

# Around the World w/ Norman Rockwell on Pan Am

## Addendum: Miscellaneous pictures and papers



Florida: Norman and my folks setting up the shot to the right.







Didn't want to leave my sister out. Here we are with two models for a Panagra ad in Florida. Panagra went to South and Central America, hence the poncho. I don't think it was ever used.



Norman had my dad and I pose like this. This is the closest I ever came to being in a Norman Rockwell painting. He did tell my parents that I was the best behaved child he ever worked with so that's something.

On the back of this picture my dad wrote this in pencil: "*'B' scrap photo to be used in Mid East picture 'A'- Mom & I also posed for it but Pan Am didn't buy the idea because of the times-- India and Pakistan were at war and white supremacy was an issue. The whole picture was gray and sepia tones except for the white tourists.*" Since the two pictures directly above go together as well as a similar pose I have of just my parents on the ['Asia' page](#), I'm guessing he meant the composite picture of South Asia with my parents sitting in the rickshaw. I only have a B&W copy so I don't know if it's in sepia tones. And maybe I would have been in the ad too since he did write it on my picture. Well, thanks to religious intolerance we'll never know.



On Using Photographs, from *Norman Rockwell, My Life as an Illustrator*:

"At first I used photographs only occasionally, trying to hang onto at least the shreds of self-respect. But it was like taking a touch of morphine now and then. Pretty soon, before I knew it, I was an addict. A guilty, shamefaced addict, but an addict nevertheless. Because photographs cleared up all my difficulties immediately. I could get the new, weird angles. I no longer had to depend on the professional models. Now anybody could pose for me.

Nowadays I use photographs for all my work. I still feel guilty about it. Whenever somebody comes into the studio I slip the photographs into a drawer. But I comfort myself with the thought that many of the great painters used aids to drawing: the camera obscura, the camera lucida, mirrors, et cetera. Holbein had a system for drawing on glass. Albrecht Dürer invented and presumably used a drawing aid. Toulouse-Lautrec and Degas worked from photographs sometimes. These men used the camera and the various other devices as *aids*, never slavishly. I think I do the same.

I don't copy photographs. Lots of people have the idea that when you work from a photograph you just tint it. If that were so, anybody could paint a *Post* cover. Which they manifestly cannot. I use on an average of a hundred photographs for a single *Post* cover. They are guides, nothing more. The essential ingredient in every one of my finished paintings is me—my feelings, ideas, skills. Photographs, I repeat, are only aids. After all I did paint directly from the model for over twenty-five years. and I have continued to draw from models; for instance, for the past three years I have attended a sketch class every Tuesday at Peggy Best's studio here in Stockbridge, Massachusetts.

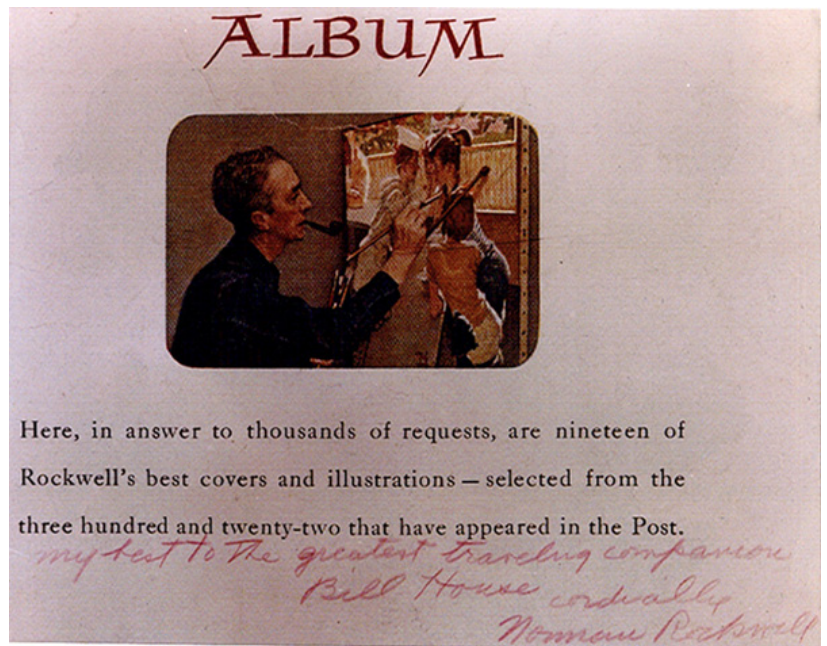


English countryside.

Working from photographs has many advantages. Take models, for instance. Now, if I want a bank president, why, I call up a bank president and ask him to come over to the studio for an hour or two. Before, I had to fake it, putting Pop Fredericks in a wing collar and business suit, trying to make him look like a bank president, which he didn't. Now I can get the real thing. ... And settings. there were details, accidents of light which I'd missed when I'd been able to make only a quick sketches of a setting. ... And costumes. I don't have to be so particular about the clothes the model is wearing. ... And expression. I work with a model (I never take the photographs) and when the smile has widened and the eyebrows are way up and the eyes are sparkling, the photographer snaps the picture and I have it. ... " (pp. 291 & 292.)



The Rockwell cover from the March 17, 1956 issue. Inside on page 78 & 79 was the ad on the [first page](#) of this article.



my best, to the greatest traveling companion Bill House, cordially Norman Rockwell





Blackie Kronfeld and Bill House

Blackie Kronfeld died in a Pan Am plane crash in the early 60's. My father bought his photographic lab from his widow and changed careers to photography. In 1977, at the age 83, Norman Rockwell received the nation's highest civilian honor, the Presidential Medal of Freedom, for "vivid and affectionate portraits of our country." He died a year later. About twenty years after Norman, my dad passed on as well.

Hotels on Round the World Trip for Mr. Norman Rockwell and Party.

<u>CITY</u>	<u>HOTEL</u>	<u>DATES</u>
London	Savoy	9/3-9/7
Paris	Montalambert	9/7-9/10
Barcelona	Ritz	9/10-9/13
Nice	Mondial	9/13-9/16
Rome	Hassler	9/16-9/20
Istanbul	Hilton	9/20-9/24
Beirut	Ezcelsior	9/24-9/27
Karachi	Metropole	9/28-9/30
New Delhi	Imperial	9/30-10/4
Calcutta	Grand	10/4-10/10
Rangoon	Strand	10/10-10/13
Bangkok	Trocadero	10/13-10/17
( Three in one room, will do all possible to confirm 3 singles)		
Hongkong	Peninsula	10/17-10/20
Tokyo	Imperial	10/20-10/24
Honolulu	Surfrider	10/24-10/29
San Francisco	Fairmont	10/29-11/1

Mr. & Mrs. Wallace Elton - Double room as far as Rome

Norman Rockwell )  
 Chester Kronfeld ) Single rooms for entire trip

William House Single room from Rome

*Dear You  
 The color slides  
 arrived. They are  
 wonderful. Especially  
 the Satantul ones.  
 Hones  
 STOCKBRIDGE  
 MASSACHUSETTS*

Dear Bill—  
 Received the  
 slides I'm sure they'll  
 be fine. Thank you.  
 Here's the New Yorker  
 story I told you about.  
 I think it will interest  
 you.  
 Your traveling  
 companion  
 Norman  
 please forgive conditng of mag.  
 it fell in a puddle.

Dear Bill—  
 Here it is! Ahead of  
 schedule!!!  
 I like it better than the  
 first one.  
 Couldn't you use some  
 coloring in the lettering? I felt all  
 the black lettering in the first job  
 sort of pulled down the gaiety.  
 How would it be if the "scribes"  
 were in pale gray green and  
 the heading of the main copy in  
 red? It seems to me it would  
 keep the entire page bounding.  
 Anyway I hope you like this  
 one. Wait till you see Karachi!!  
 Yours  
 Norman.  
 going on 62.

STOCKBRIDGE  
MASSACHUSETTS

Dear Bill

Here is an extra  
print for your family  
to keep and cherish.

You look a little  
bi-sexual.

Everything fine up  
here.

Yours  
Norman

Dear Bill -

This will come as  
a surprise but I thought  
it will help present the  
whole thing to Mr. Lipscomb  
more completely.

I also can put  
souvenirs in the seat with  
the tourists. Such as Pakistan  
rose on man's Cap and  
brass vase at woman's feet  
and maybe some packages.  
This would please the Karachi  
merchants.?

Yours  
Norman.

STOCKBRIDGE  
MASSACHUSETTS

STOCKBRIDGE  
MASSACHUSETTS

September 26, 1956

IN ACCOUNT WITH  
NORMAN ROCKWELL

Mr. Wm. E. House  
J. Walter Thompson Co.  
420 Lexington Ave.  
New York, N.Y.

1 Captain Mattis Portrait and Pencil Sketch	\$ 3500.00
Sketch Heads in oil for use in folders, etc.	\$ 1500.00
	\$ 5000.00

Dear Bill -

I've moved to the new  
studio and I came on these  
relics. I thought maybe  
you and Chas would like  
some of these.

How's the House  
family?

Yours  
Norman.

P.S. Please stop in and  
see me and my new studio.  
N.



And last but not least, a Pan Am bag with Norman and as he says on the original ad, "surrounded by distractions." I don't own one. I found it on Ebay.



If you're wondering what I looked like because the two pictures above are profiles, here I am about a year or so before those photos were taken. Wm

### An anecdote :

My mom and dad were invited up to dinner at the Rockwell's in Stockbridge, Mass. My dad told Norman they couldn't make it because his in-laws were in town. Norman said bring them along. So they all drove up to Stockbridge together. My dad introduced my grandfather (Al Cox) to Mr. Rockwell, saying, "Norm, this is my father-in-law, Al. Al this is Norm." They got along great but my grandfather had no idea who Norman Rockwell was. It's important to note here that my granddad, before he became a dairy farmer, sold Sherwin Williams paint. In fact, he got some kind of award for selling over 100,000 gallons. Anyway, after a while, Norm says to my granddad, "C' mon Al, let's go for a walk." So they take a walk in beautiful Stockbridge and arrive downtown shortly thereafter. Norman points to a quaint building in the middle of town and says, "I painted that General Store." My grandfather said to him, "Did you use Sherwin Williams paint?"

True story. My grandfather never did find out who Norman Rockwell was until he got back to his home in Minnesota. He laughed about it for days afterwards. William



The Stockbridge General Store (in the middle)