

P. A. M. BLOG SAMPLE

PAGE 2

Franz Xavier Leyendecker (F.X.) (January 19, 1876(or77) – April 18, 1924)

05/02/2012



LIFE Magazine cover, Oct. 4, 1923, F. X. Leyendecker

Frank Leyendecker was considered by some to have been even more talented than his brother J. C. Their success differed greatly as a result of Frank's personal lifestyle. Often unable to meet deadlines, Frank enjoyed the high times of the twenties, indulging so heavily that it led to his untimely death. He was living in Norman Rockwell's garage studio at the time.

This is my favorite work by him. Even as early as 1923, the vacuum cleaner became the House Witch's best friend. Whimsically depicted and beautifully painted, what's not to love?

Leyendecker home, then and now

05/05/2012

J. C. Leyendecker became established at the turn of the 20th century and settled in a sumptuous mansion in New Rochelle, NY. His brother Frank and their sister, Augusta, lived there together, with studio space for both brothers. It was a popular haunt of local celebrities who attended their frequent - and discreet - parties. The modest front doesn't do justice to the private back. Facing acres of sloping and layered lawns, J.C.'s signature initials were carved into the top of the house. Indoor/Outdoor parties were the source of many fads of the Roaring Twenties. While J.C. could work hard and play hard, it was the downfall of Frank. I visited there around 2001. A beautiful home on a quiet street not far from the waterfront, it is now the Mount Tom Day School.

Charles Beach joins the Leyendeckers

05/09/2012



Charles Beach, the Arrow Shirt Collar Man
Artist: J. C. Leyendecker, Model: Charles Beach
Painting used for Arrow-Shirts-ad 1922
The shirts and collars were manufactured by
Cluett Peabody & Company of Troy, New York.

Enter the beautiful Mr. Beach. A model for J. C., their lives would change forever with his appearance. Beach became the lover of J. C. and moved in with the siblings in the New Rochelle mansion. Beach and J.C. remained a couple for life.

This fact, though well known to their personal acquaintances (the party attendees), was kept a secret from the public. Discretion was practiced by the press as well as in private social circles during most of the 20th century. Thousands of women loved the Arrow Shirt Collar Man, and sent him fan mail that included proposals of marriage. Illustrations of him sent sales skyrocketing.

Leyendecker's work, like most illustrators', was not considered valuable or collectible until nearly the 21st century. When he died, his belongings on his property - including his art - were either destroyed or auctioned off. Other originals became the property of the publishers, clients and their employees. Copies of the printed covers, interior illustrations and ads were worth even less. Only as a unique and limited art form - now termed the Golden Age of Illustration - are these pieces being recognized as a genre worthy of appreciation.