

# PICTURES—Without Money and Without Price



PREPARING FOR FILM SHOW IN NEW YORK

FRANCIS HOLLEY, Director

A. MARIS BOGGS, Dean

TO THE OUTPOSTS OF CIVILIZATION

## WORLD-WIDE ALTRUISTIC WORK OF THE BUREAU OF COMMERCIAL ECONOMICS

PHOTOS FROM BUREAU OF COMMERCIAL ECONOMICS

MOVIES TO ALL PEOPLE

If there is anything that I can do personally or officially to successfully promote this work, I shall be glad to have you advise me.—W. G. Harding.

By JOHN DICKINSON SHERMAN

**P**ICTURES—without money and without price! That is the purpose and accomplishment of the Bureau of Commercial Economics of Washington, D. C. Senator Robert L. Owen of Oklahoma used the phrase in the last days of the last congress in introducing a bill to grant it a United States charter to take the place of a state charter. Then Senator Owen went on to say any number of nice things about the bureau, beginning thus:

"This wonderful altruistic bureau is a great public servant. With the co-operation of many of the leading nations of the world it has gradually put in free circulation over 60,000 reels of exceeding 60,000,000 feet of film, showing the cities and scenic beauties of many countries, their customs, their industries and social habits; all kinds of manufacturing processes, vocational instruction, and all forms of life of man, beast, birds and fishes from all parts of the world. These reels come to the bureau from all over the world for free distribution and go to schools, community centers, and localities without easy access to moving-picture theaters.

"These pictures without money and without price are being shown all over the world by the bureau in every state in the United States, in every state of Europe, in South America, in Africa, in Asia, and the South Sea Islands."

And then Senator Owen came to the real human interest part—the fact that the Bureau of Commercial Economics is the living story of a man's gratitude, is the result of a blind man's vow that with the recovery of his sight he would devote his life to the service of mankind.

He told how Francis Holley in 1893, at the age of thirty, after great activity and success, found himself totally blind. He was in Aix-la-Chapelle for treatment. The German government was holding in Dusseldorf its biennial exhibition of the manufactures of the empire. This exhibition was also a vocational guide to the youth of Germany at government expense. Mr. Holley conceived the idea that the exhibition would be even more of a success if taken to the homes of the boys by means of motion pictures. He told his idea to the then kaiser and to the minister of education. They approved and told him to go ahead. He did so and met with considerable success, despite the inadequacy of the motion pictures of those days. Complete success awaited only the perfection of the motion-picture camera and projection machine.

"The rapid development of both gave him his opportunity," said Senator Owen, "and ten years ago he began to organize the Bureau of Commercial Economics with Miss Anita Maris Boggs, whose high ideals, broad conception of world affairs, and expert economic training and organizational ability have contributed to its present world-wide usefulness and influence."

Senator Owen said a lot more, but the foregoing is enough to arouse one's interest. An altruistic enterprise in this age of commercialism! Pictures without money and without price—and without advertising in this age of publicity agents! Educational and vocational pictures taken to remote peoples who cannot go to the pictures!

More detailed information obtained elsewhere shows the Bureau of Commercial Economics is

maintained by endowment, annuity, memberships and voluntary contributions. Francis Holley is director and Anita Maris Boggs is dean. Its divisions are: "Educational films, research, scholarships, counselors for the American Indians, natural resources, lectures, conservation of public moneys." "Co-operating and allied" are the United States, France, British empire, Canada, Australia, South Africa, Newfoundland, Argentina, Bolivia, India, Italy, Chile, China, Spain, Japan, Mexico, Nicaragua, Morocco, Switzerland, The Netherlands, Guatemala, Dutch East Indies, Denmark, Sweden, Costa Rica, Uruguay, Peru, Brazil, San Salvador and Cuba; the American Legion, Pan-American Union and Pan-Pacific Union; the Motion Picture Theater Owners of America.

Mr. Holley, it appears, although an international benefactor, is also a 100 per cent American. He is an educator and traveler, is self-educated and is unmarried. He was born in Cook county, Illinois, in 1863 and began life for himself at the age of thirteen as a messenger in an engineering corps on the Northern Pacific survey. Then he was with the Canadian Pacific engineering corps. Finally he set up for himself as a civil engineer and was also admitted to the bar in Minnesota and Illinois. Then he traveled for five years in Europe and for four years in the Orient, engaged in study and research. He founded the Bureau of Commercial Economics in 1913.

I met Mr. Holley by appointment in a Chicago depot. He was returning to Washington after an heroic operation by the Mayos at Rochester, Minn. He was suffering, but indomitable, enduring his pain with fortitude as an indication of returning health and strength.

"We want a national charter for the bureau," he said, "because it in effect means the official approval of the United States government of our work and that will be valuable to us in some places. We have no publicity department, being unwilling to divert funds from the main purpose. And anyway a good thing advertises itself. Incidentally, I may say that the judiciary committee, to which the bill was referred, has been polled and found to be unanimously favorable. Senator Owen, in introducing the bill, gave a fair idea of the purpose and scope of our operations. 'Our pictures are going pretty much all over the world nowadays. There is no censorship. No duties are imposed. Government transportation is often available.'

"Senator Owen suggested that the bureau was every day bringing the brotherhood of man a little nearer to reality," said I. "The brotherhood of man is a large term. Suppose you give me two or three specific instances of good accomplished by your pictures."

"Certainly," he replied. "The mountaineers of Kentucky and Tennessee are poor and uneducated and are uninformed as to modern commercial and industrial methods. The bureau has prepared films with the purpose of improving their economic condition. These films are furnished to the missions which in turn get them into the schools. These films teach the mountaineers better methods of agriculture and how to get bigger crops; how to pack what they raise; how to use the parcels post and the C. O. D. system—in short, how to raise produce, how to market it and how to get the money. In Georgia our films teach the natives how to drain swamps and build roads. In Aus-

tralia our pictures have to do largely with agriculture and cattle and sheep. In the leper colony on Molokai in the Hawaiian islands the films are principally for entertainment. And so on. All of our pictures have informative value in that it is useful in several ways for people to learn how other people live. Sanitation and decent living and honest craftsmanship are worth while the world over. The language of pictures is one that all peoples can understand. A phonograph and an amplifier help the interest.

"Sometimes it is necessary to use indirect methods to get results. For example, we sent films showing the approved methods of fighting tuberculosis up among the Eskimos. They would not admit that there was tuberculosis among them. So we had to withdraw the films. Later we sent up pictures showing other peoples—even in the tropics—fighting the dread disease, whereupon the Eskimos took notice and applied the lessons to themselves. Through Dr. Grenfell of Newfoundland these pictures went through the Arctic circle clear to the MacKenzie river.

"India furnished a striking example of what can be done by pictures. From Cashmir came \$125 in small coins and a cry for help. It appeared that 71 per cent of the babies were dying within six months of birth because of the ignorance of the mothers. Miss Boggs used her own money and had films quickly prepared and sent. The result was that in 14 months the infant mortality was reduced from 71 per cent to 56 per cent."

Mr. Holley evidently has a sincere admiration for the talents and activities of the bureau's dean, Miss Boggs. It transpired in our conversation that she has means and accepts no salary. It was apparent that he took solid comfort in the fact that she had fifty years of life ahead of her in which to carry on the work of the bureau. Asked for details about the young woman, he said, "Look her up in 'Who's Who'; she has more activities than I can keep track of."

Anita Uarda Maris Boggs, according to "Who's Who," is indeed a young woman of activities. She was born in Philadelphia in 1888. She is A. B. (Bryn Mawr, 1910) and A. M. (University of Pennsylvania, 1911). She was a founder in 1913 of the bureau and was a special collaborator with the United States Bureau of Education 1915-19. She is the educational representative in the United States of Canada, Australia, Argentina, France, Great Britain, Japan and Bolivia. She is associate director of the department of public service of the Motion Picture Theater Owners of America. She is counselor for the American Indians; Fellow of the American Geographical Society; member of the American Association for the Advancement of Science. And finally she is the editor of Vision, a quarterly.

The transportation of the bureau's films to the ends of the earth and the showing of the pictures would make a story in themselves. The films go every imaginable way from pack train to bullock cart, from dog sled to motor truck—incidentally the artist has taken liberty with the truck photograph and has put on the screen the picture of a crew that will be shown at the evening performance. On the Yenisei river in Mongolia the sail of a vessel serves as a screen. In Siberia a screen is stretched between telegraph poles. Some way or other the films go everywhere; some way or other they are shown wherever they go.

IMPROVED UNIFORM INTERNATIONAL  
**Sunday School Lesson**  
(By REV. P. B. FITZWATER, D. D.,  
Teacher of English Bible in the Moody  
Bible Institute of Chicago.)  
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### LESSON FOR JUNE 3 JEREMIAH, THE PROPHET OF COURAGE

LESSON TEXT—Jeremiah 35:1-18.  
GOLDEN TEXT—Watch ye, stand fast in the faith, quit you like men, be strong.—1 Corinthians 16:13.  
REFERENCE MATERIAL—Jeremiah 1:9; 13:1-9; 16:1-4; Matthew 2:17, 18.  
PRIMARY TOPIC—Sons Who Honor Their Father.  
JUNIOR TOPIC—The Story of the Rechabites.  
INTERMEDIATE AND SENIOR TOPIC—Jeremiah, the Courageous Prophet.  
YOUNG PEOPLE AND ADULT TOPIC—Jeremiah's Service to His Nation.

Jeremiah was one of the last prophets of Judah. He saw the nation go into the Babylonian Captivity and Jerusalem destroyed, after which he went into Egypt. He was a lonely, misunderstood and unpopular prophet. He was most bitterly hated and persecuted. His own countrymen turned against him. He was placed in stocks and then thrown into a horrible dungeon from which he narrowly escaped with his life. The teacher should give a little sketch of his life. The following is suggested:

1. His Call (1:2-10).
2. His Commission (1:11-19).
3. His Sympathetic Heart (4:19).
4. His Great Sorrows (10:15-21).
5. The Divine Power Which Urged Him Forward and Sustained Him (10:7-9).

Because he was called upon to prophesy against his own nation and at the command of God urged them to surrender to the Babylonians, he was regarded as a traitor guilty of treason against his own nation.

I. The Rechabites' Test (vv. 1-5).  
In the days of Jehoiakim, the Lord charged Jeremiah to bring the Rechabites into the house of the Lord and test them regarding the drinking of wine. This he did in a place where the people might behold them, the aim being to teach Judah by example. The father of the Rechabites had given command that they should not drink wine. Their filial obedience put to shame the children of Judah for their lack of obedience. Jonadab, the father of the Rechabites, was only a man but the one whose commands Judah disregarded was the Almighty God, their Creator and Savior. It is God's plan that every man be tested. Being a free agent, he can have character only through testing.

II. The Filial Loyalty of the Rechabites (vv. 6-11).  
Though they were out of their own country in the midst of a foreign people they refused to drink wine, declaring that they had been true to the instructions of Jonadab all their lives. It is a fine thing when children remember their fathers and render obedience to their commands.

III. The Loyalty of the Rechabites in Contrast With the Disloyalty of Judah (vv. 12-16).

1. The Appeal (vv. 13, 14). He made the appeal on the basis of the filial loyalty of the Rechabites. He also reminded them that he had spoken to them in person, rising up early to do so.

2. The Ministry of the Prophets (vv. 15, 16). When the people failed to render obedience to God, he sent to them the prophets, who pleaded with them to amend their ways by turning away from their idols. Matthew Henry indicates the points of contrast somewhat as follows: (1) The Rechabites were obedient to one who was but a man; the Jews disobeyed the infinite and eternal God. (2) Jonadab was dead and could not know of their disloyalty or correct them for it. God is all-knowing and lives forever and will punish for disobedience. (3) The Rechabites were never reminded of their obligations, but God sent His prophets to speak to His people. (4) Jonadab left the charge but no estate to support the charge, but God gave the people a goodly land and prospered them in it. (5) God never assigned His people a task as hard as Jonadab's, but God's people disobeyed Him while the Rechabites obeyed their father.

IV. Judgment Upon the Jews for Disobedience (v. 17).  
God declared that He would bring judgment upon them according to what He had said. Judgment is laid upon those who disobey and rebel against God.

V. Reward of the Rechabites for Their Loyalty (vv. 18, 19).  
Because they had been true to the commands of Jonadab, they should always have a representative before God. God has such a regard for filial obedience that He lets no act go unrewarded.

Be Sure of Happiness.  
Before we passionately desire anything which another enjoys, we should examine as to the happiness of its possessor.—Rochefoucauld.

History.  
History is little more than the register of the crimes, follies and misfortunes of mankind.—Gibbon.

Great Secrets.  
The great secrets of being courted are to shun others and to seem delighted with yourself.—Bulwer.

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