticing holiday shopping treat. Twenty-one regional museum shops will bring their wares to the Library building and Soda House during this special weekend-long event. Shoppers will find a variety of quality merchandise in a range of prices.

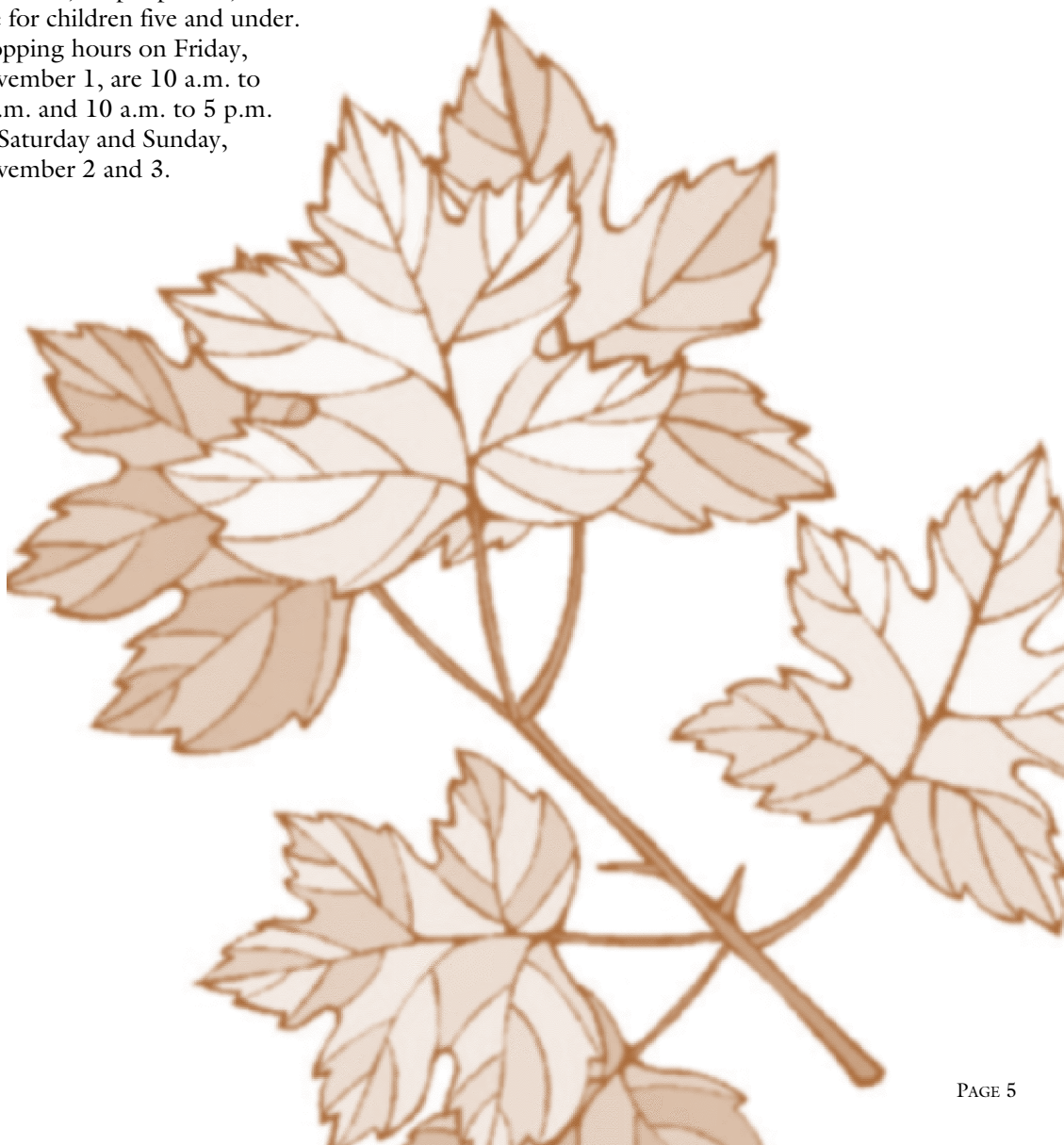
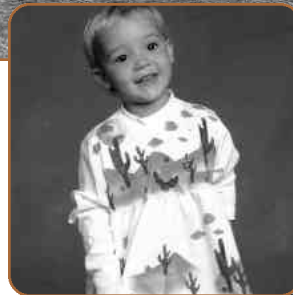
Two shops will be new to the festival this year. The Baltimore Zoo will premiere

with a shop where everything is animal-related including jewelry, plush toys, t-shirts, sweatshirts, and postcards. The Chester County Historical Society will bring items representative of Chester County history. The shop's wares will include pens made from silverware, which fit one's hand beautifully; peppermint pigs, a tasty nineteenth-century tradition; and friendship balls, silver spheres filled with special gifts.

Other participants will include the American Swedish Historical Museum, Delaware Agricultural Museum and Village, Delaware Art Museum, Delaware Museum of Natural History, Delaware State Museums, Delaware Toy and Miniature Museum, Elfreth's Alley Association, Ephrata Cloister, Gloucester County Historical Society, Hagley Museum and Library, Harrison Township Historical Society, Historical Society of Delaware, Landis Valley Museum, Montgomery County Historical Society, Railroad Museum of Pennsylvania, Schuylkill Center for Environmental Education, University of Pennsylvania Museum of Archaeology and Anthropology, Wheaton Museum and Village, and Winterthur Museum, Garden and Library.

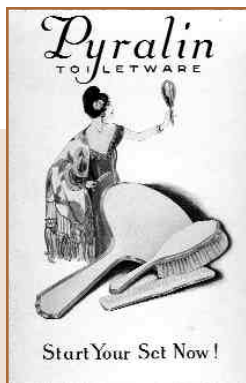
On Friday evening, November 1, Hagley Associates can enjoy a private reception with refreshments from 6 to 7:30 p.m. in the library Reading Room. During the evening they can participate in a raffle while browsing through the unique merchandise offered by the shops.

Hagley Associates are admitted free; guests are charged regular event admission, \$4 per person, free for children five and under. Shopping hours on Friday, November 1, are 10 a.m. to 9 p.m. and 10 a.m. to 5 p.m. on Saturday and Sunday, November 2 and 3.



Collections Highlight

With its purchase of the Arlington Company of Arlington, New Jersey, in 1915, the DuPont Company diversified into the plastics business. "Pyralin" was DuPont's name for their cellulosid plastic used in toiletries, collars, cuffs, and automobile side curtains. It derives its name from pyroxylin (partially nitrated cellulose), which was also used in the 1920s to produce "Duco" lacquers for automotive finishes.



Small pyralin display card, May 1924.



Film actress Colleen Moore (1900-1988) with Pyralin plastic mirror "as featured in her latest picture 'Flirting With Love,'" 1924



Extruder press forming rods of Pyralin cellulose nitrate plastic at the Arlington, New Jersey, plant of E. I. du Pont de Nemours & Co., mid 1930s. Pyralin was supplied to fabricators in the form of sheets, rods, and tubes.

Manufacture of pyralin, mid-1930s.



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New Hagley Fellows Selected

William J. Connolly and Patrick Henry Shea have been selected as Hagley Fellows in the University of Delaware - Hagley Program for the 2002-2003 academic year. Mr. Connolly, who received his B.A.

from the College of New Jersey, will enter the Ph.D. program. Mr. Shea, who is a graduate of Salisbury State University will enter the master's program. A third fellow, Daniel Vivian, has also been accepted but will

delay his entry into the Ph.D. program until the fall of 2003. Mr. Vivian received his M.A. from the University of South Carolina, Columbia.

Holiday Trip to New York City

Christmas in the city is the theme of a Hagley Associates overnight trip to New York on Wednesday and Thursday, December 18 and 19.

Arrival will be in time for lunch at the new 8-1/2 Restaurant. The American Folk Art Museum will be on the itinerary for the afternoon. Housed in a new building since last December, the visit will include a guided tour to see a special exhibit entitled "American Anthem" and the chance to shop in the museum's marvelous gift shop.

Following check in at the Novotel Hotel and an independent dinner, you'll enjoy orchestra seats for the new musical *Dance of the Vampires*. Michael Crawford returns to Broadway for the first time since his Tony Award-winning performance in *The Phantom of the Opera*. The musical is the tale of a professor and his zany assistant who try to wipe out a family of vampires.

Day two will bring a relaxing breakfast buffet at the hotel followed by orchestra seats for a late morning performance of the Radio City Christmas Spectacular. A festive lunch will complete the trip's itinerary.

The cost of the trip includes round trip bus transportation, accommodations, attraction admission, show tickets, some meals, and taxes and gratuity for lodging and luggage. Driver gratuity is not included. Costs are \$451 for Hagley Associates and nonmembers with an additional \$93 for a single supplement. A non-refundable deposit of \$150 per person for show tickets is required with each reservation. Final payment is due October 1, 2002. Trip cancellation insurance is recommended. The trip will depart from the Soda House on Wednesday at 8:15 a.m. and return to Hagley on Thursday at approximately 5 p.m.

In the Hagley Store



This little stick puppet will dance and bounce to your child or grandchild's every whim. Complete with tie and crown, this royal lion is sure to be king of the playroom!

Hagley Associates sale days will be held Thanksgiving weekend, November 29, 30, and December 1. For these three days, members will receive a 20 percent discount on all purchases. Anyone purchasing a membership on this weekend will be entitled to the discount as well.

Shoppers at the Hagley Store will find a unique selection of merchandise including reproduction antique jewelry; fine quality stationery; writing implements including French quills, an assortment of inkwells, and other desk accessories. Ornaments will include those made of hand-blown glass, porcelain, brass, and tin. The store also carries fine china teapots and tea cups as well as hooked rugs made of wool or cotton.

Books are always a well-received gift. The store's selections include a variety for children and new releases in business, history, science, and technology for adults.

In honor of the DuPont Company's 200th anniversary, there are new custom items including coasters, ornaments and posters as well as the recently published DuPont: From the Banks of the Brandywine to Miracles of Science by Adrian Kinnane.

There will also be merchandise associated with the "Raymond Loewy: Designs for a Consumer Culture" exhibit.

To extend your holiday shopping experience, the Hagley Store is open every day from 9:30 a.m. to 5 p.m. through December 31.

TRIP RESERVATION FORM

NEW YORK CITY, DECEMBER 18-19, 2002

Please reserve _____ spaces with a deposit of \$150 for each reservation.

_____ Total enclosed (number of spaces x \$150) • Balance due Oct. 1, 2002

Name: _____

Address: _____

Telephone: _____

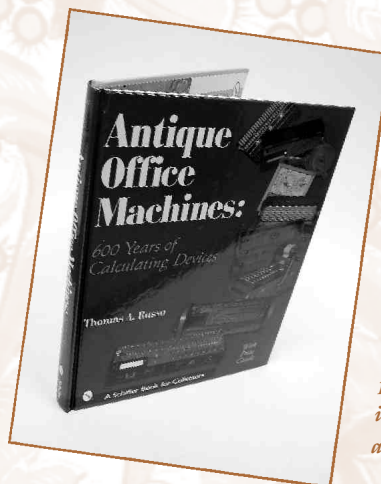
Payment: ☐ Check (make payable to Hagley Associates) _____

☐ VISA ☐ MasterCard

Number: _____ **Exp. Date:** _____

Name on Card: _____

Please return this form to:
Hagley Museum
Volunteer and Membership Office
P.O. Box 3630
Wilmington, DE 19807-0630



Humanity's hunt for calculating devices probably started with the use of small pebbles to keep track of numbers. In this new book, Thomas Russo chronicles 600 years of calculating devices, providing valuable information for historians and collectors alike.

Calendar

MARCH 15, 2002, TO JANUARY 1, 2003

(REGULAR HOURS)

Closed Nov. 28 and Dec. 25

Museum Hours:

Daily, 9:30 a.m. to 4:30 p.m.

Library Hours:

Monday through Friday
8:30 a.m. to 4:30 p.m.

Second Saturday of each month
9 a.m. to 4:30 p.m.

JANUARY 2, 2003, TO MARCH 15, 2003

(WINTER HOURS)

Museum Hours:

Weekends, 9:30 a.m. to 4:30 p.m.
Weekdays, tour at 1:30 p.m.

Library Hours:

Monday through Friday
8:30 a.m. to 4:30 p.m.

Second Saturday of each month
9 a.m. to 4:30 p.m.

August 1-31

Corporate Appreciation Month. Hagley's Corporate Associates are invited to visit Hagley and view the new exhibits in Henry Clay Mill.

August 4, 11, 18, 25

Summer Science Sundays. These special days will offer families a fun new way to experience the museum. From "cool chemistry" to rocket science, each Sunday afternoon in August will explore a different science theme. Activities are included in regular museum admission, \$11 for adults; \$9 for seniors and students; \$4 for children six to fourteen; five and under, free; and \$30 for a household.

August 7, 14, 21, 28

Bike and Hike at Hagley. Bring your bike and ride along the Brandywine River at Hagley, or hike around the museum's scenic history. 5 to 8 p.m. \$1 per person.

September 2

Labor Day. Museum open, library and administrative offices closed.

September 8

Trip to Washington, D.C. SOLD OUT.

September 15

The Hagley Car Show. Hundreds of cars on the general show field will reflect the variety of makes and models that are a part of automotive history. This year's show celebrates the centennial of the Cadillac.

September 29

Hagley's Fall Concert Series: Judith Kay's ChamberJazz™ Ensemble. Carpenter Auditorium Soda House, 4 p.m. Tickets are \$5 for Associates, \$7 for nonmembers. For tickets, call the volunteer and membership office weekdays at (302) 658-2400, ext. 235. Limited tickets available at the door. Use Hagley's Buck Road East entrance off Route 100.

October 1-6

Six-day fall foliage tour of the Adirondacks. Spaces are still available, call the volunteer and membership office at (302) 658-2400, ext. 235.

October 12 and 23

Outdoor Photography Workshop, see story on page 3.

October 13

Hagley's Fall Concert Series: Heartsounds. Carpenter Auditorium Soda House, 2 p.m. Tickets are \$5 for Associates, \$7 for nonmembers. For tickets, call the volunteer and membership office weekdays at (302) 658-2400, ext. 235. Limited tickets available at the door. Use Hagley's Buck Road East entrance off Route 100.

October 19, 20

Hagley's Craft Fair. 10 a.m. to 5 p.m. both days. Daily admission is \$4 and free for Hagley Associates and children under six. Use Hagley's Buck Road East entrance via Route 100 to the Library building and Soda House. See story on page 4.

November 1, 2, 3

Hagley's Festival of Museum Shopping. Friday, November 1, 10 a.m. to 9 p.m. Saturday and Sunday, November 2 and 3, 10 a.m. to 5 p.m. Daily admission is \$4 and free for Hagley Associates and children under six. Use Hagley's Buck Road East entrance via Route 100 to the Library building and Soda House. See story on page 4.

November 10

Hagley's Fall Concert Series: White Clay Tributary. Carpenter Auditorium Soda House, 2 p.m. Tickets are \$5 for Associates, \$7 for nonmembers. For tickets, call the volunteer and membership office weekdays at (302) 658-2400, ext. 235. Limited tickets available at the door. Use Hagley's Buck Road East entrance off Route 100.

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