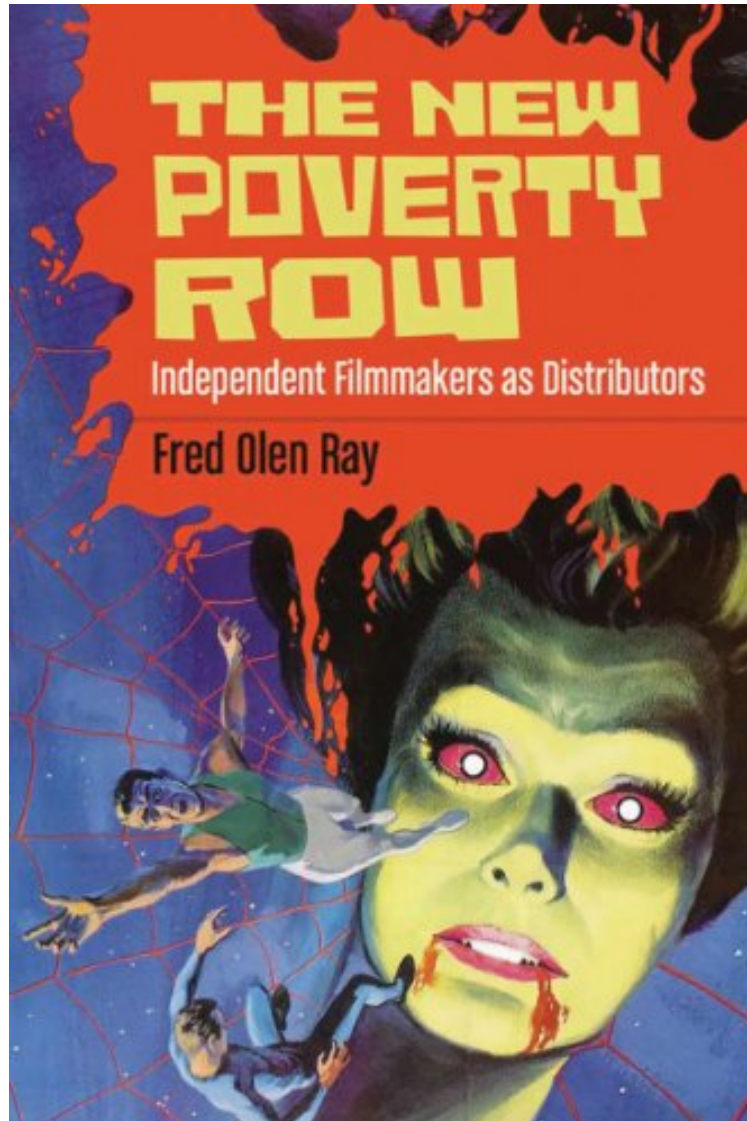


[Download] The New Poverty Row: Independent Filmmakers as Distributors

## The New Poverty Row: Independent Filmmakers as Distributors

*Fred Olen Ray*

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**Fred Olen Ray : The New Poverty Row: Independent Filmmakers as Distributors** before purchasing it in order to gage whether or not it would be worth my time, and all praised The New Poverty Row: Independent Filmmakers as Distributors:

1 of 2 people found the following review helpful. A decent book - but it could have had some more pointers for indie filmmakers.By Greg R. VadimskyI was hoping that this book would have been more instructional about moving ahead in independent film making and distribution. As it is, it is a well written book about the various histories of the major players in independent film. It just could be expanded to look forward and make suggestions, based on the experiences

of all the people and companies listed. It could have a higher price if it did this in another edition. 1 of 1 people found the following review helpful. Among cinephiles with a large love of cheese  
By Jacob Gustafson  
Among cinephiles with a large love of cheese, Fred Olen Ray is a revered name. He has made dozens of super cheap, super fun flicks over his long career and makes no bones about it. He knows what his films are and wants us to enjoy them to the hilt. Films like Hollywood Chainsaw Hookers, Bad Girls From Mars, Scalps, Evil Toons, etc. He's still cranking out cheese even today. I recently discovered that in the early 90's he wrote a book. I knew I had to read it. The New Poverty Row is about independent film makers who became independent distributors in the the 50's, 60's, and 70's. Each chapter covers a specific person or company and we get a full history lesson about them. We learn about their humble beginnings and how they tried to put their mark on film distribution whether it was super cheap jack productions that insulted their audience or super cheap jack productions that tried to entertain their audience. Roger Corman, Jerry Warren, and the man himself Fred Olen Ray are represented here among others. Ray's research was deep and personal and a treasure trove of information and funny anecdotes fill this book. The overall tone of the book is what you might expect from Fred: Intelligent but very funny. He makes no mistake about the overall quality of the films these guys distributed and pokes fun at them constantly. It's this jovial tone that makes what could be a dry and dull book into a pleasure to read. It seems that this is the only book written by Ray and that's a shame. It's a fun read. I'd love to read an autobiography from him someday. I'm sure after making 139 movies (!) he has enough outrageous stories to fill several books. The New Poverty Row isn't a sexy subject but Ray does his best to spice it up and because of it, it's an enjoyable read for those interested in independent distribution or Ray himself.

Since cinema's earliest beginnings, there has been friction between producers and directors. Shady accounting practices, which favored the distributors at the expense of the filmmakers, were all too common, causing many filmmakers to form independent companies to make and distribute their own product. This book examines six such low-budget exploitation companies--Associated Distributors Productions, Filmgroup, Hemisphere Pictures, American General Pictures, Independent-International Pictures, Dimension Pictures, and the author's own American-Independent Productions. A brief history of each company, laced with quotes from the company's principals, is presented, followed by a filmography that lists all known credits for that company.

"adds to the lore about exploitation films...with this labor of love" --Weekly Variety  
"a handy and highly readable account...thorough" --Fangoria  
"entertaining...fast-paced and full of inside humor...a fun book" --Midnight Marquee  
About the Author  
Fred Olen Ray lives in Porter Ranch, California.