
Socialist Propaganda Through Moving Pictures

by J. Mahlon Barnes

Unsigned article in *St. Louis Labor*, vol. 6, whole no. 462 (Dec. 11, 1909), pg. 4.
Seemingly written as a press release by J. Mahlon Barnes.

A moving picture theater in Chicago that will not only amuse and entertain, but in addition teach Socialism and the class struggle, will soon be running off reels of films to every-changing crowds of working people.

The Adrem Company, the organization formed to carry on this practical plan of propaganda starts with Chicago as its base of operations, but will eventually establish a chain of moving picture theaters throughout the United States.

From its Chicago headquarters men will be trained to carry on this practical plan of propaganda and to act as lecturers and managers, and films especially appealing to the working class will be made for the use of its chain of theaters and other show houses that cater to the wage workers.

“Seeing is believing” is the power behind the moving picture business and this way to the minds of men and women means converts by the thousands, where cold logic and a windy corner would not hold a corporal’s guard.

A strike occurs in a big city, and—

The moving picture paints the struggle from start to finish; the rich and greedy corporation turning down the men’s demands, the strikebreakers coming in under escort of militia, spies discovered in the secret councils of the union, the final battle which sweeps the men to victory or defeat, all depending upon their solidarity, this and many other films of like character will be the winning cards of the new moving picture to be started by the Adrem Company.

It is even possible to picture the tragedies of a big city upon the very day that they have happened. Photographs are taken, rushed to

the studio, printed upon films, and thrown upon the screens before eager audiences within a few hours after their actual occurrence.

The moving picture is a medium as mighty as the daily newspaper.

In the city of New York alone from 200,000 to 500,000 people go daily to see moving picture shows.

The men who have formed the Adrem Company to carry on this work are: J. Mahlon Barnes, John C. Chase, Victor Watia, Henry E. Allen, and Carl Strover.¹

It is stipulated in the articles of agreement that 50 percent of the profits on the capital stock shall be paid into the national treasury of the Socialist Party.

Profit-sharing certificates, of one dollar or multiples thereof, are now on sale on a prospectus with all information regarding this organization will be furnished upon application to the treasurer, J. Mahlon Barnes, 180 Washington St., Chicago, Ill.

Edited by Tim Davenport

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¹ J. Mahlon Barnes was the Executive Secretary of the Socialist Party. John C. Chase, a former Massachusetts state legislator, was a popular touring organizer for the Socialist Party who had at this time relocated to Chicago. Victor Watia was the National Secretary of the large and financially successful Finnish Socialist Federation. The other two names are obscure, possibly financial angels.