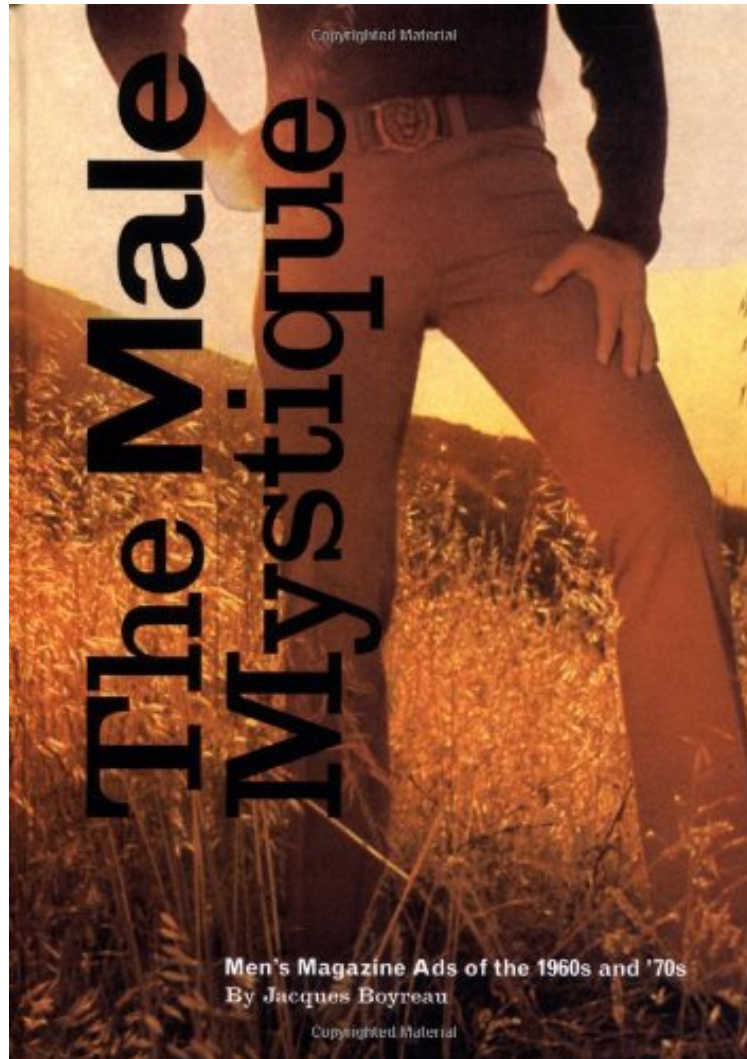


(Download pdf) The Male Mystique: Men's Magazine Ads of the 1960s and '70s

The Male Mystique: Men's Magazine Ads of the 1960s and '70s

Jacques Boyreau

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Jacques Boyreau : The Male Mystique: Men's Magazine Ads of the 1960s and '70s before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Male Mystique: Men's Magazine Ads of the 1960s and '70s:

0 of 0 people found the following review helpful. Simply awesomeBy L.J. CooperI love this book, its a hilarious retrospective as to where we were culturally in the 60s and 70s. Yes, you can find copies of the ads on other sites, but Jacques Boyreau has a great sense for the funny, ironic, over-the-top, and relevant. I have spent hours leafing through this reminiscing about the age in which the ads were created. I can whole-heartedly recommend this book.0 of 0 people found the following review helpful. Five StarsBy Marrone M. BrowningThis book was perfect for the photos I

wanted!0 of 0 people found the following review helpful. Five StarsBy Patrick DotyAWESOME

What does it mean to be a man? Is it the size of your quadraphonic hi-fi equipment or the fit of your flares? The Male Mystique presents a swinging vision of the ideal male-dominated lifestyle at least, as seen through the looking-glass of men's magazine ads of the 1960s and '70s. This is Total Male Living as it was meant to be: a world of musk, whiskey, polyester slacks, "male comfort spray," and, of course, babes. With 150 swaggering print advertisements presenting an astonishing array of swarthy delights, crass copy, and surprise celebrity sightings, The Male Mystique is tribute to the time when testosterone was in vogue and Stay-Prest stayed pants at the ready. Ladies, please don't crush the velour.

From Publishers Weekly Boyreau's collection of 1960s and 1970s magazine ads center on iconic and outdated images of maleness—the swingers, playboys, and cowboys of the post-war era scene. These days, ads featuring macho bachelors in tight polyester "slacks" are far too silly to offend, even though the copy might say something like "Blow in her face and she'll follow you anywhere." (That's from an ad for Tipalet tipped cigarettes reads). An ad for Roberts stereo tape recorders contains "A warning to bachelors!": "A Roberts means that you are a man of quality ... who can afford to buy the very best! And ... that's the kind of man a girl likes to marry!" Meanwhile, an ad for A-1 Action Man Slacks depicts "Lance Bradbarry, 28, ... renowned Notary Public" at a pool table surrounded by women. The visual centerpiece is, of course, his pants, and Lance himself, the ad assures, is an "action man": "Ask Judy, Courtney, and Inger, they know he's an action man because they're part of his action." But there's more than just kitsch at work here. Taken together, the ads form a narrative of maleness in popular culture over two decades in which cigarettes, slacks, liquor, stereos, "Score" hair cream and even male "comfort spray" were sold via a language of hyper-masculinity, uber-independence and unabashed sexual conquest. In his sporadic (and occasionally abstract) commentary, Boyreau conveys a tongue-in-cheek sense of nostalgia, as if to imply that this antiquated gender identity is almost appealing in its simplicity and clear imperative. "The Male Mystique elevates us to a force majeure of guyness," he writes. "Collectively upheld, detached from any one man, perhaps it is something to believe in." Or just laugh at. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Jacques Boyreau co-founded the half-bar, half-underground cinema known as the Werepad. His archive, Cosmic Hex, contains hundreds of cult, horror, and sci-fi films, as well as thousands of movie posters. He lives in San Francisco.