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
Vincenzo 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