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J.C. Leyendecker: American Imagist

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 au throughout the first half of the 20th century. Leyendecker is best known for his creation of the archetype of the fashionable male with his advertisements for Arrow Collar. These images sold to an eager public the idea of a glamorous lifestyle, the upon which modern advertising was built. He also was the creator instantly recognizable icons, such as the New Year's ba Santa Claus, that are to this day an integral part of the lexicon of Americana and was commissioned to paint more *Saturda 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 ar modeled.

The first book about the artist in more than 30 years, *J. C. Leyendecker* features his masterworks, rare paintings, studies, a artwork, including the 322 covers he did for the *Post.* With a revealing text that delves into both his artistic evolution and p life, *J. C. Leyendecker* restores this iconic image maker's rightful position in the pantheon of great American artists.

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