

**MAJOR FILM PERIODICALS
FOR MEDIA RESEARCH**

**SERIES ONE: PART TWO
FILM DAILY AND
PREDECESSORS**

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MAJOR FILM PERIODICALS FOR MEDIA RESEARCH

**SERIES ONE PART TWO: FILM DAILY AND PREDECESSORS
1928 – 1937**

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PUBLISHER'S NOTE

Major Film Periodicals for Media Research commences with the publication of Film Daily and predecessors, and its companion yearbook.

Film Daily and predecessors constitute Series One. As Professor David Bordwell, Wisconsin Center for Film and Theater Research, has commented, this "is a necessary complement to Variety in that it often deals in more detail with publicity and promotion of film and television.

Film Daily described itself as "international in scope and intimate in character" and for 55 years it was the daily newspaper of the Motion Picture Industry and later of Film and Television. It provided up-to-the-minute trade news, details of films launched, films in progress, films shelved, takeovers, financial crises, budget difficulties, prizes, awards and nationwide and international news.

Film Daily was a platform for Major film launches. Almost every issue has 2 or 3 pages devoted to the release of new movies. It was read by theater management and people working on the rental circuits as well as by the financiers in New York and the film-makers in Hollywood. It carried news of box office revenue, theater chain takeovers, and new developments in sound, colour and presentation. Hollywood intrigues and gossip are also included, and the resultant backlash from the Hays Committee, the League of Decency, the Dies Committee and other short-lived or long-term censorship bodies. Court cases are reported and corporate affairs, stock market news, tax and profits, and company liquidations.

News of distribution deals, release schedules, and of cinematographers, film composers and musicians, set designers, producers, actors and directors, provide an in-depth view of the Dream Machine in action. News of the theatres in Atlanta, Boston, Dallas, Grand Rapids, Indianapolis, Milwaukee, Portland, St. Louis and San Antonio provide a detailed account of the public response to the movies.

Reviews are also an important feature of Film Daily and these are indexed annually by the Film Daily Yearbook. Lengthy credits and notes of running times are especially helpful, as in the coverage of Sharks and newsreels

(with synopses as well as features. Series One Part One covers the years 1915-1927 Part Two covers 1928 – 1945. Further parts will complete coverage to 1970, when the paper finally closed.

Series Two, already available, offers the Film Daily Yearbook and predecessors from 1915 to 1969. When this reference annual was published, Eric Johnston, the President of the Motion Picture Association of America described it as “an indispensable handbook of our industry”. Scholars and librarians still find it so and in not going too far to describe it as the single most useful reference book for the study of any particular year in movie-making history. Complete sets, such those provided here are very rare.

The Yearbook is truly a companion to the Film Daily. Whilst Film Daily offers daily news, developing stories and new releases, the Yearbook takes times to reflect, summaries developments and provides a detailed index to films reviewed in Film Daily. The summary index to all 33,660 titles reviewed is printed in the hardcopy guide supplied with the project. This year on year snapshot of the Movie industry describes the rise and fall of studios, the coming of the sound era, the advent of colour and wide-screen formats, the impact of radio and television and the changing shape and focus of the industry as a whole.

It is rich in statistics, film facts and figures, news events and box office details. It is hoped that it will provide a basis for much new research.

William Pidduck
Development and Editorial Director
Research Publications Ltd.

TECHNICAL NOTE

Research Publications has set itself the highest standards in the field of archivally-permanent library microfilming. Our microform publications have been prepared and produced in accordance with recommended and established guide-lines for the production of microform of superior quality. These conform to the recommendations of the standard guides to good microforming and micropublishing practice.

Attention should be drawn to the nature of the original material. Modern records often consist of faintly legible correspondence written with a variety of inks – some of which have faded badly – and poor carbon copies which are similarly difficult to read in the original. These original characteristics present difficulties of image and contrast which stringent tests and camera alterations cannot entirely overcome. Every effort has been made to minimise these difficulties though there are some few pages or documents which have proved impossible to reproduce satisfactorily. Conscious of this we have chosen to include these pages in order make available the complete volume, bundle or file. Northern Micrographics have exercised the most responsible care in the filming of this unique collection and this microfilm publications meets the standards established by the Association for Information and Image Management (AIIM and the American Standards Institute (ANSI).

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