

2 August 2012

David and Marcia:

I have attached a bibliography of American magazine history covering 1990 to 2010 that I compiled when writing *The Magazine Century: American Magazines Since 1900*. I am happy for you to share this with other authors as long as you retain my byline and credit.

David S.

David E. Sumner, Ph.D.  
Professor of Journalism AJ391  
Ball State University  
Muncie, Indiana 47306  
(765) 617-3890 ~ [sumner@bsu.edu](mailto:sumner@bsu.edu)  
[www.professormagazine.com](http://www.professormagazine.com)

### *A Bibliography of American Magazine History*

by David E. Sumner. Sources used in writing *The Magazine Century: American Magazines Since 1900* (Peter Lang, 2010).

#### **General Histories**

Abrahamson, David, *Magazine Made America. The Cultural Transformation of the Postwar Periodical*. Creskill, NJ: Hampton Press, 1996.

Angeletti, Norberto and Alberto Oliva. *Magazines That Make History: Their Origins, Development and Influence*. Gainesville: The University Press of Florida, 2004.

Douglas, George H. *The Smart Magazines: 50 Years of Literary Revelry and High Jinks at Vanity Fair, The New Yorker, Life, Esquire and the Smart Set*. Hamdon, CT: Archon Books, 1991.

Humphreys, Nancy K. *American Women's Magazines: An Annotated Historical Guide*. New York: Garland, 1989.

Endres, Kathleen L. and Lueck, Therese L. eds. *Women's Periodicals in the United States: Social and Political Issues*. Westport, CT: Greenwood Press, 1996.

Endres, Kathleen L. and Lueck, Therese L. eds. *Women's Periodicals in the United States: Consumer Magazines*. Westport, CT: Greenwood Press, 1995.

Fackler, P. Mark and Charles H. Lippy, eds. *Popular Religious Magazines of the United States*. Westport, CT: Greenwood Press, 1995.

Haining, Peter. *The Classic Era of American Pulp Magazines*. Chicago: Chicago Review Press, 2000.

Janello, Amy, and Brennon Jones. *The American Magazine*. New York: Harry Abrahams and Magazine Publishers of America, 1991.

Kitch, Carolyn. *The Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media*. Chapel Hill, University of North Carolina Press, 2001.

Nourie, Alan and Barbara Nourie. *American Mass Market Magazines*. New York: Greenwood Press, 1990.

Ohmann, Richard. *Selling Culture: Magazines, Markets, and Class at the Turn of the Century*. London and New York: Verso Press, 1996.

Riley, Sam, ed. *American Magazine Journalists, 1900-1960*. Detroit: Gale Research, 1990, 1994.

Streitmatter, Rodger. *Sex Sells! The Media's Journey From Repression To Obsession*. Cambridge, Mass., Westview Press, 2004.

Streitmatter, Rodger. *Unspeakable: The Rise of the Gay and Lesbian Press in America*. Boston: Faber and Faber, 1995.

Tebbel, John and Mary Ellen Zuckerman. *The Magazine in America 1741-1990*. New York: Oxford University Press, 1991.

Walker, Nancy A. *Shaping out Mothers' World: American Women's Magazines*. Jackson: University Press of Mississippi, 2000.

Zuckerman, Mary Ellen. *A History of Popular Women's Magazines in the United States, 1792-1995*. Westport, CT: Greenwood Press, 1998.

### Individual Magazines and Magazine Publishers

#### CONDÉ NAST

*A Brief History of The Condé Nast Publications*. New York: Condé Nast Publications, 1993.

Bachrach, Judy. *Tina and Harry Come to America: Tina Brown, Harry Evans and the Uses of Power*. New York: The Free Press, 2001.

Felsenthal, Carol. *Citizen Newhouse: Portrait Of A Media Merchant*. 2003.

Maier, Thomas. *Newhouse: All the Glitter, Power, & Glory of America's Richest Media Empire & the Secretive Man Behind It*. New York: Johnson Books, 1997.

Oppenheimer, Jerry. *Front Row, Anna Wintour: The Cool Life and Hot Times of Vogue's Editor in Chief*. New York: St. Martin's Press, 2005.

#### **CURTIS and SATURDAY EVENING POST\**

Cohn, Jan. *Creating America; George Horace Lorimer and the Saturday Evening Post*. Pittsburgh: University of Pittsburgh Press, 1989.

Culligan, Matthew. *The Curtis-Culligan Story; from Cyrus to Horace, to Joe*. New York: Crown Publishers, 1970.

#### **EBONY**

Johnson, John H. *Succeeding Against the Odds*. New York: Armistad, 1992.

#### **ESQUIRE**

Lois, George. *Covering the 60s: The Esquire Era*. New York: Monacelli Press, 1996.

Polsgrove, Carol. *It Wasn't Pretty Folks, But Didn't We Have Fun? Esquire in the 1960s*. New York: W.W. Norton, 1995.

#### **FORTUNE – See Time and Time Inc.**

#### **GEORGE**

Blow, Richard. *American Son: A Portrait of John F. Kennedy, Jr.* New York: St. Martin's, 2002.

#### **GUIDEPOSTS**

George, Carol V.R. *God's Salesman: Norman Vincent Peale and the Power of Positive Thinking*. New York: Oxford University Press, 1993.

#### **HARPER'S**

Morris, Willie. *New York Days*. Boston: Little, Brown and Company, 1993.

#### **HEARST**

Black, Cathie. *Basic Black: The Essential Guide for Getting Ahead at Work (And In Life)*. New York: Crown Business Books, 2007.

Brown, Helen Gurley. *I'm Wild Again: Snippets From My Life and a Few Brazen Thoughts*. New York: St. Martin's Press, 2000.

Hearst, William Randolph Jr., and Jack Casserly, *The Hearsts: Father and Son*. Toronto, Key Porter Book, 1991.

Procter, Ben. *William Randolph Hearst: The Early Years, 1863-1910*. New York: Oxford University Press, 1998.

Scanlon, Jennifer. *Bad Girls Go Everywhere: The Life of Helen Gurley Brown*. New York: Oxford University Press, 2009.

**LIFE - See Time and Time Inc.**

**MAD**

Jacobs, Frank. *The Mad World of William Gaines*. Secaucus, NJ: Lyle Stuart, Inc. 1972.

**MARTHA STEWART LIVING OMNIMEDIA**

Byron, Christopher. *Martha Inc. The Incredible Story of Martha Stewart Living Omnimedia*. New York: John Wiley & Sons, 2002.

**MEREDITH**

Brown, Kathi Ann. *Meredith: The First 100 Years*. Des Moines: Meredith Books, 2002.

**MACFADDEN**

Adams, Mark. *Mr. America: How Muscular Millionaire Bernarr Macfadden Transformed the Nation Through Sex, Salad, and the Ultimate Starvation Diet*. New York: HarperCollins, 2009.

Wood, Clement, *Bernard Macfadden*, New York, Holt Publishing, 1953.

**THE NATION**

Navasky, Victor. *A Matter of Opinion*. New York: Farrar Straus and Giroux, 2005.

**NATIONAL GEOGRAPHIC**

Canby, Thomas Y. *From Botswana to the Bering Sea: My Thirty Years with National Geographic*. Washington, DC: Island Press/Shearwater, 1998.

## NATIONAL ENQUIRER

Bird, S. Elizabeth. *For Enquiring Minds: A Cultural Study of Supermarket Tabloids*. Knoxville: University of Tennessee Press, 1992.

Calder, Iain. *The Untold Story: My 20 Years of Running the National Enquirer*. New York: Hyperion, 2004.

Moskowitz-Mateu, Lysa and David LaFontaine. *Poison Pen: Tabloid Reporters Tell All Their Shocking Secrets*. Los Angeles: Dove Books, 1996.

Vitek, Jack. *The Godfather: Generoso Pope Jr. and the National Enquirer*. Lexington: University Press of Kentucky, 2008.

## NEWSWEEK

Felsenthal, Carol. *Power, Privilege and the Post: The Katharine Graham Story*. New York: Seven Stories Press, 1993.

Kosner, Edward. *It's News to Me: The Making and Unmaking of an Editor*. New York: Thunder's Mouth Press, 2006.

## THE NEW YORKER

Adler, Renata. *Gone: The Last Days of the New Yorker*. New York: Simon & Schuster, 1999.

Forde, Kathy Roberts. *Literary Journalism on Trial: Masson v. New Yorker and the First Amendment*. Amherst: University of Massachusetts Press, 2008.

Kunkel, Thomas. *Genius in Disguise: Harold Ross of The New Yorker*. New York: Random House, 1995.

Ross, Lillian. *Here But Not Here: A Love Story*. New York, Random House, 1998.

Vehta, Med. *Remembering Mr. Shawn's New Yorker: The Invisible Art of Editing*. New York: Overlook Press, 1998.

Yagoda, Ben. *About Town: The New Yorker and the World It Made*. New York: Scribner, 2000.

## PEOPLE - See Time and Time Inc.

## PLAYBOY

Watts, Steven. *Mr. Playboy: Hugh Hefner and the American Dream*. New York: Wiley, 2008.

## THE PROGRESSIVE

Lueders, Bill. *An Enemy of the State: The Life of Erwin Knoll*. Monroe, Maine; Common Courage Press, 1996.

## READER'S DIGEST

Canning, Peter. *American Dreamers: The Wallaces and Reader's Digest: An Insider's Story*. New York: Simon and Schuster, 1996.

Heidenry, John. *Theirs Was the Kingdom: Lila and DeWitt Wallace and the Story of Reader's Digest*. New York: W.W. Norton, 1993.

January, Brendan. *DeWitt and Lila Wallace: Charity for All*. New York: Children's Press, 1998.

## RODALE

Gross, Daniel. *Our Roots Grow Deep: The Story of Rodale*. Emmaus, PA: Rodale, 2008.

## ROLLING STONE

Draper, Robert. *Rolling Stone Magazine: The Uncensored History*. New York: Doubleday, 1990.

## SPORTS ILLUSTRATED - See Time and Time Inc.

## TIME and TIME INC.

Clurman, Richard. *To the End of Time: The Seduction and Conquest of a Media Empire*. New York: Simon & Schuster, 1992.

*Covering History: Time Magazine Covers, 1923-1997*. New York: Time Inc., 1998.

Griffith, Thomas. *Harry and Teddy: The Turbulent Friendship of Press Lord Henry R. Luce and His Favorite Reporter, Theodore H. White*. New York: Random House, 1995.

Herzstein, Robert E. *Henry R. Luce: A Political Portrait of the Man Who Created The American Century*. New York: Charles Scribner's Sons, 1994.

Herzstein, Robert E. *Henry R. Luce, Time, and the American Crusade in Asia*. New York: Cambridge University Press, 2005.

Landers, James, *The Man Time Forgot: A Tale of Genius, Betrayal, and the Creation of Time Magazine*.

Martin, Ralph G. *Henry and Clare: An Intimate Portrait of the Luces*. New York: G.P. Putnam's Sons, 1990.

**Fortune**

***Fortune: The Art of Covering Business.*** New York: Time Inc. 1999. (with historical essay by Daniel Okrent)

**Life**

Doss, Erika, ed. ***Looking at Life Magazine.*** Washington and London: Smithsonian Institution Press, 2001.

Kunhardt, Phillip, Jr. ***Life: The First 50 Years, 1936-1986.*** Boston: Little, Brown and Company, 1986.

**People**

Kessler, Judy. ***Inside People: The Stories Behind the Stories.*** New York: Villard Books, 1994.

**Sports Illustrated**

***Sports Illustrated, The Anniversary Book: 1954-2004.*** New York: Sports Illustrated Books, 2004.

Fleder, Rob. ***Fifty Years of Great Writing: Sports Illustrated 1954-2004.*** New York: Sports Illustrated Books, 2004.

MacCambridge, Michael. ***The Franchise: A History of Sports Illustrated.*** New York: Hyperion Books, 1997.

**TV GUIDE**

Altschuler, Glenn C., and David I. Grossvogel. ***Changing Channels: America in TV Guide.*** Champaign, IL: University of Illinois Press, 1992.

Laswell, Mark. ***TV Guide: Fifty Years of Television.*** New York: Crown Publishing Group, 2002.