



# Norman Mailer: JFK, Superman Comes to the Supermarket

By Norman Mailer

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**Norman Mailer: JFK, Superman Comes to the Supermarket** By Norman Mailer

**A time for greatness**

**Norman Mailer's game-changing coverage of John F. Kennedy's presidential campaign**

With his Hollywood good looks, boundless enthusiasm, and mesmeric media presence, **John F. Kennedy** was destined to capture the imaginations of the more than 70 million Americans who watched the nation's first televised presidential debate. Just days after beating out Richard Nixon by the narrowest margin in history, Kennedy himself said, *"It was the TV more than anything else that turned the tide."*

But one man begged to differ: writer **Norman Mailer**, who **bragged that his pro-Kennedy treatise, "Superman Comes to the Supermarket," had "won the election for Kennedy."** Whether or not that was the case, the article, published in *Esquire* magazine just weeks before polls opened, did **redefine political reporting** and New Journalism with Mailer's frank, first-person voice identifying Kennedy as the "existential hero" who could awaken the nation from its postwar slumber and conformist Eisenhower years.

Now, TASCHEN reimagines this no-holds-barred portrait of one of America's most revered presidents on his path to the White House, publishing Mailer's essay in book form **with over 300 photographs** that bring the campaign and the candidate's family to life. These images were captured by some of the great photojournalists of the day—**Cornell Capa, Jacques Lowe, Paul Schutzer, Stanley Tretick, Hank Walker**—and appear in this volume alongside many never-before-published photos by **Garry Winogrand** and **Burton Berinsky**, providing a fascinating look at the man who declared the '60s "a time for greatness."

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### **Editorial Review**

#### **About the Author**

##### **The author:**

Norman Mailer (1923-2007) was one of the 20th century's greatest and most influential writers, as well as one of America's most renowned and controversial literary figures. The best-selling author of a dozen novels and 20 works of nonfiction, he also wrote stage plays, screenplays, television miniseries, hundreds of essays, two books of poetry, and a collection of short stories. A two-time Pulitzer Prize winner, he lived in Brooklyn, New York, and Provincetown, Massachusetts.

##### **The editor:**

Nina Wiener studied literature and art history at Vassar College in New York before falling in love with making books. Since 2002 she has edited dozens of titles for TASCHEN, including Walton Ford's *Pancha Tantra*, Norman Mailer's *MoonFire*, and Lawrence Schiller's *Marilyn & Me*.

##### **The contributor:**

J. Michael Lennon is Emeritus Professor of English at Wilkes University and the late Norman Mailer's archivist and authorized biographer. He is the author of the authorized biography *Norman Mailer: A Double Life* (2013) and editor of *Selected Letters of Norman Mailer* (2014).

### **Users Review**

#### **From reader reviews:**

##### **Angela Jones:**

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##### **Randell Easley:**

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