

# Hagley

MUSEUM AND LIBRARY

VOL. 33 NO. 3

FALL 2004

## Fall Party for Families

Come and enjoy the change of seasons in a beautiful spot when Hagley's Golden Pheasants sponsor a Harvest Party on Saturday, October 9, 2004, from 4 to 7 p.m. at the Hagley Barn. (Rain date is Sunday, October 10.) This is an autumnal adventure you and your family won't want to miss. The party will celebrate the beauty of the fall season with music, hay rides, demonstrations of pumpkin carving and an apple cider press, children's games, and a delicious barbecue.

The party's activities begin with music provided by the White Clay Tributary band. This six-piece band plays bluegrass and folk music in a unique smooth blend of rhythm and vocals. A local artist will be turning large pumpkins into amazing sculptures. If you are lucky in a drawing, you could take home one of these works of art. Youngsters will have lots of fun in the cottage-style bounce around, the ever-popular candy corn scavenger hunt, and a visit to the face painters. Hagley's Creek Kids will be there with plenty of hands-on activities and a game of nineteenth-century baseball. Hay rides for the whole family will leave periodically for a trip through Hagley's upper property.

New to the event this year is a raffle to support educational programming at the museum. Prizes will include those for children, adults, and pet lovers. Finally, don't forget to try your skill in a contest to guess the weight of a pumpkin.

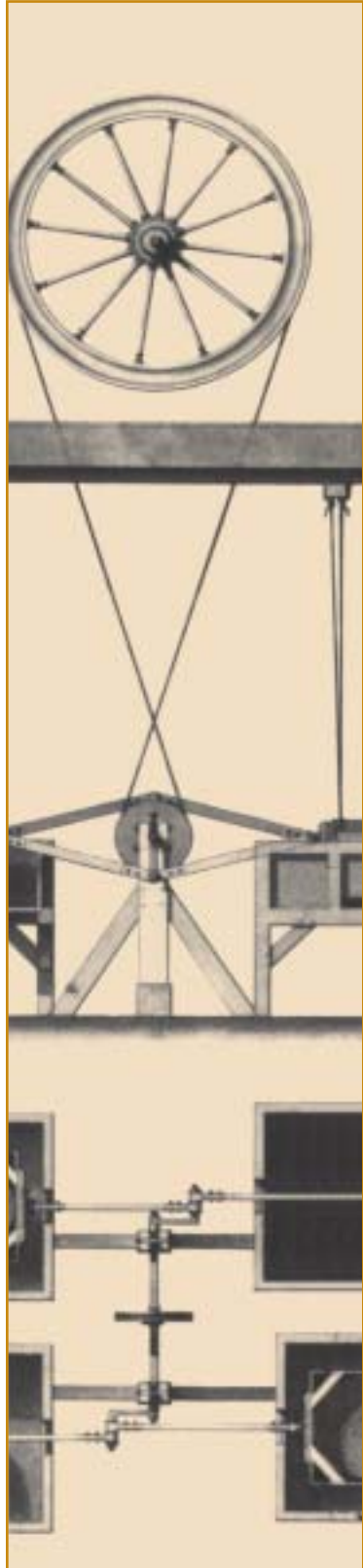
The picnic dinner, catered by the Wilmington Club, will feature all of the traditional favorites including barbecued chicken, hot dogs, hamburgers, baked beans, potato salad, corn on the cob, and mixed fruit. Brownies will be served for dessert. Beer and wine will also be served (only to those twenty-one years of age and older) at the party. The beer is provided courtesy of the Brandywine Brewing Company.

Space is limited for this outdoor party. Reservations must be made no later than September 24, 2004. Invitations will be mailed to Golden Pheasant members in late August. The Golden Pheasants group welcomes Hagley members, Powder Keg Kid members, and their friends to this family event. If you are not currently a member of the Golden Pheasants, you may request an invitation by contacting the membership office weekdays at (302) 658-2400, ext. 235. For only \$5, you and your family can join this optional membership group, suggested for those twenty-one to forty years of age and their children.

Tickets for this Harvest Party are \$25 (ages twenty-one and older) for Golden Pheasants and Hagley members, and \$35 for each non-member adult. Young adult tickets (ages fifteen to twenty) are \$15, youth tickets (ages five to fourteen) are \$5, and children (ages four and under) are free.



*Young visitors enjoy a hay ride at Hagley.*





*New Hagley Trustee  
M. Gary Talley*

## Hagley Trustees

At the spring meeting of the Hagley Board of Trustees, several former Trustees returned to Board service and one new Trustee was selected during the annual election. Returning were Edward B. du Pont, who was also elected Board President; Howard Cosgrove, former chairman of Conectiv and current director of NRG Energy Incorporated; Edie Hedlin,

archivist at the Smithsonian Institution Archives; and Margaretta Stabler.

Newly elected to the Board was M. Gary Talley, from Leawood, Kansas. The area surrounding Hagley, including Talleyville, Rockland, and Beaver Valley has been home to many generations of Mr. Talley's family since they first settled here in 1686. After

serving in the military in the midwest, Mr. Talley decided that Kansas held much promise for him and he settled there, eventually joining a team to bring substantive change to The Brown Mackie College. Mr. Talley has been a long-time Hagley supporter and frequently returns to Delaware to participate in Hagley events.

## World's Fair Memories, Please!

Do you have a fond or favorite memory relating to a World's Fair? Did you happen to attend the New York World's Fair in 1964-1965, the Montreal Expo in 1967, or any

of the number of fairs held around the world? If so, we'd like to hear about it as part of our planning for an upcoming exhibit on World's Fairs.

If you have a relevant story you would like to share, contact Terry Snyder at [tsnyder@hagley.org](mailto:tsnyder@hagley.org) or at (302) 658-2400, ext. 344.

## Fall Conference

On Saturday and Sunday, November 12 and 13, 2004, the Center for the History of Business, Technology and Society at Hagley will hold its fall conference, "Consuming Experiences: The Business and Technologies of Tourism." Papers by sixteen scholars will explore the practices, businesses, institutions, and

technologies that have made tourism a means of creating "consuming experiences."

Appropriately, the conference will begin with a panel discussing the development of packaged tours as way of encouraging travel to new regions of the world. Whether intended to bring European visitors to modern Cuba or the curious to northern

African in the nineteenth-century, businesses created complete tour packages to

reassure tourists of a new, and yet safe, experience. Presentations on "marketing place" will show how cities and regions created tourist experiences out of the fabric of their geography and history. Establishing attractive landscapes for drivers in America and Germany, an elaborate food fair in Dijon, or tours of the hard-fought spaces of contemporary Belfast, redrew the image of those places in the tourist's imagination. A session on tourism during the Cold War will explore how the world's political division in the last half of the twentieth century also was a tourism opportunity, whether travel to eastern bloc nations or interpretation of western military installations once arrayed against the Communist threat.

The conference will continue on that Sunday with panels that consider the use of religion and nature to organize tourism experiences. From

marketing the simple Shaker lifestyle, and handicrafts, in nineteenth-century America to promoting the Lourdes shrine in France, faith has motivated travelers to seek out new experiences. Nature too was means for attracting visitors if suitably modified and packaged, whether camping comfortably in recreational vehicles, experiencing Florida's tamed swamps, or hunting on the Canadian prairie. The conference will end with consideration of how those essential travel tools, the guidebook and the map, influence tourist behavior.

The conference will take place at Hagley's Soda House. Registration is \$25 and includes coffee and light refreshments. Lunch each day is \$15 and dinner Friday night is \$35. Contact the Center at (302) 658-2400, ext. 243, or email [clockman@hagley.org](mailto:clockman@hagley.org).



## Collections Highlight

Founded in 1912 to represent American business in Washington, D.C., the Chamber of Commerce of the United States has played an important role in shaping this country's economic policy. For more than ten years, Hagley has been the repository of the records of the U.S. Chamber. More than two hundred publications and seventy-three feet of records document the Chamber's activities. Many photographs, especially of the construction of their headquarters building in Washington, D.C., films, and videotapes round out the collection. Recently, a very important addition was made to these holdings when Hagley received the photo file from the Chamber's publication entitled *The Nation's Business*.

First issued in September 1912 in a newspaper format, *Nation's Business* was an illustrated journal aimed at Chamber members and the general business public. After going to a magazine format in 1921, articles covered a wide variety of topics from around the world. *Nation's Business* ceased publication after the June 1999 issue and was replaced by a web site and a newsletter reporting on the Chamber's specific activities.

The *Nation's Business* photograph collection contains some 25,000 photographic prints (most of them are black and white). Many are wire service photographs, although the magazine did eventually employ its own photographers. Preliminary processing of the material has already revealed some wonderful photographic gems, including several original prints of workers by photographer Lewis Hine. Hine's work documenting immigrants and laborers is very well known, but original prints are rare. Works by important commercial photographers such as William Rittase and Samuel Gottscho also show up in the files. This new part of the Chamber of Commerce of the United States collection is a documentary treasure of American business in the twentieth century.



*"Old Faithful"*  
photo of a  
machinist by  
Lewis Hine.



*Pickwick Stages  
System two-level  
bus. Both levels  
had sleeping  
compartments for  
passengers.*



*A group of  
miners thanks  
John L. Lewis and  
Richard F. Grant  
for a new wage  
contract.*

## Hagley Prize in Business History

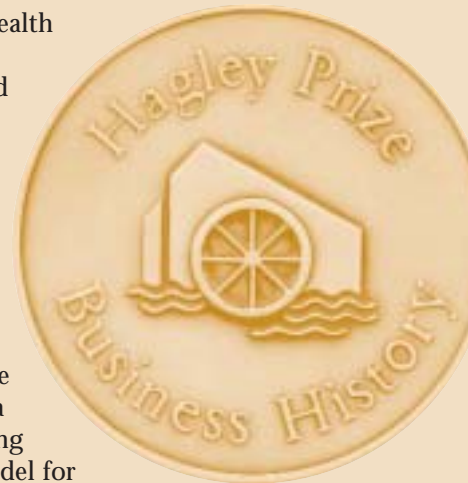
The winner of the 2004 Hagley Prize in Business History is Jennifer Klein's *For All These Rights: Business, Labor, and the Shaping of America's Public-Private Welfare State* (Princeton University Press, 2003). The Hagley Prize is awarded annually for the best book in business history published in the last three years. It is funded by the Hagley Museum and Library and is awarded in conjunction with the Business History Conference, the nation's largest professional organization for historians of business.

In America, unlike anywhere else in the world, most people depend

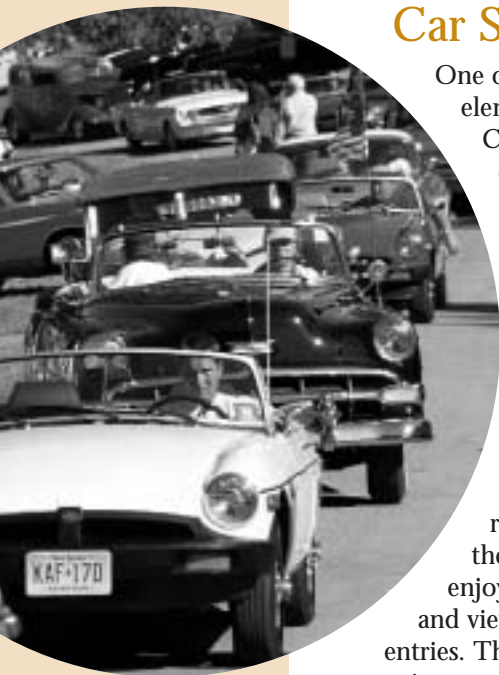
overwhelmingly on private health insurance and employee benefits. In this powerful history of the American reliance on such benefits, Klein examines the influence of the commercial life insurance industry, Social Security, and organized labor's quest for economic security on the emergence of our firm-centered private health system. Klein also uncovers the wide range of alternative, community-based health plans that had begun to germinate in the 1930s and 1940s but eventually gave way to commercial health insurance and pensions. Through the

story of struggles over health security and old-age security, social rights and the welfare state, her book traces the fate of New Deal liberalism—as a set of ideas about the state, security, and labor rights through the 1950s, the 1960s, and beyond.

The prize committee praised Klein's study as a well-written, commanding book that provides a model for integrating the history of business with the history of politics, labor, and society. Klein teaches at Yale University.



# Upcoming Events



## Car Show Offers New Premium Parking

One of most popular elements of the Hagley Car Show is the series of parades held throughout the day. At the ninth annual Hagley Car Show on Sunday, September 19, the event will offer, for the first time, premium parking on-site. Located close to the parade route, this area will be the ideal spot for enjoying a picnic lunch and viewing the cream of the entries. The cost for this added enjoyment is \$50 for Hagley

Associates and \$80 for non-members. The cost includes admission. Space is limited and reservations are required. To reserve your space, call the membership office at (302) 658-2400, ext. 235.

This year's show will have two other new features, in addition to the outstanding display of automotive heritage. A pedal car course, with cars for children and adults, will provide the chance to test visitors' driving skills, with muscle power replacing the engine. In an arts and crafts bazaar, a variety of vendors will sell their wares such as painted glassware, candles, jewelry, and more.

The special feature for this year's show is Woodies—the cars with wooden bodies that were popular during the first half of the twentieth century. The show runs from 10 a.m. to 4 p.m. General parking is at Barley Mill Plaza which is located at the intersection Routes 141 and 48. Admission is \$7 for adults; \$4 for ages six through fourteen; and free for children five and under and Hagley Associates. The Car Show is sponsored by Homsey Architects, Nuclear Electric Insurance Company, The MBNA Foundation, Union Park Jaguar, and WJBR-FM.

## Farewell Festival of Museum Shopping

Hagley has presented the Festival of Museum Shopping for the past fifteen years, beginning in 1989. After several years of steadily declining attendance, the museum has decided not to hold the festival

this year. Hagley's Program Committee is reviewing all of the institutions' events, striving to offer a variety of activities so that Hagley members and others will visit often. In lieu of the usual Hagley Associates

reception held each year at the festival, there will be a new reception previewing the Hagley Craft Fair on Friday, October 15.



## Artists in Action

*On Saturday, September 25, from 9:30 a.m. to noon, a group of artists from the Delaware Foundation for the Visual Arts will be painting watercolors at Hagley. Visit the museum that morning and spend some time watching them in action and discussing their techniques. The results of this fall excursion will be on display next March during the annual Art and Antiques show in Hagley's Soda House. Artists in Action is included in regular museum admission and is free to Hagley Associates.*

## Tupperware® Documentary and Lecture

In the 1950s, after years of failed inventions, Earl Silas Tupper created Tupperware®. The success of these “burping bowls” is not Earl Tupper’s story alone. Brownie Wise, the marketing genius, joined Tupper’s enterprise, and together they built a national consumer phenomenon. Come to Hagley on Tuesday, October 19, to learn the history of this quintessential American product when Laurie Kahn-Leavitt will present her film, *Tupperware!*

Ms. Kahn-Leavitt received a research grant from Hagley’s Center for the History of Business, Technology, and Society in 2000 which served as the seed money for this extraordinary project. In celebration of Archives Week, Kahn-Leavitt will introduce her

film with remarks discussing how she used archival material, here at Hagley and elsewhere, to create and produce this film.

The film documents the creation of the Tupperware® ladies sales-force with its incentives of minks, modern appliances, jubilees, and their familiar Tupperware® parties. It includes rare and interesting footage collected throughout the country from home movies, to television excerpts, to formal footage. This highly-regarded film also details the failure and demise of the Tupper-Wise relationship and its aftermath. Kahn-Leavitt will answer questions after the film’s conclusion.

The program will begin at 7 p.m. and take place in Hagley’s Soda House. The cost

of the lecture is \$2 for Hagley Associates and \$5 for guests. Tickets may be ordered in advance at (302) 658-2400, ext. 344, or purchased at the door if available.

*Image from the Society of Plastics Industry, Hagley Museum and Library*



## An Artisan’s Marketplace

The Hagley Craft Fair, on October 16 and 17, will be an artisans’ marketplace showcasing a rich variety of original, handmade crafts for those looking for distinctive gifts. A diverse blend of artisans, including returning favorites and new talent, make this a perfect opportunity to shop for the holidays while enjoying the beauty of Hagley in the fall.

Fine furniture, original art, a medley of woven scarves, jackets, sweaters and hats, pottery, glassware, jewelry and designer brooms are all displayed indoors for comfortable shopping. Philip Wagaman will bring his hand-

crafted, painted wooden game boards. They are sure to become family heirlooms. Susan Nonn’s distinctive decorated gourds are both functional and whimsical. These works of art can be used as bird houses, Jack O’Lanterns, bowls, and puzzles. A nineteenth-century glass-making technique called “Millefiori,” meaning a thousand flowers, allows Ulrike Schäfer to create colorful, intricate designs on polymer clay jewelry and eggs.

In honor of the Hagley Associates thirtieth anniversary, members are invited to a special evening preview of the Craft Fair on Friday, October 15. In the Soda House, members can

talk with the talented artisans participating in the fair while enjoying hot and cold hors d’oeuvres. A special dessert and coffee will be served amid the wares in the library. Invitations to this members-only event will be mailed in September.

Hours for the Hagley Craft Fair, which takes place in the Library building and Soda House, are from 10 a.m. to 5 p.m. each day. Admission is \$4; free for Hagley Associates.



## Annual Giving

The annual Hagley Fund is very important to our educational institution. It is used for unrestricted operating expenses such as public programming, the day-to-day activities that keep the museum and library operating, and community outreach. In addition, the fund also provides for the behind-the-scenes work that keeps the 235-acre property in showcase condition for the thousands of visitors who come each year to enjoy the museum or delve into the research collections. It's a four-season operation to keep Hagley looking great. Letters asking for your support were mailed in July.

Here, children experience first hand the wonders of simple machines in the "Easy Does It!" exhibit, now open weekends in the Hagley Powder Yard.

For more information, contact Jill MacKenzie in the Development Office at (302) 658-2400, ext. 302.

## New York City Train Stations Walking Tour

Join the Hagley Associates on Saturday, October 9, 2004, for a private, guided tour of Penn Station. For those who have marveled at Hagley's current exhibit on Penn Station, this tour will be unforgettable.

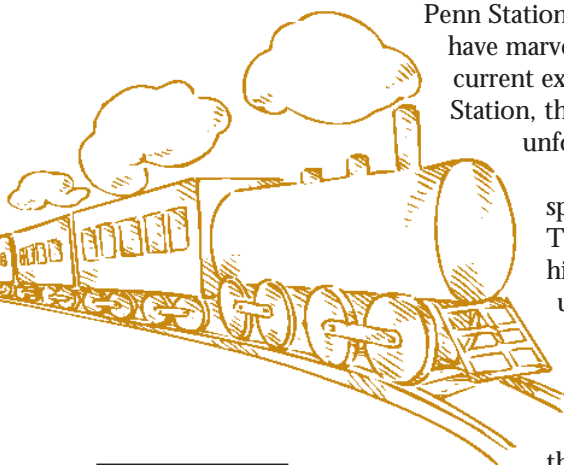
During this special tour, John Turkeli, a railroad historian and urban archaeologist, will lead visitors through both the Penn Station that is and the phantom Penn Station that was. Highlights will include the chance to see one of the original 5,700-pound Tennessee-marbled stone eagles that once

perched on ledges above the station's entrance, the remaining original brass and wrought-iron staircases, and the last surviving elevator cage.

After lunch at Café Botanica, it will be on to Grand Central Station for a guided tour presented by the New York Municipal Art Society. This tour will reveal the story behind the building of this magnificent Beaux-Arts landmark in midtown Manhattan. You will learn about the architectural and engineering teams who designed and planned the complex; the landmark legal battle that culminated with the Supreme Court upholding the Landmarks Law and saving Grand Central; and the station's architectural restoration, which was completed in 1998.

Hagley Associates will depart from Hagley's Hall of Records parking lot off Route 141 at 7:15 a.m. to arrive in New York City in time for a 10 a.m. tour. Departure from New York is scheduled for 4:30 p.m. with an estimated arrival time of 7 p.m. at Hagley.

The costs of the trip is \$110 for Hagley Associates and guests. Full payment is due with reservations which must be made by September 1, 2004. No refunds after September 1, 2004, unless replaced by another passenger. Space is limited. Trip includes round-trip transportation by Krapf Coaches, guided tours of both stations, lunch, taxes and gratuity for meal and motorcoach driver.



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Suzanna Rogers

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**Photography:**  
Kathleen Buckalew

## TRIP RESERVATION FORM

Name: \_\_\_\_\_

Name(s) of guests: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Payment:  Check (make payable to Hagley Associates)

VISA  MC Name on Card: \_\_\_\_\_

Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

**NYC TRAINS TRIP • OCT. 9, 2004**

Please reserve \_\_\_\_\_ spaces

\_\_\_\_\_ Total enclosed (spaces x \$110)

Please return this tear slip along with payment to:  
Membership Office  
Hagley Museum and Library  
P.O. Box 3630 • Wilmington, DE 19807-0630

# 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](http://www.hagley.org).

## Reminder for Walkers

If you enjoy walking at Hagley as one of your membership benefits, send us your email address at [kkelleher@hagley.org](mailto:kkelleher@hagley.org). We'll send you reminders and notices of

special walking opportunities at Hagley, like the Bike and Hike evenings we offered this summer. Also, remember that you can track your miles by using the log just outside of Henry Clay Mill.

## Audience Research

As part of the strategic planning process, Hagley is currently taking a fresh look at its marketing efforts. It is an exciting time as the institution strives to become ever-more relevant and visible to its various constituents. Knowing more about the museum's visitors is a key component of this initiative. For the first time in Hagley's history, a full-scale audience research study was commissioned. It includes two on-site studies, one during Christmas at Hagley in 2003 and one that took place during this summer.

Why do such research? It is critical to have solid evidence about museum visitors in order to make informed marketing decisions and investments.

The on-site studies that Hagley conducted consisted of face-to-face exit interviews designed to determine visitors' demographic and psychographic characteristics, uncover perceptions about the museum, and assess the Hagley experience.

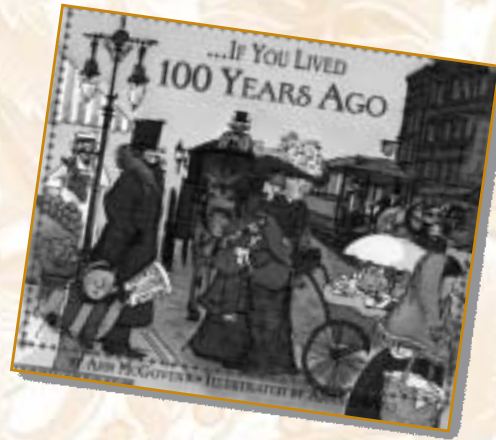
The initial results yield a picture of holiday-season visitors that more closely resembles those of an art museum rather than a historic site or history museum. Like art museum visitors, Hagley's visitors during November and December of 2003 were found to be well educated, with more than one-third having a graduate degree; fairly wealthy; and generally older. In contrast, historic sites and museums

typically attract a younger audience with lower educational attainment. An interesting contrast between these Hagley visitors and art museum visitors is the proportion of men and women. Hagley attracts an equal proportion; art museums draw significantly more women.

Two-thirds of the Hagley visitors surveyed last year resided outside the local area (defined as a 30 mile radius). Sixty percent were visiting for the first time, and said they were drawn to the area, on day trips from Pennsylvania, New Jersey, and Maryland, because of its natural beauty and saturation of cultural attractions. Most of the visitors, both repeat and first-timers, were in some way surprised by their experience at Hagley. For some, the surprise had to do with how much Hagley has to offer. For others it was the exceedingly high quality of their visit. Hagley received very high marks in terms of the visitors' experiences. On a scale from poor (1) to excellent (7), visitors gave the museum a 6.6 rating.

At press time for this issue of the *Hagley Museum and Library Newsletter*, the summer visitor study was still underway. Although no final results are available, it seems likely that they will reveal seasonal differences in the museum's visitation.

This year, to ensure that all Hagley members have an opportunity to take advantage of the extra discount for the holiday season, the Hagley Store has made the annual members-only sale for two weekends in November 2004. The members-only sale days will be held November 12, 13, and 14, and November 19, 20, and 21. Free gift wrapping is available for purchases of more than \$50. Come and take advantage of this special members-only sale!



This title for young readers explains how different life was in the year 1900. #6040, \$5.99



This hand-decorated fine porcelain tea-for-one set is reproduced from an antique design. Other coordinating pieces are also available. #24061, \$32.95



This elegant guest book features a colorful floral design on the front and can be used for any special occasion. #15039, \$16.95



*Hagley Museum  
and Library Director  
George Vogt*

## Making Hagley Great

Recently, we began sending to our friends and members a beautiful little brochure entitled “What Does it Take to Make Hagley Great?” The short answer is “quite a lot” and “friends like you.”

As you probably know, Hagley is blessed with a large endowment, which we have managed to grow substantially through prudent fiscal policies, occasional gifts to the endowment, and superb portfolio management by our investment committee. Even so, Hagley depends on annual gifts, grants, and revenue from admissions and special events for about 20 percent of its operating budget. And that makes your annual contributions to the Hagley Fund very, very important to us.

One of the exciting projects now unfolding at Hagley, which will be partially supported by the Hagley Fund, is the renewal of our museum programming.

In July we invited six museum experts, none of whom had previously visited Hagley, to spend two days with us and give us their reactions to what the museum world calls the “visitor experience.” Predictably, they were bowled over by the setting of our early industrial site, and they were dazzled by the knowledge of our guides and the quality of the museum exhibits. But they also made numerous suggestions for improvements and additions, especially in the transportation system and the presentation of engaging “people” stories.

We took the visitors’ comments as the starting point for a two-day discussion among the museum staff, board members, representatives of other Hagley divisions, and a retired history colleague. In those two days, we tried to sharpen our view of the target audience and develop ideas for enhanced programming and

visitor services, ranging from low-cost improvements to projects that will require time, money, and testing. All of us feel a sense of excitement about the possibilities and are eager to get on with it.

As our meeting facilitator noted, developing great programs for visitors is one thing; getting the word out is quite another. We are tired of hearing that Hagley is the “best kept secret in the Brandywine Valley” or the “great place I visited in fifth grade [but not since].” Hagley needs a little discreet horn-tooting and marketing. That, too, takes money, but with your help, we’ll do it.

A handwritten signature in black ink, which appears to read "George L. Vogt". The signature is fluid and cursive.

George L. Vogt  
Director



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