



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

By Andrew Nette

Pub Date: 16 January 2024 **BISAC CATEGORY:** LITERARY COLLECTIONS / Australian & Oceanian
Binding: Paperback
Price: £25.00 / \$35.00 **BISAC CODE:** LCO005000
ISBN: 9781839991233 **BIC CODE:** DB

Extent: 254 pages **RIGHTS**
Size: 153 x 229 mm / **Exclusive:** WORLD
6 x 9 inches

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

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.

This book explores the history of Horwitz Publications, one of Australia's largest post-war pulp publishers. 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 recognised, particularly in the expansion of the paperback that took place from the late 1950s onwards.

Contents

List of Figures; Acknowledgements; Introduction: Pulp Jungles in Australia and Beyond; 1. 'Mental Rubbish' and Hard Currency: Import Restrictions and The Origins of Australia's Pulp Publishing Industry; 2. Dreaming of America: Horwitz in the Early Post-War Period; 3. The Fiction Factory Expands: Horwitz in the Second Half of the 1950s; 4. 'The Mighty U.S.A Paperback Invasion': Horwitz and The Changing Metabolism of Australian Publishing in The Early 1960s; 5. The Female Fiction Factory; 6. Party Girls and Prisoners of War: The Australianisation of Horwitz Pulp in the 1960s; 7. Policing The 'Literary Sewer': Horwitz and The Censors; 8. Competing with The Sexual Spectacle: Horwitz and The Mainstreaming of The Erotic, 1967–1972; 9. 'You've Got to Grab Their Attention': Horwitz Cover Art; 10. The End of The Pulp Jungle; Bibliography; Index

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 Laverne, 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

75-76 Blackfriars Road | London SE1 8HA | United Kingdom | Tel: +44 (0)20 7193 7371
244 Madison Ave. #116 | New York | NY 10016 | United States | Tel: +1 646 736 7908
info@anthempres.com | sales@anthempres.com | publicity@anthempres.com | www.anthempres.com