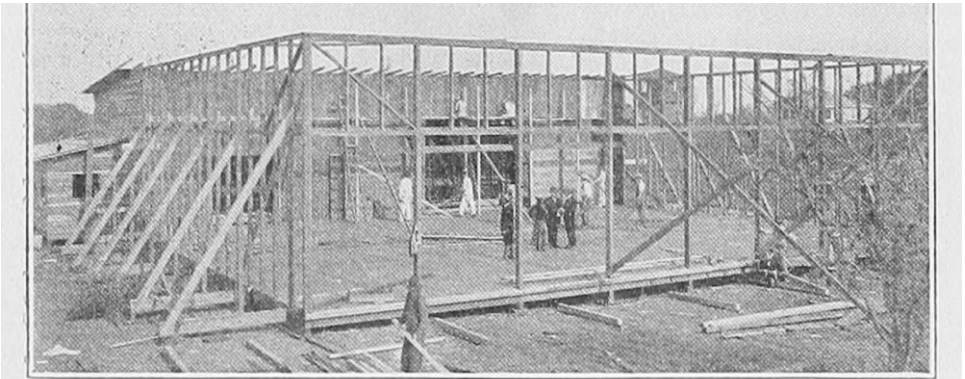


# Palo Alto Early Filmmakers



*Outdoor stage being completed by the Palo Alto Film Corporation at Palo Alto; Calif.*

**By  
Mike Forster**

**ON THE COVER:**

Palo Alto Film Corporation 1915.

Outdoor stage under construction.

At Goethe's estate near Loyola, near but not at Palo Alto.

Motography / Internet Archive [Motography1915g]

Palo Alto Early Filmmakers  
Mike Forster

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## Preface

While researching my upcoming book, Edendale - The Film Years, I came across a mention of two early silent film studios based in Palo Alto: Exactus Photo-Film Company and the Palo Alto Film Company.

That led me to investigate these companies, which quickly led me to also include the first such motion picture in Palo Alto - and the world - Eadweard Muybridge's studio on Leland Stanford's stock farm.

This long article is the result of that investigation. It describes the history of each of these three studios, and the dissolution of the later two.

I grew up in Echo Park and Silver Lake (known a century ago as Edendale, California), and have lived in Palo Alto for over 25 years. My interest in history in general, in film history in particular, in historical locations, and my affection for my adoptive hometown, spurred me on to this investigation.

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- Newspaper articles: <https://www.newspapers.com>
- Santa Clara County Clerk-Recorder's Office, for county deeds and maps. (In-person research only at the County office in San Jose, California)
- Searchworks at Stanford University for maps: <https://searchworks.stanford.edu/>
- Open Historical Map: <https://mapwarper.net/maps/>  
<https://www.openhistoricalmap.org/>

## Introduction

In the 1870s, Eadweard Muybridge sparked the motion picture industry with his work at Leland Stanford's stock farm in Palo Alto. His multi-camera configuration enabled him to capture sequences of images. These could be presented side-by-side on a single page to show indicate the subject's motion.

Muybridge went on to invent the first motion picture projector. He placed the images around the edge of a circular disk through which a light would shine to project the sequence of images on a white screen.

This inspired other inventors to experiment, leading to the sprocketed film reels we know today.

Over three decades later, one motion picture company set up shop in Palo Alto, California. Like Los Angeles, the climate was quite favorable to motion picture filming. That company did not succeed. It was absorbed into a second motion picture company based in Palo Alto. However, that company also did not succeed.

These are their stories.



# 1. The Very First Motion Picture Studio

## **First studio in the World - at the Stock Farm**

The first motion picture studio in the world was in California, located at Leland Stanford's Stock Farm in Palo Alto, California, in 1878.

By the early 1870s, Eadweard Muybridge was already a well-known and highly-respected photographer, well-known for his scenery photos including Yosemite, San Francisco, and the construction of the San Francisco Mint. [Belden-Adams, Bullough1922]

A number of scientific suggestions and experiments about high-speed photography led to Muybridge's studies in 1872, 1877, 1878, 1879, and later. [Endelman1988h]

In 1872, Stanford hired Muybridge to confirm Stanford's theory that at some point in a horse's stride all four hooves were off the ground. In Sacramento, Muybridge succeeded in taking the first side photos of a horse in motion, and proved Stanford's theory.

In an article in Sunset Magazine in November 1915, Stanford professor H. C. Peterson described the 1872 study:

[Stanford] directed Muybridge to take a series of photographs of his trotter Occident, impressing upon him the necessity of bringing out the one feature of four feet in the air simultaneously.

In May, 1872, this series of exposures was made a Sacramento with but one camera, and while essentially but silhouetted snap shot they proved that Stanford was right.

Naturally, many exposures were made before success was achieved. And it was these discarded, unsuccessful pictures that proved to be the connecting link between nearly a century of slow photographic experiment and the motion picture of today. [Peterson1915k]

Stanford funded further studies in 1878 in Palo Alto. Rather than just setting up cameras along a racetrack, Muybridge constructed specialized structures around one of Stanford's race tracks at the Stanford's Palo Alto Stock Farm that constituted the first motion picture studio.

## Edendale - The Film Years

Muybridge arranged a series of 24 cameras triggered by the thoroughbred's legs or by the wheel of a sulkey and obtained photographs that further confirmed Stanford's theory.

In 1879, Muybridge also filmed many kinds of animals plus wrestlers, boxers, runners, acrobats, and professional athletes. [Endelman1988h, Graf1922a, ILN1889e25, Leigh1928, MPW1915k, Peterson1915k]

In that same Sunset Magazine article, Peterson describes:

[Muybridge] selected the site for his studio just a little north of the base of the Lathrop hill and fronting the race track. Here he built the camera house, forty feet long, with the battery room at the extreme right and the loading and developing room at the extreme left, while jutting out from the center in the rear was the drying room about eighteen by twenty feet.

The studio resembled a vegetable stall at a free market more than it did anything else, as its whole front was open. Instead of carrots, turnips and cabbages displayed upon its counters, he had twenty-four of the most expensive cameras fixed rigidly side by side, each with the center of its lens exactly twelve inches from its neighbor.

Opposite the studio in a position to receive the best available light was erected a wooden fence or background about fifty feet long and fifteen feet high. The was covered with white muslin and subdivided by heavy black lines into twelve vertical spaces.

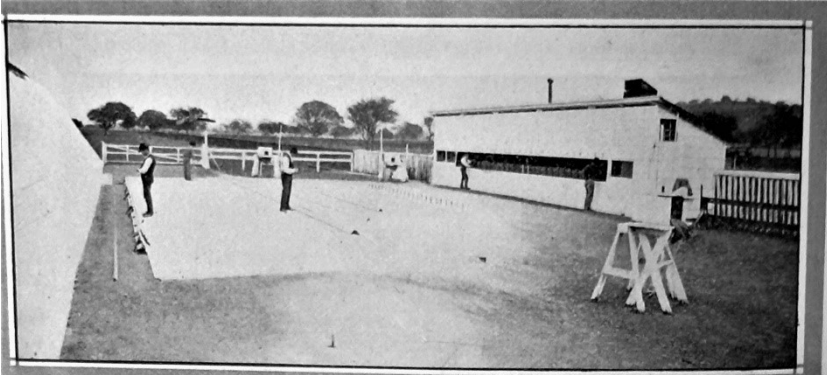
About eighteen inches out from its base as an indicator board twelve inches high on which were lateral lines four inches apart to show how high the horse raised its foot from the ground.

In front of all was laid a special rubber covered roadway, over which the horse ran. Running under this rubber at intervals of each twelve inches were transverse wires. These were so exposed at one edge of the roadway that the wheel of the sulkey would depress them as it passed over and each as depressed would release the shutter of the corresponding camera. [MPW1915k, Peterson1915k]

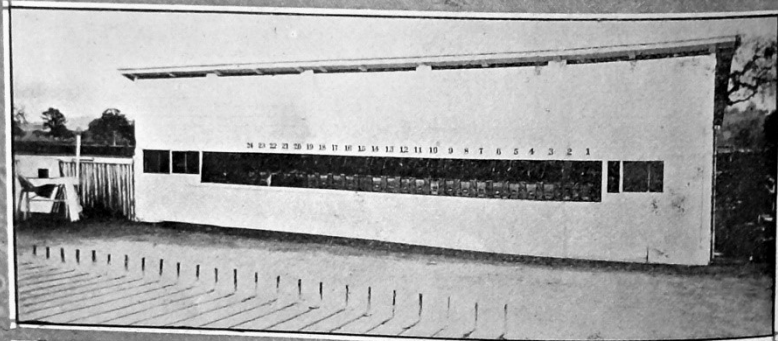


Figure 1-1. Muybridge 1889: Eadweard Muybridge.  
Illustrated London News / Internet Archive [ILN1889e25]

## Edendale - The Film Years



The birthplace of the motion picture. This is the original studio set up by Muybridge at the Stanford farm in 1878. Men are stretching, from the background to the cameras, the fine threads by which the moving subjects released the shutters of the cameras



The building resembled a vegetable stall at a free market, but instead of produce there were displayed twenty-four of the most expensive cameras fixed rigidly side by side, each with the center of its lens exactly twelve inches from its neighbor



A ruined fence is all that is left of the first moving picture studio of the world. Along the roadways of this great stock farm, now campus of one of the world's great universities, stroll students familiar with the great film productions of the hour but unconscious that this oak-shaded corner of the old farm is hallowed ground in motion picture history

912

Figure 1-2. Muybridge 1878: First motion picture studio in the world.  
Sunset Magazine / Palo Alto Public Library [Peterson1915k]

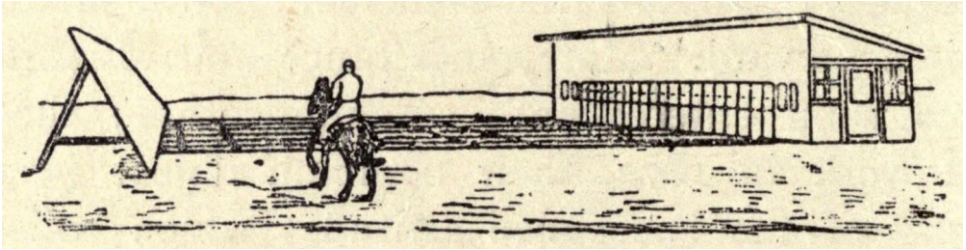


Figure 1-3. Muybridge 1878: Muybridge studio sketch.  
Robert B. Foster / Internet Archive [Foster1915]

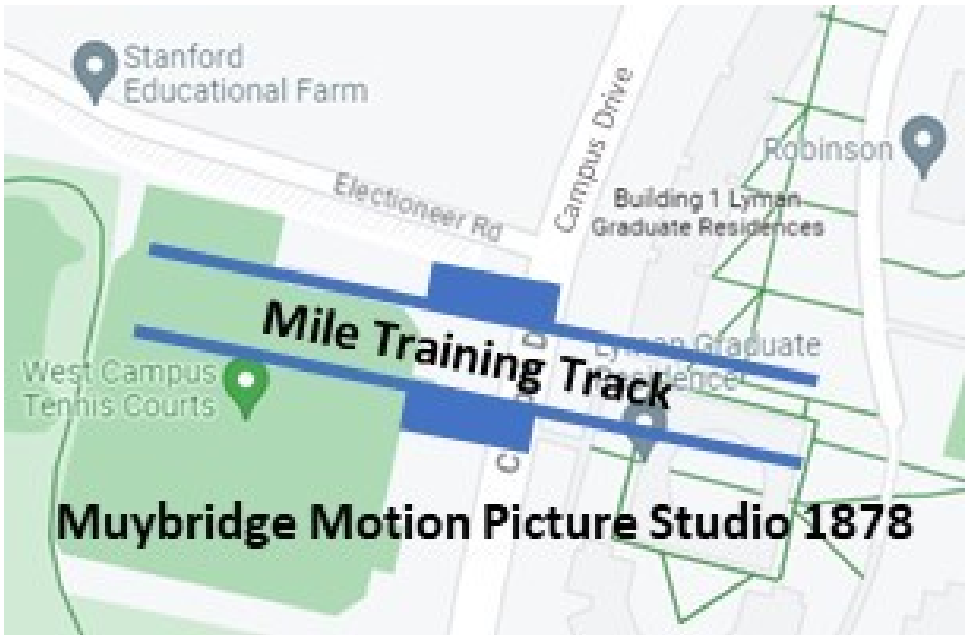
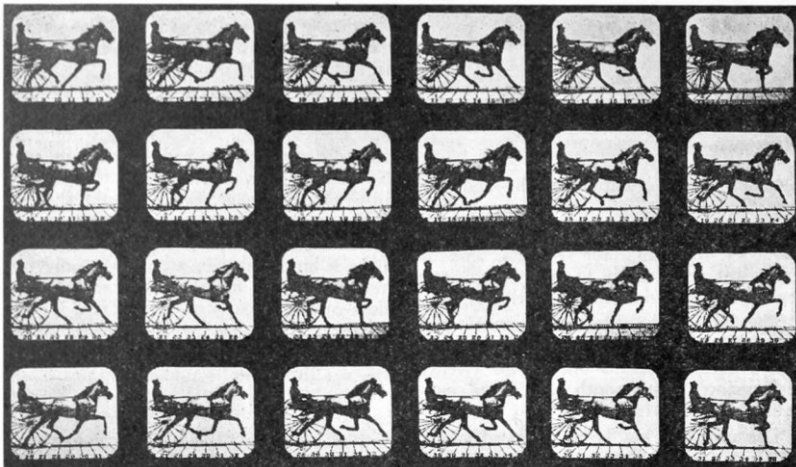


Figure 1-4. Muybridge 1878: Stock farm studio site.  
Open Historical Map, Stanford [OHM2023h, Stanford188x]



Figure 1-5. Muybridge 1878: Stock Farm thoroughbred sequence.  
Photos 3 and 4 show all four hooves off the ground.  
Sunset Magazine / Internet Archive [Peterson1915k]



EDGERTON TROTTER

Leland Stanford became interested in motion pictures to settle controverted questions about race horses.

Figure 1-6. Muybridge 1878: Stock Farm trotter sequence.  
Photos 11 and 21 show all four hooves off the ground.  
San Francisco Business / Internet Archive [Graf1922a]

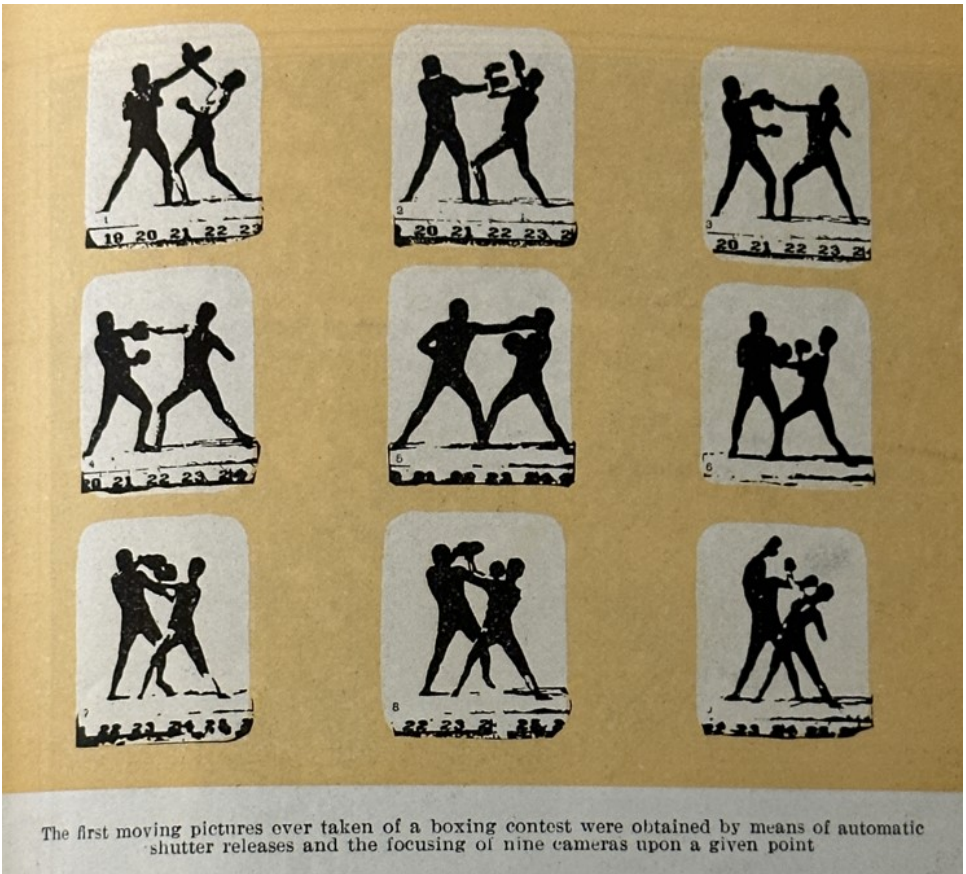


Figure 1-7. Muybridge 1878: Stock Farm boxers.  
Sunset Magazine / Internet Archive [Peterson1915k]

In July 1915, Col. William N. Selig of the Selig Polyscope film company of Chicago and Edendale led a "Selig Exposition Flyer" 17-day western tour in a private train of standard Pullmans, dining car, and baggage/observation car. During the trip, the tourists visited the side of the old Muybridge studio. [MPW1915g]

The location of that first movie studio was located at what is now the southwest corner of Campus Drive and Electioneer Road on the Stanford University campus. [OHM2023h, Stanford188x]

## First Motion Picture Projector

In 1879, Muybridge invented the first successful motion picture projector, the Zoopraxiscope, to display his sequences of photo stills as moving pictures projected on a screen. The device name comes from from the Greek zoe / life, praxis / action, and skopein / to see. [Chmaplin1899, Leigh1928, Muybridge1893]

In 1862, unsuccessful attempts were made to project images from a zoetrope-like devise. Others had preceded Muybridge in affixing sequential photos to a rotating disk for viewing. Muybridge was the first to connect a rotating glass disk with a "magic lantern" to project the images onto a screen. [Hopwood1915, Sloane1922]

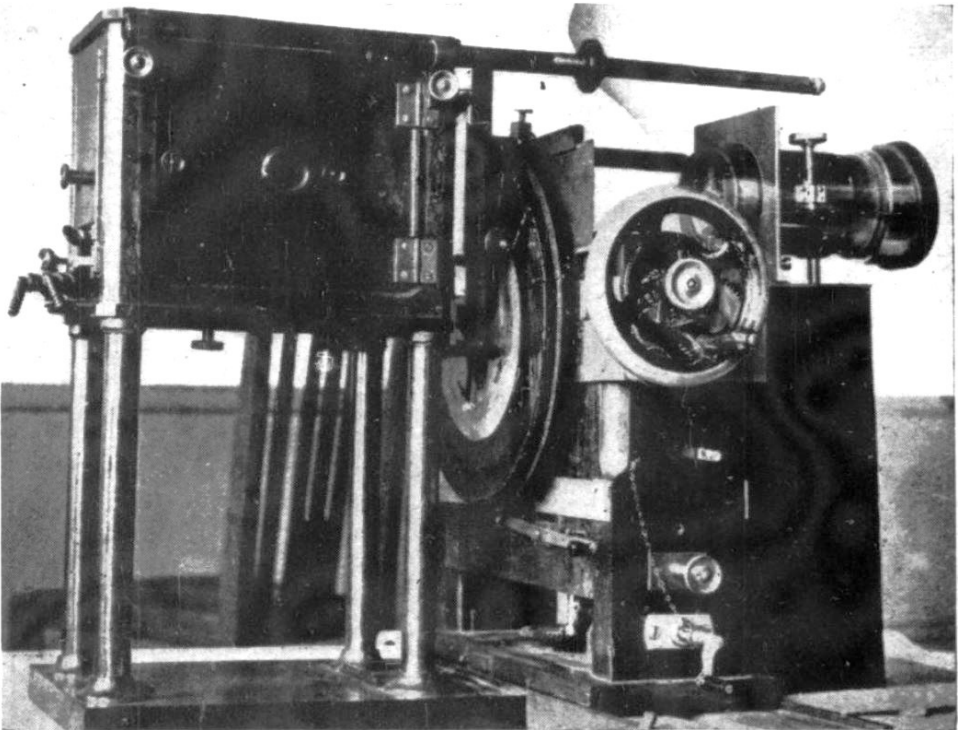


Figure 1-8. Muybridge c 1879: Zoopraxiscope projector.  
The Kingston Museum.

Louis Weinberg / Internet Archive [Weinberg1925d]

Muybridge developed many glass disks, comprised of photos of people and animals and of illustrations. [Burns2020e18, Kingston2010a]





Figure 1-9. Muybridge 1893: Zoopraxiscope disk horse galloping.  
Eadweard Muybridge / Library of Congress [Muybridge1893]

The first "public showing of cinematically projected pictures that moved" occurred on May 4, 1880, at the exhibition rooms of the San Francisco Art Association at 430 Pine Street. [Bell1975]

In the 1880s and 1890s, Muybridge toured the United States and England in scientific lectures in various education and stage theatre venues about the motion of animals, utilizing his Zoopraxiscope in his presentations.

The first motion picture theatre in the world was built for Muybridge by the University of Pennsylvania, which had funded Muybridge's research in the 1880s. This theatre was at the 1893 Columbian Exposition in Chicago, where the Zoopraxiscope rated its own entry in the guide and on the exposition map on the Midway. It was one of "many places of amusement at an Extra Cost of 10 to 50 Cents Each." [Dibble1893, Leigh1928, Wade1893]

## Edendale - The Film Years



Figure 1-10. Muybridge 1893: World's Columbian Exposition.  
Zoopraxiscope exhibit and demonstration (middle right).  
Eadward Muybridge / Library of Congress [Muybridge1893]

This webpage presents a clever animation that includes a photo of a Zoopraxiscope with a GIF from a disk showing a horse jumping, as it could have looked to a viewer in 1879. [Burns2020e18]

[https://archive.org/details/zoopraxiscope\\_animation](https://archive.org/details/zoopraxiscope_animation)

## 2. Exactus Photo-Film Company

### The Company

#### Thomas K. Peters

Thomas Kimmwood Peters was a pioneer American motion picture producer, newsreel cameraman, photographer, educator, and inventor. One of his seven filming inventions was a patented motion picture camera with a time lapse-mechanism, which he planned to use for educational films. [Alchetron2022j31, Bell1984, Rice1914i08]

Peters had worked on animation and special effects for Pathé and as a technical advisor for D. W. Griffith's *Birth of a Nation* (1915). [Bell1984]

Peters was:

... the last survivor of an age that saw the birth of the medium of film and the development of the art of film making ... the first to see the historical significance of every step. [Bell1984]

Peters was associated with the Cosmos Film Company of San Francisco. Cosmos became EPFC and moved to Palo Alto with Peters as its president and general manager in August 1914. [Alchetron2022j31]

Peters left EPFC in early 1915 to organize a movie production company in Scranton, Pennsylvania. He was replaced by H. D. Hart as president and general manager. [DPAT1915b05, PTT1915c06]

#### The EPFC Purpose

In August 1914, EPFC organized to produce educational and dramatic motion pictures in Palo Alto, with a capital of \$150,000. [Motography1914g]

With the incorporation, Exactus stated that its purpose was "to produce, sell, rent and exchange educational and industrial moving picture films for the use of schools, academies, and universities throughout the state of California, and later throughout the United States." [Exactus1914]

EPFC was the first documentary motion picture company in the United States. Many early motion pictures by many producers were very short simple recordings of everyday life, and in that sense were documentaries. Various sources credit other United States companies in the early 1920s as the first motion picture producers dedicated to documentary filmmaking. EPFC preceded these by about seven years. [Docs2023, Rider1985, Slide2001]

If the name Palo Alto appears on every reel that Exactus produces, as many as 15,000,000 people may wonder or ask about Palo Alto. This is likely why the Chamber of Commerce was willing to provide some financial subsidy to the company. PTT1914h07, [Rice1914i08]

## **The Studio**

Castilleja School for Girls started in 1907 at 1121 Bryant Street in Palo Alto. In 1910, the school had moved two blocks south to its current location at 1350 Bryant Street. 1121 Bryant Street became the Nardyne Apartments. [PASH2023a]

In August 1914, Exactus began operating at this location. EPFC requested a \$50 per month bonus from the Chamber of Commerce, equivalent to the rent of the building. In a July 1915 newspaper Directory of Palo Alto Streets and Houses by Numbers, EPFC was the only occupant at 1121 Bryant St. [PTT1914h07, PTT1915g03]

The building contained both the studio and a dormitory for its employees. The company converted rooms from educational purposes to motion picture production, including rooms for: time-lapse microphotography of growing plants and flowers and developing animal life; an X-ray machine to record motion pictures of fractured and mending bones; and a movie show-room; [Rice1914i08]

In September 1914, the company constructed an open-air stage on the open lot next to the factory building, 75 feet along Bryant Street near to the sidewalk and 40 feet deep. [Rice1914i08]

By February 1915, the studio and factory were ready to produce kinematographic work in schools. Workmen are enlarging the laboratory and increasing the equipment in several workrooms. Motion pictures about the California state and county libraries were in progress. [DPAT1915b05]



Figure 2-1. Exactus 1915: Palo Alto Directory.

Notice the phone number: 347K.

Palo Alto Stanford Heritage [PASH2023a]

The Directory of Palo Alto, Mayfield, and Stanford University 1914-1915 included this advertisement and other directory entries. [PASH2023a]

The building at 1121 Bryant Street still exists in 2023 and likely looks very similar to its appearance when it was a studio in 1914.

<https://www.pastheritage.org/inv/invB/Bryant/1121bryant.html>

## **The Photoplayers and Other Crew**

Paul Gerson, director of the Gerson School of Dramatic Arts in San Francisco, joined EPFC as the dramatic direction and theatrical coach. EPFC would be able to use the best and most promising pupils from the Gerson School, and use local people to fill minor roles. [PTT1914h14]

The company planned to utilize about ten leading actors, plus Palo and Stanford talent as is available. [Rice1914i08]

## **The Pictures**

Director Durand, Stanford professor of mechanical engineering, has advocated the need for moving pictures to support engineering. One example is water flowing over a water wheel, which can now be filmed at two thousand frames per second, and replayed in slow motion.

### **Pathé Weekly**

On the afternoon of August 15, 1914, the first Pathe Weekly movie was filmed. The Palo Alto segment will be produced by T. K. Peters, president of EPFC and the Pathe representative for this district. This motion picture section will not consume more than 100 seconds of action.

This included the first public appearance of the Palo Alto Boosters' Club. This was filmed from a location opposite the Bank of Palo Alto looking east. All sightseers stood along the street between the Bank and the University drug store. The crowd and children with smiles appeared in the movie, to "Let the world see that this is a home town, a town where good healthy wide-awake children live and flourish." [PTT1914h14]

### **Dramatic Features**

As of September 1914, Exactus had plans to produce dramatic features in Spanish and Chinese using Spanish-speaking and Chinese-speaking actors, and a Roman and Grecian historical feature, involving about 5,000 people and a scene at the Berkeley Greek theatre. Bits of a Chinese play and a Mexican play were produced. (Author: It appears that the Roman-Greek feature never completed.) [Kendall1966e, Rice1914i08]

### **Libraries and Schools**

In December 1914, the California Library Association contracted with EPFC to film an hour's worth of the library work of the State, to be used at the 1915 San Diego exposition. Due to the abrupt departure of EPFC president T. K. Peters, misunderstanding about filming, and EPFC financial difficulties, the movies were not fully complete until the end of May. [CLA1915]

## Edendale - The Film Years

EPFC showed about 10,000 feet of these films at the San Diego exposition, consisting of about 5,000 feet for the state library, 5,000 for the city of Oakland, and 5,000 for Belmont School and other schools. There was no California moving picture booth at the San Diego exposition, so the San Diego Chamber of Commerce presented the movies in rooms near the Exposition grounds. [CLA1915, PTT1915c06]

EPFC showed over 15,000 feet of film daily at the California section of the Palace of Education at the Panama-Pacific Exposition in San Francisco. EPFC was awarded two gold and one bronze medallions for the library films. [DPAT1915g03, PTT1915c03, PTT1915c06, Slide2001]

These well-received motion pictures on view at the San Francisco exhibition included the following:

- \* in San Bernardino county: three branches of the County Free Library, including a Victorville branch serving a farmer, an automobilist, a cowboy, and a cowgirl; agriculture, vehicles, and cowboys at Victorville; the narrows of the Mojave River just as a passenger train passed through; Mt. San Bernardino; and a panorama of mountains above thousands of acres of orange groves at Del Rosa.
- \* Los Angeles public library branches, one with a playground and one with the novel feature of an outdoor reading room;
- \* a beach recreation pier;
- \* a desert socialist colony;
- \* an Indian school in Yolo county;
- \* a negro colony in Tulare county,
- \* an Armenian colony;
- \* a country librarian bringing books to a harvesting crew;
- \* the Kern county library headquarters in the beautiful \$400,000 Bakersfield courthouse;
- \* an oilfield derrick tender;
- \* sending books by pack animal and in an aerial ferry across a river;
- \* and many other examples. [DPAT1915g03, SBCS1915c18]

## Edendale - The Film Years

EPFC also showed these educational and library films at the 1915 California Teachers Association Annual Meeting.

**MOTION PICTURE SECTION**

Tuesday, April 6th, 12:45 P. M. to 1:45 P. M.  
Wednesday, April 7th, 12:45 P. M. to 1:45 P. M.  
Thursday, April 8th, 12:45 P. M. to 1:45 P. M.

Civic Auditorium, Hall "A"

GEO. W. FRICK, *President*.....Oakland  
DAVID LEVER, *Secretary*.....San Francisco

An interesting and instructive display of *educational motion pictures* will be given on the above dates, covering a period of *one hour* at each production, accompanied by a lecture by Mr. Rice. These films will show the educational activities of California schools and libraries. Films prepared and produced by Exactus Photo-Film Corporation.

12: 15 to 12: 45 P. M.—Eilers Music Co. demonstration of the Auto Piano, A. F. Clarke.

Figure 2-2. Exactus 1915: San Francisco.  
At the 1915 California Teachers Association Annual Meeting.  
Peninsula Times Tribune / Google Books [CTA1915]

In May, 1915, EPFC placed a full-page display ad announcing to California teachers and school officials the availability of educational films.

**Educational Motion  
Pictures**

—  
ANNOUNCEMENT  
—

For a limited time California teachers and school officials will be given an opportunity to interest themselves in an Educational Motion Picture Company composed of leading educators of the State.

Realizing the tremendous possibilities both educational and financial, this company was organized twelve months ago to furnish the schools of the country with inexpensive projecting machines and circulating libraries of films that are truly educational.

The Educational Staff includes the foremost educators of state and national reputation. Already this company has taken thousands of feet of films which are being exhibited at the Palace of Education, Panama-Pacific Exposition.

To minimize the danger of "commercializing" educational pictures the company is making a special offer to the teachers and school officials of the State. If you are interested write immediately for details.

EXACTUS PHOTO-FILM  
CORPORATION

Specialists in Educational Films  
Palo Alto, California

See you saw it in the Sierra Educational News

Figure 2-3. Exactus 1915: Ad to teachers.  
Sierra Educational News / Internet Archive [SEN1915e]

## Wine

One of EPFC's productions was a documentary about the California wine industry, which also won a 1915 exposition gold medal. [Bell1984]



### **Other movie subjects**

As Charles Kendall reported:

In addition to the documentaries mentioned above, which won medals at the Exposition, they were chiefly short scenes:

- \* Stanford's president (David Starr Jordan) and vice president (John Casper Branner) strolling about the [Stanford] quadrangle;
- \* the movements of a mouse in a cage;
- \* a family having dinner on the lawn;
- \* Leland Stanford's racing stables;
- \* the operation of a sawmill;
- \* a train crossing a trestle
- \* children at play;
- \* Stanford's Jordan with notables at the "European market" of the Panama-Pacific Exposition;
- \* a "booster parade" in Palo Alto; and
- \* a baseball game in Redwood City between a husbands-&-wives team and a bachelor-unmarried girls one. [Kendall1966e]

### **The End of EPFC**

Poor business management, failure to obtain financial backing, and misunderstandings between educators and company technicians caused its failure in late 1916. (Author: 1915.) Another factor that educational films were ahead of their time: they were dependent upon difficult-to-operate and cumbersome 35mm equipment and flammable film. It wasn't until 1923 that Eastman Kodak produced non-flammable 16mm film and portable, easy-to-operate projectors. [Alchetron2022j31, Bell1984]

EPFC attempted to recover. In August 1915, EPFC reorganized, with five new directors elected. The company started a vigorous stock-selling campaign to adequately fund development work. The company was authorized to sell 25,000 shares, but has sold only 6,296 so far, some in lieu of salaries or sales commissions.

## Edendale - The Film Years

However, the company's financial resources totaled only \$7200: \$4300 from stock sales, \$300 from the Palo Alto Chamber of Commerce, and only \$2600 from filmmaking. The assets of the company totaled only \$4000 in existing motion pictures, movie apparatus, chemicals, furniture and fixtures; liabilities totaled \$3000. For all of 1915, officers, bookkeeping, and secretarial work are being done by unpaid volunteers.

EPFC started then abandoned a supposedly profitable motion picture mechanism. EPFC focused on educational motion pictures, delayed by unusually rainy weather. These nine reels lost money, even though they were well-received with awards at the Panama-Pacific Exposition. The company has made three other reels of commercial and semi-historical nature, but without profit. EPFC planned to make educational, commercial, and lesser dramatic pictures, and provide commercial printing and developing for other movie companies. [PTT1915h14]

In December 1915, Commissioner Carnahan revoked the permits of EPFC and the San Jose Film Company to sell stock. EPFC declared bankruptcy, auctioned its equipment, and turned over stock to PAFC. Journalist-turned director Archie Rice received one-fourth of the back salary he was owed, other creditors received two-thirds of their claims, and company stockholders lost their entire investments. [Alchetrone2022j31, Kendall1966e, SFE1915107]

A new film production company, the Palo Alto Film Corporation, absorbed both the Exactus Film Company and the San Jose Film Company. [DPAT1915j29, SFE1915107]

In April 1916, EPFC was included in an official State of California list of companies that had forfeited their charter, or right to do business, due to non-payment of taxes. [SacBee1916d03]

The city of Santa Clara had been rejoicing because of the expectation that the San Jose Film Company would locate in that city. However, PAFC established itself in Palo Alto instead of Santa Clara. [LGM1915j14]

### 3. Palo Alto Film Corporation

#### **The Company**

##### **H. Taubner Goethe**

H. (Henry) Taubner Goethe was a retired banker and successful Napa County farmer and cattle rancher. He moved to the Santa Clara valley in 1913, purchasing the property of James Jerome near Los Altos. [Motography1915g, PTT1913h06]

In 1914 and 1915, Goethe had been associated with the San Jose Film Company. PAFC president Goethe had grand visions. He believed that the movie industry will move from Los Angeles to other locations, some to the San Francisco peninsula, because Los Angeles and vicinity have been "shot to hell": every street corner and possible location has been filmed. (Author: Of course, this never happened.) Goethe announced that EPFC [now PAFC] would become a consolidated company large enough "to build a second Universal City" in Palo Alto. [LGM1915j14, PTT1618a08]

##### **Organizing PAFC**

In late 1915, PAFC was formed from the remnants of the Exactus Photo-Film Company and the San Jose Film Company, with a capitalization of \$300,000. [Motography1915g, Recorder1915j29]

Three New York distribution companies were under consideration. Three directors, technical staff, and executives with motion picture experience were to be selected.

PAFC had the good will and cooperation of Stanford University. Faculty members have endorsed it. Professor Harry C. Peterson, director of the university museum, is a PAFC officer. [Billboard1915k20, DPAT1915j29, MPW1915k]

In November, 1915, PFAC advertised seeking houses for the company's families. [[PTT1915k17]

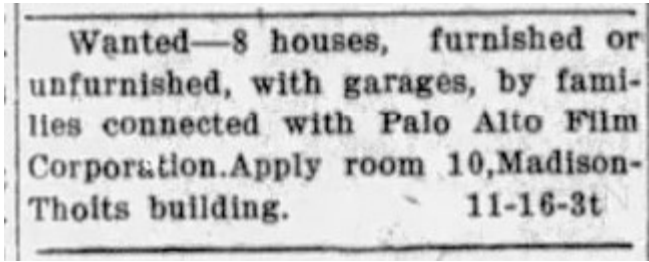


Figure 3-1. PAFC 1915: Seeking housing.  
Peninsula Times Tribune / Newspapers.com [PTT1915k17]

The merger of the San Jose Film Company with the PFAC finally concluded in February 1916, with PAFC acquiring valuable studio furnishings, furniture, equipment, and an automobile from the Garden City Studio in San Jose. The San Jose company had attained prominence with its film *The Valley of Hearts Delight* (1915), which caused disputes among the San Jose company's factions. [PTT1916b29]

### **PAFC Trademark**

The corporate trademark is a shield with the Palo Alto tree, a ribbon with 5 silhouettes of the race horse Occident used by Muybridge in Sacramento in 1872, "PAFC" above and "Palo Alto, California" below. [DPAT1915k06]

### **The Studio**

The company began construction of a temporary studio, so filming could start the following Monday. [Billboard1915k20, PTT1915k03]

The location of that temporary studio was on the estate of Goethe, near the neighborhood of Loyola, near the border between Los Altos and Mountain View, halfway between San Jose and Palo Alto. [Motography1915g, PTT1915k03]

The corporate office was in the Madison-Thoits Building, at 156 University Avenue in downtown Palo Alto. Due to interest in the studio, a jitney bus made regular trips between Palo Alto and the studio. [DPAT1915k06, PacTel1916fj, PADir]

Palo Alto provided all supplies and workmen, and Stanford students are employed preparing the dressing rooms, scene decks, and paint decks. Palo Alto Furniture Company furnished awnings or deflectors and most of the stage furniture. [DPAT1915k06, PTT1915k18]

## Edendale - The Film Years

The company's opinion was that Palo Alto is an ideal location, without fog, smoke, dust, and cloudy days, and with nearby mountains, rivers, redwood forests, and Missions. [DPAT1915k06]

The company has chosen] twenty acres at the foot of the Santa Cruz mountains, in the heart of the famous blossom section and in close proximity to the Stanford University, on which to locate their studio. [Billboard1915k20]

The studio location at the foot of the Santa Cruz mountains, as deemed by the United States and the Guggenheim interests based on experiment, is the most equable in the world, second only to Jamaica, which will enable fine photography.

The location is within an easy commute of San Francisco, and close to Big Trees, Big Basin, the ocean, beaches, mines, and rugged country. [Motography1915g]

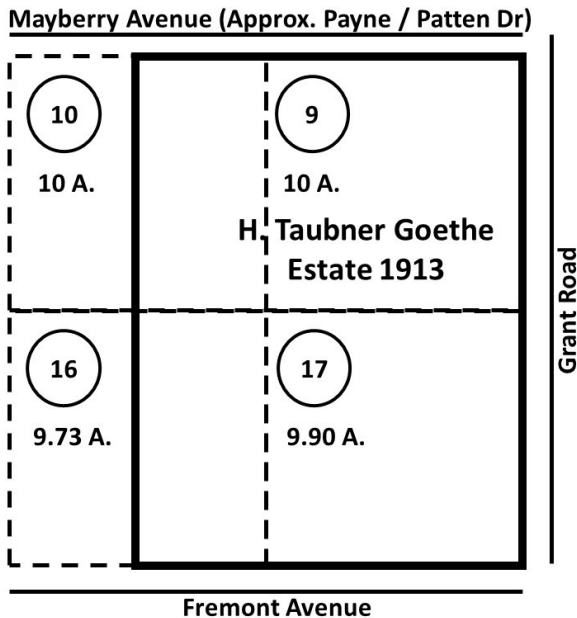
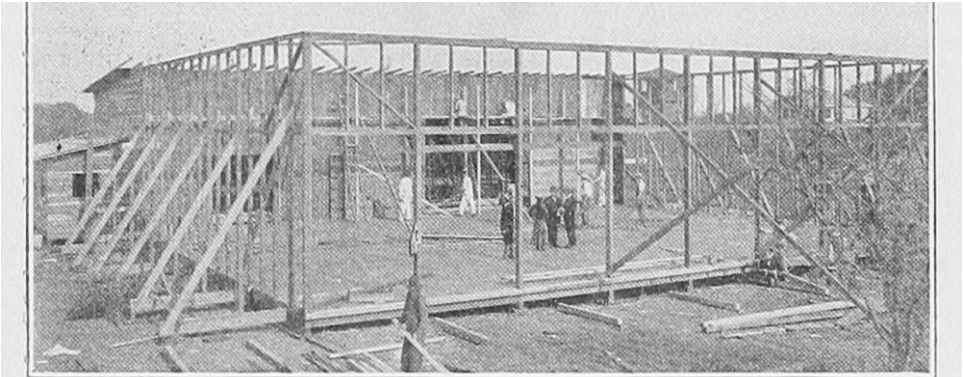


Figure 3-2. PAFC 1915: Studio site near Loyola.

Between Los Altos and Mountain View.

Open Historical Map, Stanford [OHM2023h, Stanford188x]



*Outdoor stage being completed by the Palo Alto Film Corporation at Palo Alto; Calif.*

Figure 3-3. PAFC 1915: Outdoor stage under construction.  
At Goethe's estate near Loyola, near but not at Palo Alto.  
Motography / Internet Archive [Motography1915g]

The company had plans, in addition to a large outdoor stage, to construct a glass studio with electric lighting, a scenic studio, and administration, costume, and laboratory rooms. It would likely be January 1916 before a permanent site is chosen and permanent buildings constructed. [DPAT1915k06, PTT1915k03]

By December 1915, PAFC had options on three sites in Palo Alto, one that is ten acres, and might decide on one in the next few days. [PTT1915l04]

In October 1916, it was reported that H. Taubner Gothe, of the Palo Alto Film Corporation, was negotiating to take over the old Essanay studio across the bay in Niles, California. Apparently, nothing came of this venture. [MPW1916j]

## **The Photoplayers and Writer**

In late November 1915, movie actors Wellington Playter, Fred Kelsey, James Cruze, and Francella Billington arrive at PAFC from Los Angeles by automobile and train. Other actors included Alfred I McKinnon. [DPAT1915k23, MPN1917d12]

## Edendale - The Film Years

PAFC will employ local people as extras: "sometimes the homeliest people are employed the most." The company was looking for strong character lines, lived strenuous lives, experienced many adventures, at home in large social gatherings, poise, dance, riding, rowing, swimming, and fencing. Children as actors would be sought later in the year. [DPAT1915j30]

In late October 1915, PAFC placed a newspaper display ad looking for extras needed over the next year, emphasizing "several elderly character types, especially miners" needed in the next ten days. Applications only by mail. [PTT1915k30]

PAFC announced it would make use of Stanford students in ensemble - i.e, "mob" - scenes. [PTT1915l04]

### The Palo Alto Film Corporation

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**Will Need**

many people as extras during the coming year. "Types" particularly are wanted, young and old, especially the latter. The only way in which your application will be considered is when sent by mail, and it must cover fully these details:

Name, street and telephone address. Weight, height, color hair, color eyes, blonde or brunette, dramatic experience if any, where brought up, city or country, amount of spare time available.

Then give in detail what particular character you think you can take, what particular thing you can do, and why you think you can do it.

With all applications must be sent two or more photographs, one bust portrait, the others full length kodak pictures, as large as possible. If you appear as one of a group, indicate yourself by a cross. Don't be stingy with your snapshots.

Write on one side of paper only. As soon as applications are received and filed the manager of productions will arrange appointments as rapidly as possible.

Several elderly character types, especially miners, will be needed within the next ten days. Watch the "Times" for further announcements.

Absolutely no appointments will be made unless application is first made by mail. The Manager of Productions will notify you as soon as he is able to see you personally. IT IS USELESS TO ASK OFFICERS OF THE COMPANY TO ARRANGE FOR INTERVIEWS THEY WILL REFUSE TO DO IT.

Mail your application to the department that must handle it.

Address,                   MANAGER OF PRODUCTIONS,  
                                  Palo Alto Film Corporation,  
                                  Palo Alto, Calif.

Figure 3-4. PAFC 1915: Recruiting for extras. Peninsula Times Tribune / Newspapers.com [PTT1915j30]

## Edendale - The Film Years

Nell Shipman contracted to write six feature scripts for PAFC; two have been delivered: *Wanda of the Red Street* (1916) and production of the second has started. [MPN1916a]

In early 1916, Shipman received a release from PAFC contact to play the lead in Vitagraph's *God's Country and the Woman* (1916). [MPW1916j]



NELL SHIPMAN IN "GOD'S COUNTRY AND THE WOMAN" (Vitagraph Western)

Figure 3-5. Nell Shipman 1916: Production still.  
From Vitagraph's *God's Country and the Woman* (1916).  
Motion Picture News / Internet Archive [MPN1916a]



## The Pictures

### Wanda

The PAFC goal was quality, not limiting its expenditures, with at least 90 percent of profits allocated to picture quality and studio improvements. [Motography1915g]

By December 1915, Fred A. Kelsey was producing, W. Lee Ray was the technical director, and James Cruze, Francella Billington, and Wellington Playter were the leads in the PAFC five-reel picture *Wanda of the Red Street*. By late January 1916, *Wanda of the Red Street* aka *Wanda* (1916) has been completed. [Billboard1915111, ButteMiner1916a23]

PAFC used local locations for filming, including a scene at a trout stream near a fish hatchery in the mountains behind Palo Alto. [PTT1915111]

PAFC president Goethe expected revenues of \$12,500, perhaps up to \$30,000 if *Wanda* was well-received. [PTT1916a08]

The first Varsity Theatre in Palo Alto opened at 263 University Avenue on March 11, 1912, "on the sunny side of University Avenue between Ramona and Bryant streets." By 1914, the Theater's program included "feature films only". [PADir, Motography1916d, PTT1912c12]

It was here that PAFC first showed *Wanda* on January 31, 1916. 500 guests were invited, but almost 700 guests squeezed into the Varsity theater. The showing was quite successful. "Palo Alto will be brought into prominence wherever the film is shown." [PTT1916a27, [PTT1916a31, PTT1916b01]

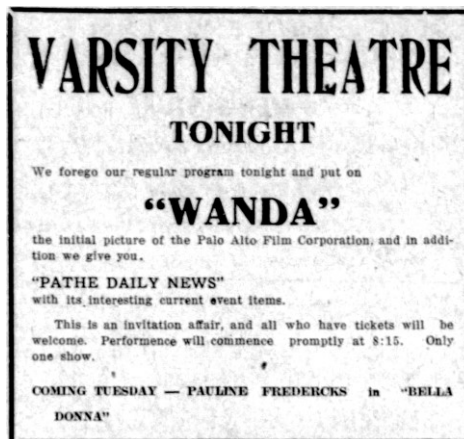


Figure 3-6. PAFC 1916: *Wanda* at the Varsity Theatre. Daily Palo Alto Times / Newspapers.com [DPAT1916a31]

The local newspaper editorial review was mixed:

Actors were flawless. ... suggest the advisability of a vigorous examination of a scenario by different critics before money is spent on its production ... Our main criticism runs against the point of the slightly weakened moral tone and the wild improbability of some of the details of the story. ... The scenery of the film was glorious and will do much to ride over some defects in the scenario. The mechanical perfection of the pictures is all that could be desired. [PTT1916b01]

### **Other Pictures**

Also by January 1916, work on the second Neil Shipman script had started. Miss Shipman was dissatisfied with the working title *The Son*. 3,000 copies of the synopsis were given to Stanford students, who suggested titles in a contest. [ButteMiner1916a23, MPN1916a]

Moving Picture World reported in October 1916 that PAFC turned out a number of short productions. [MPW1916j]

### **The Anecdotes**

PAFC director Frederick Kelsey finds the key to motivate stubborn donkeys. [PTT1915107]



Figure 3-7. PAFC 1915: Stubborn donkeys.  
Peninsula Times Tribune / Newspapers.com [PTT1915107]

While the PAFC company was on location, a stray black cat got his head caught in a soup can, but was saved by the property boy.



Figure 3-8. PAFC 1915: Stray black cat.

Peninsula Times Tribune / Newspapers.com [PTT1915107]

## The End of PAFC

As of July 1916, PAFC President has been in Los Angeles for two months, arranging a market for PFAC movies. (Author: This indicates that the company has not yet been successful in marketing its productions.) *Wanda* (1916), not yet released, had been rearranged and improved and would be released soon. [PTT1916g05]

This author found no evidence that any pictures after *Wanda* were completed, publicly shown, or distributed. *Wanda* itself never received a wide distribution.

In June 1916, Ernest and Nell Shipman filed for bankruptcy. They declared assets of \$49K, but this included an alleged but disputed value of \$45K for a contract with the PAFC. [LAT1916f20]

In March 1917, PAFC was included in an official State of California list of companies that had forfeited their charter, or right to do business, due to non-payment of taxes. [SacBee1917c26]

In July and August of 1917, there were San Francisco Superior Court actions in the case of Bjork v. Palo Alto Film Corp et al. [Recorder1917gh]

## 4. Research Notes

These Research Notes and References sections include:

- **Research details** that support the narrative above.
- **Information and figures** that did not fit well into the narrative.
- **Over 110 individual [reference] entries**, with source links.

All web links in this volume were valid at the time the link was included in the document. Some may have become invalid by the time this volume was published.

### The Goethe / Jerome / Williams property near Loyola

On June 13, 1910, Annie D. Williams sold property at the corner of Grant Road and Fremont Avenue to James Jerome. On July 7, 1913, Jerome sold this property to H. Taubner Goethe: lots 9 and 17, and east halves of lots 10 and 16 of subdivision 2, northeast 1/4 of section 4, township 7, south range 2, of the Cyrus Berry subdivision. [SCCClerk]

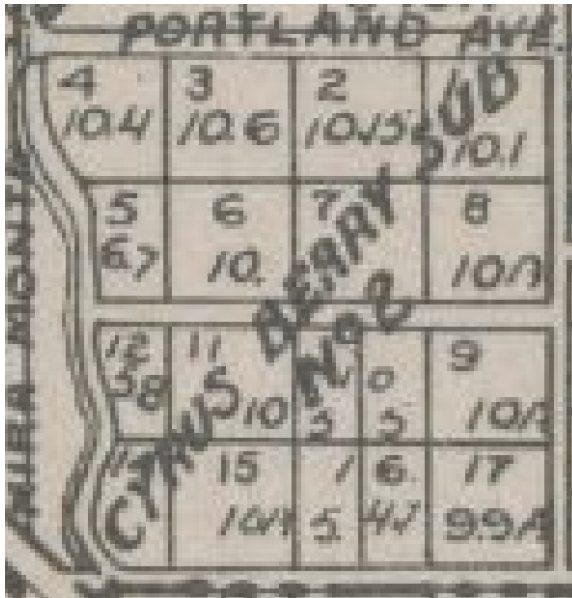


Figure 4-1. Goethe 1915: Property near Loyola.

J. G. McMillan / Stanford Searchworks [McMillan1915]

**Exactus and the California Library Association**

Complete text of the Exactus report in the Handbook and Proceedings of the Annual Meeting 1914, Publications of the California Library Association, Number 15, Sacramento, 1915. [CLA1915]

It remains to record the peculiarly Californian side of the undertaking - the moving picture enterprise. In December a contract was made with the Exactus Photo Film Corporation of Palo Alto, after negotiation with T. K. Peters, its President, to take 4000 feet, approximately an hour's run of film covering the library work of the State. The contract price was 20 cents a foot for the original and 8 cents a foot additional for a duplicate to be used at San Diego. In addition the sum of \$200 was allowed for traveling expenses of the company's operatives. It was contemplated that some slides should also be made to illustrate things that could not be taken by the movie machine.

The work was to be done under the direction of Mr. Gillis or those whom he might appoint. Mr. Peters, with whom Mr. Gillis and your chairman had had all the preliminary talks and understandings, suddenly left the Exactus Company and went East, leaving the work to be taken up by Guy C. Miller. In the beginning there were a number of misunderstandings about the taking of the pictures, which it took time to develop and clear away. Further, the company had financial difficulties of its own, which are no part of this narrative, but which made its work slow, and also the late Spring made the weather most unpropitious for outdoor photography. For all these reasons the films were only just ready at the close of May.

It appears that there is no California moving picture booth at San Diego, and the Southern California Counties Building would agree only to show the views taken in Southern California counties. Rather than take the film to pieces it was thought best to accept the offer of the San Diego Chamber of Commerce to run the film in its rooms in the city of San Diego outside of the Exposition grounds.

### **Robert Hazel Amusement Company**

In November 1914, the Robert A. Hazel amusement company incorporated to handle picture films, located in Palo Alto. In April 1915 that the Hazel Company announced that it wanted to purchase motion pictures to present in California, Arizona, Washington, and Nevada. [Motography1914g, MPW1915d]

### **A New Company, May 1915**

This author found one other reference to an early film studio in Palo Alto. In spring 1915, the Los Angeles Times reported that a newly-organized film company, led by Robert Warwick, was likely to purchase the Edendale Selig studio, and that "one studio of this company will be maintained at Palo Alto." The company name was not included in the article. [LAT1915e]

Three motion picture industry companies incorporated in early May 1915. National Film Corporation, Miles Motion Picture Machine Company, and Associated Film Manufacturers. [CalSOS]

The company mentioned in the article might have been the National Film Corporation. One of the local Los Angeles actors listed in the Time article, Jack Livingston, made one movie with National, *Captivating Mary Carstairs* (1915), which featured Norma Talmadge. [IMDB]

This author found no other connection between Robert Warwick or the three companies mentioned above and Palo Alto. [MPN1917d12]

### **Palo Alto "streets" vs. "avenues"**

In a July 1915 Peninsula Times Tribune, the Directory of Palo Alto Streets and Houses by Numbers included this:

Streets in Palo Alto parallel the railroad tracks from northwest to southeast. Avenues run at right angles to the streets from southwest to northeast. This arrangement places all residences in such positions that the sun shines into them at some time during the day. [PTT1915g03]

*The Romance of the Stanford Man*

In November 1915, the Varsity Theatre showed the Palo Alto picture *The Romance of the Stanford Man* (1915). This picture was not made by PAFC, but as the San Mateo studios of O. J. L. Byers. [DPAT1915k06, DPAT1915k20]



Figure 4-2. Goethe 1915: Property near Loyola.

J. G. McMillan / Stanford Searchworks [McMillan1915]

However, the scenario of the picture included distinguished Palo Alto citizens trying to push into The Times office to order the paper or buy wedding announcements, and the Stanford laundry wagon and the Palo Alto market's delivery wagons making an appearance. The Times announced that future Marquee [Theatre] movies will film scenes at the Times - customers who want to appear in the crowds are welcome, if they bring a new subscriber. [PTT1915k19]

### The Marquee / Stanford Theater

The Marquee Theater was built in 1914 at 215 University Avenue, showing Triangle and Metro motion picture distributor programs. [PADir]



Figure 4-3. Marquee Theater 1917: Display ad..  
Willis L. Hall, Publisher / Google Books [PADir]

As early as 1923, the Marquee Theater had been renamed the Stanford Theater. In 1925, the theater was replaced at 223 University Avenue by the New Stanford Theater. [PADir, PASH2023a, PTT1923d17]

In April 1924, the municipal advisory Board on Commercial Amusements banned the showing of *Flaming Youth* (1923) at the Stanford Theater. Showing "such picture would be in violation of section 141 of the ordinances of the city of Palo Alto." Section 141 made it "unlawful to present any performance or exhibit any motion picture which shows anything of an obscene or immoral nature or presents any gruesome, revolting or disgusting scenes or subjects, or tends to disturb the public peace or tends to corrupt the public morals." [DAPT1924d18]

### The Mayfield Theater

Mayfield also had its own early vaudeville and motion picture theater, the Mayfield Theater, at 165 Lincoln Street (now California Avenue). [PADir, PTT1924d01, Sanborn1894].

In December 1923, the theater was being renovated by its new owners. [PTT1923i08]

In February 1924, the theater presented the re-release of the Selig Polyscope *The Spoilers* (1914). [PTT1924b07]

In 1926, a new Mayfield Theater was constructed on California Avenue midway between El Camino Real and First Street (now Ash Street). [PTT1926d24, Sanborn1894]



**Measuring "chains", "links", and trees**

In the early 1900s, at least some property deed surveys reported measured distances in feet but also "chains" and "links". A chain is 22 yards (66 feet) long, comprised of 100 links each 7.92 inches in length. [Wikipedia]

From a 1910 property deed, this extract (only about 1/4) of a very long (2/3 of a page) single sentence paragraph, is included only to show the usage of chains and trees in a survey description:

Beginning at a 1/2" iron bar, driven 0" below the surface of the ground in the center line of the Grand Road, at the Northeasternmost corner of that certain 29.765 acre tract ... being also the point of intersection of said center line of said Grant Road with the center line of Portland Avenue bears north 20.20 **chains** and running thence along said center line of said Grant Road and line between said Sections 4 and 3 South 6.5806 **chains** ... from which witness post an **apricot tree** 6" dia. bears 3.38 [degrees] 5 [minutes] West 0.455 **chains** and an **apricot tree** 6" dia. bears 42 1/2 [degrees] West 0.4019 **chains** ... thence leaving said center line of said road and running parallel to the Northern line of said Mrs. Annie D. Williams 29.765 acre tract West 14.839 **chains** ... from which a **prune tree** 6" dia. bears North 73 [degees] 35 [minutes] West 0.369 **chains** ... [SCCClerk / Book 450, pages 3 to 5]

From the same 1910 property deed, this extract includes both chains and links in the survey description:

... being distant North 13.61 **chains** from the granite monument set at the point of intersection of the center line of the Grant Road with the center line of Fremont Avenue and running thence along the center line of Grant Road South 4.244 **chains** to a point from which a 2" by 3" witness post marked W.P. bears West 30 **links** ... [SCCClerk / Book 450, pages 3 to 5]

## 5. Reference Materials

### [References]

These references can provide a starting point for further investigation by interested readers. Note that Ancestry.com and newspapers.com (owned by Ancestry.com) require a subscription.

These references are alphabetized by the [reference], not by the original source name. E.g., [CLA1915] is alphabetized with CL, not with California Library Association..

Abbreviations:

EPFC = Exactus Photo Film Company

PAFC = Palo Alto Film Corporation.

[Alchetron2022j31] Thomas Kimmwood Peters, Alchetron.

\* (photo) T. K. Peters biography and photo.

\* Peters was associated with the Cosmos Film Company of San Francisco.

\* Cosmos became EPFC and moved to Palo Alto with Peters as its president and general manager in August 1914.

\* Poor business management, failure to obtain financial backing, and misunderstandings between educators and company technicians caused its failure in late 1916. (Author: 1915.)

\* EPFC declared bankruptcy, auctioned its equipment, and turned over stock to PAFC.

<https://alchetron.com/Thomas-Kimmwood-Peters>

[Anaconda1916f25] The Anaconda Standard, Jun 25, 1916.

\* page 25: James Cruze is reported to be working with the PAFC of Palo Alto, California. (Author: Cruze.)

(Author: Same story in Fort Wayne Sentinel, Mar 18, 1916.)

<https://www.newspapers.com/image/350739231/>

[Banerjee2022f06] Jacqueline Ranerjee; Eadweard Muybridge (1830-1904), Victorian Web, Jun 6, 2022.

\* (photos) Biography of MNuybridge, with photos of San Francisco, sequences with animals and people, and three versions of his projector.

<https://victorianweb.org/photos/muybridge/bio.html>

## Edendale - The Film Years

[Baremore1920] R. W. Baremore, The Movies' Family Tree, Picture Play Magazine, Mar-Aug 1920.

\* Apr, page 32: (photo) Eadweard Muybridge.

\* Apr, pages 32+: History of the development of motion pictures.

<https://archive.org/details/pictureplaymagaz12unse/>

[Batty1975] Linda Batty, Retrospective Index to Film Periodicals, 1930-1971, R. R. Bowker Co., 1975.

\* page 352: EPFC: Kendall, Charles. Long, Long Ago. Films in R 17:15 May 1966 325-327. Exactus, San Francisco, 1914-1916.

<https://archive.org/details/retrospectiveind0000batt/>

[Belden-Adams] Dr. Kris Belden-Adams, Eadweard Muybridge, The Horse in Motion, Khan Academy.

\* (photos) A useful account of thoughts about horses before Muybridge, and of Muybridge and Stanford. Photos include a Muybridge Yosemite photo and a sequence of horse photos. (Some historical errors in location.)

<https://www.khanacademy.org/humanities/becoming-modern/early-photo/early-photo-france/a/eadweard-muybridge-the-horse-in-motion>

[Bell1975] Geoffrey Bell; The First Picture Show; California Historical Society Quarterly; Summer 1975.

\* pages 125-138: (photos) Account of Muybridge's work at Stanford's Stock Farm. Photos of Muybridge, Stanford, sequential photos, Muybridge's camera and Zoopraxiscope projector.

<https://archive.org/details/californiahistor54cali/>

[Bell1984] Geoffrey Bell, *The Golden Gate and the Silver Screen*, Fairleigh Dickinson University Press and Cornwall Books, 1984.

\* page 105: A very brief summary of the career of Thomas Kimmwood Peters, including a quote about his place in the early film industry. He invented a patented motion picture camera with a time lapse-mechanism, which he planned to use for educational films. He was one of the organizers in 1914 of the Exactus Photo-Film Corporation. One of the corporation's productions was a documentary about the California wine industry, which won a 1915 exposition gold medal.

\* page 173: Notes for Chapter 4: John Hoffman, *When Pictures Came to Life*, *American Cinematographer*, Feb 1974, page 184, about T. K. Peters and Exactus Photo-Film Corporation.

<https://archive.org/details/goldengatesilver0000unse/>

[Billboard1915k20] *The Billboard*, Nov 20, 1915.

\* page 55: PAFC company formation, distribution, staff, Stanford University support, and 20 acres for the studio.

[https://archive.org/details/sim\\_billboard\\_1915-11-20\\_27\\_47/](https://archive.org/details/sim_billboard_1915-11-20_27_47/)

[Billboard1915l11] *The Billboard*, Dec 11, 1915.

\* page 53: Producer, technical director, and photoplayers for *Wanda of the Red Street*, in production in Palo Alto.

[https://archive.org/details/sim\\_billboard\\_1915-12-11\\_27\\_50/](https://archive.org/details/sim_billboard_1915-12-11_27_50/)

[Bullough1989] William A. Bullough; Eadward Muybridge and The Old San Francisco Mint; *California Historical Society Quarterly*; Spring-Summer 1989..

\* pages 2-13: (photos) Construction of the San Francisco Mint. Mention of Muybridge at the Stanford Stock Farm.

<https://archive.org/details/californiahistor68cali/>

[Burns2020e18] Paul Burns; Eadward James Muybridge - The Zoopraxiscope 1879; May 18, 2020; from *The History of the Discovery of Cinematography*, 1999.

\* Chronology of Muybridge from 1866 to 1900; a clever animation that includes a photo of a Zoopraxiscope with a GIF from a disk showing a horse jumping, as it could have looked to a viewer in 1879.

[https://archive.org/details/zoopraxiscope\\_animation](https://archive.org/details/zoopraxiscope_animation)

## Edendale - The Film Years

[ButteMiner1916a23] The Butte Miner, Jan 23, 1916.

\* page 34: PAFC's *Wanda of the Red Street* (1916) has been completed. Work on the second Neil Shipman script has started.

(Author: Same story in: Moving Picture World, Dec 25, 1915; the New York Clipper, Jan 1, 1916; Motography, Jan 1, 1916.)

<https://www.newspapers.com/image/348814518/>

[CalSOS] Business Search, California Secretary of State.

\* Three motion picture industry companies incorporated in early May 1915: National Film Corporation, Miles Motion Picture Machine Company, Associated Film Manufacturers. (See [LAT1915e]).

<https://bizfileonline.sos.ca.gov/search/business>

[Champlin1899] John Denison Champlin, The Young Folk's Cycloaedia of Games and Sports, H. Holt and Company, 1899.

\* pages 783-784: Description of a zoetrope and the Zoopraxiscope, from the Greek zoe / life, praxis / action, and skipein / to see.

<https://archive.org/details/youngfolkscyclop00cham/>

[CLA1915] Handbook and Proceedings of the Annual Meeting 1914, Publications of the California Library Association, Number 15, Sacramento, 1915.

\* page 26: CLA-contracted film(s) for the 1915 San Diego exposition; delays; and shown only at the San Diego Chamber of Commerce.

<https://books.google.com/books?id=dc26AAAAIAAJ&pg=RA1-PA26>

[CTA1915] Annual Meeting Program, California Teachers Association, Volume 4, Part 1915, San Francisco, Apr 5-10, 1915.

\* page 37: (photo) EPFC motions pictures showing the educational activities of California libraries.

<https://books.google.com/books?id=VWkWAAAIAAJ&pg=PA37>

[Dibble1893] Dibble Publishing Company's Worlds Columbian Exposition Pocket Record Book, 1893.

\* page 37: Zoopraxiscope included in the list of the Midway Plaisance "many places of amusement at an Extra Cost of 10 to 50 Cents Each."

<https://archive.org/details/dibblepublishing00dibb/>

[Docs2023] History Of Documentary Film, DocsOnline.

\* Brief history of documentary filmmaking.

<https://www.docsonline.tv/history-of-documentary-film/>

[DPAT1915b05] Daily Palo Alto Times, Feb 5, 1915.

\* page 4:

> At an EPFC stockholders' meeting on February 2, officers were elected including H. D. Hart as president and general manager (Author: to replace T. K. Peters).

> The studio and factory are ready to produce kinematographic work; motion pictures about the California libraries are in progress; Director Durand, Stanford professor of mechanical engineering, advocated the need for moving pictures to support engineering.

> Workmen are enlarging the laboratory and increasing the equipment in several workrooms.

<https://www.newspapers.com/image/838480556/>

[DPAT1915g03] Daily Palo Alto Times, Jul 3, 1915.

\* pages 1, 8: EPFC is awarded gold and bronze medallions for library films. EPFC motion pictures on view at the San Francisco exhibition show a large variety of scenes involving libraries and other subjects.

<https://www.newspapers.com/image/838186954/>

[DPAT1915j29] Daily Palo Alto Times, Oct 29, 1915.

\* page 8: PAFC was incorporated, and took over the San Jose Film Company and the Exactus Photo Film Company.

<https://www.newspapers.com/image/838190802/>

[DPAT1915j30] Daily Palo Alto Times, Oct 30, 1915.

\* page 1: PAFC will employ local people as extras, and children.

<https://www.newspapers.com/image/838190805/>

[DPAT1915k03] Daily Palo Alto Times, Nov 3, 1915.

\* page 2: PAFC temporary stage. (Same story as [PTT1915k03].)

<https://www.newspapers.com/image/838190867/>

## Edendale - The Film Years

[DPAT1915k06] Daily Palo Alto Times, Nov 6, 1915.

\* page 7: Palo Alto the ideal location, temporary stage at Goether's property near Loyola, plans for other buildings with supplies from Palo Alto and labor by Stanford students, a jitney bus to and from Palo Alto, and the corporate trademark.

<https://www.newspapers.com/image/838190973/>

[DPAT1915k06] Daily Palo Alto Times, Nov 6, 1915.

\* page 5: Display ad for the Varsity Theatre, including "the Palo Alto film of The Romance of a Stanford Man" featuring Sarabelle Arnott as the heroine.

<https://www.newspapers.com/image/838191235/>

[DPAT1915k20] Daily Palo Alto Times, Nov 20, 1915.

\* page 5: "The Palo Alto movie romance shown at the Varsity Theater was not made by the Palo Alto Film Corporation, but by O. J. L. Byers of San Mateo and was developed in the San Mateo studios." [FamilySearch2023a]

<https://www.newspapers.com/image/838191323/>

[DPAT1915k23] Daily Palo Alto Times, Nov 23, 1915.

\* page 7: Movie actors Wellington Playter, Fred Kelsey, James Cruze, and Francella Billington arrive at PAFC from Los Angeles by automobile and train.

<https://www.newspapers.com/image/838191393/>

[DPAT1916a31] Daily Palo Alto Times, Jan 31, 1916.

\* page 5: Varsity Theater display ad for *Wanda*, the initial PAFC picture.

<https://www.newspapers.com/image/838020349/>

[DPAT1924d18] Daily Palo Alto Times, Apr 18, 1924.

\* page 5: *Flaming Youth* (1923) banned from showing at the Stanford Theater.

<https://www.newspapers.com/image/838416782/>

## Edendale - The Film Years

[Endelman1988h] Lincoln L. Endelman, A Brief History of High Speed Photography 1951-1930, SPIE 32nd Annual International Technical Symposium, Aug 16-18, 1988.

\* High-speed experiments and suggestions leading to Muybridge studies in 1872, 1877, 1878, 1879, and later.

<http://www.davidhazy.org/andpph/text-hs-history.html>

[Exactus1914] Exactus Photo-Film Corporation Records, 1914-1918, Lemelson Center for the Study of Invention and Innovation, National Museum of American History, Smithsonian.

\* "These records include correspondence, work reports, inventories, financial papers, legal and official documents, American Consular Service reports on overseas film distribution, descriptions and illustrations for patent applications, scenarios, promotional brochures, miscellaneous printed articles, photographs, and short filmstrips."

\* Repository: Stanford University, Special Collections and University Archives.

<https://invention.si.edu/exactus-photo-film-corporation-records-1914-1918>

\* Description of the officers and other participants and supporters of Exactus. (Same collection at Stanford University.)

[https://oac.cdlib.org/findaid/ark:/13030/tf367n99kq/entire\\_text/](https://oac.cdlib.org/findaid/ark:/13030/tf367n99kq/entire_text/)

[FamilySearch2023a] Orlando Joseph Lemuel Byers, FamilySearch.org.

\* O. J. L Byers lived in San Mateo, California for about 20 years, after living in Long Beach, California in 1910.

<https://ancestors.familysearch.org/en/MG1G-KMK/orlando-joseph-lemuel-byers-1884-1969>

[Graf1922a] Max Graf, Where the Motion Picture Was Born, San Francisco Business, Jan-Jun 1922.

\* Apr 28, page 8: (photos, sketches) Muybridge at Stanford's stock farm in Palo Alto. Photos of a trotter, a thoroughbred, the studio, and sketches of horses jumping.

<https://archive.org/details/sanfranciscobusi41922sanf/>



[Foster1915] Robert B. Foster; Hopwood's Living Pictures; Hatton Press, 1915.

\* pages 51-56, 106: (sketch) Disc-based chrono-photography devise. Sketch of Muybridge's Stock Farm studio.

<https://archive.org/details/hopwoodslivingpi00hopwrich/>

[Hastings1927c26] Charles Edward Hastings; Cinematic Beginnings; Moving Picture World, Mar-May 1927.

\* pages 289+: Extensive history of motion picture development, inventors and devices, including Muybridge and the Zoopraxiscope.

<https://archive.org/details/movingpicturewor85marm/>

[ILN1889e25] Illustrated London News, May 25, 1889.

\* cover: (photo) Muybridge in front of an image of a horse with all hooves off the ground.

\* pages 647-648: (photos) Biography of Muybridge, including Leland Stanford and the University of Pennsylvania. Photos of people and animals in motion.

[https://archive.org/details/sim\\_illustrated-london-news\\_1889-05-25\\_94\\_2614/](https://archive.org/details/sim_illustrated-london-news_1889-05-25_94_2614/)

[IMDb] Internet Movie Database.

\* Jack Livingston acted in *Captivating Mary Carstairs* (1915) for the National Film Corporation.

<https://www.imdb.com>

[Jenkins1898] Charles Francis Jenkins, *Animated pictures : an exposition of the historical development of chronophotography, its present scientific applications and future possibilities ...*, published by C. Francis Jenkins, Washington, D.C., 1898.

\* pages 8-10: Muybridge used up to a half million wet plates in his experiments. The Zoopraxiscope projected pictures at rates varying from 12 to thirty-two per second. The device was used to illustrate lectures in San Francisco, Paris, London, Bost, New York, Philadelphia, etc.

[https://archive.org/details/gri\\_33125012019101/](https://archive.org/details/gri_33125012019101/)

[Kendall1966e] Charles P. Kendall; Long, Long Ago; Films in Review, May 1966

\* pages 325-326: Exactus building contained a dormitory for its employees; financial issues; and other documentary subjects.

[https://archive.org/details/sim\\_films-in-review\\_1966-05\\_17\\_5/](https://archive.org/details/sim_films-in-review_1966-05_17_5/)

[Kingston2010a] Eadweard Muybridge: Defining Modernities: Zoöpraxography; Muybridge Kingston, Kingston University, London, 2010.

\* (photos) Photos and artists images on Zoöpraxiscope disks.

[https://www.eadweardmuybridge.co.uk/muybridge\\_image\\_and\\_context/zoopraxography/](https://www.eadweardmuybridge.co.uk/muybridge_image_and_context/zoopraxography/)

[LAT1915e] Los Angeles Times, May 14, 1915.

\* page 4: A newly-organized film company led by Robert Warwick, will likely purchase the Edendale Selig studio within the next week.

\* page 4: One studio of the company will be maintained at Palo Alto.

(Author: This new company was neither World Film Company nor William A. Brady Picture Play, with which Robert Warwick associated, as both were organized before 1915.)

<https://www.newspapers.com/image/380512652/> (high resolution)

[https://archive.org/details/sim\\_los-angeles-times\\_the-los-angeles-times\\_1915-05-14/](https://archive.org/details/sim_los-angeles-times_the-los-angeles-times_1915-05-14/) (low resolution, out of focus)

[LAT1916f20] Los Angeles Time, Jun 20, 1916.

\* page 13: Ernest and Nell Shipman filed for bankruptcy listing assets of \$49K, including an alleged but disputed value of \$45K PAFC contract.

(Author: Similar story in The Photoplayers Weekly, June 14, 1916.)

<https://www.newspapers.com/image/380377027/>

[Leigh1928] Janet Pendergast Leigh, Life and Work of the Late Eadweard J. Muybridge, Camera Craft, Jan-Dec 1928.

\* Dec, pages 580-582: Muybridge's horse photos in 1872 and 1878, and his Zoopraxiscope projector. First motion picture studio build at the 1883 Exposition for Muybridge.

<https://archive.org/details/cameracraft351928phot/>

## Edendale - The Film Years

[LGM1915j14] Los Gatos Mail, Oct 14, 1915.

\* page 2:

> Santa Clara had been rejoicing because of the expectation that the San Jose Film Company would locate in that city.

> However, Goethe announced that Exactus Film Co. will become a company large enough "to build a second Universal City" in Palo Alto.

<https://www.newspapers.com/image/696806598/>

[McMillan1915] J. G. McMillan, Map of Santa Clara County, California: compiled from official surveys, records and the tax-list of 1914, David Rumsey Map Center, Stanford University, 1915.

\* Lower right corner: Goethe's estate comprised lots 9 and 17 and the east (right) halves of lots 10 and 16 (as shown). [SCCClerk]

<https://searchworks.stanford.edu/view/2983504>

[Motography1914g] Motography Jul-Dec 1914.

\* Sep 5, page 358: Exactus Photo Film Company, with a capital of \$150,000, will produce educational and dramatic films in Palo Alto.

\* Nov 14, page 675: Robert A. Hazel amusement company incorporates to handle picture films, located in Palo Alto.

\* Nov 28, page 749: The new Marquee theater was soon to open on University Avenue in Palo Alto, built of concrete and with all the latest improvements for motion picture theaters.

<https://archive.org/details/motography12elec/>

[Motography1915g] Palo Alto Corporation Begins Work - Famous People Engaged, Motography, Jul-Dec 1915.

\* Nov 20, page 1057: PAFC is organized; goal is quality; studio location the most equable in the world; easy commute to San Francisco and close to other suitable filming locations;

> A five-reel *Wanda of the Red Street* was to be the company's first production, but it was never completed. (Author: At least two versions of this picture were completed.)

> (photos) Outdoor stage under construction in Palo Alto; photoplayers Francelia Billington, James Cruze, Wellington Playter.

(Author: Similar story in: The Clipper, Nov 27, 1915; Motion Picture News, Dec 11, 1915.)

<https://archive.org/details/motography00test/page/1266/>

## Edendale - The Film Years

[Motography1916d] Motography, Apr-Jun 1916.

\* Apr 1, page 20: Listing for Varsity Theater, 263 University Av., screen 11x15, throw 65 ft., piano.

<https://archive.org/details/motography152elec/>

[MPN1915k] Motion Picture News, Nov 1915-Jan 1916.

\* Dec 11, page 91: PAFC organized in Palo Alto.

\* Dec 18, page 74: PAFC is being financed by Hearst interests.

[https://archive.org/details/motionpicturenew12moti\\_1/](https://archive.org/details/motionpicturenew12moti_1/)

[MPN1916a] Motion Picture News, Jan-Feb 1916.

\* Jan 8, page 72: (photo) Nell Shipman of PAFC, in Vitagraph's *God's Country and the Woman* (1915).

\* Jan 8, pages 73-74:

> PAFC's *Wanda of the Red Street* (1916) has been completed and will be released as a Mutual Masterpiece.

> The company has started filming a second subject, also written by Miss Shipman.

> To secure a good title, has started a contest among Stanford students, who will suggest titles.

\* Jan 29: Studio Directory Section / Actors-Characters: Fred A. Kelsey, Palo Alto Film Corp., Palo Alto, Cal.

\* Jan 29, page 134: (photo) Display ad for Nell Shipman, scenario writer and actress. Brief career history. She contracted to write six feature scripts for PAFC; two have been delivered: *Wanda of the Red Street* and production of the second has started.

<https://archive.org/details/motionpicturenew131unse/>

[MPN1917d12] Motion Picture News Studio Directory, Apr 12, 1917.

\* page 88: Alfred I. McKinnon, actor in PAFC's *Wanda of Red Street*.

\* between pages 134-135: Mention of the Robert Warwick Film Corp.

<https://archive.org/details/moctu00moti/>

[MPN1918] Motion Picture News Studio Directory, 1918.

\* page 86: Alfred I. McKinnon, actor in PAFC's *Wanda of Red Street*.

<https://archive.org/details/motrestu00moti/>

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[MPW1915d] Moving Picture World, Apr-Jun 1915.

\* Apr 3, page 147: Robert A. Hazel Co. of Palo Alto wants to buy feature movies to present in California, Arizona, Washington, and Nevada.

<https://archive.org/details/movingpicturewor24newy/>

[MPW1915g] Moving Picture World, Jul-Sep 1915.

\* Jul 10, page 295: The Selig Flyer tour.

\* Aug 7, page 979: During the 1915 Selig Flyer tourist trip, the tourists visited Palo Alto, including the site of the old Muybridge studio.

<https://archive.org/details/movingpicturewor25newy/>

[MPW1915k] Moving Picture World, Nov 1915.

\* Nov 27, page 1670:

> PAFC has acquired twenty acres for a studio site at Palo Alto near Stanford University. Professor Harry C. Peterson, director of the university museum, is a PAFC officer.

> It was here at the famous Palo Alto stock farm that Leland Stanford funded Eadweard Muybridge to build the first motion picture studio in the United States and in the world. Includes an extract of the Sunset Magazine article of that same month.

> "A ruined fence is now all that is left of the first moving picture studio in the world. On this historical spot the Palo Alto Film Corporation is building its studio."

<https://archive.org/details/movinwor26chal/>

[MPW1915l] Moving Picture World, Dec 1915.

\* Dec 25, page 2372: Guy Price: "... in Palo Alto, the film men were turning out much work."

\* Dec 25, page 2373: PAFC's *Wanda* (1916) was completed, worked started on a second Nell Shipman feature script; title to be decided in a contest among Stanford students.

<https://archive.org/details/movpicwor26chal/>

## Edendale - The Film Years

[MPW1916j] Moving Picture World, Oct-Dec 1916.

\* Oct 7, page 115: "Niles, Cal. - Negotiations are under way by H. Taubner Gothe, of the Palo Alto Film Corporation, for taking over the old Essanay studio in this city. The concern has been operating at Palo Alto and has turned out a number of short productions."

\* Nov 4, page 682: (photo) In early 1916, Nell Shipman received a release from the PAFC contact to feature in Vitagraph's *God's Country and the Woman* (1916).

<https://archive.org/details/movingpicturewor30newy/>

[Muybridge1893] Eadweard Muybridge, Horse galloping Zoopraxiscope disk, Library of Congress, c. 1893.

\* (photo) A Zoopraxiscope disk of a horse galloping.

<https://www.loc.gov/resource/ppmsca.05947/>

[Muybridge1902] Eadweard Muybridge; *Animals in Motion*; Chapman & Hall, 1902; Commenced 1872, Completed 1885.

\* Muybridge's collection of dozens of sequential photos of dozens of different species of animals.

[https://archive.org/details/gri\\_33125012264293/](https://archive.org/details/gri_33125012264293/)

[MWP1923h30] Mid-Week Pictorial; Aug 30, 1923.

\* page 22: (photo) Muybridge Zoopraxiscope, from the Kingston Museum.

[https://archive.org/details/sim\\_midweek-pictorial\\_1923-08-30\\_18\\_1/](https://archive.org/details/sim_midweek-pictorial_1923-08-30_18_1/)

[Newport1882h19] The Horse in Motion!, The Newport Mercury, Aug 19, 1882.

\* page 8: Display ad for a theatre presentation by Muybridge using his Zoopraxiscope. (One of many such ads in different cities in the 1880s.)

<https://www.newspapers.com/image/16205238/>

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[OHM2023h] Leland Stanford's stock farm georeferenced, MapWarper / Open Historical Map, Aug 2023.

\* (map) Stock farm map [Stanford188x] georeferenced to Google Maps by the Open Historical Map team places the Muybridge studio at what is now the southwest corner of Campus Drive and Electioneer Road on the Stanford Campus.

[https://mapwarper.net/maps/75852#Preview\\_Rectified\\_Map\\_tab](https://mapwarper.net/maps/75852#Preview_Rectified_Map_tab)

<https://www.openhistoricalmap.org/>

[PacTel1916fj] Telephone Directory: Oakland, Alameda, Berkeley, San Leandro and Bay Counties, 1916.

\* Jun, page 18: Palo Alto Film Corp, Madison Thoits Bld. Palo Alto 1134.

[https://archive.org/details/cfra\\_000012/](https://archive.org/details/cfra_000012/)

\* Oct, page 18: Palo Alto Film Corp, Madison Thoits Bld. Palo Alto 1134.

[https://archive.org/details/cfra\\_000014/page/n491/](https://archive.org/details/cfra_000014/page/n491/)

[PADir] Directory of Palo Alto, Mayfield, Stanford University, Ravenswood and East Palo Alto, Willis L. Hall publisher.

\* All addresses listed here were in Palo Alto unless otherwise noted.

1917-18:

\* Madison-Thoits Building at 156 University Ave.

\* Marquee Theater, 215 University Ave.; display ad.

\* Palo Alto Film Corporation, 156 University Ave.

\* Varsity Theater, 261 / 263 University Ave.

<https://books.google.com/books?id=huCwaX6Z2kwC>

1925:

\* Madison-Thoits Building at 156 University Ave.

\* Mayfield Theater, 165 Lincoln, Mayfield.

\* New Stanford Theater, 215 University Ave.

\* Theater Candy Store, 161 East Lincoln, Mayfield.

\* Varsity Theater, 261 University Ave.

<https://archive.org/details/directorypaloal02unkngoog/>

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[PASH2023a] Palo Alto Stanford Heritage.

> 1121 Bryant Street.

\* Castilleja School for Girls, 1907-10, then Nardyne Apartments.

\* Palo Alto City Directory 1914-15: Display ad for EPFC.

<https://www.pastheritage.org/inv/invB/Bryant/1121bryant.html>

> 223 University Avenue

\* Marquee / Stanford / New Stanford Theater.

<https://www.pastheritage.org/inv/invU/Univ223.html>

\* More information about the Stanford Theater on Wikipedia:

[https://en.wikipedia.org/wiki/Stanford\\_Theatre](https://en.wikipedia.org/wiki/Stanford_Theatre)

Original ad and other instances in the directory at:

\* page 22: Exactus display ad.

\* page 36: Castilleja School for Girls at 1350 Bryant St.

\* page 45: Exactus directory entry, alphabetical.

\* page 116: Exactus irectory entry, categorized as Motion Picture Factory.

<https://books.google.com/books?id=rJw6AQAAIAAJ>

[Peterson1915k] H. C. Peterson, The Birthplace of the Motion Picture, Sunset Magazine, Nov 1915. (Author: H. C. Peterson was the Director of the Leland Stanford Jr. University Museum, and director of PAFC.)

\* pages 909-915: (photos) Long article describing the 1878 Muybridge trotting horse motion picture. Photos of Stanford; Muybridge; Muybridge studio at the stock farm; moving pictures of horses, boxers. (Some photos in this book were taken from the hardcopy issue of the magazine.)

\* pages 933+: (photos) Buildings at the San Francisco and San Diego expositions.

<https://babel.hathitrust.org/cgi/pt?id=uc1.31210017203132&seq=881>

[PTT1912c12] Peninsula Times Tribune, Mar 12, 1912.

\* page 1: Varsity Theater opened on March 11, in Palo Alto, "on the sunny side of University Avenue between Ramona and Bryant streets." It has a capacity of 525 audience members. The university orchestra performed, and motion pictures were shown: 5 shorts, a travelogue, and a newsreel. The first stage play on March 14 will be *The Squaw Man*.

<https://www.newspapers.com/image/838039215/>



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[PTT1913h06] Peninsula Times Tribune, Aug 6, 1913.

\* page 8: James Jerome sold his place near Los Altos to H. Taubner Goethe.

<https://www.newspapers.com/image/838025734>

[PTT1914h07] Peninsula Times Tribune, Aug 7, 1914.

\* page 4: Exactus Educational Film Company established its studio and laboratories in the old Castilleja School building at 1121 Bryant Street. EPFC requested a \$50 per month bonus from the Chamber of Commerce, equivalent to the rent of the building.

<https://www.newspapers.com/image/838035117/>

[PTT1914h14] Peninsula Times Tribune, Aug 14, 1914.

\* pages 1, 8:

> Paul Gerson, director of the Gerson School of Dramatic Arts in San Francisco, joins EPFC. EPFC will use the pupils from the Gerson School.

<https://www.newspapers.com/image/838035245/>

> The first Pathe Weekly movie will be filmed; the first public appearance of the Palo Alto Boosters' Club; produced by T. K. Peters, president of EPFC and the Pathe local rep; filmed opposite the Bank of Palo Alto.

<https://www.newspapers.com/image/838035265/>

[PTT1914h24] Peninsula Times Tribune, Aug 24, 1914.

\* page 4: EPFC will hold a stockholders' meeting on August 26th at the regular place of business, 1121 Bryant Street.

<https://www.newspapers.com/image/838010805/>

[PTT1915c03] Peninsula Times Tribune, Mar 3, 1915.

\* page 5: EPFC will show over 15,000 feet of film daily at the California section of the Palace of Education at the Panama-Pacific Exposition.

<https://www.newspapers.com/image/838480894/>

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[PTT1915c06] Peninsula Times Tribune, Mar 6, 1915.

\* page 8:

- > T. K. Peters, while continuing to be a stockholder, has left EPFC to organize a movie production company in Scranton, Pa.
- > EPFC will show 15,000 feet of film at the San Francisco exposition and 10,000 feet at the San Diego exposition: 5,000 feet for the state library, 5,000 for the city of Oakland, and 5,000 for Belmont and other schools.
- > EPFC has an exclusive contract to project movies at the California educational exhibit.

<https://www.newspapers.com/image/838480964/>.

[PTT1915g03] Peninsula Times Tribune, Jul 3, 1915.

\* page 3: EPFC is the only occupant at 1121 Bryant St. Descriptions of "streets" vs. "avenues" in Palo Alto.

<https://www.newspapers.com/image/838186918/>

[PTT1915h14] Peninsula Times Tribune, Aug 14, 1915.

\* pages 1,8: EPFC's made efforts to recover: reorganized, with five new directors; sell stock; continued focus on education pictures but with little profit; support staff by unpaid volunteers; but minimal financial resources.

<https://www.newspapers.com/image/838188486/>

[PTT1915j30] Peninsula Times Tribune, Oct 30, 1915

\* page 8: Display ad for extras for PAFC over the next year, emphasizing "several elderly character types, especially miners" needed in the next ten days. Applications only by mail.

<https://www.newspapers.com/image/838190830/>

[PTT1915k03] Peninsula Times Tribune, Nov 03, 1915.

\* page 2: PAFC constructing a temporary stage at corporation president H. Taubner Goethe's property near Loyola, so filming can start the following Monday. Likely a total of two months before a permanent site is chosen and permanent buildings constructed. Artists on their way from Los Angeles

<https://www.newspapers.com/image/838190867/>

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[PTT1915k18] Peninsula Times Tribune, Nov 18, 1915

\* pages 1, 8: Palo Alto Furniture Company furnished awnings or deflectors and most of the stage furniture for the new PAFC.

<https://www.newspapers.com/image/838191274/>

[PTT1915k17] Peninsula Times Tribune, Nov 17, 1915 and other dates.

\* page 4: Classified ad seeking 8 homes with garages, for families connected to the PAFC.

\* page 4: Office located at room 10, Madison-Thoits building.

<https://www.newspapers.com/image/838191231/>

[PTT1915k19] Peninsula Times Tribune, Nov 19, 1915.

\* page 7: In the motion picture *The Romance of the Stanford Man* (1915), distinguished Palo Alto citizens were seen trying to push into The Times office to order the paper or buy wedding announcements; the Stanford laundry wagon and the Palo Alto market's delivery wagons appeared in the picture; future Marquee [Theatre] movies will film scenes at the Times - customers who want to appear in the crowds are welcome, if they bring a new subscriber.

<https://www.newspapers.com/image/838191301/>

[PTT1915l04] Peninsula Times Tribune, Dec 4, 1915.

\* page 8: PAFC: offered a contract to Stanford actor Buford Williams; will use Stanford students in ensemble aka "mob" scenes; is more than halfway through filming *Wanda of the Red Street*; is progressing on the script for the next production; has options on three sites in Palo Alto, one that is ten acres, and may decide on one in the next few days.

<https://www.newspapers.com/image/838191706/>

[PTT1915l07] Peninsula Times Tribune, Dec 7, 1915.

\* page 4: (cartoon) PAFC director Frederick Kelsey finds the key to motivate stubborn donkeys.

<https://www.newspapers.com/image/838191767/>

[PTT1915l10] Peninsula Times Tribune, Dec 10, 1915.

\* page 7: While the PAFC company was on location, a stray black cat got his head caught in a soup can, but was saved by the property boy.

<https://www.newspapers.com/image/838191924/>

## Edendale - The Film Years

[PTT1915111] Peninsula Times Tribune, Dec 11, 1915.

\* page 2: PAFC filmed a scene at a trout stream near a fish hatchery in the mountains behind Palo Alto.

<https://www.newspapers.com/image/838191945/>

[PTT1916a08] Peninsula Times Tribune, Jan 8, 1916.

\* page 1: PAFC 5-reel movie *Wanda* (1916) in final production, and will have a private showing at the Varsity Theater in about one week. PAFC President Goethe expects revenues of \$12,500, perhaps up to \$30,000 if the film is well-received. Goethe believes that the movie industry will move from Los Angeles to other locations. (Author: Of course, this never happened.)

> Three companies from Los Angeles are working in the Santa Cruz mountains near Felton.

<https://www.newspapers.com/image/838019522/>

[PTT1916a27] Peninsula Times Tribune, Jan 27, 1916.

\* page 8: PAFC's manager Goethe planned to send out 500 invitations the next day to the December 31 Varsity theater showing of *Wanda* (1916).

<https://www.newspapers.com/image/838020220/>

[PTT1916a31] Peninsula Times Tribune, Jan 31, 1916.

\* page 1: PAFC will show *Wanda* tonight at the Varsity theater, to 500 invited guests. *Wanda* was filmed in Palo Alto. The studio is at Loyola, near Mountain View.

<https://www.newspapers.com/image/838020387/>

[PTT1916b01] Peninsula Times Tribune, Feb 1, 1916.

\* page 5: PAFC showed *Wanda* (1916) the previous night at the Varsity theater, to almost 700 guests. *Wanda* was successful. "Palo Alto will be brought into prominence wherever the film is shown."

<https://www.newspapers.com/image/838020331/>

[PTT1916b01] Peninsula Times Tribune, Feb 1, 1916.

\* page 5: Editor's review.

<https://www.newspapers.com/image/838020372/>

## Edendale - The Film Years

[PTT1916b29] Peninsula Times Tribune, Feb 29, 1916.

\* page 1:

> The merger of the San Jose Film Company with the PFAC finally concluded, with PAFC acquiring valuable studio furnishings, furniture, equipment, and an automobile from the Garden City Studio.

> The San Jose company had attained prominence with its film *The Valley of Hearts Delight* (1915), which caused disputes among the San Jose company's factions.

<https://www.newspapers.com/image/838021348/>

[PTT1916g05] Peninsula Times Tribune, Jul 5, 1916.

\* page 7:

> PAFC President has been in Los Angeles for two months, arranging a market for PFAC movies.

(Author: This indicates that the company has not yet been successful in marketing its productions.)

> PAFC expects to start work on a new picture soon.

> *Wanda* (1916), not yet released, has been rearranged and improved and will be released soon.

<https://www.newspapers.com/image/838008923/>

[PTT1923d17] Peninsula Times Tribune, Apr 17, 1923.

\* page 8: Display ad for the Stanford Theater, listing *Thorns and Orange Blossoms*, *The Agent*, and Mack Sennett's *Suzanna* with Mabel Normand.

<https://www.newspapers.com/image/838294088/>

[PTT1923l08] Peninsula Times Tribune, Dec 8, 1923.

\* page 2: Mayfield Theater being renovated by new owners.

<https://www.newspapers.com/image/838094206/>

[PTT1924b07] Peninsula Times Tribune, Feb 7, 1924 and other dates.

\* page 3: Display ad for *The Spoilers* at the Mayfield Theater.

<https://www.newspapers.com/image/838415613/>

[PTT1924d01] Peninsula Times Tribune, Apr 24, 1926 and other dates.

\* page 8: Display ad for vaudeville and pictures at the Mayfield Theater.

<https://www.newspapers.com/image/838416501/>

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[PTT1926d24] Peninsula Times Tribune, Apr 1, 1924.

\* page 10: Construction began for a new Mayfield Theater.

<https://www.newspapers.com/image/841968287/>

[Recorder1915j29] The Recorder, Oct 29, 1915.

\* page 6: PAFC was incorporated, in exchange for the assets of the San Jose Film Co. of San Jose and the Exactus Photo Film Co. of Palo Alto.

<https://www.newspapers.com/image/610596407/>

[Recorder1916b04] The Recorder, Feb 1915.

Superior Court, Department Two.

\* Feb 4, 18, and 19, page 5: Rice v. EPFC, "mo to set aside deft judgt etc.".

<https://www.newspapers.com/image/610203009/>

<https://www.newspapers.com/image/610562189/>

<https://www.newspapers.com/image/610562252/>

[Recorder1917gh] The Recorder, Jul-Aug 1917.

Superior Court, City and County of San Francisco, Dept. 3, J. Troutt.

\* Jul 6, page 2: Court calendar, Bjork v. Palo Alto Film Corp. et al, "dem to complt". Also Jul 24, p 4; Jul 27, p 2; Aug 3, p 4; Aug 25, p 4.

<https://www.newspapers.com/image/610203009/>

## Edendale - The Film Years

[Rice1914i08] Archie Rice, Picture Plant Has Surprises, Peninsula Times Tribune, Sep 8, 1914, pages 1-2.

\* "Palo Alto's New Industry Shows Several Unique Inventions to Make Film Reels"; "Open-Air Stage to Be Erected in Few Days for Plays and Foreign Actors".

\* Harry (H. C.) Peterson is a city councilman and Stanford Museum curator

\* Discussion of T K Peters' seven motion picture inventions.

\* Listed Exactus employees: photographers, machinists, five or six costume-makers, clerks, scenic artists, property men, and janitors.

\* Conversion of previous rooms to picture-making purposes. Construction of the open-air stage to complete within a few days.

\* The factory also includes rooms for: time-lapse microphotography of growing plants and flowers and developing animal life; an X-ray machine to record motion pictures of fractured and mending bones; and a movie show-room;

\* The company will utilize about ten leading actors, plus Palo and Stanford talent as is available.

\* The first picture will be a Spanish feature with eight principal Spanish-speaking actors. Another will be Chinese, with ten trained Chinese actors.

\* In late 1915, Exactus will make a Roman and Grecian historical feature, involving about 5,000 people and a scene at the Berkeley Greek theatre.

\* If the name Palo Alto appears on every reel that Exactus produces, as many as 15,000,000 people may wonder or ask about Palo Alto.

<https://www.newspapers.com/image/838035679/>

[Rider1985] Robin E. Rider, Guide to Sources in Northern California for History of Science and Technology, Office for History of Science and Technology, University of California, 1985.

\* page 133: "Exactus Photo-Film Corporation, Palo Alto: B055 1.5 linear feet (1914-1918). Records of the first documentary film company in the U.S., including records pertaining to inventions by T. K. Peters; patents, promotional brochures."

<https://archive.org/details/guidetosourcesin0000/>

## Edendale - The Film Years

[SacBee1916d03] Sacramento Bee, Apr 3, 1916.

\* page 13: EPFC was included in an official State of California list of companies that had forfeited their charter, or right to do business, due to non-payment of taxes.

<https://www.newspapers.com/image/616703292/>

[SacBee1917c26] Sacramento Bee, Mar 26, 1917.

\* page 13: PAFC was included in an official State of California list of companies that had forfeited their charter, or right to do business, due to non-payment of taxes.

<https://www.newspapers.com/image/616735006/>

[SacStar1915l27] Sacramento Star, Dec 27, 1915.

\* page 2: Leading lady of the Palo Alto Film Company, Francella Billington, started her movie career in 1912 with Thanouser, followed by two years with Majestic.

<https://www.newspapers.com/image/607485123/>

[Sanborn1894] Mayfield, Sanborn Fire Insurance Map, 1894.

[https://commons.wikimedia.org/wiki/File:Sanborn\\_Fire\\_Insurance\\_Map\\_from\\_Mayfield,\\_Santa\\_Clara\\_County,\\_California.\\_LOC\\_sanborn00677\\_003-3.jpg](https://commons.wikimedia.org/wiki/File:Sanborn_Fire_Insurance_Map_from_Mayfield,_Santa_Clara_County,_California._LOC_sanborn00677_003-3.jpg)

[SBCS1915c18] San Bernardino County Sun, Mar 18, 1915.

\* page 1: Mr. Miller of EPFC filmed the beauties of San Bernardino County, to project at the San Francisco Panama-Pacific Exposition perhaps also the San Diego Panama-California exposition. Mr. Miller is a former trustee of the Palo Alto library and specializes in educational movies. List of county sites included in the picture.

<https://www.newspapers.com/image/47009852/>

[SCCDir(year)] Santa Clara County Directory.

1911-1912: No mention of James Jerome, who sold property to H. Taubner Goethe in August 1913.

<https://play.google.com/books/reader?id=nKxKAQAIAAJ>

[SCCClerk] Deeds, Digital Reel, Santa Clara County Clerk-Recorder.



## Edendale - The Film Years

\* Book 424, pages 302-303 of 600: On July 7, 1913, James Jerome sold property to H. Taubner Goethe: lots 9 and 17, and east halves of lots 10 and 16 of subdivision 2, northeast 1/4 of section 4, township 7, south range 2.

\* Book 450, pages 3 to 5 of 600: On June 13, 1910, Anne D. Williams sold property to James Jerome: a 20 acre tract.

\* Book H, page 97: (map) Cyrus Berry Subdivision no.

[SEN1915e] Sierra Educational News, May 1915.

\* page 339: Full-page display ad EPFC announcing directly to California teachers and school officials the availability of educational films.

[https://archive.org/details/sim\\_cta-journal\\_1915-05\\_11\\_5/](https://archive.org/details/sim_cta-journal_1915-05_11_5/)

[SFChron1915j29] San Francisco Chronicle, Oct 29, 1915.

\* page 14: PAFC was incorporated. (Same story as [Recorder1915j29].)

<https://www.newspapers.com/image/27560557/>

[SFE1915d09] San Francisco Examiner, Apr 9, 1915.

\* page 3: EPFC showing today motion pictures of school activities including the state's library system, to visiting teachers at the San Francisco Civic Auditorium.

<https://www.newspapers.com/image/458068998/>

[SFE1915l07] San Francisco Examiner, Dec 7, 1915.

\* page 16: Commissioner Carnahan revoked the permits of EPFC and the San Jose Film Company to sell stock. PAFC is absorbing both companies.

<https://www.newspapers.com/image/457545095/>

[SIR1922a] Stanford Illustrated Review, 1922.

\* page 31: Sarabelle Arnott married Wilbur S. Slemmons on June 12. Arnott was active in Stanford dramatics.

<https://books.google.com/books?id=S8DmAAAAMAAJ&pg=PA31>

[Slide2001] Anthony Slide, *The American Film Industry: A Historical Dictionary*, Scarecrow Press, 2001.

\* page 114: Exactus Photo-Film Corporation, Incorporated Aug 28, 1914. Likely the first motion picture company organized entirely to produce educational motion pictures. EPFC received two gold and one bronze medal at the 1915 Panama-Pacific International Exposition. By 1916, Exactus had auctioned off its assets, and was absorbed by the Palo Alto Film Company.  
<https://archive.org/details/newhistoricaldic0000slid/>

[Sloane1922] Thomas O'Connor Sloane; *Motion Picture Projection*; Falk; 1922.

\* pages 14-21: (photos) Various sequential image viewing devices that preceded celluloid film, including the Zoopraxiscope.  
<https://archive.org/details/motionpicturepro00sloaouft/>

[Stanford188x] Stanford Stock Farm, established 1876, discontinued 1903.

\* (map) Leland Stanford's stock farm, showing the location of the Muybridge motion picture studio on both sides of the Mile Training Track.  
<https://searchworks.stanford.edu/view/qq519rc8294>

[Stockton1921h] Alice Irene Stockton, *The Birth of the Movies*, *Motion Picture Magazine*, Aug 1921-Jan 1922.

\* Sep, page 8: Another account of the Stanford-Muybridge trotter filming including Stanford's \$10,000 bet.  
<https://archive.org/details/motionpicturemag22brew/>

[Variety1914h21] *Variety*, Aug 21, 1914.

\* page 19: The Exactus Photo Film Co. was recently organized in Palo Alto to produce educational pictures. T. K. Peters, president and general manager; Mr. Lever, secretary; H. F. Congdon, treasurer.  
[https://archive.org/details/sim\\_variety\\_1914-08-21\\_35\\_12/](https://archive.org/details/sim_variety_1914-08-21_35_12/)

[Wade1893] Stuart C. Wade, *Handbook for the World's Columbian Exposition*, Rand McNally & Co., 1993.

\* page 8: (photo) Index and map, showing the Zoopraxiscope location.  
<https://archive.org/details/randmcnallycosha00wade/>

[Weinberg1925d] Louis Weinberg; Motion Pictures as a Social Force; Current History; April 1925.

\* pages 84+: (photo) Muybridge Zoopraxiscope.

[https://archive.org/details/sim\\_current-history-forum\\_1925-04\\_22\\_1/](https://archive.org/details/sim_current-history-forum_1925-04_22_1/)

[Wikipedia] Chain and Link definitions, Wikipedia.

[https://en.wikipedia.org/wiki/Chain\\_\(unit\)](https://en.wikipedia.org/wiki/Chain_(unit))

[https://en.wikipedia.org/wiki/Link\\_\(unit\)](https://en.wikipedia.org/wiki/Link_(unit))

[Williams1887g] Talcott Willaims, Animal Locomotion in the Muybridge Photographs, The Century Magazine, Jul 1887.

\* pages 356-368: (photos) Extensive discussion of Muybridge's sequential photos, including photos and illustrations of a mule, a baby, running high jump, a backwards somersault, birds, throwing a heavy rock, baseball throwing and batting, and others; all reproduced with permission from Eadweard Muybridge, Animal Locomotion, University of Pennsylvania.

<https://archive.org/details/centuryillustrat00royj/>

[Zelazko1] Alicja Zelazko, Encyclopedia Britannica.

\* (photos) A brief biography of Muybridge. Photos include an 1889 depiction of Muybridge in front of an image of a horse with all hooves off the ground, and of a figure hopping.

<https://www.britannica.com/biography/Eadweard-Muybridge>

## Version Notes

Date	Version	Notes
September 2023	1.0	