

"The girl without a social center is mother to the woman without a home."



Too Much Family

CHARLIE'S REFORM

A MOTION PICTURE DRAMA
ON THE
SCHOOLHOUSE SOCIAL CENTER
DEvised BY
Clarence Arthur Perry

DEPARTMENT OF CHILD HYGIENE
RUSSELL SAGE FOUNDATION

400 METROPOLITAN TOWER

NEW YORK CITY



Where He Went Next

The Story of Charlie's Reform

Charlie, an athletic young bookkeeper and the mainstay of a widowed mother, is calling upon a sweet, womanly girl by whom his affections have been strongly aroused. The continual interruptions from the small brother and two mischievous sisters make private conversation impossible. His patience finally becomes exhausted and when Helen's parents refuse to allow her to go out with him he



Companions

leaves in high dudgeon. On the street Charlie encounters an acquaintance who invites him to a dance-hall. In a desperate mood he accepts, and at this resort takes his first steps in a downward career. His intemperance soon results in the loss of his position and he becomes a loafer at the corner saloon.

Meanwhile one of Helen's former teachers has persuaded the old folks to allow the girl to attend a nearby schoolhouse social center. At one of the weekly dancing parties she meets a young man who, subsequently, escorts her to various doings at the center. On one

By adding a few specially trained leaders in recreation and social affairs to our educational corps every schoolhouse in the land can be turned into a center of neighborhood life without harm to the school property or materially increasing the burden upon the taxpayers.

GLIMPSES OF ACTUAL SOCIAL CENTERS



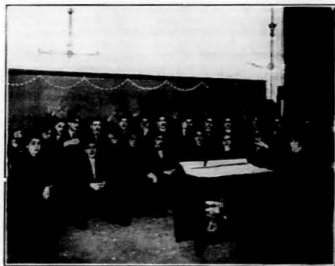
The City Competing Against Street Loafing



Companionship Under Wholesome Auspices



Singing and Sociability



The Kindergarten of Efficient Citizenship

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Breaking a Heart

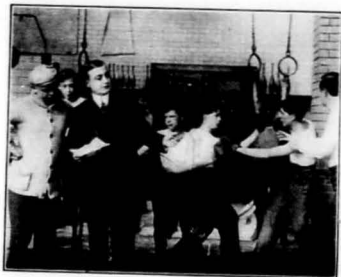
(continued)

of these occasions Charlie's companions draw his notice to the couple as they pass the saloon window. The sight of a probable rival stirs up a jealous rage and, despite all efforts to hold him, he sets out in a half-drunken pursuit and thus comes to the social center. How it quiets his suspicions, sobers him with its hospitality and, finally, through its activities regenerates all his wholesome instincts makes up the remainder of a deeply human and profoundly significant drama.

(Film produced by Thomas A. Edison, Inc.)



An Intrusion Transformed by Hospitality



The Reform Under Way



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How to Get the Film and Make it Effective

Inquire of the nearest "licensed" motion picture theatre *when* they will show "Charlie's Reform." Tell the proprietor how many groups of people in your city are interested in this film and how he can reach them with advertising matter. Offer to co-operate with him in arranging a private view, to be attended only by influential persons and the *reporters*.

Ask the school people and all organizations which are interested in temperance, morality, and the welfare of the coming generations to attend and advertise the theatres which exhibit this film.

If you wish to rent the film for a special occasion correspond with the film "exchange" with which the "licensed" theatres of your locality deal.

If by any chance you fail to get satisfaction from the "exchange," address the General Film Company, Educational Department, 200 Fifth Avenue, New York City.