

“KEEP ’EM IN THE EAST”

FILM AND CULTURE

A series of Columbia University Press

Edited by John Belton

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“KEEP ’EM IN THE EAST”

*Kazan, Kubrick, and the Postwar
New York Film Renaissance*

RICHARD KOSZARSKI

Columbia University Press
New York



Columbia University Press
Publishers Since 1893
New York Chichester, West Sussex
cup.columbia.edu

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Library of Congress Cataloging-in-Publication Data

Names: Koszarski, Richard, author.

Title: Keep 'em in the East : Kazan, Kubrick, and the postwar
New York film renaissance / Richard Koszarski.

Description: New York City : Columbia University Press, 2021. |
Series: Film and culture | Includes index.

Identifiers: LCCN 2020051651 (print) | LCCN 2020051652 (ebook) |
ISBN 9780231200981 (hardback) | ISBN 9780231200998 (paperback) |
ISBN 9780231553872 (ebook)

Subjects: LCSH: Motion picture industry—New York (State)—New York—
History—20th century.

Classification: LCC PN1993.5.U77 K68 2021 (print) | LCC PN1993.5.U77 (ebook) |

DDC 791.4309747/1—dc23

LC record available at <https://lcn.loc.gov/2020051651>

LC ebook record available at <https://lcn.loc.gov/2020051652>



Columbia University Press books are printed on permanent
and durable acid-free paper.

Printed in the United States of America

Cover image: Ray Milland, photographed on Third Avenue near 103rd Street, for
The Lost Weekend, October 1946. No hidden cameras. Bison Archives.

Cover design: Chang Jae Lee



0.1. Martin Balsam (who was barely visible in *On the Waterfront*) supporting George Justin's "Keep 'em in the East" campaign on the set of *12 Angry Men*. Fox Movietone studio, June 1956. Photo by Muky Munkacsi. George Justin Collection, Museum of Modern Art Film Stills Archive.

