



Brightening Rural Life with Government Movies

(Continued from page 8)

is but one of many that will soon be in course of production. The fact that the projectors can be easily carried from place to place and readily set up anywhere where the sunlight can be shut out makes it possible for the motion picture bureau to reach almost everybody.

What Ontario has accomplished is but the beginning, yet it is indicative of what the future holds for the visual educational film. The attendance at the Agricultural Representatives' meetings and at the showings of the films of interest to women in the test made in Simcoe County circuit of the Women's Institutes, can but have one meaning—that the public appreciates and approves of this method of education. During the coming winter the Government plans to establish a much wider distribution of the films than it has been possible to arrange in the short time the Bureau has been in existence.

The Picture and the Real

MR. S. C. JOHNSON, Director of the Provincial Motion Picture Bureau tells of many incidents cropping up during the past few months which indicate the advantages of moving picture demonstrations over the lecture demonstrations. During the showing of film No. 115, "The Conformation of a Holstein Dairy Cow," a discussion arose about the comparative merits of a local Holstein cow and Mollie Rue Rattler of the O. A. C. To settle the point, the agricultural representative took his Pathoscope right into the cow barn and hung his screen beside the local Holstein, enabling those present to compare the two cows.

At the Winter Fair in Guelph, during the showing of film No. 154, "Growing Mangel Seed," a farmer informed the representative that he had hesitated about growing mangel seed because he did not understand how the "young shoots" were planted, but that after seeing how this was done in the movies he was going to grow mangel seed.

Object Lesson in Marketing

"THE Marketing of Live Stock," film No. 109, is one that has been well received, for it shows what happens to the cattle after they are sold or shipped by the farmer. This reel has shown the farmer the reason why prices fluctuate, and why it is necessary to grow certain types of beeves and hogs that the best prices may be obtained in the keen competition existing in the big stock yards market. The demand for this film is growing, and it may yet out-distance the one on "Ontario Wool," which has met with such instant favor since its release.

Recently a lady lecturing on "How to Kill and Dress Poultry" was booked for a lecture in Toronto, but had the misfortune of having her crates of poultry delayed in transit. In desperation she sought the Bureau of Moving Pictures and secured the use of film No. 112, "Killing and Dressing of Poultry," which enabled her to deliver her lecture as effectively as if she had had the real birds.

Used by Food Control Board

THE Government's use of moving pictures is not confined to agricultural propaganda, but is broadening out along many lines. For instance the Canada Food Board is now making a composite picture from the four reels on "Back Yard Gardening, Methods and Appliances," for use in encouraging greater food production in urban centres.

Five films have been made of road-building, and these are being used to encourage better road-building. The films made of "National Service on the Land," are being used in recruiting work among colleges and other places where girls foregather. Ten thousand feet of film has been made of New Ontario farms, mines, gold, silver, nickel, copper, and other attractions for settlers. Already the Whitby High School is teaching agriculture by means of the films prepared and made available by the Provincial Motion Picture Bureau.

Seven thousand feet of film have been made of the Convalescent Homes and Hospitals in Canada. This film is being sent to France and England for comparison with methods employed overseas with a view to improve methods.

Such is the result of one year's employment of moving pictures in educational work. What Charlie Chaplin's funny feet and Mary Pickford's cunning dimples will do during the next year is difficult to predict. Let's go to the country and see!



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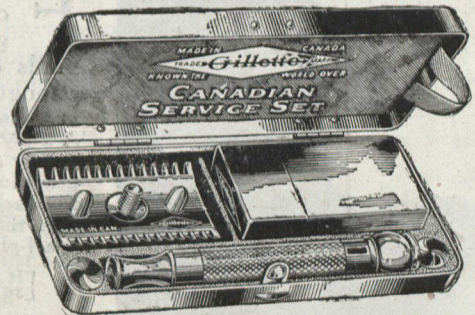
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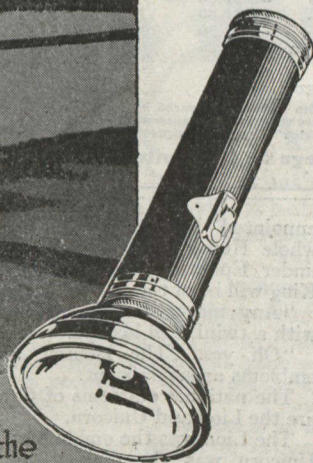
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