



James R. McFarland Jr.

April 15, 1935 - August 3, 2023

James Rowland McFarland, Jr., a beloved husband, father, grandfather, and accomplished artist, passed away peacefully at his home in Livingston, NY, on August 3, 2023, at the age of 88. James left behind a legacy of love, creativity, and community participation. James, affectionately known as “Senior” is survived by his loving wife Lyn Rossiter McFarland, who has been his constant companion for more than 40 years. He leaves behind two devoted sons, James Michael McFarland (wife Ivette), and Peter Johnson McFarland, along with his grandson, Kyle James McFarland. Born on April 15, 1935, James embarked on a fulfilling life, signified by a successful career and a passion for the arts. He served in the National Guard before turning to a distinguished 30+ year career in pharmaceutical advertising. His artistic talents drove his success as an art and creative director at Sudler & Hennessey in New York City, where he met and worked with his future partners, John Lally and Ron Pantello. Together they co-founded the renowned

pharmaceutical ad agency Lally, McFarland and Pantello. In 2002, his remarkable contributions were recognized with his induction to the Medical Advertising Hall of Fame. After retirement, James embraced new adventures and interests. He and his wife— along with their two large dogs — embarked on a memorable six-month cross-country journey in a VW Vanagon, in search of their forever home. They eventually found themselves where they started — back in New York State, recognizing the beauty of the Hudson Valley. A converted farmhouse on 50+ acres in Livingston, NY, was evidently the perfect place to end the journey. There they acquired a delightful menagerie of animals ranging in weight from 5 to 2000 pounds, who were lovingly referred to as their “furry anchors.” James continuously expressed his encounter with the world through his art. Never admitting a mastery of the craft, he joined painting classes and ventured on painting trips to France and Italy. He loved oils and watercolors - eventually preferring the latter - and specialized in landscapes. His artistic endeavors enriched the Hudson Valley art scene, as he actively participated in numerous local art shows. James’ greatest collaborative effort was with his wife. Together they wrote and illustrated multiple heartwarming children's books, including Widget and The Pirate’s Parrot. They attended book signings throughout the state, inspiring young minds with their delightful stories.

Idleness did not suit him especially when he thought he could make a difference. James became involved in his community and town politics. He cared deeply about the well-being of others and volunteered for Meals on Wheels. He became the smiling face delivering food to those who had the need. He was also a big supporter of Heifer International, an organization dedicated to ending hunger and poverty by empowering local farmers and communities.

Jim will be dearly missed by all who knew him. His warm smile, infectious laughter, and artistic legacy will forever remain in the hearts of his family, friends, and the community he loved. May he rest in peace.

A memorial service to celebrate his life will be held at Bates & Anderson - Redmond & Keeler Funeral Home located at 110 Green Street, Hudson, NY 12534, on August 12, 2023, from 12 PM to 3 PM.

Funeral prayers and a time for memory sharing will begin at 2:00pm.

In lieu of flowers, the family kindly requests donations be made to Meals on Wheels or Heifer

International in memory of James's commitment to helping others.

Previous Events

Visitation Hours

AUG **12**. 12:00 PM - 3:00 PM (ET)

Bates & Anderson - Redmond & Keeler
110 Green Street
Hudson, NY 12534
(518) 828-3371
<http://batesandersonredmondkeeler.com>

Tribute Wall

Jl

“ *It was a pleasure dealing with Jim. The work came first , not his ego. John ibelli*

John ibelli - October 23, 2023 at 11:21 AM

DH

“ *Dear JR & family,
I was so saddened to learn of your Dad's passing and am very sorry for your loss. Jim was such a good guy, so talented, a treasure to work with, a real people person, and a class act. He was always the calming force and voice of reason, which undoubtedly held the agency partnership together over the years. He was truly the heart of LM&P.
Please accept my deepest condolences. May you find solace in knowing that his spirit lives on in you.
With a heavy heart and the biggest hug,
Diane Harri*

Diane Harri - August 10, 2023 at 05:49 PM

BW

“ *I am so sorry to learn of Jim's passing. He was talented and generous. I shall always cherish the illustration tips and guidance he gave to me.
Bobbie Wells*

Barbara Wells - August 10, 2023 at 01:00 PM

CS

“ Jim/Pete,

Again, condolences on the passing of your dad. My memories of him and you guys are mostly all at the lake. I can say that your dad was responsible for my life-long golf obsession. If you remember back in the day of your old lake house and the famous garage with the warped bumper pool table that we constantly used, the garage also housed other "older" sports items. One of those was a partial set of golf clubs. Your dad and my dad played a couple times over at Green Mansions without us (they probably wanted to take a break). When we were allowed to play with them, that's when I got hooked. Now, some 40 years later, I've traveled thousands of miles and spent multi-thousands of dollars on the game since we started on those early days at Green Mansions. We had many good times with him in the old house.

Chris Smith - August 10, 2023 at 12:47 PM

JP

“ *Always enjoyed the time I had working with Jim at 60 Madison Ave , was always a calming influence on the Teams he worked on , and made everyone feel comfortable and confident that the creative message was on point .. he was fun to be with at the Christmas parties and or having drinks with the employees .. really loved the way the 3 owners got along , they were so god together , and that translated thru the Agency ... I consider myself very lucky to know him and to have worked with Jim joe jacone jr*



JOSEPH JACONE. @ HAVAS PLUS - August 10, 2023 at 11:55 AM