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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Kovert of Hollywood, Western Photography Guild, Don Whitman, and Kris Studio, as well as from the edgy and previously unpublished D. R. Parker and the covert Karoll of Havana.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

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 risqu  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.

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!! truly got my money's worth on this one!!!!!!

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!

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.

This has to be the best ever book on the male pin up. Not only in terms of the quality of the book which is quite lavish, but for the photo editing and clear authoritative research. The book is magnificently laid out, designed and Ms. Mason's research thorough and informative. Had no idea of just how complex the history of male pin up photography. Received the book as a gift to add to my collection of Ms. Mason's pin up trilogy which started with "Bunny Yeager's Darkroom" followed by the "Bettie Page, Queen of Curves" which is the ultimate book on the icon and far superior to anything Taschen has produced and now brought to a close quite impressively with Beefcake. Each of the books a jewel. A must have 3 volume set to please everyone from historians of the period and genre, to gay readers and to lovers of photography. Thank you, Ms. Mason.

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