

MAJOR FILM PERIODICALS FOR MEDIA RESEARCH

**Series One: Film Daily and
Predecessor**

Part 4: 1949-1959

Primary Source Media



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Primary Source Media



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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 films 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-date 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 releases 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-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 cinematographes, film composers and musicians, set designers, producers, actors and directors, provide an in-depth view of the Dream Machine in action. News of the theaters in Atlanta, Boston, Dallas, Grand, Indianapolis, Milwaukee, Portland, St. Louis and San Antonio provides 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 1928-1937, Part Three covers 1938-1948. 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 first 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 it is 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 as 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 take time to reflect, summarise 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 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.

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