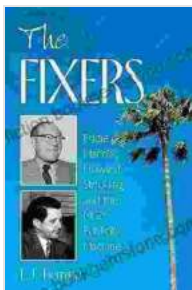


Eddie Mannix, Howard Strickling, and The MGM Publicity Machine

The glamorous world of Hollywood in the Golden Age of cinema was a carefully crafted illusion, largely thanks to the efforts of studio publicists like Eddie Mannix and Howard Strickling. These men were responsible for creating and maintaining the public images of the stars, and for ensuring that the studios' films were seen in the best possible light.

Eddie Mannix was born in Fort Dodge, Iowa, in 1891. He began his career in the film industry as a publicist for Universal Studios in the early 1910s. In 1924, he moved to MGM, where he quickly rose through the ranks to become the studio's head of publicity. Mannix was a master of spin, and he was known for his ability to control the flow of information about the studio's stars and films.



The Fixers: Eddie Mannix, Howard Strickling and the MGM Publicity Machine by E.J. Fleming

★★★★☆ 4.2 out of 5

Language : English
File size : 5716 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 327 pages
Screen Reader : Supported

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Howard Strickling was born in New York City in 1899. He began his career as a journalist, and he later worked as a publicist for several Broadway shows. In 1932, he joined MGM, where he quickly became one of the studio's most trusted publicists. Strickling was known for his close relationships with the stars, and he was often able to get them to cooperate with the studio's publicity campaigns.

Together, Mannix and Strickling were responsible for creating the MGM publicity machine, which was one of the most powerful and effective in Hollywood history. They controlled the flow of information about the studio's stars and films, and they were able to create and maintain the public images of the stars.

The MGM publicity machine was essential to the studio's success. It helped to create the illusion of a glamorous and exciting world, and it helped to sell the studio's films to the public. Mannix and Strickling were masters of their craft, and they played a major role in shaping the Golden Age of cinema.

Creating the Star System

One of the most important tasks of the MGM publicity machine was to create and maintain the star system. The studio's stars were its most valuable assets, and Mannix and Strickling worked tirelessly to promote them. They created carefully crafted public images for the stars, and they controlled the flow of information about their personal lives.

The MGM publicity machine was very effective in creating stars. The studio's stars were some of the most popular and recognizable in the world. They were seen as glamorous and exciting, and they were often imitated by fans.

Controlling the Flow of Information

Another important task of the MGM publicity machine was to control the flow of information about the studio's films. Mannix and Strickling were careful to only release information that would reflect well on the studio and its films. They often withheld negative information, and they sometimes even created positive information out of whole cloth.

The MGM publicity machine was very effective in controlling the flow of information. The studio's films were always seen in the best possible light, and the public was never given a glimpse of the behind-the-scenes problems that often plagued the studio.

The Downfall of the MGM Publicity Machine

The MGM publicity machine began to decline in the late 1940s and early 1950s. The rise of television and the decline of the studio system made it more difficult to control the flow of information. In addition, the public became more sophisticated and less willing to believe the carefully crafted images that the studios presented.

The MGM publicity machine was finally dismantled in the mid-1950s. The studio's stars were no longer as popular as they once were, and the public was no longer as interested in the carefully crafted illusions that the studios presented.

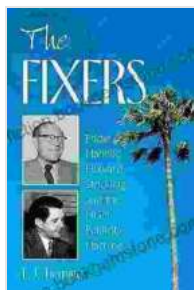
Legacy

The MGM publicity machine was one of the most powerful and effective in Hollywood history. It helped to create the Golden Age of cinema, and it played a major role in shaping the public's perception of Hollywood.

The legacy of the MGM publicity machine is still felt today. The studio's stars are still some of the most iconic in Hollywood history, and the public is still fascinated by the behind-the-scenes stories of the Golden Age of cinema.

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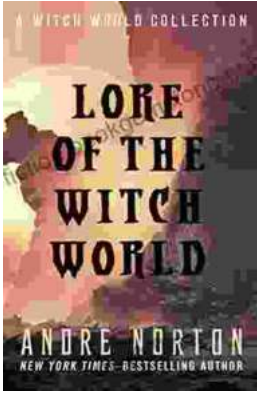


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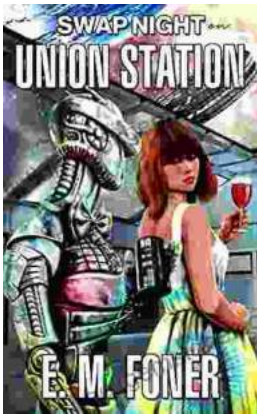
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