

For 100 years,
going to the movies
has inspired
writing, creativity,
and learning.

Write about your
most memorable
movie experiences.

Enter the Reel Memories
Essay Contest!

Deadline: Entries must be postmarked by
February 28, 2005.



The Wizard of Oz (1939)

"Film is more than the twentieth-century art. It's another part of the twentieth-century mind. It's the world seen from inside."

—Don DeLillo (b. 1936),
U.S. author



Mary Poppins (1964)

"Cinema is a time machine. Movies preserve the past.... Movies resurrect the beautiful dead; present, intact, vanished or ruined environments; embody without irony styles and fashions that seem funny today...."

—Susan Sontag (b. 1933),
U.S. essayist



Toy Story (1995)

"The motion picture is here to stay. It is accomplishing something—something in the way of education."

—Marcus Loew (b. 1870),
founder of Loews Theaters



Willy Wonka and the
Chocolate Factory (1971)

"The movies were my textbooks for everything else in the world."

—Jill Robinson (b. 1936),
Canadian novelist



A Century of History and Movies Timeline

History

Movies

1894-1919:
Pre-World War I



1904:
Early movie theaters (called *nickelodeons* or *penny arcades*) open, including the first Loews Arcade

1913: Movie palaces (beautiful theaters) open across the United States



1920-1939:
The Great Depression

1917:
United States officially enters World War I

1920:
Women win the right to vote



1929: Stock market crashes and the Great Depression begins



1924: Metro-Goldwyn-Mayer Pictures (MGM) formed by Marcus Loew with Louis B. Mayer



1939: MGM's *The Wizard of Oz* is released and premieres at a Loews Theater

1940-1949:
World War II

1941: United States enters World War II



1940: First music videos (called *soundies*) made

1942: Loews and other theaters play newsreels before movies to help raise money for troops

1950-1969:
The Atomic Age



1963: Dr. Martin Luther King, Jr., delivers his "I Have a Dream" speech, and President John F. Kennedy is assassinated

1951: Larger movie screens on airplanes are developed to encourage people to go to theaters



1960: Smell-O-Vision theaters allow audiences to smell more than 30 scents

1970-present:
The Modern Age

1981: Former actor Ronald Reagan becomes President of the United States



2004:
Loews celebrates its 100th anniversary

