

# The Feature Film & Hollywood

Film d'Art - France  
Spectacular Features - Italy

Adolph Zukor  
Famous Players 1912  
Mary Pickford

# The Feature Film

- Filmed plays & books
- Movie stars

# The Deluxe Theater

- Admission \$1-2
- Capacity up to 6000
- Feature with live music
- Weekly change of program
- Balaban & Katz / S.L. Rothafel (Roxy)
- Air conditioning

# Paramount

- Nationwide feature film distribution
- 1914 - W.W. Hodkinson
- 1916 - Zukor & Famous Players Lasky merge production & distribution
- 1917 – distributes over 100 features
- Block booking

# Birth of Hollywood

- “350 Sunny Days a Year”
- Variety of Location
- Inexpensive property
- Open shop town
- Distance from New York

# Thomas Ince & The Studio System

- The Producer
- The Film Studio
- The Screenplay
- The Division of Labor
- The mass production of feature films

# Hollywood!

- Efficiency of the Studio System
- Large domestic market for US films
- Broad-based US culture had wide appeal
- World War I

# Hollywood & Early Stars

- Mary Pickford – America's Sweetheart
- Theda Bara – The Vamp
- Westerns & William S. Hart
- Keystone, Mack Sennett & slapstick comedy

# CHARLIE CHAPLIN

- With brother Sydney Chaplin in Fred Karno Comedy Troupe
- 1913 Dec Charles Spencer Chaplin joins Mack Sennett & Keystone
- “The Tramp”
- The complete filmmaker
- 1915 Essanay
- 1916 Mutual
- 1917 La Brea studio
- 1918 First National
- 1919 United Artists