



Horwitz Publications, Pulp Fiction and the Rise of the Australian Paperback

Pub Date: 12 July 2022
Binding: Hardback
Price: £80.00 / \$125.00
ISBN: 9781839982453

Extent: 250 pages
Size: 153 x 229 mm /
6 x 9 inches

Series: Anthem Studies in Australian Literature and Culture; Anthem Studies in Book History, Publishing and Print Culture

BISAC CATEGORY: LITERARY COLLECTIONS /
Australian & Oceanian LITERARY CRITICISM / Australian &
Oceanian, ANTIQUES & COLLECTIBLES / Books
BISAC CODE: LCO005000
BIC CODE: DB

RIGHTS
Exclusive: WORLD

Explores the history of Horwitz Publications, one of Australia's largest post-war pulp publishers, that played a major role in mainstream Australian publishing, particularly in the expansion of the paperback that took place from the late 1950s onwards.

The first book-length study of Sydney-based Horwitz Publications, the largest and most dynamic Australian pulp publisher to emerge after World War II. Although best known for its cheaply produced, sometimes luridly packaged, softcover books, Horwitz Publications played a far larger role in mainstream Australian publishing than has been so far recognised, particularly in the expansion of the paperback from the late 1950s onwards.

Horwitz Publications, Pulp Fiction and the Rise of the Australian Paperback examines the authorship, production, marketing and distribution of Horwitz pulp paperbacks. It includes ground-breaking material on the conditions of creative labour: the writers, artists and editors involved in the production of Horwitz pulp. The book also explores how Horwitz pulp paperbacks acted as a local conduit for the global modern: the ideas, sensations, fascinations, technologies, and people that came crashing into the Australia consciousness in the 1950s and 1960s.

Contents

Introduction: Introduction – Pulp Jungles in Australia and Beyond; Chapter 1. 'Mental Rubbish' and Hard Currency: Import Restrictions and the Origins of Australia's Pulp Publishing Industry; Chapter 2: Dreaming of America: Horwitz in the Early Post-War Period; Chapter 3: The Fiction Factory Expands: Horwitz in the Second Half of the 1950s; Chapter 4: 'The Mighty U.S.A Paperback Invasion': The End of Import Restrictions and the Changing Metabolism of Australian Publishing; Chapter 5: The Female Fiction Factory; Chapter 6: Party Girls and Prisoners of War: The Australianisation of Horwitz Pulp in the 1960s; Chapter 7: Policing the 'Literary Sewer': Horwitz and the Censors; Chapter 8: Competing with the Sexual Spectacle: Horwitz and the Mainstreaming of the Erotic; Chapter 9: 'You've Got to Grab Their Attention': Horwitz Cover Art; Chapter 10: The End of the Pulp Jungle; Bibliography.

About the Author(s) / Editor(s)

Andrew Nette has a PhD from Macquarie University and is an author of fiction and non-fiction.

Ordering in North America, Latin America and Caribbean

Ingram Publishers Services (US)
1 Ingram Blvd. Mail stop
#512 Lavergne, TN 37086, United States
Tel: +1 866 400 5351
ips@ingramcontent.com

Ordering in the UK/Rest of the World

Ingram Publishers Services (UK)
1 Deltic Avenue, Rooksley
Milton Keynes, MK13 8LD
United Kingdom
Tel: +44 (0) 1752 202300 | Fax: 01752 202330
IPSUK.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books
C/O Alliance Distribution Services (ADS)
9 Pioneer Avenue
Tuggerah 2259 NSW, Australia
Tel: +61 (02) 4390 1300 | Fax: +1800-66-44-77
adscs@alliancedist.com.au