

Inspired by the Grand Guignol Theater in Paris, Harry Steeger of Popular Publications created a new genre of pulps often referred to today as the "weird menace" pulps. These had women in various states of undress being threatened by every manner of sinister peril, often seemingly supernatural although, more often than not, the supernatural element would be explained away (often not very convincingly) at the end of the story. The genre was launched with the October 1933 issue of DIME MYSTERY. In late 1934, TERROR TALES arrived, followed in early 1936 by HORROR STORIES. Other publishers soon jumped on the weird menace bandwagon.