

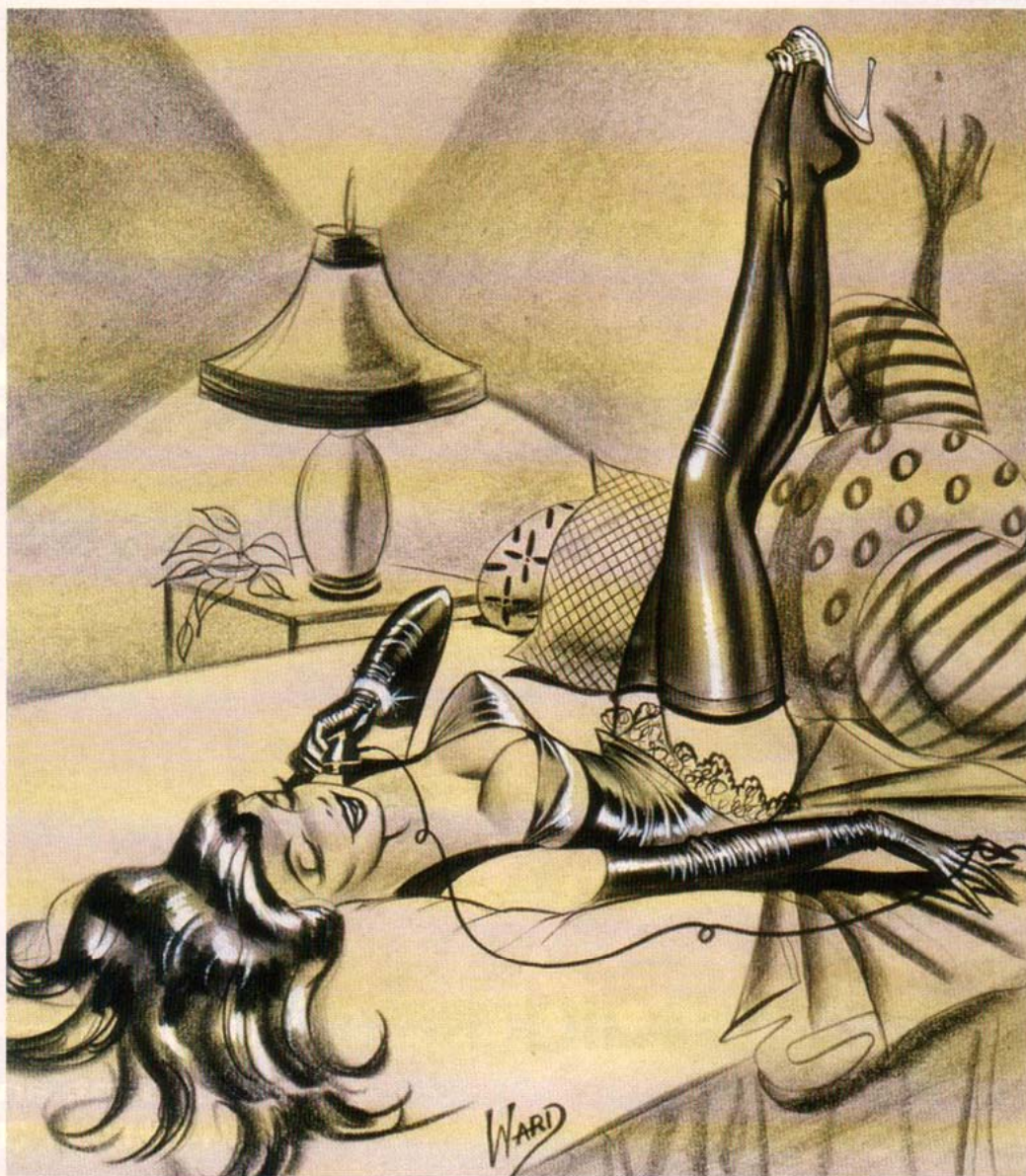


THE WONDERFUL WORLD OF BILL WARD

Taschen, 416 pages, \$59

“THE ARTIST,” said Pablo Picasso, “is a receptacle for emotions that come from all over the place: from the sky, from the earth, from a scrap of paper, from a passing shape, from a spider’s web.” If this is true, it is safe to say that Bill Ward – the subject of this massive retrospective that presents over six hundred illustrations from the 1940s through the early ’90s – was the preeminent receptacle for emotions generated by the female breast.

Over the course of his career, writing and illustrating for porn publications like *Sex to Sexty*, *Jugs*, and *Leg Show*, as well as more mainstream humour mags like *Cracked* and *Humorama*, Ward was to the boob as Picasso was to the bull. Through cartoon versions of the ultimate female



The ripe vixens of illustrator Bill Ward (self-portrait, top left) wired a direct line to the teenage male imagination.

form – think Bettie Page meets Alfred E. Neuman mixed with a smidgen of Marvel Comics – he satirized, mythologized, characterized, and ultimately defined

the tit fetish for three generations of slaving male teenagers of all ages.

The Wonderful World of Bill Ward is an endless treasure trove

of gently adolescent erotica, and, in this era of endless hardcore Net porn, a welcome visit to the good old days of our sexual innocence. — Douglas Bell