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Cover Story



Synopsis

Shows and describes memorable covers from magazines in the areas of fashion, politics, humor, culture, and travel.

Book Information

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Customer Reviews

Readers should forgive the authors this tangled hyperbole--"The magazine cover is to twentieth-century United States history what cave markings were to prehistoric man" --because they have chosen the cream of the crop of illustrated covers for this luscious volume. Magazines really do capture the essence of the moment in culture, freeze-framing fashion, be it graphical, linguistic, or sartorial. Just like the examples of illustrated book jackets in this title's sister book, *Jackets Required*, Heller and Fili's selections epitomize successful collaborations between graphic designers, writers, and marketers. This is commercial illustration at its most alluring and sophisticated as practiced in every sphere of trade magazines, from *Good Housekeeping* and *Town & Country* to *Vanity Fair* and *Harper's Bazaar*, *Popular Science*, and even *New Masses*. It's particularly interesting to see magazines now known for their photography, such as *Life* and *Vogue*, sporting glorious illustrated covers, and it's even more intriguing to see the marvelous covers of little-known, short-lived magazines, from the pulps to literary journals. Donna Seaman

i will use this as a time line of collecting magazine covers, design of the times ,and the historical subjects going on at the time

I picked up this book from the library on a whim. I saw the cover and was curious. I've seen many images with drawings similar to the cover, but I never really knew where they were from. It turns out that quite a few of the old fashioned drawings I saw are actually magazine covers way back in the day. Pretty neat! I liked this book. It gives a good overview of magazines and the cover art used. It shows how much of a necessity artist rendering was to the cover. Granted, photography existed back then (in the 1920s - 50s), but the illustrations are just so much more glamorous and so much more reflective of the culture at the time. I agree with that they said "the artist was his own editor back then," which is very much unlike covers now. Compared to today's magazine covers, those older covers were breaking many of today's rules (such as constantly changing the logo and location of elements, etc). But it looked like the artists really had FUN with it. It really was their canvas, their gallery, and their outlet for expressing their art. Of course, I also liked the cultural exploration of the covers. That you could tell what ideals of the time were in the 10s, 20s, 30s, 40s, etc. You could see by the art what was considered "beautiful" or "life of leisure," what political turmoil was happening at the time, and how oil companies "put on a good face," pun intended. Very interesting! I recommend this book to art fans, advertising and media folks, and culture explorers.

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