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## American Showman: Samuel Roxy Rothafel and the Birth of the Entertainment Industry, 1908-1935 (Paperback)

By Ross Melnick

Columbia University Press, United States, 2014. Paperback. Condition: New. Reprint. Language: English . Brand New Book. 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...

### Reviews

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