

Hollywood & Television

Network TV in the US 1947--

Color

- Differentiating the Theatrical Product
- Herbert Kalmus & Technicolor
- 3 Strip Technicolor

1950 Eastmancolor

- Eastmancolor negative monopak film
- 1967 All color films
- 1969 TV full color
- Chemical Eastmancolor fades
- Dye transfer Technicolor prints (1934-1974)
& B&W negatives do not fade

Cinerama 1952-1962

- 1952 Sept THIS IS CINERAMA
- 1955 CINERAMA HOLIDAY
- 1962 WONDERFUL WORLD OF THE BROTHERS GRIMM
- 1962 HOW THE WEST WAS WON

3D Film

- 1951 BWANA DEVIL
- 1953 HOUSE OF WAX
- 1954 DIAL M FOR MURDER

Widescreen

- Anamorphic lens
- CinemaScope
- Aspect Ratio
- 1:37 to 1
- Academy Ratio
- 2.35 to 1
- 1.85 to 1
- 20th Century Fox
- 1953 THE ROBE

70mm Film Stereophonic Sound

- 1955 Mike Todd, Todd AO
- 70mm release prints
- Super Panavision
- Paramount's VistaVision
- Magnetic Recording
- High Fidelity Stereophonic Sound

Blockbusters

- Frozen foreign profits
- casts of 1000's, exotic locations
- Event releases
- Roadshows and long runs

The Production Code & Adult Content

- Geoffrey Shurlock -- MPAA
- 1951 The MIRACLE decision
- 1953 THE MOON IS BLUE
- 1955 MAN WITH A GOLDEN ARM
- 1966 End of the Production Code

MPAA Ratings Board

- 1966 Jack Valenti 1921-2007
- Motion Picture Association of America
- 1968 Ratings G, PG, R, X
- 1969 MIDNIGHT COWBOY
- 1972 DEEP THROAT
- PG-13
- NC-17
- 2005 Dan Glickman

The Youth Audience

- 1953 THE WILD ONE
- 1955 REBEL WITHOUT A CAUSE
- 1956 BLACKBOARD JUNGLE
- 1957 Elvis Presley & Hal Wallis
- 1963 A HARD DAY'S NIGHT

Teen Exploitation Films

- American International Pictures
- Roger Corman

The Drive-In

- 1932 First Drive-In
- 1958 4000 Drive-Ins

Southern California Drive-Ins

- 107 So. Cal. drive-ins at peak in 1960's
- 10 in 2007
- 1940 Motor View Twin, Imperial
- 1948 Rubidoux, Riverside
- 1954 Smith's Ranch, Twentynine Palms
- 1955 Vineland, City of Industry
- 1956 Mission Tiki, Montclair
- 1958 South Bay, Imperial Beach
- 1958 Santee, Santee
- 1964 Van Buren Cinema 3, Riverside
- 1966-1987, 1996- Skyline, Barstow
- 2007 Star-Vu, Costa Mesa (inflatable screen)

Television Production

- 1951 I LOVE LUCY Desilu
- 1952 DRAGNET Mark VII Prods
- 1953 FATHER KNOWS BEST Columbia
- 1955 – ABC TV Network – Disneyland, Walt Disney Presents, Wonderful World of Color

Television Production

- Columbia Screen Gems
- Paramount – Star Trek
- MCA Universal
- Warner Bros Television

Theatrical Films on TV

- Ancillary market
- B Movies
- 1955 Dec RKO sells to TV
- 1956 Majors sell back catalog of films into TV syndication
- 1961 NBC Saturday Night at the Movies
- 1966 BRIDGE ON THE RIVER KWAI
- 1966 World Premiere Made for TV Movies
- 1971 BRIAN'S SONG
- 1977 The Mini-series

Filmmakers of the 1940's-1960's

Alfred Hitchcock

1899-1980

- 1940 REBECCA
- 1943 SHADOW OF A DOUBT
- 1945 SPELLBOUND
- 1946 NOTORIOUS
- 1948 ROPE
- 1951 STRANGERS ON A TRAIN
- 1954 REAR WINDOW
- 1958 VERTIGO
- 1959 NORTH BY NORTHWEST
- 1960 PSYCHO

Vincente Minnelli

1903-1986

- 1944 MEET ME IN ST LOUIS
- 1948 THE PIRATE
- 1950 FATHER OF THE BRIDE
- 1951 AN AMERICAN IN PARIS
- 1952 THE BAD & THE BEAUTIFUL
- 1953 THE BAND WAGON
- 1956 LUST FOR LIFE
- 1957 SOME CAME RUNNING
- 1958 GIGI

Otto Preminger

1906-1986

- 1944 LAURA
- 1953 THE MOON IS BLUE
- 1955 MAN WITH A GOLDEN ARM
- 1959 ANATOMY OF A MURDER
- 1960 EXODUS
- 1962 ADVISE & CONSENT

Billy Wilder

1906 - 2002

- 1944 DOUBLE INDEMNITY
- 1945 THE LOST WEEKEND
- 1950 SUNSET BLVD
- 1955 THE 7 YEAR ITCH
- 1957 WITNESS FOR THE PROSECUTION
- 1959 SOME LIKE IT HOT
- 1960 THE APARTMENT