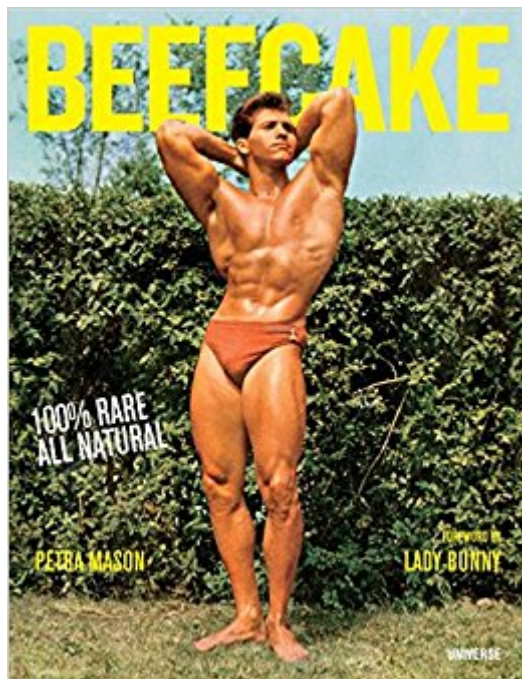


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# Beefcake: 100% Rare, All-Natural



## Synopsis

A fun and humorous treasure trove of extremely rare, all-American beefcake pinups. From the author of *Bunny Yeager's Darkroom* and *Bettie Page* comes *Beefcake*, a Herculean collection of male nudes culled from vintage magazines of men for men. A lighthearted celebration of the male physique at its best, this entertaining volume features sporty and wholesome specimens championing the ideal male figure. *Beefcake* includes photos selected from private collections of rare male pinups from the 1940s to pre-disco, but it also showcases images and layouts from physique magazines with titles like *Muscle*, *Adonis*, *International Nudist Sun*, *Tomorrow's Man*, and *Buck and Champ*. Many of the photos featured are previously unseen and highly collectible works from the hugely influential photographer Bruce of Los Angeles, Kovert of Hollywood, Western Photography Guild, Don Whitman, and Kris Studio, as well as from the edgy and previously unpublished D. R. Parker and the covert Karoll of Havana. Arranged thematically with chapters such as *Peak of Perfection*, *Swords & Sandals*, *Dare Devils*, *Locker Room*, *Demi Gods*, *Lonely Sailor*, *Rugged & Rough*, and *Gladiator*, and celebrating the midcentury graphic design of the magazine covers and interiors, *Beefcake* is a fun and witty tribute to male physique photography.

## Book Information

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## Customer Reviews

"From daredevils to demigods, cowboys to sailors, there's a prime cut here for everyone." -*Out Magazine* According to [Petra] Mason, "The hallmark of beefcake is its unaffected

playfulness and physicality qualities in abundance throughout the 256-page hardcover that features 200 color and black-and-white photographs. . . " -Frontiers Media

"A steamy new book from Petra Mason and published by Universe [at Rizzoli] brings you some of the hottest vintage male imagery from the mid-twentieth century. Called Beefcake, this incredible documentation comes complete with a foreword from drag legend Lady Bunny." -Huffington Post

"You Have To Own. A lighthearted celebration of the male physique at its best, this entertaining volume features sporty and wholesome specimens championing the ideal male figure. . . with titles like "Peak of Perfection," "Swords & Sandals," "Dare Devils," "Locker Room," "Demi Gods," "Lonely Sailor," "Rugged & Rough," and "Gladiator," which you can just about imagine without even seeing (though you must see them. You MUST)!"

"American Standard Time" For Petra Mason, the editor of Beefcake: 100% Rare, All Natural, published by Rizzoli, trying to track down the [history of "beefcake" photography] and, more significantly, the holders of the copyrights, turned out to be a bit like falling down a rabbit hole. . . . 'It was an amazing journey in terms of many months of research to try to find the right people.'" -Slate.com

"It is ALL good in this glamorous worship of the athletes who posed for beefcake photos when they were illegal. Today, we can honor them." -Vintage Sleaze

"Celebrate the season of rising sap with Beefcake: 100: Rare, All-Natural, a splendid, over-sized collection of male pin-up photography from the 1940s through the 1970s, lovingly curated by cultural historian Petra Mason. . . . there's still a frisson of the forbidden to many of these photos, and a special allure in the models' wholesome, clean-cut appearance and lack of self-absorbed porn-star attitude." -Passport Magazine

"Still, it isn't the way these men imitate Greek sculpture that makes these pictures art -- the curve of the models arms, the point of their feet, the splay of their fingers or the firmly rooted placement of their torsos -- it is the way the photos carefully craft eroticism and desire." -Edge Media Network

Petra Mason is a cultural historian and creative director who partners with Books & Books Press. She is the author of several books, including Bunny Yeager's Darkroom and Bettie Page: Queen of Curves.

I've begun collecting reproductions of male erotica and physique photography re-issued as these kinds of coffee-table art books for the last few years and recently ordered "Beefcake" to add to the collection. It's one of the better examples of this genre and trend. The material qualities of books of

this type vary considerably in terms of the paper on which images are printed, the crispness and clarity of the pictures, the layout of the pictures, e.g. whether you get many full-page pictures or several reproduced on the same page, the bindings and other aspects of the books (hard-cover vs. paperback), and much else. "Beefcake" gets high marks on all these points. It's the kind of well-made book on high quality paper that will last a lifetime and beyond if properly handled. The pictures chosen by the editor are among the better examples of physique photography I've come across. The layouts, mostly full-page images, due justice to the beauty of the models and the aesthetic vision of the photographers."Beefcake" is an especially good introduction to vintage physique photography to newcomers to the genre or anyone that might want just one good book of this type. It reproduces work from among the best-know photographers such as Lon of New York and Bruce of Los Angles, but also less-know ones like Karoll of Havana. Similarly, there are models like Larry Scott who were champion body-builders when they posed for images here as well as any number of young men whose virility and beauty would be lost to history had it not been captured in these pictures. "Beefcake" also introduces readers to the variations within the genre of physique photography from the classicism of its early decades (my particular favorite) to the pop-culture inspired sexy kitch of the 1970s. The editor's introduction to the photographers and these sub-genres, and the historical evolution that produced them, is likewise interesting and informative. This is an excellent example of this trend of reviving an art-form that was nearly destroyed by legal persecution and reactionary social values, and a great introduction to it for those who might want to check it out for the first time.

A terrific collection of vintage male erotica culled from "physique" magazines, mainly from the 1960's before the onslaught of "anything goes" nude photography. To those who grew up during this era where access to all-male pictures was limited to muscle mags and the like, this will be a real blast from the past and a nostalgic trip back to more "innocent" but also repressed days. Petra Mason has assembled some 200 photos, mostly full page, many in color and a very representative selection from the famous all-male studios of the day including Bruce of Los Angeles, Lon of New York, KRIS, Champion, Vulcan, Les Demi Dieux, Douglas of Detroit and Western Photography Guild. This very handsome, sturdy publication has been broken up into nine sections to emphasize a certain style. For example: "Beefcake" and "Figure Studies" mainly feature muscle guys such as Steve Reeves and Larry Scott, whereas "Swords and Sandals". "Cowboys and Indians" and "Duals in the Sun" tend to display the more whimsical storytelling/fantasy images of the particular studio. Nothing too risquÃ© here. Remember these were the days before erections and sex

scenes became the norm. But there are plenty of awesome men displaying their wares in a wide variety of full frontal poses, ass shots and the favourite prop of the day, the posing pouch. The closest to interaction between the models are some quaint wrestling exhibitions and dual physique poses. There have been a host of historical physique books in recent years, many concentrating on a single studio. Even if you have these, I would still recommend this beautifully put together volume to be added to your collection.

Hands down, new favorite coffee table book. The era of male pin ups that are included are all stunning. The forward by Lady Bunny is a hoot. Great find!

This is a beautiful book just full of wonderful photographs of past body builder and beefcake boys. It immediately took me back to my late teens and twenties! Even though these are vintage photos, it must have been wonderful to look like these models - all so attractive and fit. If you remember these years, or just want to know and see more about them, this is the book for you! I truly got my money's worth on this one!!!!!!

Wow! excellent purchase I'm very Satisfied with the purchase and the service.

Great pictures. Very enjoyable.

Great book to look how male photography took place in the early years. A wonderful way to create vintage looks today

Was initially excited about this title. Had heard about it in advance as the author was performing her research. However, I question just how much research the author actually performed. The information in this book is marginal, and there is nothing of any real importance. There are certainly no new or valuable insights. In a couple of instances it appears the author did not have full permission to discuss certain photographers. References are vague and lack depth. Comparatively speaking, there are far more valuable and interesting titles on the subject including Brooklyn Boys and several of Reed Massengil's books. Overall, a disappointment. Perhaps a good reference for someone new to the genre, but there are much better titles available.

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