HOLLYWOOD – The Big Five
Production Distribution Exhibition

Paramount
MGM
20th Century – Fox
Warner Bros
RKO
Hollywood Oligopoly

- Big 5 control first run theaters
- Theater chains regional
- Theaters required 100+ films/year
- Big 5 share films to fill screens
- Little 3 supply “B” films
Hollywood Major

• Producer Distributor Exhibitor
• Distribution & Exhibition New York based
• New York HQ determines budget, type & quantity of films
Hollywood Studio

• Hollywood production lots, backlots & ranches
• Studio Boss
• Head of Production
• Story Dept
Hollywood Star

- Star System
- Long Term Option Contract
- Publicity Dept
Paramount

- Adolph Zukor
- 1912- Famous Players
- 1914- Hodkinson & Paramount
- 1916– FP & Paramount merge
- Producer Jesse Lasky
- Director Cecil B. DeMille
- Pickford, Fairbanks, Valentino
- 1933- Receivership
- 1936-1964 Pres. Barney Balaban
- Studio Boss Y. Frank Freeman
- 1966- Gulf & Western
Paramount Theaters

- Chicago, mid West
- South
- New England
- Canada
- Paramount Studios: Hollywood
Paramount Directors

Ernst Lubitsch
1892-1947

• 1926  So This Is Paris (WB)
• 1929  The Love Parade
• 1932  One Hour With You
• 1932  Trouble in Paradise
• 1933  Design for Living
• 1939  Ninotchka (MGM)
• 1940  The Shop Around the Corner (MGM)
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
- 1934  CLEOPATRA
- 1949  SAMSON & DELILAH
- 1952  THE GREATEST SHOW ON EARTH
- 1955  THE 10 COMMANDMENTS
Josef von Sternberg
1894-1969

- 1927  Underworld
- 1928  The Docks of New York
- 1930  The Blue Angel
- 1930  Morocco
- 1932  Blonde Venus
- 1934  The Scarlet Empress
- 1935  The Devil is a Woman
Paramount Directors

Preston Sturges

1898-1957

• 1940  The Great McGinty
• 1941  The Lady Eve
• 1941  Sullivan’s Travels
• 1944  The Miracle at Morgan’s Creek
• 1944  Hail the Conquering Hero
Paramount Directors

Billy Wilder
1906-2002

• 1944  Double Indemnity
• 1945  The Lost Weekend
• 1948  A Foreign Affair
• 1950  Sunset Boulevard
• 1953  Stalag 17
• 1954  Sabrina
Paramount’s Famous Players

- Marlene Dietrich
- Gary Cooper
- Mae West
- Claudette Colbert
- Fred MacMurray
- Alan Ladd
- Bob Hope & Bing Crosby
Paramount’s Big Hits

- 1922  The Covered Wagon
- 1927  Wings
- 1932  She Done Him Wrong
- 1943  For Whom the Bell Tolls
- 1944  Going My Way
- 1949  Samson & Delilah
- 1954  Rear Window
- 1955  The 10 Commandments
- 1958  Vertigo
- 1972  The Godfather
- 1974  Chinatown
- 1981  Raiders of the Lost Ark
- 1997  Titanic
The Paramount Program

• Fleischer Cartoons
• Paramount News
• Live Action Shorts
Metro-Goldwyn-Mayer

- Loew’s Inc
- Marcus Loew buys Metro & Goldwyn
- Nicholas Schenck
- Louis B. Mayer
- Irving Thalberg
- 1969 - Kirk Kerkorian
Loew’s Theaters

- New York
- Ohio
- Loew’s State
  Providence, RI  1940

- MGM Studios
  Culver City
MGM Filmmakers

- Writer Frances Marion
- Cinematographer William Daniels
- Directors King Vidor & George Cukor
- Producer Arthur Freed & Director Vincente Minnelli
MGM Stars

• Greta Garbo
• Joan Crawford
• Lionel Barrymore
• Wallace Beery
• Spencer Tracy
• Clark Gable
• MGM Musical Stars
• Judy Garland
• Gene Kelly
• Mickey Rooney
• Fred Astaire
MGM’s Films

• 1925  The Big Parade
• 1925  Ben Hur
• 1932  Grand Hotel
• 1932  Dinner at 8
• 1935  Mutiny on the Bounty
• 1939  Wizard of Oz
• 1943  Mrs. Miniver
• 1944  Meet Me in St Louis
• 1952  Singin in the Rain
• 1959  Ben Hur
• 1968  2001-A Space Odyssey
MGM

• Hearst Metrotone News
• Hal Roach Shorts
• Hanna & Barbera Cartoons
Fox

- Wm Fox vs. the Edison Trust
- 1927  Fox Movietone News
- Fox Theaters–Western US
- 1930 - Fox forced out
- 1930s - Fox in bankruptcy
Twentieth Century-Fox

• 1935 - 20\textsuperscript{th} Century
• Joseph Schenck
• Darryl F. Zanuck
Fox Studios

• Sunset & Western
• Movietone City – West LA
• Century City
• Fox Theaters – west of the Rocky Mtns
Fox Stars

• Theda Bara
• Tom Mix
• Janet Gaynor
• Will Rogers
• Shirley Temple
20\textsuperscript{th} Century-Fox Stars

• Shirley Temple
• Tyrone Power
• Betty Grable
• Henry Fonda
• Marilyn Monroe
Fox Films

• 1915 A Fool There Was
• 1926 What Price Glory
• 1927 Sunrise
• 1927 7th Heaven
• 1935 Steamboat Round the Bend
• 1939 Young Mr Lincoln
• 1940 The Grapes of Wrath
• 1941 How Green Was My Valley
20th Century-Fox Films

- 1944  Laura
- 1946  My Darling Clementine
- 1947  Gentleman’s Agreement
- 1950  All About Eve
- 1965  The Sound of Music
- 1977  Star Wars
John Ford  1894-1973

- 1917  Straight Shooting
- 1924  The Iron Horse
- 1934  The Lost Patrol -RKO
- 1935  Steamboat Round the Bend
- 1935  The Informer -RKO
- 1939  Stagecoach -UA
- 1939  Young Mr Lincoln
- 1940  The Grapes of Wrath
- 1941  How Green Was My Valley
20th Century- Fox

• Directors Henry King, Otto Preminger, Joseph L. Mankiewicz
• Music by Alfred Newman
• Writer Nunnally Johnson
• Writer Philip Dunne
Fox Shorts

- Fox Movietone News
- Terrytoons
Warner Bros

- 1914 - Warner Bros Feature Distribution
- 1917 – MY FOUR YEARS IN GERMANY
- President Harry Warner
- Studio Boss Jack Warner
- First National - Burbank Studios
- Gangsters & working class heroes
- Busby Berkeley musicals
Warners

- Theaters – Pennsylvania & New Jersey
- Studios – Sunset Blvd in Hollywood & the Burbank Studios
Warner Bros Stars

- Bette Davis
- Humphrey Bogart
- James Cagney
- Edward G. Robinson
- Errol Flynn
Warner Bros

• 1927 The Jazz Singer
• 1928 The Singing Fool
• 1930 Little Caesar
• 1931 Public Enemy
• 1932 42nd Street
• 1933 Footlight Parade
Warner Bros

- 1935 Captain Blood
- 1938 Adv of Robin Hood
- 1939 The Roaring 20’s
- 1941 Sgt York, High Sierra, Maltese Falcon
- 1942 Casablanca
- 1946 Mildred Pierce
- 1956 The Searchers
Warner Talent

- Michael Curtiz
- Raoul Walsh
Looney Tunes & Merrie Melodies

• Chuck Jones
• Tex Avery
• Bugs Bunny
• Daffy Duck
• Tweety
• Road Runner
R.K.O.

- RCA Photophone
- David Sarnoff
- FBO
- Keith-Albee-Orpheum
- Theaters – New York
- Radio City Music Hall
- 1935 - Floyd Odlum
- 1948 - Howard Hughes
RKO Radio Pictures

- Katharine Hepburn
- Robert Mitchum
- Robert Ryan
- Fred Astaire & Ginger Rogers
Radio Pictures

- 1931 Cimarron
- 1933 King Kong
- 1933 Little Women
- 1935 Top Hat
- 1936 Swing Time
- 1941 Citizen Kane
- 1945 Bells of St Mary’s
- 1946 Notorious
- 1946 Best Years of Our Lives
- 1946 It’s a Wonderful Life
- 1947 Out of the Past
RKO Filmmakers

• Merian C. Cooper
• Orson Welles
• Nicholas Ray
• Val Lewton
• Jacques Tourneur
• Lupe Velez
Walt Disney

- 1938 Snow White
- 1940 Fantasia
- 1941 Dumbo
- 1942 Pinocchio
- 1950 Cinderella