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Motion Pictures

FACTS CONCERNING INSTRUCTIONAL AND SELECTED MOTION PICTURES FOR USE IN CHURCHES AND CHURCH SCHOOLS

Orrin G. Cocks*

MAGAZINES AND PERIODICALS GIVING INFORMATION

"National Committee for Better Films" (monthly), "Bulletin of Affiliated Committees" National Board of Review, 70 Fifth Ave., New York City, \$1.00 per year.

"The Moving Picture Age" (monthly), 418 So. Market St., Chicago, Ill., \$1.00 per year.

"Educational Film Magazine" (monthly), 33 West 42nd St., New York City, \$1.00 per year.

"Moving Picture World" (weekly), 516 Fifth Ave., New York City, \$3.00 per year.

"Motion Picture News" (weekly), 729 Seventh Ave., New York City, \$2.00 per year.

"Exhibitors' Trade Review" (weekly), 1587 Broadway, New York City, \$2.00 per year.

SOURCES OF INFORMATION (GENERAL)

"National Committee for Better Films." National Board of Review, 70 Fifth Ave., New York City. Literature, pamphlets, etc.

"Selected Lists of Better Films." Current monthly for family, children, schools, etc. National Committee for Better Films (see above). \$1.00 per year. Issued later in "Garden of American Motion Pictures."

"Special Lists" (separated) for Churches, Schools, Social Organizations, Civic Groups, etc., and of all obtainable industrial and manufacturing companies. National Committee for Better Films (see above).

"Motion Pictures in Religious Educational Works." E. M. McConoughey, 1914. Federal Council of Churches, 105 East 22nd St., New York City.

"Community Motion Picture Bureau" (publications), 46 West 24th St., New York City.

"Educational Dept. Moving Picture World." 516 Fifth Ave., New York City.

"National Educational Motion Picture Association." New York City.

"Interchurch World Movement. Graphic Dept." 124 East 28th St., New York City. H. H. Casselman.

"U. S. Government Agencies." The Department of Agriculture, Interior, Labor, including the Children's Bureau, have films. Apply to Dept. Washington, D. C.

SOURCES OF INFORMATION ON FILMS FOR CHURCHES, ETC. (PERSONAL)

Rev. Orrin G. Cocks, National Committee for Better Films, 70 Fifth Ave., New York City.

*Mr. Cocks is Secretary and Editor of the National Committee for Better Films, a committee of the National Board of Review of Motion Pictures. This article will be reprinted in pamphlet form.

Rev. H. H. Casselman, Graphic Dept., Interchurch World Movement, 124 East 28th St., New York City.

Rev. J. W. F. Davies, Winnetka, Ill.

Rev. Sydney F. Eva., Farmington, Michigan.

Rev. C. C. Marshall, Methodist Centenary, 150 Fifth Ave., New York City.

PROJECTORS AND EQUIPMENT—STANDARD WIDTH FILM

Permanent Machines (heavy) (long projection) (carbons) (high power).

"*Powers*." Various types, motor and hand driven. Nicholas Power Co., 90 Gold St., New York City—agencies.

"*Simplex*," various types, motor and hand driven. Precision Machine Co., 317 East 34 St., New York City—agencies.

"*Motograph*" various types, motor and hand driven, Enterprise Official Mfg. Co., 564 West Randolph St., Chicago, Ill.

"*Graphoscope*" various types, motor and hand driven, Graphoscope, 50 E. 42nd St., New York City.

"*Portable Machines*" lighter, shorter projection, mazda light.

"*Powers*" (see above).

"*Devry*," The Devry Corporation, 1240 Mariana St., Chicago, Ill.

"*Graphoscope*" (see above).

No projectors which take narrow width or non-standard films are included.

PRODUCERS AND DISTRIBUTORS OF SELECTED PICTURES

Markings: Dramatic and Comic: "D." Instructional: "I." Educational: "E." Religious and Ethical: "R." Topical: "T." Rented through Commercial Exchanges: "C.")

I.E.R. Atlas Educational Film Co., 63 E. Adams St., Chicago, for Chicago Territory.

I.E.T.-C. Educational Film Corp., of America, 729 Seventh Ave., New York City.

I.E.R.T.-C. Bray Studios, 23 East 26th St., New York City.

D.I.E.-C. Exhibitors' Mutual Film Corp., 1600 Broadway, New York City.

D.I.E.T.R.-C. Famous Players-Lasky Corp. (Paramount), 485 Fifth Ave., New York City.

D. R.-C. First National Exhibitors' Circuit, 8 West 46 St., New York City.

D.I.-C. D. W. Griffith, 1472 Broadway, New York City.

D.-C. "Hallmark" 126 West 46 St., New York City.

R.-C. Historical Film Corp., of America, Burbank, Calif.

D.-C. Hodkinson-Pathe, 25 West 45 St., New York City.

R.D.I.-C. International Church Film Corp., Flatiron Bldg., New York City.

D.R.-C. Metro Pictures Corp., 1472 Broadway, New York City.

D.I.E.R.T.-C. Pathe Exchange, Inc.

D.I.E.R.-C. Community Motion Picture Bureau, 46 West 24 St., New York City.

T.I.E.R.-C. Prizma, Inc. (Color Pictures), 71 West 23rd St., New York City.

D.I.E.R.-C. Robertson-Cole (Film Division), 1600 Broadway, New York City.

D.R.-C. Selected Pictures Corp., 729 Seventh Ave., New York City.

D.R.-C. Triangle Distributing Co., 1457 Broadway, New York City.

D.I.E.R.T.-C. Universal Film Manufacturing Co., 1600 Broadway, New York City.

- D.I.E.R.-C. Vitagraph Company of America, 1600 Broadway, New York City.
- D.I.R.T.-C. World Film Corp., 126 West 46 St., New York City.
Small film companies making special pictures. Address on request. National Board of Review, 70 Fifth Ave., New York City.

Most of the companies mentioned above produce and distribute pictures primarily for commercial motion picture entertainments. On renting films, therefore, confusion and trouble may be avoided by using, as a basis, the selected lists of the National Board of Review.

The National Committee for Better Films (a Clearing House) of the National Board of Review of Motion Pictures, Address, 70 Fifth Ave., New York City, reviews through committees of volunteers, all dramatic pictures shown to the American people; maintains a filing system of all films produced; selects all films of special merit in the fields of drama, social work, ethics and religion, education, travel, sciences, literature, history, industry, government, current events and kindred topics; issues regular and occasional lists for a nominal charge; serves schools, colleges, social and civil organizations, churches, clubs, better film workers, those specializing in family and children's entertainment or education, and exhibitors; does no renting or booking of pictures but refers inquirers desiring it to all film companies or organizations supplying better film subjects, thus enabling all users of motion pictures to select from the entire field and make their own renting arrangements; establishes on expert consultation and advice, standards on all technical film departments listed above; furnishes speakers, literature and related facts regarding the production, the projection or the exhibition of pictures on non-theatrical lines.

GENERAL FACTS

Motion pictures are rented by the day from commercial exchanges located in the large cities of the country. The addresses of the head offices are given in the list above. These companies are designed primarily to serve the theatres and the general amusement loving public. They all make fine pictures occasionally worthy of use in churches. They have indicated a willingness to serve the religious and educational organizations with selected films.

Some good industrial and government films can be obtained for the cost of transportation. Individual companies must be addressed.

There are now about ten Biblical films which may be rented. After January, 1920, there will be an increasing supply.

Many travel, scientific, nature, geographic and literary films are accessible. A few phases of social work have been filmed. The greatest available source of church motion picture is the drama with fine ethical lessons growing out of the plot.