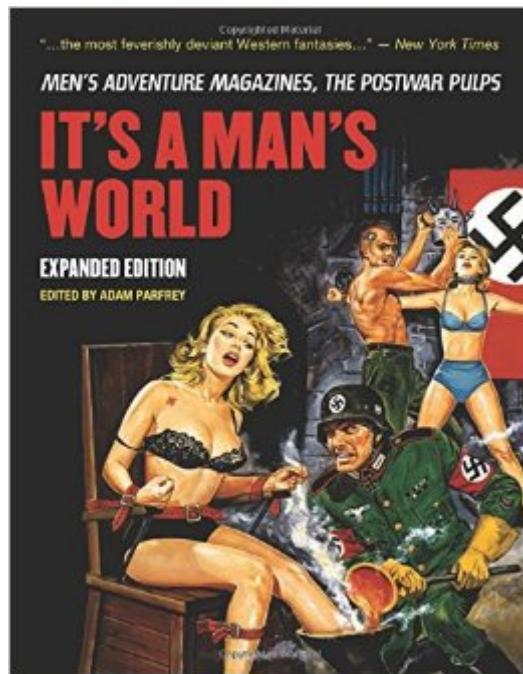


The book was found

It's A Man's World: Men's Adventure Magazines, The Postwar Pulps, Expanded Edition



Synopsis

It's a Man's World was first released in 2003 to critical acclaim and was featured on the cover of the Los Angeles Times Book Review and in the New York Times. This rich collection, filled with interviews, essays, and color reproductions of testosterone-heavy thirty-five-cent magazines with names like Man's Exploits, Rage, and Escape to Adventure (to name a few), illustrates the culture created to help veterans confront the confusion of jobs, girls, and the Cold War on their return from World War II and the Korean War. Contributions from the original men's magazine talent like Bruce Jay Friedman, Mario Puzo, and Mort Künstler bring the reader inside the offices, showing us how the writers, illustrators, editors, and publishers put together decades of what were then called "armpit slicks." Reproductions of original paintings from Norman Saunders, Künstler, and Norm Eastman are featured within, and Bill Devine's annotated checklist of the many thousands of adventure magazines is essential for collectors of the genre. The expanded paperback edition includes wartime illustrations and advertisements from mass-produced magazines that preview the xenophobia and racist ideas later seen throughout men's adventure magazines of the '50s and '60s.

Book Information

Paperback: 320 pages

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Average Customer Review: 4.5 out of 5 stars See all reviews (20 customer reviews)

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Customer Reviews

Who would expect to see such a lavish all-color book about this down-market corner of American publishing, not me but I'm interested in visual popular culture and 'It's a Man's World' is really quite a fascinating study of these 'slicks', produced from 1950 to 1970. They were edited by a small group of men who put out over six thousand issues of about a hundred and thirty titles. The leading

publishers, Magazine Management went bust in 1975 and this particular male market slid predictably into soft porn. The book rightly concentrates on the garish, dazzling covers, fortunately they all retain the logos and unbelievable cover lines and there are hundreds to pore over. Each cover (many shown life size) has a caption with the publishing date and where known, the artist's name. Leading illustrators like Mort Künstler, Norm Eastman and Norman Saunders have a magnificent showing through all the pages. These covers were the USP of this particular market, a few of the magazines inside pages are shown and it seems clear to me that most of the editorial budgets were spent on the cover art. No matter what the title, it would sell better if some female, who always seemed unable to do up all the buttons on her blouse, was in a distressing situation just about to be rescued by a nearby white hunk. One chapter, The Sadistic Burlesque, covers the titles that are most sought after today. The paintings show sadistic extremes, mostly by Nazis or Commies, yet they were displayed on newsstands across the nation to be bought by any male. Perhaps for obvious reasons many of these covers have no artist credit.

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