THE NEWSLETTER OF THE GENERAL LEW WALLACE STUDY & MUSEUM

# FROM THE STUDY

# **Ben-Hur** Exhibit Opens



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The General Lew Wallace Study & Museum is deeply committed to the protection and preservation of Lew Wallace's legacy now and for generations to come.

Amanda McGuire Associate Director

The 2017 exhibit "From the Page to the Stage:

Ben-Hur as Lew Wallace Knew it" opened Saturday, March 11 in the **Carriage House** Interpretive Center. This exhibit discusses why Wallace wrote the famous novel, why it became a best-seller, the merchandising products that used the Ben-Hur name, and the production of the Broadway play.

Lew Wallace's Ben-Hur: A Tale of the *Christ*, published in 1880, sold more copies than any other printed work in the 19th century with the exception of the Bible. It was after reading *Ben-Hur* that President James A. Garfield appointed Wallace to be U.S. Minister to the Ottoman Empire. The Broadway play ran for more than

and overseas. Ben-*Hur's* success also provided Wallace with



the necesary funds to build his Study, now a National Historic Landmark.

Artifacts from the museum's collection, including the original contract for Ben-Hur, are on display. We also have items on loan from two Wallace Scholars. Howard Miller and

twenty years in America Roger Adams graciously loaned Ben-Hur products as well as items related to the Broadway play.

> "While Lew Wallace is certainly of interest to Civil War buffs completely separate from *Ben*-*Hur*, we probably wouldn't have a museum dedicated to him without the novel," says Museum **Director Larry** Paarlberg. "Sales of the book and licensing proceeds enabled him to build his Study, which then gives us a chance to preserve his legacy and use it to inspire visitors

more than one hundred and thirty years after the publication of the novel."

"From the Page to the Stage: Ben-Hur as Lew Wallace Knew it" will run through mid-December. It may be viewed Tuesday through Saturday from 10 a.m. to 5 p.m.

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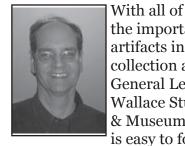
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# **Notes From The Director**



the important artifacts in our collection at the General Lew Wallace Study & Museum, it is easy to forget

that our largest and most important artifact is the Study itself. Over the last several years we have tackled several large projects in an effort to protect and preserve this crown jewel in Crawfordsville. We secured the exterior envelope by restoring the copper roof, repairing the foundation, installing drains in the sidewalks near the Study to divert rain water, repairing the exterior of the windows and doors, adding a storm door to the back door, and weatherproofing the porch and terrace. On the interior we installed a new heating and air conditioning system, entirely new electrical system and lighting, a new security system. and we completed the full paint restoration. The projects both interior and exterior could not have been accomplished without the generous support of our donors-including the City of Crawfordsville, the Jeffris Family Foundation of Wisconsin, and several individuals who contributed significantly. Each and every donor has made a difference.

While we will continue to monitor and care for the Study, we are now turning our attention to the objects that make the museum so special.

Lew Wallace's extensive library has been fully explored and notes made as part of that project are being entered into a database. We have removed items from display that were not in the Study during Lew's lifetime in an effort to better represent the building as Lew knew it. Perhaps most exciting we secured a Heritage Support Grant to complete an assessment of the oil paintings and their gilded frames. Heritage Support Grants are provided by the Indiana Historical Society and made possible by Lilly Endowment, Inc. From this assessment, we developed a priority list that identifies the problems and issues facing the paintings from most concerning to least. We have done the same with the frames. Two of the paintings have already been taken to a conservator. Lew's painting of the Kankakee and of Sultan Abdul Hamid II were of critical concern because of structural issues and active deterioration. The cost for their repairs was also affordable! The frame for the Kankakee painting was also sent for conservation.

Using the priority list as our guide, we anticipate beginning a systematic rotation for the restoration of the works of art in the Wallace collection. We will be raising additional funds for the project, but the endowment for the General Lew Wallace Study & Museum at the Montgomery **County Community Foundation** will also be a wonderful resource for this project. While the

endowment funds will be used in many ways for the benefit of the museum, generous donors who established and have supported the Community Foundation funds have assured that this important conservation project can go forward. Each year we will be able to continue working on the priority list for the art.

This is just one of the exciting projects we have in the works.

Please follow our progress on our website, through social media, in our newsletters—and with visits to the museum! Whether through membership support, our annual fund, Adopt-a-Spot, event sponsorships, gift shop purchases, or through gifts to the endowment, we thank you for your support—we are doing our best to make sure your contributions make a lasting

difference. We hope you will always find the General Lew Wallace Study & Museum a place to enjoy and a source of personal pride for the part you have played in its preservation.

Lany Scouldez

# 2017 Programming

#### Stephanie Cain

*Visitor Services* Every year the General Lew Wallace Study & Museum complements the annual exhibit in the Lynne D. Hohlbein Education room in the Carriage House with programming that supports the theme. This year, our programming continues last year's Lew Wallace Festival of Words, covering a wide range of topics related to Wallace's literary career.

In March, we hosted a Hoosier Movie Night where we screened the 1952 movie *Carrie*, which is an adaptation of Theodore Dreiser's 1900 novel *Sister Carrie*. We also held a book club meeting to discuss Gene Stratton-Porter's *A Girl of the Limberlost*. The full schedule of upcoming Hoosier Author Book Club and Movie Night events follows:

May 4 - The Friendly Persuasion by Jessamyn West June 8 - God Bless You, Mr. Rosewater by Kurt Vonnegut July 13 - On Her Own Ground: *The Life and Times of Madam C.J. Walker* by A'lelia Bundles **August 10** - Movie Night -*Friendly Persuasion* (Gary Cooper and Dorothy McGuire, 1956)

**September 21** - *The Bears of Blue River* by Charles Major **October 19** - Movie Night -*The Magnificent Ambersons* (dir. Orson Welles, 1942) **November 2** - *Ben-Hur* (read either the Lew Wallace original or Carol Wallace's 2016 update of the novel.)

For more information call the museum or check out our website at http://www.benhur.com/programs/hoosierauthors-book-club/.

On Tuesday, May 9, Sandy Barnard will be joining us for a special discussion of Indiana Quakers in the Civil War—a topic that relates to both Lew's Civil War career and our book club discussion of *The Friendly Persuasion*. Mr. Barnard will talk about Major Joel H. Elliott, a Hoosier Quaker who served in the Civil War. He will also have copies of his book for sale.

Later that month on May 25 we will have a speaker from the Indiana State Museum discussing Gene Stratton-Porter. Stratton-Porter's life paralleled Wallace's in many ways—both were largely selfeducated, both loved nature, and both were talented writers and painters.

Additional programming has not been scheduled, but lectures currently being planned are a talk about Kurt Vonnegut and visits from Dr. Howard Miller, one of our Wallace scholars and a *Ben-Hur* expert.

To stay up-to-date on all our programming, visit our website to sign up for our twice-monthly email newsletter: http:// www.ben-hur.com/about-us/ newsletter/.



# Burma Shave and *Ben-Hur*

#### <u>Larry P</u>aarlberg Museum Director

The era of modern mass marketing was just beginning to take root in the years after the Civil War. One of the hallmarks of this marketing was promoting name recognition. The timing for Lew Wallace and *Ben-Hur* could not have

been better. As sales of Lew's novel skyrocketed, the names of both Ben-*Hur* and Lew Wallace began appearing all over the country on countless products.

**BEN-HUR** A FRATERNAL BENEFICIAL ORGANIZATION FOR MEN.\*"WOMEN. IN OFFICE CRAWFORDSWILLIN FOR MEN.\* WOMEN.

schools, associations, music, and more. Certainly one of the most prominent examples with a Crawfordsville tie was the Tribe of Ben-Hur.

In the early 20th century the marketing of products exploded as communities were connected over the airwaves by radio and physically by an expanding network of highways. Mail Pouch tobacco, Rock City, and perhaps most famously, Burma Shave made great use of highway advertizing. It was

only a matter of time before Burma Shave and Ben-Hur would cross paths.

In the days before electric razors and disposable blades. men had to shave with a cream that lathered up. When the Burma Shave

for a way to raise public awareness. The manufacturers began advertizing the cream by putting up signs along the highways. Usually these signs had funny lines that rhymed. Each sign had one line

was introduced in 1925, sales

were sluggish and, as a result,

the owners began looking

and as people travelled down the highway the signs would appear in succession. The last sign almost always had the words Burma Shave or the logo. This was such a successful campaign that at its peak, Burma Shave was the second most popular shaving cream.

This marketing effort continued from 1925 to 1963 when the company was sold to Philip Morris. Oddly enough, it was the development of the interstate highway system and increasing reliance on the automobile that led to the demise of the Burma Shave signs. Higher speed limits making it harder to read the signs, signage along the highways becoming increasingly standardized. and concerns about driver distraction and safety due to

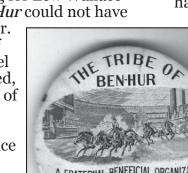


the higher speeds contributed to the demise of the promotional campaign.

Although the signs actually provided entertainment along America's highways for only 38 years and were last used in 1963, they proved to be an inspired advertizing campaign that has remained part of popular American culture and are still fondly remembered 48 years after the gimmick ended.

It took a while for Burma Shave to feature Lew Wallace's creation, but in 1950 Ben-Hur was immortalized with the following:





# Youth ArchiCamp Returns this Summer

In partnership with Indiana Landmarks, we are offering ArchiCamp on June 20-22 for children ages 8-12. The camp will run from 9:00 to 3:00 each day and costs \$25 per student.

During the three-day camp, students will learn about Crawfordsville's architectural heritage, including the historic Study building. Campers will take walking tours, learn about architectural terms, make plaster rosettes from molds, build local buildings from cardboard boxes, learn about careers in historic preservation, and discuss



ArchiCamp Participants in 2016 learn about the architecture at Lane Place

preservation successes in our community.

In order to provide this experience to students for only \$25, we rely on donations from organizations, businesses, and individuals to sponsor students for \$75.

If you are interested in sponsoring a local child, or if you would like to register a student for ArchiCamp, please contact Amanda McGuire at amcguire@ben-hur.com.

# General Lew Wallace deserves his place in history. Help us preserve that place.

Membership to the **Lew Wallace Study Preservation Society** begins with your annual contribution of \$25 or more. Membership offers discounts and complimentary admission and event tickets.

### Lieutenant Level-\$25 (Individual)

- Complimentary admission for 1
- Subscription to newsletter

### Major General Level-\$50 (Family)

- Complimentary admission for family
- Subscription to newsletter

#### Governor Level-\$100 (Sustainer)

- Major General-level benefits, plus
- 10% discount in museum shop



### Ambassador Level—\$250 (Benefactor)

 Governor-level benefits, plus
 2 tickets to the annual Taste of Montgomery County

#### Ben-Hur Level-\$500+ (Patron)

- Ambassador Level benefits, plus
- 1 ticket to the annual Holiday Tea

#### Name

Address			
City	State	Zip	
Phone number	e-mail		

Please clip & mail your membership information to LWSPS, PO Box 662, Crawfordsville, IN 47933

□ Enclosed is my check payable to the Lew Wallace Study Preservation Society

□ I will pay with credit card online

Please visit www.ben-hur.com/join-support to pay for your membership with a credit card via Paypal

I wish to remain anonymous

□ I'm declining benefits, making my contribution deductible to the full extent of IRS regulations.

# **Unique Ways to Support the Study**

#### <u>Stephanie Cain</u> Visitor Services

Did you know there are easy ways to support the Study while you shop? If you buy your groceries at Kroger, you can register your Kroger Plus Card in the Kroger Community Rewards program.

1. Visit http://

krogercommunityrewards.com/
2. Create an account and
register your card
3. Search for us as "Lew
Wallace Study Preservation
Society" or by our organization
number, "29089."
4. Select our organization and
click confirm, and it should

display on the right side of your information page.

Then just buy your groceries as usual. Every time you use your Kroger Plus Card, we'll get a portion of your total donated to our organization!

You can also support us while shopping online at Amazon. If you visit our online gift shop page at http://www.ben-hur. com/shopping/ and click any of the links to an Amazon product, you will be taken to Amazon through our Amazon Affiliates link. We will get a portion of anything you buy during that visit, at no extra cost to you! For other ways to support the General Lew Wallace Study & Museum, visit our Join and Support page at http://www. ben-hur.com/join-support/.



# **Little Free Library**

#### <u>Amanda McGuire</u> Associate Director

The Study is installing its very own Little Free Library this spring! Little Free Libraries are small lending libraries where patrons are encouraged to "take a book, leave a book." This movement was started by Little Free Library, a nonprofit organization whose mission is to promote a sense of community, reading for children, literacy for adults, and libraries around the world. There are currently over 50,000 registered Little Free Libraries in all fifty states and seventy countries.



Our library is modeled after the Study building and was handcrafted by museum volunteer Walt Grant. The library is located in the Zouave Garden near the Carriage House Interpretive Center making it easily accessible to all.

We will stock the library with books for visitors of all ages. There will also be a seed exchange inside the library with seeds collected from plants on the Study grounds.

# Wallace Book Project

<u>Stephanie Cain</u> Visitor Services

For two years, Museum staff has been working hard at editing and formatting Lew and Susan Wallace's books. We have issued each title as it is completed, and

the project is slated for completion in 2017. Because Lew's books are currently more widely available than Susan's, the project began with Susan's books.

Susan's first book, *The Storied Sea,* is the record of Susan's 1881 trip with Lew to the Ottoman Empire.

Susan's second book is *Land of the Pueblos*. In the late 1870s, Susan traveled with Lew to Santa Fe and wrote a series of dispatches to the press back East. *Land of the Pueblos* is a collection of her articles on various topics, including the history of New Mexico, the climate, the geography, and the many cultures who settled there.

Susan's short book *Ginevra*, originally published in 1886, is the story of a happy young noblewoman, the men who courted her, the father who loved her, and the tragic fate that awaited her. Our edition is published with the original illustrations by Lew Wallace. *The Repose in Egypt: A Medley* is Susan's account of her visit to Egypt, generously supplemented with Egyptian history and religious mythology surrounding Jesus, Joseph, and Mary's flight

> to Egypt. During Susan's own 'repose,' she and her fellow travelers tell each other stories, which are also related here.

Along the Bosphorus and Other Sketches, published in 1898, is Susan E. Wallace's travelogue and reminiscences of her

travels along the Bosphorus and to Italy and England.

The Study's Bicentennial Edition of *Ben-Hur* is now available!

More of Lew Wallace's writings are forth-coming; *The Fair God* is nearly completed, and will be followed by Lew's campaign biography of Benjamin Harrison (currently

being proofed) and a special paperback edition of Lew's autobiography, which is in the early stages of being formatted.

All books are available as a paperback or e-book through

Amazon and as a paperback in the Study's gift shop. Books may be purchased online through our gift shop website http://www.ben-hur.com/ shopping/. Other e-books are also available at that link, including *How I Came to Write Ben-Hur* (an excerpt of the autobiography) by Lew Wallace.

Each year as part of the museum exhibit, we produce a booklet that is available for purchase in our gift shop. We have begun creating e-books of the exhibit booklets as well, and those are also available at our online gift shop. Titles currently available include:

• Collective Influence: The Wallace Women – 2007 exhibit booklet

• Lew Wallace: Gentleman Scientist – 2008 exhibit booklet

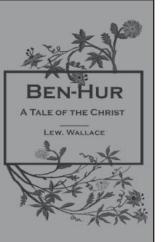
• Embattled: General Lew Wallace's Leadership in the Civil War – 2009 exhibit booklet (written by Wallace Scholar Gail Stephens)

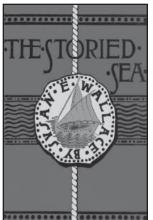
• Courage and Conflict: Lew Wallace in 1862 – 2012 exhibit booklet

• Vindication: Lew Wallace in 1864 – 2014 exhibit booklet

• Trials and Tribulations – 2015 exhibit booklet

Stay tuned for more news about this ongoing project!





# Study Scrapbook



Tea-goers enjoy delicious treats at the Holiday Tea



The Study hosted a well-attended Member Preview Party for the new exhibit in the Carriage House Interpretive Center



A pair of foxes visited the Study in early January



Museum volunteer Walt Grant digs post holes for the Little Free Library on Park Day



Art conservator Sharon Battista examines The Turkish Princess inside the Study

# **From the Gardens**

#### Deb King Grounds Manager

Spring has arrived! The lawn is turning green and weeds have started to appear in the gardens. The mild winter weather has seeds germinating early; perennials and bulbs have been breaking through the ground since February. The hawks and crows are sitting on their nests. It is time to get busy with the many projects for the 2017 season.

Due to water damage concerns, the David Wallace monument was moved during the winter. The monument now resides in the Zouave garden, near the Carriage House. The monument and donor plaza, along with new

plantings, will enhance the Zouave garden. The Little Free Library will be placed along the edge of the garden, making it accessible to pedestrians and drive-up visitors.

A new brochure has been developed featuring the most asked about plants. Plume poppy, ligularia, Korean spice viburnum, and many more plants are highlighted in the brochure. The color brochure includes a map where these plants are located. A tree brochure is also available to our visitors. We hope to get an outdoor brochure rack in the future so these brochures (and others) can be made available to our visitors.

A late winter/spring perennial is the hellebore (Helleborus).

The hellebore is also known as the Lenten Rose, due to blooming around the beginning of Lent. Although not classified evergreen, the foliage stays dark green throughout the winter. The foliage starts to die back in late winter, coinciding with the development of the flower buds. Once the buds have started to open, I cut back the dying foliage. Very little maintenance is needed for this perennial. The hellebore grows well in shade and most soils. It may need additional watering during the dry summer months. The hellebore have a variety of colors available and the Study's is a creamy pale green/ yellow. Hellebores may bloom from February through the end



of May. Most mature hellebores will develop and drop their seeds. They are slow growing but worth the wait. Other early blooming perennials and bulbs are scilla, butterbur, daffodils, crocus, and hyacinth.

Park Day was held on April 1st in partnership with Civil War Trust. Park Day volunteers helped prepare the grounds for the season. Picking up fallen branches, raking leaves away from the buildings, and setting up the picnic grounds were just some of the things accomplished. A free Museum tour and a Park Day t-shirt were given to the volunteers.

Planting season will start soon. Dividing daylilies, potting up seedlings (available to our visitors for a small donation), planting pansies and colorful annuals. Tree seedlings (redbud, gingko, little leaf linden) have been moved to more appropriate locations. The gardens will be highlighted during the Flower Lovers Garden Walk and Plant Sale, being held in June.

The Adopt-A-Spot program plays a huge part in the beautification of the grounds. The program provides the funds for the continued legacy of Wallace's love of nature. The arboretum and garden presentation is a vital part of the museum experience. Thank you to our 2017 sponsors: Chuck & Nancy Beemer, Mike & Diane Beemer, Roger & Jan Cain, Rusty & Kathy Carter, Steve & Barb Carver, Flower Lovers Club, Marc & Helen Hudson, Suanne Milligan.



# General Lew Wallace Study & Museum Contributions Received October 21, 2016 through March 15, 2017

*Every member and donor matters a great deal to us and we appreciate your support. We have made every attempt to ensure the accuracy of this list. If we have made an error in your listing, please contact us immediately.* 

### **Ben-Hur**

Mike & Diane Beemer James & Lorena Elmore Dennis J. & Dee Hohlbein Howard Miller Dale & Linda Petrie Michael & Gail Stephens Richard & Nancy Williams

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### **Adopt-A-Spot**

Chuck & Nancy Beemer Mike & Diane Beemer Roger & Jan Cain Rusty & Kathy Carter -Team Rusty Steve & Barb Carver Marc & Helen Hudson Suanne Milligan Flower Lovers Club

# **Stay Connected Online:**

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wallacestudy



@wallacestudy

# **Art Conservation**

#### Amanda McGuire Associate Director

Last summer the Study was awarded a \$4,800 Heritage Support Grant to conduct a condition assessment on 16 of the oil paintings in the museum collection. Heritage Support Grants are provided by the Indiana Historical Society and made possible by Lilly Endowment Inc. With this assessment we will better understand the current condition of all of the paintings and what kinds of active deterioration we are facing.

In January, an art conservator from Indianapolis visited the Study to assess the paintings. She closely inspected and photographed each painting to determine the level of damage that has occurred over the years. Based on the condition of the frames, the art conservator suggested we also have a frame specialist assess the frames for several of the paintings. We have received the conservation reports and have a priority list of which paintings need immediate attention.

A few of the paintings were

previously treated in the 1990s but will need cleaning and new foam core backings. Most of the paintings are against the outside walls of the Study, so they are exposed to extreme temperature

and humidity fluctuations. The foam core, as well as the improvements made over the years to the Study environment through restoration projects and environmental monitoring, will help protect the paintings.

The largest painting, The Conspirators by Lew Wallace, needs a significant amount of work. The conservator needs to clean the surface, remove the varnish, repair crackle, remove the stretcher and clean it, line the painting, restretch the painting, varnish, and fill and inpaint areas of paint loss.

In addition to completing the

conservation assessment, this grant also allowed us to start the actual conservation treatment on two paintings, both painted by Lew Wallace. The art conservator currently

has



The Conspirators by Lew Wallace

Kankakee Landscape and Sultan Abdul Hamid II and has started the process of cleaning and treating these two paintings. We will seek additional funding

opportunities

through grants to cover the costs of treatment for the remaining paintings.

This conservation project will allow visitors to see the paintings as they were originally conceived by the artists, not as they now look with over a century of dirt and damage.

# New Exhibit in Study

For the last eight years there has been an exhibit on *Ben-Hur* in the Legacy Gallery at the back of the Study. We plan to have Ben-Hur exhibits in the Carriage House Interpretive Center for the next two years, so we have changed out the exhibit in the Legacy Gallery. This exhibit focuses on Lew Wallace's military career and features his Civil War uniform as well as other artifacts from his time in both the Mexican War and the Civil War.



#### **GENERAL LEW WALLACE STUDY & MUSEUM**

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### **RETURN SERVICE REQUESTED**

# **2017 Spring & Summer Events Calendar**

April 10 - Lew Wallace's 190th birthday

May 4 - The **Hoosier Authors Book Club** will meet to discuss Jessamyn West's *The Friendly Persuasion* at 7 p.m. in the Carriage House Interpretive Center. Free. RSVP required.

May 9 - **Adult Lecture Series**. A Quaker Hoosier in the Civil War presented by Sandy Barnard. 7 p.m. in the Carriage House Interpretive Center. Free. RSVP required.

May 25 - **Adult Lecture Series** - Gene Stratton-Porter at 7 p.m. in the Carriage House Interpretive Center. Free. RSVP required.

June 8 - The **Hoosier Authors Book Club** continues with a discussion of *God Bless You, Mr. Rosewater* by Kurt Vonnegut at 7 p.m. in the Carriage House Interpretive Center. Free. RSVP required.

June 20-22 - ArchiCamp (see page 5 for details).

June 26-June 30 - **Museum Camp** presented by Heritage Alliance. Students will spend each day at a different cultural attraction. They will be at the Study on June 27.

July 1 - In partnership with the Carnegie Museum, the Study will host a **Maker Day** on the museum grounds celebrating inventions, creativity and all things made. 1 p.m. - 4 p.m. Free.

August 26 - The 11th annual **TASTE of Montgomery County** will take place on museum grounds and feature scrumptious food from local restaurants and live music. Mark your calendars to join us!