



Fall 2015 - Vol. 44 No. 3

Hagley

MAGAZINE

SAVE THE DATE

Hagley Car Show
September 20

"Driving Desire"
opens October 2

Hagley Craft Fair
October 17 and 18

Driving Desire

AUTOMOBILE ADVERTISING & THE AMERICAN DREAM





From The Executive Director

*Executive Director
David Cole*

*Cover: Detail from a 1971
Chrysler advertisement*

*Back: Machinery and
nature in matching
colors at Hagley*

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“Do you remember your first car?” A friend asked me this question last year while we were walking through the Hagley Car Show on a beautiful September Sunday afternoon. I had to think about it for a minute, having owned too many cars (over the course of too many years!). And then it came to me: it was a 1970 Dodge Dart Swinger, a dark blue, two-door hardtop with a black interior. By the time I got behind the wheel, this old reliable had seen better days, but it got me where I wanted to go and was my ticket to the freedom and good times of the open road. One car, many memories.

As I strolled among the 500+ cars and more than 5,000 visitors at the Hagley Car Show, it occurred to me that this event, while certainly a premier showcase for past engineering innovations and design concepts, is also an eye-catching exercise in nostalgia. For many of us, I think, the automobile is a time machine. Like no other product, it has the power to transport us to places, times, and people that we have never really forgotten. The car is a useful technology, but it is also a vivid

reminder of who we were—and who we wanted to be.

Throughout the twentieth century, the automobile has met our practical needs for transportation, while simultaneously reflecting and even creating new desires and personal identities. This October, on the heels of the annual Car Show, Hagley will explore the unique place of the automobile in the American consumer consciousness through a provocative new exhibition: “Driving Desire: Automobile Advertising and the American Dream.” “Driving Desire” is a story of how car manufacturers, car dealers, and the creative “Mad Men” of Madison Avenue encouraged us to purchase cars, but also to buy into different versions of the American Dream. I encourage you to take this show “out for a spin” and to recall your own memories behind the wheel.

Join us for the exhibition opening reception for Hagley members on Friday, October 2, from 5 to 7 p.m. in the Visitor Center.

See you in the fall!

Hagley Magazine is published quarterly by Hagley Museum and Library, a 501(c)(3) nonprofit organization. Address: P. O. Box 3630, Wilmington, DE 19807-0630 (302) 658-2400 • www.hagley.org

Hagley Magazine welcomes your feedback.
Contact us at www.hagley.org/contact.

WELCOME TO

Driving Desire

AUTOMOBILE ADVERTISING & THE AMERICAN DREAM

*Have fun
and ENJOY
the ride!*



“Driving Desire” Opens October 2

Shortly after the Hagley Car Show, a major exhibition opens in the Visitor Center on October 2. “Driving Desire: Automobile Advertising and the American Dream,” featuring more than one hundred artifacts and historic images, draws heavily from Hagley’s Z. Taylor Vinson collection of transportation ephemera and explores the relationship between automobile advertising and Americans’ buying decisions about their cars.

“Mad Men,” a term popularized by the AMC show by the same name, refers to the advertising professionals entrenched on Manhattan’s Madison Avenue in the 1960s. These firms, along with others across the country, have influenced American buying decisions.

Wherever you are on the socioeconomic ladder, purchasing a car is a major decision. “Driving Desire” asks you to consider whether

you bought the car you needed or were sold the car you wanted.

Through the exploration of six major automobile advertising themes—luxury, performance, safety, style, economy, and patriotism—guests will uncover many of the ways Mad Men have attempted to affect their purchasing decisions.

Rare original advertisements, historic artifacts from Hagley collections, highly engaging hands-on activities, and an original 1958 Metropolitan (guess how Hagley got a car on the second floor!) will challenge guests’ understanding of how advertising has influenced their decisions. “Driving Desire” will be on display through October 2, 2016.

Exhibition curator Max Moeller will lead gallery tours on Saturday, October 10 at 1 and 3 p.m. and on Tuesday, October 20, at noon. Reservations requested at (302) 658-2400, ext. 261.

Golden Pheasants Innovation With Libations

Executive Director David Cole will lead exhibition tours and talk about the “Mad Men” era and how the automobile became a symbol of the American dream.

October 15 - 5:30 p.m.

\$15 nonmembers

\$10 members

Signature cocktail, beer and wine, one drink ticket, light refreshments.

Reply by October 8 to:
Kim Kelleher
(302) 658-2400, ext. 235
kkelleher@hagley.org



Photos by Ashley Schroeder

Changing Seasons at Hagley

As summer turns to fall, the days get shorter, children return to school, and people stay outdoors as much as they can before winter sets in. At Hagley, the change of seasons brings the end of Bike and Hike, the return of guided walking tours, and All American Day.

Bike and Hike draws to a close on Wednesdays, August 19 and 26, from 5 to 8 p.m. offering last opportunities to walk the whole property with your friends and family. Enjoy dinner at the Belin House Organic Café or preorder a picnic tote from Chef Roy Eckbold. On August 26, dogs are welcome, and Woodside Creamery will be on site.

As Bike and Hike ends, your opportunities to experience Hagley on foot take a new direction with five distinctive guided walking experiences

through the property that introduce new and seasoned Hagley guests to a wide variety of stories revealing Hagley's history. Tours are offered on weekends September-November. Visit www.hagley.org for a full schedule.

All-American Day, on September 12 from 1 to 4 p.m., features a historically accurate nineteenth-century "base ball" game between Diamond State Base Ball Club and Flemington Neshanock Base Ball Club. Come early for batting practice and try out traditional nineteenth-century games. Ballpark food will be available for purchase. This very informal *Let's Move!* event is included with admission and free for members and visitors to the game only. Visitors to the game only should use Hagley's Buck Road East entrance off Route 100 in Wilmington, Delaware.

Civil War at Hagley Rescheduled

The celebration of the 150th anniversary of the end of the Civil War has been rescheduled for Saturday, September 12, from 10 a.m. to 5 p.m.

Join us for a Naval encampment with the USS *Lehigh*, Civil War activities, a special exhibition on the du Ponts and the Civil War, and a vintage baseball game—all packed into one day!

Visit www.hagley.org for more details.



Photos by Ashley Schroeder

Car Show Reaches Twentieth Year

This year marks the twentieth anniversary of the Hagley Car Show, an event that began as an experiment with local car clubs that has grown into one of the largest gatherings of vintage automobiles in the region.

Hagley will celebrate the anniversary with a bang—or rather a swoosh. That’s the sound of a rocket launching into space and the inspiration behind this year’s feature, “Fins, Chrome and the Rocket Age.” Beginning as early as the late 1940s, Americans were fascinated with futuristic space-inspired design, incorporating it into everything from architecture to kiddie drinks. Nowhere was it more evident than in automobile styling of the 1950s and 1960s. Huge fins, glimmering chrome, and rocket-shaped radiator

grills and tail lights dominated car design for two decades.

General Motors is credited with the first tailfins, introduced on the 1948 Cadillac, later added to other GM brands, and eventually to automobile designs across the globe. Fins, chrome, and rocket-inspired designs have ranged from the sublime to the ridiculous, but they all reflect the worldwide captivation and confidence inspired by the Space Age.

The two parades this year will focus on examples of vehicles that appeared in past feature exhibitions. In addition to the amazing array of more than 500 vintage vehicles on display, guests can also enjoy motoring music, a vintage jukebox display, a NASCAR simulator, pedal car race course, and carnival food.

Hagley Car Show

Sunday, September 20
10 a.m. to 4 p.m.

Advance tickets available
online and at the Hagley
Store beginning August 15

Adults \$8, children \$4
Free for members and
children 5 and younger

Day of show
Adults \$10, children \$5
Free for members and
children 5 and younger

For exhibition registration
details, contact Kate
Davis at (302) 658-2400,
ext. 305, or kdavis@hagley.org. All show cars
must be pre-registered.



Fall Author Talks

October 1, 7 p.m.: Hasia Diner, “Peddlers and the Great Jewish Migration to the New World”

Hasia Diner will tell the story of millions of discontented young Jewish men who sought opportunity abroad by working as peddlers, leaving parents, wives, and sweethearts behind. In many places, these traveling men brought change—to themselves and the families who later followed, to the women whose homes and communities they entered, and ultimately to the geography of Jewish history. Diner is the Paul and Sylvia Steinberg professor of American Jewish history and director of the Goldstein-Goren Center for American Jewish History at New York University.

October 22, 7 p.m.: Phyllis Lambert, “Building Seagram”

Phyllis Lambert will provide a comprehensive personal and scholarly history of the Seagram Building in New York City, considered one of the greatest icons of twentieth-century architecture and built in the 1950s by Samuel Bronfman, founder of the Canadian distillery dynasty Seagram. Bronfman’s daughter Phyllis Lambert was twenty-seven years old when she took over the search for an architect and chose Mies van der Rohe. Through her choice, Lambert established her role as a leading architectural patron and singlehandedly changed the face of American urban architecture. Phyllis Lambert is founding director emeritus of the Canadian Centre for Architecture.

Author Talks

Free and open to the public

Reply requested, contact Carol Lockman at clockman@hagley.org or (302) 658-2400, ext. 243

Held in the Soda House auditorium, use Hagley’s Buck Road East entrance off Route 100 in Wilmington, Delaware

*Top: Phyllis Lambert
Bottom: Hasia Diner
Right: Detail from cover of Building Seagram*



Photo on left by Ashley Schroeder

Craft Fair Showcases Recycled Art

Recycle, reuse, and repurpose. When you come to the Hagley Craft Fair this October, you will see some of these ideas put into practice. While selecting artisans for the annual event, the organizers chose some who are repurposing items and giving them new life in a different format.

Nate Kelly of Beyond the Barrel in Wernersville, Pennsylvania, creates pieces from recycled wine barrels, pallets, and wine bottles. Products include wine bottle candleholders, dog beds, wine barrel cabinets, and sinks. "We take pride in our work and using materials that to some may appear to be 'junk,'" he said, "but to us these materials are used to create a beautiful custom piece our customer will enjoy for years to come."

Heidi Hammel of Reclaimed Creations in Media, Pennsylvania, makes wearable art from reclaimed wool sweaters. The sweaters are frozen for several weeks, and then shrunk, cut out, pieced, and hand-finished into colorful hats and mittens.

Terri Palmer of Terri Palmer Signs in Bangor, Pennsylvania, gives new life to vintage wood panels, shutters, and cupboard doors. She says that her love of old wood, nature, and typography is reflected in her work. The hunt for reclaimed wood is an important step in her creative process. No two pieces are ever the same.

Visit www.hagley.org for a listing of artisans and specialty food vendors scheduled for this year's fair.

Hagley Craft Fair

Saturday, October 17
10 a.m. to 5 p.m.

Sunday, October 18
10 a.m. to 4 p.m.

Admission \$5, free for members and children 5 and younger

Use Hagley's Buck Road
East entrance off Route 100
in Wilmington, Delaware

*Left: Craft Fair shopper
Top: Detail of vintage sign by Terri Palmer
Bottom: Hat by Heidi Hammel*



Photos by Ashley Schroeder

Harvest Hayrides

Saturdays and Sundays
October 17 - November 1
11 a.m. to 4:30 p.m.

Included with general
admission, free
for members.

*Guests enjoy hayrides,
picnics, and fall-themed
crafts at Harvest Hayrides.*

Harvest Hayrides at Hagley

Hayrides at Hagley return this fall with more fun for the whole family. On Saturdays and Sundays from October 17 through November 1 families are invited to take a hayride through Hagley’s beautiful property.

While taking a hayride against the backdrop of beautiful fall foliage, kids can try to spot landmarks on a scavenger hunt. Passengers can also ask the ride-along guide, who is an expert about Hagley’s history, if they are curious about the mills and other buildings along the river. Visitors can also make fall-themed crafts and sip apple cider before and after their ride.

Visitors on Halloween wearing Halloween costumes receive free admission. Visitors arriving before

noon any hayrides day will receive free admission for kids, 14 and younger.

Hayride participants should not forget to explore the rest of Hagley during their visit. Walk through the Powder Yards, or visit the Millwright Shop to learn how black powder was made. Tour the Machine Shop to see nineteenth-century machines in operation, and stop at the Belin House Organic Café for lunch.

All activities are included with admission, and are free for members. A donation of \$1 per rider is encouraged. Hayride seating is limited, and rides depart every half hour, starting at 11 a.m. until 4:30 p.m. Please sign up in the Visitor Center when you arrive. Use Hagley’s main entrance off Route 141 in Wilmington, Delaware.

FORTUNE TELLERS



THE STORY
OF AMERICA'S
FIRST ECONOMIC
FORECASTERS

Walter A. Friedman



Hagley Book Prize

Since 1999, Hagley Museum and Library has partnered with the Business History Conference to jointly offer an annual prize for the best book in business history, broadly defined. The prize committee is particularly interested in innovative studies that have the potential to expand the boundaries of scholarship in business history.

Hagley Library benefits directly from this annual competition, since a copy of each book submitted for consideration is accessioned into the library collection. We have received up to 100 books per year in this fashion, meaning that the latest and best titles in business history are made available for our library visitors to read and enjoy.

Walter A. Friedman, a historian at Harvard Business School, was recently awarded the 2015 Hagley Book Prize for *Fortune Tellers: The Story of America's First Economic Forecasters*, published by Princeton University Press. It tells of the pioneers who sought to use the tools of science to predict the seemingly irrational actions of the stock market during the 1920s. While they failed rather spectacularly to predict the Wall Street crash of 1929, they did improve forecasting techniques and helped to make the prediction of economic trends a standard practice of the industry.

A full list of the past Hagley Book Prize recipients can be found at www.hagley.org/hagley-prize-winners. Librarians are standing by, ready to assist interested readers.



Left: Sample of 1960s' wallpaper removed from the Morning Room

Right: Eleutherian Mills morning room in 1947

Morning Room Renovations

As part of the recent renovation of Eleutherian Mills, the water-stained wallpaper in the morning room on the first floor was to be repaired if possible or replaced if necessary. Great care is always taken in the residence to retain original features and materials whenever viable and to maintain the look of the rooms as close as possible to how they looked when du Ponts resided in the home. The morning room is furnished and interpreted to the Louise du Pont Crowninshield era in the house (1932-1958) when this room was used as a reception room. When it was determined that the wallpaper could not be repaired, research began to locate a similar paper in design, color, and look.

As Debra Hughes, curator of collections and exhibits, dug into the

history of the room, she discovered that the current wallpaper was installed in the 1960s. So she studied a series of hand-tinted photographs commissioned by Crowninshield in 1947. The image of the morning room, shown here, illustrates what appears to be a faux finish emulating rough plastered walls. In comparing other items in the room to the hand-tinted photograph, it was determined that colors and patterns were exact matches, corroborating the theory that the walls were faux-finished.

The room's current display is based on this 1947 photograph, so the decision was made to remove the wallpaper and restore the faux finish on the walls.

Eleutherian Mills has reopened to the public after several months of renovation.



Photos by Ashley Schroeder

Residence Renovations

For almost a century Eleutherian Mills residence served as the hub of the du Pont family's business operations and social life. Completed in 1803, the home still stands as a testament to the care and attention it has received for two hundred and twelve years! In 1924 Henry Algernon du Pont noted "the two original marble steps, worn by the feet of so many generations of the family... give out a certain flavor of dignity and antiquity which no modern structure could possibly have."

This past year a major renovation project at the residence focused primarily on the restoration of exterior features including stone masonry, architectural woodwork, doors, windows, slate, window glass, and stucco. In addition, the heating and

cooling systems were entirely replaced. The project provides another layer of protection from what Mother Nature brings to the Brandywine Valley.

Your contributions to Hagley provide for the preservation and interpretation of the entire 235-acre historic site. Taking care of the Eleutherian Mills residence, the powder yards, and Workers' Hill in the museum, and the world class collections at Hagley are at the very heart of why we are here, to act as stewards of our historic and cultural resources.

In the coming month you'll receive the Hagley Annual Fund appeal in which Executive Director David Cole talks about his plans for our future. We aspire to be the place where innovation inspires and imaginations run wild.

Join Us!

Please join us with your annual fund gift in support of Hagley's exciting future. For more information, please contact Jill MacKenzie at jmackenzie@hagley.org or (302) 658-2400, ext. 302.

Residence renovations included interior and exterior treatments.

5
NATIONAL COMMERCIAL CONFERENCE
APRIL 22, 1912
REGISTRATION RECORD

NAME OF DELEGATE	RESPONSE OF DELEGATE	NAME OF ORGANIZATION REPRESENTED	HOME ADDRESS OF DELEGATE
✓ E. R. Cuthbert	✓	General Manager	New Haven
✓ James Parrott	✓	Business Dealer	Roselle
✓ W. A. Bullard	✓	Thread Manufacturer	Raleigh
✓ H. S. Martin	✓	Furniture	Charlotte
✓ W. S. Watts	✓		Charlotte
✓ Arthur Strong	✓	General Agent	Durham
✓ H. Hoage	✓	Secretary	Durham
✓ Charles C. Cook	✓	Manufacturing	Durham
✓ C. E. Cook	✓	Manager	Durham
✓ M. S. Barrett	✓	Special Agent	New York
✓ W. S. Cook	✓	Manufacturer	Durham
✓ A. W. Knight	✓	Secretary	Charlotte
✓ Arthur J. Jones	✓	Manufacturer	Durham
✓ Henry H. Spahr	✓	Manufacturer	Durham
✓ Herbert S. Howell	✓	Manufacturer	Durham
✓ W. H. Reynolds	✓	Manufacturer	Durham
✓ W. A. Andrews	✓	Manufacturer	Durham
✓ W. H. Lamb	✓	Manufacturer	Durham
✓ H. C. Seaper	✓	Manufacturer	Durham
✓ Lloyd S. Johnson	✓	Manufacturer	Durham
✓ H. R. Johnson	✓	Manufacturer	Durham
✓ W. S. Corwith	✓	Manufacturer	Durham
✓ W. S. Corwith	✓	Manufacturer	Durham
✓ W. S. Corwith	✓	Manufacturer	Durham
✓ W. S. Corwith	✓	Manufacturer	Durham
✓ Edward D. Wilson	✓	Manufacturer	Durham
✓ W. S. Corwith	✓	Manufacturer	Durham
✓ G. S. Craddock	✓	Manufacturer	Durham

Chamber of Commerce Archive

Registration record for the National Commercial Conference, April 22, 1912

The Chamber of Commerce of the United States deposited its historical records with Hagley Museum and Library in March 1989. Since then, more than 100 scholars have used these documents, and numerous additions have been made to the collection. The archive, which covers 1912 to 2011, has been reorganized and re-described. A detailed finding aid is available at findingaids.hagley.org

On February 12, 1912, business leaders recommended that President Taft call for a conference of representative commercial organizations of the country to consider forming a national organization. He did so by inviting members of Chambers of Commerce across the United States, as well as boards of trade, businessmen's associations, and manufacturers to

meet with him in April. The Chamber of Commerce of the United States was formed to represent the interests of the business community.

Administrative records highlight the formation of the chamber, and include bylaws, mission statement and objectives, meeting procedures and the collection of annual dues. Construction of the new chamber building, its decoration, and the involvement of architect Cass Gilbert are detailed. Speeches and remarks given by members have been preserved, as well as presentations and statements to Congress that document the Chamber's position on legislative matters. Publications, both in-house and for mass distribution, comprise the largest portion of this collection.



Madame Victor du Pont

The museum collection contains many artifacts connected to the du Pont family, including these beautiful portraits depicting Madame Victor du Pont. Born in France, Gabrielle “Josephine” de la Fite de Pelleport (1770-1837) married Victor du Pont in 1794.

Louis Leopold Boilly painted her portrait the year she got married. Boilly was well known for his portraits, which were shown in Paris salons. At the time of his death in 1845, he was said to have completed more than 5,000 portraits. Displayed in a small oval gold frame, the portrait shows a dress that was in high fashion at the time.

Bass Otis painted the larger portrait of Madame du Pont when she was in her fifties. Part of a set, the companion piece is a portrait of her husband Victor

du Pont both of which are on display in the parlor of the residence at Hagley. Otis was a well known portraitist whose paintings include portraits of Thomas Jefferson and Dolley Madison. Little known, he was also an inventor having patented a “perspective protractor” in 1815 that was used by artists.

A sample of other artifacts related to Madame du Pont in the collection include her white cotton dress, French glass cruet set (on display in the dining room of the residence), a sewing/worktable, and a memorial pin made with a woven sample of her hair following her death.

Left: Portrait of Gabrielle Josephine de la Fite de Pelleport, painted by Louis Boilly in Paris, 1794

Right: Portrait of Gabrielle Josephine du Pont, painted by Bass Otis in Wilmington, DE, or Philadelphia, PA; 1826-1827



Photos by Ashley Schroeder

“Easy Does It!” Volunteering

Volunteer at Hagley!

If you are interested in learning more about this volunteer opportunity, please contact Angela Williamson at (302) 658-2400, ext. 257, or awilliamson@hagley.org.

Visitors enjoy the hands-on interaction in the “Easy Does It!” exhibition.

Have you experienced “Easy Does It!?” This engaging exhibition teaches children of all ages about the power of simple machines. Gears, pulleys, wheels, and axles and other basic elements of mechanical engineering made production of black powder at Hagley possible. Understanding simple machines is the foundation for understanding engineering and Hagley. “Easy Does It!” is the first exhibition that visitors encounter after leaving the Visitor Center and can help to set the stage for their whole experience at Hagley.

For “Easy Does It!” to be truly effective, it needs your help. The exhibitions and activities in “Easy Does It!” are safest and work best when there is a trained interpreter present to work

with Hagley visitors. Right now, the exhibition is only available on weekends and during special events because Hagley does not have enough volunteers to have it open more often.

“It’s a great entry-level volunteering experience,” said Ray Sanders, who has volunteered at the exhibit for a year. “The exhibition is a good illustration of the mechanical engineering used by the du Ponts.” He feels that it is self-illustrating, so it is easy to interpret.

“Strictly a hands-on exhibition,” said Dorothy Brandenberger, a Hagley volunteer for almost thirty years. “It’s a lot of physics, and I enjoy doing it.” She said it is very easy to greet people at the door and let them explore.



Photos by Ashley Schroeder

Inside a Dirty Job

“I’m a dirt lady,” Chris Metzler said from the servants’ dining room at the Hagley residence. “I love being in the dirt, planting flowers.” That’s a good thing, because she and her five-person volunteer staff create the wonderful flower arrangements that regularly brighten the residence, Visitor Center, library and the Belin House Organic Café.

Take in the air while she’s working and you’ll smell what this “dirty” job is all about. The beautiful fragrance of fresh-cut flowers emanate from the servants’ dining room, where the flower arranging takes place. The work area is filled with a rainbow of colors—purples, reds, oranges, and yellows—a bouquet of beauty. Thanks to the generosity of the Renée Carpenter Draper endowment, specifically used for fresh flowers in the

Hagley residence, and flower donations from Trader Joe’s, Metzler and the floral department keep Hagley in bloom.

Louise du Pont Crowninshield, who was the last du Pont to reside at Hagley, loved decorating the house with flowers from the garden. Pictures from her time in the residence show the entrance hallway filled with plants and flowers.

All the arrangements in the house are in keeping with this period. The arrangements are attended to only on Mondays and Fridays to limit the chance of spilled water or pollen damaging the antique furniture.

Metzler and the floral department continue this tradition to the delight of visitors each day. It’s a “dirty” job, but someone has to do it.

Christ Metzler (left) and Carole Bothell (right, below) prepare flower arrangements in the Residence.

Top right: Front hall of the residence as it looked when Louise du Pont Crowninshield lived there.

Hagley gratefully thanks Trader Joe’s for their flower donations.

Hagley News and History in the Palm of Your Hand!

Keep up with Hagley on the go by following us on social media! Following Hagley on social media is a great way to enrich your history knowledge and learn new things every day as we highlight exclusive items from Hagley's archives, artifacts from Eleutherian Mills and photos from the property, and stories of innovation from the Brandywine Valley. You'll also be sure that you never miss a single thing happening at Hagley with the help of the event announcements and reminders that are posted every week.

Like us on Facebook!

www.facebook.com/HagleyMuseumandLibrary

Follow us on Twitter! - twitter.com/HagleyDE

View us on Instagram!

[instagram.com/hagley_museum_and_library](https://www.instagram.com/hagley_museum_and_library)

View us on Pinterest! - [pinterest.com/hagley](https://www.pinterest.com/hagley)

Give us a shout out!

Use #HagleyMuseumAndLibrary on Instagram and Twitter and share your own Hagley photos and stories.



At **Harvest Hayrides** families can ride along the Brandywine to experience the beautiful fall foliage in the Powder Yard. Can you help the Powder Keg Kid find his way to the hay wagon?



At **All-American Day** on September 12, You can enjoy a historically accurate nineteenth-century "base ball" game! Can you match the city on the left with their baseball team on the right?

- | | |
|-----------------|--------------|
| A. Atlanta | 1. White Sox |
| B. Baltimore | 2. Phillies |
| C. Chicago | 3. Braves |
| D. Detroit | 4. Yankees |
| E. Los Angeles | 5. Tigers |
| F. New York | 6. Orioles |
| G. Philadelphia | 7. Dodgers |

DRIVING DESIRE EXHIBITION WORD SEARCH

On October 2, Hagley's opens its newest exhibition, "**Driving Desire: Automobile Advertising and the American Dream.**" Find the luxury car brands in the grid of letters below.

WORD LIST

- ALFA ROMEO
- ASTON MARTIN
- AUDI
- BENTLEY
- BMW
- BUGATTI
- CADILLAC
- FERRARI
- JAGUAR
- LAMBORGHINI
- LEXUS
- LOTUS
- MASERATI
- MCLAREN
- MERCEDES
- PORSCHE
- ROLLS ROYCE
- TESLA

N	T	C	Z	W	L	Z	R	C	E	N	R	J	J	U	F	L	A	I	G	F	Y	S	Y	N
H	D	B	D	U	Q	Q	A	E	I	J	S	A	B	C	B	P	L	J	S	Q	O	Q	E	P
S	O	C	Y	C	Y	D	A	T	Q	C	G	E	X	K	T	Y	F	Y	S	T	Q	E	L	O
M	M	K	B	V	I	U	R	B	P	U	C	S	D	C	I	T	A	R	E	S	A	M	T	R
A	C	J	K	L	B	A	N	O	A	W	K	N	D	E	H	W	R	Q	N	A	H	S	N	S
L	P	L	L	I	M	C	F	R	M	H	R	Y	C	N	C	Q	O	I	U	L	D	I	E	C
S	R	A	A	N	L	A	M	B	O	R	G	H	I	N	I	R	M	F	X	T	T	J	B	H
E	C	O	O	R	S	U	X	E	L	L	Z	O	I	V	J	E	E	G	S	T	S	R	N	E
T	X	T	L	A	E	C	I	F	C	K	D	A	E	S	Y	P	O	M	A	U	W	Y	Q	O
B	S	G	I	L	X	N	Y	U	C	S	M	T	Y	H	S	P	A	G	O	V	T	Q	Y	U
A	D	T	S	L	S	L	J	O	F	P	U	A	P	F	T	R	U	J	B	B	O	O	O	B
R	J	P	Z	Z	K	R	S	I	J	H	K	J	U	L	R	B	M	B	G	V	Q	W	L	B
B	L	L	S	Z	Y	H	O	K	Q	E	D	I	O	Q	I	D	D	E	G	G	J	Y	B	S
O	W	V	Y	S	F	Q	B	Y	S	I	I	J	B	T	Z	Y	T	N	F	S	K	X	F	O
R	A	K	U	W	Z	C	Y	V	C	I	S	O	C	M	S	N	I	O	M	N	V	P	T	R
Q	T	X	M	K	X	D	D	B	N	E	U	U	G	L	N	G	M	T	Y	H	N	P	V	R
T	W	C	Q	R	B	Y	C	M	F	E	R	R	A	R	I	H	N	W	U	P	G	C	J	M

ANSWERS: ALL-AMERICAN DAYS
A-3, B-6, C-1, D-5, E-7, F-4, G-2



Hagley is open daily, year-round, at 10 a.m. and closed Thanksgiving Day and Christmas Day.

The Belin House Organic Café is open daily 11 a.m. to 3 p.m.

For guided tours, research library hours, and event details, visit www.hagley.org.



Photo by Ashley Schroeder

At special Bike and Hike Dog Days, visitors can bring their four-legged friends, normally not permitted on the property.

Connect with us!



Unless otherwise noted, activities listed below are included with admission and free for members and children five and under.

**Weekends through November
Walking Tours at Hagley**

Hagley will offer in-depth, hands-on walking tours on weekends at 11 a.m. and 2 p.m. Learn about gunpowder production, water power, Brandywine Valley geology, the stories of immigrant workers, and Hagley's gardens. For a complete schedule and tour descriptions, visit www.hagley.org.

**Wednesdays through August – 5 to 8 p.m.
Bike and Hike**

Stroll, jog, or cycle Hagley's three-mile loop through the property from the Visitor Center to Eleutherian Mills and back. Bring a picnic or dine at the Belin House Organic Café. Visit our website for special activities, dog days, and information on picnic totes sold by the Belin House Organic Café. Admission is \$2 per person. Free for members and children five and under.

**August 22 – Saturday – 1 to 4 p.m.
Science Saturday: Stream Water Testing**

Experiment and innovate with this series of family activities. Families work together to creatively solve a problem. Test the water of the Brandywine and learn about the health of rivers.

**September 12 – Saturday – 10 a.m. to 5 p.m.
Civil War at Hagley**

Commemorate the 150th anniversary of the end of the Civil War with a living history event presented by the USS Lehigh Civil War Navy Re-enactment Group. Guests enjoy hands-on family activities and entertainment.

**September 12 – Saturday – 1 to 4 p.m.
All-American Day**

Enjoy a historically accurate nineteenth-century "Base Ball" game between Diamond State Base Ball Club and Flemington Neshanock Base Ball Club. Visitors to the game only should use Library/Soda House entrance.

**September 12 – Saturday – 1 to 4 p.m.
Science Saturday: Smelly Science**

Today's activity explores the science of odors.

**September 17 - Thursday - 6:30 p.m.
Research Seminar: "The Hamlet Imperial Food Products Fire: Business Relocation, Tragedy, and the Geography of Silence in Post-New Deal America"**

Presented by Bryant Simon, Temple University. Attendees are encouraged to read the paper in advance. For a copy, contact Carol Lockman, clockman@hagley.org. Held in the Library Copeland Room, use Library/Soda House entrance.

**September 20 – Sunday – 10 a.m. to 4 p.m.
Hagley Car Show**

Celebrate automotive innovation. Browse through more than 500 antique and restored cars that date from the early 1900s to 1980s. This year's theme is "Fins, Chrome, and the Rocket Age." Adults \$8, children \$5, Free for members and children five and under. Visit www.hagley.org for discounted advance tickets.

**September 26 – Saturday – 1 to 4 p.m.
Science Saturday: Move the "Powder Keg"**

Families will learn how simple machines work to move large objects like a "powder keg."

**October 1 – Thursday – 7 p.m.
Author Talk: Hasia Diner**

"Peddlers and the Great Jewish Migration to the New World." Free, reply requested, contact Carol Lockman at (302) 658-2400, ext. 243, or clockman@hagley.org. Held in the Soda House auditorium, use Library/Soda House entrance.

**October 2, 2015 – October 2, 2016
"Driving Desire" Opens**

Drawing from Hagley's collection of automotive advertising art, this exhibition features rare marketing materials highlighting everything from Duesenbergs to Datsuns. Members-only opening reception on October 2 from 5 to 7 p.m., contact Kim Kelleher at (302) 658-2400, ext 235, or kkelleher@hagley.org.

October 17 and 18, 24 and 25, 31 and November 1 – Saturdays and Sundays – 11 a.m. to 5 p.m.

Hayrides at Hagley

Families can enjoy a hayride along the Brandywine to experience the beautiful fall foliage in the Powder Yard.

**October 10 – Saturday – 1 to 4 p.m.
Science Saturday: Pumpkin Catapults**

Families will build a catapult and launch "pumpkins."

October 10 – Saturday – 1 and 3 p.m.

October 20 – Tuesday – Noon

"Driving Desire" Gallery Tours

Exhibition Curator Max Moeller will lead gallery tours of "Driving Desire."

October 15 – Thursday – 5:30 to 7:30 p.m.

Golden Pheasants: Innovation With Libations

Executive Director David Cole will lead tours of "Driving Desire" and talk about the Mad Men era. \$15 nonmembers, \$10 members. Reply by October 8 to Kim Kelleher, (302) 658-2400, ext. 235, or kkelleher@hagley.org.

October 17 and 18 – Saturday and Sunday

10 a.m. to 5 p.m. and 10 a.m. to 4 p.m.

Hagley Craft Fair

This artisans' marketplace brings talented artisans from the Mid-Atlantic area to display and sell fine arts, crafts, and gourmet items. Admission \$5, free for members and children five and under. Use Library/Soda House entrance..

October 22 – Thursday – 7 p.m.

Author Talk: Phyllis Lambert "Building Seagram"

Phyllis Lambert will present a personal and scholarly account of the building of the iconic Seagram Building. Free, reply requested, contact Carol Lockman at (302) 658-2400, ext. 243, or clockman@hagley.org. Held in the Soda House auditorium, use Library/Soda House entrance.



Photos by Ashley Schroeder

Plants, Seeds, and Green Energy

1) Money Clip

This stunning money clip is adorned with brass and silver plate vintage watch movements. A beautiful jewelry piece, made in the U. S., that is a sure conversation piece and a welcome addition to any collection.

Item #17032 - \$45.00

2) *The Left-Hander's 2016 Calendar* by Cary Koegle

This weekly planner is specially designed for the left-hander. Its spiral binding, on the right side of the book, has planning pages on the left, making it easier for left-handers to use. Each right-hand page includes facts, trivia, lefty birthdays, and history celebrating left-handers and left-handedness.

Item #15177 - \$14.99

3) *Smithsonian: 1,000 Inventions and Discoveries* by Roger Bridgman

From the ability to make fire to the latest developments in genetic engineering, uncover the real stories behind 1,000 remarkable inventions and discoveries that have shaped our world.

View incredible achievements in the order of their discovery. A timeline running through the book highlights historic events that formed the backdrop to each stroke of genius.

Item #6415 - \$34.00

Hagley Store Information

Hagley members receive a 10 percent discount at the Hagley Store.

Open daily at 10 a.m. Closes thirty minutes after museum closing time.

(302) 658-2400, ext. 274



Hagley

MAGAZINE

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Photo by Ashley Schroeder