

PICTURE
POST

HISTORICAL ARCHIVE

1938-1957



THE COMPLETE RUN OF THE ICONIC NEWSPAPER OF PHOTOJOURNALISM NOW ONLINE

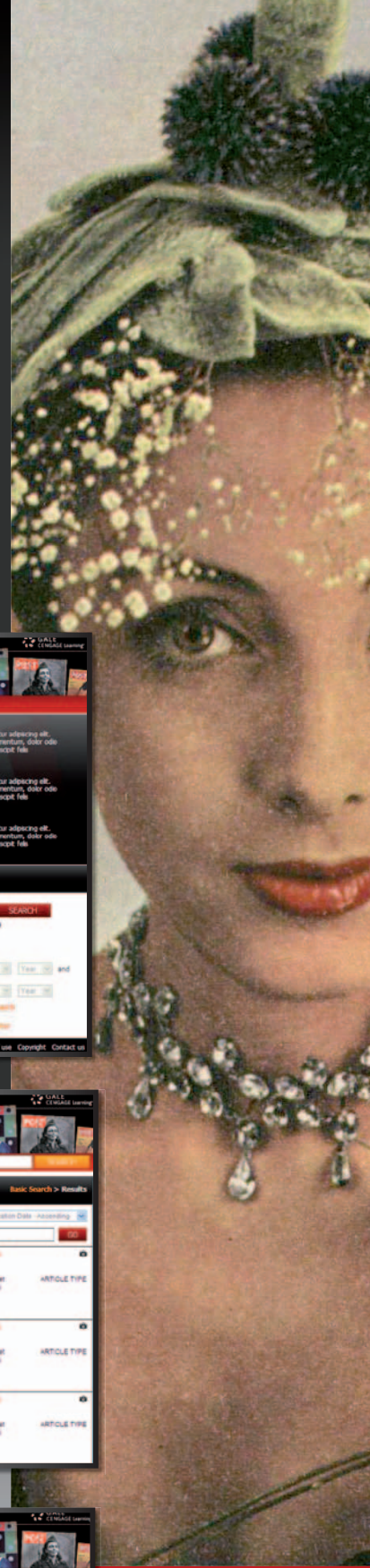
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THE *PICTURE POST* HISTORICAL ARCHIVE, 1938-1957

The *Picture Post* Historical Archive, 1938-1957 is the complete, fully text searchable facsimile archive of the *Picture Post*, the iconic newspaper published in Britain from 1938-1957 that defined the style of photojournalism in the 20th century. As the latest addition to Gale Historical Newspaper Collections, the *Picture Post* provides students and researchers with online access to a remarkable visual record of the 1930s to 1950s – from the humorous and light-hearted snapshots of daily life in Britain to the serious and history-defining moments of domestic and international affairs.

The online archive consists of the complete run of the paper – from its first issue in 1938 to its last in 1957 – and includes almost 50,000 pages, all newly digitised from originals in full colour. Time-saving features such as multiple search paths, browse options and limiters allow users to pinpoint results quickly. Increasing the speed and the efficacy of teaching and research, users can magnify and crop images as required and store results and save notes in a named user account across sessions.



- ## SEARCH FEATURES AND FUNCTIONALITY
- Basic Search
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 - Marked List and Search History
 - Save, Print, Bookmark and Email results
 - Generate citations for export to reference software – ProCite, EndNote, RefWorks
 - Gale named user account to save searches, results and notes between sessions
 - All articles and image captions are fully text searchable with hit-term highlighting
 - Fuzzy Search – low, medium, high

Home page

Results list

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ABOUT *PICTURE POST*:

Picture Post's ground-breaking use of photojournalism captured the imagination of the British people, becoming an essential window on the world before the advent of television.

Its populist editorial stance, coupled with its candid 35mm photography, ensured a large and loyal readership. Within six months of its first issue, circulation soared to 1.7m and during WWII a staggering 80% of the British population followed its coverage of the war's impact at home and abroad.

TOPICS COVERED:

With its stable of talented photographers, the magazine turned its lens on the major national and international social and political issues of the day, bringing into sharp focus issues such as:

- World War II and the persecution of the Jews in Nazi Germany
- Korean War including coverage of South Korea's abuse of political prisoners
- British Social History 1930s-1950s including issues around Race and Immigration
- Post-war reconstruction in Britain including the launch of the social 'Plan for Britain' which influenced the creation of the NHS in 1945



The archive complements other newspaper archives in Gale's **Historical Newspaper Collections**, notably *The Illustrated London News Historical Archive, 1842-2003* and *The Times Digital Archive*. These collections combined on the new, cross-searchable platform, **Gale NewsVault**, allow researchers to view the past from multiple perspectives - each collection adding a further layer of understanding to historical events and issues.

DISCIPLINES COVERED:

The relevance of the archive resonates across many disciplines and areas of interest:

History

As an image gallery of turning points in the mid-20th century – from the years leading up to World War II to the first decade of the Cold War – the archive provides remarkable primary sources for any student, teacher or researcher of 20th century history.

For the social historian, it offers an intimate photographic chronicle of how Britain's poor, working, middle and upper classes lived from day to day and how these lives changed through the 1940s and 1950s.

Politics

The paper's liberal and staunchly anti-fascist attitude reflected the popular sentiments and political attitudes of the day – as such it is a telling measure of popular opinion at the time. The publication was acclaimed for its coverage of government activities, including the wartime Cabinet. With its formidable readership it was able to exert influence over politics especially with the foundation of the British welfare state.

Literature

The archive provides students and researchers of literature with the social context to understand great 20th century works, especially wartime and post war literature. Users will find serialisations of contemporary novels such as Graham Greene's *The Quiet American* and Evelyn Waugh's *Decline and Fall*.

Media & Journalism

For teachers and students of media and journalism the archive delivers numerous instances of how to tell the news through images with its pioneering use of photojournalism.

Art & Photography

Many of the major photographers of the 20th century worked for the publication, so a large body of photographers' work is available for study.

Cultural Studies

The publication covered all aspects of everyday life, including high culture and popular entertainment – from cinema, literature and theatre to games, sports and cooking.

Family and Local History

The *Picture Post* is also a landmark heritage collection for family and local history researchers, offering wide ranging pictorial coverage of regional towns and local characters.



"A GIBB, should create a man, take him, try to do everything to him, partly his mother, partly his sister and partly his best girl." This is Marilyn's latest view on marriage.

MARILYN IS HERE

Photographed by MILTON GREENE



Marilyn Monroe's new ventures – she is due to arrive in England on Saturday – include Arthur Miller, Sir Laurence Olivier and a crisp new way of acting. But not, thank heavens, a new look – the world would never stand for it.

INTERNATIONAL COVERAGE

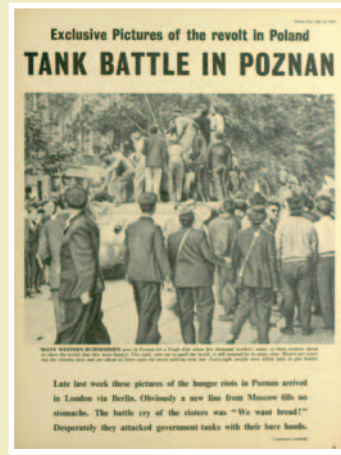
Researchers will find a wealth of photojournalism on countries from around the world during the 1930s-1950s. The mission of the paper to tell a story in pictures is never more powerfully felt than in its international coverage of events.

AUSTRALIA



Australian recruits in training during WWII, 1942

POLAND



Food riots in Poland, 1956

ARGENTINA



Deathbed of Eva Peron, 1952

ITALY



The Italian Elections, 1948

INDIA



Well jumpers of Mehrauli, 1946

PHOTOGRAPHERS

The *Picture Post* helped develop the careers of photographers who became key figures in modern British photojournalism. Between them they produced some of the most powerful and iconic images of the era: the notorious slums in Glasgow, air-raid shelters in London's Underground during WWII, moving images of children in post-war Korea in the 50s; artists in their studios; and the first published photos of a woman giving birth in the 50s. They include:

- Bill Brandt
- John Chillingworth
- Bert Hardy
- Thurston Hopkins
- Kurt Hutton
- Felix Man
- Grace Robertson
- Humphrey Spender



Kurt Hutton



Humphrey Spender



Felix Man

The *Picture Post* Historical Archive, 1938-1957 is the only online digital collection that provides fully searchable access to the complete run of the *Picture Post*, from its very first release in 1938 to its last in 1957, offering access to facsimile copies of thousands of iconic and lesser known *Picture Post* images and articles from a crucial period in the mid-20th century world.

Find out how The *Picture Post* Historical Archive could make a contribution to research in your institution.

For a free trial, pricing or further information contact
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