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## The Improbable First Century of Cosmopolitan Magazine (Hardback)

By James Landers

University of Missouri Press, United States, 2010. Hardback. Condition: New. Language: English . Brand New Book. Today, monthly issues of Cosmopolitan magazine scream out to readers from checkout counters and newsstands. With bright covers and bold, sexy headlines, these famous periodical targets young, single women aspiring to become the quintessential Cosmo girl. Cosmopolitan is known for its vivacious character and frank, explicit attitude toward sex, yet because of its reputation, many people don't realise that the magazine has undergone many incarnations before its current one, including family literary magazine and muckraking investigative journal. All are presented in The Improbable First Century of Cosmopolitan Magazine. The book boasts one particularly impressive contributor: Helen Gurley Brown herself, who rarely grants interviews but spoke and corresponded with James Landers to aid in his research. When launched in 1886, Cosmopolitan was a family literary magazine that published quality fiction, children's stories, and homemaking tips. In 1889 it was rescued from bankruptcy by wealthy entrepreneur John Brisben Walker, who introduced illustrations and attracted writers such as Mark Twain, Willa Cather, and H.G. Wells. Then, when newspaper magnate William Randolph Hearst purchased Cosmopolitan in 1905, he turned it into a purveyor of expose journalism...


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