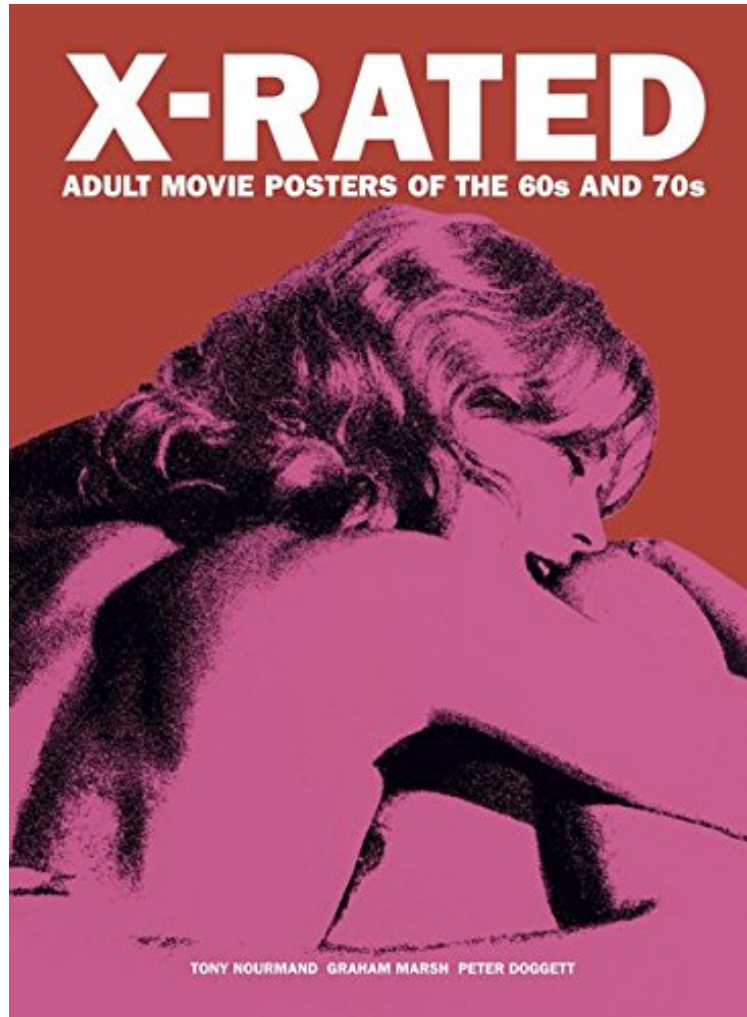


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## X-rated: Adult Movie Posters of the 60s and 70s

*Peter Doggett*

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**Peter Doggett : X-rated: Adult Movie Posters of the 60s and 70s** before purchasing it in order to gage whether or not it would be worth my time, and all praised X-rated: Adult Movie Posters of the 60s and 70s:

1 of 2 people found the following review helpful. Book is more R-rated movie postersBy BuffyThis book is more focused on exploitation posters of the 1960's versus adult movie posters. There are burlesque movie posters, Russ Meyer, Ed Wood, and many lesser known movies that I would consider more of the exploitation category. About two thirds of the book covers the 1960's. The layout of the book usually has a poster on one side of a two-page spread and a film still or related imagery on the opposite page. So the book is not completely filled with movie posters. Towards the very end of the book in the 1970's section there are some famous adult movie posters for Deep Throat, Debbie Does Dallas, and a couple of others but they are a very small representation of adult movies. They're also the most well-known so not that interesting.The reproductions are very good, all the posters that are supposed to be in color are

in color. The inclusion of "filler" material is okay in some parts but I would have preferred a book full of just movie posters. The dimensions are small for a poster book but I collect movie poster books so I'm going to keep this in the library. I was really looking forward to a collection of adult movie posters since they don't get collected much and the original posters are probably going to be lost and destroyed as time passes. It's hard to find many books in this poster genre so if you have any interest you might still want it.

This magnificent book is the new, expanded, complete edition of Nourmand and Marsh's cult bestseller, with text by renowned writer Peter Doggett. The 1960s and 70s were the Golden Age of the X-rated movie. For the first time, these films were shown in mainstream cinemas to a fashionable, young crowd. The porno chic movement around films like *Deep Throat* (1972), *The Opening of Misty Beethoven* (1976) and *Debbie Does Dallas* (1978) gave skin flicks an air of credibility that had never existed before. Johnny Carson and Bob Hope talked about *Deep Throat* on TV, and respected artists became involved in promotional campaigns for adult films. Of all film genres, the X-rated movie is possibly the one that lends itself best to the use of posters as a promotional medium. Screaming taglines, provocative titles and scantily clad bodies are all elements that can be used to great advantage in poster form. Even though many of the adult movies of the 60s and 70s have faded into cinematic history, their posters remain an inspiration for graphic designers. And today they are wonderful, joyful period pieces that evoke the temptations and taboos of a bygone age of suspender belts, stockings and eye-popping, gravity-defying brassieres. To quote Steve Frankfurt's iconic ad campaign for the soft core masterpiece *Emmanuelle*, X was never like this.

Subtle? Of course not. But there's something almost innocent about these posters viewed in 2017's light. (Katharine Schwab Co.Design) They were an explosion of graphic design, cheating audiences with promises of raunchy scenes that never materialised. (Sian Cain *The Guardian*) Celebrates the unashamedly crude offers an alternative history of the 1960s and 1970s. (Jenny Brewer *It's Nice That*) About the Author Peter Doggett has been writing professionally for more than thirty years. Some of his many bestselling books include *Are You Ready For The Country*, *There's A Riot Going On*, *You Never Give Me Your Money* and *The Man Who Sold The World*.