

"POVERTY ROW" STUDIOS AND OTHER INDEPENDENTS:

"Poverty Row" was a slang term used in Hollywood from the late 1920s through the mid-1950s to refer to a variety of small (and mostly short-lived) B movie studios in the shabby areas in Hollywood (Sunset Blvd. and Gower Street). These studios produced cheap, independent pictures with low budgets, stock footage, and second-tier actors.

It was the site of Harry and Jack Cohn's new business, the C.B.C. Films Sales Company (later becoming Columbia Pictures). Many of the films of the independents were "B" films - horror films, westerns, science-fiction, or thrillers:

- Disney Studios - specializing in animation; Walt and Roy Disney originally opened their first studio in 1923 in Los Angeles in the back of the

Holly-Vermont Realty office, and called it Disney Bros. Studio; in a few years, they opened a new facility in downtown LA; in the late 30s, they relocated to a 51-acre lot in Burbank, and changed their name to Walt Disney Productions

- the Monogram Picture Corporation - Rayart Pictures, which had taken over the old Selig Studio in Echo Park in 1924, became Monogram Pictures in 1930; it was founded by W. Ray Johnston to make mostly inexpensive Westerns and series (Charlie Chan, the Bowery Boys, etc.)
- Selznick International Pictures / David O. Selznick - it was formed in 1935 and headed up by David O. Selznick (previously the head of production at RKO), the son of independent film producer Lewis J. Selznick, the founder of Selznick Pictures

- Samuel Goldwyn Pictures - headed up by independent film producer Samuel L. Goldwyn
- 20th Century Pictures - formed in 1933 by Darryl Zanuck (head of production at Warner Brothers) with Joseph Schenck, brother of Nicholas Schenck, president of Loew's, Inc., the parent company of MGM; in 1935, the Fox Film Corporation merged with 20th Century Pictures to become 20th Century-Fox, with Zanuck as president
- Republic Pictures - founded in 1935 by the merger of smaller 'poverty row' studios:

