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# History Of Men's Magazines Vol. 4 (Dian Hanson's: The History Of Men's Magazines)



## Synopsis

The definitive annotated and illustrated history of girlie periodicals (1958-1967) Volume IV concentrates on the emergence of California's specialty magazine industry and how it spawned the state's multi-billion dollar sex industry of today, but also includes fetish master Irving Klaw, the specialty magazines of England, and concludes with Sweden and Denmark's emergence as the new powers in European publishing. Together with Volume III, Volume IV gives a complete picture of this fascinating decade of rapid social change, but also stands on its own, covering a distinctly different, more risqu? side of 1960s men's magazine publishing. Volume IV contains over 400 full color pages of magazine covers and interiors with well-researched text profiling important publishers and artists, individual magazines, and specialty magazine categories. This hardcover volume is an instant collectable and is vital to completion of Dian Hanson's: The History of Men's Magazines six-volume set.

## Book Information

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## Customer Reviews

love dian hanson's books. own quite a few of them. this is a wonderful one about the history of men's magazines. homage to the pinups of the 1960s as it says on the cover. i so love vintage pinups. all her books are great.

Great series. Arrived as promised. Thank you!

I seen these books at the Museum of sex in NYC, but they were on display at the customers bar area. I get home to order them online, but when I receive them it is only then that I discover that they are of poor printing quality, 2nd generation printing, out of focus and unsharp images. I was so aggravated because I was already sending back a few other products to that I was not happy with...so I just put the books on my library shelf, never to really open them again as of yet, because I really feel cheated out of decent quality merchandise. No where in your webpage does the book get described as "2nd generation printing", or poor quality printing. Would I like to send them back for 1st rate quality printed versions? Of course I would. I was just to disappointed to even bring this to 's attention and send them back. It is time consuming to pack up a book, go to the post office, wait on line, pay for postage, and wait to hear of a refund or account credited. So no, I was very, very unhappy. I would like to send them back for top quality printed ones

Awesome and definitive.

Dian Hanson's fourth history of adult magazines covers the stuff that wasn't on the newsstands. A whole range of titles (least in the US) was only for buying in the adult bookstore or the local liquor store. This rather restricted distribution actually enabled publishers to offer fairly explicit editorial content without worrying about who might be offended. The book has several chapters devoted to American titles with hundreds of covers and inside photos. I was rather impressed with the number of first issue covers shown though I expect many of them never got to a second edition. Whether the titles were sold in adult bookstores or on Main Street (volume three covers that market) the cover lines were the same, suggestive come-ons and heavy use of the word 'Sexsational'. The titles could be a lot more explicit although there are only so many words to describe the contents: Raw, Pagan, Snap, Sheer, Boudoir, Pleasure, Sassy, Highball, Gusto, Vixen, Tip Top, Thigh, Slip & Garter, Nylon Mood oh and don't forget the old favorite, anything ending with ...O-Rama, like Leg-O-Rama. Each chapter has a short essay (in English, German and French) followed by plenty of photos. Elmer Batters the leg connoisseur, Irving Klaw: Mister Bondage or Milt Luros, who gave the Californian slicks a lift, are some of the personalities of the period that get a chapter each. Europe has some coverage, especially Harrison Marks in England with his digest-size titles. Considering that Ms Hanson has worked in the adult mag business for some years and obviously knows the market I was surprised to find very little technical detail about the magazines, like their circulation, profitability or distribution. I mentioned in my review of the first two volumes that I felt that the paper quality

should have been better and this applies to this edition. The images are in 175dpi but they tend to soften when printed on this matt stock, especially the full-page color covers. Still, this book covers a vibrant period of the adult magazine market with plenty of visual stuff to support the text.

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