

# Hollywood – The Silent Era

# Feature Films in Deluxe Theaters

## The Studio System

# First National – Vertical Integration

- Created by 26 theater chains, 600 theaters
- Thomas Tally
- Exhibition
- Distribution
- Production
- Vertical Integration
- Burbank Lot



# United Artists – 1919

the distribution of independent productions

- Charlie Chaplin
- Mary Pickford
- Douglas Fairbanks
- D.W. Griffith
- Also create Motion Picture Fund

# Loew's Inc – Metro-Goldwyn-Mayer

- Marcus Loew – founder of Loew's, Inc.
- Louis B. Mayer – studio boss
- Irving Thalberg – head of production
- Nicholas Schenck – President of Loew's, Inc.

# Silent Hollywood – The Dream Factory

- Paramount
- Loew's (MGM)
- Fox
- First National
- Universal
- United Artists

# Big Pictures, Big Stars

- Douglas Fairbanks
- Rudolph Valentino
- Clara Bow
- Greta Garbo
- Westerns & Tom Mix
- Lon Chaney

# Silent Comedy – the 1920's

- Charlie Chaplin
- Buster Keaton
- Harold Lloyd
- Mabel Normand
- Hal Roach



# Cecil B. DeMille

1881-1959

- 1914 THE SQUAW MAN
- 1915 THE CHEAT
- 1920 WHY CHANGE YOUR WIFE
- 1923 THE 10 COMMANDMENTS
- 1927 KING OF KINGS

# Erich von Stroheim

1885-1957

- 1922 FOOLISH WIVES
- 1924 GREED
- 1928 THE WEDDING MARCH
- 1929 QUEEN KELLY

# King Vidor

1894-1982

- 1925 THE BIG PARADE
- 1928 THE CROWD
- 1929 HALLELUJAH

# Lois Weber

1879-1939

- 1908 begins at Gaumont with husband, co-star & co-director Phillips Smalley
- 100s of shorts & features
- 1916 WHERE ARE MY CHILDREN?
- 1921 THE BLOT

## Women writers in 1920s Hollywood

- **Frances Marion** (1888-1973) Highest paid writer in 1920s Hollywood; 2 Academy Awards
- **June Mathis** (1889-1927) Discoverer of Valentino; early Metro Pictures executive
- **Bess Meredyth** (1890-1961) Co-founder of the Academy of Motion Picture Arts & Sciences; 2 Academy Award nominations
- **Anita Loos** (1889-1981) Early collaborator with DW Griffith & Douglas Fairbanks; GENTLEMEN PREFER BLONDES