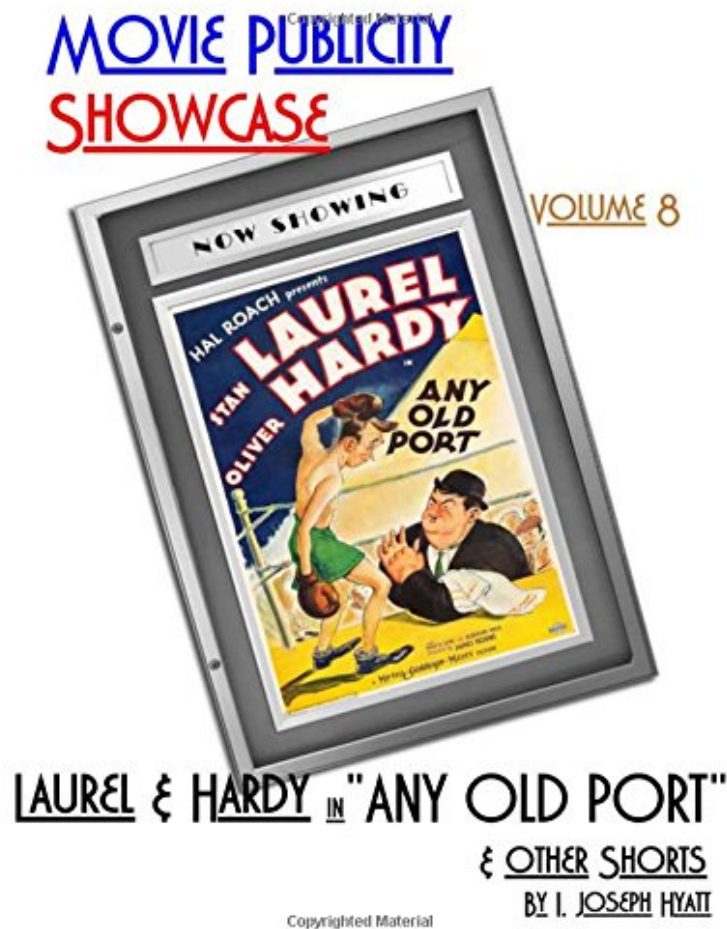


Movie Publicity Showcase Volume 8: Laurel and Hardy in "Any Old Port" and Other Shorts

I. Joseph Hyatt

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I. Joseph Hyatt : Movie Publicity Showcase Volume 8: Laurel and Hardy in "Any Old Port" and Other Shorts
before purchasing it in order to gage whether or not it would be worth my time, and all praised Movie Publicity Showcase Volume 8: Laurel and Hardy in "Any Old Port" and Other Shorts:

2 of 2 people found the following review helpful. A Contemporary Look At Some Classic FilmsBy Eric SchultzThis is an interesting book of promotional materials that were sent out to movie theatres to help exhibitors to publicize the movies they showed. Included were examples of artwork that theatre managers could send to local newspapers to advertize the films, as well as "news" stories related to the films' stars, and ideas for publicity stunts to attract people's interest in seeing these films. This book focuses on films that were produced by the Hal Roach Studios from the silent era in the 1920s to features made after WWII. Many of these films were of the great comedy team Laurel Hardy, but

the book also shows us promotional items for other stars' films as well, such as the team of Thelma Todd/Patsy Kelly. The author presents actual news stories about how one of these films was banned in part of the south because of local objections to scenes depicting an integrated classroom. This unpleasant part of history gives us context for the times in which these films were made. In these books, we can see how things have changed. We can appreciate how well the films of Laurel Hardy have held up in spite of how long ago they were made. I. J. Hyatt is a longtime film expert and collector of many items related to Laurel Hardy and the Hal Roach Studios. In this series of short books, he has shared with us many of the rare materials related to these classic films. He has also written full-length books on film-related subjects, but this series focuses purely on the contemporary materials which were used at the times of the films' first releases. It is interesting to see the styles and "angles" which were used to try to attract more people to come and see these films. Every volume in this series is interesting. 1 of 1 people found the following review helpful. Learn how Laurel and Hardy's films were sold in the Golden Age of Movies! By Customer I. J. Hyatt has added yet more great information to our knowledge of Laurel and Hardy films. Full of great ads, stories from the press books, and photos. Be sure to get his books on Stan Laurel's Valet Jimmy Murphy and the Hollywood Victory Caravan. Both books are full of great firsthand research and photos you won't see anywhere else. 1 of 1 people found the following review helpful. Well written. Entertaining and informative. I bought the ... By Allen M. Deraney Well written. Entertaining and informative. I bought the whole set!

"Movie Publicity Showcase - Volume 8" places a number of Laurel and Hardy film shorts into their historical "first run" contexts, utilizing original press materials from the 1930's. Read about your favorite stars as they were during the day of these movies' initial releases. See how creative theater managers could draw in an audience when movie exhibition was an art form. Step back into time and see what movie fans of that day experienced when going to the movies! This is the eighth of a series, and contains material on the Laurel and Hardy films "Any Old Port," "Midnight Patrol," "Scram," "Twice Two," and "The Second Hundred Years." Additional material covers the Thelma Todd short "One Horse Farmers," the Our Gang short "Readin' and Writin'," and the short "Lucky Beginner" - the all amateur short with Eddie Foy, Jr. Four post-war Hal Roach movies are also represented, along with the famous "Curley" censorship battle.

About the Author I. Joseph Hyatt is an entertainment archeologist/author. A member of the Sons of the Desert, the Laurel and Hardy Appreciation Society, Hyatt's articles and books have been printed internationally. Traveling across the US, and drawing on many collections, including his own, his books bring back past eras with words and photographs. I. Joseph Hyatt currently serves on the Board of Trustees for the Union County Performing Arts Center of New Jersey, a fully restored 1928 movie/vaudeville palace.