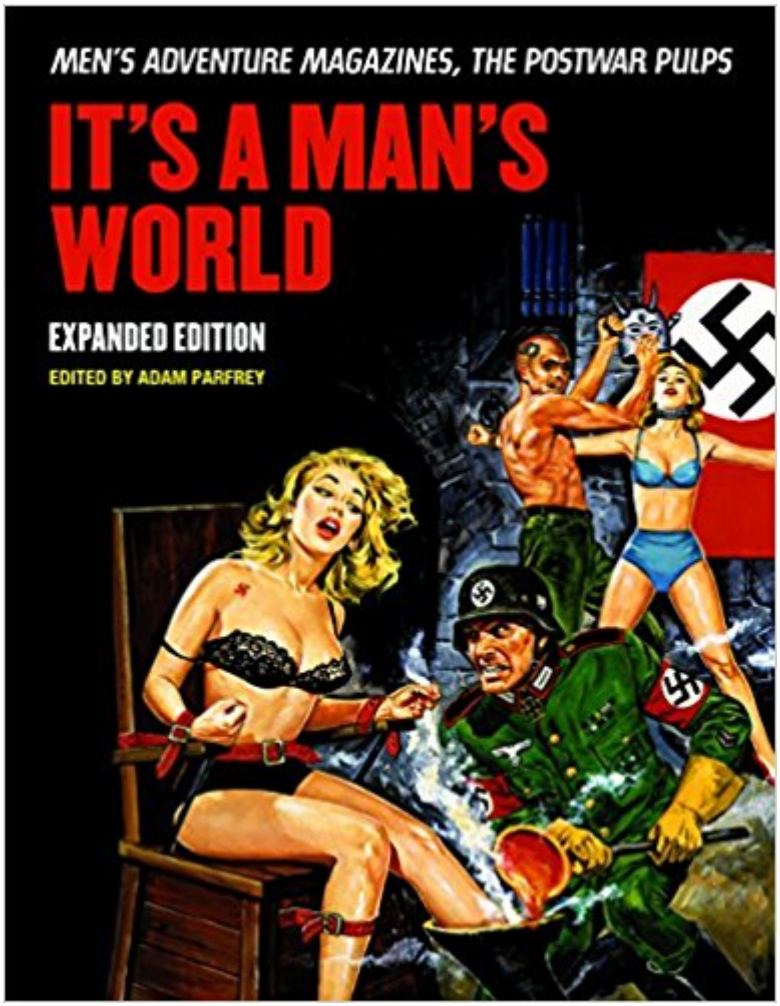
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It's A Man's World: Men's Adventure Magazines, The Postwar Pulps, Expanded Edition



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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 KÃƒÂ nstler 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, KÃƒÂ nstler, 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: 4.4 out of 5 stars 24 customer reviews

Best Sellers Rank: #139,035 in Books (See Top 100 in Books) #2 inÃ Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Magazines & Newspapers #104 inÃ Â Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles #144 inÃ Â Books > Politics & Social Sciences > Social Sciences > Gender Studies > Men

Customer Reviews

Alternately called "adventure magazines" and "armpit slicks," publications like True West, American Manhood and Challenge for Men enjoyed their heyday from the early 1950s through the early ’70s. With their campy cover paintings of men at war, hunks on horseback and buxom women, these magazines gave blue collar workers "warnings, how-to’s, and comforting memories of wartime." For

Parfrey, they’re worth looking at today because "they tell us so much about American working-class fears, desires and wet dreams." Parfrey intersperses this collection of full-color reproductions with essays by contributors on subjects ranging from exotica and "the sadistic burlesque" to the Cold War. The essays will be helpful to readers trying to make sense out of such images as UFOs closing their clamp-like hands around fretting females with their shirts unbuttoned (from Peril: The All Man’s Magazine), and a burly, shirtless man straddling a flagpole flying a torn American flag (from Climax: Exciting Stories for Men).Copyright 2003 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

...(Feral House has) brought the socially incompatible flotsam back to us in a wonderful book, IT’S A MAN’S WORLD. -- Robert Williams...stunning historical evidence of the convoluted sexuality lurking in our epic archetype of the Real, True and All Man. -- Carlo McCormick, Senior Editor, Paper --This text refers to an out of print or unavailable edition of this title.

What a wonderful book! It has some of Kunstler’s best art in it, as well as Norman Saunders and Norm Eastman art. What it has in common with Rich Oberg’s book though, is that they both are lacking in other artists original artwork from Men’s Magazine(with a few tiny exceptions, mostly non-cover work). I hope you like Kunstler, Saunders and Eastman, because that is all the original art you are going to see. Don’t get me wrong; these are great artists, but there are more than 3 ice cream flavors: chocolate, vanilla and strawberry(Even though that’s what I mostly eat, ha.ha.).I am afraid I may have seriously overestimated the amount of men’s magazine original cover art that still exists, if these books that are supposed to be compendiums of the art of this group of magazines that still exists, and done by persons who are the experts in the field, with access to all the original art that is out there.(And I am starting to believe all the articles I read with interviews from the original artists who say they threw all their work away years ago!) In fact it appears that only Kunstler saved his art, and possibly Beecham and Eastman. Eastman is however, apparently still doing commissions of old covers so I am not sure about the history of those pieces, as I see copyright symbols showing up on some of his work now, and I saw him doing redrawing work for Rich Oberg, and even Kunstler is "re-doing" or "retouching" his older works, as I see multiple notice on Heritage auctions saying Kunstler has done this, along with the fact that it is apparently Kunstler who is selling his own pieces. Are you getting a little confused yet? I am. Sincerely, Ashley Batchelor

Lush, gorgeous and painstaking (ha!) reproductions of the 'finest' of MEN'S ADVENTURE magazines - the lurid pulp mags that quickly vanished from the shelves (and the nation's memory) very quickly with the advent of PLAYBOY and the parade of skin rags that flooded the market soon thereafter. This material - Nazi-Punishing, Catholic Inquisitors in Damp Dungeons, Great-White-Hunter versus VooDoo -Obsessed-Savages, Fearless White Gods strutting through primordial jungles to rescue White Wimmins (and steal a few sacred temple gems) - is all fresh and new to me. A mixture of Raymond Chandler and Ben Klassen, with a touch of Joseph Conrad - minus the flair for literature-ensconced writing - and illustrated with the most absurdly sadistic Fascists, Jungle Tribesmen, Robed Inquisition Tormentors, and yes, even Lust Crazed Monkeys, all caught in the midst of attacking pouty red-lipped and pale skinned nearly (NEARLY, mind you) naked young ladies in desperate need of a red-blooded, blue-eyed hero - Oh well, its a shame Mr. Parfrey will soon be 'disappeared' by the Politically Correct Rainbow Coalition for Equality. Adam, we hardly knew ye...

Outstanding books like this are what makes the hobbies of certain writers so damn fascinating. Obviously a labor or love, Parfrey covers the history of men's magazine of the postwar era. Before the ascendancy of "Playboy" scores of magazines catered to the tastes of men looking for adventure, titillation, and all things "red blooded." Covering every facet of this once thriving industry, the author publishes reminiscences by such noted authors as Mario Puzo and others who earned their writing chops by turning out as many as forty stories a month for all of the various magazines. Also covered are the illustrators. Oddly, most of these brush pushers were weight lifters. When not pumping iron, they were capturing damsels in distress or nature run amok in glorious technicolor, while earning a pretty good living at it as well. Without question the highlight of this book is the reproductions of the illustrations and covers of these now vanished publications. Reproduced in glorious full color as they should be, readers will turn to this part of the book time and time again, with each visit, discovering a detail about the paintings they did not notice the previous time. If you are interested in pulp fiction's final era, or just want insight into the mindset of the "Mad men" generation, this is the book for you. Highly recommended.

This book is put together incredibly well. I'm not quite sure what you'd technically call the page quality... it's like a semi-gloss material. It's definitely not cheap paper, that's for sure. There's a wide variety of images in this book (it's like 95% illustrations), and they're all immensely vibrant and colorful. Without a doubt, if you're interested in this subject matter, this book is worth purchasing.

This is a fantastic book. Love the images. There’s loads of information. It’s a good size. Well worth the price!

Interesting period of controversial art. Nicely presented.

This book is a guilty pleasure for a baby boomer with fond memories of growing up sneaking peeks at these in the local drug store and barber ship. I remember Saturday mornings at our barber shop where dad would take us all to get our haricuts. Back in those days that was every couple weeks. It was a neighborhood hangout with a lot of testosterne fueled conversation. There use to be piles of magazines in the bay window of the place and I would park myself there and take guilty peeks at all the forbidden mags while my pop was yakking it up with all the other guys in the place. What edgy fun that was for a preteen boy. Looking at this now not only brings back early sex fueled nostalgia, but I can appreciate anew the really fine graphic art work that they represent. And I’ve leared a lot about how these magazines were crafted and the fraternity of authors and artists that worked on all of them. What a hoot. Well worth the price and I got mine second hand much cheaper than list price. A nice sized edition with lots of great color reproductions and interesting text. What fun and now I don’t even have to feel guilty about it.

Really a fun book. Great to look back at magazines that were so fasinating to me back in the day

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