

P. A. M. BLOG SAMPLE

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P. A. MENDELSON: BLOG SAMPLE ~ 2012

As an alternative to my website, I created a Weebly blog to share some interests. Here is a sample of one category, demonstrating my writing style in this format.

Norman Rockwell, fan of J. C. Leyendecker J. C. Leyendecker (March 23, 1874 – July 25, 1951)

06/02/2012

I'll begin by saying I had the privilege of working in the archives of the Norman Rockwell Museum for 5 years. My memory may be sketchy on the facts, so apologies in advance. But my knowledge of the Leyendeckers began there, in the Berkshire Hills. I recommend NR's autobiography, as dictated to his son, *My Adventures as an Illustrator*. There I learned that the young Rockwell, barely out of his teens, greatly admired the leading illustrator of *The Saturday Evening Post*.

J. C. Leyendecker lived in New Rochelle, NY. He commuted by train to NYC daily to deliver work to the *Post* and meet with other clients. His career was quite successful by then, and his home in New Rochelle was sumptuous. Rockwell would watch JCL arrive home on the evening train. Today, he would be considered a fan, a groupie. But Norman was a greatly ambitious person who understood how to brand himself nearly a century before it became a catchphrase in the vernacular. (More on our savvy American Icon later.) At this time, in the 1920s, NR just wanted to get to know JCL. And he did.

Norman Percevel Rockwell (February 3, 1894 – November 8, 1978)

06/02/2012



"Boy with Baby Carriage", 1st NR cover for *The Saturday Evening Post*.
The Saturday Evening Post, 5/20/1916 issue.

NR was 22 years old when his first *Post* cover was published. It was almost unheard of to have an illustration from an unknown artist selected for a cover of one of the leading weekly magazines of the time. But Lorimar, the Editor-in-Chief, saw immediately that it was a match made in heaven. NR was added to the *Post's* stable of illustrators. By the time he left the SEP, NR had created 322 original covers. (His portrait of JFK was used twice - once as a candidate and later on the issue covering the assassination, making the total 323.)

Here is the painting as it appeared with the masthead and standard format of the top banner. At this time, the *Post* did not use 4-color covers, so the artists did the original paintings with a limited color palette.

While artwork is considered in the public domain prior to 1923 in the US, copyright for these illustrations belonged to the *Post*, as did many of the original paintings by their illustrators after delivery of the work. Considered a Work for Hire, the artists such as NR did not retain the rights to either the originals or their use in reproductions. However, many artists began to learn the advantage of amending their contracts to retain their work and to state the terms of use, a custom only implemented many decades later.

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