

## The world in pictures - 1938-1957

Richly illustrated and brilliantly written, Picture Post combined a liberal political stance with candid 35mm photography becoming an instant success with its British readership. Within 6 months of its first issue, its circulation reached 1.7m and during the war years an estimated 80% of the British population read the publication.

The Picture Post Historical Archive comprises the complete archive of the Picture Post from its first issue in 1938 to its last in 1957, including almost 50,000 pages – all newly digitised from originals in full colour. Each page is article and illustration clipped, and every article and illustration caption is fully text searchable with hit term highlighting. The Picture Post Historical Archive will appeal to anyone studying, teaching, researching, or with an interest, in international history and social issues of the 1930s to 1950s.

Picture Post's ground-breaking use of photo-journalism captured the imagination of its readership, becoming an essential window on the world before the advent of television. 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 the North African Campaign during the Second World War fought in the Libyan and Egyptian deserts and in Morocco, Algeria and Tunisia, the Suez Canal crisis in 1956 and Arab-Israeli relations in Israel.

In the post-war world its coverage provides the key to our understanding of the immediate pre-television era, with image after image charting the rise of popular entertainment and youth culture. It provides first-hand insight into issues of immigration and race relations and provides a fascinating snapshot of British life from the 1930s to the 1950s, with thousands of iconic photos of ordinary people doing ordinary things.



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## Multi-disciplinary resource

### History

A unique primary source that chronicles the lives of all levels of society in the mid-20th century, providing insights into the normal lives of everyday people, as well as the ruling classes

### Literature

Provides the social context informing 20th century works, especially wartime and postwar literature. Contains serialisations of contemporary novels (e.g. Graham Greene's *The Quiet American* and Evelyn Waugh's *Decline and Fall*).

### Politics

Strong coverage of government activities, including the wartime Cabinet. The paper was liberal and staunchly anti-fascist, revealing much about popular sentiments and prevailing political attitudes of the time. With its large readership it was able to exert influence over politics especially with the foundation of the welfare state.

### Media/Journalism

Its pioneering use of photojournalism makes it a relevant resource for those teaching these courses today, providing numerous examples of how to convey serious and light hearted stories through a visual medium.

### Art & Photography

Many famous photographers 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 and low culture – cinema, literature, theatre, games, sports, cooking etc.

### Sociology

Excellent resource for case studies illustrating how British lives have changed through the 1940s and 1950s.



## International in scope and appeal

### The Truth about Egypt

October 27, 1951 issue (4486 words)

### Aga Khan speaks for peace

January 07, 1957 issue (1465 words)

### Who'll Help the Refugee Arabs?

June 25, 1949 issue

### Fairy Castles of the Desert

by Freya Stark, October 23, 1948 issue (2026 words)

### The Mysterious Land of Kuwait

July 13, 1946 issue (1280 words)

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- Fuzzy Search – low, medium, high

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