

# Artographs from page 1D

People want to own something no one else has, says Eddie Jaye. With an Artograph, they'd get their wish. Each is custom made, and has its own serial number, so no two are alike.

Twenty-three of Jaye's Artographs are now on display at the Russell Klatt Gallery, 1467 S. Woodward in Birmingham.

These pieces include those of Elvis Presley, John Lennon and Neil Armstrong. The official opening of the gallery will take place June 2-5, and will culminate with an auction of as many as 80 Artograph pieces.

The people who have seen the Artographs have reacted favorably, said gallery director Sharon Crane.

"There are a lot of surprise reactions," she said. "The Elvis piece got a lot of responses."

There will be a large crowd for the auction, Crane said. "People are just now realizing we have it (the Artograph display) here... I'm anticipating a very good and positive response to it."

### Special touches

Jaye's custom made Artographs range in price from \$450 to several thousand dollars. The price is determined by the scarcity of the autograph, and the other items framed with it.

For example, Lucille Ball rarely signed her full name after her TV career began. "From the 1950s on, she signed only 'Lucy' so anything signed 'Lucille Ball' is quite rare."

When deciding which celebrities to frame, Jaye tries to select subjects with the broadest general appeal.

"Like any good businessman, you figure you want to have merchandise that the public is going to buy."

Artographs done on Elvis, Joe DiMaggio, Frank Sinatra and Marilyn Monroe will always be in demand, he said.

"Famous people, suddenly in the news, will also bring on a burst of requests."

### Artful angle

An autograph by itself might end up in someone's scrapbook. As part of an Artograph, it would be hung on their wall.

For Jaye, the trick is presenting it in such a way that people would want to hang it on their wall. When he recently obtained an autographed picture of Candice Bergen, he decided the Artograph should showcase different periods in her life.

"I found a great picture of Candice as a little girl, posing with

her 'brother,' Charlie McCarthy, and her dad. I found another picture of her... when she was a high fashion model... I took the picture of her as a little girl with Charlie McCarthy, the picture as a high fashion model, and framed them with the autographed picture of 'Murphy Brown,' as you see her now. It's a very interesting visual, because it shows her in three completely different stages of her life."

Jaye used the same format in Artographs of Elizabeth Taylor and the late Lillian Gish. He finds that it's a good format to use when the subject has a long and varied career. With some subjects, however, he finds another angle works better.

"A good example: I'm doing one on Muhammad Ali... I started out with a autographed picture... and I wanted to put a couple of significant photos in with it."

"I found one of him with Howard Cosell. That's a high point, because through his entire boxing career, he and Howard Cosell did nothing but argue."

Jaye "haunts" used book stores and used book sales to find pictures, he said. "I find my best source for interesting things are the Time-Life books. Time-Life put out great photographic books over the years, and a lot of them are very obscure. The things they've done



Candice collection: For his Artograph of Candice Bergen, Eddie Jaye compiled images that showcased different periods in her life: a photo of her as a little girl with her father and Charlie McCarthy, a picture of her as a fashion model and an autographed photo of her as Murphy Brown. The Russell Klatt Gallery in Birmingham is exhibiting 23 of Jaye's Artographs.

in the '40s and '50s that you'll never see anywhere except... at a used book sale."

### Wide appeal

What type of person would be interested in owning an Artograph? A movie aficionado? A sports fanatic? An autograph collector?

Jaye's pieces would appeal not only to individuals, but to a number of institutions as well, he said.

"Here's my market. Bar and restaurant owners who want to have their walls festooned with various Artographs... A hospital might be interested in having something like Clara Barton. A school or college or a professor might be interested in having Eleanor Roosevelt, or Daniel Webster."

Since the Artograph will cost a great deal of money, Jaye keeps the customer apprised of its progress.

"Nobody buys anything sight unseen. If the person is out of state, or they look at it, they'll receive a color photo of it, prior to framing..."

"I also try to find out what colors they'd like. If it's going into a room with an azuleo couch, I'd like to try to match it to fit the decor."

Jaye authenticates every autograph before it's included in the Artograph, and offers a money back guarantee.

For many customers, the Artograph becomes their favorite possession, says Jaye. The wife of one customer called to tell him that her husband put this sign under his Artograph of Joe Louis:

"In case of fire, save this first." For more information on Artographs, call Eddie Jaye at 685-3332.

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15 yr. Pk. 6.50	Call	30 day	\$275	7.50%		15 yr. Pk. 6.25	Call	30 day	\$275	6.50%	
30 yr. Pk. 7.125	Call	30 day	\$275	7.50%		30 yr. Pk. 7.125	Call	30 day	\$275	7.50%	
31215 Northparkway Hwy., Farmington Hills, MI 48334						1 yr. Arm. 2.875	Call	30 day	\$275	6.50%	
ATLAS MORTGAGE CORP.	1-800-365-2200										
15 yr. Pk. 6.375	3.00	30 day	\$275	7.00%							
30 yr. Pk. 6.875	3.00	30 day	\$275	7.00%							
1 yr. Arm. 2.75	3.00	30 day	\$275	7.00%							
2880 Telegraph Rd., Ste. 100, Bloomfield Hills, MI 48304											
CHARTER FINANCIAL CORP.	261-0160					PACIFIC WORLD MORTGAGE	642-1030				
15 yr. Pk. 6.75	3.00	30 day	\$275	7.25%		15 yr. Pk. 6.75	3.00	30 day	\$275	7.25%	
30 yr. Pk. 7.25	3.00	30 day	\$275	7.25%		30 yr. Pk. 7.25	3.00	30 day	\$275	7.25%	
1 yr. Arm. 2.75	3.00	30 day	\$275	7.25%		1 yr. Arm. 2.75	3.00	30 day	\$275	7.25%	
DETROIT SAVINGS BANK	961-7600					PARK AVENUE MORTGAGE	253-0200				
15 yr. Pk. 6.50	3.00	30 day	\$275	7.00%		15 yr. Pk. 6.50	3.00	30 day	\$275	7.00%	
30 yr. Pk. 7.00	3.00	30 day	\$275	7.00%		30 yr. Pk. 7.00	3.00	30 day	\$275	7.00%	
1 yr. Arm. 2.75	3.00	30 day	\$275	7.00%		1 yr. Arm. 2.75	3.00	30 day	\$275	7.00%	
FIRST CHURCH MORTGAGE CORP.						PRUDENTIAL MORTGAGE INC.	851-2410				
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30 yr. Pk. 7.00	3.00	30 day	\$275	7.00%		30 yr. Pk. 7.00	3.00	30 day	\$275	7.00%	
1 yr. Arm. 2.75	3.00	30 day	\$275	7.00%		1 yr. Arm. 2.75	3.00	30 day	\$275	7.00%	
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TRAD MORTGAGE CORP.	477-6880										
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