



Weirdly, the Japanese could show naked children, but not pubic hair, right up until 1993

THE HISTORY OF MEN'S MAGAZINES: VOL 5

EXPLORING THE FASCINATING STORY OF PORNOGRAPHY THROUGH A TIME WHEN IT REALLY WAS 'ART'

DIAN HANSON

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“1967 was the year men’s magazines became pornography. Prior to that, there were pin-up magazines, adventure magazines, art-photo magazines, nudist magazines, girlie titles and risqué titles, over-the-counter and under-the-counter, top-shelf, bottom-shelf, spicy, saucy, sparkling and seedy titles. But the day Berth Milton Sr walked into a session of Swedish parliament with photos of actual sexual intercourse and announced he was going to publish them in his magazine *Private*, pornography was born.” And so Hanson takes us on a jaunty stroll through a variety of international men’s magazines, looking at the history and the characters behind each one.



The 1970s may have been about free love, but they were also about opening the floodgates on sex and showing it in all its freaky glory. Colourful and unusual front covers are revealed, including a naked girl draped over R2-D2, a woman wearing a ram’s head, a brunette dressed as a wedding cake and a bikini-clad Italian with a dead barracuda hanging out of the back of her knickers – they really went to town. Far from being just a picturebook of wank mags showing too much pubic hair and soft camera focus, we are educated on everything from America’s Al Goldstein and *Screw* magazine to Britain’s entry into the world of filth and the fascination with big tits and Italy’s sexual revolution. It’s interesting to learn about the emergence of niche titles like *Juggs*, which

featured pregnant and lactating models in 1979, *40ty Plus* for the MILF lovers and *A’Hole* for bottom and anus enthusiasts, proving to today’s generation that it wasn’t all about pretty women wearing love beads and showing their tits.

The really interesting chapter is on Japan and its obsession with bondage and schoolgirls and its fixation with not showing pubic hair. Amazingly, this law enabled photos of naked young children to be published legally, but prohibited the uncensored image of a nude adult woman until 1993.

You’ll come away with far more information about pornography and its surrounding culture than you’ll ever need, but you will also never look at the 70s in the same light again. *Denise Stanborough*