



THE HISTORY OF MEN'S MAGAZINES VOL.3

(Taschen £29.99)

Dian Hanson, the author of this exhaustive encyclopedia of the mags we snuck a peep at in our youth, seems undaunted by the task at hand. She has cleverly divided the sixties into two volumes, starting with the titles available at the newsstands. The launch of *Playboy* in 1953 had changed everything, putting men's mags on the top shelves. Curator-like in her endeavours, Hanson has unearthed titles which tried to cash in on the craze – nearly literally in the case of *Poorboy*, *Laffboy*, *Peliboy* and *Plowboy*, and we simply love *Mr. Cool* – A Hot Magazine For The Cool Man – and *Debonair*, the magazine for the man about town! Before political correctness, *Sheik* could entice you by trumpeting 'Your Own Private Harem' and nearly deliver on that promise. There are chapters dedicated to France, Italy, Germany, South America, nudist mags, and best of all, the British digests – *Spick* and *Span* and your *Men Only* – and cartoonist Bill Ward's platinum blonde showgirls in high heels, stockings and tight evening gowns. Great!



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Going under the counter, things hotted up with titles like *Wench*, *Boudoir* and *Peek-A-Boo!* Sure, the Yanks still thought the French touch worked, putting French flags on *Chère* and getting it horribly wrong with *Dreamé*, but it's nice to finally see girls with hairy pussies in *Ögat* (Sweden), *Daisy* (Denmark) and *Wendy's Wild Weekend* (promising 'the swingest diary ever with photos of everything that happened!'). Full bosoms pop out in *Fabulous Femmes*, *Taboo* and *The Bare Breast Rebellion* and drink comes into the equation with the launch of *Cocktail*, *Highball*, *Champagne* and even *Cordia!* There are chapters devoted to leg lovers and foot fetishists – check out *Succulent Toes* – and bondage master Irving Klaw, the publisher who made model Bettie Page and illustrator Eric Stanton household names. British photographer turned film-maker George Harrison Marks (of *Come Play With Me* fame) is justly eulogized for his wonderful work in *Solo* and *Kamera* and spankmag *Kane* (a very British tradition!). Can't wait for the seventies. . .