

MONTREAL, September 19th, 1922.

P e r s o n a l .

MEMORANDUM FOR THE PRESIDENT:

As requested in your memorandum of the 6th, I have read carefully the scenario of the proposed moving picture to illustrate the activities of Macdonald College.

I am thoroughly in accord with your idea that a proper film showing the activities of the college would be the very best medium for publicity, but I doubt very much whether a film prepared in accordance with the proposed scenario would be successful, for the following reasons:

- (1) The dramatic feature of the proposed scenario is altogether too fragmentary and too crude to have any effect in obtaining the distribution for the film.
- (2) The material available at Macdonald College for preparing a one-reel moving picture, if intelligently handled, is sufficiently interesting without attempting to camouflage it with any flimsy dramatic incident.
- (3) The trouble with all films of this kind is to secure theatrical distribution, but our experience in connection with the film we prepared through the Associated Screen News of Canada for McGill University, and also the film for Hart House of the University of Toronto, indicates that a straight educational film, if carefully prepared, can be successfully distributed through the theatres, and where the film is used for purely educational purposes in schools, churches, etc., there is nothing gained by attempting to link it up with dramatic incident.

My recommendation is that if it is decided to prepare a film illustrating the work at Macdonald College, it should be treated entirely on the basis of the activities of the college from an educational standpoint.

(SIGNED) J.S. Dennis
Chief Commissioner

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