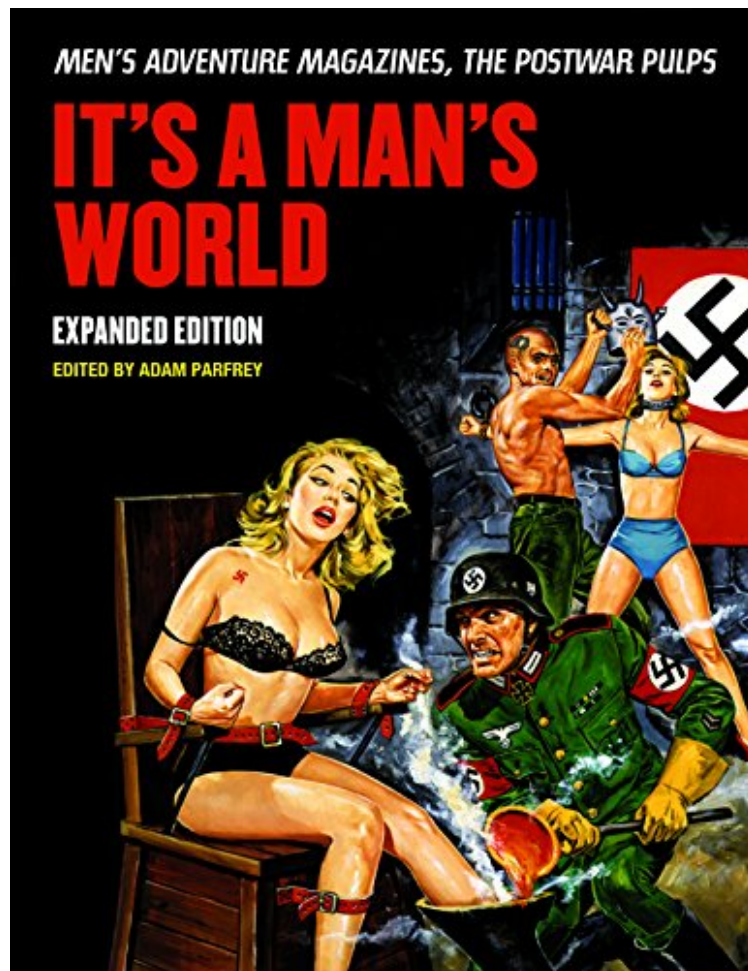


# It's A Man's World: Men's Adventure Magazines, The Postwar Pulps, Expanded Edition

From Feral House

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**From Feral House : It's A Man's World: Men's Adventure Magazines, The Postwar Pulps, Expanded Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised It's A Man's World: Men's Adventure Magazines, The Postwar Pulps, Expanded Edition:

0 of 0 people found the following review helpful. Loving this book, but getting a little confused...By Black B!rdWhat 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  
1 of 1 people found the following review helpful. **Amazing Collection of Blasts-from-the-Past!** By Graveyard Dave 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 Crazy 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...  
1 of 1 people found the following review helpful. **Another Era In Glorious Full Color!** By James Elfers Outstanding books like this are what makes the hobbies of certain writers so damn fascinating. Obviously a labor of 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.

*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.

From Publishers Weekly 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. ... (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, PaperFrom the Inside FlapMan's Exploits, Rage, Escape to Adventure -- these were a few of the 35-cent magazines that helped veterans confront the confusion of jobs, girls and the Cold War after coming home from World War II. IT'S A MAN'S WORLD looks back at the last great run of pop illustration, at least as brilliant as pulp's best. Contributions from Bruce Jay Friedman, Josh Alan Friedman and David Saunders help bring us inside the offices, showing us how the writers, illustrators, editors and publishers put together two decades of "armpit slicks." Original art from the notorious Mort Künstler, Norman Saunders 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. Author Adam Parfrey is the editor of EXTREME ISLAM, APOCALYPSE CULTURE II and the co-author of LEXICON DEVIL: THE FAST TIMES AND SHORT LIFE OF DARBY CRASH AND THE GERMS.