

Fighting Disloyalty With Motion Pictures



RALPH INCE

TO COMBAT the spread of all disloyal, ultra-radical tendencies, in this country, the motion picture producers have joined forces and started a campaign that will be nation-wide in its scope and productive of better results than could be achieved by any other means. This fact has been recognized by official Washington.

Not long ago there was a conference between Secretary of the Interior Lane and representatives of the motion picture industry

which resulted in the hearty co-operation of the makers of motion pictures. Chairman Hess of the House Committee framed the following resolution:

"Be it resolved: That it is the sense of a Joint Committee on Education of the Senate and House that the Motion Picture Industry of the United States be requested to do all that is within its power to up-build and strengthen the spirit of Americanism within our people."

At the Washington conference Lewis J. Selznick was appointed Chairman of the Committee of Distribution. He promptly fired the first shot in this National Americanism campaign by means of a stirring picture entitled "The Land of Opportunity." Ralph Ince, the famous Selznick director, who once starred in a cycle of Lincoln pictures, directed and starred in this one. His characterization of Lincoln is remarkable and this, together with the film story, presages a campaign of Americanism propaganda that is expected to work lasting good. The power of motion pictures has again been recognized. Vice President Marshall, in his address at this conference of motion picture representatives and Secretary Lane, declared:

"There is no greater agency in American life for the dissemination of American ideas and principles than through the medium of the film, and no single industry in America has done so much or can do so much to arouse the zeal, the fervor and the patriotism of the country as the American Motion Picture Industry."

Into every corner of the country these pictures will go. They will not be preachments pure and simple, but human-interest stories—stories that every man, woman and child, whether lettered or illiterate, will un-

derstand. This first "Movie Gun" of the campaign, "The Land of Opportunity," was written by Lewis Allen Browne who is writing exclusively for the Selznick people. This first Americanism feature is a story within a story. It has to do with a young American of means who, having nothing better to do to occupy his time, takes up "Parlor Bolshevism" as a fad, just as one might take up stamp collecting or Egyptology or spiritism, quite unaware at the outset that he is doing anything disloyal or un-American. He is shown at the Civic Club, reading a volume of the Bolshevik propaganda trash entitled "Classes Against Masses." It is just such insidious, poisonous literature as this that helps spread Bolshevism. This young chap has a heated argument with some of the older club members, he declares that capital is wrong, that the money should be equally divided and that there are no opportunities in America, whereupon the older members who have all made successes of themselves tell him how they started with absolutely nothing. They leave him in disgust and he turns to the very aged waiter and remarks:

"They are all fools, aren't they, William?"

"I cannot agree with you, sir. This is the greatest country in the world for opportunities."

"How can you say that, and you but a humble servant at the age of 87? If there had been oppor-

the aged waiter looks at constantly. He begins his story and the picture goes into a scene back in 1858 when Lincoln, at 49, was having his famous debates with Douglas. Lincoln has addressed a throng and is to go on to Salem, Ill., to meet Douglas next day in debate. As he sits in the hotel waiting for a carriage to take him, he overhears talk of a boy to be tried for murder in a town fifteen miles away. The boy has only his widowed mother, no one will defend him. Lincoln sits by the stove and begins to think.

From this the picture goes back to Lincoln at 23, a rail-splitter looking for work. He calls at the humble log shanty of a woman who is too poor to give him work but she feeds and warms the hungry boy. He plays with the baby in the cradle as she prepares the food. He is discouraged and tells her there is no opportunity for a boy but she encourages him and he starts out, fed and warmed, and within the hour finds a position. It is history that within the year he was a captain in the Black Hawk war, and then postmaster and soon after a member of the legislature.

Lincoln comes out of his retrospection, he refuses to go on to Salem to meet Douglas but walks back through the storm that night and gets to the court in time to defend and acquit the boy.

The widowed mother tells him she cannot pay him except in prayer, Lincoln tells her that she paid long ago and recalls the incident of the food and warmth and encouragement, for this boy he defended and acquitted was the infant he lifted from the cradle when he, Lincoln, was a boy of 23.

And then the picture goes into the club scene, the aged waiter is finishing his story and looking at the picture of Lincoln.

"Why do you tell me this, William?"

"Because, sir, I was the boy Lincoln defended. I have raised a family of children who are all prosperous and honored. I own a nice home. I have plenty of money in the bank, although when I was a man grown I was penniless and charged with murder. Why, sir, America means opportunity."

The "Parlor Bolshevist" understands, he stares at the picture of Lincoln, he tears into bits his book on Bolshevism and tosses it into the fire and shakes in gratitude the hand of the tottering old waiter.

The picture campaign, which the leading producers will wage to help our government combat the Bolshevik evil that threatens, will be along these lines. Every picture will tell a powerful, human-interest story with a punch that will inspire respect for and gratitude and loyalty to our country.

In this first of the series (all of these will be two-reel features) Mr. Ince plays a double rôle, that of the unthinking chap who becomes a "Parlor Bolshevist" and also that of Lincoln both at 23 and at 49.



Ralph Ince as Lincoln in the first Americanism propaganda picture.

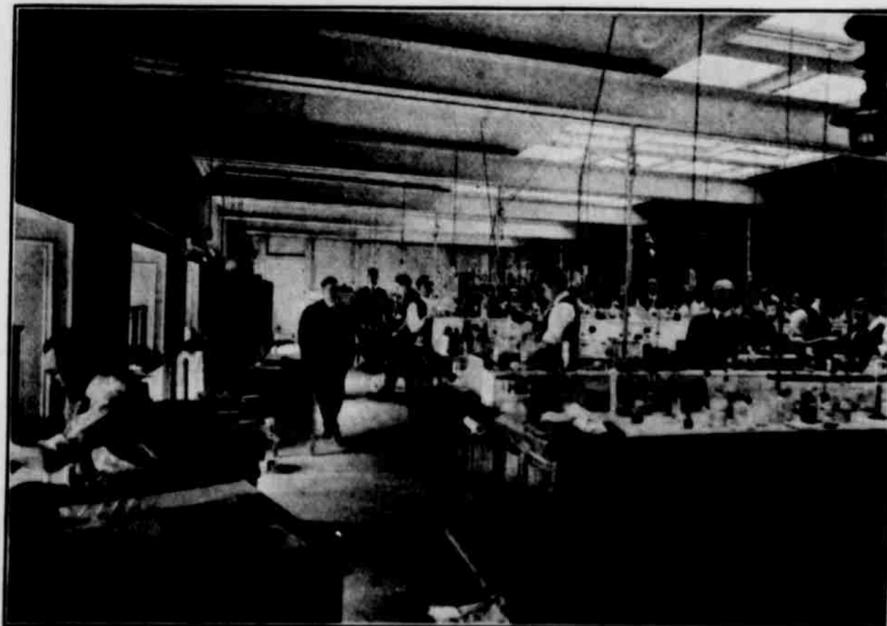
tunities you would be a member here, not a servant." "Then some other fortunate man would be serving me, sir. May I tell you a story?"

Over the mantle is a great picture of Lincoln which

Where Home Brews Will Be Tested for Potency



(C) Harris & Ewing



(C) Harris & Ewing

Now that intoxicating liquor officially at least is no more there is a tremendous interest in some quarters in possibilities of home brewing and home distilling, which the government purposes to discourage with all the force at its command. These views are of the government laboratory which will give the final answer on the alcoholic content of home brews which Uncle Sam's prohibition sleuths will seize. Hard cider, hair tonics,

patent medicines, flavoring extracts, "jump steady," and all other forms of drinks which the government samples will reach the same goal. The laboratory is in the Treasury Department, where it has passed from the jurisdiction of the Bureau of Internal Revenue, to the Federal Prohibition Commission. One is a general view, and the other pictures the stills owned by Uncle Sam as a part of his laboratory.