Led to the development of censorship and the creation of the
MPPDA

MPPDA
• Motion Picture Association of America
• Hollywood’s trade organization
• Founded during the Hays Office in 1922
• Government felt there should be a certain amount of
censorship in Hollywood

P.C.A.

4 important studios
• MGM (Metro Goldwyn Mayer)
  • “More stars than in the Heavens”
  • The premier studio
  • Highest production values
• Paramount
  • Most European studio
  • Entered contract with German studio, exchanging actors
• UA (United Artists); Now part of MGM
  • Charlie Chaplin among founders
• WB (Warner Bros.)
  • The emergence of “talkies” in 1927 boosted Warner
    Brothers