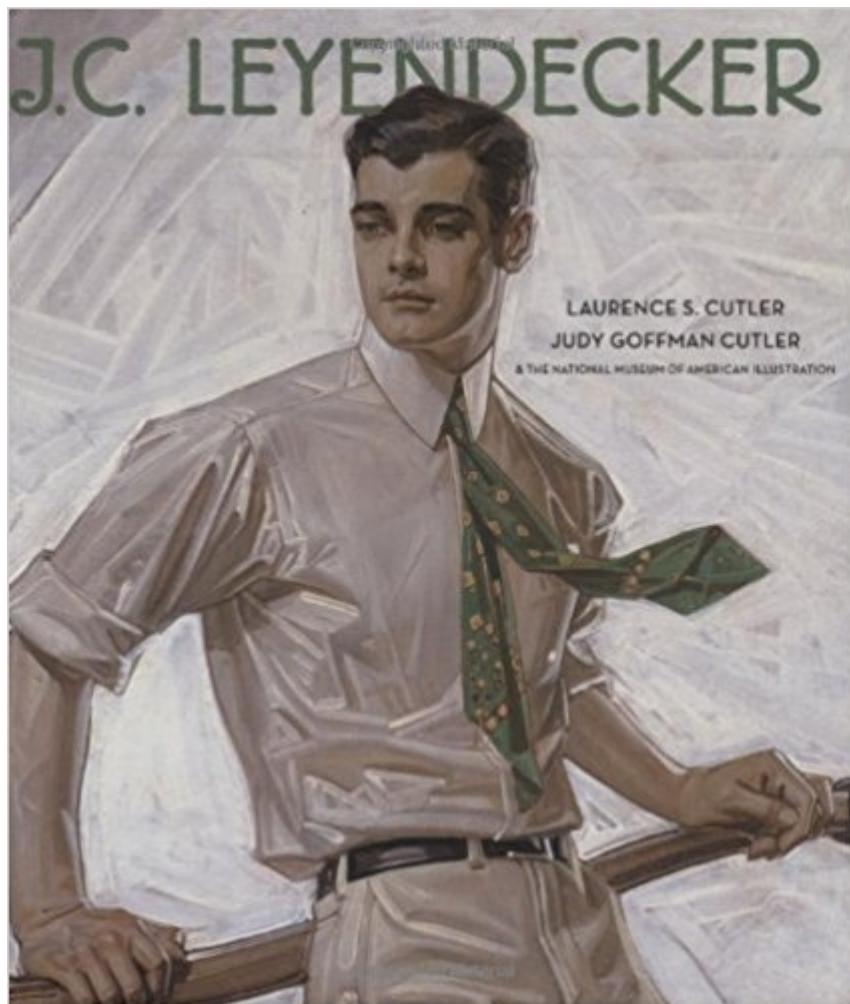


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J.C. Leyendecker: American Imagist



Synopsis

One of the most prolific and successful artists of the Golden Age of American Illustration, J. C. Leyendecker captivated audiences throughout the first half of the 20th century. Leyendecker is best known for his creation of the archetype of the fashionable American male with his advertisements for Arrow Collar. These images sold to an eager public the idea of a glamorous lifestyle, the bedrock upon which modern advertising was built. He also was the creator instantly recognizable icons, such as the New Year's baby and Santa Claus, that are to this day an integral part of the lexicon of Americana and was commissioned to paint more Saturday Evening Post covers than any other artist. Leyendecker lived for most of his adult life with Charles Beach, the Arrow Collar Man, on whom the stylish men in his artwork were modeled. The first book about the artist in more than 30 years, J. C. Leyendecker features his masterworks, rare paintings, studies, and other artwork, including the 322 covers he did for the Post. With a revealing text that delves into both his artistic evolution and personal life, J. C. Leyendecker restores this iconic image maker's rightful position in the pantheon of great American artists.

Book Information

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Customer Reviews

Laurence S. Cutler is an architect, author, and the chairman and co-founder of the National Museum of American Illustration. Judy Goffman Cutler is an art dealer, author, owner of the American Illustrators Gallery in New York, and a co-founder of the National Museum of American Illustration. The Cutlers live in Newport, Rhode Island.

Beautiful collection of one of America's greatest early 20th-century illustrators. The reproductions, the paper, and the binding are high quality. Great reference work with stunning images of the beauty of the American male between 1910-1930.

If you're an artist ...this is my highest rec in regards to studying drapery . Leyendecker is a master of drawing the negative space/shape a fold makes , not the actual fold...best believable hand drawn/painted/stylized drapery you'll ever see.

For illustrators and artists of all types, this book will please, showcasing as it does the impressive breadth and depth of Leyendecker's exceptional talent and skill. I bought the book for a different reason, however. I am always searching for images of well-dressed men to serve as a balance and antidote to the current era's preference for ugly, undignified, ill-fitting and guttersnipe "anti-style". Leyendecker's wondrous images of beautiful men and women dressed in gorgeous perfectly-tailored clothes did the trick for me!! Nothing better. Mostly color photo's. Some B/W.

Norman Rockwell is a household name to many Americans, and just as many non-US born enthusiasts, but as those very same Americans who J.C Leyendecker is and they'll likely draw a blank. He's in my opinion just as big a perpetuator of the American ideal as Rockwell ever was and this book is such a great collection of his art. A fan of either should not miss out on this. I really hate "art books" that when you flip through their pages, they have more words than images. Quite happily this is not one of those. Words are unavoidable as I'm sure those not familiar with the artist will probably want to know just a little about them, but ultimately I think most people pick up these books for the art. This book has that in spades. Even the table of contents and bibliographies are lined with his art. Love, love, love this book.

This book offers a beautiful overview of Leyendecker's career and body of work. American 20th Century advertising has its roots in his illustration styles, with examples from his work for Ivory and Arrow to name a few. We can even see his influence on Norman Rockwell's work through many of the imagery presented here.

This book contains rare, excellent color reproductions of not only most of Leyendecker's finished illustrations but also many of his preliminary studies. I find this a wonderful surprise because I had

thought a lot of his originals were sold and virtually lost after his death. As an art student in the 1950s, I first discovered Leyendecker's work while studying illustrations in bound volumes of the Saturday Evening Post in a library. I have been a fan of his work throughout my career. The authors have presented a fairly detailed story of Leyendecker's life. This again is a surprise because he was a very private person, living in seclusion after 1930. The authors place too much emphasis on the fact that he was a homosexual. They interpret some of his work as being a homosexual statement of some sort. They are way off in this conclusion, as they are in much of the text, inserting their opinions into biographical writing. Leyendecker had a lot to do with the growing power of advertising but he was not the only force at that time. The authors give JC and Arrow Shirts too much credit regarding the establishment of branding in marketing. Coca-Cola, Ford and a few others had a little influence also. The authors are much too critical of Norman Rockwell and his relationship with Leyendecker. Leyendecker was Rockwell's idol. Rockwell was one of the few people who attended JC's funeral. Rockwell admits that, as a young illustrator, he tried to emulate Leyendecker's style. By 1916 Rockwell was a Post cover artist himself and he soon fell into his own way of working. While Rockwell thought so much of Leyendecker and his work, he did not personally approve of his life style. This is a first rate book --in spite of the text--because it is a marvelous, rich collection of work by one of America's greatest illustrators. Paul Sullivan

Fine book on an absolute master. Lavishly illustrated, the larger color plates allow for appreciation of the artist's magnificent draftsmanship and brush work. Well represented is Leyendecker's creation of an almost ridiculously handsome ideal -- even Cary Grant never looked THAT good -- predating Ralph Lauren by two generations. All his major covers are here -- if mostly in miniature -- along with his famous shirt ads. Plus, the author did not shy away from exploring Leyendecker's shadowy personal life, oh so different from the easy, suave, clubby world he depicted.

I ordered this book because I have a calling card of J.C. Leyendecker's, with a few of his doodles on the back of it. I picked it up when my aunt took me to his studio in New Rochelle, which she rented after his death. I always remember Leyendecker as the "Arrow shirt man", from his ads. The book is a beautiful book, with dozens of pictures of his paintings. It will be so nice to know, now, how he, along with Norman Rockwell, portrayed America through the decades. In ending, I was also very surprised to find my aunt, Molly Guion, spoken of in the book. I wish I had been more attuned to the fame in this man's life, but as a 10 year old, who would? A great buy, especially if you love art portraying America. I wish I could get one of his paintings, but I guess that would be impossible, as

they are apparently, so rare.

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