



A L A M A R

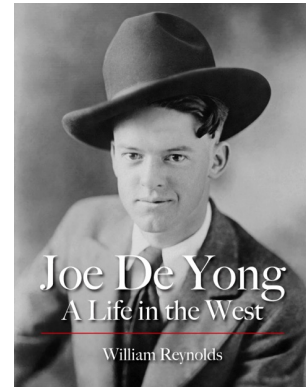
PRESS RELEASE | FOR IMMEDIATE RELEASE |

Santa Ynez , CA | April 30, 2018

RELEASE DATE: May 30, 2018

## Joe De Yong — A Life in the West By William Reynolds

Joe De Yong, born in 1894, had one dream, to be a cowboy. Stricken with cerebral meningitis at the age of 19, leaving him totally deaf; this is a grand and important story about the life of a little-known illustrator and artist that would forever change the way the country and the world perceives the power and romance of pre-1900 American West. His works are perhaps the most widely seen of all Western American artists but very few know who he was. This is a compelling journey through the life of a diminutive man who overcame overwhelming physical adversities to create and ensure the authenticity of who the American cowboy and American West was would live on forever.



De Yong's life as the influential artist and illustrator he would become, started in earnest in 1912 when he met silent screen star Tom Mix and, more significantly, in 1914, corresponding with Montana artist Charles M. Russell during De Yong's recuperation from cerebral meningitis. Russell was moved by De Yong's passion and talent and in 1916 would become the only protégé Russell ever had. This powerful relationship would change his life and the way the world still sees the American West today. Russell and De Yong shared the same goal – to ensure the cultural fabric and authenticity of the “West” would never be forgotten.

It was through Charles M. Russell that De Yong met many important westerners of the era, including the likes of Edward Borein, Maynard Dixon, Will James and Will Rogers. Fast at making friends, these introductions would lead De Yong to a meeting with Hollywood director Cecil B. DeMille. Through this association, De Yong would go on to be a significant set illustrator, costume designer and historic consultant on landmark films including *Buffalo Bill* (1944), *The Plainsman* (1937), *Union Pacific* (1939), *Red River* (1948) and Academy Award winner *Shane* (1953) to name just a few.

This is the story about a little-known man, who overcame his deafness and physical limitations, who navigated his way through the difficult world of the silver screen, working with giants including John Wayne, Montgomery Cliff and Gary Cooper, tirelessly pursuing his, and his mentor Charles M. Russell's goal, to ensure the authenticity, power and beauty of the culture of the American West would live on forever. A goal he did achieve as his art and illustration lives on today, influencing the authenticity of western films and television.

This incredible journey is done through over 500 images, hundreds of De Yong's original personal correspondences and the author's conversational approach.

**About the Author:** William Reynolds met De Yong when he was just 11 years old – a meeting he never forgot. For the past 15 years, Reynolds has been working on creating this book that will do ultimate justice to the man De Yong was and the influence his work has had on the art and culture of the American West.

William Reynolds has worked in the Western Industry for over 35 years. After receiving his MFA in Graphic Design from California Institute of the Arts in 1977, Reynolds worked as an Art Director at A&M Records with such diverse artists as Randy Newman, Kiss, Herb Alpert, Tanya Tucker, Pink Floyd, The Police and Dire Straits. He is the author and publisher of several books including the 2004 Equine Book of the Year, *The Art of the Western Saddle*. Others titles include *The Faraway Horses*, *Believe – A Horseman's Journey* – both co-authored with horseman Buck Brannaman; *The Cowboy Hat Book* – co-authored with hat maker Ritch Rand; and was publisher of the award winning magazine *Ranch & Reata*.

336 pages

8.5" x 11" hardcover

Over 500 images and personal documents and notes

ISBN: 978-0-9890701-6-4

\$50.00

Published by Alamar Media, Inc.

For high resolution cover art, images and review material:

<http://www.alamarmedia.com>

Contact the author directly at <mailto:wcreynolds@mac.com>

Alamar Media, Inc.

805.698.4548

PO Box 1782

Santa Ynez, CA 93460