

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

MoMI PRESENTS AN EXHIBITION FEATURING MORE THAN ONE HUNDRED GLASS “LANTERN” SLIDES (1914–1948), MESSAGES TO MOVIEGOERS IN THEATERS

***Don't Forget the Pictures: Glass Slides from the Collection* is on view through October 20, 2019**

Astoria, New York, February 20, 2019—Projected images from glass slides were an integral feature of the early cinema experience. These colorful 3¼-by-4-inch slides were used to illustrate popular songs during audience sing-alongs, advertise local businesses, instruct audiences about appropriate behavior, and promote upcoming films. Museum of the Moving Image presents an exhibition of these fragile, often beautiful and idiosyncratic slides in [*Don't Forget the Pictures: Glass Slides from the Collection*](#), currently on view through October 20, 2019 in the Amphitheater Gallery.

Don't Forget the Pictures includes projections and installations of more than one hundred glass slides from 1914–1948, drawn from the more than 1,500 examples in the Museum's collection. Many of the slides on exhibit are part of a gift of more than 1,300 slides from Joseph C. Sweet, Jr., whose father was a theater owner and exhibitor in Connecticut from approximately 1915 through 1930.

Often referred to as “lantern” slides because of their origin in pre-cinema magic lantern shows, glass slides served a practical purpose in the first movie theaters, allowing the projectionist to keep the audience entertained as they changed reels (“Operator’s nearly through. DON’T BE UNEASY”). Illustrated song slides accompanied live performers who led the audience in singing popular songs, which also benefited theater owners through sales of sheet music. Some of the slides in the exhibition feature modifications of manufactured slides—what might be called a “hack” today—allowing theater owners to adapt or recycle slides for new purposes. For example, one slide features the hand-written word “INTERMISSION” placed within a word bubble emerging from a photographic image of Douglas Fairbanks (the only image remaining from the original slide). Among the slides in the exhibition are also some from films that were not preserved and are considered lost: preview slides for *Call of the East*, a 1917 film starring Sessue Hayakawa and Margaret Loomis, and 1917’s *Cleopatra*, featuring an iconic image of Theda Bara as the Egyptian queen. These artifacts are sometimes among the only traces that remain of a film.

While glass slides were no longer in wide use by 1950, today’s theaters continue to

present local advertisements, behavioral tips, and coming attractions through other forms of media.

Don't Forget the Pictures is organized by Barbara Miller, Senior Curator of Collections and Exhibitions.

Online access: A selection of glass slides are available for viewing through the [Museum's online collection catalog](#). This is just a subset of the Museum's collection of approximately 1,500 slides.

###

Press contact: Tomoko Kawamoto, tkawamoto@movingimage.us / 718 777 6830

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facility—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wed–Thurs, 10:30 a.m.–5:00 p.m. Fri, 10:30 a.m.–8:00 p.m. Sat–Sun, 10:30 a.m.–6:00 p.m.

Museum Admission: \$15 adults; \$11 senior citizens (ages 65+) and students (ages 18+) with ID; \$9 youth (ages 3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Fridays, Saturdays, and Sundays, and as scheduled. Unless otherwise noted, tickets: \$15 adults, \$11 students and seniors, \$9 youth (ages 3–17), free or discounted for Museum members (depending on level of membership). Advance purchase is available online. Ticket purchase may be applied toward same-day admission to the Museum's galleries. **New Release screenings are \$15** (discounted for Museum members, seniors, students, and youth)

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M or R to Steinway Street. N or W to 36 Ave or Broadway.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

Museum of the Moving Image is housed in a building owned by the City of New York and has received significant support from the following public agencies: New York City Department of Cultural Affairs; New York City Council; New York City Economic Development Corporation; New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature; Institute of Museum and Library Services; National Endowment for the Humanities; National Endowment for the Arts; and Natural Heritage Trust (administered by the New York State Office of Parks, Recreation and Historic Preservation). For more information, please visit movingimage.us.