

Anti-Bolshevik Propaganda on the Cinema A Peep Behind the Scenes

The following document has come into our hands, containing instructions to managers of theatres and advertising agents for moving pictures. It states that a film is about to be released for the circuit for the purpose of discrediting the Bolsheviks and Socialists generally. Preserve it. It's a gem and a fine example of the methods and ethics of the business world.

"Put up red flags," it says, "and then hire soldiers to tear them down." Even creating riots is good for business. On this matter "a word to the wise," etc., is a good proverb.

Take fake pictures (down in Florida, U. S. A.) of this true "exposure" of the Bolshevik experiment in Russia showing men and girls running around in "home-made living-picture suits" (down in Florida) and then have special shows for children. It will elevate their morals by showing them the immoralities practiced by the Bolsheviks (down in Florida, U. S. A.). It's coming. Get your children ready to see this elevating "true" picture play in which the Bolsheviks are shown practicing bestialities (down in Florida, U. S. A.).

And, Mr. Theatre Manager, get those soldiers hired to tear down the phony red flags.

And—everyone else, look out for those anti-Bolshevik meetings! According to the Vancouver "Sun" of April 24, the city council has already been applied to for a permit and support.

The document says:

The showing of this play should be prepared for well in advance. It will not yield the fullest results to give an intensive three or six-day advertising campaign. The newspaper work should begin well in advance of the showing, if possible through a controversy on Socialism.

Let the management write a couple of letters attacking the socialistic theory and linking it up with Bolshevism. There is almost certain to be a reply from some local high thinker. Then the battle is on.

Inaugurate a Controversy

Work gradually to the contention that Socialism will not be possible in this or the succeeding generation because people are not yet prepared for liberty such as Socialism aims at. Later work in allusion to the feature of the limited experiment made by Upton Sinclair some years ago at Halycon Hall, where the community idea fell because all wanted to live without working. All of this should be worked out under a pseudonym.

Then come out under your own signature and apparently get into the controversy for the first time, telling of "Comrades," by the Rev. Thomas Dixon, and adding that you will shortly show a play drawn from the book which gives the result which has attended every such movement in history. Then start your straight advertising campaign. If you can write cleverly or can get someone to do it for you, you can run for a couple of weeks in the local daily, without ever suggesting that the discussion has any advertising intent.

The Question of the Hour

Bolshevism is the question of the hour. It has spread to every town and village. In some places its adherents do not dare openly discuss the matter, but they may have the courage to engage in an anonymous discussion. In the larger places you will find circles openly run. You will find no lack of opponents in the larger towns. Save all of the clippings for lobby work when your open campaign starts.

You can get the ministers to take this question up. The subject is timely and most ministers know that a well-advertised topic will draw the crowds. Announce the sermon on your screen for three or four days in advance.

This can be done before you start your campaign or perhaps the minister will be willing to preach on the topic the Sunday before your opening, in which case take the advertising for the church directly into your house advertising. Have a lobby frame announcing that the Rev. John Blank will preach on this powerful play at the **First Christian Church**.

Use Paper Plentifully

Perhaps you can go further and get some local patriotic society to hold an **anti-Bolshevik mass meeting**. It can be done. If your house is closed on Sunday, lend your house for the meeting. If you can run seven days, help the society get a hall. It will repay you. Get out posted paper, advising all to attend the meeting and then see the play. There are both one and three sheets which can be stripped to advantage in this connection. Don't think you cannot pull this stunt until you have tried.

When you get ready to do your direct advertising, go to it strong. The cartoon one sheet is exceptionally good. Get these all over town. Don't use less than fifty. Use a hundred if you can. Use several of the six sheets. These deal only with a side issue of the film, but they are flashy and striking. Use at least one twenty-four and more if you can find the boards. It is not as strong as the one or three, but the bigness will help to create the impression of importance.

This is a subject which can be sold with paper. Use plenty of it. Get more than you think you can afford. If you are in a small town, go into the nearby town with the one's and in the city, go beyond your usual district with ones and threes. If you can get twenty extra people with a dollar's worth of paper, you are making a direct profit and possibly some new patrons. If you have not the nerve to use plenty of paper, leave the subject to your opposition.

Go After Factory Workers

If you have any factories in town do not overlook the suggestion at the top of page nine of the press book. There is not a factory owner who is not at least secretly afraid of the growth of Bolshevism, and he has cause for fear. Go to him with the private viewing or even with a good talk on the film and he will buy **blocks of seats** for his employees and their families.

This is not a fanatical propaganda picture where bias spoils argument. It is a clean-cut study of the reason why Socialism has not and cannot come. There will be no reaction upon the factory owners after the picture has been seen. It will help them more than they can realize.

And on the same lines, in your own advertising do not advertise it is an argument against Socialism. Call it a study of Socialism. Make this a big talking point.

Get up such questions as "Can a Man be a Socialist without drifting into Bolshevism?"

Bring out one big space with a huge "Are you a Bolshevik? Are you sure?"

Then run into your selling talk in small type—an eight or ten point according to your space. Make it plain in all your advertising that this is not a faked-up story of Russian Bolshevism. Don't merely refrain from saying that it is. Tell that it is not. Tell that it is the story of a socialistic experiment.

Hook Up With "The Birth"

Hook up with "The Birth of a Nation," by advertising that is from a story by the author of "The Clansman," from which "The Birth of a Nation" was made. Do not overplay this angle, for the story can stand by itself, but it is worth some use.

Then tell about the production. Tell that it was

figuring as the mythical Ventura. There are several good fights in the picture, and some splendid crowd scenes in which hundreds are used. Take up the items in detail.

Tell how the socialistic chef goes on strike because he wants a salary, but is led out by the hero's chauffeur, who used to be a white hope, and persuaded that he had better be good. Tell how the community gives a ball where some of the girls shock the spinsters by coming to the dance in home-made living picture suits.

Play up the character of Wolff, who started the scheme to promote his own ends, while talking of community interest. Tell how his wife, who furthered his plans, is selected as the first victim of his new divorcee decree and changes her mind about Socialism. Play up the angle of the rich man who secretly backed his son's schemes to show him how impractical Socialism really is.

Then use the combination in something like "One man was a Socialist for love of power. Another was guided by love for a woman. Both talked of the good of the community to hide their own ambitions. That is what Socialism is."

Make a Run of It

And finally, don't make the mistake of booking for a day. Unless you have a three hundred house in a two hundred town, with no neighbors to draw from, book at least for three days. Let your first night's audience tell the others and bring them in.

Run an extra night show. Have a special showing for school children. Work all of the crowd stunts—**Put up red flags about town and hire soldiers to tear them down** if necessary and then come out with a flaming handbill, explaining that the play is not an argument for anarchy. Have the bills ready printed, that you may get them out quickly or the idea may boomerang. **Work out the limit on this and you'll not only clean up, but profit by future business.**

(Emphasis ours.)

RUSSIA

That we are abundantly able to feed Russia is indicated by the size of our winter wheat crop. The Department of Agriculture has just estimated that crop of 837 million bushels, the largest ever grown. With a spring production of from 225 to 300 million bushels, we shall probably have a surplus for export of 450 millions. Before the war we exported 100 millions. And now our Consul General in Buenos Ayres reports that Argentina will have more than 150 million bushels for export herself.—New Republic, April 19.

"GENE" DEBS

Eugene V. Debs has gone to the West Virginia penitentiary to begin his ten-year sentence. "These are pregnant and promising days," said Debs, as he entered the prison doors. "We are all on the threshold of tremendous changes. The workers of the world are awakening and bestirring themselves as never before. All the forces that are playing upon the modern world are making for the overthrow of despotism in all its forms and for the emancipation of the masses of mankind. I shall be in prison in the days to come, but my revolutionary spirit will be abroad, and I shall not be inactive. Let us all in the supreme hour measure up to our full stature and work together as one for the cause which means emancipation for us all."

The New York "Nation" of April 19 says: "These are words of simple greatness, we may believe or not in the underlying doctrine; we cannot fail to honor and to believe in the man."