

# A Main Line Pastoral

By ANDREA K. HAMMER  
FOR THE BULLETIN

**Haverford** — Despite January's spare landscape, Haverford Township is a haven for nature photographers and arts enthusiasts.

A scenic half-hour train ride from Center City on SEPTA's R5 Paoli/Thorndale line conveniently delivers a visitor at the Haverford train station. Just down Haverford Station Road and around the corner to Lancaster Avenue, boutiques, bookstores and nature trails lead an adventurer on an inviting expedition.

Within view across Lancaster Avenue, Haverford College's tree-lined campus sprawls on more than 200 acres of a nationally recognized arboretum with award-winning architecture and landscaping. A 3.5-acre duck pond offers welcome signs of mid-winter wildlife in a postcard-like centerpiece, providing a tranquil refuge for quiet reflection before students return for the spring semester shortly.

As part of the ongoing "Alumni Year in the Arts" (AYA) celebration, the college has invited notable graduates to discuss arts and urban renewal, writing, Hollywood, visual culture, filmmaking, music, theater, journalism and visual art/photography.

On Jan. 26, from 10 a.m. to 5 p.m., "Behind the Scenes — a Filmmaking Workshop and Student Film Festival" will feature an entertainment lawyer; a producer/director/editor; an independent film writer, director and producer; and an executive vice president of animated films from Disney. On Jan. 26, from 7 to 11 p.m., a film festival will also be held.

On Feb. 23, a "Music Fest" will include a "Music of Dawn Brunch" in Founders Great Hall from 10 a.m. to noon. In addition, "Student Music Masters Workshops" will run from 12:30 to 5 p.m. On Feb. 24 at 3 p.m., a guest artists' series will showcase the Bard String Quartet with alumni musicians playing the oboe and cello. A Schubert Scholar will also discuss the music in Marshall Auditorium.

Other forums in the spring will include "From Laptop to Broadway — The Making of a Theatrical Production" and a "Journalism Panel — The Modern Age of Media" along with an alumni photo exhibit. For additional details about the college's many arts-related programs offered throughout the year, visit [www.haverford.edu](http://www.haverford.edu).

At Tyme Gallery, the recently opened "X: The Winners' Circle" will run through Feb. 5. The exhibit will showcase the paintings and photographs of winners from "Inner Essence: 10th Annual Juried Exhbo." On Jan. 25 and 26, the gallery is also accepting entries for "Photography

Expo VII," a juried exhibit that will open on Feb. 10 and run through March 6. For detailed guidelines, visit [www.tymegallery.com](http://www.tymegallery.com).

The Main Line Art Center is currently hosting exhibits celebrating the creative endeavors of talented students in the area. Through Jan. 20, "Independent Schools' Elementary Student Exhibition" will be on view. From Jan. 25 to Feb. 3, the "Lower Merion School District Exhibition" will also be displayed. The center offers classes, lectures, trips and other special events. For more information, see [www.mainlineart.org](http://www.mainlineart.org).

Children's Book World is an independent bookstore featuring a wide selection of children's books and author/illustrator events. For 17 years, the store has created a gathering place for parents and children, teachers and classmates, authors and illustrators — and stories and imaginations. On Feb. 10, Children's Book World will celebrate Elmo's birthday during three sessions, each of which will be limited to 65 children. These will include story and activity time, meet-and-greet opportunities and book signings with Elmo. If families bring their own camera, they may pose for one photo with Elmo. For additional details, visit [www.childrensbookworld.net](http://www.childrensbookworld.net).

Learn more about Haverford Township, including the area's historic sites, at



Courtesy of the Robert Brown Gallery

"Advertisement for Eveready Batteries, 1937-38" is one of 23 advertising posters in "Selling Happiness in China."

[www.haverfordtownship.com](http://www.haverfordtownship.com).

Andrea K. Hammer is the founder and director of Artsphoria: Celebrating Arts Euphoria ([www.artsphoria.com](http://www.artsphoria.com)).

## 'Selling Happiness' To Run At Haverford College

"Selling Happiness in China," an upcoming exhibit in Haverford College's Cantor Fitzgerald Gallery, will display 23 advertising posters playing a crucial role during the political change and economic expansion of early 20th-century Shanghai.

In the early part of the last century, as the consumer market in Shanghai grew, so did Chinese and foreign companies' use of the Western advertising medium of the poster. Some of the West's most famous corporate names — British-American Tobacco, Standard Oil of New York (Mobil), Colgate Palmolive and Eveready Batteries — used posters to promote their products. These companies commissioned artists to paint pictures, usually of a woman, scene, popular legend or tale. The painting would then be reproduced by color lithography and become the central part of the poster, often framed by a colorful border.

Early calendar posters from the 1910s echoed traditional New Year pictures ("nianhua"), depicting the idealized woman surrounded by her healthy children, and scenes from folk tales and classic stories. The most pervasive images of the 1920s and 1930s were of glamorous

women in modern dress and surroundings, reflecting the changing and increasingly independent role of urban women in Chinese society. The advertising posters depicted the modern ideal of prosperity and fortune — luxurious home furnishings, gardens, radios, telephones and golf courses. Although the posters were mostly giveaways to distributors and retailers, they became so popular that Chinese consumers bought them to display decoratively in their homes.

The art of the advertising poster declined with China's economy after 1938 and China's declaration of the War of Resistance against Japan and the Chinese Civil War. Today, these posters are rare and highly valued by art collectors.

The exhibit, which will run from Jan. 25 to Feb. 24, is made possible with the support of the Robert Brown Gallery in Washington, D.C. An opening reception will be held on Jan. 25, from 5:30-7:30 p.m., in the gallery.

For more information, visit [www.cantorfitzgeraldgallery.org](http://www.cantorfitzgeraldgallery.org), or contact Matthew Seamus Callinan, campus exhibitions coordinator at 610 896-1297 or [mcallina@haverford.edu](mailto:mcallina@haverford.edu).