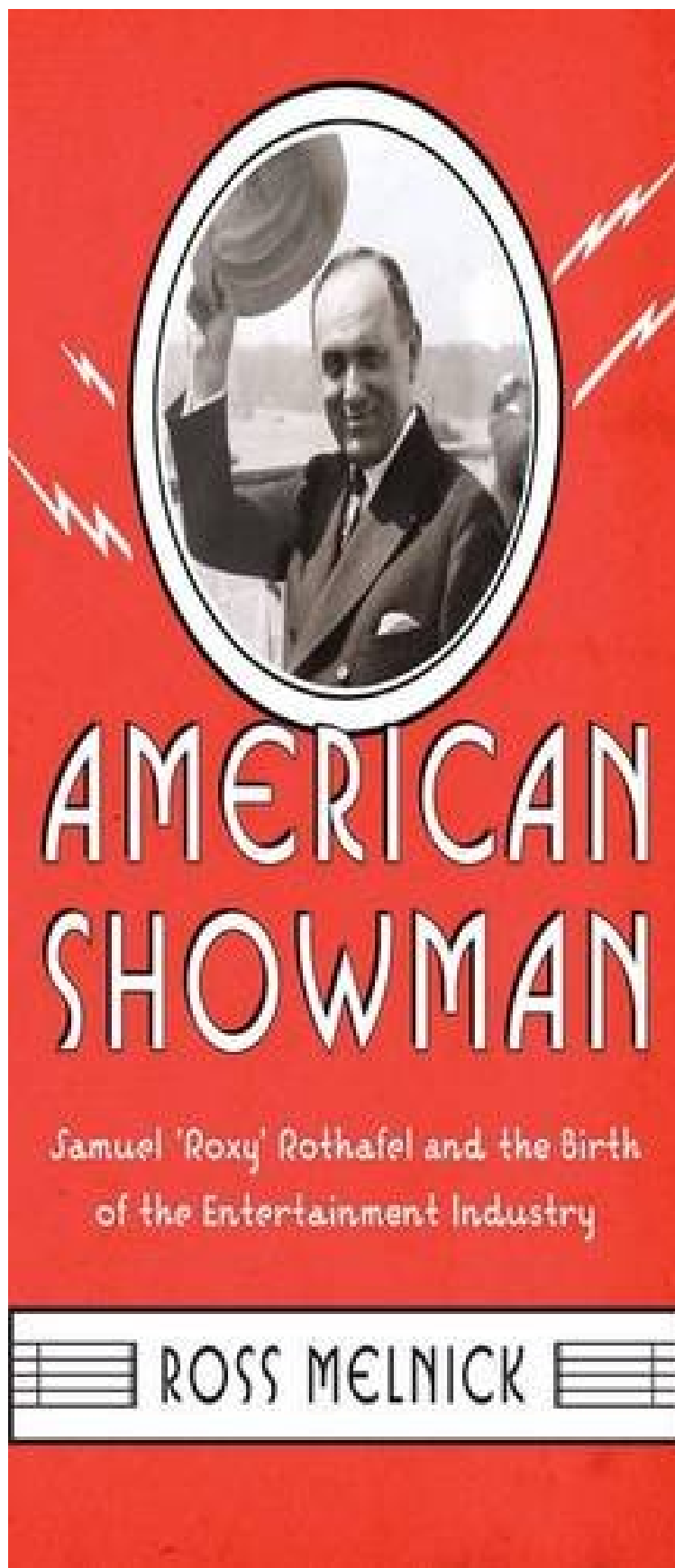



(Pdf free) American Showman: Samuel "Roxy" Rothafel and the Birth of the Entertainment Industry, 19081935 (Film and Culture Series)

## **American Showman: Samuel "Roxy" Rothafel and the Birth of the Entertainment Industry, 19081935 (Film and Culture Series)**

*Ross Melnick*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#1015617 in Books 2014-06-17Original language:EnglishPDF # 1 9.10 x 1.20 x 6.10l, 1.75 #File Name:  
0231159056576 pages | File size: 32.Mb

**Ross Melnick : American Showman: Samuel "Roxy" Rothafel and the Birth of the Entertainment Industry, 1908-1935 (Film and Culture Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised *American Showman: Samuel "Roxy" Rothafel and the Birth of the Entertainment Industry, 1908-1935 (Film and Culture Series)*:

2 of 4 people found the following review helpful. Great biography  
By Williamj  
The beginning of the motion picture era is a fascinating time in history and Roxy made it happen. The original workaholic. This was an incredible time in American entertainment history, when 90 million people a week would go to theatres for live and filmed entertainment.  
2 of 6 people found the following review helpful. Excellent  
By Michelle Heikkila  
Excellent view at one of the most influential men in the world of cinema. Must read for lovers of film and history.  
5 of 7 people found the following review helpful. A very revealing work  
By filmgene  
Melnick's *American Showman* does have its moments of "thesis-itis", but if you can get beyond the jargon, particularly in the introduction, you will find a well-written and revelatory story of the years between 1910 and 1936 when both the motion picture and radio industries were created out of whole cloth by a cast of mostly-forgotten innovators. The author's research appears to be extensive and his integration of facts makes a compelling narrative of a man who, as much as anyone, created popular culture in the first half of the 20th century.....  
Gene Stavis, NYC

Samuel "Roxy" Rothafel (1882-1936) built an influential and prolific career as film exhibitor, stage producer, radio broadcaster, musical arranger, theater manager, war propagandist, and international celebrity. He helped engineer the integration of film, music, and live performance in silent film exhibition; scored early Fox Movietone films such as *Sunrise* (1927); pioneered the convergence of film, broadcasting, and music publishing and recording in the 1920s; and helped movies and moviegoing become the dominant form of mass entertainment between the world wars. The first book devoted to Rothafel's multifaceted career, *American Showman* examines his role as the key purveyor of a new film exhibition aesthetic that appropriated legitimate theater, opera, ballet, and classical music to attract multi-class audiences. Roxy scored motion pictures, produced enormous stage shows, managed many of New York's most important movie houses, directed and/or edited propaganda films for the American war effort, produced short and feature-length films, exhibited foreign, documentary, independent, and avant-garde motion pictures, and expanded the conception of mainstream, commercial cinema. He was also one of the chief creators of the radio variety program, pioneering radio broadcasting, promotions, and tours. The producers and promoters of distinct themes and styles, showmen like Roxy profoundly remade the moviegoing experience, turning the deluxe motion picture theater into a venue for exhibiting and producing live and recorded entertainment. Roxy's interest in media convergence also reflects a larger moment in which the entertainment industry began to create brands and franchises, exploit them through content release "events," and give rise to feature films, soundtracks, broadcasts, live performances, and related consumer products. Regularly cited as one of the twelve most important figures in the film and radio industries, Roxy was instrumental to the development of film exhibition and commercial broadcasting, musical accompaniment, and a new, convergent entertainment industry.

[An] eye-poppingly informative new book.... To paraphrase Frank Loesser's 'Guys and Dolls,' with the publication of *American Showman*, the question 'What's playing at the Roxy?' can now be answered: 'First-rate cultural history.' (Mindy Aloff *Washington Post*)  
[*American Showman*] provides valuable insight into Roxy's dynamic contemporary moment--one characterized by world military strife, economic downturn, and a blossoming of technological innovation. (Publishers Weekly)  
[An] exhaustive biography. (Ethan Mordden *Wall Street Journal*)  
Dr. Melnick skillfully captures the substance and durability of Rothafel's prolific life. *New York Times* (Sam Roberts *New York Times*)  
A penetrating, exhaustive contextualized study of Roxy's crucial role in every aspect of the early film industry...highly recommended. (Choice)  
*American Showman* is a fascinating, passionate, and definitive biography of Samuel 'Roxy' Rothafel.... Melnick unveils aspects of Rothafel's career that change our understanding of American film history from the late 1910s to the early 1930s. (Charles Musser *Journal of American History*)  
For anyone interested in the historical transition from the Nickelodeon era to the classical Hollywood cinema, Ross Melnick's *American Showman* is a must read. (Jan-Christopher Horak *UCLA Film Television Archive*)  
An impeccably researched and definitive study of Samuel 'Roxy' Rothafel (Bernard F. Dick *American Studies*)  
Roxy?'s extraordinary life, as Melnick illustrates, serves as a powerful lens through which to examine a dynamic age of cultural change in American life. (Josh Glick *Business History*)  
Anyone who cares about the development of film exhibition in the early 20th century should consider it essential reading... even a casual film buff will find much to enjoy... the book is well written and not overly burdened with jargon. (Leonard Maltin *Indiewire*)  
With so many greatly exaggerated reports of the death of cinema abroad, what a pleasure to read Ross Melnick's scrupulously researched, exhaustive biography of movie-palace impresario Samuel 'Roxy' Rothafel -- a biography that doubles as a cultural history, looking to a moment when the movies were the upstarts, making vaudeville and live theatre quake in their boots. (Nick Pinkerton *Sight*)

Sound)About the AuthorRoss Melnick is assistant professor of film and media studies at the University of California, Santa Barbara. He received his Ph.D. in cinema and media studies from the University of California, Los Angeles, and a postdoctoral fellowship from Emory University. He has worked as a curator at the Museum of the Moving Image and in marketing for Loews Cineplex, Miramax, Metro-Goldwyn-Mayer, and DreamWorks, and in film distribution for Sony Pictures. With Andreas Fuchs, he is the coauthor of Cinema Treasures.