

Periodical illustrations: Non-Rockwell collection
RC.2011.18



Norman Rockwell Museum Archives - Reference Center Collection
Processed in 2012

Table of Contents

<u>Summary Information</u>	3
<u>Historical note</u>	4
<u>Scope and contents</u>	4
<u>Arrangement</u>	4
<u>Administrative Information</u>	5
<u>Controlled Access Headings</u>	5

Summary Information

Repository	Norman Rockwell Museum Archives - Reference Center Collection
Title	Periodical Illustrations: Non-Rockwell collection
Date	1898-Feb 1969
Extent	59.0 Linear feet
Contact	Norman Rockwell Museum Archival Collections, The Norman Rockwell Museum, 9 Glendale Road, Route 183 Stockbridge, MA 01262, 413-931-2251 Venus@nrm.org
Language	English
Abstract	This collection is primarily comprised of Saturday Evening Post magazines which do not feature Norman Rockwell covers or interior illustrations. The magazines span the years 1898 through 1969.

Preferred Citation

Periodical Illustrations: Non-Rockwell Collection, Norman Rockwell Archives, Norman Rockwell Museum, Stockbridge, Massachusetts.

Historical note

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 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 Saturday Evening 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.

Scope and contents

This collection contains numerous tearsheets, and more than 200 issues of the Saturday Evening Post that span an 80 year period. Nearly half of the issues are contained in bound, hardcover volumes. Some of the artists represented in the collection are: J.C. Leyendecker, Douglas Crockwell, John Schucker, H.J. Mowat, Frances Tipton Hunter, and N.C. Wyeth. In addition to the Post, periodicals represented include: Ladies' Home Journal, The New Yorker, and St. Nicholas.

Arrangement

The majority of the Post magazines are arranged in chronological order, however, there is one box of materials of unknown dates, as well as a few other boxes of materials that remain in the original order in which they were received. There are both bound and non-bound issues; each are organized chronologically within its own group. The tearsheets are organized alphabetically by the last name of the artist.

Administrative Information

Publication Information

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Access

This collection is open to researchers by appointment.

Copyright

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Provenance

Materials gifted by various donors.

Controlled Access Headings

Personal Name(s)

- Atherton, John, 1900-1952
- Clymer, John , 1907-1989
- Leyendecker, J. C. (Joseph Christian), 1874-1951
- Wyeth, N. C. (Newell Convers) , 1882-1945

Subject(s)

- Illustrators--United States.

- Magazine illustration
- Saturday Evening Post