Hollywood – The Silent Era
Feature Films in Deluxe Theaters
The Studio System
First National – Vertical Integration

• Created by theater chains
• Exhibition
• Distribution
• Production
• Vertical Integration
• Burbank Lot
United Artists – 1919
the distribution of independent productions

• Charlie Chaplin
• Mary Pickford
• Douglas Fairbanks
• D.W. Griffith
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
- 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