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Annotated bibliography of films for alcohol education.

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Boston University
School of Education

Service Paper

ANNOTATED BIBLIOGRAPHY OF FILMS FOR ALCOHOL EDUCATION

Submitted by
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(A. B.) Clark University 1929

In partial fulfillment of the requirements for the
Degree of Master of Education
1952
First Reader: Leslie W. Irwin, Professor of Education
Second Reader: Joseph G. Dzenowagis, Instructor in Health Education
Acknowledgements

The author wishes to acknowledge his indebtedness to all who have kindly assisted in making this paper possible. I am particularly indebted to Dr. Leslie Irwin for his encouragement, valuable suggestions, helpful criticisms and most generous cooperation.
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CHAPTER I

THE PROBLEM
Introduction

Statement of the Problem

The problem consisted of compiling a list of films and film strips relating to the subject of Alcohol. All the films and film strips chosen were to be listed and supplemented by a brief annotation concerning each one. In this way it would be reasonably possible for one interested in Alcohol Education to ascertain quickly if the film to be used would be suitable for the intended purpose. Also, whether it was within the age level of the group to be instructed.
Justification of the Problem

The problem of Alcohol is the fourth ranking health problem in the United States today. Our social tensions and the complexities of living will tend to increase rather than decrease. Therefore, it is reasonable to expect an intensification of this problem of alcohol. Society is burdened by the problem growing out of the use of alcohol. Intoxication, traffic accidents, court and jail situations because of drunkenness, family neglect, job irresponsibility, debts, and disorganization of the individual and his relation to the community are just some of the problems thrust upon society to solve.

What is to be done? Any question for which there is no satisfactory answer presents a problem. Society, to date, has failed miserably in coming forth with a correct solution. Rabid organizations have tried to scare the people into abstinence by ostracism, shame, and disgrace. All have failed in their objective. Today the problem is more acute. The one remaining method to be used is by education.

No person wishes to be a victim of alcohol. That is a foregone conclusion. Therefore, if we as educators can through teaching by films show alcohol in its true light we will be doing a great service to society.

Alcohol is a drug. Therefore, like any other drug, its abusive use can only mean self destruction. Through the school and various organizations this point can be emphasized to a great advantage. The primary purpose of this paper is to provide a handy source of information relating to Alcohol Education. A source where one can in a minimum amount of time choose a film for intelligent, scientifically proven discussion of the use and abuse of alcohol.
Scope of the Study

The study was made of all films relating to Alcohol Education. The film survey is quite complete because of the fact that there are comparatively few films relating to Alcohol Education.

Each film listed is given a brief annotation and information regarding its availability to the public.
CHAPTER II

METHODS OF PROCEDURE AND CLASSIFICATION
Method of Procedure Used in the Study

A letter was written to eighty-nine leading agencies that handle film distribution in the United States. The agency listings were taken from the "Eighteenth Yearbook of American Association of School Administrators, 1940, Vol. 8, Washington, D. C., National Education Association of the United States," and "Federal Security Agency Catalog of 16 mm. Films."

This letter requested a listing of film in any way relating to Alcohol. Also, upon what conditions the films were made available, such as, outright purchase, loan, or rent. If no description of the film was given at the time, it was necessary to make further inquiries.

The response was most encouraging. Only in a few instances was it necessary to write a second time. Eighty-two responded. Some letters were returned unclaimed. Three refused to answer despite a second letter.

The films selected are graphic in their illustrations; they present material in a scientific manner, using factual laboratory material and technique where advisable and available; they are simply worded and direct in wording so that they are easily comprehended; they are easily available, and in general low in cost so that the expense item is a minor one.


All of the films annotated have the approval of organizations devoted to alleviation of the problems arising from the abuse of alcohol. Following is a list of such organizations:

National Committee on Alcoholism
2 East 103rd Street, New York 29, New York

National Woman's Christian Temperance Union
Evanston, Illinois

The Alcoholic's Foundation
Box 459, Grand Central Annex, New York City, New York

Worcester Committee for Education on Alcohol
5 Claremont Street, Worcester, Mass.

Licensed Beverage Industries
155 East 44th Street, New York, New York

Christian Civic League
18 School Street, Concord, New Hampshire

Yale Plan Clinic
52 Hillhouse Avenue, New Haven, Conn.

Mass. Departments of Mental, Public, and Educational Health
Boston, Mass.
Classification of Data

As a reply was received from each agency, a careful, considerate study was made of the material. Such vital information as: description, running time, sound or silent, age level, rental cost, and sources was all formulated and indexed.

The agencies and films are indexed, and as a cross reference you will find each film indexed and which agency produces it.
CHAPTER III

REVIEW OF LITERATURE
Review of Literature

In doing research on literature pertaining to films relating to Alcohol Education the literature in the field was found to be meager. There was found to be no comprehensive, compiled, annotated listing of films available and suitable for Alcohol Education.

Is there a place in Audio-Visual Education for the teaching of Alcohol and its related problems? "One picture is worth ten thousand words" is an old saying that may not be entirely accurate. Nevertheless, the skillful use of pictures has resulted in highly successful instruction in the various fields of education. Industry and the United States Armed Forces have made great use of this medium of education.

"Some six thousand years ago the written word came into existence."¹ Today these two—the spoken word and the written word—are still the most important channels of instruction, and will probably remain so in the years to come. However, Audio-Visual aids such as films are supplemental devices in education to help make a lasting impression on the individual. By impressing another sense, sight, a more vivid and graphic impression may be made to emphasize the oral or written words used to explain the film.

According to Dale, eighty-seven per cent of our experience is gained through the eyes.² Audio-Visual aids such as films are effective in

stimulating mental activity; they are interesting and the content is relatively easy to master. However, the value of films as a tool of education is dependent to a great degree upon the previous preparation and knowledge of the instructor regarding the material being shown. The wise use of films as an instructional aid stimulates purposeful and vitalized self activity, and this is much more profitable educationally than a more or less passive, and often bored, listening. 1

At best, a film as an aid to teaching is still only an aid. It is not a substitute but a supplement. It does not, therefore, represent a complete educational setting in itself. So it follows that the teacher should have a very definite purpose in using the film, and that he lead the pupils to understand and appreciate the reasons why it is being used.

The teacher should be thoroughly familiar with the film and the possibilities of its use. The teacher should know those elements of it which are important and those which are unimportant to the group to whom the film is being shown. The teacher should be able to answer, How is the film to contribute to an understanding of the lesson being taught? "The use of films can be justified only in terms of bringing to the learner a valuable experience that might otherwise be denied him." 2 Because of the natural limitations of experience, the motion picture can enable educators to teach more effectively and more cheaply such matters as health, safety, social and economic issues, and others.


2 Ibid., p. 41.
To establish a worthwhile criteria for film judgment, several books pertaining to Audio-Visual Education were consulted. By and large there is an agreement among authorities as to what one may look for in the evaluation of a film. The criteria used for this service paper are:

1. Specifically, for what educational purposes is the film designed?
3. Does it suggest new problems, materials, implications, applications?
4. Is the educational element overshadowed by the dramatic or spectacular?
5. Can the film be used effectively by or for those for whom it is designed?
6. Is it free from undue undesirable advertising or propaganda?

In order to make the criteria more comprehensive a few suggestions of other authorities on Audio-Visual Education were used:

1. Is there a guide available to provide an effective use of the film?  
2. Is the subject matter up to date?

3. Is the film:
   a. Accurate and authentic in fact?
   b. Representative in its selection of fact?
   c. Truthful and sincere?  

4. Does the film promote an educational program better
   than any other method available at the time?

Previous and present experience in the use of films in the fields of
education has proven highly successful, and has shown that films frequently
have a more lasting impression than oral or spoken words alone. It seems,
therefore, that a similar use of film in alcohol education may well have
a particular value since the observer's experiences are often limited.
Films graphically illustrate the potential dangers and hazards in the
unwise use and abuse of alcohol. And often it is this graphic presentation,
though not necessarily dramatic presentation of the subject, that stresses
the various points and phases that the teacher wished to emphasize in
showing the film.


4/ Ibid.
CHAPTER IV

LISTINGS OF FILMS WITH ANNOTATIONS
Films

1. Alcohol and the Human Body

16 mm 1 reel time 13 minutes SH - C - adult Sound

Explains the effects of alcohol on the human body, describing the characteristics of alcohol and how it is made. Defines fermentation and distillation. Traces the course of alcohol through the body until it either oxidizes or escapes. Reveals progressive effects of alcohol on the important brain centers of judgement, muscular control, vision and coordination. Illustrates diagrammatically the effects of alcohol on the liver and brain. Dramatizes the case of a problem drinker, steps leading to alcoholism and prescribes a treatment.

Sources

University of Tennessee Rental $4.00
University of Indiana Rental 3.50
Iowa State College Rental 1.85
Encyclopedia Britannica Films Inc. Rental 3.50 1 day
Each additional day .50
Purchase 63.00
Pacific Union Supply Co. Rental 4.00
Methodist Publishing House Rental 4.00
2. Alcohol as a Preventive of Experimental Neuroses

16 mm 400 ft. time 20 minutes college and adult Sound

Cats, mildly intoxicated with alcohol just before being subjected to motivational conflicts, do not develop markedly neurotic deviations of behavior. However, if the same conflicts are induced when the animals are sober, severe inhibitions, compulsions, phobias, regressive patterns, and other persistent neurotic aberrations are induced. The analogies with man's use of alcohol as an anxiety relieving nepenthes are suggested.

Source

Pennsylvania State College Purchase $25.00
Rental 1.25

3. Alcohol: Physiological Effect

16 mm Senior High College Adult

Animation and live photography show specific effects of alcohol on brain and actions of the imbiber.

Sources

Pennsylvania State College Rental 2.75
Encyclopedia Britannica Films Inc. Rental 2.75
4. **Alcoholism**
   
   16 mm  2 reels  time 20 minutes  Sound  High School College  Adult
   
   Presents in dramatic detail the causes and treatment of excessive drinking, tracing the development of the disorder in the case history of Ed Grimer. Shows how the roots of alcoholism are imbedded in personality difficulties, and describes various forms of treatment. Demonstrates the role of the public clinic, and emphasizes the need for increased treatment facilities and greater public knowledge of this widespread problem.

   **Source**
   
   Encyclopedia Britannica Films Inc.  Rental $4.50
   
   University of Tennessee  Rental 4.00

5. **And Sudden Death**
   
   16 mm  6 reels  Sound  time 40 minutes  Adult
   
   Emphasizes danger of drunken driving and speeding

   **Source**
   
   Paramount Films, Inc.  Rental
6. **Beneficient Reprobate**

16 mm 4 reels time 42 minutes Sound

Junior High Senior High College Adult

A treatise on the uses and effects of alcohol in industry and in relation to the central nervous system of the human body. An evaluation of alcohol in the various uses to which it may be put and makes clear why it causes characteristic effects when taken in beverages.

**Sources**

- Iowa State College Rental $0.60
- Kansas University Rental 0.50
- Woman's Christian Temperance Union Purchase 75.00
- Associated Films Rental 3.00 plus shipping
- Aikin and Bagshaw Rental 5.00 plus shipping

7. **Clear to the Top**

16 mm Sound time 35 minutes Adult

The theme of this is moderation in drinking and proper drinking habits, and the care with which liquors are made and also blended. The script centers around the attempt of a dancing team to get a start in their profession. They almost lose their opportunity because one of the members mixes his drinks improperly. A trip through a distillery is worked into the story, showing how liquor is made, and mentioning the work the company did for the government during the war in the manufacture of alcohol.

**Source**

- Calvert Distillers Free Loan
8. **Control of Alcoholic Beverages in Michigan**

16 mm  
Sound (color)  
time 22 minutes

Limited availability within the State Commission and some of the general control policies relative to the sale and the consumption of alcoholic beverages.

Source

Michigan Liquor Control Commission  
Free Loan

9. **Drunk Drivers**

16 mm  
Sound and Silent (color)  
2 reels  
time 20 minutes

Senior High  
College  
Adult

A lesson on the thesis "If You Drink, Don't Drive," and shows how a tragic accident ruins a young husband's career. Includes study of police courts in relation to community welfare.

Source

Pacific Union Supply Co.  
Rental $2.00

Association Film Exchange  
Rental $3.00

Methodist House  
Rental $3.00
10. **Drunk Driving**

16 mm  Sound  Time 20 minutes  2 Reels

Senior High  College  Adult

An excellent film on the danger of driving while under the influence of alcohol. The film dramatizes a situation in which one man is responsible for the deaths of three innocent people as a result of having taken a few drinks before taking his family out to dinner.

**Source**

- University of Tennessee  Rental $3.00
- Association Films  Rental 3.00
- Methodist House  Rental 3.00
11. **Family Affair**

16 mm Sound 1 Reel Time 12 minutes

Junior High Senior High College Adult

W. C. T. U. Film

Five members of the alcohol family: Methyl, Ethyl, Prophyl, Butyl, and Amyl are introduced and the various properties they have in common are demonstrated in laboratory scenes. Also, the uses of these alcohols in industry are depicted. The film shows how poisons are used as sprays and dusts on crops and fruit trees. Shows the effects of alcohol and strychnine on growing seeds, as compared with the effect of plain water.

Dr. R. V. Seliger, psychiatrist at John Hopkins University is introduced, and states that the only way to combat successfully the poisonous effect of alcohol on the mind and body is by total abstinence.

**Source**

- Iowa State College Rental $0.60
- Kansas University Rental 1.20
- Association Films Rental 1.00 plus shipping
- Pacific Union Supply Co. Rental 1.50
- Methodist Publishing House Rental 2.00
- Woman's Christian Temperance Union Purchase 25.00
12. **Highway Mania**

16 mm Time 17 minutes
Junior High Senior High College Adult

Why so many deaths on the highway? This film shows the causes and how to correct them. It delves into the country's great traffic problems with infinite care and provides an educational subject of tense interest with many dramatic episodes.

**Sources**

University of Tennessee Rental $3.00
Audio Film Center Rental 3.00

13. **I Am an Alcoholic**

16 mm Sound Time 18 minutes College Adult

Neither a temperance lecture nor a plea for prohibition, "I Am an Alcoholic" is a story of Alcoholics Anonymous. Through the experience of one man, this subject portrays the steps taken by members of Alcoholics Anonymous to bring that man back to his rightful place in society, to a regaining of health, happiness and selfrespect. The origin and development of Alcoholics Anonymous is pictured.

**Source**

R. K. O. Radio Pictures Rental
Bureau of Communications Rental $3.50
(Weekly 2½ times daily rate)
14. **It's the Brain That Counts**

16 mm Sound Time 20 minutes

Senior High College Adult

W. C. T. U.

The effect of alcohol on oil, and bread is told in story form to two young people, brother and sister, who go to their doctor for a talk following an accident to a friend who had been "talked" into drinking beer. The doctor, using a model of the brain, demonstrates the action of alcohol on human body cells, narrowing of vision, dimming perception of color, brain control, muscular control and judgment.

Sources

- Association Films Rental $2.00 plus shipping
- Kansas University Rental 1.20 a week
- Indiana University Rental 3.00
- Iowa State Rental .50
- Pacific Union Supply Rental 2.50
- New Hampshire Christian Civic League Rental 1.00 plus return postage
- Methodist Publishing House Rental 2.00
- Woman's Christian Temperance Union Purchase 50.00
15. Liquor as the Doctor Sees It

16 mm  Time 20 minutes  Senior High College  Adult

A clergyman and a physician state the case for prohibition, explaining how alcohol is formed and outlining its effect on plant, animal and human tissue. They also point out social evils. The clergyman's introduction is quite long and definitely limits the use of this film.

Sources

United World Films, Inc. Purchase $72.00
Pacific Union Supply Co. Rental 3.00
Woman's Christian Temperance Union Purchase 85.00

16. Liquid Lore

16 mm  Sound (color)  Time 17 minutes  Senior High College  Adult

Water and alcohol are the featured players in this film. We see the part that water plays in our lives, in bathing and internal cleansing. A series of simple tests show the differences between water and alcohol and emphasize the value of alcohol outside the body in contributing to our welfare. The effects of alcohol on automobile driving are clearly shown.

Sources

Iowa State College Rental $0.30
Kansas University Rental .75
New Hampshire Civic League Rental 1.00 plus postage
Methodist Publishing House Rental 5.00
Woman's Christian Temperance Union Purchase 85.00
17. Neurosis and Alcohol

16 mm    Silent    Time 25 minutes

In this film cats are trained to manipulate a switch to actuate their own feeding signals. When alcohol is administered, these patterns disappear in the order of decreasing complexity until only the original, primitive reactions remain. After recovery, the animals are subjected to a severe motivational conflict, and develop anxiety, inhibitions, phobias, and motor abnormalities. Alcohol again disintegrates these complex reactive patterns, restores good oriented behavior and thereby temporarily relieves neurosis. Some animals continue to prefer alcohol to non-alcoholic drinks until their "addiction" is cured by various experiments and mental procedures.

Sources

Pennsylvania State College    Purchase $38.00
California Film Library      Rental 2.00
18. **Problem Drinkers**

16 mm. Sound 2 Reels  Time 19 minutes
Senior High  College  Adult
A March of Time Production

Here is the story of what has been done to date by such well-known organizations as Alcoholics Anonymous, the Research Council on Problems of Alcohol, and the laboratories of the Yale School of Alcoholic Studies to control alcoholism and have it recognized as a disease. The film "Problem Drinkers" takes you step by step through an alcoholic's downfall and his rehabilitation. It shows how he slips from "moderate" drinking into uncontrolled excess, how he is rehabilitated and his ultimate recovery.

**Sources**

- Mogull's  Rental $1.00 per day  2.00 per week
- Lawrence Camera Shop  Rental 3.00 per day  6.00 per week
- Pennsylvania State College  Rental 3.00 per day
- University of Tennessee  Rental 2.00 per day
- Associated Films Exchange  Rental 3.50 per day
- Methodist Publishing House  Rental 3.00 per day  Purchase 55.00
- McGraw-Hill Book Co.  Purchase 80.00
- Boston University  Rental 3.50 per day
19. **Payoff, The**

16 mm. Sound 2 Reels Time 20 minutes

Senior High College Adult W. C. T. U. Film

The film was produced to focus public attention on the social and economic side of the alcohol problem. The first section shows in a light vein what might happen if alcohol were eliminated from the industrial world. Then comes a laboratory experiment to discover the nature and effects of alcohol on protoplasm, followed by a glimpse of the results of trying to drive a car after imbibing even a small amount of alcohol liquor. The second reel tells the story of three addicts taken from the case records of recognized welfare agencies.

**Sources**

- **Iowa State College** Rental $0.50
- **Association Films** Rental 2.00
- **Kansas University** Rental .75
- **Pacific Union Supply Co.** Rental 3.00
- **Y. M. C. A.** Rental 2.00 plus shipping
- **Methodist Publishing House** Rental 2.00
20. **Power of Decision**

16 mm.  Sound  3 Reels  Time 35 minutes

Based on the book "Ten Nights in a Modern Tavern" by Rev. Oscar Matthews. Here is a temperance story of an actual experience in family life. It portrays the fallacy of legalized liquor and exposes the truth of the tax burden brought on by liquor. It reveals the temptation of youth and the responsibilities of parents. It shows the consequence of indulgence and exemplifies religion as the alternative to the problem of alcoholic beverages. It is an intelligent treatment of the liquor question and the tragedy of its use.

**Sources**

Christian Films Production Co.  
Rental $10.00 First showing  
5.00 Second showing  
Lower rates for longer periods

Flower Movie Studios
21. **Public Enemy Number One**

16 mm.  Sound (color)  Time 23 minutes

Elementary  Junior High  Senior High  College

Here is a film photographed against a fast moving panorama of Pacific coast and mountain scenery. It depicts a vacation trip taken by a doctor and his two sons. During the trip the doctor tells his sons about the beverage alcohol and the alcohol problem. A rather detailed account is given as to how alcoholic beverages are made, advertised, and sold. The doctor also explains vividly the damaging effects of alcohol on the mind and body, and how abuse of alcoholic beverages leads to smashed lives, broken homes, vice, and crime.

**Sources**

- Iowa University  Rental $0.60
- W. C. T. U.  Rental $.55 Black and white 1.50 Color
- Kansas University  Rental 1.60 Week
- First Baptist Church  Free  Transportation costs
22. **Skid Row**

16 mm.  Sound  Time 22 minutes  Senior High  Adult

This factual document film, two months in the making, is an unpre-judiced report depicting the shocking conditions found on Skid Row in Chicago where men live to drink, and drink to live. The camera has unrelentlessly recorded scenes of dives as rough as those of the ill-famed Barbary Coast. It shows a sidewalk jungle of bars and tenements filled with alcohol-saturated humans. It pictures the "bottle-gang", the "jack-roller", the "wino", police pick-ups, and scenes in the morgue.

**Sources**

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<td>Rental $0.75 One showing</td>
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<td>Rental $3.00</td>
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23. **Ten Nights in a Modern Tavern**

Same as "Power of Decision"

**Sources**

Same as "Power of Decision"
24. **That Boy Joe**

16 mm.  Sound  2 Reels  Junior High  Senior High

A dramatized story of a boy who gets into trouble with the police, not because he is bad, but because his parents have been too lenient, and youth does not always know the right path to choose. The judge stresses the importance of scouting, Sunday school, and good family life; and he points out the danger of even a "few" glasses of beer. The film is well done and a good character education tool.

**Sources**

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<tr>
<td>Association Films Branch</td>
<td>Rental 2.00 plus trans</td>
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25. **Traffic With the Devil**

16 mm.  Time 23 minutes  Junior High  Senior High  Adult

A forceful presentation of the dangers of motor traffic. The film analyzes the causes of traffic casualties and shows the "do's" and "don'ts" for motorists and pedestrians in order to eliminate traffic tragedies.

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26. **Vicious Circle**

16 mm. Sound (color)

This film is in a semi-documentary form, with a cast of professional actors. It was filmed in beautiful color at Santa Monica, Long Beach, Beverly Hills, Hollywood, and Los Angeles. This film traces the downfall and rehabilitation of a man's attempted flight from reality through the use of alcohol. This is a vivid portrayal of the evils of liquor advertising and graphically offers a possible solution to this national problem.

**Sources**

Iowa State College

Rental $0.60 One showing

Kansas University

Rental .75 One showing

1.20 One week

W. C. T. U. (main office, Evanston, Ill.)

Purchase 150.00 Color

Rental .50 Black and white
27. Was It Worthwhile

16 mm. Sound High School College Adult

Depicts traffic violations made by a drinking driver, and shows how the public can cooperate with the police to bring about the apprehension of such drivers.

Source

Missouri State Highway Patrol Free Loan

28. Where Does It Get You

16 mm. Sound 2 Reels Time 22 minutes
Junior High Senior High Adult

A physiological study of the effects of alcohol on the human system. It is a film stressing the importance of the traits, agility, stamina, and judgment in sports, school, business, and professions. Shows how alcohol effects the body and cuts down on the effectiveness of their traits. A group of high school youngsters have the lesson vividly impressed on them.

Sources

Iowa State College Rental $0.60 One showing
Kansas University Rental .75
W. C. T. U. (main office) Purchase 50.00
N. H. Christian Civic League Rental 1.00 plus postage
Association Film Exchange Purchase 50.00 Rental 4.00
29. **Yesterday, Today, and Tomorrow**

16 mm.  Sound  3 Reels  Time 30 minutes

High School  College  Adult

An old story of excess. Convicted of his short comings, a young man
turns to the oblivion of liquor. He disregards the pleas of friends, the
heart-break of his mother, the condemnation of his father. Forsaking faith,
he refuses to believe that man or God can help. Ultimately, however, the
faith of a good woman, the friendship of a devout man, repair damage done
and restore the young man’s faith in God and mankind.

**Sources**

- Family Films  Rental $8.00  One showing 4.00  Additional days
- Methodist Publishing House  Rental 8.00
1. Dollars and Sense

Good habits reward everyone. In a positive way this film presents the practical, common sense approach to the right attitude on gambling, drinking, and smoking. Has definite classroom use, grades 2-8. Cleverly drawn gnomes, representing good and bad habits keep the treatment positive and interesting. Film fully explained.

52 Frames Purchase $2.25

2. Chance of a Lifetime

A safety film for every classroom. As well as teaching safety to children, as drivers of the future, it gives simple scientific explanation of alcohol and its relationship to traffic accidents.

53 Frames Purchase $2.25
Strip Films (slide)

3. **Ceiling Unlimited**

   A commercial pilot settles an argument about flying as related to alcoholic beverages. A teaching picture for Junior or Senior High, or any group interested in narcotic education.

   55 Frames Purchase $2.25

4. **A Tower of Strength**

   Children respond to this highly picturized story of the rules of good health. Toward the end of the strip or film, scientific reasons for alcohol abstinence are established. Ideal for classroom teaching, grades 2-8.

   55 Frames Purchase $2.25

5. **Alcohol Problem Visualized** (3 strips)

   Where limited time is given to alcohol education, these films are ideal. Facts and figures are given relating to the problems created by alcohol.

   National Forum Purchase $15.00
CHAPTER V

FINDINGS AND RECOMMENDATIONS
Findings

In collecting all material necessary for this paper, it was found that as a whole the film producers were most cooperative. The percentage of replies was most gratifying.

Although some films were produced under biased circumstances, such as those produced by distilleries and "dry" organizations, the value of the film and benefit derived were not impaired.

It was disappointing to find so very few films available without a charge. This condition puts a limitation on teachers who would be interested in showing films as a part of a course in Alcohol Education.

A great deal could be accomplished through the use of these films by schools and organizations. To see the effects of the abuse of alcohol is far more impressive than reading about it, or listening to lectures.

The manufacture of alcohol is a big business in the U. S. today. It would be to the advantage of distilleries to produce films showing the other side of the alcohol picture, such as, the tremendous amount of research carried on in the field of medicine and agriculture. Most of the films on Alcohol Education present the sordid side of the picture. Such films belie the truth when we consider the fact that over 50 million people in the U. S. drink alcoholic beverages, while only 4 or 5 million show definite abuse.

1/ Herbert Yahres, Alcohol Is a Sickness, Public Affairs Pamphlet No. 18, Public Affairs Committee, Inc. New York City, 1946, p. 2.
such as Alcoholics.\textsuperscript{2/} It would be well for alcohol producers to clearly show that certain people have, may I say, an "allergy" to alcohol and that they should never indulge. Others may, but with extreme discretion. It is the abuse, not the use, of alcohol that makes it a problem today.

There is a great discrepancy as to the fees charged for films. This service paper will save the reader money and time by checking the sources carefully for price rates on films. In most cases it would be advisable to first contact State Universities because of their low rental fees.

Recommendations

Since the primary purpose of this paper is to provide a handy source of film information for those interested in Alcohol Education, it is suggested that the age level of the person or persons to be instructed be first established. The reason for this is that Alcohol Education is of a progressive nature. Films suitable for adults would be meaningless and complex to younger people, and by the same token, films for the younger generation would be too primary for the adult.

May I also recommend to anyone attempting to teach Alcohol Education to familiarize themselves thoroughly with the "Lay Supplement Series" issued by the Laboratory of Applied Science of Yale University, in order to better understand Alcohol and be able to lead a discussion group after the film showing.

In conclusion, the author suggests a follow up of this study be made periodically to keep abreast with the issuance of new films and price changes. As more people realize the importance of this phase of health preservation, the trend will definitely be for more and better films suitable for proper instruction in the use and abuse of Alcohol.
Suggestions Relative to Ordering Film

1. Make requests well in advance of showing.

2. Give second and third choices, whenever possible, of date or subject.

3. Be sure to give the following information:
   a. Exact title of film
   b. Booking date and alternate dates, when possible
   c. Indicate whether sound or silent films are desired

4. To save on shipping costs, order your films from the nearest source.
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Agencies and Films Offered

Association Films Exchange (W. C. T. U.)
35 West 45th Street, New York City, New York or
79 East Adams Street, Chicago 3, Ill.
351 Turk Street, San Francisco, Calif.
1915 Live Oak Street, Dallas, Texas
1. Beneficient Reprobate
2. Family Affair
3. It’s the Brain That Counts
4. Drunk Driving
5. Pay-Off, The
6. Problem Drinkers
7. Where Does It Get You

Akin and Bagshaw
2023 East Colfax Avenue, Denver 6, Colorado
1. Beneficient Reprobate

Audio Film Center
38 West 32nd Street, New York City, New York
1. Highway Mania

Bureau of Communication Research
13 East 37th Street, N. Y., N. Y.
1. I Am an Alcoholic

Boston University
84 Exeter Street, Boston 16, Mass.
1. Problem Drinkers
California Film Library
Westwood Village, California

1. Neurosis and Alcohol

Calvert Distilleries Corp.
405 Lexington Avenue, New York, New York

1. Clear to the Top

Christian Films Production Co.
Cheney, Kansas

1. Power of Decision
   or
   Ten Nights in a Modern Tavern

Colorado University
Division of University Extension
Bureau of Audio Visual Instruction
Boulder, Colorado

1. Family Affair
2. It's the Brain That Counts
3. Liquid Lore
4. Pay-Off, The
5. Vicious Circle
Encyclopedia Britannica Films, Inc., Main Office

207 South Green Street, Chicago, Ill.

Rental Agencies:

Box 358, Wilmette, Ill.

330 West 42nd Street, New York 18, New York

8414 Melrose Avenue, Los Angeles 46, California

30 Huntington Avenue, Boston 16, Mass.

101 Marietta Avenue, Atlanta 3, Georgia

1414 Dragon Street, Dallas 2, Texas

5745 Crabtree Road, Birmingham, Michigan

716 Southwest 13th Avenue, Portland, Oregon

Films:

1. Alcohol and the Human Body

2. Alcoholism

3. Alcohol: Physiological Effect

Family Films

Beverly, California

1. Yesterday, Today and Forever

First Baptist Church

Needham, Mass. In care of Mrs. Wm. A. Stanton

1. Public Enemy No. 1
Flower Movie Studios
2121 Nicollet Avenue, Minneapolis, Minnesota

1. Ten Nights in a Modern Tavern
or
Power of Decision

Forum Edition Special, March of Time
369 Lexington Avenue, New York City, New York

1. Problem Drinkers

Indiana University
Division of Adult Education & Public Service
1804 East 10th Street, Bloomington, Indiana

1. Alcohol and the Human Body
2. It's the Brain That Counts

Iowa State College
Visual Instruction Service, Ames, Iowa

1. Liquid Lore
2. Alcohol and the Human Body
3. Public Enemy No. I
4. Family Affair
5. It's the Brain That Counts
6. Pay-Off, The
7. Beneficient Reprobate
8. Where Does It Get You
9. Vicious Circle
10. That Boy Joe
11. Skid Row
Kansas University
Audio Visual Aids Department
Lawrence, Kansas

1. Where Does It Get You
2. Vicious Circle
3. That Boy Joe
4. Skid Row
5. Public Enemy No. I
6. Pay-Off, The
7. Liquid Lore
8. It's the Brain That Counts
9. Family Affair
10. Beneficient Reprobate

Lawrence Camera Shop, Inc.
149 North Broadway, Wichita 2, Kansas

1. Problem Drinker
Methodist Publishing House

(Order from nearest House serving)

516 North Charles Street, Baltimore 3, Maryland
740 Rush Street, Chicago 11, Ill.
1910 Main Street, Dallas 1, Texas
28 East Elizabeth Street, Detroit 1, Michigan
1021 McGee Street, Kansas City 6, Missouri
801 Broadway, Nashville 2, Tennessee
150 Fifth Avenue, New York 11, N. Y.
642 Smithfield Street, Pittsburgh 30, Pa.
521 Southwest 11th Avenue, Portland 5, Oregon
Fifth & Grace Streets, Richmond 16, Virginia
85 McAllister Street, San Francisco 2, California

1. Alcohol and the Human Body
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3. Family Affair
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7. Problem Drinkers
8. Skid Row
9. That Boy Joe
10. Yesterday, Today, and Forever
1. Problem Drinkers

Michigan Liquor Control Commission
Lansing, Michigan
1. Control of Alcoholic Beverages in Michigan

Missouri State Highway Patrol
Jefferson City, Missouri
1. Was It Worthwhile

Megull
112 West 48th Street, New York, N. Y.
1. Problem Drinkers

Motion Picture Bureau
347 Madison Avenue, New York 17, New York
1. Where Does It Get You

National Forum
407 South Dearborn Street, Chicago, Illinois
Film Strip
1. Alcohol Problem Visualized
New Hampshire Christian Civic League
18 School Street, Concord, New Hampshire

1. It's the Brain That Counts
2. Liquid Lore
3. Where Does It Get You

Pacific Union Supply
Box 343, Glendale, California

1. Alcohol and the Human Body
2. Drunk Drivers
3. Family Affair
4. It's the Brain That Counts
5. Liquor as the Doctor Sees It
6. Pay-Off, The

Paramount Films, Inc.
300 West 42nd Street, New York, N. Y.

1. And Sudden Death

Pennsylvania State College
Audio Visual Aids Library
State College, Pennsylvania

1. Neurosis and Alcohol
2. Alcohol as a Preventive of Experimental Neuroses
3. Alcohol: Physiological Effect
4. Problem Drinkers
United World Films, Inc.

R. C. A. Building, Rockefeller Center

New York, N. Y.

1. Liquor as the Doctor Sees It

National W. C. T. U.

1730 Chicago Avenue, Evanston, Illinois

Purchase Only

1. It's the Brain That Counts
2. Pay-Off, The
3. Family Affair
4. Beneficient Reprobate
5. Where Does It Get You
6. Vicious Circle
7. That Boy Joe
8. Skid Row
9. Public Enemy No. I (color, black and white)
10. Liquid Lore
11. Liquor as the Doctor Sees It

Film Strips

1. Chance of a Lifetime
2. Dollars and Sense
3. Tower of Strength
4. Ceiling Unlimited

Y. M. C. A. Motion Picture Bureau

19 South LaSalle Street, Chicago, Illinois

1. Drunk Drivers
Dear Sir:

I am preparing an annotated bibliography of films and film strips that could be used in Alcohol Education.

This is a study being made by Boston University under the direction of Dr. Leslie W. Irwin for a service paper entitled "Annotated Bibliography of Films Available for Alcohol Education."

You can be of great help if you will send me a list of the films and slides you may have for public use on the subject of "Alcohol Education." Also, let me know upon what conditions the films may be procured.

Thanking you, I am

Sincerely yours,

F. L. Fryer
Bibliography

American Association of School Administrators, Health and Safety, Eighteenth Yearbook, The Association, New York, 1940


Kinder, J. S., Audio-Visual Materials and Techniques, New York City, American Book Co., 1950


Yahraes, H., Alcohol Is a Sickness, Public Affairs Pamphlet No. 18, New York, 1946.