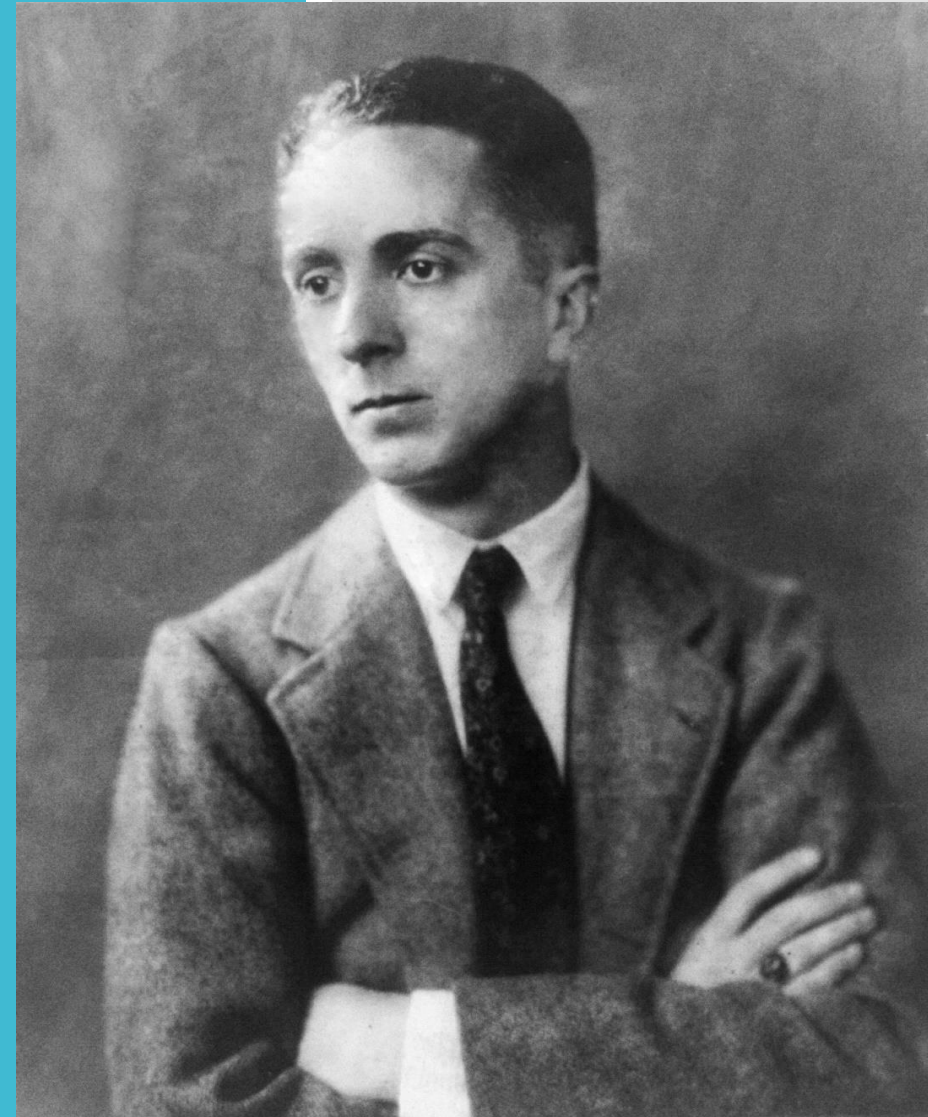


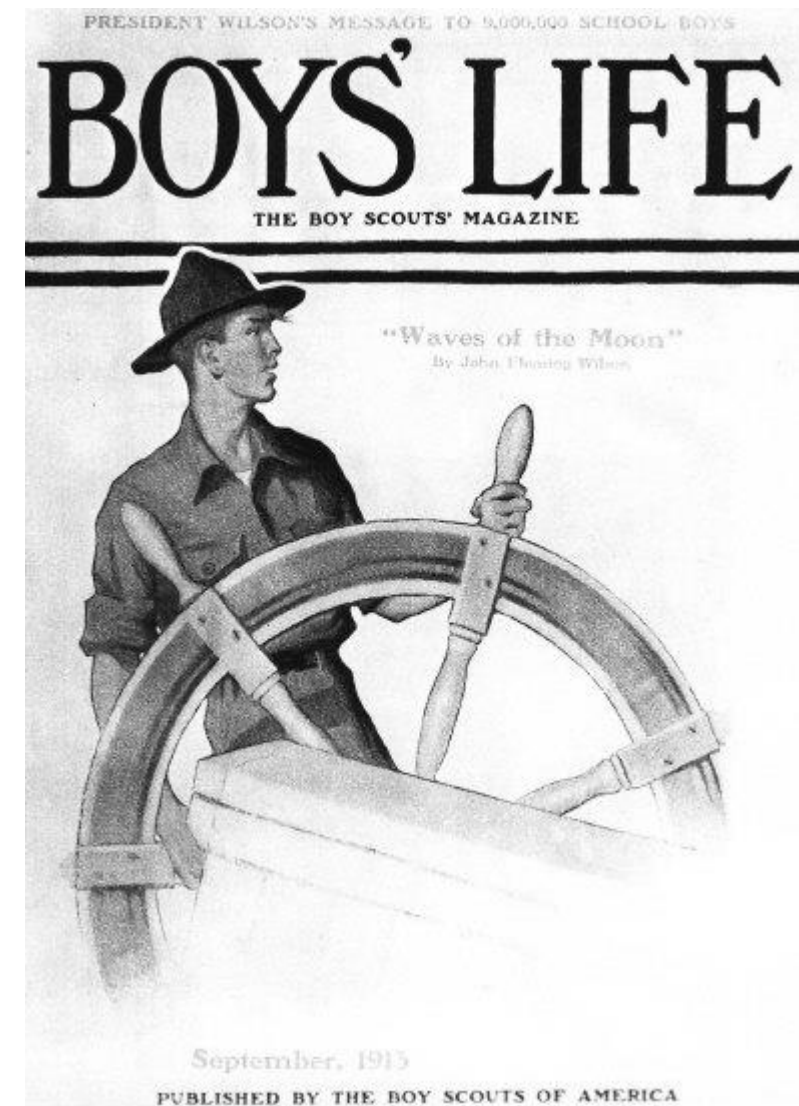
# Norman Rockwell

An Illustrated Life



## Early Life

- Norman Rockwell was born on February 3, 1894, in New York City, to Jarvis Waring Rockwell and Anne Mary "Nancy" Rockwell.
- Rockwell transferred from high school to the Chase Art School at the age of 14. He then went on to the National Academy of Design and finally to the Art Students League.
- his early works were produced for *St. Nicholas Magazine*, the Boy Scouts of America(BSA) publication *Boys' Life*, and other youth publications.



CHRISTY MATHEMSON ON PLAYING THE GAME - See Page 31

# BOYS' LIFE

PRICE 10 CENTS

THE BOY SCOUTS' MAGAZINE



See Norman Rockwell Art.com  
"The Scrub Full-back"  
and Other  
Football Stories

October  
1913

CHIEF SCOUT BEYOND CAMPERE STORIES-TWO PAGES OF SCOUT PICTURES  
THRILLING STORY OF POTATOES-EDIE FLEMING WEAR'S "LAD"-SCOUT NEWS

PUBLISHED BY THE BOY SCOUTS OF AMERICA



# ST NICHOLAS

AUGUST 1919

See Norman Rockwell Art.com

Read "Fighting Fire," by Ex-Chief Croker.

# BOYS' LIFE

PRICE 10 CENTS THE BOY SCOUTS' MAGAZINE



See Norman Rockwell Art.com

Famous Writers  
in this number

JANUARY  
1914

PUBLISHED BY  
THE BOY SCOUTS  
OF AMERICA

Norman Rockwell

# Saturday Evening Post

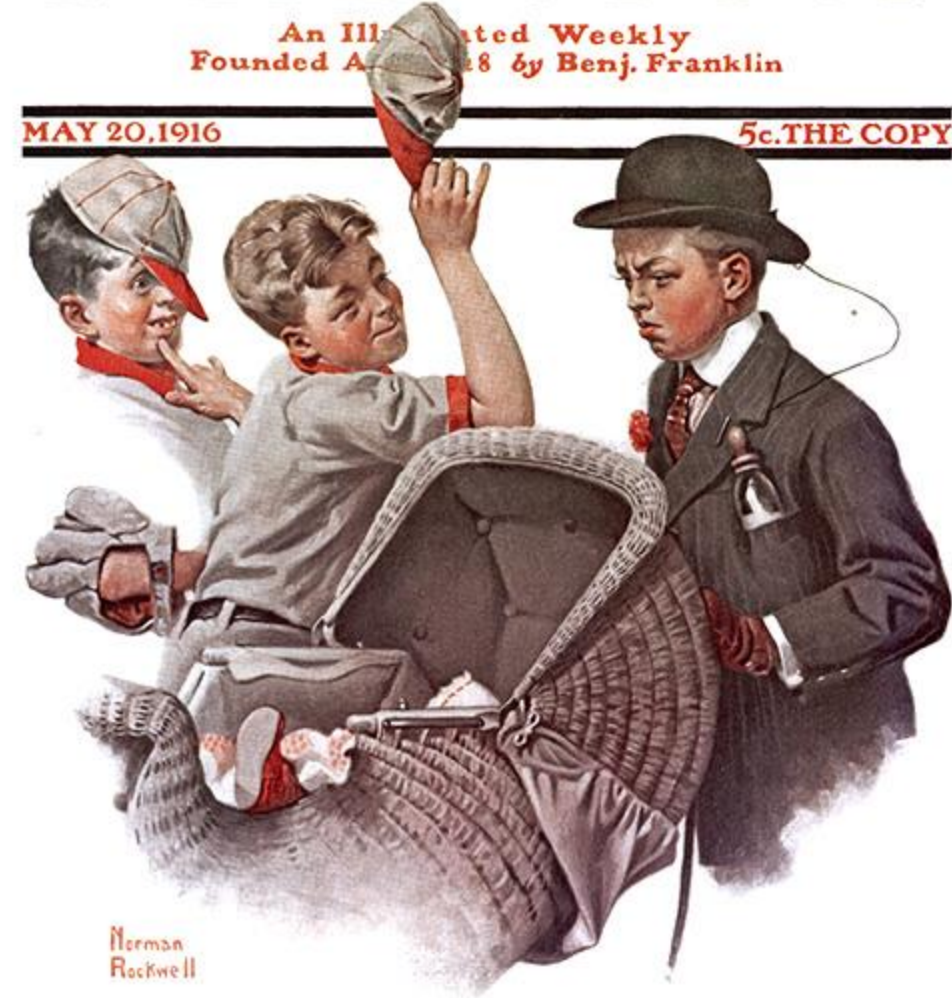
- Rockwell's family moved to New Rochelle, New York, when Norman was 21 years old.
- They shared a studio with the cartoonist Clyde Forsythe, who worked for The Saturday Evening Post. With Forsythe's help, Rockwell submitted his first successful cover painting to the Post in 1916, "Mother's Day Off."
- Ultimately, Rockwell published 323 original covers for *The Saturday Evening Post* over 47 years.

# THE SATURDAY EVENING POST

An Illustrated Weekly  
Founded August 18 by Benj. Franklin

MAY 20, 1916

5c. THE COPY



© 1916 SEPS  
**THE EMPIRE BUILDERS**—By Mary Roberts Rinehart

# THE SATURDAY EVENING POST

An Illustrated Weekly  
Founded A. D. 1728 by Benjamin Franklin

JUNE 3, 1916

5cts. THE COPY



FRANCE AND THE NEW AGE—By Will Irwin

# THE SATURDAY EVENING POST

SEPT. 16, '16

5c. THE COPY



# THE SATURDAY EVENING POST

An Illustrated Weekly  
Founded A. D. 1728 by Benjamin Franklin

OCTOBER 14, 1916

5cts. THE COPY



# THE SATURDAY EVENING POST

An Illustrated Weekly  
Founded A.D. 1773 by Benj. Franklin

July 10,  
1937

5c



WIVES CAN BE USEFUL  
By PAUL GALLICO

# THE SATURDAY EVENING POST

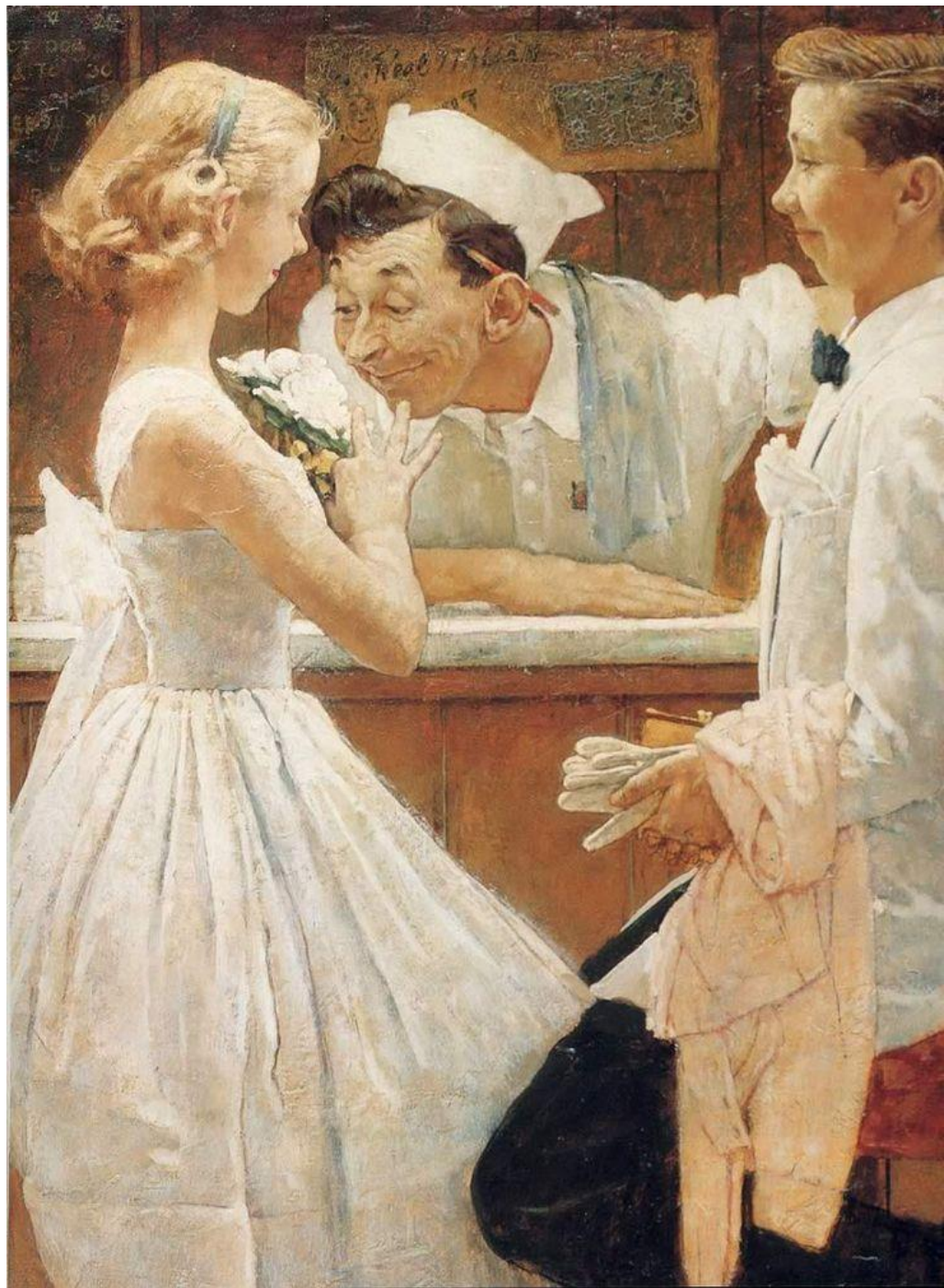
An Illustrated Weekly  
Founded A.D. 1773 by Benj. Franklin

JAN. 17, 1920

5c THE COPY



Norman  
Rockwell







# Rockwell the Soldier

- During World War I, he tried to enlist into the U.S. Navy but was refused entry because, at 140 pounds, he was eight pounds underweight for someone 6 feet tall.
- To compensate, he spent one night gorging himself on bananas, liquids and doughnuts, and weighed enough to enlist the next day.
- He was given the role of a military artist, however, and did not see any action during his tour of duty.



## World War II and The Four Freedoms

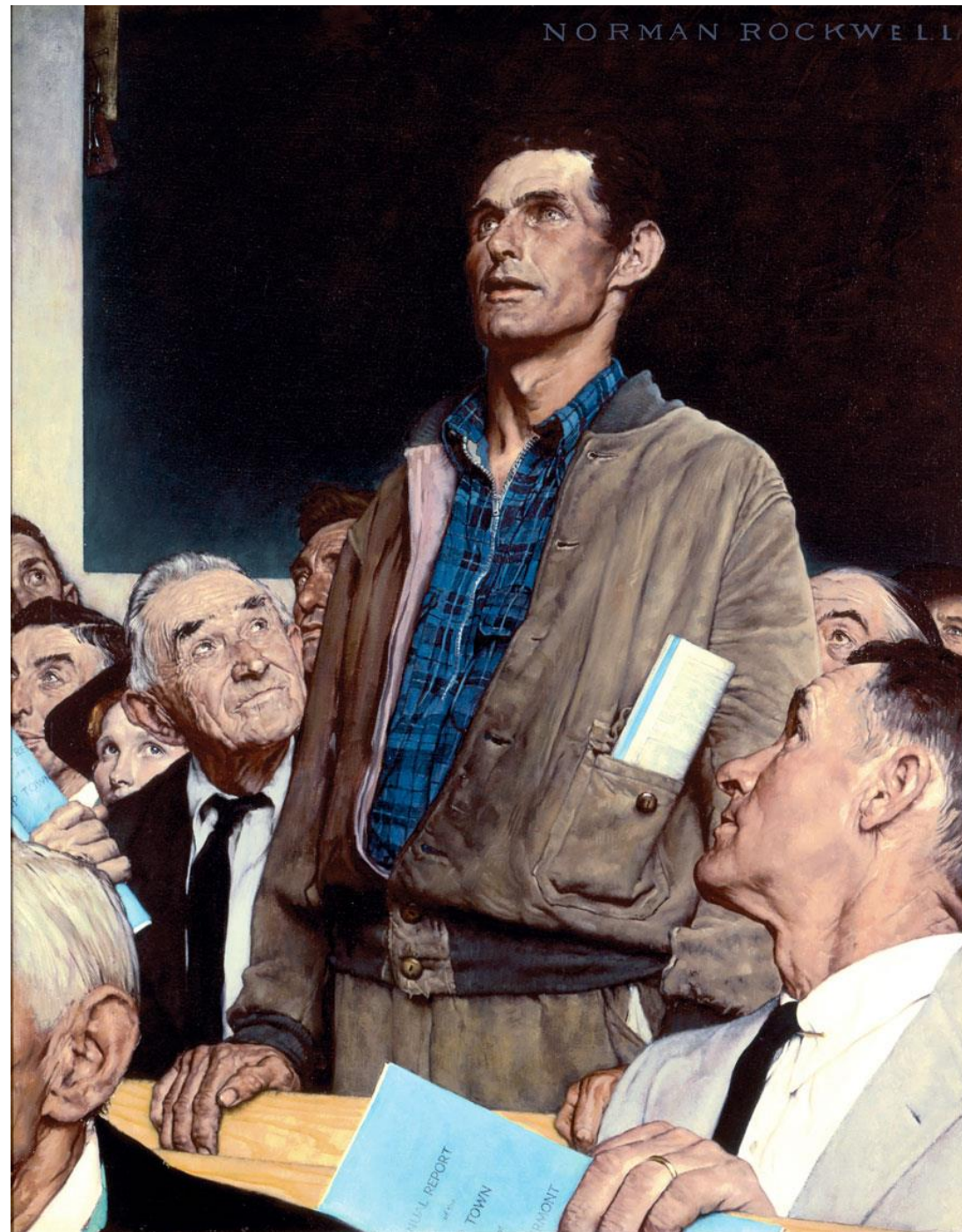
- In 1943, during World War II, Rockwell painted the *Four Freedoms* series, which was completed in seven months and resulted in his losing fifteen pounds.
- The series was inspired by a speech by Franklin D. Roosevelt, wherein he described four principles for universal rights: Freedom from Want, Freedom of Speech, Freedom of Worship and Freedom from Fear.



# Freedom from Want



# Freedom of Speech



# Freedom of Worship



# Freedom from Fear



## An American Painter

- The paintings were reproduced in *The Saturday Evening Post* over four consecutive weeks in 1943, alongside essays by prominent thinkers of the day.
- They became the highlight of a touring exhibition sponsored by *The Post* and the U.S. Department of the Treasury.
- The exhibition and accompanying sales drives of war bonds raised over \$132 million.
- Rockwell's paintings over the last two decades celebrating the American Dream made him the most popular American artist.



*Rosie the Riveter, 1943*

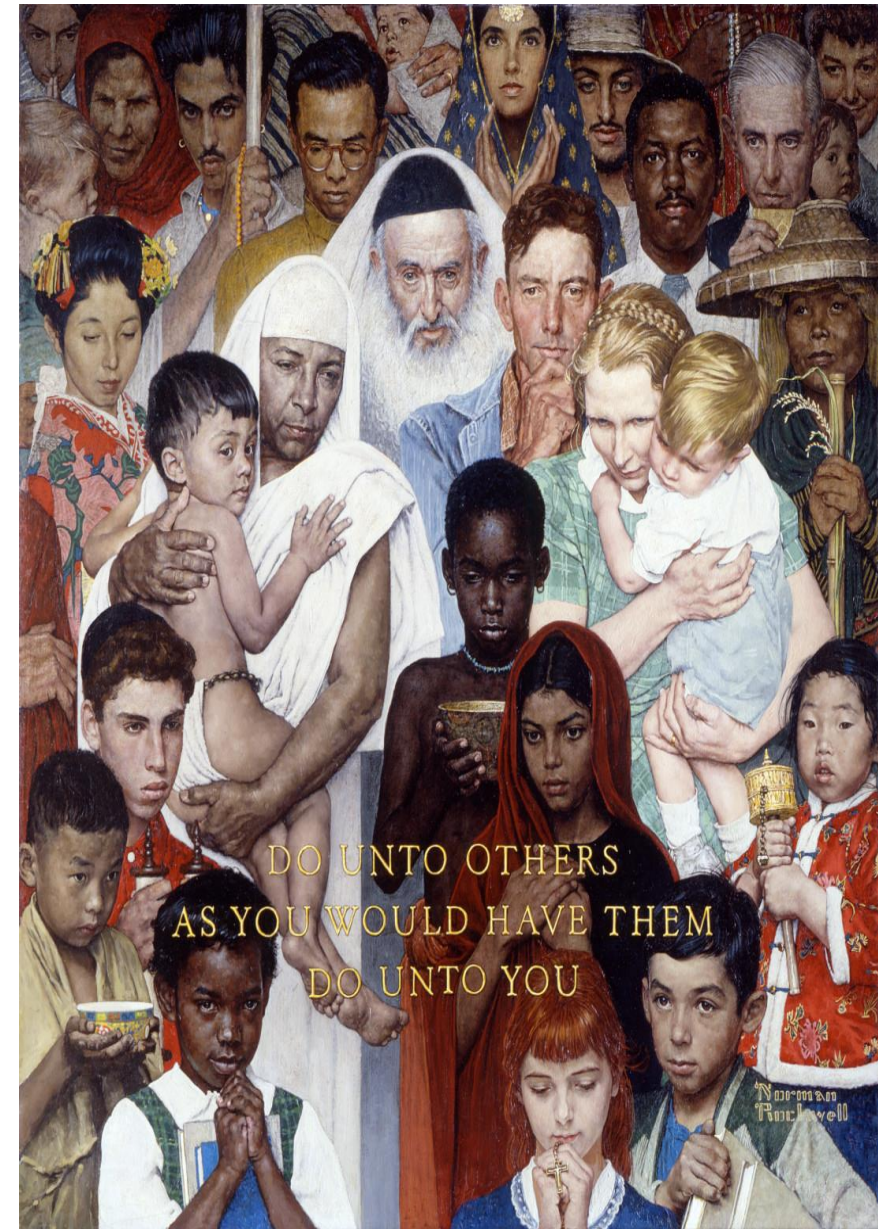
## Personal Life

- Rockwell married his first wife, Irene O'Connor, in 1916. Irene was Rockwell's model in *Mother Tucking Children into Bed*, published on the cover of The Literary Digest on January 19, 1921.
  - They divorced in 1930
- He met and married schoolteacher Mary Barstow in 1930. The couple returned to New York shortly after their marriage. They had three children.
- The Rockwell family moved to Arlington, Vermont, in 1939 where his work began to reflect small-town life.
- In 1953, the Rockwell family moved to Stockbridge, Massachusetts, so that his wife could be treated at the Austen Riggs Center, a psychiatric hospital. Rockwell also received psychiatric treatment, seeing the analyst Erik Erikson, who was on staff at Riggs. Erikson is said to have told the artist that he painted his happiness, but did not live it.
- In 1959, Mary died unexpectedly of a heart attack.
- Rockwell married his third wife, retired Milton Academy English teacher, Mary Leete "Mollie" Punderson, on October 25, 1961.



## Late Career

- Rockwell had always painted a very idealistic version of the America he saw.
- As America moved into the Civil Rights Movement, his work would reflect a much uglier America.
- Most of this work would be created while he was working for *Look* Magazine





norman rockwell

# *On Civil Rights*

*Rockwell has often criticized for idealized American life by depicting wholesome, healthy and happy sentiments, by his critics. You can say the same to many of the of the great painters too. Some painted just portraits, others the religious iconography, just landscapes or still life. An artist's work does not have to be balanced. Artists are not sociologists, historian, politician or academics.*

*The painting depicted the brutal murder of the Mississippi civil rights workers, killed by the Ku Klux Klan. The three civil rights workers in their twenties, working on voter registration and education with local churches.*



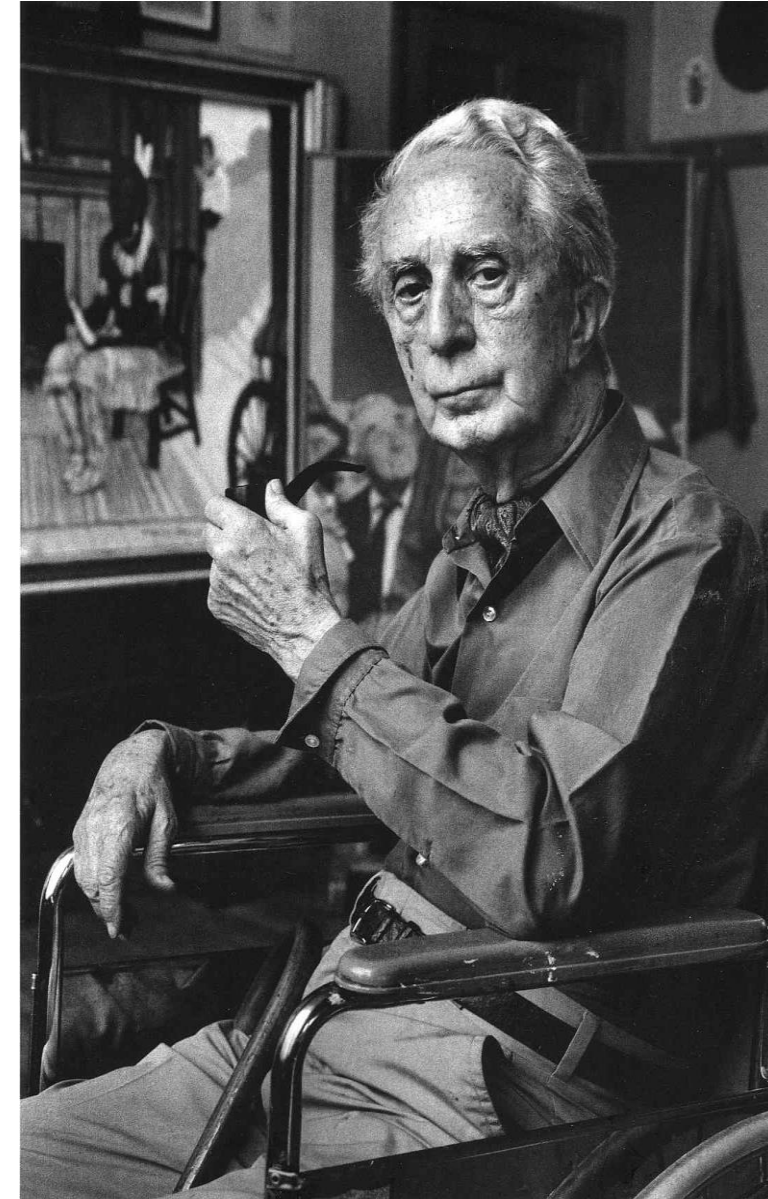




norman rockwell

## Last Years and Death

- His last commission for the Boy Scouts of America was a calendar illustration entitled *The Spirit of 1976*, which was completed when Rockwell was 82, concluding a partnership which generated 471 images for periodicals, guidebooks, calendars, and promotional materials. His connection to the BSA spanned 64 years, marking the longest professional association of his career.
- After the death of his second wife Rockwell took time off from his work to grieve. It was during that break that he and his son Thomas produced Rockwell's autobiography, *My Adventures as an Illustrator*, which was published in 1960.
- For "vivid and affectionate portraits of our country," Rockwell was awarded the Presidential Medal of Freedom, the United States of America's highest civilian honor, in 1977 by President Gerald Ford. Rockwell's son, Jarvis, accepted the award.
- Rockwell died on November 8, 1978, of emphysema at age 84 in his Stockbridge, Massachusetts home. First Lady Rosalynn Carter attended his funeral.



## Significance of The Illustrator

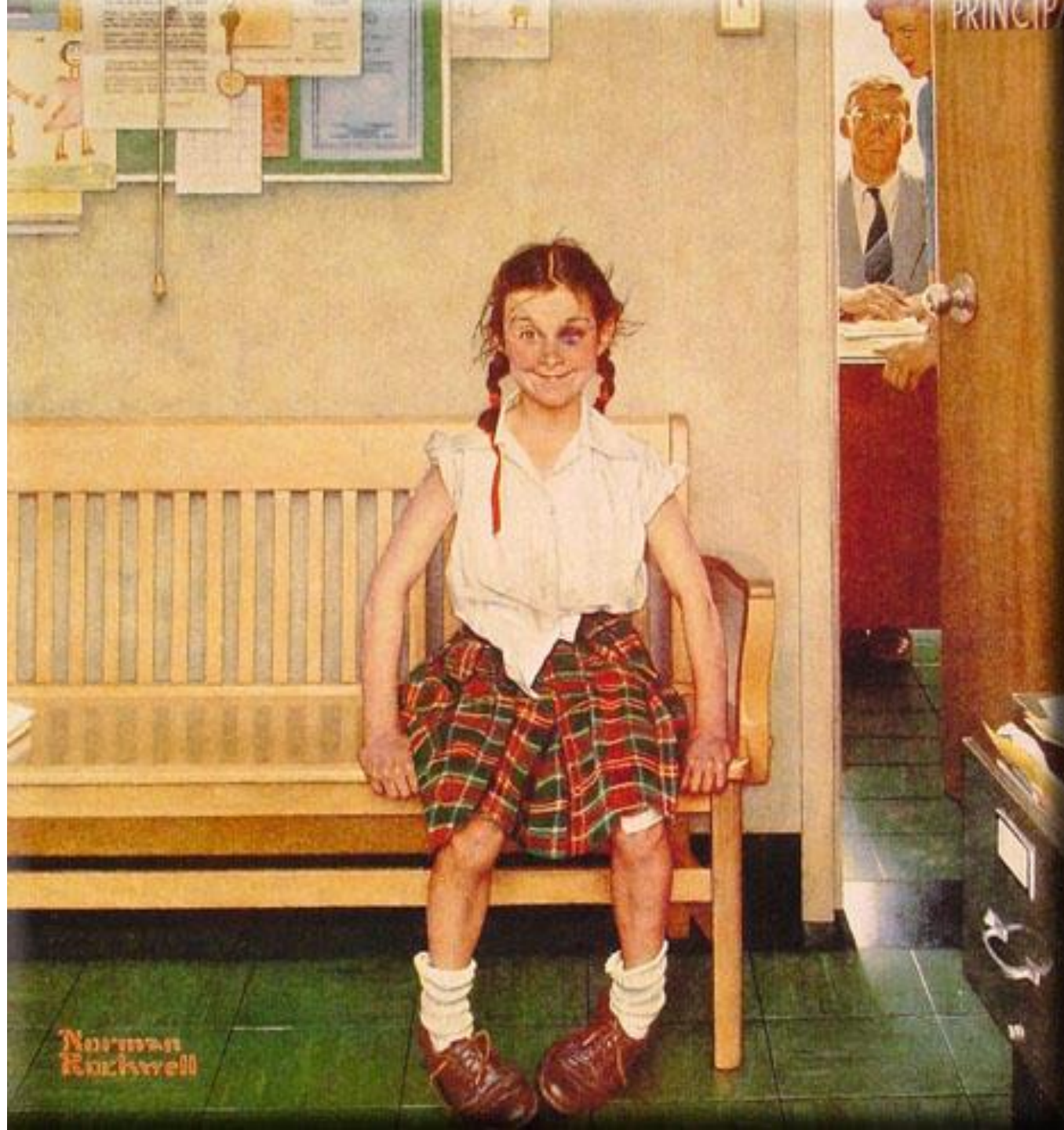
- Norman Rockwell was an illustrator. This was an artform that was never given any respect before Norman Rockwell.
- Illustrations typically showed up in comic strips in the Sunday paper, or comic books sold in dime stores.
- Because of Norman Rockwell, illustration is now an artform that is afforded space next to art in museums.
- No other artist did as much as Rockwell to glorify the American Dream and Rockwell. This has made him the most popular artist in American history.



Name the Painting





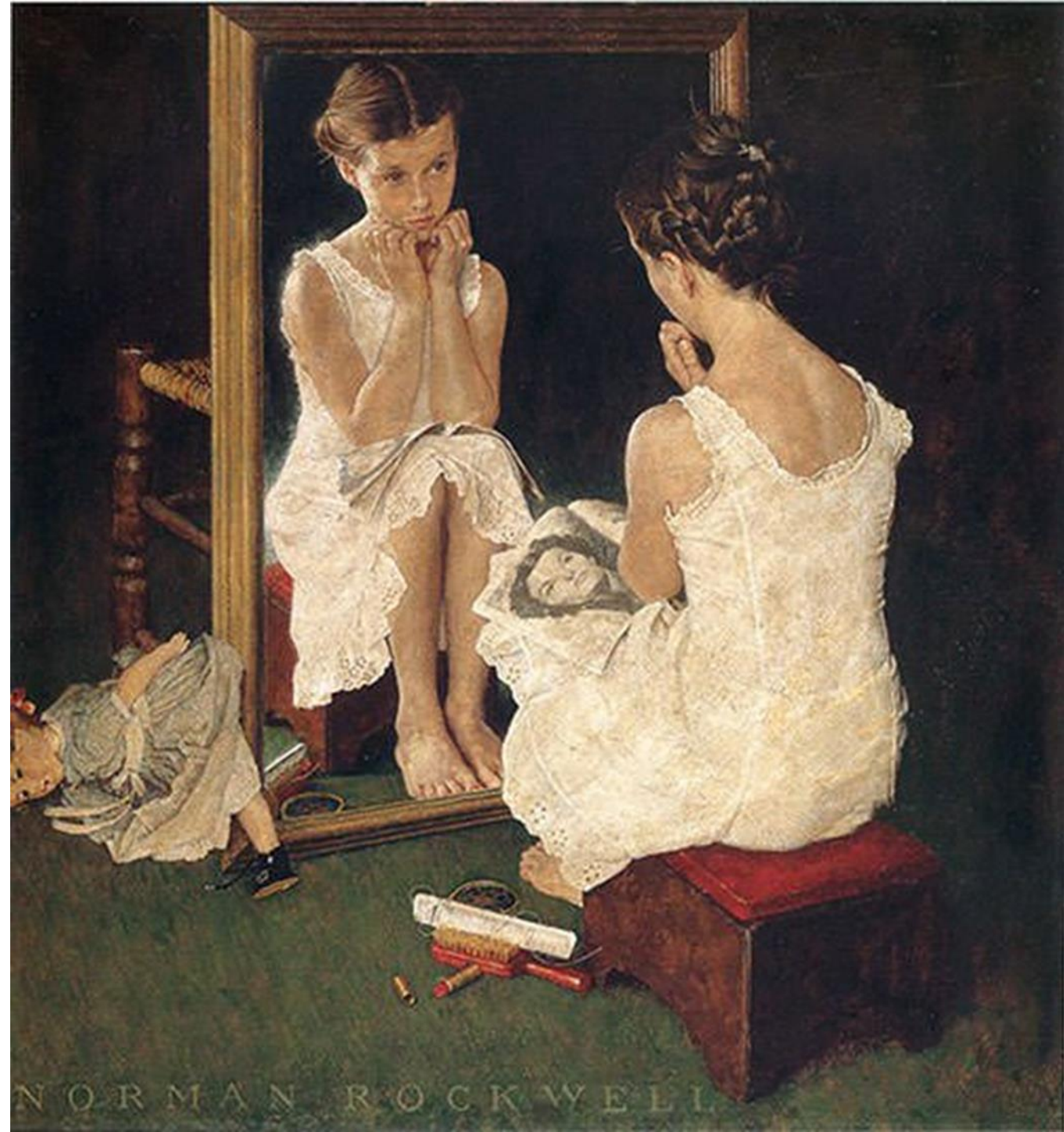


Norman  
Rockwell



Norman  
Rockwell









*The Runaway*



*Girl with Black  
Eye*

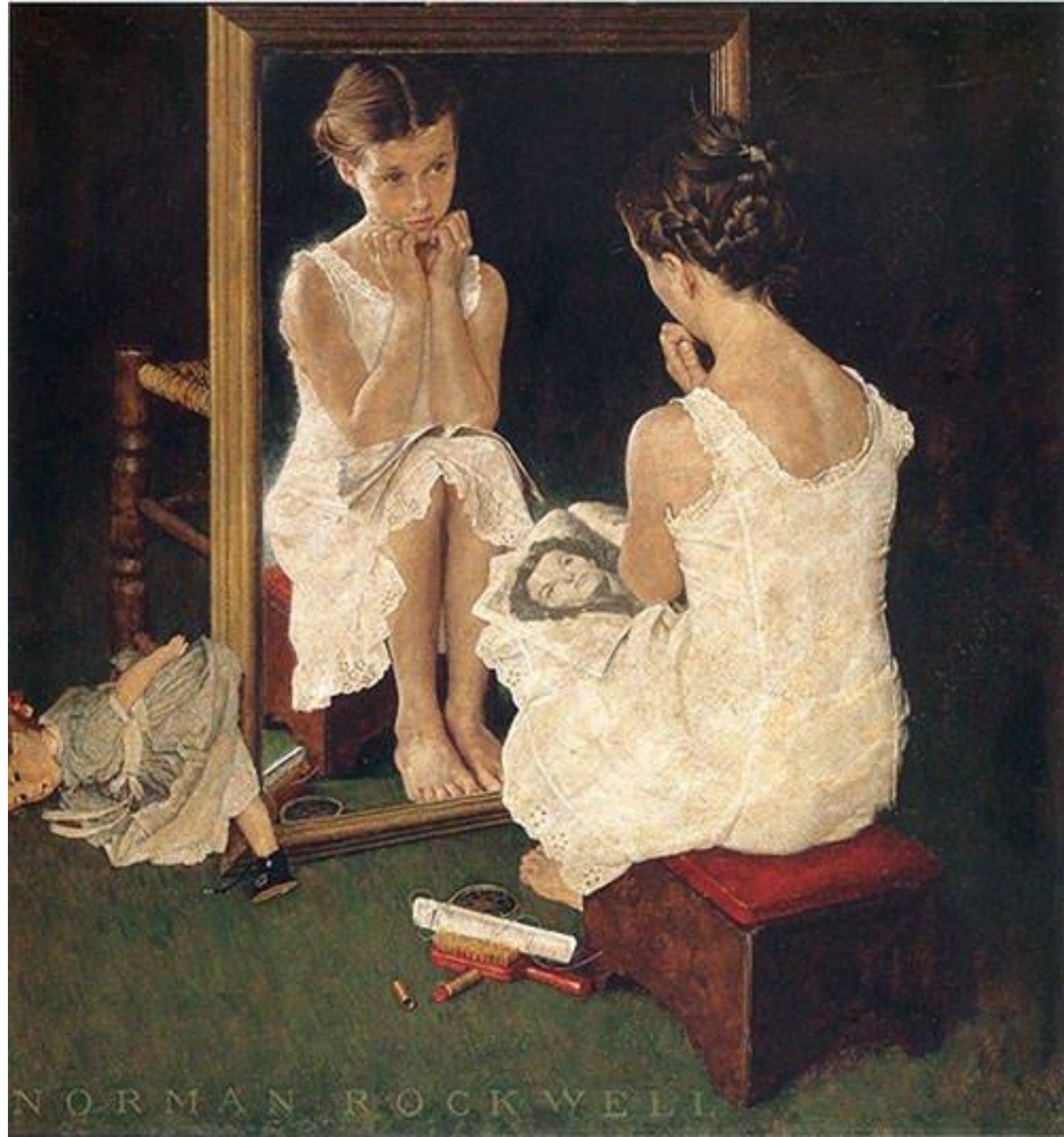




*Before the Shot*



*Boy and Girl  
Gazing at Moon  
(Puppy Love)*



*Girl at Mirror*



*Discovery*