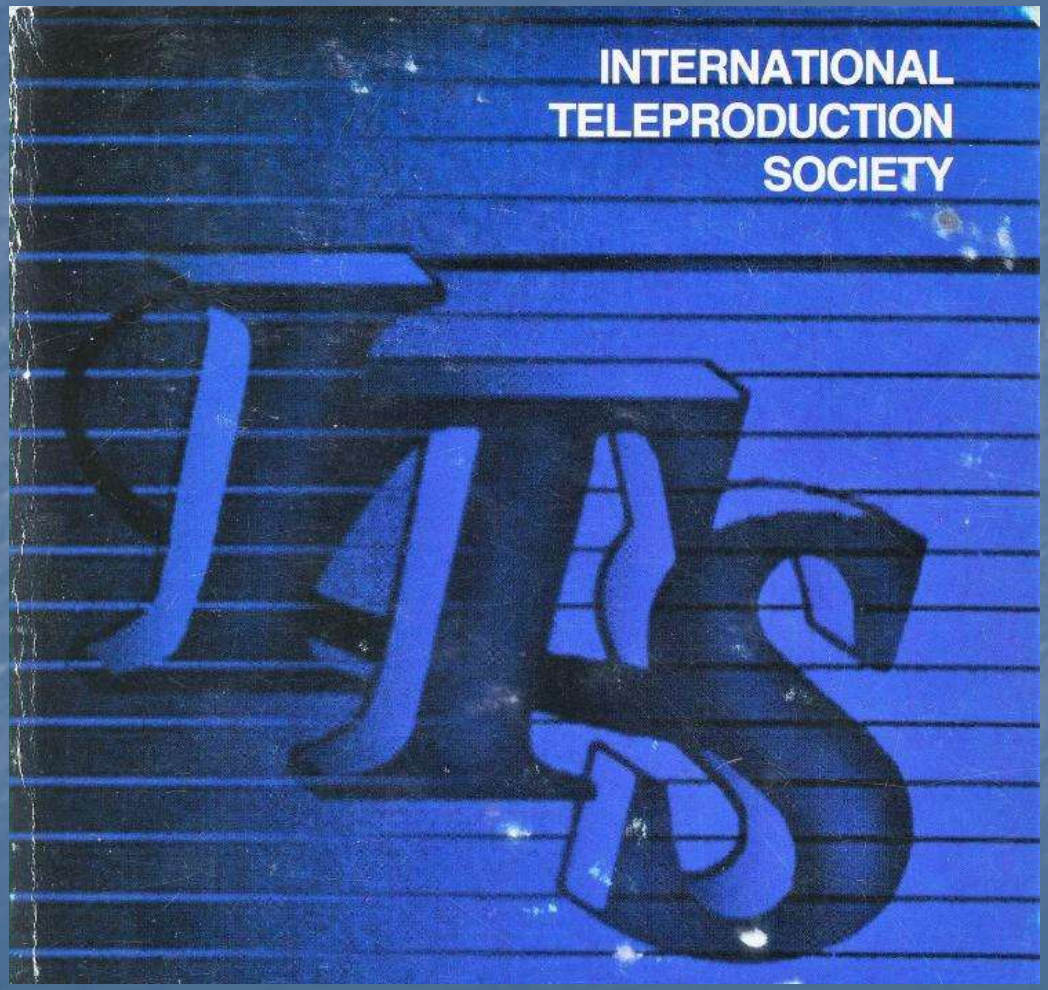
What the **H**?
Did Pittsburg Give Us Our First Letter?

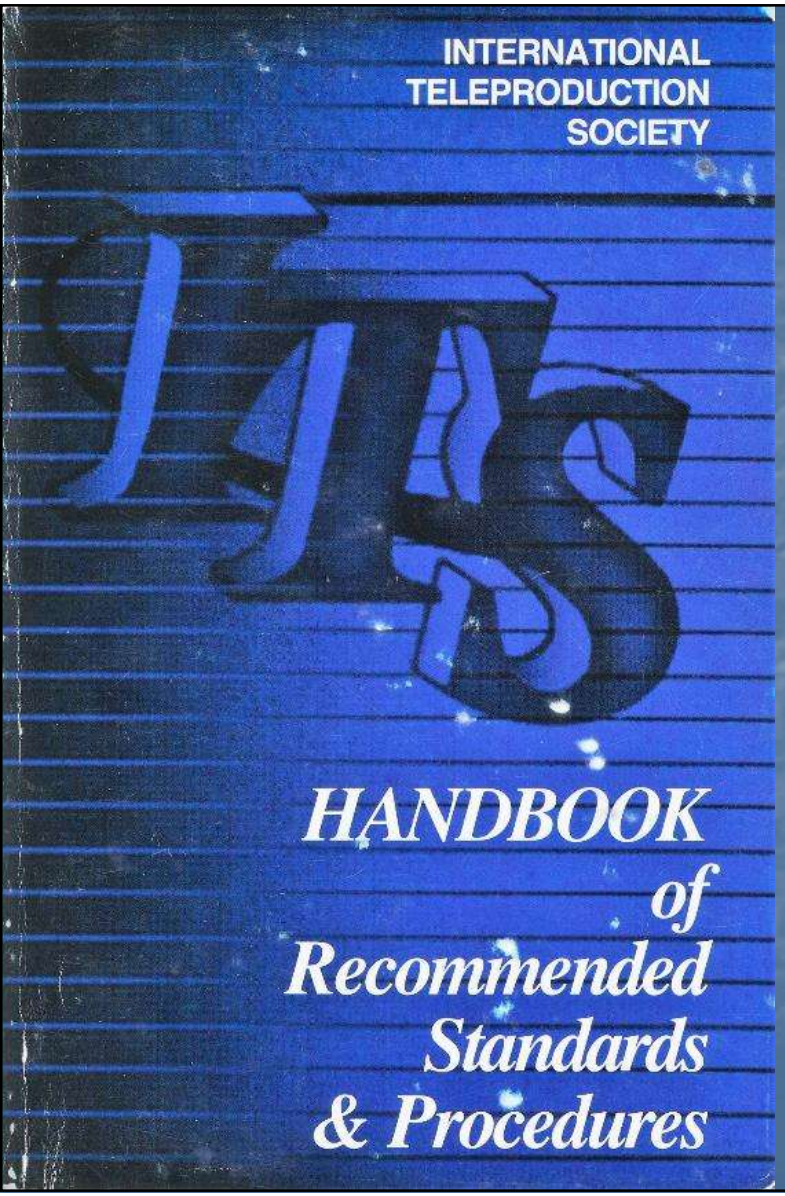
these slides
are at
bit.ly/what-the-h

Very Local History

us

Creator of the 1st Tech Retreat





EIA INDUSTRIAL ELECTRONICS TENTATIVE STANDARD NO. 1

November, 1977

COLOR TELEVISION STUDIO
PICTURE LINE AMPLIFIER OUTPUT DRAWING

BACKGROUND

EIA Subcommittee TR-4.4 on Television Studio Facilities, as one of its various projects, has undertaken a revision of EIA Standard RS-170, "Electrical Performance Standards - Monochrome Television Studio Facilities" (November, 1957). The preparation of this revised standard (RS-170-A) has been assigned to ad hoc Subcommittee TR-4.4.1. An important part of the standard is the picture line amplifier output drawing, which defines the waveform and timing characteristics of the composite video signal at the output of a color television studio. EIA Standards Proposal No. 1281, a Picture Line Amplifier Output Drawing, was circulated in July, 1977 for industry comment which resulted in technical recommendations for change. Changes have been incorporated in the drawing which is attached. Because of its importance, it was decided to publish this drawing separately at this time as an EIA Industrial Electronics Tentative Standard, so that it may be of immediate service to the television industry. Ad hoc TR-4.4.1 Subcommittee will continue its work on revision of the main body of EIA RS-170 leading to the publication of RS-170-A at some future date.

In March, 1976, the EIA issued Television Systems Bulletin No. 4, "EIA Recommended Practice for Horizontal Sync, Horizontal Blanking, and Burst Timing in Color Television". This Recommended Practice, prepared by the EIA Broadcast Systems Committee (BTS), defined various timing parameters within the horizontal blanking interval of a color television signal. The purpose of this Recommended Practice was to minimize color signal non-uniformity, since it had been determined that variations in some timing parameters within the FCC limits could produce an appreciable change in color program reproduction as viewed on various home receivers. TR-4.4.1 has generally incorporated the timing values and tolerances of EIA Television Systems Bulletin No. 4 into its picture line amplifier output drawing. However, the drawing is far more comprehensive in that it defines the complete waveform and timing characteristics of the composite color video signal.

CHANGES IN INDUSTRIAL ELECTRONICS TENTATIVE STANDARD NO. 1 FROM RS-170

One innovation in the drawing is the showing of the four color fields of a color signal. Field 1 is defined by a particular subcarrier to horizontal sync timing relationship; all other fields then follow accordingly. No specific procedure for implementing this relationship has been adopted at this time.

what has been called 170A

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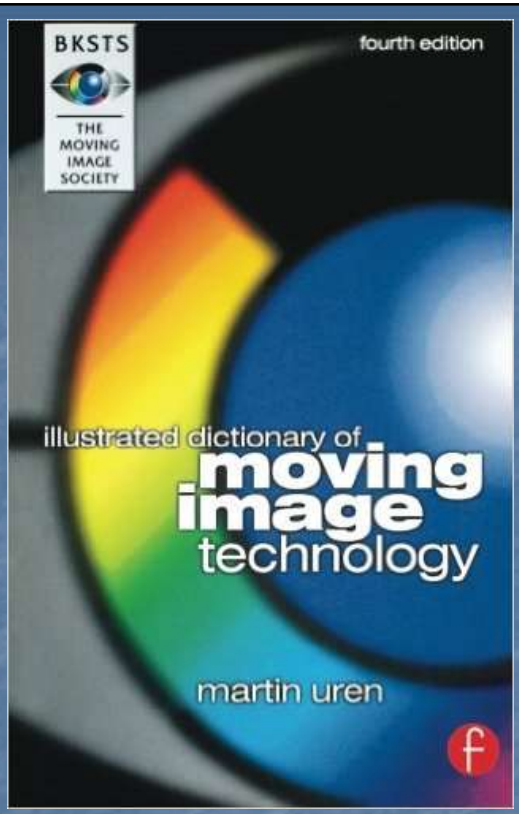
Tel: (212) 629-3266



Association of Imaging Technology and Sound (ITS): The largest US trade association serving the post production and digital media community. (Website: www.itsnet.org).

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HPA®

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HPA®

Hollywood Post Alliance

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HOLLYWOOD PROFESSIONAL ASSOCIATION

HPA has an *A* for Association

HPA®

Hollywood Post Alliance

Phantom *P* ?

HPA

HOLLYWOOD PROFESSIONAL ASSOCIATION

HPA®

Hollywood Post Alliance

HPA kept the *H* as Hollywood!

HPA

HOLLYWOOD PROFESSIONAL ASSOCIATION

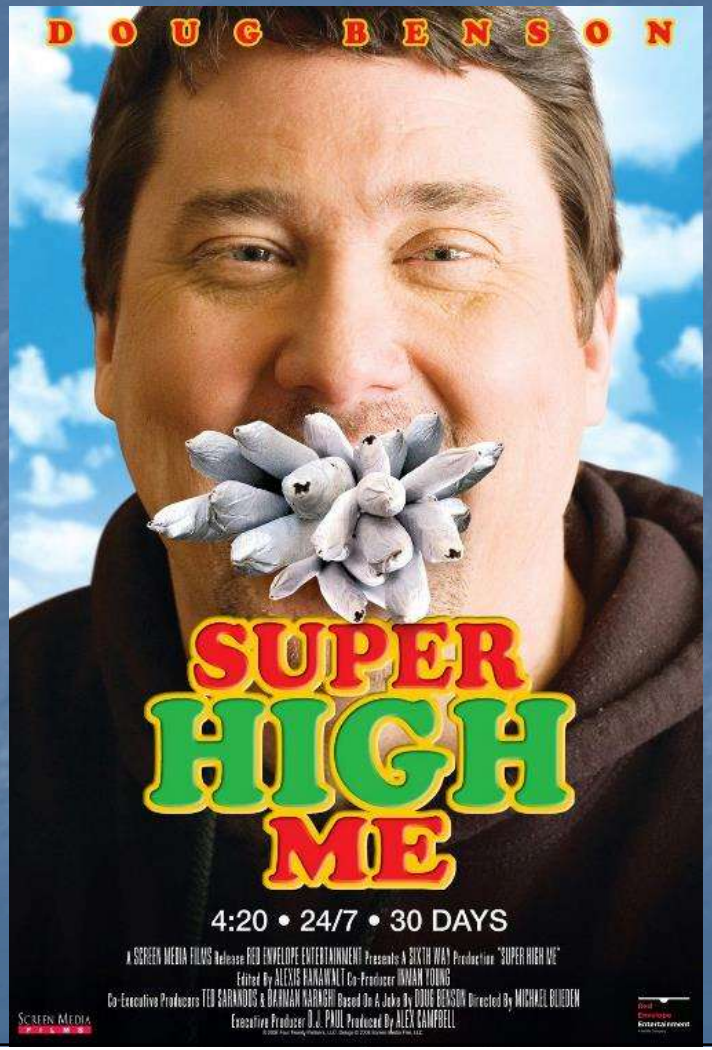
Strange for Our Business

H begins "high"

- HDTV
- HDMI
- HDCP
- HDR
- HFR
- HSR
- HQ

Why HPA Kept the H as "Hollywood"?

There's a different common meaning for "high"



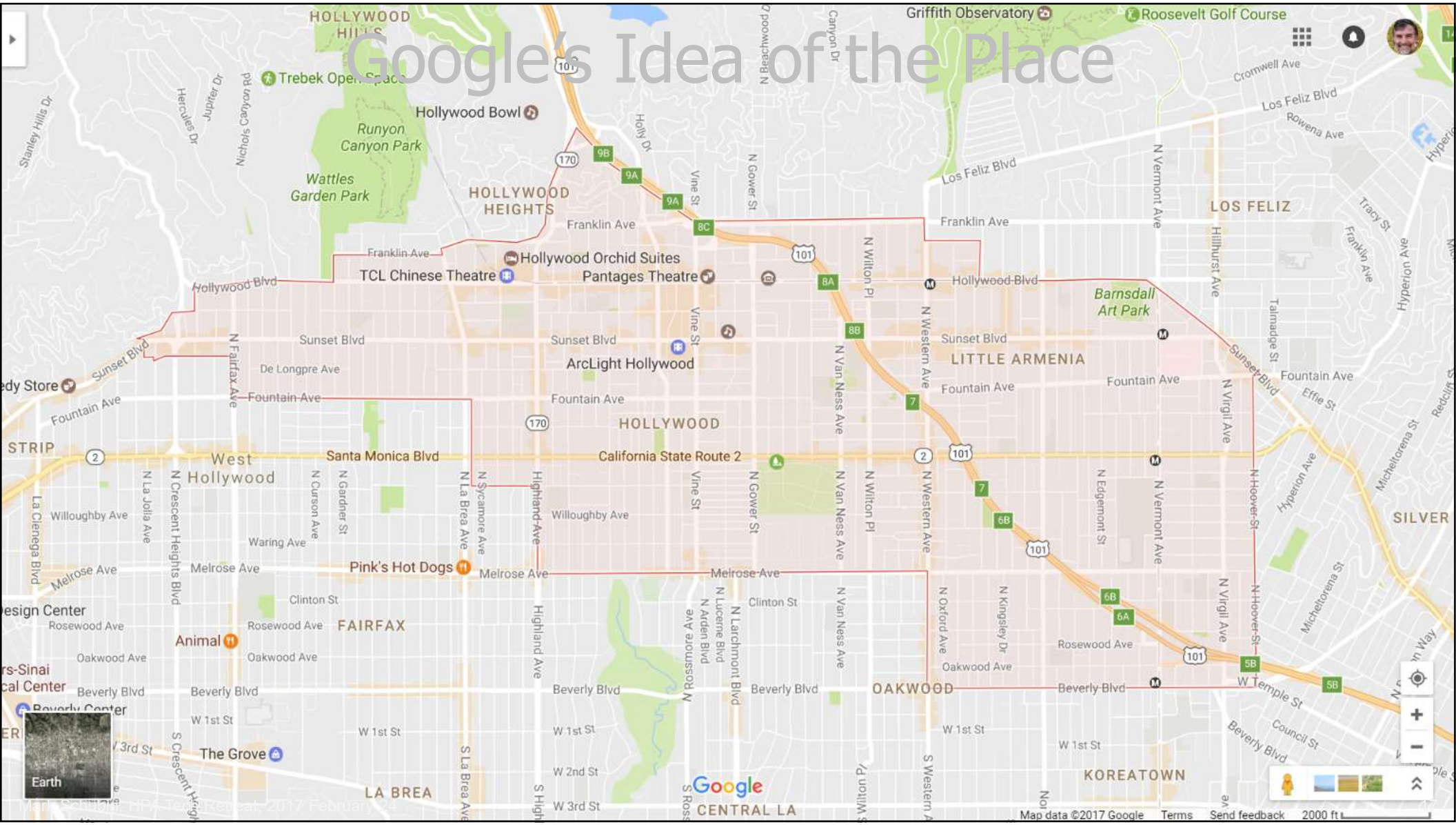
2008 documentary

What Is This Thing Called “Hollywood”?

What Is This Thing Called “Hollywood”?

1. a place
2. a metonym

Google's Idea of the Place



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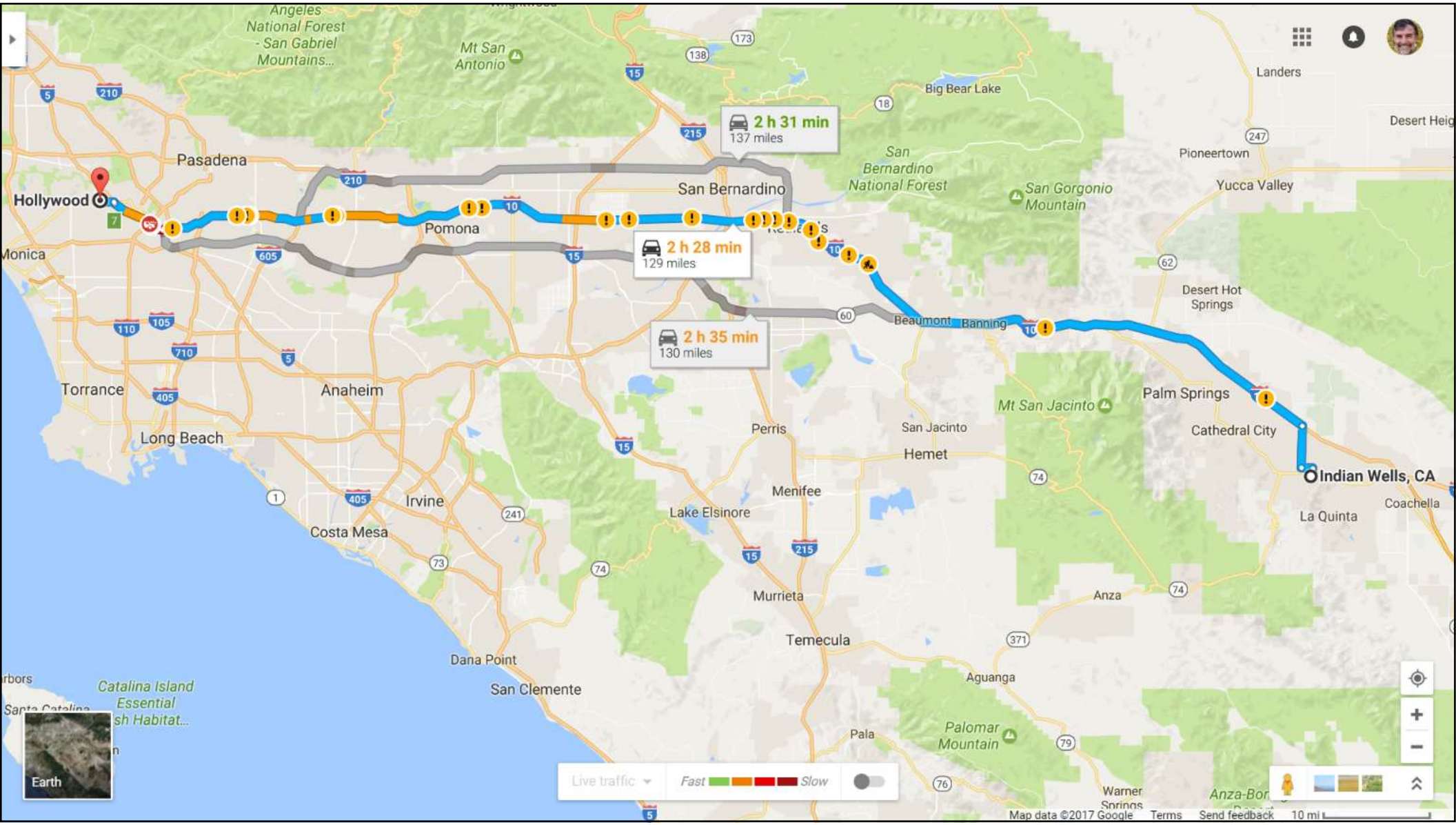
Hollywood
Indian Wells, CA
2 h 31 min
137 miles
2 h 28 min
129 miles
2 h 35 min
130 miles
Pasadena
San Bernardino
Pomona
Beaumont
Banning
Palm Springs
Cathedral City
Torrance
Anaheim
Long Beach
Irvine
Costa Mesa
Perris
San Jacinto
Hemet
Menifee
Lake Elsinore
Murrieta
Temecula
Dana Point
San Clemente
Aguanga
Pala
Anza
La Quinta
Coachella
Desert Hot Springs
Yucca Valley
Pioneertown
Landers
Big Bear Lake
Mt San Antonio
Mt San Jacinto
San Gorgonio Mountain
San Bernardino National Forest
Palomar Mountain
Catalina Island Essential
Earth
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Send feedback
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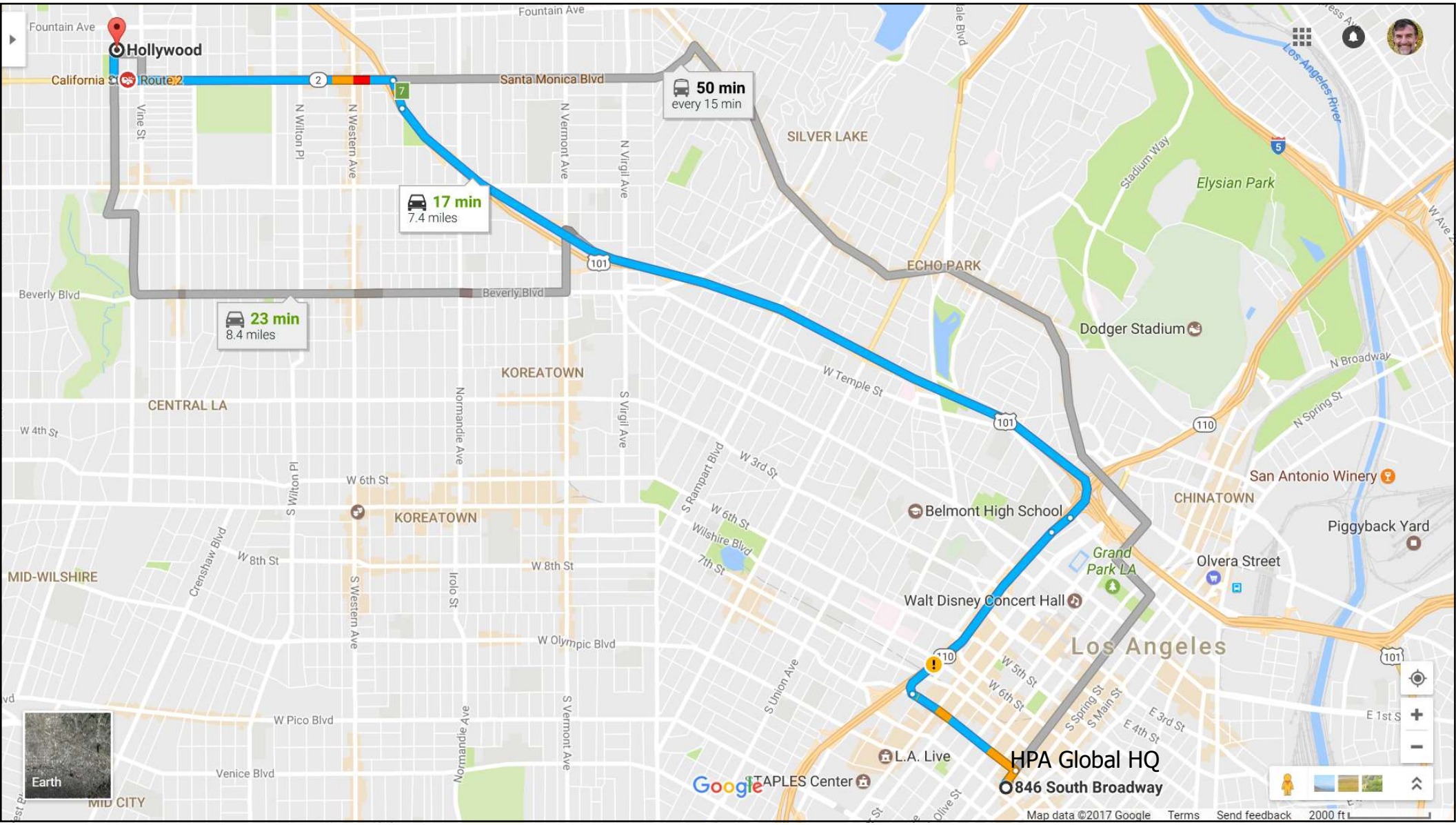
Hollywood
California St
Route 2
Fountain Ave
Santa Monica Blvd
Beverly Blvd
50 min
every 15 min
17 min
7.4 miles
23 min
8.4 miles
SILVER LAKE
ECHO PARK
Elysian Park
Dodger Stadium
KOREATOWN
CENTRAL LA
MID-WILSHIRE
MID CITY
Belmont High School
CHINATOWN
San Antonio Winery
Piggyback Yard
Olvera Street
Grand Park LA
Walt Disney Concert Hall
Los Angeles
L.A. Live
STAPLES Center
HPA Global HQ
846 South Broadway
Los Angeles River
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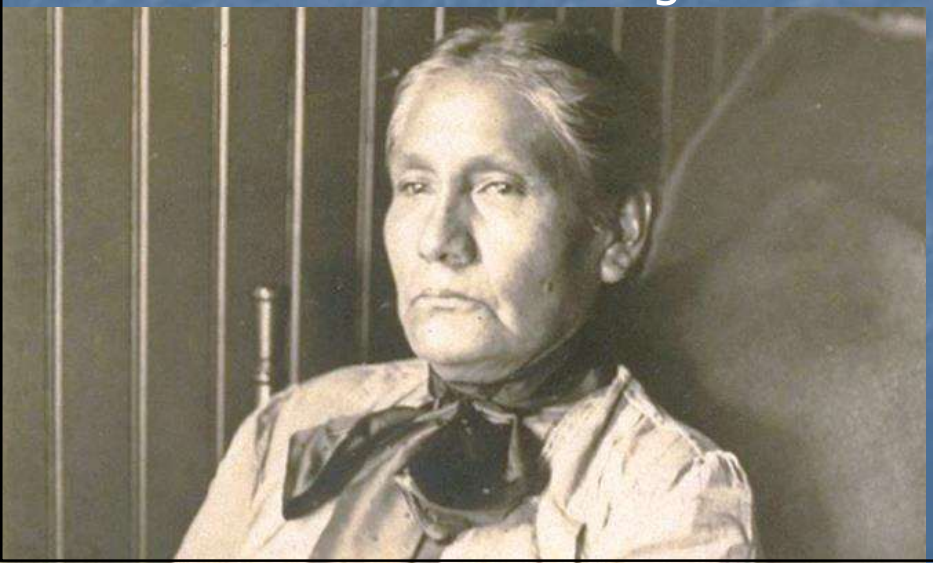
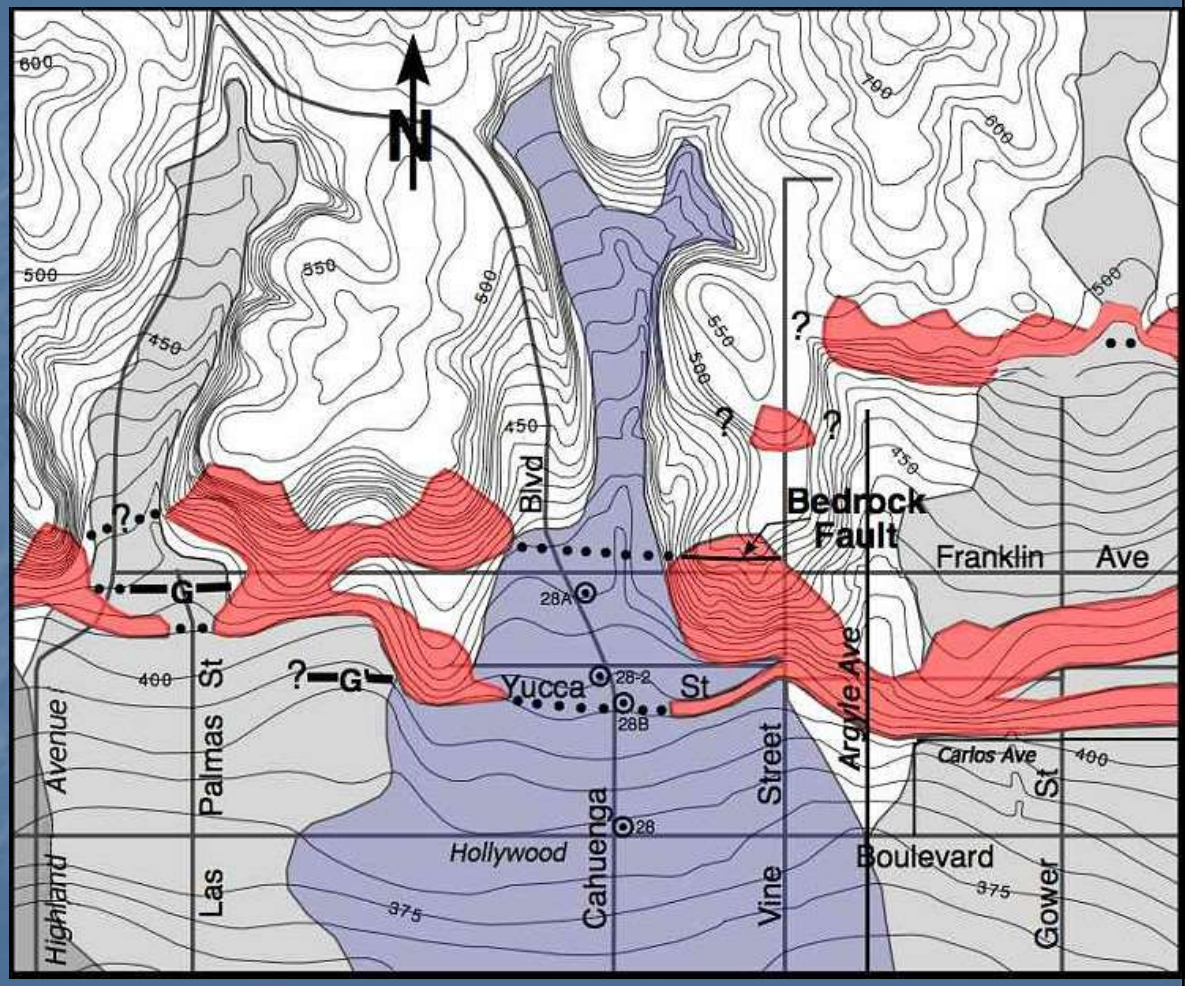
Hollywood History & the Women Who Made It

- Pre-human to a fault
- Pre-1521
  - Tongva
    - "Kaweg-na" [place of the hill]
    - 1769 "Cahuenga" noted





Narcisa **H**iguera, Tongva speaker

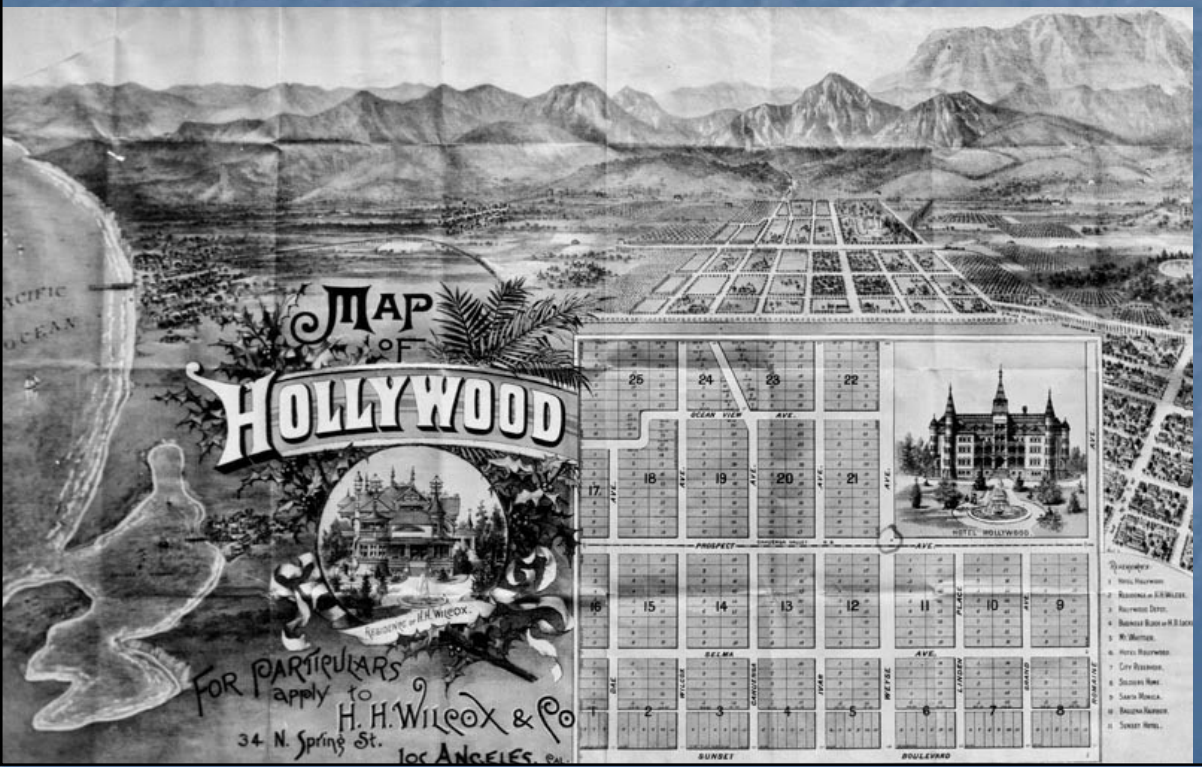
Hollywood History & the Women Who Made It

- El Centro divides Rancho La Brea from Rancho Los Feliz
- 1848 Treaty of Guadalupe **H**idalgo honors land grants, but…
- 1860 **H**enry **H**ancock gets Rancho La Brea

Madame Ida **H**elena **H**araszthy **H**ancock Ross

Hollywood History & the Women Who Made It

- 1886 **H**arvey **H**enderson Wilcox files 120-acre subdivision
- 1887 "Hollywood" per his wife Daeida **H**artle (of **H**icksville, O.)
  - alternative view: pidgin version of "I'm hauling wood"



- banks
- city hall
- gardens
- library
- park
- police stn.
- post office
- school
- theater
- tennis club

Hollywood History & the Women Who Made It

- More from Daeida:
  - free lots for churches
  - business developments
  - mansion/museum for artist Paul De Longpre

De Longpre mansion

- Helen Beveridge, Daeida's mother-in-law, soirees & lectures
- Mary Moll, Daeida's philanthropic and development rival
- Caroline "Grandma" Wakeman, suffragette, drinker, smoker, confessed trolley-line briber

"Balloon Line" trolley to Hollywood

Hollywood History & the Women Who Made It

- 1906 Almira **H**ershey buys and expands the Hollywood Hotel
  - current site of the annual SMPTE convention & Academy Awards
  - **H**ighland Mary Price, first burial in Hollywood Cemetery

- 1912 manager Margaret Anderson creates Beverly Hills Hotel

Hollywood History & the Women Who Made It

- 1922 June Mathis becomes highest-paid Hollywood executive
  - discoverer of Rudolph Valentino; together forever

The Plaque

L.A. mayor Norris Poulsen & actress Taina Elg at Main & 7th

HOLLYWOOD'S GOLDEN JUBILEE
1907-1957

MAJOR MOTION PICTURE FILMING IN LOS ANGELES BEGAN AT THIS LOCATION IN THE FALL OF 1907 WHEN SCENES FOR A FOURTEEN-MINUTE FEATURE, "THE COUNT OF MONTE CRISTO," WERE TAKEN. FROM THIS BEGINNING, HOLLYWOOD BECAME THE WORLD'S MOTION PICTURE CAPITAL.

PLACED DEC. 12, 1957

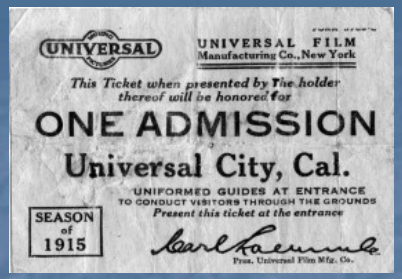
Well…

- Edison actualities in Southern California starting 1897
- 1906 *A Daring Southern California Hold Up* shot in the actual city of Hollywood, a Biograph Studios production (*The Count of Monte Cristo* was Selig-Polyscope Studios)
- 1911 1st Hollywood studio (David **H**orsley, Universal co-founder)
  - since 1907, multiple studios in Edendale, Glendale, L.A., Long Beach, Santa Monica, etc.

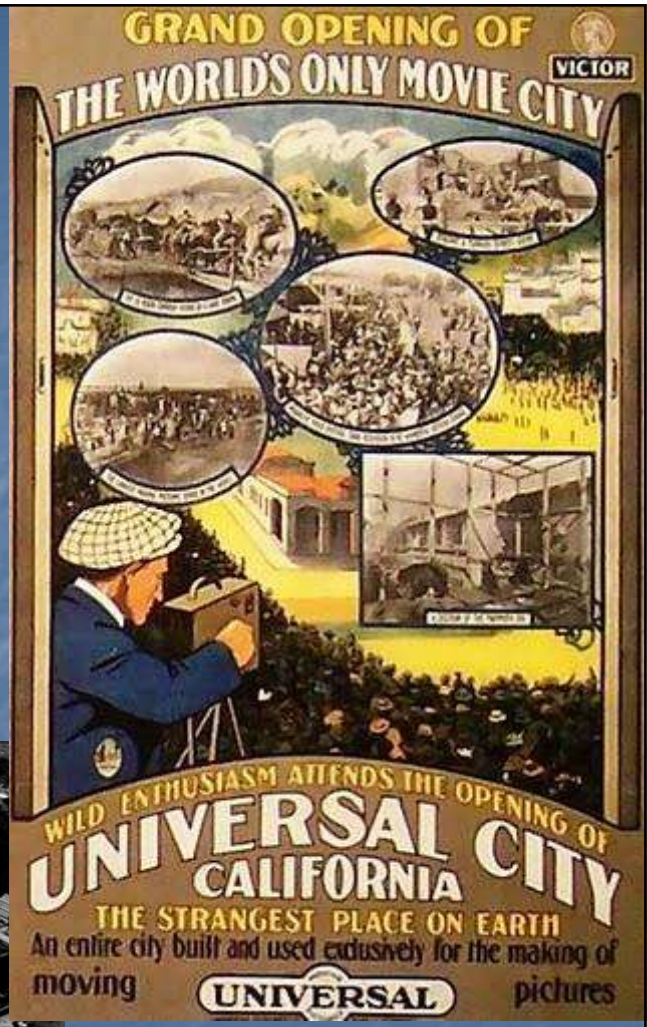
one Long Beach movie studio

Flight to the Cities

- 1915 Universal City
- 1916 Culver City
- 1926 Movietone City
  - now Century City
- 1927 Studio City



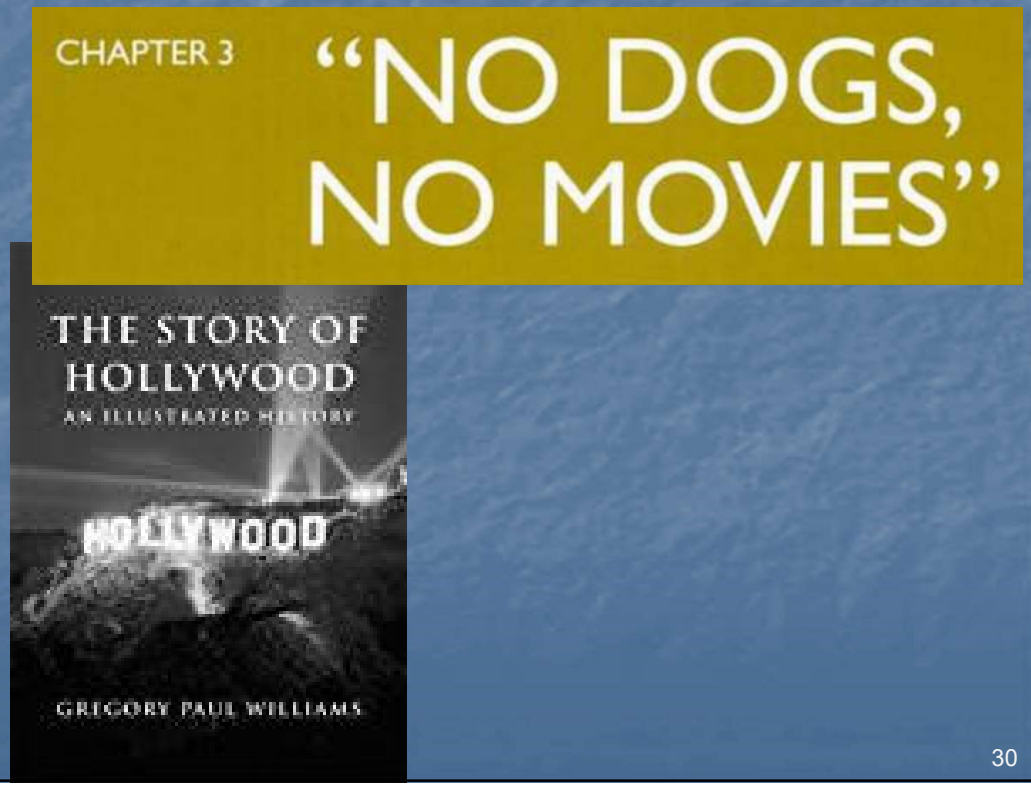
Triangle Studios



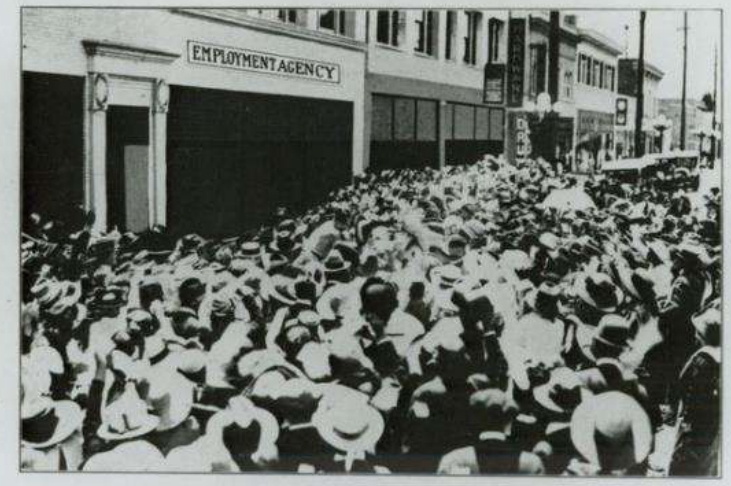
not to mention Burbank

My Theory: Glorious Conflict

- Daeida's Hollywood:
  - no alcohol, firearms, speeding, bowling, pool, movie theaters
- early movie Hollywood:
  - 1st studio in a tavern
  - gunfights
  - speeding
  - Idle Time movie theater
  - cowboys hanging around
  - burning film to recover silver



STREET SCENE IN HOLLYWOOD



Thousands buck the line on every call issued for a few movie picture extras. This is a sample of the customary massed assault on the employment bureaus resulting from an ad for a very few men and women to work in an insignificent scene. The wage is meagre for a day or night of hard work.

Don't Try To Break Into The Movies

IN HOLLYWOOD

Until You Have Obtained Full, Frank and Dependable Information

FROM THE

HOLLYWOOD CHAMBER OF COMMERCE

(Hollywood's Great Community Organization)

It May Save Disappointments

Out of 100,000 Persons Who Started at the Bottom of the Screen's Ladder of Fame

ONLY FIVE REACHED THE TOP

HOLLYWOOD
CHAMBER OF COMMERCE

- 1921 Hollywood Bowl, wannabes-don't-come ad
- 1932 Hollywood Christmas Parade ®
- 1949 1st of several Hollywood sign ® restorations
  - originally (1923) promotion of Hollywoodland development
  - suicide and crash both associated with the **H**
- 1953 idea for Hollywood Walk of Fame ®
  - 1st implemented 1960

Times Daily - Feb 18, 1989 Browse this newspaper » Browse all newspapers » Page 4 of 12

Hollywoods up in arms over claim-jumping cousin

Associated Press

HOLLYWOOD — Hollywood, Calif., has some nerve, thinking it can trademark its name, said the mayor of Hollywood, Ala., adding that his town has more right to the name than the better known movie town.

The Chamber of Commerce of Hollywood, Calif., which actually is a district of Los Angeles, filed Jan. 17 for a trademark on the name, an effort that is being opposed by Hollywood, Fla.

Mayor Truett Lankford of Hollywood, Ala., located in Jackson County, said his town originally was named Samples but adopted Hollywood in 1887 and incorporated under that name 10 years later.

"The name came because of all the holly trees around the city," he said.

"We're older than Hollywood, Calif., and probably older than Hollywood, Fla. We've been around awhile."

If Hollywood, Calif., is granted a trademark, it would apply throughout the United States for any commercial use of the name Hollywood.

"We have enough problems in small towns," said Lankford, who left the trucking business four months ago to become mayor.

"There's no resemblance between us and Hollywood, Calif., but there is a difference: money. They're richer than we are, much richer."

Hollywood, Fla., is asking the trademark agency in Washington, D.C., for a time extension to file a protest to the plan by Hollywood, Calif.

"I really don't understand what it's all about," Lankford said. "We haven't talked to our attorney, but I suppose we would. I hope Hollywood, Fla., wins, so we won't have to fight it.

"We have a nice town, and no way do I want to change the name of it. I love it. We know our neighbors. Everybody knows each other by their first name."

Lankford's town, with 1,245 people, is near Scottsboro in an area that includes towns called Flat Rock, Lim Rock, Rash, Hytop, Sylvania and Section.

Under the plan of Hollywood, Calif., the Hollywood trademark presumably would apply to the Hollywoods in Alabama and Florida plus others in Louisiana, Maryland, Missouri, New Mexico, South Carolina and West Virginia.

"We market tourism nationally," said Florida's Hollywood City Manager Irv Rosenbaum. "We're the eighth-largest city in the state. We should be able to use our name wherever."

The California application was printed in the Official Gazette, the U.S. Trademarks Office's official publication, but no [illegible] Giulianti said. The c[illegible] application from a C[illegible] who saw the notice.

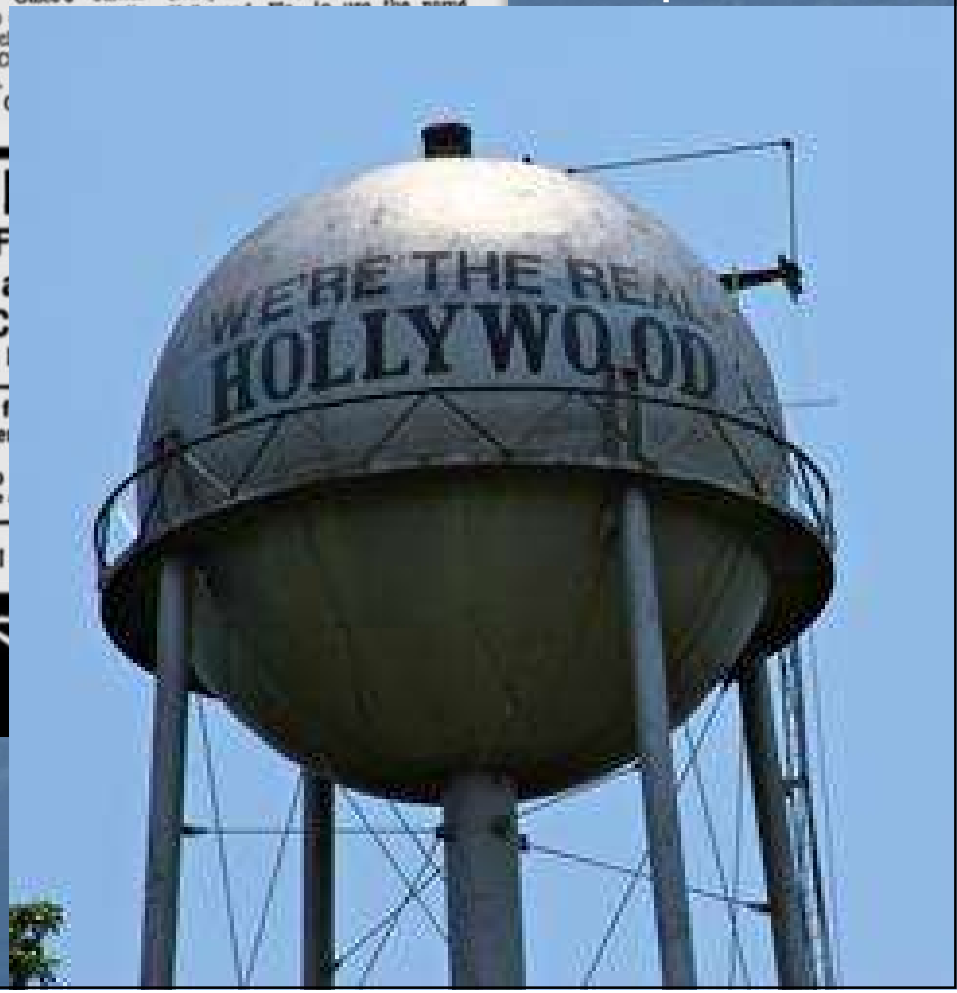
Last year, the [illegible] changed its application to allow [illegible]

COCHRAN FURNITU[illegible]
Buy Direct From F[illegible]
Open Monday-Saturday, 9:00 [illegible]
Your Choice Of Our Fabric. C[illegible]
Fabrics: Soil-Resistant, Herculon, Nylon, [illegible]

Early American Sofa..... $299.00
Compare at $599.00
Early American Chair $149.00
Compare at $289.00
Early American Love Seat... $229.00
Compare at $439.00
Traditional Sofa..... $299.00
Compare at $599.00
Traditional Love Seat..... $229.00
Compare at $439.00
Queen Anne Chair..... $179.00
Compare at $339.00
Rocker-Recliner..... $269.00
Compare at $529.00

Choose f[illegible] upholste[illegible]
$6.00 to [illegible]
Compare [illegible]
Coil [illegible]

Alabama 1897 incorporation



- Maryland 1867
- NY 17,000 acres, -52°F

Metonym for "the Biz"

- Hollywood movies can be made anywhere
- Holyrood is a metonym for the Scottish government
  - based on the Scottish Parliament's proximity to the Palace of Holyroodhouse (holy rood = holy cross at least since 1128)
- Bollywood is a metametonym
- Nollywood is a metametametonym
- Dollywood is a theme park

Where Did “the Biz” Come From?

Who Was Her Boss?

June Mathis, again

Richard A. Rowland

- with brother-in-law James Clark
  - created Famous Players ([?] per obituary)
    - (became part of Paramount)
  - created Metro Pictures
    - (became part of MGM)
    - made Rudolph Valentino a star
- President of First National Pictures
  - (became part of Warner Bros.)
  - delivered a SMPE paper on frame rates
- GM of Fox
- executive at RKO, MGM, Republic

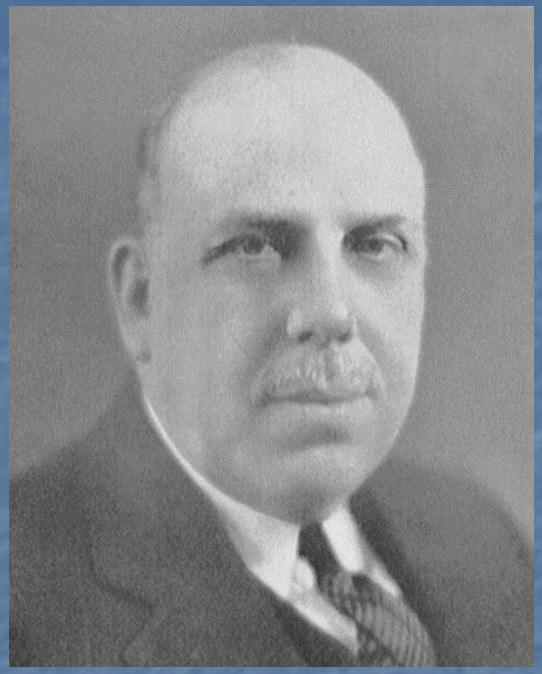
at Culver Studios

famously quipped of UA, "The lunatics have taken over the asylum"

Richard A. Rowland

- Born in Pittsburgh in 1880
- Went to work as an assistant spotlight operator at Harry Davis's Pittsburg Opera House at age 12
  - Rowland's father sold spotlights and theatrical supplies
- Suggests movies to Davis
- Took over Pittsburg Calcium Light in 1900 at age 20

What happened to the **H**?



Harry Davis

What the **H**??

Carnegie Library of Pittsburgh

You Are Here: home / tools & research / Pittsburgh /

How to Spell Pittsburgh

"The other burgs don't have that."

-- Overheard at Penn Brewery, North Side, 16 March 1998.

Pittsburgh has been spelled with an **h** officially and historically since its founding in 1758--except for the period between 1890 and 1911. General John Forbes named the city in honor of William Pitt, the

THE PITTSBURG PRESS, SUNDAY MORNING, SEPTEMBER 6, 1896.

Bijou THEATRE
"Popular With the People."

To-Morrow Night and All This Week.
Mats. Wed. and Sat.

POSITIVELY NO ADVANCE IN PRICES.

RESPLENDENT REPRESENTATION
OF THOMAS H. DAVIS AND WILLIAM T. KEOGH'S Enormously Successful and Prodigious Production.

The Sidewalks of New York

A World of Comedy, Novelties, Soul Stirring Sensations and Scenic Splendors.

IN CONJUNCTION WITH
WIZARD EDISON'S
Latest Achievement and Greatest Success,
THE MARVELOUS
VITASCOPE
Now Causing the Most Profound Sensation in Paris, London and New York and Boston.
Wonderful Simulation of Human Beings in Action.

Pictures Life Size, Lifelike and Full of Color Thrown on a Screen
THE PICTURE OF A KISS,
Being a perfect reproduction of that evidently enjoyable osculation indulged in by John C. Rice and May Irwin.

Baby Parade at Asbury Park, N. J.
Angry Waters of Dover Pier, England.
Watermelon Eating Contest.
Cissy Fitzgerald and Her Wink.
Lynching Scene in the Far West.
Steamer Rosedale in Motion.
Amy Muller, Too Dance (Colored).

SPEEDY'S TERRIFIC DIVE.
From the top of the stage, headlong Fifty feet into a tank of water only three feet deep.

FREE! Keaney P. Speedy will plunge headforemost from the highest section of the West End bridge at 12:30 p. m. Monday, rain or shine.

SEPTEMBER 14,
ROBERT MANTELL
IN GRAND REVIVAL OF "THE CORSICAN BROTHERS," ETC.

Bijou PRICES RESERVED SEATS 75-50-25

"THE AVENUE" "WHERE THE PEOPLE GO" FROM 1 P. M. TO 11 P. M. AT THE LEAST PRICES.....

10c, 25c AND 35c.

"EVERYBODY WHO IS ANYBODY GOES TO - - - THE AVENUE."

Because why? BESTEST! GREATEST! ONLYEST!

"There are others," "But not in this climate."

To-Morrow is Opening Day, and the public is glad of it—Comments on the Inaugural Show will be equal to Bradstreet's Best Rating.

FIRST TIME IN PITTSBURG OF
EUROPE'S REIGNING SENSATION
THE MARVELOUS LUMIERE'S
"CINEMATOGRAPHE"

(This Title Rigidly Protected by Trade Mark and Copyright.)

The Lumiere Cinematographe is, in brief, the perfection of instantaneous photography. It reproduces life and motion with such fidelity that the beholder is well nigh awe stricken.
"Photography is Revolutionized," says the entire European press, "and the nineteenth century has its greatest marvel. Hail the inventive genius of Lumiere!"
The Lumiere Cinematographe is at present the greatest fashionable and scientific fad of London, Paris, Vienna, Berlin and the entire continent. Its exhibitions have been attended by the crowned heads and have created a furore wherever witnessed.
It is the original of all the Life Photography inventions, having been shown nearly a year ago. That it is the best and only perfect one is now confidently asserted.

DAINTY CLARA WILAND,
SINGER, BEAUTIFUL, DANCER, GRACEFUL.
ZAOE,
MARVELOUS MIRROR DANSEUSE.
BROTHERS DELTARELLO,
FRENCH MUSICAL CLOWNS.
Direct from Koster & Bial's.
THE MATCHLESS LUCIFERS,
GROTESQUE ATHLETIC COMEDIANS.
VANOLA,
THE MEXICAN WONDER.

Beautiful HENGLER SISTERS,
Direct from England, where they scored heavily.
KNOLL AND McNEILL,
RENOWNED CORNET SOLOISTS.
THREE BARRETT BROTHERS,
COMEDY CLUB JUGGLERS.
DICK--THE McAVOYS--ALICE
ECCENTRIC DANCERS, SINGERS AND BANJOISTS.
COYNE BROTHERS,
ACROBATIC COMEDIANS.
MAUD BEALL PRICE,
DOUBLE-VOICED VOCALIST.

Descriptive Lectures by the Distinguished Actor, MR. BEAUMONT SMITH, Especially engaged at a large salary during the exhibition of the Cinematographe.

+ by end of 1896:

- Biograph*
- Kinematographe
- Magniscope
- Phantoscope
- Zinematographe

more in later years

* world premiere

At the Bijou

Pictures Life Size, Lifelike and Full of Color Thrown on a Screen

THE PICTURE OF A KISS,

Being a perfect reproduction of that evidently enjoyable osculation indulged in by John C. Rice and May Irwin.

Baby Parade at Asbury Park, N. J.
Angry Waters of Dover Pier, England.
Watermelon Eating Contest.
Cissy Fitzgerald and Her Wink.
Lynching Scene in the Far West.
Steamer Rosedale in Motion.
Amy Muller, Toe Dance (Colored).

At the Avenue

To-Morrow is Opening Day, and the public is glad of it—Comments on the Inaugural Show will be equal to Bradstreet's Best Rating.

"CINEMATOGRAPHE"

(This Title Rigidly Protected by Trade Mark and Copyright.)

The Lumiere Cinematographe is, in brief, the perfection of instantaneous photography. It reproduces life and motion with such fidelity that the beholder is well nigh awe stricken.

"Photography is Revolutionized," says the entire European press, "and the nineteenth century has its greatest marvel. Hail the inventive genius of Lumiere!"

The Lumiere Cinematographe is at present the greatest fashionable and scientific fad of London, Paris, Vienna, Berlin and the entire continent. Its exhibitions have been attended by the crowned heads and have created a furore wherever witnessed.

It is the original of all the Life Photography inventions, having been shown nearly a year ago. That it is the best and only perfect one is now confidently asserted.

Descriptive Lectures by the Distinguished Actor, **MR. BEAUMONT SMITH,** Especially engaged at a large salary during the exhibition of the Cinematographe.

“CINEMATOGRAPHE”

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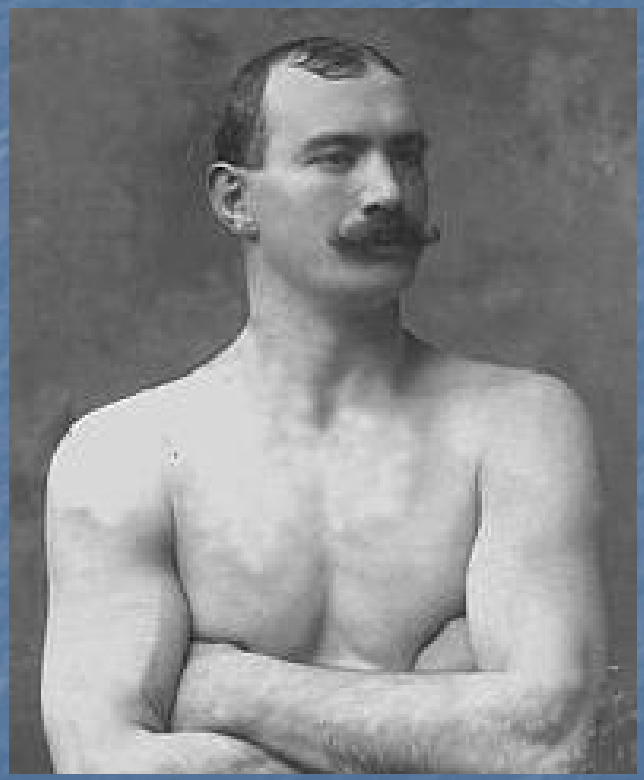
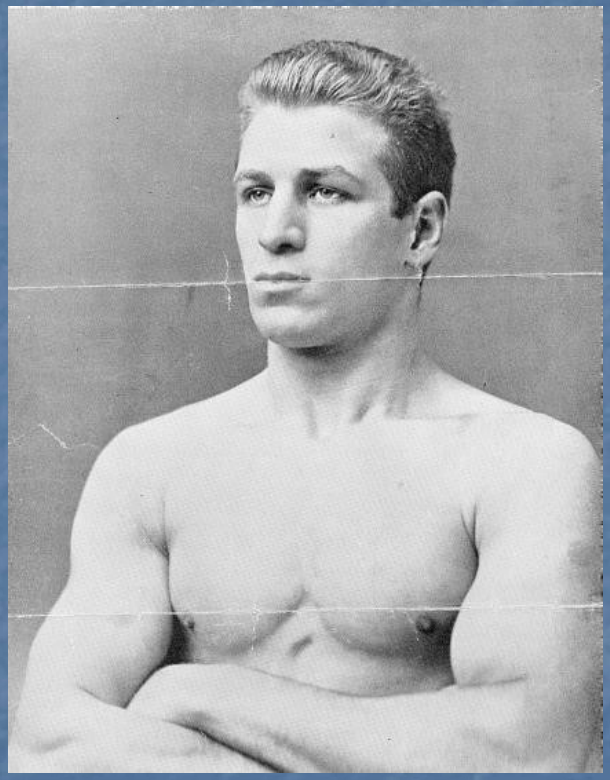
thus Davis’s Zinematographe

Maher-Choynski Glove Contest





acted

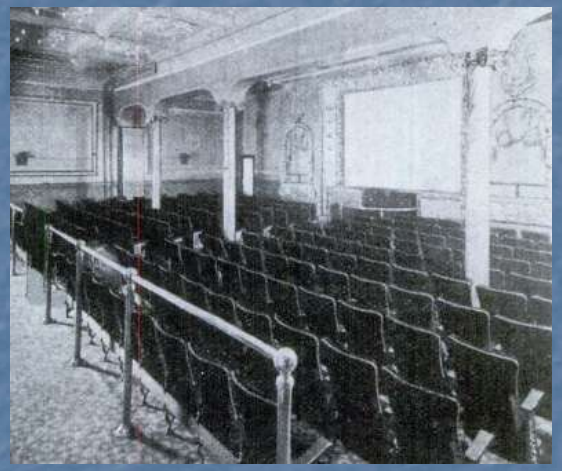
1896-1905

- Davis shows movies in his "legitimate" Pittsburg theaters
- Showing movies means buying or making them
- After accumulating many movies, Davis dedicates a room in the back of an arcade to showing them
- The arcade burns down, so…

World's 1st* Dedicated Movie Theater (1905)

*1st long-term: there had been earlier brief storefront movie theaters in both New Orleans and Los Angeles

up to 40 shows/day



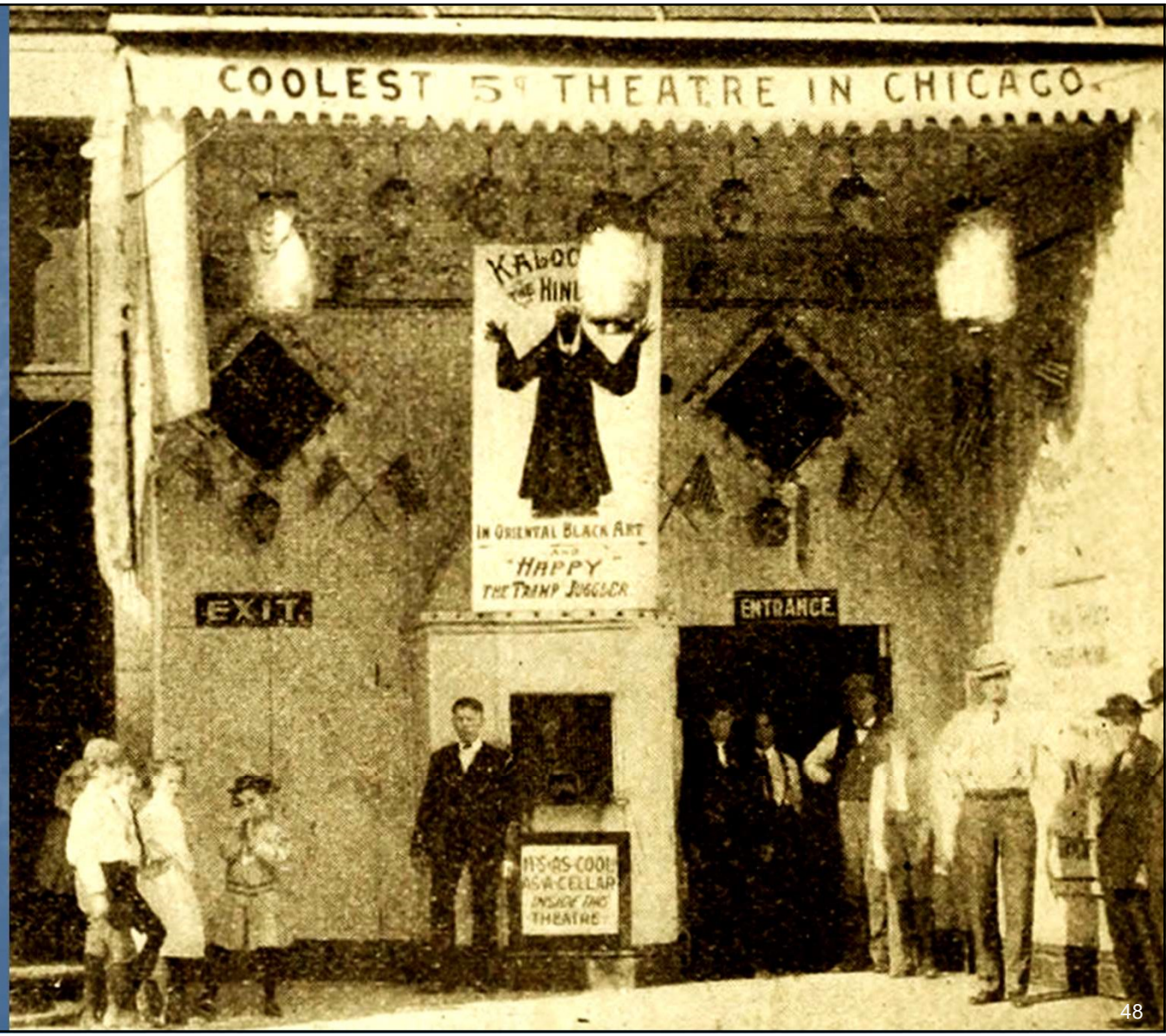
Harry Davis (Zinematographe) and John Harris (brother-in-law)
(2nd was in Poland, then Chicago)
(word used previously in Boston)

Associated Studio

Gilbert Anderson, later Broncho Billy

Universal

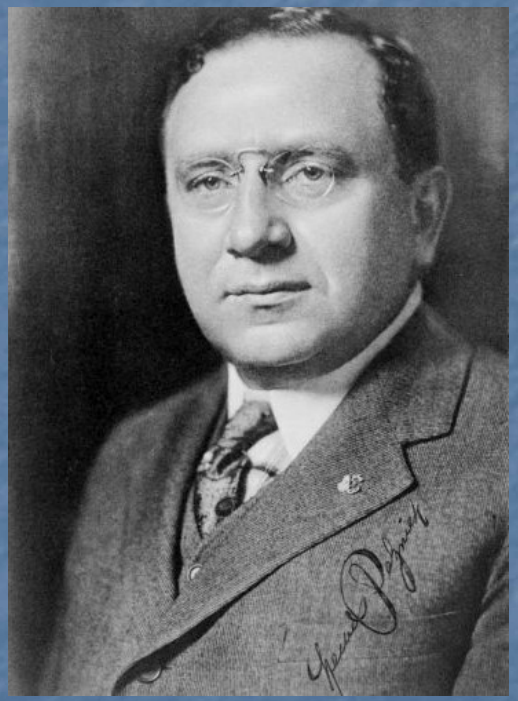
Carl Laemmle's White Front Theater, Chicago, Opened Feb. 24, 1906



The Brothers Warner

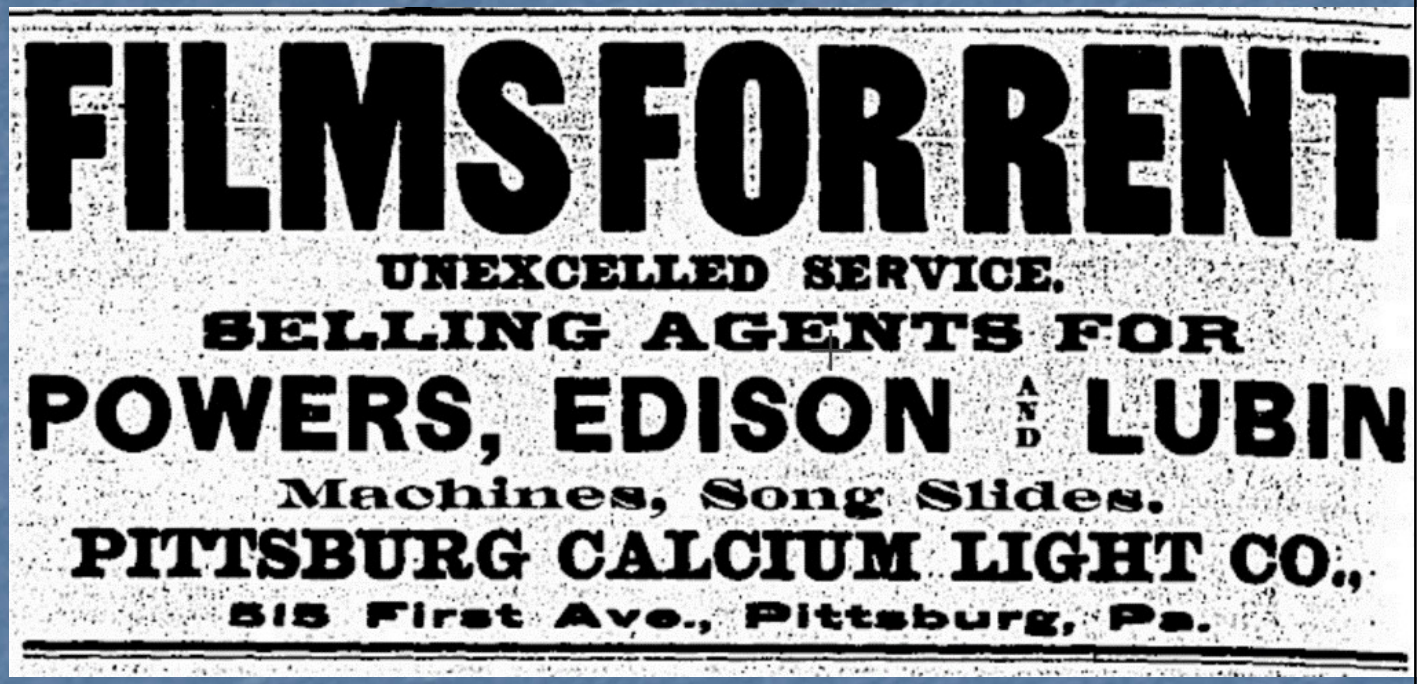
Cascade Picture Palace, New Castle, PA

Pittsburg Jeweler Turned Movie Mogul Lewis Seleznick & Son David O. Selznick



Rowland Gets Involved in Film

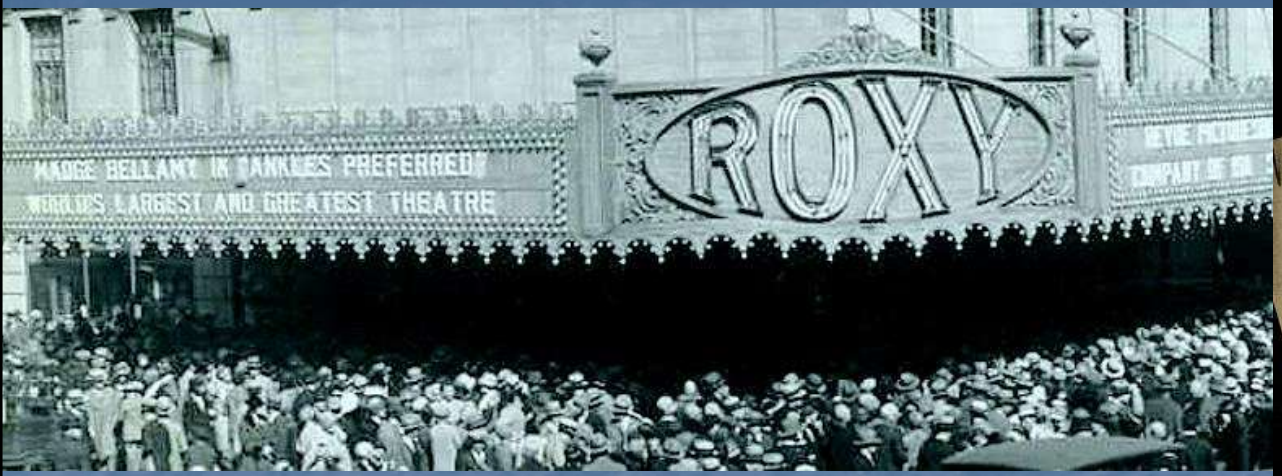
- Takes over Pittsburg Calcium Light (1900)
  - already theatrical supplies
  - adds film
- Sold to General Film* (1910)
  - "more money than I thought existed"



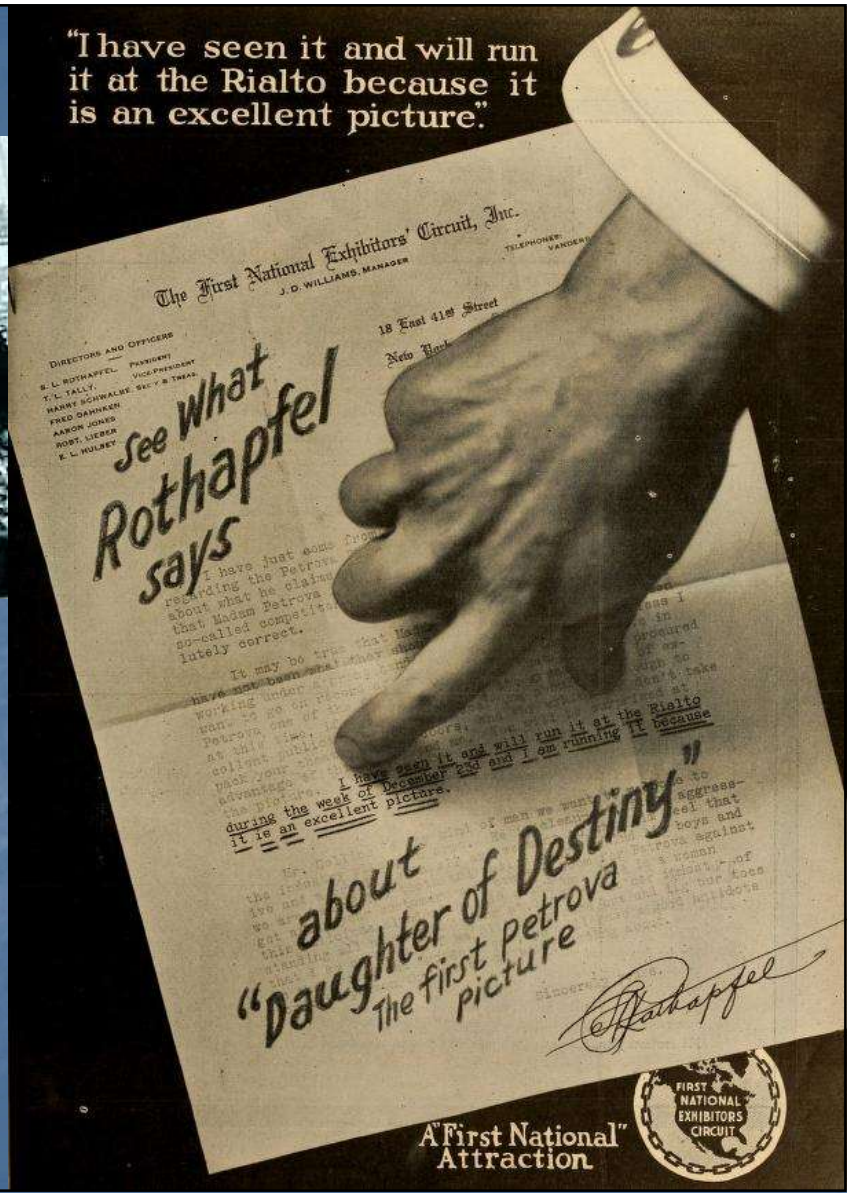
ad in the *New York Clipper,* April 28, 1906

* distribution subsidiary of the Motion Picture Patents Company

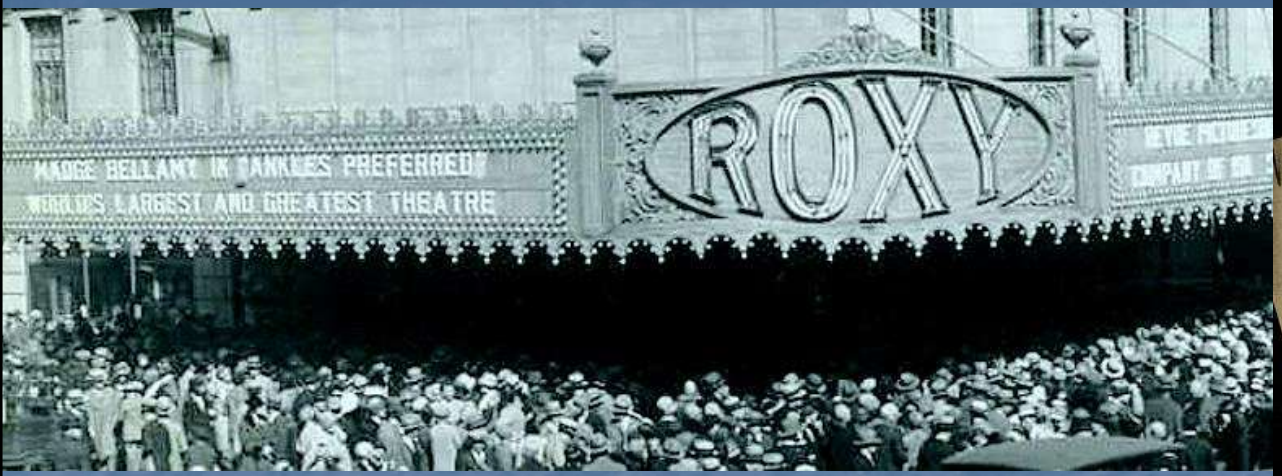
Consultant to PCL



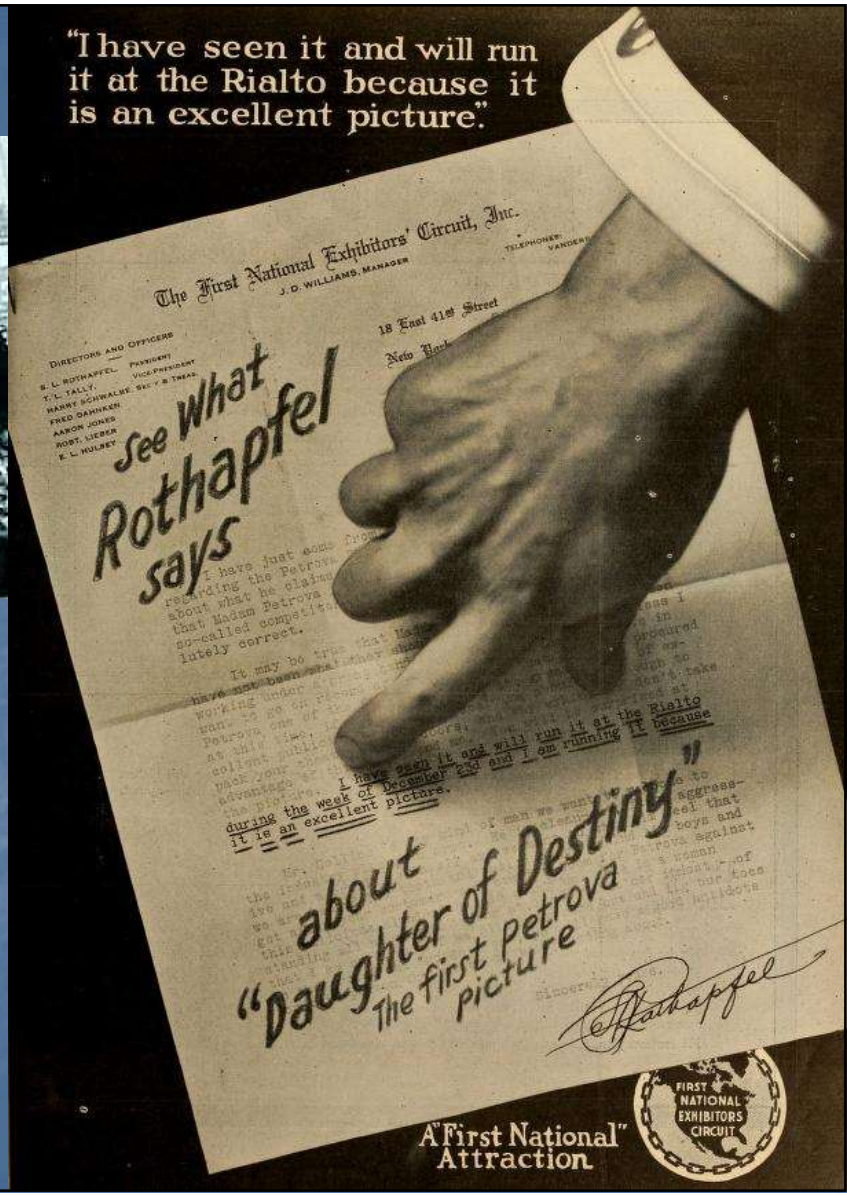
credited with the dual-projector seamless changeover, the movie palace, the Rockettes, the symbiotic relationship between movies and broadcasting, and inspiring sound movies



Consultant to PCL



credited with the dual-projector seamless changeover, the movie palace, the Rockettes, the symbiotic relationship between movies and broadcasting, and inspiring sound movies (also Amanda Peet's great grandfather)



Another Pittsburgh Warner Bros. Connection

The Duquesne Film Exchange, Pennsylvania-Columbia Exchange and the Pittsburg Calcium Light and Film Exchange of Pittsburg all report business as good. The exhibitors whom I saw had the same story to tell. The exceptionally cool Spring we have had has meant a lot of profit to the exhibitors. The sudden change in temperature that occured recently is having a more or less bad effect on business, but as soon as people become accustomed to the high temperature the exhibition business will undoubtedly come back.

The Film Index, July 2, 1910

1907 Motion Picture Conference

Biograph
Edison
Essanay
Kleine
Kalem
Lubin
Melies
Pathe
Selig
SIC
Vitagraph
WB&E

Fort Pitt Hotel

led to the creation (and later downfall) of the Motion Picture Patents Company

www.imdb.com/title/tt0231322/plotsummary?ref_=tt_ov_pl

IMDb

Find Movies, TV shows, Celebrities and more... All

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Capture of the Biddle Brothers (1902) Edit

Plot Summary

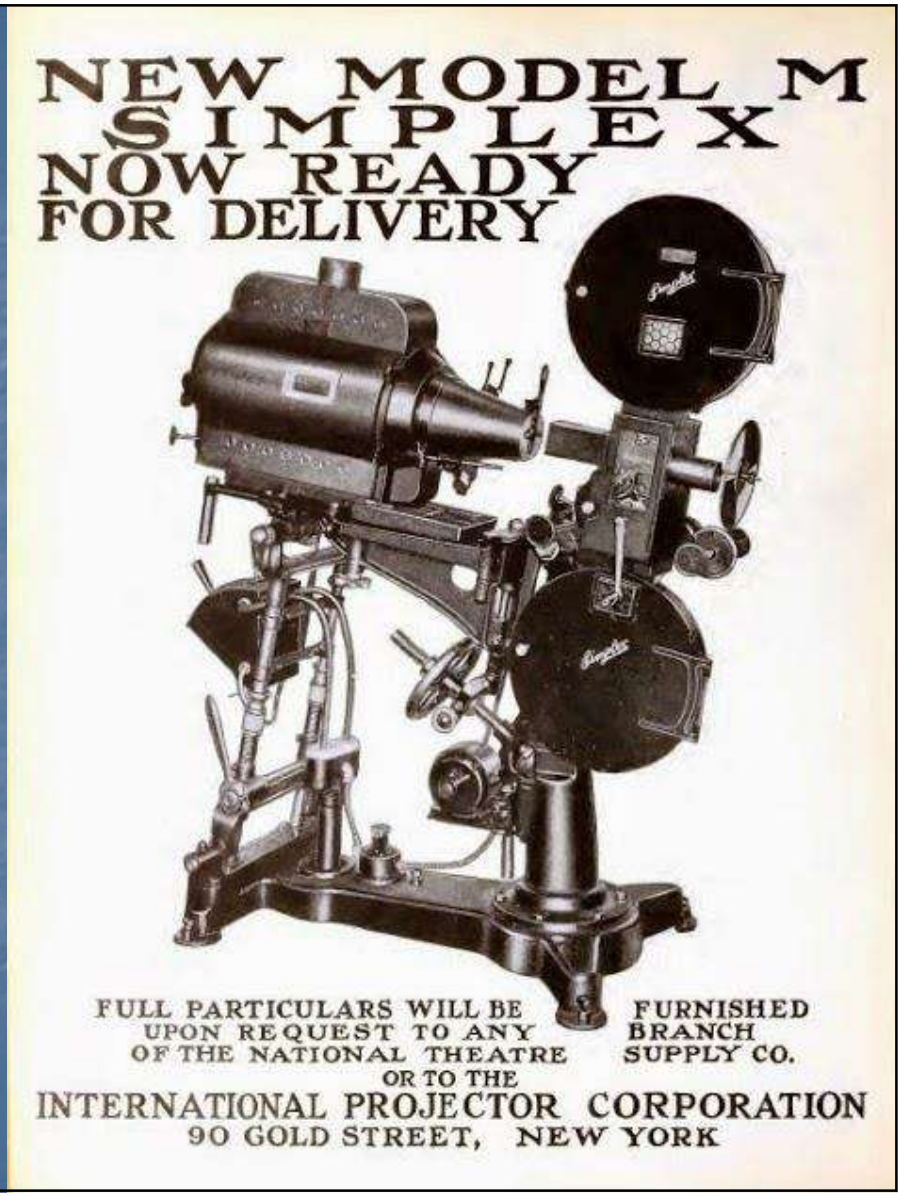
Showing one plot summary

First Movie Gunfight

The public throughout the world is acquainted with the sensational capture of the Biddle Brothers and Mrs. Soffel, who, through the aid of Mrs. Soffel, escaped from the Pittsburg jail on January 30th, 1902. Our picture, which is a perfect reproduction of the capture, is realistic and exciting. It shows the sheriffs in two sleighs coming down the hill on the snow covered road. Mrs. Soffel and the Biddle Brothers appear in the foreground going toward the sheriffs. Immediately the sheriffs are seen by Ed. Biddle, he stops the sleigh, and rising, begins firing at the sheriffs with a shotgun. He is the first to be shot and falls to the ground in a snow bank, but, game to the last, he rises on one elbow and fires shot after shot with his revolver. Mrs. Soffel and the second Biddle then begin firing. When Mrs. Soffel sees that their capture is certain, she attempts to take her own life by shooting herself with the pistol. The sheriffs are finally victorious and the two convicts with the unfortunate woman are loaded into the sheriff's double sleigh.

Edwin S. Porter

The Great Train Robbery (1903)
Porter made movies from Pittsburgh stories;
his brother later marketed them from Pittsburgh



Sound Movies in Pittsburgh

one of 15 Cameraphone Theaters in the Pittsburgh area starting 1908 by Howard Brant Kester; earlier behind screen at Grand Opera House

1st Moving Images on Transport

Interior View of Car, Showing Screen.

The Motion Picture World
May 25, 1912

Novel Use of Pictures.

Interurban Railway Company Installs Projecting Machine In "Party Car" With Pleasing Effect.

Moving pictures have found their way into a new channel, this time being used by street railway managers for the entertainment of passengers who charter private cars for long runs. The Pittsburgh, Harmony, Butler and New Castle Railway Company, with general offices in the Diamond National Bank Building, Pittsburgh, Pa., and whose lines extend from Pittsburgh to Butler thence to New Castle, Pa., is the first road to use the moving picture machine.

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1911 1st Hollywood studio
the torch is passed
safe for Pittsburgh to get its **H** back

Questions?

these slides are at
bit.ly/what-the-h
and why electronic moving image research began in 1877 is at
bit.ly/siemens-eye