The Holidays are Sweeter at Hagley!

November 6 • Gingerbread Registration Deadline
December 4 to January 3 • Holidays at Hagley
January 4 • Museum Closes Until Mid-March
Dear Hagley Friends:

Opportunities come in all shapes and sizes, and as we have experienced during COVID-19, we’ve learned how to adapt our organization to provide new experiences, both onsite and online. We were honored to receive a National Endowment for the Humanities grant through NEH CARES, a cultural institution program approved by Congress last spring. This allowed us to get ready for reopening and to create a robust online presence called “Hagley From Home.” As we move forward, and one day move past the pandemic effects, we will continue to maintain Hagley From Home to engage with our audiences, both near and far.

Close to home, in the middle of the Hagley Powder Yard to be exact, we will celebrate the holidays with the third annual Hagley Gingerbread House Contest. We’ll be “Celebrating Hometown Heroes” as we invite families and friends to create a gingerbread house display that includes homage to someone who has made a meaningful impact on their lives. Executive Pastry Chef extraordinaire Michele Mitchell will put her incredible talents to the test to fashion a gingerbread house for our display. If you have seen her creations from the past two years, you know that we’re in for a treat! Visitors will be able to safely view the houses and take a special photo in Santa’s Workshop.

The library has now reopened, with protocols in place to safely welcome researchers and scholars. Collections processing continued throughout the closure, and a major film collection recently opened, the Cinecraft Film Library. This impressive collection documents business communications during the twentieth century when corporations used film for marketing, advertising, and employee training. It gives a window into business practices in the mid-twentieth century and will be a tremendous resource for researchers.

We hope to see you over the holiday season when you can walk along the river or take a bus ride throughout the property to see the beauty of the property and delight in the gingerbread houses. While we’re not able to reopen the residence yet due to social distancing guidelines, we have something in store for you next year in Eleutherian Mills—a Rembrandt Peale portrait of Pierre Samuel du Pont de Nemours and a portrait of du Pont’s granddaughter Evelina.

I look forward to seeing you soon and thank you for your continued support!
Holidays at Hagley

The holidays are sweeter at Hagley this year! Enjoy the wonderful gingerbread creations on Gingerbread Lane, a visit with Santa and Mrs. Claus, and a holiday selfie in Santa’s Workshop Selfie Station.

This year Hagley will be celebrating “Hometown Heroes” in its third annual Gingerbread House contest. These amazing creations will be on display in the Millwright Shop in the center of the Hagley Powder Yard from Tuesday, December 1, through Sunday, January 3. Visitors will wind their way down Gingerbread Lane as Hagley follows all guidelines for social distancing and a one-way flow of visitor traffic. Children will receive an activity kit to create a wooden gear ornament that they can make either while visiting Hagley or at home.

Award-winning Executive Pastry Chef Michele Mitchell will again create an original gingerbread house celebrating the many first responders on the front lines during the pandemic. Her creation will be on display in the lobby of the Millwright Shop. Want to enter the contest? Visit hagley.org/gingerbread for details. The contest registration deadline is in early November.

Santa’s Workshop Selfie Station will be full of bright lights and decorations, ready to serve as a festive backdrop for your holiday photo. The station is open every Friday-Sunday starting December 4, then daily from December 21 through January 3. Both Gingerbread Lane and Santa’s Workshop are accessible to strollers and wheelchairs.

On December 5, Santa and Mrs. Claus stop by Hagley for a socially distant visit in the warmth of the Gibbons House kitchen along Workers’ Hill. First, visit the Brandywine Manufacturers’ Sunday School, where children may write a holiday wish list for Santa. Next door in the Gibbons House, Santa and Mrs. Claus will make appearances, and guests are welcome to take selfies. Children may drop their wish list into a bucket and Santa will respond to their caregiver via email. One of their elves will be handing out individually wrapped cookies to good girls and boys.

Visitors can also enjoy an outside visit to the E. I. du Pont Garden. The shuttle will also take visitors around the front of the Eleutherian Mills Residence where they can get a taste of holiday decorations as seen through the windows. Due to the pandemic, Hagley will be pausing its holiday visits and Twilight Tours in 2020 in an effort to keep everyone safe.

HAGLEY.ORG/HOLIDAYS
Free Admission For Hometown Heroes

Free admission to Hagley Museum is available from December 1 through January 3 for teachers, front-line healthcare workers, active fire and police personnel, and others who have been working to keep the community healthy and safe.

Personnel who qualify for free admission includes doctors, nurses, care aides, paramedics, teachers, firefighters, EMTs, police officers, corrections officers, 911 dispatchers, and other professionals involved in emergency response.

To claim free admission, front-line personnel must show valid credentials upon arrival and must be present on the day of their visit. The complimentary admission will include up to two adults (including the Hometown Hero) and six children within the party.

Museum Closure

Hagley Museum will close from January 4 to mid-March to accommodate a large-scale disruption involving the installation of underground cable.

The installation will take place mid-property and would not allow buses or pedestrians to pass through safely.

Visit www.hagley.org for the latest details and information.
Awards Aids Pandemic Recovery

The National Endowment for the Humanities awarded Hagley a grant to assist it in reconnecting with its audiences after reopening from its pandemic closure this spring. The funds are part of the NEH CARES: Cultural Institutions program approved by Congress in the spring. NEH CARES extended emergency relief funding to cultural institutions reeling from the impact of COVID-19. By late April, such organizations were losing $1 billion per month.

Like many other museums and libraries, Hagley canceled all public programs during the pandemic closure in compliance with state guidelines and laws. Hagley’s proposal to NEH called for a two-part response to the pandemic: retaining critical programming staff to reopen with traditional programs as soon as Hagley could reopen and developing new workflows to create online components of Hagley programs. The vision for the latter is intended to help Hagley develop capacity to maintain engagement with audiences in the event of another emergency shutdown in the future.

Results stemming from the NEH’s support are already visible. The museum reopened outdoor spaces on June 1 for members and June 29 for the general public, following Delaware’s phased reopening health and safety guidelines, with the library starting phased reopening to researchers on August 3.

Hagley also developed a “Hagley From Home” page on its website (hagley.org/fromhome), featuring a broad variety of offerings the public can access from home. Visitors can enjoy virtual tours, field trips, and tap Hagley’s digital archives and exhibits. Reformatted and digitally native programs include Author Talks, Science Saturdays, Hagley History Hangouts and Lucas Clawson’s Hagley Historian series of behind-the-scenes tours and materials for children, students learning from home, and families.

Any views, findings, conclusions, or recommendations expressed in this article do not necessarily represent those of the National Endowment for the Humanities.
After much planning, limited on-site research services resumed on August 3 at Hagley Library, which had been closed to the public since March 16 due to the pandemic.

Hagley-funded scholars were the first given access, which allowed Hagley to honor its commitment to meet their research needs and the opportunity to try out a new service model.

To protect researchers, masks and social distancing guidelines are required. A dedicated hand-washing station is available. To protect staff, Hagley instituted a plan where reference staff members are divided into two cohorts. They alternate work on-site with work from home every other week, which limits exposure to the workplace environment and reduces the number of staff on-site, all while allowing for consistent service.

Collection access services are provided in the Soda House reading room only, although all library and archival collections are still made available. Only four seats are provided in the reading room. Hagley-funded scholars are scheduled to fill those seats Monday through Thursday each week, from 9 a.m. to 3:30 p.m. To help maintain social distancing, a new online chat feature allowing on-site researchers to communicate with staff was set up. Collection pull times were established at 9:30 and at 11 a.m. only. While no collections are pulled in the afternoons, the reading room is open for continued use of collections until 3:30 p.m. Finally, staff thoroughly clean the reading room and reference desk areas at the end of each day.

The potential health risks posed to staff and researchers were taken very seriously. Library management worked with reference staff and reviewed industry best practices discussed within the Independent Research Libraries Association and the Philadelphia Area Consortium of Special Collections Libraries.

Discussions are underway to determine what the next phase of reopening will look like, with managers hoping to make collections available again to the general public soon.
Storm Fells Champion Trees

More than 150 trees on Hagley’s 235-acre property fell or were damaged in an August storm, including an Osage orange recognized in 2011 as co-national champion, and two state champion trees.

The Osage orange (*Maclura pomifera*) was between the E.I. du Pont Garden and the Hagley Barn. It was a male, 72 feet tall, with a circumference of 26.5 feet. There has been speculation that it was introduced to Delaware by seeds brought back from the Lewis and Clark expedition. The rings will be counted for a more definitive age. Osage Indians used the wood to make bows, hence the name.

The museum was closed for several days to allow for the massive cleanup. “Transformation of the property has been amazing and impressive, with staff pitching in through hours of heavy labor, and lots and lots of sweat!” said Susan Maynard, director of preservation, buildings and grounds.

On call when the storm hit was Bruce Farmer; Maynard called him a hero for all that he did for the scholars living on the property and in reporting immediate issues by traversing the property on foot when that was the only way possible. Under Andy Pierson’s supervision, Dan Davis, Jim Boring, and Ty Sims started clearing a path so vehicles could drive through the property. Farmer, Patrick Light, Lisa McCracken, Brian Jones, Jim Pierce, Tito Garcia and Preston Tolliver surveyed buildings for damage and leaks.

Also contributing to the cleanup were Matt Childs, Darnell Smallwood, Devon Morrow, Bob Perry, Chris Corbin, Tracy Werkley, Steve McGovern, Ed Morris, Andy Moore, Shem Ruszczyk, Stephanie Myers, Virginia Marcozzi, and Charli Klein. Maynard praised their “unfaltering stamina and muscle,” coupled with “an excellent sense of teamwork and good cheer.”
HAPPIENING AT HAGLEY

Research Fellows

Hagley’s Center for the History of Business, Technology, and Society has several programs that award residencies of four months or more to scholars whose creative research uses Hagley collections. These long-term fellowships are in addition to the 40 research grants that Hagley provides annually to encourage use of its resources.

For graduate students finishing their dissertations, Hagley offers the twelve-month Lou Galambos Dissertation Fellowship in Business and Politics. It is part of the National Fellowship Program, based at the Jefferson Scholars Foundation on the University of Virginia’s campus.

Kelly Goodman (Yale University) is the Lou Galambos fellow for 2020-2021. Her dissertation, “Taxing Limits: The Political Economy of American School Finance,” focuses on the debate and struggles over funding K-12 schools since the 1930s, with a special focus on Michigan and California. Hagley also offers fellowships for scholars who have received their doctorates, funded by the National Endowment for the Humanities. This year, three recipients each will spend four months at Hagley.

Regina Lee Blaszczyk (Florida International University) will expand her dissertation on the East German music industry (a global leader in classical music recordings in the postwar era) to include a comparison with RCA, especially the work and thoughts of its long-time president David Sarnoff. He will contrast Sarnoff’s management with the work of Harri Költzsch, the most influential company director on the German Democratic Republic’s entertainment circuit.

Nicole Welk-Joerger (University of Pennsylvania) plans to refine her dissertation, “Rumen Nation: An Environmental History of Feeding Cattle in the United States,” into a manuscript suitable for publication. By focusing on the U.S. animal feed industry, Welk-Joerger highlights the scientific work that went into using feed as a technology, and the impact it had on humans, non-humans, soil, waterways, and indeed the very concept of sustainability.

System. In this project, Blaszczyk explores the history of textile fibers through the experiences of the chemical companies that produced rayon, nylon, and polyester; the textile mills that made these fabrics; and the designers, decorators, and architects who developed applications for them. Blaszczyk received her doctorate from the University of Delaware and is the recipient of prizes from the Business History Conference, the Society for the History of Technology, and the Fashion History Society for previous books.

Sven Kube (Florida International University) will expand his dissertation on the East German music industry (a global leader in classical music recordings in the postwar era) to include a comparison with RCA, especially the work and thoughts of its long-time president David Sarnoff. He will contrast Sarnoff’s management with the work of Harri Költzsch, the most influential company director on the German Democratic Republic’s entertainment circuit.

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African American History Highlighted

RESPONDING TO RECENT PROTESTS against systemic racism, library staff have undertaken several initiatives to highlight resources at Hagley that reveal the African American experience in the history of business, technology, and industrial design.

The first initiative was to create a page that features readily accessible content, such as digitized publications and audiovisual materials, oral history interviews and programs, and collection highlights in the Hagley Historian series and newsletter. This page is at hagley.org/aah.

Some resources relevant to African American history can be buried deep within large and more general collections. Making these more visible requires what is known among librarians and archivists as critical cataloging. Critical cataloging involves evaluating the keywords, subject headings, and summary descriptions used to identify items to more easily find material—in this case—by and about African Americans. Critical cataloging has become a prominent issue among library and archives professionals in recent years and especially since the protests started this spring. Hagley staff members are part of a larger movement within the profession to help researchers connect with African American stories.

Of course, reflecting more diverse experiences with American business and innovation can also be accomplished through targeted collecting. For more than two decades, Hagley’s collections development policy has included goals toward this end, and it has borne results by attracting scholars engaged in the important work of remedying gaps in the historical record. More can and will be done, including reaching out to African American businesses, trade associations, and individuals who can share their stories.
INITIALLY, MARTY MARSTON WAS THINKING OF VOLUNTEERING in Hagley’s garden. She had no intention of volunteering in a position similar to her 30-year career with IKEA, ending as director of public relations for North America.

“Almost in a way I thought, ‘Oh I’ve done that for so many years I don’t want to continue to do what I did professionally,’ she said. “And then once I got started and I was working more and more on various projects with [Hagley’s Marketing Department], then I realized how much I enjoyed doing it when it wasn’t, you know, my responsibility.”

She fondly recalled brainstorming “ideas and keywords and thoughts and phrases that we thought described Hagley” with Marketing Manager Laura Jury and Social Media Coordinator Kelsey Sedlacek. “Laura ran out and got big sheets of paper, and we started writing it on big sheets of paper and hung them on the wall, and we stood back and were looking at it, and we were fine-tuning that. And that spontaneous kind of brainstorming is a lot of fun.”

At many Hagley events, Marston assists with visitor surveys. “For people who have never been here before, I think they’d just be blown away by the beauty. Just from the entrance it’s just spectacular and you see the Brandywine and the mill buildings. It is just really special,” Marston said. “It’s peaceful. It’s relaxing, but it’s just beautiful in its serenity.”

“The people are just very interesting, and pleasant to be around,” she said of her joy in volunteering. “People are here because they want to be here, and that’s a really nice environment to be in.”

Marston also enjoys the Osher Lifelong Learning Institute, especially a Hike Into History course that combined both topics, including a visit to Hagley.

Anyone interested in becoming a volunteer at Hagley should contact Volunteer Manager Susan Strawbridge at sstrawbridge@hagley.org or (302) 658-2400, ext. 257.
The Hagley Library has opened the Cinecraft Productions collection for research. Cinecraft is the longest-running corporate film and video production house in the United States. The collection donated to Hagley by Cinecraft’s current owners, Neil McCormick and Maria Keckan, includes more than 5,000 cans of motion picture film, 3,000 still images and nearly 1,000 production scripts. The collection dates from 1938, when the company was founded, into the late 1970s, when it shifted from film to video.

Working with Westinghouse, Standard Oil of Ohio, Ohio Bell Telephone, Republic Steel and hundreds of others, Cinecraft produced films for advertising and marketing, employee training, as well as programming and commercials for television. A portion of the television productions come from the early history of the medium.

The Cinecraft collection offers insight into the evolution of business communication during the middle decades of the twentieth century. It covers critical business sectors during a significant rise and decline in American industrial capacity from the 1940s to the 1970s. Finally, the collection documents the work of a commercial producer of industrial motion pictures, a sector that included thousands of related companies at its high point in the 1950s and 1960s. As far as Hagley researchers can tell, there isn’t another collection like it in the United States.

Well-known figures who worked on Cinecraft productions include Merv Griffin, Richard Nixon, Tim Conway, Don Ameche, Alan Alda, Chet Huntley, and Danny Kaye. Louise Winslow, the Martha Stewart of her day, appeared in early TV programs about cooking and sewing with Cinecraft. The inventor of the Vitamix, William Grover “Papa” Barnard, produced one of the first TV infomercials at the Cinecraft studio. The collection includes his memorable pitch for the Vitamix as well as a series of commercials he produced for his Natural Foods Institute.

A finding aid for the collection that includes all of the paper archive is at findingaids.hagley.org/cinecraft.

A growing digital collection that includes more than 150 motion pictures and hundreds of scripts and still images is at hagley.org/cinecraft.

Cinecraft is still in business and specializes in eLearning and training and development projects, and continues to develop motion picture projects for business and nonprofit clients. Visit their website at www.cinecraft.com.
IN 1810 WHILE IN PARIS, noted American artist Rembrandt Peale asked Pierre Samuel du Pont de Nemours if he could paint him to include the portrait in his proposed gallery of notable people in Philadelphia. When his son E.I. found out about the portrait, he asked Peale to make another one for him, which he did in 1811 after he had returned to Philadelphia. According to a letter by the artist dated November 13, 1811, “You will not require a better proof that the copy of your Father’s Portrait has been most carefully executed, than to know that I would not hurry it out of my hands until I was pleased with it, alto’ the money would have been extremely convenient to me. I have now the pleasure to inform you that it is finished & varnished ready for delivery to your order.”

E. I. was so pleased with this portrait that he ordered additional paintings for each of his four daughters. The portrait of his father hung at Eleutherian Mills Residence from the time it was finished until his son Henry’s widow Louisa moved out of the home in 1890 following an explosion. This portrait has returned to Hagley and is on display in the Residence’s Parlor.

The Peale portraits of two of E. I.’s daughters are now at Hagley. For many years, the portrait of E. I.’s youngest daughter Sophie has been on display in the Blue Room at the Residence. This year Hagley received the portrait of E. I.’s second daughter, Evelina du Pont. Evelina married James Antoine Bidermann. This portrait had been in France with their descendants until now. The remaining portraits, of E. I.’s daughters Victorine and Eleuthera, reside at Winterthur.

HAGLEY THANKS THE ESTATE OF MARTHA V. DU PONT FOR THE DONATION OF P.S. DU PONT PORTRAIT (LEFT) AND MADAME J.P. ODIER FOR THE DONATION OF THE EVELINA DU PONT PORTRAIT.

THE PORTRAITS CAN BE SEEN IN THE ELEUTHERIAN MILLS RESIDENCE WHEN IT REOPENS IN 2021.
**Comfort Touches for the Home**

**ELEUTHERIAN MILLS ORNAMENT** — $26.00/$23.40 members
This beautiful Eleutharian Mills ornament is made in the United States from solid brass with a 24-karat gold finish. Each ornament is packaged in an elegant gold presentation box.

**THE ELEMENTS OF A HOME** — $19.95/$17.96 members
*The Elements of a Home* reveals the fascinating stories behind more than sixty everyday household objects and furnishings. With tales from the kitchen, the bedroom, and every room in between, these pages are brimming with amusing anecdotes and absorbing trivia.

**DELAWARE HOMESICK CANDLES** — $35.00/$31.50 members
Be transported to the place you live (or love) with natural soy wax blend scented candles and fragrance oils from Homesick. A Day in the First State features scents of just-picked strawberries, orange zest, and the rushing waters of the Delaware River. Typical burn time of 60-80 hours.

**DOUBLE SPIRAL CHOCOLATE** — $4.00/$3.60 members
Enjoy an assortment of hand-crafted bean-to-bar chocolates from Delaware’s first chocolate maker. Located in the arts and crafts community of Ardentown, Double Spiral Chocolate crafts minimally processed bars using only two or three organic ingredients.

**FIRST STATE PILLOWS** — $196.00/$176.40 members
This hand-embroidered original design pillow by Catstudio celebrates the First State and includes a reference to E.I. du Pont himself. Each pillow is twenty inches square, is unique in nature, and is signed on the tag.

VISIT IN PERSON OR SHOP ONLINE AT STORE.HAGLEY.ORG
HAGLEY THANKS ALL OF ITS CORPORATE PARTNERS for their continued support of events and programming throughout the year. It is with their support that Hagley is able to offer events such as Science Saturdays, Bike & Hike & Brews, Walking Tours, Hayrides at Hagley, and more. Visit hagley.org for the current events schedule.

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SPOT THE DIFFERENCES — The Powder Keg Kid has a spot-the-differences challenge for you! Can you find ten differences in the photos below? Answers are at the bottom of the page.

SEARCH-A-WORD — Christmas trees in the nineteenth century were decorated differently than they are today. Find the words listing some of the decorations you would see during holiday seasons past in the grid below.

WORD LIST

APPLES B D E G I N S T X Z
ORANGES B D E G I N S T X Z
CINNAMON B D E G I N S T X Z
EVERGREEN B D E G I N S T X Z
PINE CONES B D E G I N S T X Z
CANDIES B D E G I N S T X Z
STRAW B D E G I N S T X Z
YARN B D E G I N S T X Z
GINGERBREAD B D E G I N S T X Z
DOLLS B D E G I N S T X Z
PAPER FANS B D E G I N S T X Z
POPCORN B D E G I N S T X Z
CRANBERRIES B D E G I N S T X Z
LEATHER B D E G I N S T X Z
GLASS B D E G I N S T X Z

PHOTO PUZZLE ANSWERS: 1) “J” ON BLOCK IS REVERSED  2) ANGEL DRESS IS DIFFERENT  3) FRONT LEG OF HORSE IS MISSING  4) PORTRAIT ON WALL IS DIFFERENT  5) TAN SANTA ORNAMENT IS missing  6) BOOKS ARE MISSING  7) SEASHELL IS MISSING  8) CONE ORNAMENT IS FLIPPED  9) BANNER IS BLANK  10) OLD MAID BOX IS DIFFERENT

Photo puzzle answers: 1) “J” ON BLOCK IS REVERSED  2) ANGEL DRESS IS DIFFERENT  3) FRONT LEG OF HORSE IS MISSING  4) PORTRAIT ON WALL IS DIFFERENT  5) TAN SANTA ORNAMENT IS missing  6) BOOKS ARE MISSING  7) SEASHELL IS MISSING  8) CONE ORNAMENT IS FLIPPED  9) BANNER IS BLANK  10) OLD MAID BOX IS DIFFERENT