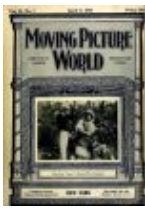




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## "THROUGH THE CAMERA LENS:" THE MOVING PICTURE WORLD AND THE SILENT CINEMA ERA, 1907-1927



For those within the film industry, information and opinion were shaped by a number of aggressive trade publications, each competing for the same limited number of subscribers. Chief among these was the *Moving Picture World*, which, setting a standard for the broadest possible coverage, reviewed current releases and published news, features, and interviews relating to all aspects of the industry.

**Date Range:** 1907-1927

**Content:** 115,972 images

**Source Library:** Library of Congress

### Detailed Description:

For anyone studying the early years of American cinema, the most important research tools are the film periodicals of the era, and researchers are lucky that so many were published, and that so many have survived. There were fan magazines and film company house journals galore but, most importantly—there were many trade publications.

For those within the film industry, information and opinion were shaped by a number of aggressive trade publications, each competing for the same limited number of subscribers. The film business had first been discussed in general entertainment industry papers such as the *New York Clipper* or *Variety*, which began covering short films as acts in 1907.

Chief among these was the *Moving Picture World*, which, setting a standard for the broadest possible coverage, reviewed current releases and published news, features, and interviews relating to all aspects of the industry. It featured the most detailed news items, the best reviews and feature articles, particularly by Louis Reeves Harrison, W. Stephen Bush and George Blaisdell. The vast quantity of advertisements published each week was by itself enough to make the *World* a veritable industry encyclopedia. An exhibitor-oriented paper whose genesis coincided with the original nickelodeon boom, it also carried regular columns on projection, advertising, and theater music. At its height, the *World* was a significant industry force and remains of great value to this day, although more for the raw research it provides than for its reviews.

*The Moving Picture World* began publication on March 9, 1907, and appeared weekly until January 7, 1928, when it became Exhibitors Herald and Moving Picture World. Interestingly, the cover of the first issue of the new magazine featured an advertisement for Metro-Goldwyn-Mayer, headed "Mergers Make Greatness!"

Without question, among the trade periodicals, the most valuable from a research point of view today is *The Moving Picture World*.