

Hagley

MUSEUM AND LIBRARY

VOL. 32 NO. 2

SUMMER 2003

Summer Brings Changes To Hagley

With this issue, you will notice the addition of a calendar of events, which is our way of encouraging you and others to keep coming back to Hagley for new and exciting things. We are working hard to make the Hagley experience as diverse and rewarding as we can, and we hope that you find numerous things on the calendar that appeal to you, your family, and your friends.

That's the "visible" part of our effort. In addition, we are creating a new, institution-wide Programming Committee that will bring all of our expertise and skills to bear on exhibits, special events, and other programs. In coming months, we hope to provide numerous related programs for our major events such as lectures, workshops, publications, and tours, to make certain that we are marketing them appropriately. Though well endowed, Hagley still relies upon admissions for a large part of the budget, and we want our customers to have many, many reasons to return. We would appreciate hearing your ideas, too.

Another major change occurs on June 2, when Hagley welcomes our new Deputy Director for Libraries. She is Dr. Theresa (Terry) Snyder, currently the associate archivist for the University of Pennsylvania. Terry brings a record of achievement in building the university's archives and records management programs and

strong "people skills" to her position at Hagley. Her role will be to coordinate the three main library sections (Manuscripts and

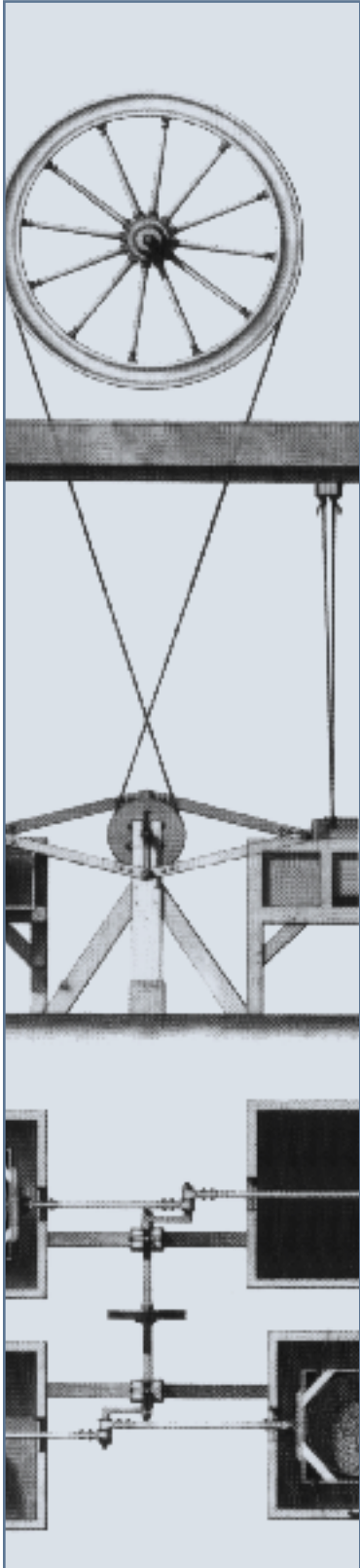


Be sure to visit Hagley to see what's in bloom in the E. I. du Pont Garden!

Archives, Pictorial Collections, and Imprints), direct our active program of grant writing, and participate in strategic planning for the institution. We expect that computers and the Internet will be a major part of Hagley's future, and Terry is well equipped to help us.

Enjoy spring and summer, and please enjoy it often at Hagley!

George L. Vogt



NEWSLETTER



Bienvenue à Chateau Country

Hagley has received a \$16,500 matching grant from the Delaware Tourism Office (DTO) to market the Chateau Country travel package. DTO offers the matching grants program annually to encourage partnerships and overnight visitor stays.

Delaware's Chateau Country Package will include admission to Hagley, Winterthur, Nemours, and Longwood Gardens; accommodations at one of five participating hotels; and a coupon book of special discounts or added bonuses at

participating restaurants and evening entertainment venues.

Chateau Country is a freshened branding idea for the four partnering du Pont-related attractions who feel that the new phrase might conjure a more immediate image than "Brandywine Valley" does when used outside of the region.

The Chateau Country marketing and advertising campaign will target greater New Jersey and Westchester County, New York.

To learn more about the package, visit the web site, www.chateaucountry.org.

Summer Science Sundays

Science is fun and science is everywhere. Hagley's Summer Science Sundays are back this August with a line up of chemistry shows, nature workshops, and even some robotics.

Cool Chemistry is the theme for Sunday, August 3, when local science teacher Dr. Michael Stemniski will reprise his exciting and "explosive" chemistry show in the Power Plant. There will also be hands-on science activities in the Wheelwright Shop, kitchen chemistry demonstrations in the Gibbons House, the chance to visit Lammot du Pont's chemistry lab, and more.

Hagley's property is full of interesting plant and animal life which will be the subject of the Naturally Nature Science

Sunday on August 10. Visitors will meet some critters, plant seeds, make paper butterflies, work in a garden, and watercolor insect and animal sketches drawn by Sophie du Pont almost 200 years ago.

To celebrate the centennial of the first successful airplane flight, Fascinating Flight is the theme of Hagley's Science Sunday on August 17. William Hazel, a pilot and volunteer coordinator at the Mid-Atlantic Air Museum, will tell the story of how Orville and Wilbur Wright took to the sky. This humorous, engaging, and interactive experience for the whole family is not to be missed. Visitors may also engineer airplanes to take home, watch cannonballs fly, and more.

Wheels, Wonders, and How Things Work is the focus for Sunday, August 24. Hagley's dramatic machinery demonstrations and the museum's hands-on "Easy Does It" exhibit, which is all about levers, pulleys, and gears, will be the main features for the day. The Miracle Workerz team and their Miracle of Engineering (MOE) robots will be on the property as well. This team, sponsored by the DuPont Company, will show the amazing things their student-built machines can do.

Summer Science Sunday activities take place between 12:30 to 4 p.m. The activities are included with regular museum admission and are free for Hagley Associates.



Loewy Project Receives NEH Funding

Hagley has been awarded an \$84,000 grant from the National Endowment for the Humanities (NEH) to conserve and organize the Raymond Loewy archive. The museum acquired approximately fifty linear feet of materials in May of 2001 from the archives of Raymond Loewy, the world's most successful and best-known industrial designer, at auction.

The collection documents the full scope of Loewy's life and career. The earliest materials provide a window on his childhood in France. Journals from the 1906 to 1908 period include sketches of speedboats, automobiles, and locomotives that foreshadow Loewy's interest in transportation, speed, and streamlining. The photographs and papers describe most of Loewy's major projects from the 1930s through the 1970s. Of particular importance are the files on the Pennsylvania Railroad, Sears, Greyhound, Studebaker, and the wide array of consumer product companies that defined post-war America.

While much of Loewy's business correspondence from the 1930s and early 1940s was destroyed, forty surviving scrapbooks provide an unusually important resource for this period. Hagley's curatorial staff relied on them for much of the research that was done for the exhibit, "Raymond Loewy: Designs for a Consumer Culture," which is on display in the Henry Clay Mill Gallery through

August 3. *The Philadelphia Inquirer* described the exhibit as "one of the most enjoyable exhibitions of its kind that one could ever expect to see."

The portion of the archive that has perhaps the highest research value is the information from the post-war period that describes Loewy's role in creating the modern consumer society. Materials describing shopping center, supermarket, and department store development are certain to attract considerable interest.

America's culture of consumption has been at the center of historical inquiry for much of the past decade. And for nearly fifty years, Raymond Loewy was a key figure in creating the designs for this consumer culture. Along with his colleagues and competitors, he helped develop what historian, and Director of Hagley's Center for the History of Business, Technology, and Society, Philip Scranton, has described as the "endless novelty" that drove the American economy. The new business history, with its focus on the relationship between business, culture, and society, sees industrial design as inextricably connected to the evolution of mass distribution and merchandising as it emerged during the inter-war years.

The Loewy archive will also have audiences far beyond the discipline of business history. Art historians, students of material culture, social history, and American studies are now exploring the relationship between art and

industry and the role that advertising, industrial, and package design has played in defining the American aesthetic.

The Loewy papers will be opened for research as soon as they are organized and conserved, in late 2004 or in 2005.



Views from the Raymond Loewy exhibit at Hagley, open through August 3
Top: Loewy with the streamlined S-1 locomotive at the 1939 New York World's Fair. Bottom: Dole Deluxe Coca-Cola fountain dispenser, developed during World War II and introduced in 1947; and UPB-100 Jukebox, United Music Corp., introduced in 1958. Raymond and Viola Loewy placed one of these in their New York apartment for their guests' enjoyment.

Upcoming Events



New Route for Bike and Hike

New areas of Hagley's spectacular grounds will be open to visitors during the Wednesday Bike and Hike evenings in August. Bikers and hikers will be welcome to venture beyond the steam engine, under the Iron Bridge, past the DuPont Company 150th anniversary marker, up Carpenter Hill, past the Soda House and library, loop around Eleutherian Mills, and then coast downhill all the way back

to Henry Clay Mill. This three-mile route will offer plenty of options including level areas for the smallest bikers and hikers as well as some challenging inclines for those looking for a more intense workout. These special evenings hours are also the perfect opportunity to picnic on the banks of the Brandywine River.

The exhibits in Hagley's Henry Clay Mill building, including "Raymond Loewy:

Designs for a Consumer Culture" and "DuPont Science and Discovery," will be open to visitors as well. Bike and Hike hours are 5 to 8 p.m. every Wednesday evening in August, weather permitting. No skateboarding, roller skating, or in-line skating allowed. Cost is \$1 per person and free for Hagley Associates. Use Hagley's Route 141 entrance.



Fall Concert Series

Hagley Museum's concert series, sponsored by the Hagley Associates, will be back again this fall. The three-part series will feature a variety of music, from jazzy Brazilian rhythms to popular Broadway standards.

The series kicks off on Sunday, September 7, from 4 to 6 p.m., with "Music Through the Ages," performed by The Magical Madrigals. Madrigal member Louis Lynch plays a six-foot pedal harp, Jane Ellen Borg plays flute as well as sings, and John Varner plays guitar and sings. This performance will include early classical instrumental pieces, Broadway and jazz favorites, some Motown sounds of the 1960s, and a few highlights from the 1970s and 1980s.

Back by popular demand, Judith Kay's ChamberJazz™

Ensemble will perform on Sunday, October 5, from 2 to 4 p.m. The audience can expect an afternoon of scintillating music filled with Judith Kay's jazzy Brazilian rhythms. The ensemble features Judith Kay on guitar and vocals, Tony Miceli on the vibraphone; and Madison Rast on bass. They will perform sambas to ballads, Gershwin to Ellington, and all with the mesmerizing rhythms of Brazil.

An afternoon of Gershwin, Porter, and Friends is scheduled for Sunday, November 16, from 4 to 6 p.m. when Scott Ward will present a program celebrating the golden era of American musical theater. His repertoire will include many well-known songs from the finest musicals written between 1925 and 1945. Ward has been

musical director for more than seventy-five musical theater productions and has worked as an accompanist and coach for Broadway performers. Ward will perform solo on an electric piano.

All concerts will be held at Hagley's Soda House. Complimentary light refreshments will be served and wine will be available for purchase during intermission. Cost is \$5 for Hagley Associates and \$7 for the general public. Advance tickets may be purchased by calling the volunteer and membership office weekdays at (302) 658-2400, ext. 235. When available, tickets will also be sold at the door. Use the Buck Road East entrance via Route 100.

The Creek Kids

Every Tuesday afternoon in July, Hagley's Creek Kids will welcome visitors to enjoy a whole new perspective on nineteenth-century life. This lively group of youth volunteers will add games, music, tasty treats, and hands-on activities to a museum visit on Tuesdays, July 1, 8, 15, 22, and 29, from 12:30 to 4 p.m.

The series kicks off on Tuesday, July 1, with a look at how nineteenth-century children helped their families while finding time for school as well. Home-life demonstrations will include spinning, weaving, and sewing. In the kitchen, visitors may try their hands at churning butter. Pieces of corn bread, fresh and hot from the woodburning stove, will also be available. The day's make-and-take handicrafts will be five-point stars and the little cloth dolls used for quiet play time in church, known as pew dolls. The Brandywine Manufacturers' Sunday School will present the perfect setting to try out the role of nineteenth-century scholar. Outside, young visitors can try walking on stilts, hoop catching, and other nineteenth-century games.

The Civil War will be the theme for Tuesday, July 8. There will be a soldier from the Brandywine encampment, fife and drum music, and drills performed with wooden Quaker muskets. Sample

servings of freshly-squeezed lemonade and whipped cream atop gingersnaps will be the treats for the day. The day's handicraft will be a twirling toy called a whizgig. Fashions from the 1860s, rounders, and other historic games will also be presented by the Creek Kids.

Tuesday, July 15, will focus on the expansion of industry and how the black powder mills at Hagley contributed to America's growth. Visitors can learn to make and test gunpowder and watch a stone-splitting demonstration. There will be riveting and threading to try in the Machine Shop. Some water-related fun will include fishing in the Brandywine and floating sailboats in the millrace. Tastes of hand-cranked ice cream are sure to please.

On Tuesday, July 22, the Creek Kids activities will recognize the contributions of the Irish immigrants who worked and lived along the Brandywine River in the nineteenth century. Visitors will enjoy Irish music, writing Gaelic poems with a feather pen, sewing lavender or mint sachets, working in the garden, and tasting the fresh vegetables grown there. Inside, visitors can enjoy the parlor games, organ music, and the stereoscope, a nineteenth-century device that makes special photos look three-dimensional.



The Creek Kids final day of activities, Tuesday, July 29, will look at work and play. The work activities will include quilting, grain grinding, washing clothes, and scrubbing floors. Play will include a variety of nineteenth-century games such as hoop rolling; called graces. Almost a sport, it involves tossing hoops on sticks. Sample servings of hand-cranked ice cream and cherry cobbler will be the treats for the day. And children can make a nineteenth-century toy called a GeeHaw and learn its secret.

The activities are free for Hagley Associates and included with museum admission for visitors. The Creek Kids activities are funded in part by the MBNA Foundation.



Collections Highlight

Hagley recently purchased an album of forty photographs that show the aftermath of the famous Johnstown Flood. On May 31, 1889, a thirty-five foot high wall of water hit Johnstown, Pennsylvania, after the South Fork Dam, fourteen miles above the town on the Conemaugh River, broke during a terrific rain storm. The pictures in the album, taken immediately after the flood between June 1 and 3, show people in rowboats on city streets, the tent city built for troops that came to assist in the cleanup, as well as the immense devastation throughout the valley. One site particularly hard hit was the Cambria Iron Works, a major industry in town that was eventually purchased by the Bethlehem Steel Company. This album complements photographs of the Cambria Works that are housed at Hagley as part of the Bethlehem Steel Company archives. Unfortunately, the photographer is not identified in the album.



Identification Statement

Publication Title:
Hagley Museum
and Library

Statement of Frequency:
Published Quarterly

Name and Address:

Hagley Museum
and Library
P.O. Box 3630
Wilmington, Delaware
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New Trustee Elected

The Hagley Board of Trustees recently elected Edward J. Bassett to a term on the Board. Mr. Bassett is Vice President of DuPont Capital Management (DCM) and is responsible for the business focus of DCM and the overall relationship with the parent company DuPont. He has worked in the financial services industry since 1973.

Mr. Bassett graduated Magna Cum Laude from the University of Maryland with a Bachelor of Science degree in Finance. He is a Chartered Financial Analyst and is

chairman of the investment committees of Hagley Museum and Library and the University of Delaware and serves on the investment committee of Longwood Foundation. He serves on the board of directors of the Historical Society of Delaware. He is past chairman of the Delaware Community Foundation and of its investment committee.

Reelected for another term were William Becker, professor of history at George Washington University, and Eldon duP. Homsey, president of Homsey Architects, Inc.



Volunteer Recognition

On Tuesday, April 29, 2003, Hagley Museum and Library held its annual volunteer recognition ceremony to honor their dedication and commitment.

During 2002, Hagley volunteers gave more than 23,000 hours to the institution. Sixty-eight volunteers gave more than 100 hours of service, and twenty volunteers gave more than 200 hours of service. Special recognition was awarded to Hagley volunteers Chuck Carisch, Mike Connair, Jennifer Lane, and Bill Wills who each gave more than 300 hours of service in a diversity of programs including the Car Show Planning Committee, the object conservation lab, the public relations department, and the model railroad club. Hagley also acknowledged the following volunteers who have given twenty years of service: Karl Blumenberg, Jim Bond, Dorothy Brandenberger, Elaine

Clarke, Carleton Conrad, Rosemarie Nicholl, Dick Stephens, Ruth Ann Stephens, and Wil Zimmerschied.

The Hagley Choir, a talented group of volunteers who sing at the Festival of Museum Shopping and the museum's Christmas events each year, performed at this year's reception.

Hagley currently has more than 425 active volunteers. Seventy-five of these volunteers are teenagers. There is always a need for volunteers to work as interpreters on Blacksmith Hill and in the Machine Shop, to assist at special events, to help in the cutting garden during the summer, to assist in the summer camp program, or to participate in the new Creek Kids program, among others. For more information on any of these opportunities, please contact the volunteer and membership office weekdays at (302) 658-2400, ext. 235.

In the Hagley Store

To order any of the items in this column, please contact the Hagley Store at (302) 658-2400, ext. 274. Additional items available at www.hagley.org.



Brandywine Village: The Story of a Milling Community by Carol E. Hoffecker is the story of one of early America's most important industrial communities. It is also the story of the efforts of a small group of citizens to preserve a part of this community and its history. Softcover, 112 pages, \$7.50 plus s/h.



Impressions of Hagley gives those not already acquainted with Hagley an overview of our history along with spectacular views from all over the 235-acre site. Softcover, 48 pages, \$7.95 plus s/h.



Eleutherian Mills focuses on the home that served as the hub of du Pont family business operations and social life for nearly a century. Paperback, 92 pages, \$11.95 plus s/h.

Calendar

MARCH 16, 2003, TO JANUARY 1, 2004

(REGULAR HOURS)

Closed Nov. 27 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, 2004, TO MARCH 15, 2004

(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.

May 10, 17, 24, 31

Workshops, "How Your Garden Grows."

June 13 & 20

(Rain dates are the following Saturdays and Sundays)

Fireworks at Hagley. Hagley's annual fireworks spectacular is a full evening of celebration including family picnicking, an outdoor concert, Kids Central, the popular Hagley Associates raffle, and culminating with a finale of fireworks. Hagley Museum and Library wishes to thank Wilmington Trust Company as a major contributor to this event. Tickets are \$25 for adults; \$10 for children fourteen and under. Tickets available for purchase by Hagley Associates only.

July and August - Saturdays

Dollar Days Discount. For the first time, Hagley's summer Dollar Day discount will be valid all day. Visitors arriving at any time on Saturdays in July and August (July 5, 12, 19, 26, August 2, 9, 16, 23, and 30) will be admitted to the museum for a \$1 admission charge.

July 1, 8, 15, 22, 29

Hagley's Creek Kids. On Tuesdays this summer, Hagley's group of youth volunteer interpreters bring history to life with games, music, hands-on activities, and treats to sample. Sip freshly squeezed lemonade, play nineteenth-century games, enjoy fife and drum music, sew a sachet, taste hand-cranked ice cream, fish in the Brandywine, and so much more. 12:30 to 4 p.m. each Tuesday. Included in regular museum admission, Hagley Associates admitted free. Use the main museum entrance off Route 141. See story on page 5.

August 3, 10, 17, and 24

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. See story on page 2.

August 6, 13, 20, and 27

Bike and Hike at Hagley. Bring your bike and ride along the Brandywine River at Hagley. Or, hike around the museum's scenic history. Bike and Hike presents a special opportunity to do either or both on these special evenings. Visitors are also welcome to bring a picnic. 5 to 8 p.m. \$1 per person, Hagley Associates admitted free. Use the main museum entrance off Route 141.

September 14

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 Buick and Ford..

October 18, 19

Hagley's Craft Fair. Featuring talented artisans from the mid-Atlantic area demonstrating, displaying, and selling their crafts in Hagley's Library building and Soda House. From 10 a.m. to 5 p.m. both days. Daily admission is \$4 and free for children under six. Use Hagley's Buck Road East entrance via Route 100 to the Library building and Soda House.

October 31, November 1 and 2

Hagley's Festival of Museum Shopping. Gift shops from regional museums will be open at Hagley for the weekend. Great gifts await shoppers at this holiday shopping opportunity. Gifts of art, history, science, fine food, music, and more abound in a range of prices. Friday, October 31, 10 a.m. to 9 p.m. Saturday and Sunday, November 1 and 2, 10 a.m. to 5 p.m. Daily admission is \$4 and free for children under six. Use Hagley's Buck Road East entrance via Route 100 to the Library building and Soda House.

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