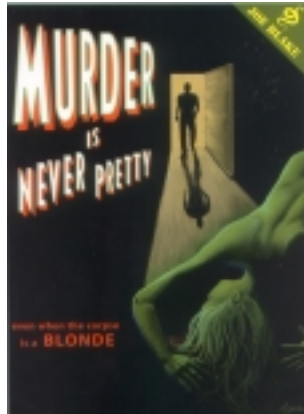
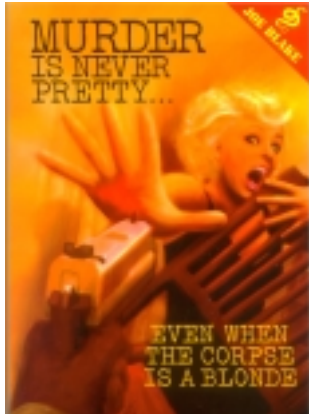


## Media Release

### NEW AUSTRALIAN PULP FICTION TITLE LAUNCHED



Warrigal Press  
Mundaring  
Western Australia

"When I was contacted by Detective Joe Blake asking me if I would like to read the manuscript of his first book my thoughts were that this bloke was probably another dickhead copper who didn't really have anything interesting to say," says Bob Sheppard, proprietor of Warrigal Press and publisher of the first in a proposed series of new Australian pulp fiction style novels.

"But, Wow! Wasn't I wrong. From the opening rubber burnin', siren wailin' scene I knew I was on a fast crime solving ride through the streets of Perth and regional Western Australia. Joe Blake is no ordinary copper! His no-nonsense attitude to crime, obvious prowess in the boudoir and knowledge of the seedy underbelly of society makes him a force to be reckoned with.

Not since Carter Brown's Al Wheeler kissed and kicked his way to popularity in the 60s have we seen a crime fighter with this sort of talent! I couldn't wait to publish the Joe Blake series and I am sure it won't be long before we see Joe telling it like it really is on the big screen."

*Murder is Never Pretty ... Even When the Corpse is a Blonde* is a 90 pp novel replicating the style of some of the great detectives created by famous authors such as Carter Brown and Larry Kent ( Don Harding ) in a modern context.

The 50s and 60s were the golden years of Australian Pulp. Publishing houses such as Transport Publishing, Horwitz, Scripts, Cleveland and Calvert churned out 100s of titles each year. The public couldn't get enough of the mass produced fiction. Carter Brown alone, sold over 80 million copies! Somehow, the pulp genre seems to have disappeared.

"As an avid reader of fiction but leading a very busy life I was finding a pile of unfinished novels on the bedside table at the end of each week, " says Bob Sheppard. "When I looked at the bookmarked pages I discovered that I read up to about page 60 before losing interest. I started combing bookshops for old Australian pulps and became interested in the easy to read genre. I couldn't find any Australian pulps set in the modern context."

A brown paper wrapped manuscript for *Murder is Never Pretty ... Even When the Corpse is a Blonde* turned up in my letterbox. As soon as I started reading it I knew it was a winner. Detective Joe Blake gets the bad guys (and a few bad girls ) in around 90 pages ... a book you can read in a night ... At last Australian pulps could be resurrected."

Bob Sheppard knew he had a great manuscript but needed a cover for the book. Something that evoked the style of the fifties and sixties pulps.

"I approached Senior Lecturers Jon Greenwood and Neil Hollis from the illustration unit in the Graphic Design and Multimedia Course at WA School of Art, Design and Media. Together we spoke to students about the history of pulp fiction, showed them examples of the artistry of the great pulp artist such as Raphael De Soto, Robert Maguire, Bob McGinnis, Stanley Pitt and Col Cameron and gave them the opportunity to design a cover for the book. Jon Greenwood and Neil Hollis coordinated the tendering of several student concepts for the exciting project, reflecting the school's desire for close liaison with industry, between publisher and the school.

"I was stunned by the quality student's work and their enthusiasm," says Bob Sheppard.

Two covers were selected: created by Paul Ikin and Lauren Gale. 1000 first edition copies have been published by Warrigal Press. 500 with each cover.

Warrigal Press approached a number of printers and selected McPherson's Printing Group in Victoria. McPherson's were able to provide the paper needed to replicate the earlier pulp novels.

Warrigal Press is preparing two more Joe Blake books for publication; *Warning Shots Last* and *The Bikies' Cage*.

*Murder is Never Pretty ... Even When the Corpse is a Blonde* will be officially launched in early February.

Pre-release copies are now available from [www.warrigalpress.com.au](http://www.warrigalpress.com.au) .

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Paul Ikin cover jpg for media use only

Lauren Gale cover jpg for media use only