

Contents

List of Illustrations	viii
Notes on Contributors	x
Acknowledgements	xv
Introduction	1
<i>Richard Maltby and Melvyn Stokes</i>	
Part I: Studies of Local Cinema Exhibition	
1. Race, Region, and Rusticity: Relocating U.S. Film History	25
<i>Robert C. Allen</i>	
2. Tri-racial Theaters in Robeson County, North Carolina, 1896–1940	45
<i>Christopher J. McKenna</i>	
3. The White in the Race Movie Audience	60
<i>Jane M. Gaines</i>	
4. Sundays in Norfolk: Toward a Protestant Utopia Through Film Exhibition in Norfolk, Virginia, 1910–1920	76
<i>Terry Lindvall</i>	
5. Patchwork Maps of Moviegoing, 1911–1913	94
<i>Richard Abel</i>	
6. Next Year at the Moving Pictures: Cinema and Social Change in the Jewish Immigrant Community	113
<i>Judith Thissen</i>	

7. 'Four Hours of Hootin' and Hollerin': Moviegoing and
Everyday Life Outside the Movie Palace 130
Jeffrey Klenotic
8. Cinemagoing in the United States in the mid-1930s:
A Study Based on the *Variety* Dataset 155
Mark Glancy and John Sedgwick
9. Race Houses, Jim Crow Roosts, and Lily White Palaces:
Desegregating the Motion Picture Theater 196
Thomas Doherty

Part II: Other Cinema: Alternatives to Theatrical Exhibition

10. The Reel of the Month Club: 16mm Projectors, Home
Theaters and Film Libraries in the 1920s 217
Haidee Wasson
11. Early Art Cinema in the U.S.: Symon Gould and the Little
Cinema Movement of the 1920s 235
Anne Morey
12. Free Talking Picture—Every Farmer is Welcome: Non-
theatrical Film and Everyday Life in Rural America during
the 1930s 248
Gregory A. Waller
13. Cinema's Shadow: Reconsidering Non-theatrical Exhibition 273
Barbara Klinger

Part III: Hollywood Movies in Broader Perspective: Audiences at Home and Abroad

14. Changing Images of Movie Audiences 293
Richard Butsch
15. 'Healthy Films from America': The Emergence of a Catholic
Film Mass Movement in Belgium and the Realm of
Hollywood, 1928–1939 307
Daniel Biltereyst

CONTENTS

16. The Child Audience and the 'Horrific' Film in 1930s Britain <i>Annette Kuhn</i>	323
17. Hollywood in Vernacular: Translation and Cross-cultural Reception of American Films in Turkey <i>Abmet Gürata</i>	333
18. Cowboy Modern: African Audiences, Hollywood Films, and Visions of the West <i>Charles Ambler</i>	348
19. 'Opening Everywhere': Multiplexes and the Speed of Cinema Culture <i>Charles R. Acland</i>	364
20. 'Cinema Comes to Life at the Cornerhouse, Nottingham': 'American' Exhibition, Local Politics and Global Culture in the Construction of the Urban Entertainment Centre <i>Mark Jancovich</i>	383
Notes	394
Index	462

Illustrations

2.1	Community Service Pictures' Special Announcement, 1920	50
2.2	The newly reopened Pastime Theater in Lumberton, 1934	53
2.3	The theater changed to cater mainly for African Americans, prompting Indian outrage, 1934	53
2.4	The Rowland Theatre reopened in 1937 with three race-specific entrances, 1937	56
2.5	Race-specific pricing structure: advertisement from the Riverside Theater for the film <i>Topper Takes a Trip</i> , 1939	58
3.1	Lincoln Motion Picture Company distribution survey form, 1918	61
3.2	Noble Johnson and Harry Gant, Lincoln Company cameraman	64
3.3	<i>The Flying Ace</i> poster, Norman Manufacturing Company, 1926	65
3.4	The Ebony Motion Picture Company	66
3.5	Opening Night of the Rex Theater, Hannibal, Missouri; and detail of the balcony	70
3.6	Noble Johnson, early 'cross-over' star	74
4.1	Billy Sunday, 1915	77
4.2	Judged by their formal attire in this cartoon, members of the social elite <i>did</i> attend motion pictures	80
4.3	The Granby Family Theatre in Norfolk, 1907	81
4.4	The American Theatre, 1913	82
4.5	Billy Sunday and Mae West, 1933	91

ILLUSTRATIONS

5.1 Mutual Movies ad, 1914	95
5.2 Advertisement for 'Iowa's Most Beautiful Photo Play Theatre', 1912	97
5.3 Advertisement for the Canton Odeon, 1912	98
5.4 Pawtucket/Central Falls, Rhode Island	104
5.5 Downtown Pawtucket, c. 1913	105
5.6 Advertisement for the Pawtucket Star, 1907	106
5.7 Advertisement for the Star Theatre, 1913	108
6.1 'Next Year at the Moving Pictures,' 1912	114
6.2 'Abie's moving picture' cartoons, 1912	123
7.1 The Franklin Theater, c. 1940	133
7.2 A map of Springfield showing 'social quality' rankings, 1926	139
7.3 One week's programming at the Franklin theatre, May 1937	152
9.1 Separate entrance, separate seating: 'Jim Crow roost' in a motion picture theater in Belzoni, Mississippi, 1939	198
10.1 Catalogue for Kodak's 16mm Kodascope Library Service, 1930	223
10.2 Advertisement for Pathégrams, 1930	224
10.3 Advertisement for a 'home-talkie' unit, 1930	227
10.4 'A click of the Switch ...' Kodak advertisement, 1927	229
10.5 Advertisement for Kodak's line of film furniture, 1930	231
12.1 Advertisement for a Free Show in Campbellsville, Kentucky, 1940	249
12.2 Ad for John Deere Day, 1938	254
12.3 The 1926 USDA Motion Picture Catalogue	263
15.1 Father Felix Morlion	312
15.2 Lloyd Bacon's <i>Wonder Bar</i> , 1934	318
17.1 <i>Vue de remerciements au public</i> , 1900	334
17.2 Ferdi Tayfur dubbing a Laurel-Hardy film, 1941	340