

HOW MOTION PICTURE FILMS MAY BE OBTAINED

(The following information is given in response to inquiries as to how motion pictures of educational value may be obtained.)

Motion pictures are produced by about 35 manufacturers who are divided into three main groups: Motion Picture Patents Company, 80 Fifth Avenue, New York; Motion Picture Distributing & Sales Company, 111 East 14th Street, New York; National Film Distributing Company, 145 West 45th Street, New York.

The manufacturers distribute their product through "exchanges," of which there are more than 100 in different parts of the country, each having in stock part or all of the product of one manufacturer's group.

The manufacturers sell or lease their product to the exchanges, which in turn rent by the week or by the day to exhibitors. At present the educational institution has to get its film from some "exchange." Each exhibitor must use exclusively the product of one of the above trade groups for any given program.

There is one exception. The General Film Company (distributing agent of the Motion Picture Patents Company) has recently organized an EDUCATIONAL DEPARTMENT, which is privileged to acquire any motion picture, no matter by whom produced. This Department has prepared a catalogue of educational motion pictures which will be sent upon request. Address General Film Company, Educational Department, 200 Fifth Avenue, New York City.

If you wish to rent a film, the manager of the licensed theatre of your locality will give you the address of the film "exchange" with whom he deals. However, very few exchanges have in stock pictures which were produced more than one year ago, no matter how excellent the pictures may have been.

When a picture is "released" the rental price varies from \$5 to \$10 a day per reel. With each subsequent week the price diminishes and the reel, while still in good physical condition, can be rented from \$1 to \$2 per day. A reel is 1,000 feet long and gives a fifteen minute performance, and may contain one or more "subjects."

Before exhibiting motion pictures, the persons in charge of the entertainment should acquaint themselves with the local laws governing the installation and operation of the machine.

On all the above points the National Board of Motion Picture Censorship, 50 Madison Avenue, New York, will gladly give information.

An interesting pamphlet on motion pictures, dealing with health subjects, quoting prices of films, and containing a list of exchanges where the films may be obtained, will be sent upon request by the National Association for the Study and Prevention of Tuberculosis, 105 East 22nd Street, New York.

TWO FILMS PREPARED BY THE RUSSELL SAGE FOUNDATION

Produced by Thomas A. Edison, Inc. Company. Each film 1,000 feet in length.