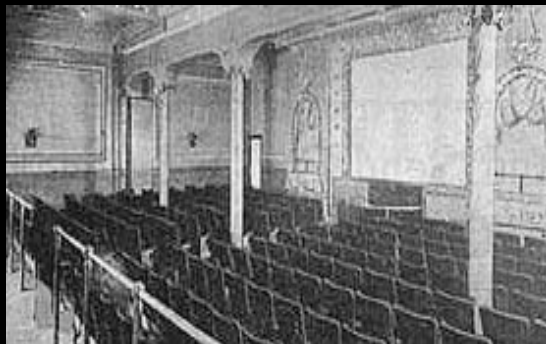
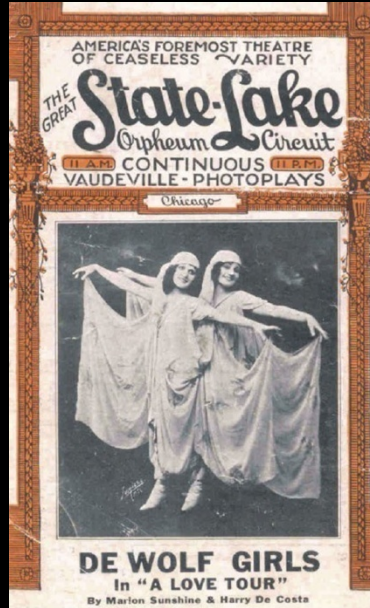
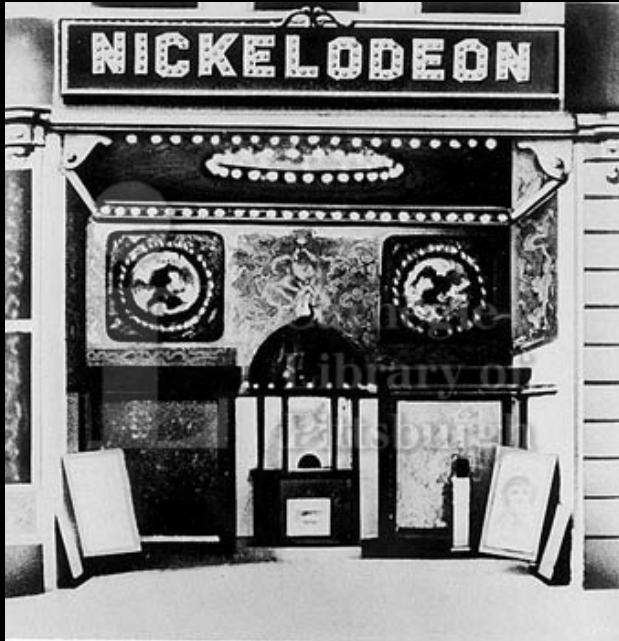


# The Nickelodeon Era



# Exhibition – The Nickelodeon



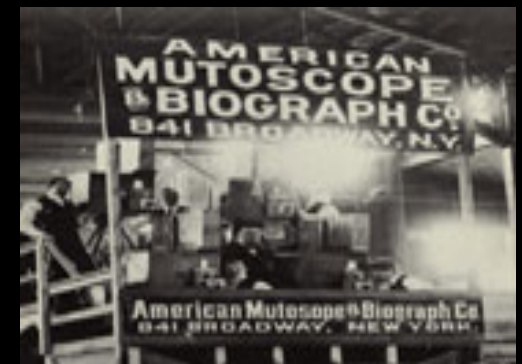
- Converted store / theater, seats 75-300
- Low admission price, 5-10 cents
- One reel subjects: topicals, westerns & melodramas
- Frequent change of program
- Films rented from distribution exchanges

Clune's Broadway Nickelodeon (1910), Los Angeles  
later The Cameo Theatre, closed 1991, photo 2007  
The Cameo 1958 CRY BABY KILLER w/ Jack Nicholson



# EDISON, BIOGRAPH, VITAGRAPH

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

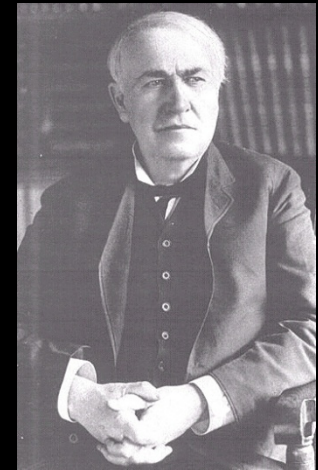


# Early Production Companies

- Lubin
- Essanay
- Selig
- Kleine
- Kalem



# The Motion Picture Patents Company "The Trust" -- 1908



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

**CLASS A FILMS**  
15 Cents per foot  
Exhibition Model Kinetoscope \$115.00

**CLASS B FILMS**  
12 Cents per foot  
Universal Model Kinetoscope \$75.00

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FILMS AND PROJECTING KINETOSCOPES

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**EDISON RHEOSTAT**  
UNDERWRITER'S MODEL

*Approved by The New York Board of Fire Underwriters and the Department of Water Supply Gas and Electricity*

The above Rheostat is the result of a series of careful experiments and tests aimed to produce an apparatus to meet every requirement of Municipal Authorities and Motion Picture Exhibitors. The resistance is built up with individual coils of "Climax" wire, and any single coil may be replaced without disturbing any other coil, by simply inserting four set screws. It is very performed about steep creasing thoroughly protects and ventilates the coils. Terminals and a listable switch are mounted on a non-conducting base later protected by a sheet steel automatic blocking cover. Automatic covered copper wires connect the various coils with wiring terminals and all connections are soldered. A convenient handle facilitates handling, especially when mounted in the box. All parts are made with size and tempering insuring interchangeability.

The above Rheostat is adapted for all models of Edison Projecting Kinetoscopes, and for either 110-120 volts direct current, or 100-110 volts alternating current, and 10 to 20 amperes without excessive heating.

The above features combined with the best materials and workmanship, superior design and construction produced a PERFECT RHEOSTAT.

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SWITCH AND COVER

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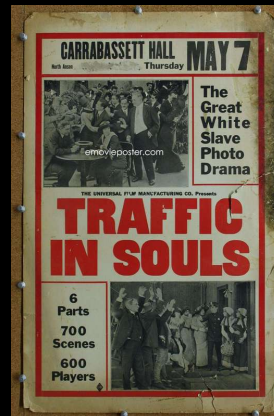


# Independent Motion Picture Co. 1909

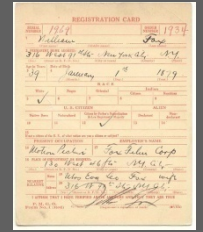
# Carl Laemmle 1867-1939



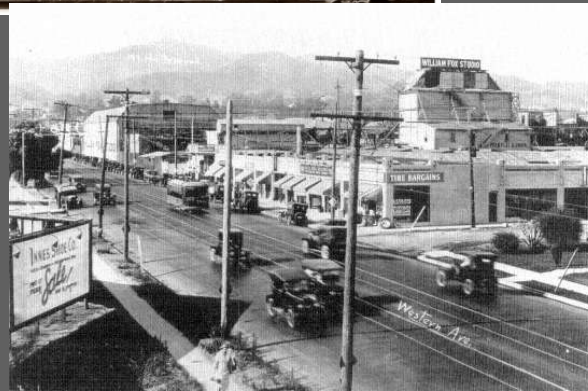
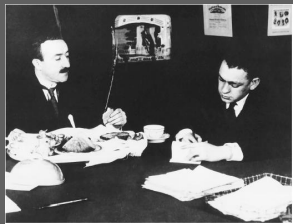
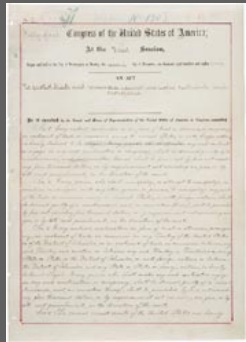
- The Movie Star
- Florence Lawrence



# 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





# Fox & Universal





# D.W. Griffith

1875-1948



- 1875 - Born in Kentucky
- 1907 - RESCUED FROM AN EAGLE'S NEST (Edison)
- 1908-1912 American Biograph
- 1913- Independent Production: Reliance-Majestic, Epoch
- 1919 United Artists



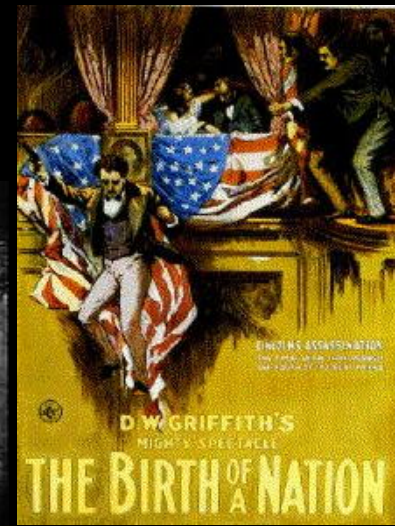
# Griffith at Biograph

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



# The Birth of a Nation

Feb 1915



# Intolerance

1916

*Griffith* *Griffith*

D. W. GRIFFITH  
Presents  
**Intolerance**  
Love's Struggle Throughout the Ages

In a prologue and two acts

COPYRIGHT 1916  
WARK PRODUCING CORP. DAVID WARK GRIFFITH

**DG**



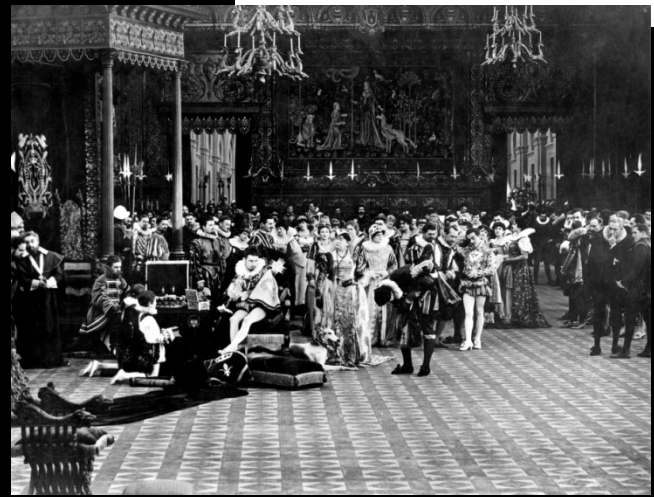
**D·W·GRIFFITH'S**  
COLOSSAL SPECTACLE

**INTOLERANCE**  
- A SUN PLAY OF THE AGES -  
- HIS GRIFFITH'S FIRST PRODUCTION SINCE  
"THE BIRTH OF A NATION"



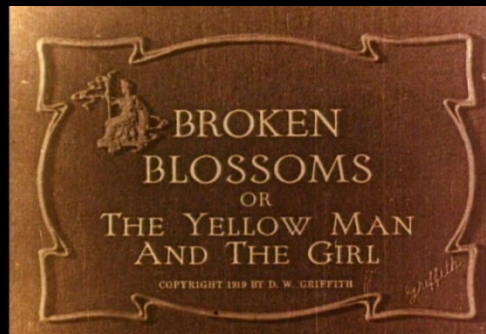
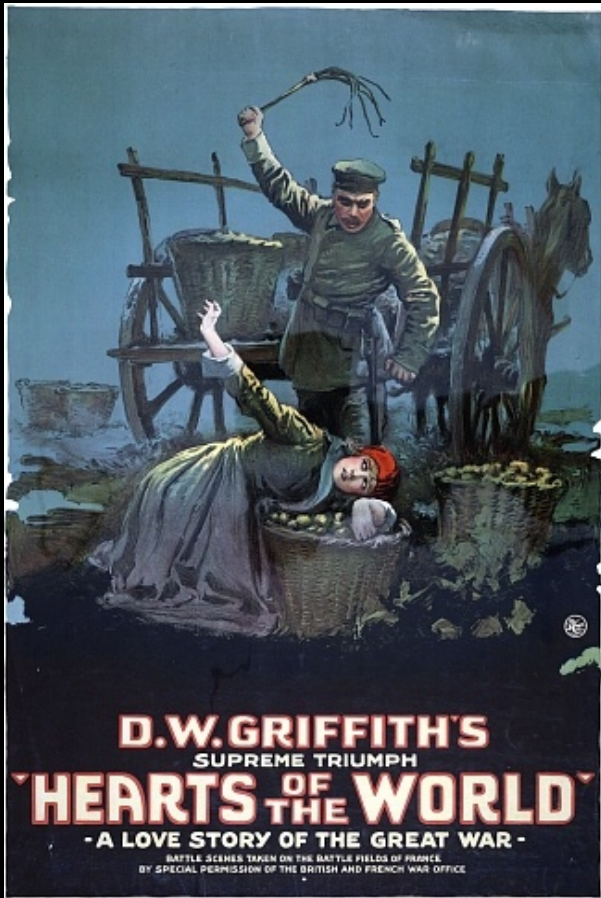
*The Unholy Love*

**D·W·GRIFFITH'S**  
COLOSSAL SPECTACLE  
**INTOLERANCE**  
- A SUN PLAY OF THE AGES -  
- HIS GRIFFITH'S FIRST PRODUCTION SINCE  
"THE BIRTH OF A NATION"



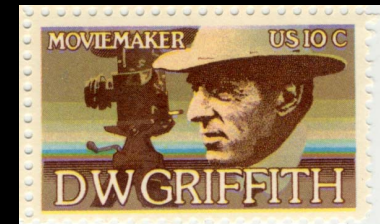






- 1918 HEARTS OF THE WORLD Paramount Arcraft
- 1919 BROKEN BLOSSOMS Para/UA
- 1921 WAY DOWN EAST UA

# D.W. Griffith in classic Hollywood

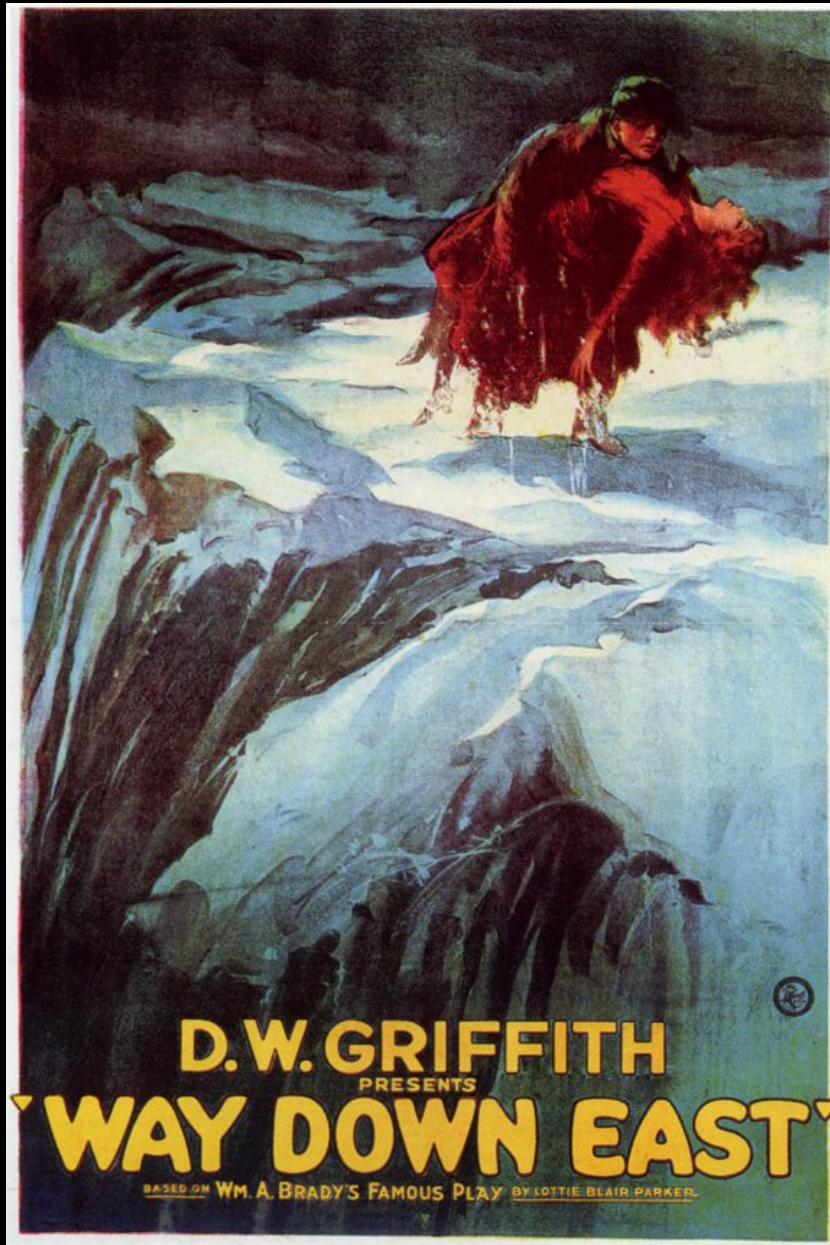


- 1921 ORPHANS OF THE STORM
- 1924 AMERICA
- 1924 ISN' T LIFE WONDERFUL
- 1925 SALLY OF THE SAWDUST
- 1930 ABRAHAM LINCOLM
- 1931 THE STRUGGLE

1936: D.W. Griffith, Agnes Ayres, Gene Raymond, Clara Kimball Young, J. Stuart Blackton







D.W. GRIFFITH  
PRESENTS

# 'WAY DOWN EAST'

BASED ON WM. A. BRADY'S FAMOUS PLAY BY LOTTIE BLAIR PARKER



