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On April 30, 1912, the Universal Film Manufacturing Company was incorporated in New York. This new company was an alliance between Laemmle's IMP, the New York Motion Picture Company, Rex Motion Pictures, and Powers Motion Pictures. By May 20, Nestor and Champion Films had also joined Universal, and on July 12 Carl Laemmle had officially been elected President of the new venture.

On August 15, 1912, Universal officially expanded its operation to the West Coast when it leased a portion of the Providencia Ranch in the San Fernando Valley. Less than two years later, Laemmle decided to centralize his West Coast operations, and ordered his manager, Isadore Bernstein, to buy more property in the San Fernando Valley. For \$165,000 in March 1914, Bernstein chose a 230-acre ranch, just across the road from where Mexican General Andre



