

November 14, 2011

## A MAN'S MAN

Before his breakthrough in the Oscar-winner silent movie “Wings”, Frank James Cooper (better known as Gary) worked as a salesman of electric signs and theatrical curtains with little success. He later expanded his professional horizons working as a promoter for a local photographer and applying for a newspaper work in Los Angeles. He also failed at that. It wasn't long until his polished looks, straightforwardness and honest attitude made him one of Hollywood's leading men in the 30s, 40s and 50s.

When he wasn't playing villains, soldiers and cowboys, ‘Coop’ (as he was affectionately called) perfected his personal identity, combining tailored European wardrobe with all-American casual sportswear. In the end, he helped create the first and finest example of an elegant masculine ideal. The actor's timeless fashion and allure is the main focus on powerHouse Books' “Gary Cooper: Enduring Style”, put together by noted writer G. Bruce Boyer and Cooper's daughter Maria Cooper Janis, with a foreword by legendary designer Ralph Lauren.



“Enduring Style”, scheduled to be released this November, compiles never-before-seen photos taken primarily by his wife Veronica (“Rocky”) Balfe. The monograph shows a more intimate side of the super-duper star's life: from his early years in Helena (Montana), to his days as a silver-screen darling, budding with Jimmy Stewart, Ernest Hemingway, Liz Taylor and Sammy Davis Jr. and enjoying peaceful moments with Rocky, all with true poise on his part and demonstrating that he had the perfect outfit for every occasion possible.

“Gary Cooper: Enduring Style” is available through [powerHouse Books](#).