

VISUALIZING AMERICA'S DEFENSELESSNESS

BY CHARLES EDWARD MOYER



FREDERICK PALMER



Major General LEONARD WOOD



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PARAMOUNT PICTOGRAPHS



ALL the MOUNTAIN GUNS of THIS CALIBRE MASSED on a SINGLE HILL PHOTO BY PARAMOUNT PICTURES CORPORATION



EFFICIENT CAVALRYMEN BUT OF INADEQUATE NUMBERS PHOTO BY PARAMOUNT PICTURES CORPORATION



A HEAVY FIRING LINE PHOTO BY AMERICAN DEFENSE SOCIETY



Colonel THEODORE ROOSEVELT

STANDING on the brink of war, for months American citizens have been asking themselves one question. In years passed there could have been naught save an affirmative answer to the query, but with Europe in the throes of a war of nations in which millions of men have been massed against each other, striving for supremacy, the millions of citizens of the States have found that their affirmative answer of years gone by has been, out of sheer necessity, turned into a negative one. At no previous time have people so fully realized that our army and navy was so inadequate. The singular fact that while hundreds, or even hundreds of thousands have realized that the States were not prepared for defence, there were millions who did not fully appreciate the extreme need for deep thought upon the matter. Lack of realization is as bad as lack of preparedness. Lack of preparedness is a sure sign of weakness. The suggested remedy for this was a course of education, to be given the people by which they would be brought to a fuller understanding of the seriousness of the situation. It was for that reason, the reason of educating over ten million of intelligent people, and educating them each week in a forceful manner, that the motion pictures were brought into play in the countrywide campaign for preparedness. The country's greatest thinkers had spent years trying to tell the people that there was grave need for adequately preparing for our country's defence; not to prepare for war, but to enable us to stand behind every statement, it matters not how caustic, that our government would be compelled to make. War did come. Situations arose that were terrible. Some said we should go to war. Others said we would be the laughing stock of the world if we did. What was to be done? "Educate the people to think. Think on vital questions. Show them what was what. Give them the real data relative to our present situation. Tell them what we are and what we should be. And then let them sit down and think it out for themselves." But they have been told, the "pacifist" answered. They have been told in written words. But they didn't understand written words the "militarist" retorted. Show it to them. Show them in a way that they will never forget. Show them their needs in a visualized manner. They couldn't take a million people to see what we had at Fort Bliss or Fort Myer or any other fort. Neither could they show them the navy. Then the thought came to the mind of the thinking men of the motion picture industry, and it was these men who filled the gap and decided to visualize the thoughts of the country's great thinking men, on the screen. It brought about the birth of the Paramount Pictographs, and behind the "preparedness" section of this "magazine-of-the-screen" stand the greatest thinkers of the country, including former President Theodore Roosevelt,

Henry Reuter Dahl, Former Secretary of War Garrison, Major General Wood, Major General Scott, and other eminent men, all of whose material is edited by Frederick Palmer, the greatest of war correspondents, an authority on the question, and of whom it has been said, "he has seen more war than any other American citizen." These Pictographs have visualized thought. They have brought to the screen the gross inadequacy of our army, in the departments of the cavalry, infantry, gunnery and its other particulars, and have constructively compared it with what it should be under adequate conditions, if the government had carried out unhampered at any time the stated requirements of the officers who were desirous for years of bringing the army and navy to a standard as high numerically as it stands efficiently. Visualization of thought, may it be explained, is the first real attempt made through the medium of the screen to have people think. The photo-dramatic theatre, since its very inception, has been the people's best possession. It has given them history, manners, travel and drama, but the chief function for years was to furnish amusement. The majority thought of it in no other way. The new method of stimulating thought is entirely up-to-date. The theory of schooling the young, the principle upon which the successful kindergartens are operated (that teaching should be in such pleasant form that the pupil does not realize that he is being given a dose of knowledge—he thinks it is all play, just something to delight him for the moment), is what is being accomplished in the visualization of the thoughts of the great thinkers on the subject of preparedness, through these Paramount Pictographs. Visualized impressions are valuable. Forcible speech will make a deeper impression than written words. So visualized thoughts are more potent than speech. They make people think, and think of vital things; they are becoming a virtual motion picture university. In there then any wonderment in the minds of the American layman why the motion picture screen should have been brought into play for the fostering of the campaign for our preparedness for defence? Is it to be wondered at that the country's greatest men have come forward and told on the screen, not merely their words, but their words first and then their thoughts visualized in pictures, their vital ideas on preparedness. As a concrete example of the method of the utilization of the screen for the visualizing the thoughts on preparedness, take for instance the fact that Mr. Palmer states on the screen "We should prepare. Because, we should protect our ideals" and no sooner is the word "ideals" flashed upon the screen there appears upon the screen, the Capitol building at Washington; immediately following with the words "because we should protect our homes" and then there comes to the eye, an ideal home of the average laymen. Then the thought comes the words "so we could protect our neighbors," following which is the visualization of a terribly slaughtered residential section in Belgium. Thus every phase of the thoughts are visualized, and visualized so vividly that the impression is by

Big Vital Thoughts Visualized On Screen

Through the Paramount Pictographs

<p>PREPAREDNESS.</p> <p>To defend our homes and ideals. To defend our neighbors' homes. To keep our bodies sound. Supremacy afloat means peace ashore. Invasion impossible with powerful navy. A strong navy insures liberty and prosperity. Preparedness means discipline. Defend our rights against alien foes. Every man should be trained to defend. Preparedness for war is assurance against it. War is no respecter of persons. You can't prepare after calamity has overtaken us. Is the United States worth fighting for? Our rights involve a duty to defend those rights. You can't hire national defenders. Our army has brains, but where are its hands? Our army is efficient, but numerically weak.</p>	<p>REMARKABLE HANDS.</p> <p>Picturing the remarkable hands of remarkable people, showing the perfect co-ordination between the brain and hands that is required in the work of skilled artists and artisans. Lessons in Carving. History of Hairdressing. Lessons in Etiquette. Cartoons on present day topics. Science and invention. Fashions.</p>
<p>BETTER BABIES.</p> <p>How to bathe the baby, feed the baby, dress the baby, measure the baby and weigh the baby; also mental tests for young babies and don'ts for mothers.</p>	<p>CONTRIBUTORS.</p> <p>FREDERICK PALMER, war correspondent. HENRY REUTERDAHL, naval expert. THEODORE ROOSEVELT, ex-president. MAJOR GENERAL LEONARD WOOD, army expert. LINDLEY GARRISON, ex-secretary of war. MAJOR GENERAL HUGH L. SCOTT, army expert. WOMAN'S HOME COMPANION. WALDEMAR KAEMPFERT, editor of Popular Science Monthly. NIKOLA TESLA, inventor. J. R. BRAY, cartoonist. F. NANKIVELL, cartoonist. DR. MUNSTERBERG, psychologist. G. KUNZINGER, metropolitan chef. ANTOINETTE SCHART, hairdressing expert. WILLIAM F. CHASE, portrait painter. HAROLD BAUER, pianist. JACQUES VERSTRATREM, diamond cutter. DANIEL CHESTER FRENCH, sculptor. MISS MARGUERITE LAHEY, bookbinder. MITSUMASA MIKI, ivory carver. HENRY MUELLER, glassblower. THURSTON, magician. KATHLEEN PARLOW, violinist. SHO SHIMOTORI, wax modeler. JOSEPH PENNELL, etcher and author. GALLANDO, clay modeler.</p>
<p>TESTING THE MIND.</p> <p>Have you a constructive imagination? Are you a square peg in a round hole? Can you suppress ideas? Are you suggestible? Are you mentally fitted for your work? Does your mind react quickly? Does your mind work quickly?</p>	

far greater than could be obtained by any other means. Theodore Roosevelt in person comes before the screen and in his ever forceful manner registers "We must prepare" continuing that "I believe in the fullest liberty within our borders; and therefore I believe in efficiency in preparedness to prevent the restriction of this liberty by people outside our own borders," he continues to register. "Preparedness means discipline; and in a democracy it is of the highest importance for us to discipline ourselves; and in doing so we would prepare ourselves, not merely to defend our own rights against alien foes, but to encourage the habits of orderly liberty and disciplined efficiency, which will enable us to solve our own difficult social and industrial problems," he follows. "In a Democracy, every man has his duties as well as his rights. And it is just as much every man's duty to train himself to defend the rights of the commonwealth as a whole, as it is his duty to pay his share of the taxes for the running expenses of the commonwealth as a whole." Former Secretary of War Garrison delivers his message to the American people on the subject by having his thoughts visualized; his thoughts being "We should take steps to prepare ourselves because war is no respecter of persons." "It is essential that we should take steps to prepare ourselves against such a situation, which may encompass us almost before we are aware of the cause therefor." "It is advisable to do whatever should be done in advance, and not leave such steps to be taken after the calamity has overtaken us. It will be much easier and less costly to do it the former way." Major General Wood urges Preparedness because—"Preparedness for war is the best insurance against it." "The conditions of modern war give no time or opportunity to attain preparedness after the war has commenced." "Those instruments of modern war cannot be made in a day." "To defend against all enemies with the minimum cost in blood and treas-

ure the institutions under which we live." Major General Scott, Chief of the Staff of the United States Army, says in the pictures: "Is the United States worth fighting for?" "The rights of a citizen to the freedom of a republic, involve a corresponding duty to defend those rights." "You cannot hire a force of national defenders—yet must do it yourself or it will not be done." The subject is covered in its every particular. The War College and its provinces are utilized, and the inadequacy of the cavalry, the gunnery, the artillery and infantry are shown in their entirety, universally portraying the adequate manner in which we should be. For the gathering of this instructive material on preparedness, operators have been dispatched to important army and naval bases, where they are making pictures that will bring home the truth of our condition for war to the American people. "We are practically undefended," Mr. Reuter Dahl said. "We cannot back our national

Consider for an instant the sum total of what you get from the reading of a novel and the comparative result you obtain from seeing a dramatized version of the same upon the screen. Consider it just a moment. In the written form you get what seems a definite idea of the characters and the plot, but in the screen version your visualized ideas of characters, plot and the period of time, are vastly more clear-cut and broadened. Just so with the "Pictographs." One of the contributing editors gives his big ideas on "Preparedness, Naval and Military," another on "How to Put the Gyroscope to Work," or "Testing the Mind," "Better Babies" and a score of other subjects, psychological, technical, educational, comical, trickful, all for the betterment of humanity. Your personal ideas upon these subjects may be unformulated, but pictured vividly on the screen precisely as a Roosevelt, a Palmer, a Reuter Dahl, a Munsterberg or a Sperry have thought them, these new ideas become rare food for mental rumination. So it is that they teach; they become a motion picture university of thought; a university where industry, manners, charity, politics, "Safety First," or any of the great humanities of life can be portrayed. Its instructions are given in such pleasing form that the audience—the pupils—never for a single moment realize that they are actually being taught; they feel as if they were being amused. But they think, they think deeply, and of vital things. Their thoughts mould their opinions; their opinions mould their characters; their characters are the character of the whole nation. Character rules empires. No one denies the force and influence of the motion picture has been capable of creating. The launching of the Pictographs is however the first practical attempt to utilize this field for definite constructive purposes in the matter of moulding public opinion, and as the means for the big men of the country to express themselves to a greater number of people than was ever before possible, whether by means of magazines, newspapers or other mediums greater than its creative advantage is that it affords opportunity for the expression of opinion vitally, because visually, so that everyone irrespective of nationality can understand. More than ever will this be a universal language. Well can it now be said, "Let me write the scenarios of the Pictographs, and I care not who writes the laws." "But what is its policy?" is the natural query. No one is better qualified to say than William W. Hodgkinson, President of the Paramount Pictographs Corporation. His words are that "there is a definite policy in back of this great proposition and it is not our endeavor to make a sensational appeal that would embarrass any representative person who submits articles for publication in this Magazine. It will be conducted on high ideals and along defined lines that will make it a greater force, if possible, than any printed publication ever issued. Thus it will be a truly national Forum of the people, open to any man who has an idea to impress upon the public mind; never to be a partisan organ, always to be an educator and moulder of opinions in the true sense of the word." Where newspapers have been records of events, "Pictographs" are records of thought. A Newspaper may increase knowledge, a Pictograph increases wisdom.