

Public Abstract

First Name:Sarah

Middle Name:Marie

Last Name:Horne

Adviser's First Name:Kristin

Adviser's Last Name:Schwain

Co-Adviser's First Name:

Co-Adviser's Last Name:

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This thesis is concerned with pinups depicted in popular magazines, but more precisely concentrates on a group of "girlie" serials published by Robert Harrison dating from 1941 until 1956. These serials all derive from the height of pin-up production and popularity which, not by happenstance, coincided with World War II. By tracing the origins of these magazines, this thesis reveals that these seemingly marginal publications are descended from mainstream media. The chapters examine Harrison's girlie magazines in terms of cover, content, audience and reception in order to demonstrate the important role these magazines play as a cultural document, conveying changes in social ideas as they relate to the representation of women in the World War II and immediate post-war eras. This thesis explores where these girlie magazines came from, what they were, who read them, and why they eventually cease to be published.