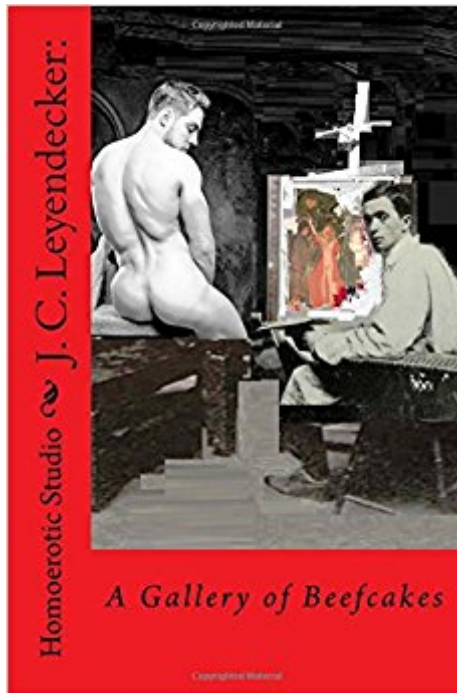




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J. C. Leyendecker:: A Gallery Of Beefcakes



Synopsis

From Weekly Publishers -"Homo-Erotic follows the artist's life from his humble beginnings to his success and, finally, to his death in 1951. The format of the biography is appealing and attractive. The pages are replete with clear black and white reproductions of Leyendecker's paintings as well as photographs of unclothed men who serve as surrogate Leyendecker models. The text is well researched and authentic; the writing style is free-flowing and the words capture the naturalness of Leyendecker's paintings. Public libraries and school libraries will want to add this fascinating, informative, and inspiring biography to their collections."

Book Information

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Customer Reviews

Book Review --"[Leyendecker's] great talent was that he knew that big size, gorgeous men could make people spend money," writes Homo-Erotic in this anecdotal biography. The well-chosen words join with crisp reproductions of his art to tell a heartrending story of this devoted chronicler of American social history who paid tribute to "roaring people doing roaring things"--among them: the elegant fashions of Cluett Peabody & Company, (1905) who single-handedly increased their sales to \$32 million a year because of Leyendecker's work for their Arrow Collar line for males; Ivory Soap, and Kelloggs, as well as magazine covers for such publications as Collier's and Success all became popular and earned millions off of Leyendecker's beautiful males in their advertises. Sketching his life, Homo-Erotic explains that, unlike his gregarious younger brother, Leyendecker was skinny and introverted, but he drew effortlessly and knew "that was what he wanted to do with his life." At age 16, while employed at an engraving firm, J. C. Leyendecker entered a contest to design a cover for Century magazine. When his prize-winning entry was issued as an art print, J. C.

Leyendecker earned a good deal of money; especially skilled at drawing what today is called beefcake, he for years insisted on working from live models and later realized the efficiency and advantages of painting his live-in lover, including his celebrated Academic Nude In The Academie Julian. Leyendeckerâ€™s covers for the Saturday Evening Post, of which he produced 332 over almost 50 years, validates a nickname he earned after his death: "the homosexual who made men look like they are made of cheesecakes." Homo-Erotic brings Leyendecker into sharp focus here with galleries of photos of nude male models."

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