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 Sweethart
• 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