

The Nickelodeon Era

D.W. Griffith

Exhibition – The Nickelodeon

- Converted store / theater, seats 75-300
- Low admission price, 5-10 cents
- One reel subjects: topical, westerns & melodramas
- Frequent change of program
- Films rented from distribution exchanges

EDISON, BIOGRAPH, VITAGRAPH

- 1-2 reels per week
- Shift to Fiction Film
- The Production Unit
- “Ben Hur” copyright case 1907-11
- The Screenplay

Early Production Companies

- Lubin
- Essanay
- Selig
- Kleine
- Kalem

- Pathe – Alice Guy

The Motion Picture Patents Company – 1908

“The Trust”

- Edison / Biograph / Vitagraph
Selig / Essanay / Lubin / Kleine / Kalem
Star (Melies) / Pathe

Independent Motion Picture Co. 1909

Carl Laemmle 1867-1939

- The Movie Star
- Florence Lawrence
- Universal Pictures

William Fox 1879-1952

- 1910 – MPPC forms the General Film Co, first nationwide distributor
- William Fox's Greater New York Film Rental Co
- 1917 Final US Supreme Court ruling against the Trust
- 20th Century - Fox

D.W. Griffith

1875-1948

- 1875 - Born in Kentucky
- 1907 - Appeared in Edison's RESCUED FROM AN EAGLE'S NEST
- 1908-1912 American Biograph
- 1913 Independent production
- 1915 Feb – THE BIRTH OF A NATION
- 1916 – INTOLERANCE
- 1918 HEARTS OF THE WORLD Paramount Artcraft
- 1919 United Artists
- 1919 BROKEN BLOSSOMS Para/UA
- 1921 WAY DOWN EAST UA

Griffith at Biograph

- Long shot, medium shot, close up
- Moving camera
- Griffith & actors: Pickford, Gish
- Editing for meaning
- Lighting & camera: Billy Bitzer
- Social commentary & big themes

D. W. Griffith

- 1921 ORPHANS OF THE STORM
- 1924 AMERICA
- 1924 ISN'T LIFE WONDERFUL
- 1925 SALLY OF THE SAWDUST
- 1930 ABRAHAM LINCOLM
- 1931 THE STRUGGLE – last film