

The American Film Industry

edited by

Tino Balio

The University of Wisconsin Press

Contents

Preface

PART I/A NOVELTY SPAWNS SMALL BUSINESSES: 1894-1908	3
<i>Prehistory</i>	
1 The Machine <i>A. R. Fulton</i>	19
<i>The Novelty</i>	
2 The History of the Kinetoscope <i>Gordon Hendricks</i>	33
<i>Motion Pictures on the Road</i>	
3 "No Magic, No Mystery, No Sleight of Hand" <i>George Pratt</i>	46
<i>The Nickelodeon</i>	
4 Nickelodeon Theaters 1905-1914: Building an Audience for the Movies <i>Russell Merritt</i>	59
<i>Portrait of a Pioneering Studio</i>	
5 Close-Ups <i>Norma Talmadge</i>	83
<hr/>	
PART II/STRUGGLES FOR CONTROL: 1908-1930	103
<i>The First Monopoly</i>	
6 The Decay of the Motion Picture Patents Company <i>Jeanne Thomas Allen</i>	119
<i>The Star System</i>	
7 Stars in Business: The Founding of United Artists <i>Tino Balio</i>	135
<i>Publicity, Advertising, and Exploitation</i>	
8 The Business of Motion Pictures <i>Carl Laemmle</i>	153
<i>The Movies as Big Business</i>	
9 The Motion Picture Industry as a Basis for Bond Financing <i>Halsey, Stuart & Co.</i>	171

	<i>Sound</i>	
10	The Coming of the Talkies: Invention, Innovation, and Diffusion / <i>Douglas Gomery</i>	193
	PART III/A MATURE OLIGOPOLY: 1930-1948	213
	<i>Structure of the Industry</i>	
-11	The Motion Picture Industry Today <i>Mae D. Huettig</i>	228
	<i>Portrait of a Vertically Integrated Company</i>	
12	Metro-Goldwyn-Mayer <i>Fortune</i>	256
13	Loew's, Inc. <i>Fortune</i>	278
	<i>The Trade Organization</i>	
14	The Hays Office <i>Fortune</i>	295
	PART IV/RETRENCHMENT, REAPPRAISAL, AND REORGANIZATION: 1948—	315
	<i>Antitrust</i>	
15	United States versus Hollywood: The Case Study of an Antitrust Suit <i>Ernest Borneman</i>	332
16	The Impact of the <i>Paramount</i> Decrees <i>Michael Conant</i>	346
	<i>Coping with Television</i>	
17	The Comeback of the Movies <i>Freeman Lincoln</i>	371
	<i>Foreign Markets</i>	
18	Hollywood's International Market <i>Thomas H. Guback</i>	387
	<i>Blacklisting</i>	
19	The Mass Hearings <i>John Cogley</i>	410
	<i>Censorship</i>	
20	Censorship: From <i>The Miracle</i> to <i>Deep Throat</i> <i>Richard S. Randall</i>	432
	<i>The Industry Today</i>	
21	Why the Movie Majors Are Major <i>David Gordon</i>	458
	List of Contributors	471
	Selected Bibliography	474
	Index of Motion Picture Titles	482
	General Index	485