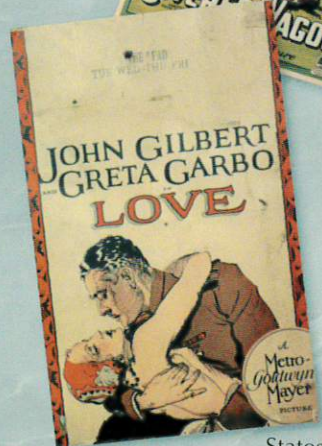
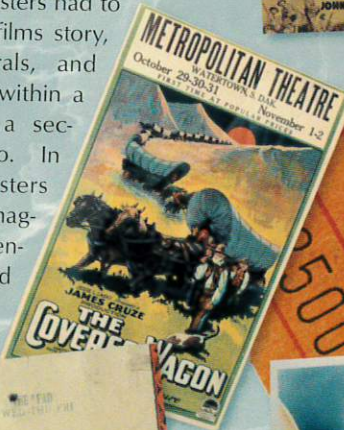


# HOLLYWOOD THROUGH THE POSTERS

With Mike Piepel

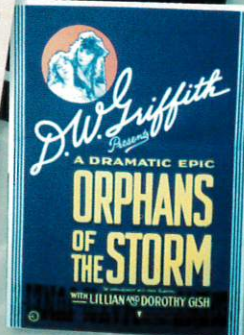
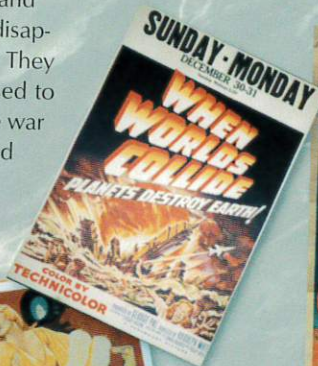
What is truly more American than the movies? From 1896 when the first nickelodeon was introduced to the golden age of films in the 1930's, 1940's, and 1950's, Americans went to the movies by the millions.

From the mid 1920's until the early 1950's average weekly attendance soared to over 90,000,000 people. In the United States alone, film production exceeded over 400 feature films a year. In 1921, the peak year of production, over 800 movies were released to the public. With all of this moveable entertainment being offered competition grew and studios were scrambling for every available nickel and dime out there. What better way to lure the public than through the poster? Posters had to capture a film's story, stars, morals, and lesson, all within a matter of a second or two. In short, posters had to be magnificent, sensational, and alluring.



With each movie produced, a very limited number of posters were made and distributed by the theater exchanges to movie theaters throughout the United States. Audiences were treated to a number of sizes and formats in this grand advertising

scheme. There were one-sheets which measured 27" by 41", three sheets measuring 41" by 81", half sheets measuring 22" by 28" both vertical and horizontal styles, 14" by 36" inserts, 14" by 22" window cards, giant 24 sheets used for billboards, 11" by 14" lobbies, 14" by 17" jumbo lobbies, mini or midget window cards at 8" by 14", and a host of other items to entice the public. Unfortunately few of these original posters survive today. After a movie was shown posters could be exchanged and returned for a few cents credit by the local theater. More often, they were thrown away to make room for the next feature. It was during the paper drives of WWII that the majority of posters from the teens, 1920's, and 1930's disappeared. They were used to help the war effort and



recycled. The few remaining posters kept by projectionists, ticket sellers, ushers, or candy counter personnel were all that were left of an era gone by.

"Hollywood Through Its Posters," tells a unique history of motion pictures through the original posters produced to advertise these movies. From the early teens, when films were in their infancy, to the classics of the 1930's, 1940's, and 1950's, this visual program takes the viewer on a historical journey through Hollywood. The styles, designs, artists, and types of posters, as well as the stars who were larger than life are examined for their contributions to the world of entertainment.

After all, how many people can say they have never been entertained by a movie or have seen a classic film that has not made a lasting impression on them? Remember, it was the image on the outside of the building that lured you in to see what was showing on the inside. A presentation of original classic movie posters: gallery exhibits, presentations, lectures available.

GALLERY EXHIBITS, MIKE PRESENTATIONS, & LECTURES **MIKE PIEPEL**

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