

# The Paul Fonoroff Chinese Film Studies Collection: History, Highlights, Cataloging & Processing, Conservation & Access

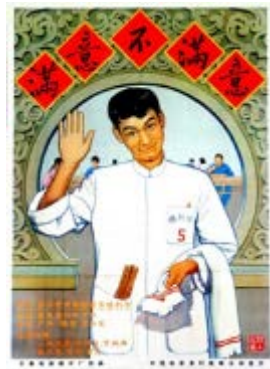
**Peter Zhou, Susan Xue, Haiqing Lin, Deborah Rudolph**

C. V. Starr East Asian Library, UC Berkeley

CEAL Plenary, March 21, 2018, Washington, DC

# Acquiring the Collection

- Background & rationale
- Process
- Impact



# Negotiations & Final Agreement, 2015



# Arrival in Berkeley





# Presentation

- **Introduction**

Peter Zhou, Assistant University Librarian and Director

- **Collection Highlights**

Susan Xue, Head, Information & Public Services, & Electronic Resources Librarian

- **Cataloging & Processing**

Haiqing Lin, Head, Technical Services

- **Preservation & Access**

Deborah Rudolph, Curator, Fong Yun Wah Rare Book Room

# Collection Highlights

# Inventorying the Collection

## Guidelines:

- Categorize items by format or genre
- Given time constraints, record as much information as possible & in a consistent way
- Work in close coordination with Technical Services to ensure records can be used subsequently for cataloging or archival processing

## Facts & figures:

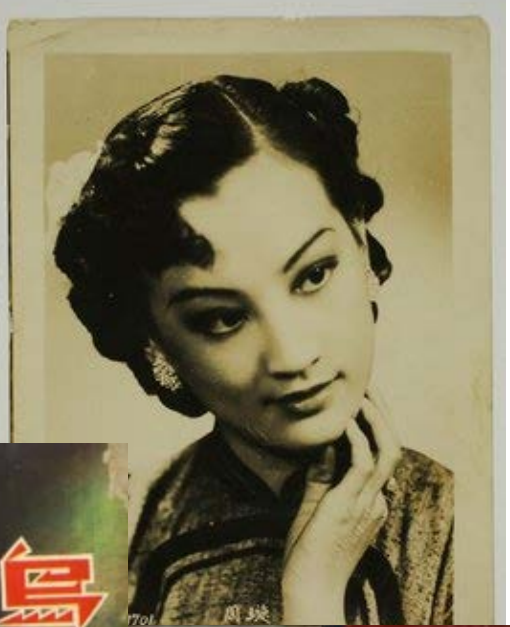
- Amount of material: 178 boxes
- Time spent: 17 months
- Staff involved: 11 students, 1 part-time assistant, 1 full-time assistant, 1 coordinator

# Size & Scope

**Over 70,000 items, of varying size, format, & research value:**

- 436 pre-1950 periodicals in 5,901 issues
- 239 post-1950 periodicals in 4,638 issues
- 4,195 posters
- 21,233 lobby cards, in 2,194 sets
- 3,332 theater flyers
- 4,370 scripts, novels, & books
- 5,976 pieces of ephemera
- 9,214 photographic negatives & slides
- 4,145 stills & publicity photos
- 837 tapes & CDs
- 5,637 Mao badges
- 2,450 articles & columns by & about Fonoroff





BROADWAY THEATRE 院戲滙老百  
BACK STALLS 後座 二元四毫(連稅)  
\$2.40 (\$2.00 + TAX 40%)  
7.30 P.M. A

电影文学剧本  
挺进! 红卫兵  
(征求意见稿)  
編劇 張蘇  
北京电影制片厂  
一九六六年十月

烏鴉  
麻雀

50部  
批判电影  
华南师范学院中文系  
《410》编辑部编

張章 曼雁 蘇蘋 導演  
街頭巷尾  
打破階級戀愛  
提倡自力更生  
男職員踏起三輪車  
解決飲食男女問題  
獲勞工團體代價  
三輪車拍上大人公  
國流動物推大  
公推動物流拖國夫輪  
片鉅鬆輕語國 現活龍活 業企影電火

41·城市專題·商情  
明報·1992年5月7日 星期二

### 美國人方保羅研究中國電影史的經歷

美國人方保羅研究中國電影史的經歷  
方保羅，美國人，現年六十歲，是美國電影研究會主席。他於一九六二年開始研究中國電影史，至今已出版多本著作。他認為中國電影史的研究，不僅是研究中國電影的藝術成就，更重要的是研究中國電影與社會、政治、經濟的關係。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。

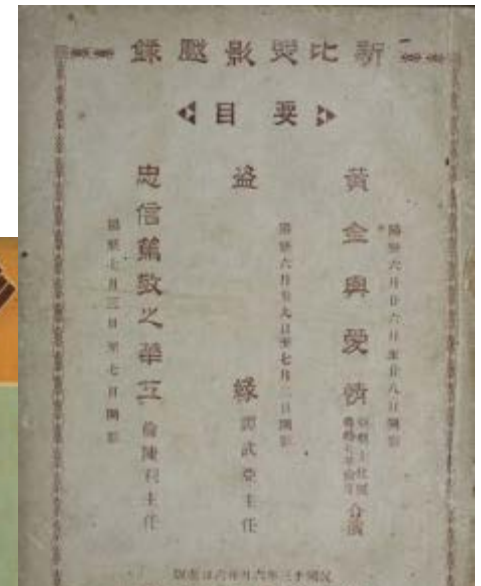
方保羅在研究中國電影史時，曾在北京生活兩年。他在那裡，不僅研究中國電影史，還研究中國社會、政治、經濟。他認為中國電影史的研究，不僅是研究中國電影的藝術成就，更重要的是研究中國電影與社會、政治、經濟的關係。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。

方保羅在研究中國電影史時，曾在北京生活兩年。他在那裡，不僅研究中國電影史，還研究中國社會、政治、經濟。他認為中國電影史的研究，不僅是研究中國電影的藝術成就，更重要的是研究中國電影與社會、政治、經濟的關係。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。他認為中國電影史的研究，應該從中國電影的產生開始，一直研究到當前的中國電影。



# Rarity: Periodicals

- Only 20+ of the 436 pre-1950 periodical titles found in OCLC
- 31 titles published in the 1920s
- 138 titles published in the 1930s
- 797 issues of 上海畫報 Pictorial Shanghai (1925-38)
- 405 issues of 北洋畫報 Pei-Yang Pictorial News (1928-37)
- 278 issues of 青青電影 Chin-Chin Screen (1935-51)



# Rarity: Posters

- Few collections of this size anywhere
- Dating from 1926 into the 1990s
- About 600 posters from the 1950s (small runs)
- About 580 posters from the 1960s (small runs)
- Posters from the years of the Cultural Revolution, including posters for the model opera films



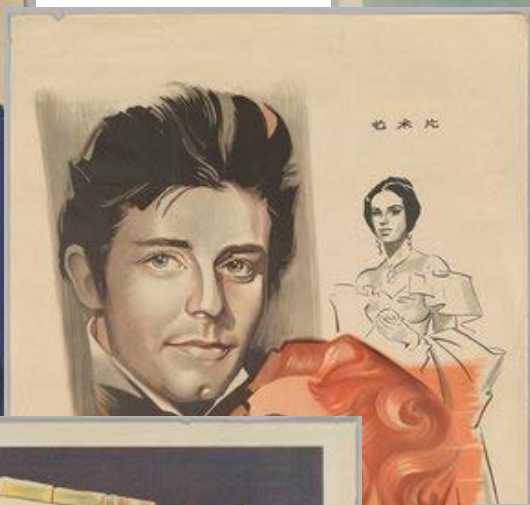
# Original Formats

- Virtually all items in original format
- Exception: small number of photocopied newspaper clippings

# Geographic Breadth

- Mainland China
- Hong Kong
- Thailand & Malaysia
- Over 1,000 posters for films largely produced in the 1950s & '60s & originally released in over 40 countries, including the U.S., the former Soviet Union, the U.K., Germany, Japan, France, Mexico, the former Czechoslovakia, & the former Yugoslavia





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# Cataloging & Processing

# Cataloging Profile

- **Two description types**
  - Single description (books, magazines, posters, lobby cards)
  - Collective description (flyers, promotional materials)
- **Multiple cataloging paradigms**
  - Using RDA to catalog books & magazines
  - Developing local guidelines based on RDA & DCRM(G) (Descriptive Cataloging of Rare Materials [Graphics]) to catalog posters & still images
  - Using a collection-level cataloging template to catalog ephemeral materials

# Cataloging Film Posters

- Lack of clear guidance in RDA
- Local guidelines set procedures for determining language, title proper, publisher, year of publication
- Local guidelines also require transcription of poster text to aid in locating & identifying material

# Sample Record

(Search History) ▾

**Title** Shi er jin qian biao = Twelve deadly coins.

十二金錢鏢 = Twelve deadly coins.

**Published**

[Xianggang]: Shaoshi, [1969?]

[香港]: 邵氏, [1969?]

[Xianggang]: Fuxing xiang pi yin shua gong si, [1969?]

[香港]: 復興橡皮印刷公司, [1969?]

Note on the film

**Location**

[East Asian Cabinets](#)

**Call No.**

[Cabinet list](#)

**Status**

IN PROCESS



**Description**

1 poster : color ; 79 x 54 cm

**Note**

Poster for the film Shi er jin qian biao, released in 1969.

Poster for the film 十二金錢鏢, released in 1969.

Text reads "Dao yan: Xu Zenghong; Shao Yifu, Shaoshi xiong di (Xianggang) you xian gong si; Shaoshi chu pin; Quan bu cai se, Shaoshi zong yi ti hu xing kuo shi yin mu; Luo Lie, Jing Li; Fuxing xiang pi yin shua gong si cheng yin."

Text reads "導演: 徐增宏; 邵逸夫, 邵氏兄弟(香港)有限公司; 邵氏出品; 全部彩色, 邵氏經營總戶製圖時艱辛; 羅烈, 井莉; 復興橡皮印刷公司承印。"

**Provenance**

The Paul Kendel Fonoroff Collection for Chinese Film Studies. CU-EAST

**Notes**

[邵氏. publisher.](#)

**Subject**

[Film posters -- China.](#)

[Film posters, Chinese.](#)

**Added Author**

[Liu, Xiaoshi, 1931- publisher.](#)

[Fuxing xiang pi yin shua gong si. manufacturer.](#)

[復興橡皮印刷公司. manufacturer.](#)

**Parallel Title**

Twelve deadly coins

**Added Title**

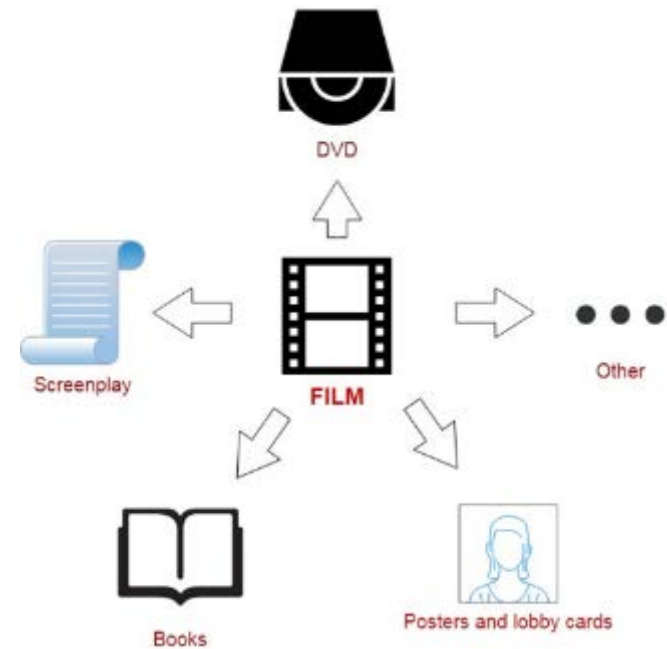
[Fonoroff Collection. CU-EAST](#)

**Direct Link** <http://oskicat.berkeley.edu/record=b24205073~51>

Text on the poster

# Linking to Existing Collection

- Using local field 799 & locally controlled vocabularies to link resources under name of film
- Local Film Name Authority File
  - Examples:
    - FLM00001/七十二家房客 (Motion picture)/Qi shi er jia fang ke (Motion picture, 1963)
- Relationship designators
  - Prefer term specified in RDA, if applicable
  - Alternatively, use term specified in CineFiles database,



# Example

The screenshot shows a library catalog interface. At the top, a search bar contains the text "da li xiao li he". Below the search bar are buttons for "SAVE SELECTED RECORDS", "SAVE ALL", and "SAVE TO MY LISTS". A table lists search results:

Select	Titles (1-4 of 4)
1	<a href="#">Da Li, Xiao Li He Lao Li</a>
2	<a href="#">Da Li Xiao Li He Lao Li (Motion picture, poster)</a> CU-EAST
3	<a href="#">Da Li Xiao Li He Lao Li (Motion picture, script)</a> CU-EAST
4	<a href="#">Da Li Xiao Li He Lao Li (Motion picture, VCD)</a> CU-EAST

Below the table are buttons for "START OVER", "DETAILED DISPLAY", and "SORT". A red circle highlights the "VCD" format in the fourth row, with red lines connecting it to a detailed record view and a VCD cover image.

The detailed record view shows the following information:

- Author:** 上海天馬電影製片廠出品
- Title:** Da Li, Xiao Li He Lao Li / Yu Ling ... [et al.] zhan. 大李、小李和老李 / 俞玲 ... [et al.] zhan.
- Published:** Shanghai : Shanghai wan ying shi dian ying shi, 1952. 1冊 : 100頁 : 16cm.
- Format:** VCD (VCR)
- Call No.:** 9753.443-4
- Status:** AVAILABLE
- Description:** 70 cm. ; 18 cm. 影片有聲彩色片
- Notes:** Film.
- Added Title:** Da Li Xiao Li He Lao Li (Motion picture) : script (U-EAST) 大李、小李和老李 (Motion picture) : script (U-EAST)

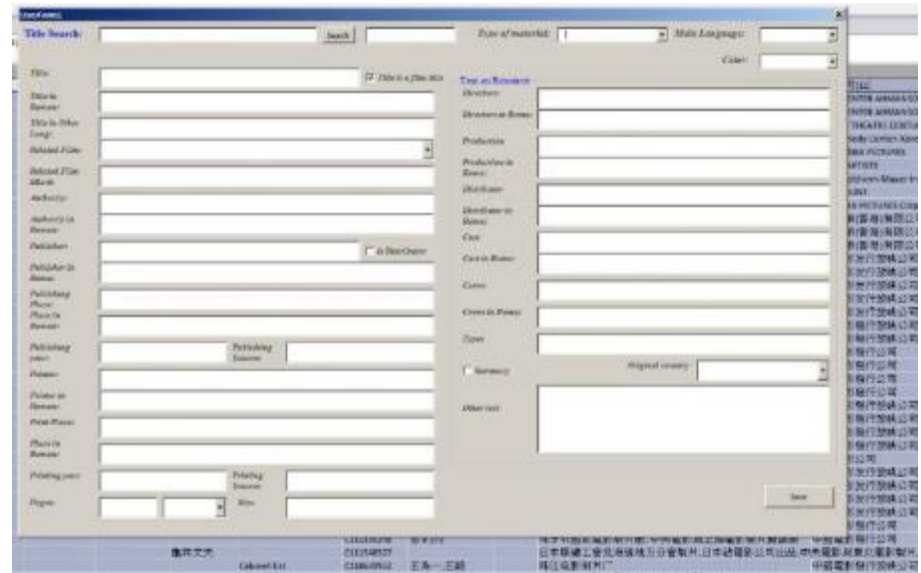
The VCD cover image shows the title "大李、小李和老李" and features portraits of the three main characters. The background is yellow with a sun-like symbol at the top.

On the right side of the screenshot, there is a larger, more detailed poster for the film. It features the same title and character portraits, along with the text "上海天馬電影製片廠出品" and "中國電影發行放映公司發行".



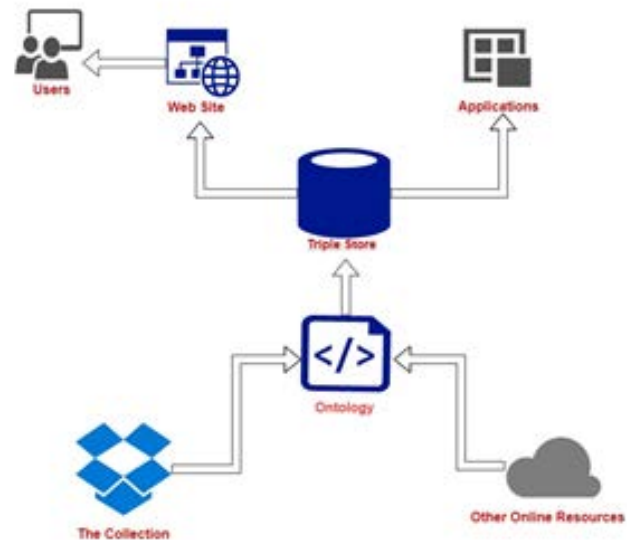
# Workflow

- Create spreadsheets for data entry
- Convert spreadsheets to MARCXML
- Import MARCXML file to MARCedit for validation
- Upload validated MARC21 records to OCLC
- Export OCLC records to local cataloging system



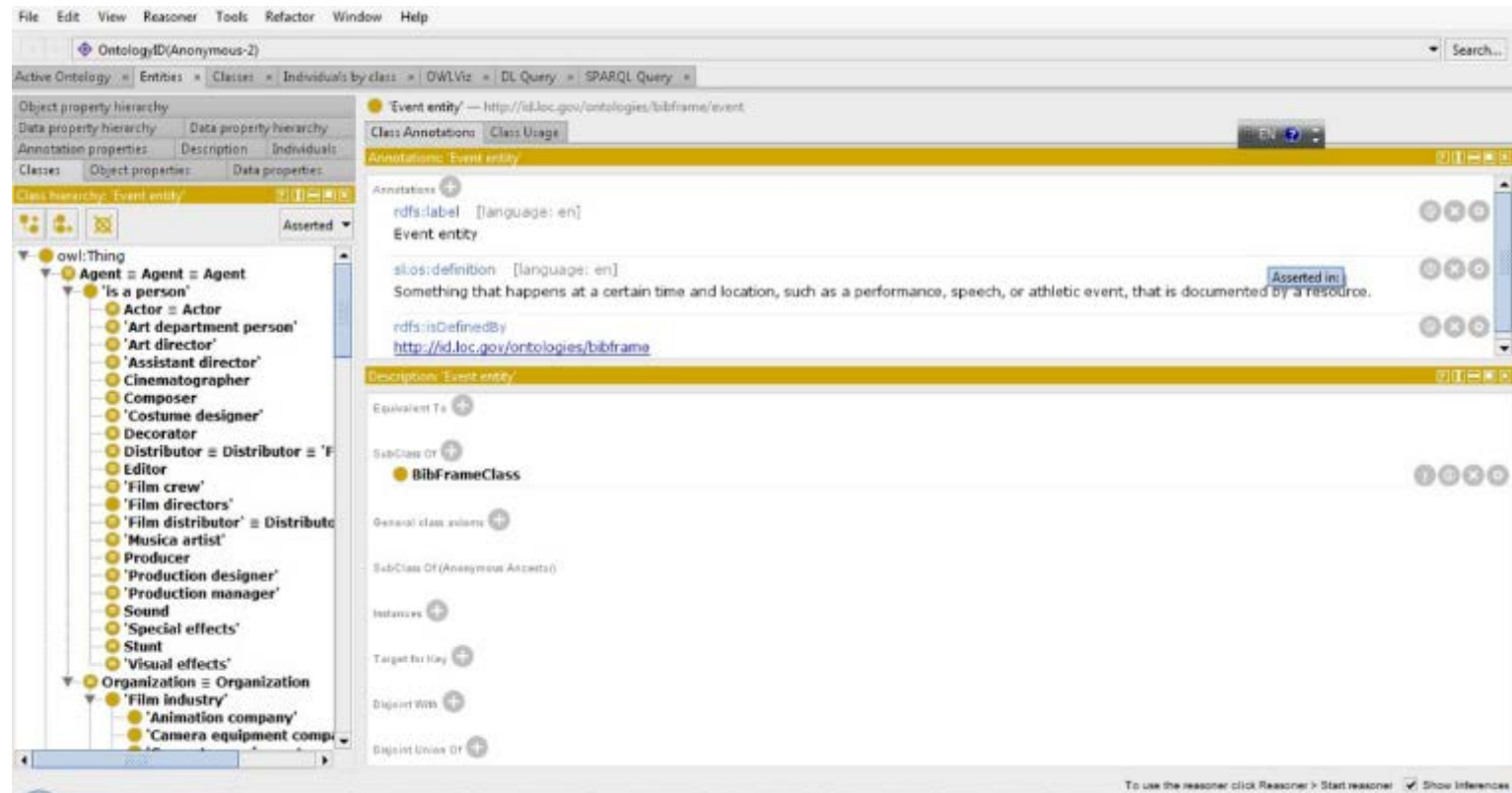
# Linked Data Approach

- Makes the Fonoroff Collection accessible via the web, thereby serving future research in the digital humanities



# Ontology

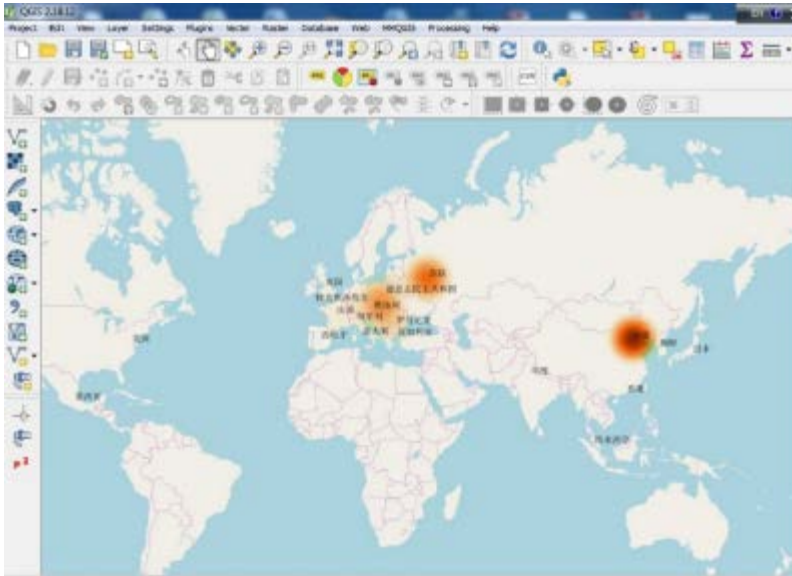
- Developed to represent relationships between film, actors, posters, & other related entities



# Supporting Digital Humanities

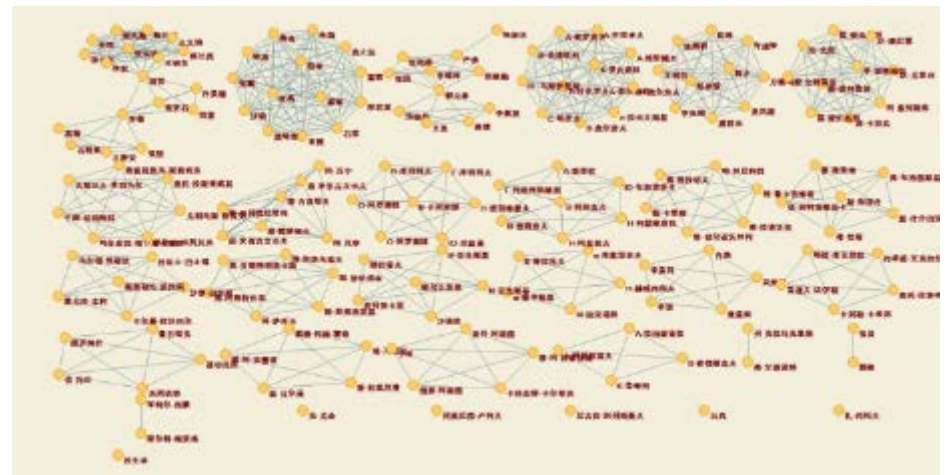
- Based on the ontology, the application will allow researchers to infer complex relationships between entities, & to represent those relationships in machine-understandable format to support other applications, such as network analysis tools or GIS software

# Examples



← Supporting GIS system

Supporting network analysis →



# Preservation & Access



# Why Problematic?

- Size of collection
- Variety of formats & materials
- Ephemeral nature of items
- Provenance



# Private v. Institutional Collections

- Housing
- Environment



# Hazardous Housing



全部外景新加坡拍攝

蕉風椰雨景物如畫  
星洲名勝盡上銀幕

**前程似錦**

張慧嫻 王豪 張麗珠 孫成

領銜主演

馬來艷星 蘇菲亞 客串主演

青春熱烈別具風格寫情鉅片  
全部伊士曼七彩調銀幕

PROSPERITY AHEAD

劉雷張 梅蘭白 王壽

導演 梁家忠

製片 楊文

泰國

新加坡文國影業公司製 獻銀業洲司公業影文國坡加新

1966

製片：楊文

導演：梁家忠

王豪

泰國

CATHAY ORGANISATION (HK) (1965) LTD.

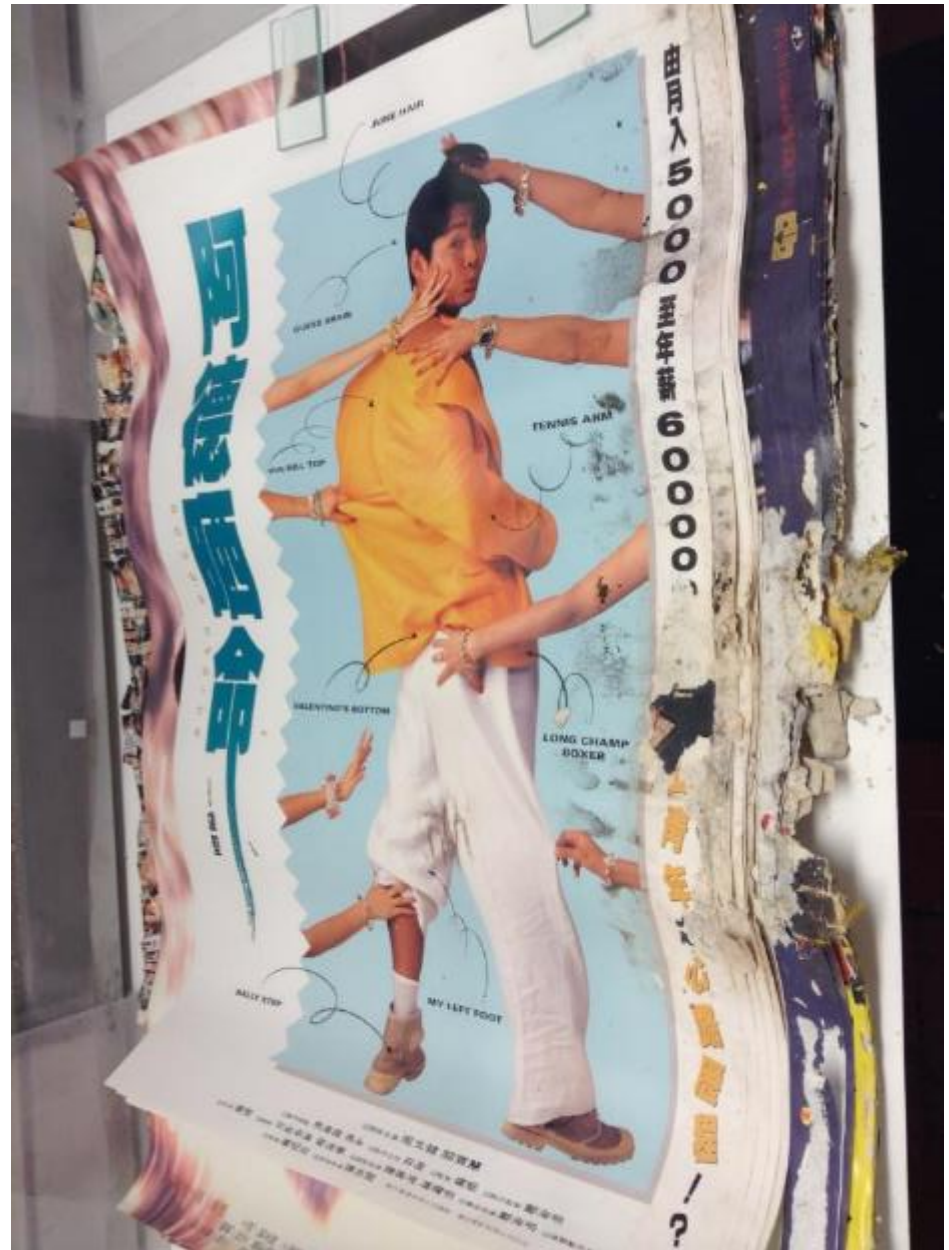
司公限有(五六九一)(港香)機機泰國



# Unmonitored Environment



- Distorted, warped
- Stuck together
- Discoloration (mold)
- Content loss due to mold



# Ephemeral Nature of the Materials



Treatment:

- Disbinding
- De-acidifying
- Encapsulating & boxing





# Researchers' Needs

- Allow recto & verso to be viewed
- Allow individual items to be removed & returned easily





# Accessing the Collection



## The Paul Kendel Fonoroff Collection for Chinese Film Studies

"As a film critic, movie fan, and avid collector, I realized some time ago that in order to research Hong Kong film history, I would have to amass the primary source materials myself."

— Paul Kendel Fonoroff, *Silver Light*

UC Berkeley acquired the Paul Kendel Fonoroff Collection in 2015. The C. v. Starr East Asian Library now holds the largest and most comprehensive Chinese film studies collection in North America. The over-70,000 periodicals, posters, photographs, and ephemera contained in the collection document the development of the film and entertainment industry of greater China from its inception in the early decades of the twentieth century to the 1990s, while offering a fresh perspective on the history of Chinese popular culture, media, society and social life.

The collection includes:

- 436 pre-1950 periodicals in 5,901 issues
- 239 post-1950 periodicals in 4,638 issues
- 4,195 posters
- 21,233 lobby cards, in 2,194 sets
- 3,332 theater flyers
- 4,870 scripts, novels, and books
- 5,976 pieces of ephemera
- 9,214 photographic negatives and slides
- 4,145 stills and publicity photos
- 837 tapes and CDs
- 5,637 Mao badges
- 2,450 articles and columns by and about Fonoroff



# Holdings Information

- Periodicals, pre- & post-1950
- Posters
- Lobby cards

Library

The Paul Kendel Fonoroff Collection for Chinese Film Studies

HOME CURATED FEATURES BROWSE ABOUT

Search

Home > Periodicals 电影期刊

### Periodicals 电影期刊











Film periodicals published in China before 1950 are valuable resources for the study of film and related fields, but they are not widely or easily collected. The Fonoroff Collection contains 436 titles in 5,911 issues from this era, including sixty titles not listed in the standard reference work *Zhongguo dian ying dian ying shi yan jiu shi* 中国电影史研究史. Among the named are *Anhui Picture Review* 安徽画报, generally acknowledged as China's first popular movie magazine, and *Am Aotou ying yu* 爱都电影, reputedly the first film periodical issued out of Hong Kong. Among the more infrequently encountered titles are *Wang jing* 望影, published in Tianjin, and a number of pre-1950 periodicals published, in Chinese, in Jakarta and Bangkok. The collection also holds a small number of general-interest periodicals, such as *Lian Lian* 连连, that feature articles on film. Some of the periodicals are represented by astonishingly full runs.

In addition to regularly published periodicals, the collection includes irregularly issued serials published by studios and leading theaters, dating from the 1920s on.

Pre-1950 periodicals by title 1950年前电影期刊目录

Post-1950 periodicals by title 1950年后电影期刊目录

#### Periodicals by Year

 Motion Picture Zhongguo 1922	 New China Movie 1924	 The Shape & Screen 1926	 The Three Kingdoms 1927	 Red 1929
 The Lost Squadron 1932	 Chinese Women's Film 1934	 Movie Monthly 1935	 China 1940	 China Daily 1947

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# Questions?

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