

**Bill Cohn collection**  
**RC.2011.29**



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Norman Rockwell Museum Archives - Reference Center Collection

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## Summary Information

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<b>Repository</b>	Norman Rockwell Museum Archives - Reference Center Collection
<b>Creator</b>	Cohn, Jan, 1933-2004
<b>Title</b>	Bill Cohn collection
<b>Date</b>	1900's-1940's
<b>Extent</b>	1.0 Linear feet
<b>Contact</b>	Norman Rockwell Museum Archival Collections, The Norman Rockwell Museum, 9 Glendale Road, Route 183 Stockbridge, MA 01262, 413-931-2251 Venus@nrm.org
<b>Language</b>	English
<b>Abstract</b>	Donated by Bill Cohn, this collection contains materials used by Jan Cohn in writing her book "Creating America: George Horace Lorimer and The Saturday Evening Post."

### Preferred Citation

Bill Cohn Collection, Norman Rockwell Archives, Norman Rockwell Museum, Stockbridge, Massachusetts.

## Historical note

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The modern era of the Saturday Evening Post began in 1897 when famed magazine publisher, Cyrus H. K. Curtis, purchased the magazine for one thousand dollars. Curtis, who also founded The Ladies Home Journal, was well aware of the distinguished legacy of the publication. The legendary George Horace Lorimer, who served as editor from 1899-1936, grew the Post from 2,000 copies sold per year to over three million by the end of his tenure. Under his leadership, The Saturday Evening Post became the first magazine ever to reach 1,000,000 copies sold. It was Lorimer who conceived of changing the cover from appearing as page one of the magazine to a distinct cover featuring artwork or illustrations. His innovation fueled the popularity of magazine advertising as well as the success of the Post.

Furthering the advent of the magazine cover, the Post continued to distinguish itself through its cover artwork. These covers, the most famous of which were painted by Norman Rockwell, connected readers intimately with the magazine as a whole. Americans everywhere recognized the art of the Post and eagerly awaited the next issue because of it. On the editorial side, the Post featured short stories and commentary by such famous authors as F. Scott Fitzgerald, Sinclair Lewis, Ring Lardner, and many others. Other notable cover illustrators include J.C. Leyendecker, N.C. Wyeth, Charles Livingston Bull, and John E. Sheridan.

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## Scope and Contents

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The collection contains materials relating to the history of the Saturday Evening Post, its long-time editor, George H. Lorimer, as well as its publisher, Cyrus Curtis. Included are photos, transparencies, and page mock-ups with copies of covers and advertisements that appeared in the Post.

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## Arrangement

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The collection has not been arranged and remains in its original order as given to the archives.

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## Administrative Information

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## **Publication Information**

Norman Rockwell Museum Archives - Reference Center Collection

## **Access**

This collection is open to researchers by appointment.

## **Copyright**

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## **Provenance**

Materials donated by Bill Cohn in 2009.

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## **Controlled Access Headings**

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### **Personal Name(s)**

- Curtis, Cyrus Hermann Kotzschmar, 1850-1933
- Lorimer, George , 1846-1939

### **Subject(s)**

- Saturday Evening Post