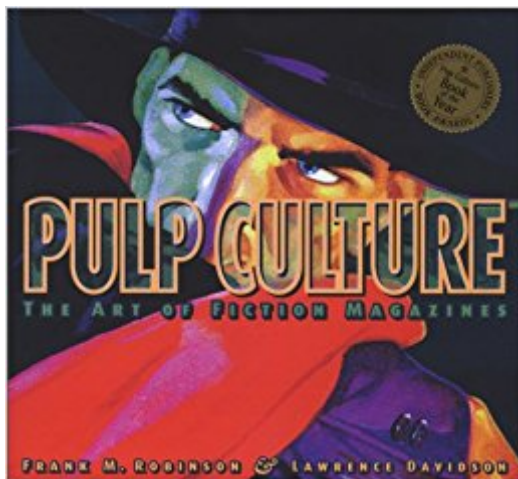




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# Pulp Culture: The Art Of Fiction Magazines



## Synopsis

From its origins in the late nineteenth century, when adventure stories reigned, through almost six decades of slinking sleuths, galloping ghouls, nitty-gritty gals, and invincible warriors, the pulp magazine transported readers to new frontiers of the mind. The proving ground for scores of writers and illustrators who went on to achieve great fame, these publications helped popularize authors such as Dashiell Hammett, Ray Bradbury, and Edgar Rice Burroughs. Taken collectively, they now provide a panorama of some sixty years of illustration and social commentary. Hailed as "lush" by the New York Times, this is the most comprehensive compilation ever published on the subject. Winner of the "Pop Culture Book of the Year" by the Independent Publisher's Association, it is a must for graphic artists, fiction lovers, and anyone who appreciates the art of pulp fiction's golden age.

## Book Information

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## Customer Reviews

Penzler Pick, November 2001: Pulp magazines reigned for about a quarter of a century as the most popular entertainment medium in America. They were cheaply produced and, during the Great Depression, were blessedly cheap to buy, generally a dime. And they were plentiful. After a low-key beginning, when a few magazines displayed their tasteful covers to an appreciative readership, their success spawned countless competitors. The covers became more and more garish, and promised ever greater excitement. Western covers went from an illustration of an Indian gently paddling his canoe to furious cattle stampedes, a huge gang of obviously ferocious savages attacking a

defenseless family, and depictions of shootouts in every conceivable locale. Mystery covers went from showing a cop on the beat to villainous thugs tearing the clothes off a helpless young woman (most frequently a generously endowed young blonde) or any other sort of action that promised the reader endless excitement. And they delivered. Pulp writers knew how to write thrilling stories and books. Many of the best went on to extremely successful careers in book form. Dashiell Hammett wrote most of his stories and novels for the pulps, and he is now recognized as one of the most influential fiction writers of the 20th century. Raymond Chandler, too, wrote stories for the pulps and is frequently conceded to be the great mystery writer of the 20th century. Pulps became more and more specialized as their numbers increased, soon appealing to fans of jungle stories, science fiction, fantasy, railroad stories, romances, Westerns, Western romances, aviation, the Foreign Legion, engineering, the outdoors, courtrooms, Wall Street, newspapers, firefighters, and so on. Now there is a new book that recalls that Golden Age of the pulp magazines (roughly 1920-1945) with a knowledgeable and nicely written text that covers all the highlights of the major magazines and the major writers, who are sometimes remembered today and, alas, sometimes not. And there are those fabulous covers! Magnificently produced in Hong Kong, *Pulp Culture* is a genuine bargain. Here are the *Shadow*, Max Brand, Talbot Mundy, Erle Stanley Gardner, *Black Mask*, Sax Rohmer and Fu Manchu, C.S. Forester, and Captain Horatio Hornblower, Doc Savage, the *Phantom Detective*, and on and on. For the old codgers among us, this gorgeous book will produce a happy trip down memory lane. Younger readers, eat your heart out. It will show you what you missed in a time of great storytelling that today's television shows can't ever match. --Otto Penzler

"From the saucy, spooky, exotic, action-packed covers reproduced in this book, it's easy to see the appeal." -- Washington Post Book World, March 22, 1998 "Quentin Tarantino Would Be Proud" "*Pulp Culture* isn't an ordinary coffee-table book." -- Playboy It takes considerable imagination to create a fresh image every month on the same theme, and the masters of pulp art met the challenge.... [T]here is something for everyone in this comprehensive collection of a virtually forgotten American popular art. -- The New York Times Book Review, Steven Heller

A gloriously beautiful book, Frank M. Robinson demonstrates that the pulp era was as much one of great art as it was of purple prose. In addition to a fine general history of the pulps and their now vanished market, Robinson reproduces a astounding number of original covers in full color. More than a simple coffee table book, this tome is worth repeated perusals. With original pulps rapidly rising in costs, the images in this book make nice stand-ins. What the reader really comes away with

is a desire for original art from these cover, framed and upon their own walls If I ever win the lottery ...

Good book, was very informative about the history of pulps. The book size is a large coffee table sized book. The art work is great, which is really why I bought this book. Page after page of beautiful pulp cover artwork is represented from the 30s to the 50s, all printed on great quality paper. I also wanted a book which would represent the various genres of pulp covers, from adventure covers to science fiction to sexy damsels and risque covers, and this book delivered. Be warned, though, that the cover shown of 'The Shadow' is not the front cover of the book. The book I got actually has the cover from "Breezy Stories" March 1937 issue, which shows a sexy damsel in a yellow dress. That's the reason it got 4 instead of 5 stars. Still, if you want a definitive book on the history of pulp magazines, look no further my friend!

Must have for any illustrator or writer. A terrific history both artistically and with regard to pulp magazines.

This is a fully revised edition of the first pictorial history of the pulp magazines to be published and the authors finally got it right. There is a complete index of magazine titles and the artists who painted their covers, the images have been rescanned to eliminate any "moire" patterns that may have degraded the paintings, and the most unusual cover ever published has now been included (a painting by John Held Jr., famous for his "sheiks and shebas" of the Jazz Age). The cover has been redesigned and features the image of a pirate far more fearsome than Johnny Depp. This is the book that started it all and the price is now more than right. --Frank M. Robinson (I'm one of the authors).

What a wonderfull book. Beautifull pulp covers in full colour showing an amazing level of style and drama. These artists are just so underrated, a real shame! I'd love to see more vols. like this one. How about a book featuring Earle K. Bergy and H.W. McCauley!

excellent collection of illustrations

Great history of pulp fiction and wonderful pictures of cover art, illustrations, etc. Gives you the basics and I found the entire book enjoyable.

This large art book features the covers of hundreds of pulp magazines, along with (often amusing) commentary and history. Unlike other books I've seen, this one strives to cover the entire range of genres, subgenres, and specialized subjects, so that along with more familiar genres such as SF, horror, adventure, romance (love story and romance pulps had the highest circulation of any genre, we are told, but are the least likely to survive), detective, western, war, hero (the Shadow knows!), etc., we see examples of Wall Street Stories (who knew 1929 would be a bad time to sell stories of high finance?) to the infamous Zeppelin Stories (hey, Railroad Man's Stories was one of the most popular, so why not?), not to mention strange hybrids like the popular Ranchland Romances and its several competitors. I can more than recommend to this my fellow SF/fantasy/horror genre fans, but not just to them, to fans of any of these genres or just popular culture.

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