

Snow White in the 1930s
Annette Kuhn

I saw [*Snow White*]. I cycled with Dennis Porter to Blackpool in 1938. Aye, and saw it in the Tower Ballroom. It cost me all of, I think it was four bob and that was ruinously expensive, it was the dearest cinema seat I'd ever purchased, aye.

(Tom Walsh, Glasgow)

The Parish priest, having opposed the opening of the Ritz, *astonished* us all by telling all the children of the town to see this film on a Sunday afternoon at *his* expense.... I'll never forget it or the generosity of the Parish priest.

(Doris M Daly, London)

I remember *Snow White and the Seven Dwarfs* very well! That was a real eh, a major thing.... I don't think we'd ever had anything like it before. And em, you know, everywhere you went it was *Snow White and the Seven Dwarfs* and everything was decorated with pictures of Snow White and the Seven Dwarfs. And I can remember doing things at school, you know. For school work. And doing drawings of *Snow White and the Seven Dwarfs*. Em, it really was, you know, for quite a long while, it was a very, eh, major thing.

(Fred Curnick, Harrow)

A black and white illustration depicting a scene in a forest. On the right, a man wearing a wide-brimmed hat and a dark, heavy coat is shown from the back, holding a dagger aloft in his right hand. On the left, a woman in a light-colored dress is covering her eyes with her hands, appearing distressed or terrified. The background consists of trees and foliage, rendered with fine lines and shading. The overall style is reminiscent of a classic horror or pulp magazine illustration.

Horro
Hype
Home



Horror

I still recall the (green?) witch/stepmother/
queen looking out of a frame. I ran out of the
cinema. My mother said she didn't catch me
for several hundred yards.

(Leonard Finegold, Philadelphia, USA)

I was three years old. Nobody had told me what a cinema or a film was, and certainly nothing about the concept of an animated cartoon; and I was taken into the largest enclosed space I'd ever seen....Figures fifteen feet high loomed over me. The film was *Snow White*; and I felt my sanity slipping until the moment the queen metamorphosed into the witch. Then I screamed and screamed, and could not stop. My mother called an usherette to have me removed, and I was handed into strange-smelling arms behind a bright beam that dazzled me. The arms hugged my squirming form and carried me out, while my mother stayed to watch the rest of the film. But the exit was at the foot of the screen, and I was being borne up towards that great and drooling hag, away from safety, pinioned by someone I couldn't see, and the witch was laughing.

When we got home I was thrashed for making my mother 'look a fool'. The nightmares began and have haunted me ever since. The witch has my mother's face.

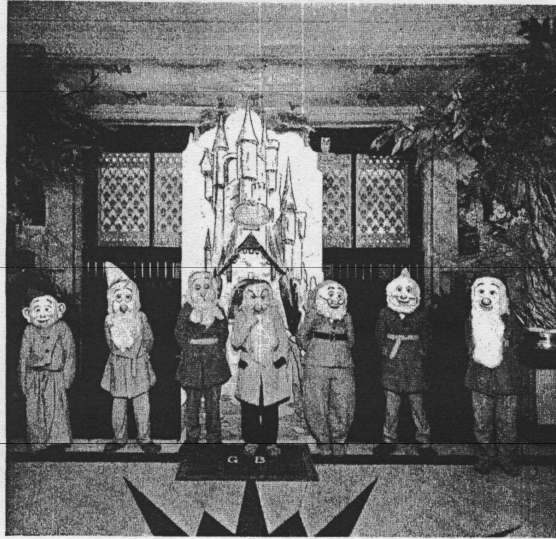
(Alan Garner)



Hype

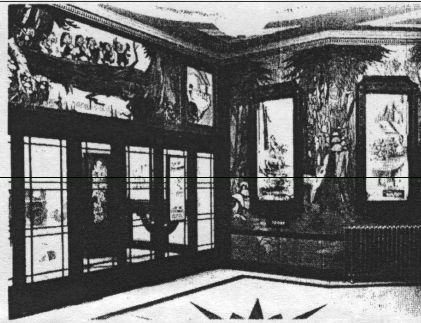
Some *Snow White* merchandise



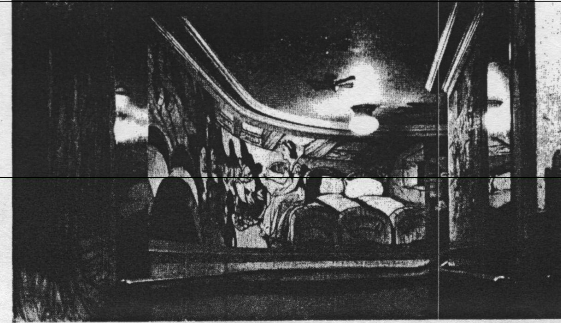


No. 1

These photographs, taken at the New Gallery, during the run of "Snow White and the Seven Dwarfs," provide exhibitors with a number of valuable suggestions for theatre decoration. They are:—
1—Cash desk. 2—Inside of Foyer.
3—Entrance to dress circle. 4—The display beneath the exterior canopy.



No. 2



No. 3



No. 4

N. Did you go to the Odeon last week, Percy?

Percy: (clerk, 45) Yes.

N: How did you like it?

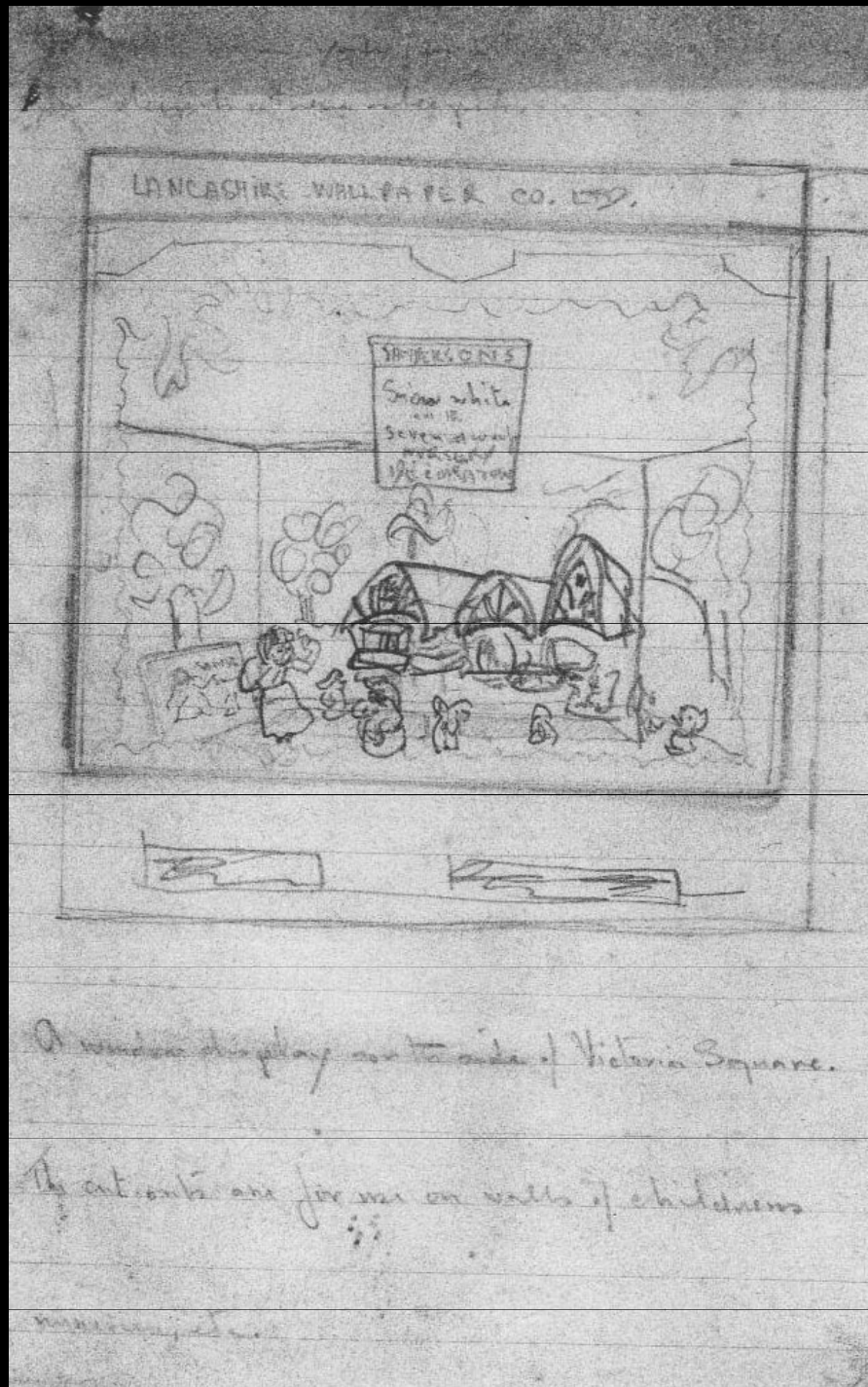
Percy: Well it was so-so for me you know.

J: (35) Oh aye, there was nowt about it

Percy: I appreciated the cleverness of it, mind you.

J: Oh aye, and the music's very nice. It's a bit too long, though.

Percy: The London show was a 3 hours' one, I believe.



'A window display on the side of Victoria Square. The cut-outs are for use on walls of children's nurseries, etc'



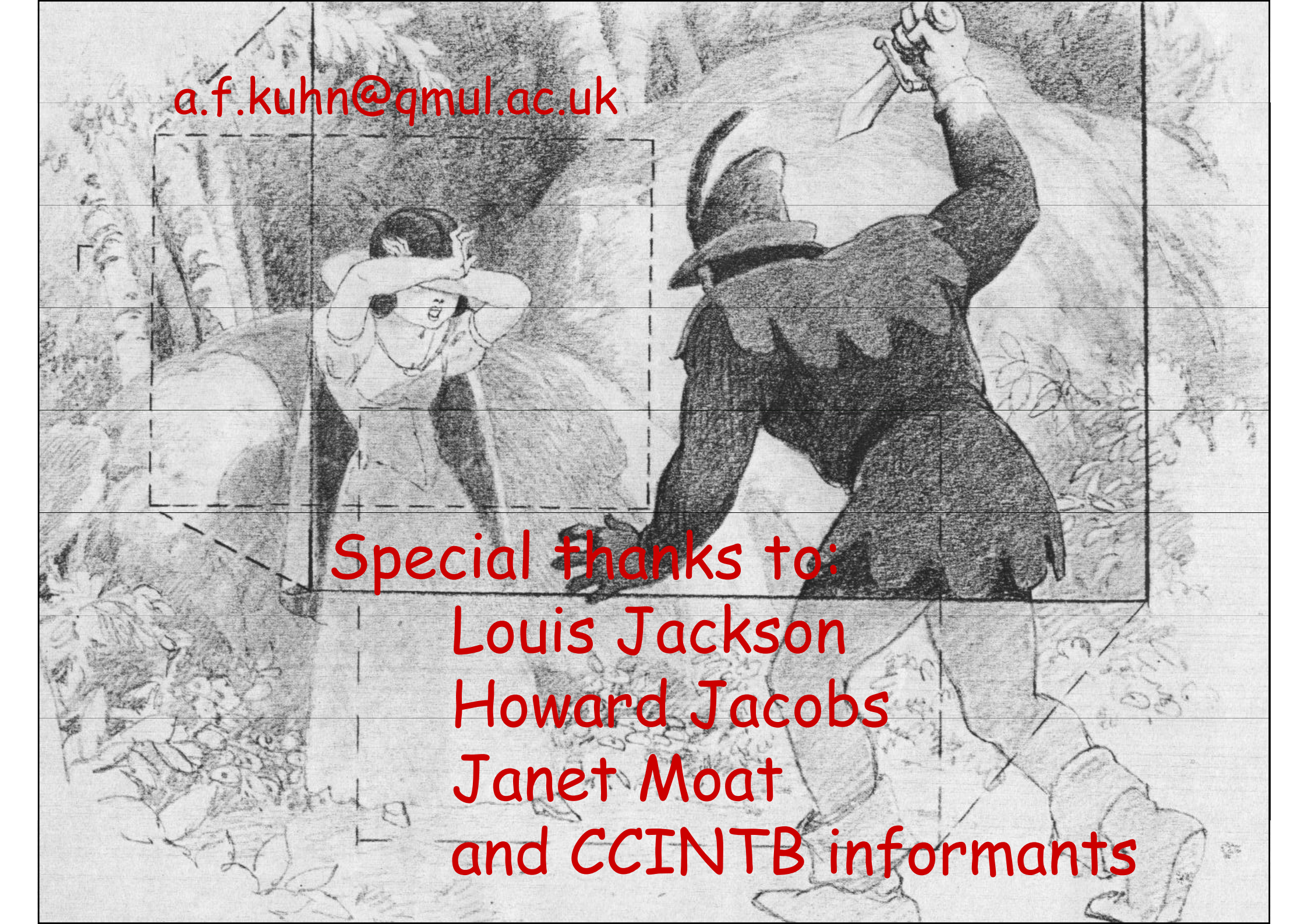
Home



Snow White drawings



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Special thanks to:
Louis Jackson
Howard Jacobs
Janet Moat
and CCINTB informants