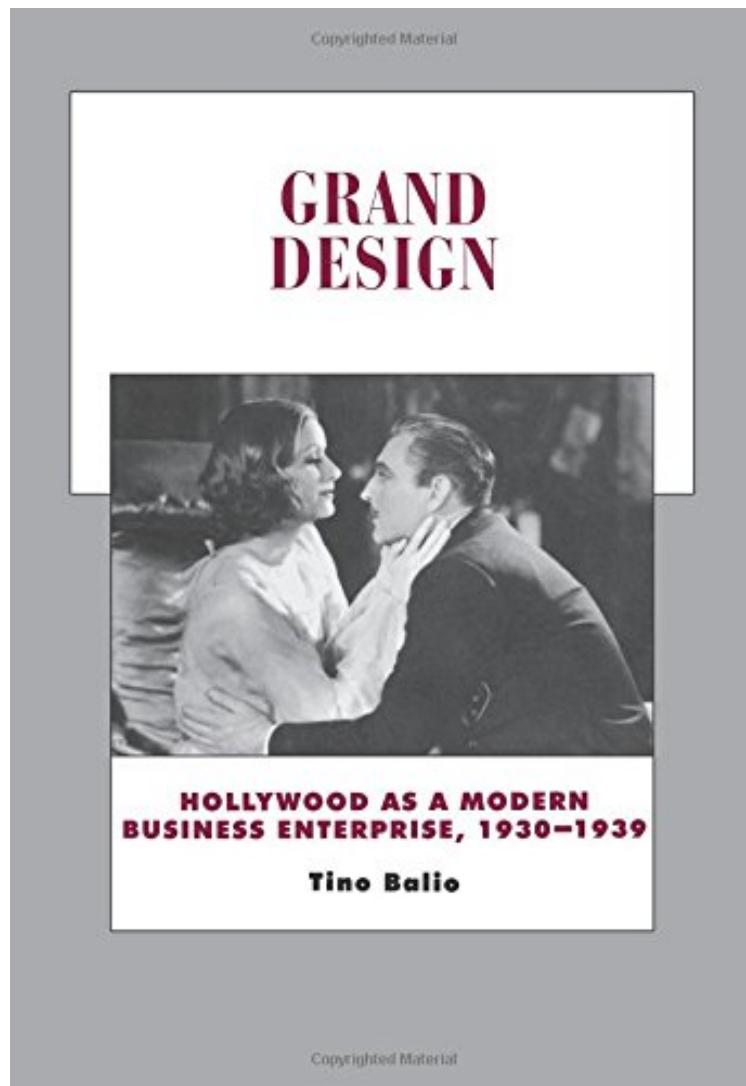


(Download free pdf) Grand Design: Hollywood as a Modern Business Enterprise, 1930-1939 (History of the American Cinema)

## Grand Design: Hollywood as a Modern Business Enterprise, 1930-1939 (History of the American Cinema)

*Tino Balio*

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#673993 in Books Tino Balio 1996-01-29 1996-01-29 Original language: English PDF # 1 9.92 x 1.12 x 6.851, 2.21 #File Name: 0520203348483 pages Grand Design Hollywood as a Modern Business Enterprise 1930 1939 | File size: 57.Mb

**Tino Balio : Grand Design: Hollywood as a Modern Business Enterprise, 1930-1939 (History of the American Cinema)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Grand Design: Hollywood as a Modern Business Enterprise, 1930-1939 (History of the American Cinema):

19 of 24 people found the following review helpful. Surprisingly Dull By Michael Samerdyke I had high hopes for this

book. The volumes in this series on the origins of cinema, the Twenties and the Forties are very good. This book, however, proved a chore to get through. The big problem for me was that Balio seemed more interested in the movie companies as organizations and less interested in the films themselves. Compounding this was the fact that he sees the Thirties as a unit, and believes that the division of the decade's films into pre-Code and post-Code, with 1934 as the turning point, is a myth. Thus, to him, the "fallen women" films, Mae West comedies, classic gangster films, and horror films all died out because the public was tired, not because of censorship problems. Balio sees filmmaking in the Thirties as dominated by the studios and with directors being hired guns. Hence there is no real discussion of any directors. Ernst Lubitsch, Frank Capra and Josef von Sternberg are barely mentioned, except when Balio complains that their films didn't make enough money. Indeed, he seems to have no view of his own about the films. Instead, he views *FILM DAILY* and *VARIETY* as the voice of God. If they put the film on their 10 best list, it is good, and if they didn't, it isn't worth talking about. The idea that some films popular in the Thirties are no longer highly regarded or that some films despised at the time have become viewed as classics seems not to interest him at all. If someone who had no idea about the history of American film read this book, he would come away thinking that the "Golden Age of Hollywood" was a myth and these films were artifacts not worth seeing. 4 of 5 people found the following review helpful. Great volume among all 10 of the Series now published. By A Customer Balio et al. assemble a fine addition to the Ten Volume Series of the History of American Cinema, conceived and edited by Charles Harpole, foremost film scholar and documentarian. No library, large or small, should be without all ten volumes in the Series because this is the definitive work on the subject. The Series is published by Scribner-Thomson-Gale company and by the University of California Press. You may have to order direct because these are not discounted trade books.

The advent of color, big musicals, the studio system, and the beginning of institutionalized censorship made the thirties the defining decade for Hollywood. The year 1939, celebrated as "Hollywood's greatest year," saw the release of such memorable films as *Gone with the Wind*, *The Wizard of Oz*, and *Stagecoach*. It was a time when the studios exercised nearly absolute control over their product as well as over such stars as Bette Davis, Clark Gable, and Humphrey Bogart. In this fifth volume of the award-winning series *History of the American Cinema*, Tino Balio examines every aspect of the filmmaking and film exhibition system as it matured during the Depression era.

"Fascinating. . . "Grand Design gives the most convincing picture yet of how the Hollywood system operated in the 1930s, and was to continue to operate until social changes and the belated introduction of antitrust legislation in the post-war period brought the system to a lingering end in the 1950s."--Geoffrey Nowell-Smith, "Times Literary Supplement" About the Author Tino Balio is Program Director of the Arts Institute and Professor of Communication Arts and Academics at the University of Wisconsin, Madison, where he also served as Director of the Wisconsin Center for Film and Theater Research from 1966 to 1982. He is the author of *Hollywood in the Age of Television* (1990), among other titles.