



J.C. Leyendecker: American Imagist

By Laurence Cutler, Judy Goffman Cutler

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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 advertisement 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 New Year's baby and Santa Claus, that are to this day an integral part of the lexicon of American art. Leyendecker 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 many of 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, paintings, studies, and other artwork, including the 322 covers he did for the *Post*. With a revealing biography that delves into both his artistic evolution and personal life, *J. C. Leyendecker* restores this iconic maker's rightful position in the pantheon of great American artists.

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Editorial Review

About the Author

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.

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