



The Hollywood Trust: Trade Associations and the Rise of the Studio System (Film and History)

Kia Afra

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As the film industry was establishing itself at the start of the twentieth century, trade associations played a pivotal role in the emergence of the studio system. These producer-distributor trade associations were forums for internal and external conflicts, as well as the true sources of influence and power in early Hollywood.

In *The Hollywood Trust: Trade Associations and the Rise of the Studio System*, Kia Afra provides a detailed account of three successive trade organizations from 1915 to 1928. By examining the Motion Picture Board of Trade, the National Association of the Motion Picture Industry (NAMPI), and the Motion Picture Producers and Distributors of America (MPPDA), Afra outlines the relationships of power in Hollywood's early years, asking questions such as: How and why did the studio system come about, and what were the industrial and institutional forces that impacted Hollywood's development? In order to answer these crucial questions, *The Hollywood Trust* explores the role played by film industry trade associations in navigating important issues facing the burgeoning studio system, including censorship, public relations, trade practices, government regulation, film distribution, labor conflicts, taxes and tariffs, and exhibitor opposition.

A vital look at an under-reported aspect of the studio system, this volume fills a gap in the history of the American film industry. As such *The Hollywood Trust* will be of particular interest to scholars of film history, as well as those concerned with cultural history and the political economics of entertainment.



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