The Campaign Book for Exhibitors

Robert J. Flaherty
The Campaign Book for Exhibitors
REVILLON FRÈRES
present
"NANOOK of the NORTH"
A STORY OF LIFE AND LOVE
IN THE ACTUAL ARCTIC
PRODUCED BY ROBERT J. FLAHERTY, F.R.G.S.
Pathépicture
What to Play Up in Exploiting
“NANOOK of the NORTH”

An Epic of the Snowlands
The marvel drama of the fearless, lovable happy-go-lucky Eskimo.
The truest and most thrilling story of how they live, love, battle and dream at the top of the world.

Sensational Thrills
Salmon Fishing!
Walrus Hunting!
Seal Catch!
Igloo Building!
Dog Fight!
Icebergs!
Eskimo Kiss,
and Mother Love!

Novelty Spectacular
Newer than New,
Greater than Great,
More Dramatic than Drama,
More Human than Humanity,
More Spellbinding than Hypnotism,
More Beautiful than Dream Paintings.

Distinctive! Different!
They’ll see it again and again!
They’ll talk about it forever!
Ideas, Stunts and Bally-hoo for "NANOOK of the NORTH"

Play this up as a story of the ice-locked Arctic. Give attention to Nanook, the star-hero and hunter extraordinary. Emphasize the human angle, life, love, battle, mother love and dreams. Make your big play on its distinctiveness, its novelty, its rare appeal, its vital throb, its sure-fire thrill and the fact that patrons will talk about it forever.

Shop Tie-Ups

Here's a big chance to get every shop in town that sells goods either with an Eskimo trade mark or Arctic supplies, to bally-hoo your show.

Suggest window displays with your theatre displays. Suggest co-operative full page advertising of these shops with your advertisement in the center. Sell the idea to the advertising manager of your local newspapers.

Furs, rubbers, ice cream, ginger ale, refrigerators, sleds, snow shoes, thermos bottles, etc., are all prospects for this big drive.

Thrills

List your thrills and play them up. The ads contain the sensations. Intrigue them by stressing the fact that here are different thrills, sensational and spectacular.

Lobby

Use your poster cut-outs in your lobby. Get the Eskimo atmosphere. Build an igloo over your box-office. Hang cotton batting around to give the snow effect. Get polar bear skins, sleds, snow shoes, etc. to complete the idea.

Street Bally-Hoo

Dress a man like an Eskimo—put a sled on wheels and have them go around town. A sign urging the town to see "Nanook of the North" if placed on the sled or on the men, will bring the patrons to your house.

Special Window Card

The window card was especially designed for this commercial tie-up. By adding the local shop's sales talk, you can get a wider and bigger distribution of these cards, than in any way possible. (See page 6.) Use them in connection with the window displays and co-operative newspaper ads.

Exploitation

Get the stories in the papers. Each one has an unique slant. Advertise in big space and use the four column ad of the front cover of the campaign book and repeat and repeat. Repetition makes reputation. Put across one big stunt to get the town excited. Make your shop tie-ups. Send out letters! Telephone! Tell the world! Once they see this picture they'll talk about it forever. Get them coming! They'll do the talking!
Snowland Epic of Life and Love

Genuine and Unique

There is no film, anywhere in the world, on any subject, so absolutely unique in several respects, as is "Nanook of the North," produced for Revillon Freres by Robert J. Flaherty, F. R. G. S.

First, its story is not the product of the fertile imagination of a scenarist. It is life—stark and dramatic—as it is lived day by day in a barren and uncivilized land.

Second, it was photographed entirely in the frozen North, 800 miles North of civilization's most northerly outposts, where the sea is frozen and the land produces nothing; where the average temperature is 35 degrees below zero!

Third, it was developed and printed in the North, with the assistance of Eskimos, who were taught how to develop. To do this, coal, costing $120 a ton had to be brought over a thousand miles from Winnipeg!

Fourth, Mr. Flaherty shows us the Eskimo, not as a freak or a curiosity, but as a Superman—a man who has nothing; a man whose whole life is a struggle for a mere existence, and yet he is happy, content and peace-loving.

Colored Lobby Display Photos Set of Eight 11x14's

About R. J. Flaherty

Mr. Flaherty, Fellow of the Royal Geographical Society, producer and photographer of "Nanook of the North," led five William Mackenzie expeditions into North Hudson Bay regions. He discovered and charted the Belcher Islands of Hudson Bay.

During the ten years covered by these explorations, Mr. Flaherty lived in intimate association with the small tribe of Eskimos who inhabit the Ungava Peninsula, one of the regions least accessible to white men on the North American Continent.

Stars Famous Hunter

Nanook, the hero of the story, is a real-life hero. He is Chief of the "Itivimuits" and famous through all Ungava as a great hunter. The score or so of native families constituting the tribe are peculiarly isolated and therefore faithful to their racial traditions and mode of life, and entirely independent of civilization.

Cast of Characters

By themselves:
NANOOK, the Bear
NYLA, the Smiling One
ALLEE
CUNAYOU
COMOCK
Huskies, walruses, seals, white foxes and salmon

Produced by
ROBERT J. FLAHERTY, F. R. G. S.
Presented by
REVillon FRERES
Distributed by
PATHE FILM EXCHANGE, INC.
Length, Six Reels

A mother is a mother the world over.

A dimpled bud of the frozen North.
Battle for Existence in Arctic

Food Eskimo’s Wealth

Nanook, his wife and children, wear their sole wardrobe on their back, carry all their belongings on a dog-sledge and live wherever the search for food takes them. Nanook’s hunting ground is nearly as large as England, yet it is occupied by less than three hundred souls. Throughout that Ungava region Nanook, the Bear, is famous as a great hunter.

Traveling first in his quaint and fragile kyak, covered with sealskins, and then in his omiak, of driftwood frame covered with the hides of seal and walrus, in summer Nanook and his family go down the river, full of layers of ice floes, to the trade post of the white man and to the salmon and walrus fishing grounds at sea.

Harpooning the Walrus

Nanook lures the salmon with two pieces of ivory on a seal-hide line, then spears them and bites them to death. When the sea is free of ice and the salmon gone, they face starvation, but when walruses are found on a far off island, excitement reigns, for a two-ton walrus means a lot of food and therefore, to the Eskimo, wealth. But they are dangerous animals to catch, and the men have a tough struggle before one is harpooned, dragged out of the surf and his raw meat eaten by all, from dogs to nursing babies.

Synopsis

Where food is to be found there goes Nanook and his family, from his wife to his naked little baby, carried in the fur “parka” on her shoulders. In summer they go down the river to the salmon and walrus fishing grounds at sea. In winter they are oftentimes actually starving before they catch a seal and appease their hunger on its raw meat.

When night comes every member of the family helps build the igloo, In an hour it is ready for occupancy and they take off their fur clothes, use them for pillows and crawl under fur robes. In the morning the Eskimo mother washes her baby, the dog sledges are packed and they are off, for the search for food furnishes the motive for everything they do and necessitates their nomadic life.

Stark, Barren Winter

Then comes Winter—long nights; short, bitter days; the mercury near bottom and staying there for days and days! Then Nanook has only the seal for food, and his air hole in the ice is small and hard to detect. When Nanook’s sharp, trained eyes do find it, spearing the “Ogiuk” is a task requiring skill and strength.

In an hour Nanook, with the aid of his family and his ivory knife, cuts blocks of snow and erects his igloo, even hitting in an ice window. Within, where the temperature must never be warmer than freezing, a corner is built for the puppies. Before bedtime Nanook teaches his little son how to use a bow and arrow, and the children slide down the ice hills on their little sleds of driftwood.

When sleep calls them to rest they take off their fur clothes, roll them up for pillows, and a naked baby snuggled against a warm, naked back, they huddle under heavy fur robes. Outside the gale blows the stinging snow about, burying the huskies until only the black tips of their noses show.

Ten Black and White Photos for Newspaper Layouts also available
Interest-Creating Catch Lines and Phrases on "NANOOK of the NORTH"

Something you've never seen, read, or heard about before.
Real life, love, struggle, laughter and drama of the Arctic.
Bringing the heart of the snowlands to your doorstep.
"NANOOK OF THE NORTH"

It lifts you out of your everyday routine.
It carries you to the top of the world.
It depicts life of those people who need but fur and food, who see but snow and sky.
The greatest story of the Eskimo ever filmed. The one distinctive achievement of the screen.
"NANOOK OF THE NORTH"

A North Pole masterpiece—beautiful in conception—thrilling amidst the snow and ice of the bleak Arctic. A revelation in human appeal.
"NANOOK OF THE NORTH"

Are Eskimos human? How and what do they eat? How do they sleep? Do they get any joy out of life? Do they believe in God? See "Nanook of the North"—the greatest example of what motion pictures can do for your entertainment.

Pa Eskimo, Ma Eskimo, all the Eskimo kids, Eskimo dogs, Eskimo hunting, Eskimo life, love, action and thrills, in that great picture of the fearless, lovable, happy-go-lucky Eskimo.
"NANOOK OF THE NORTH" A story of reality up in the frozen land.

Special Tie-up Window Card

This window card enables you to tie-up with your local dealer, by placing one of these cards in his display window and thereby having more people know what your theatre is playing.

At the bottom of the card there is plenty of space for your imprint. Below that there is room for the imprint of the local dealer who handles merchandise that comes from the North or goods that have an Eskimo trade mark. (See illustration.)

The following articles will make fine tie-up material, advertise your show and help the local dealer.

Eskimo Pie
Arctic Rubbers
Thermos Bottles
Sleds
Ice Cream
Electric Fans
Cluquot Club Ginger Ale
Fur Shops
Rubber Boots
Ice Skates
Refrigerators
Ivory, etc.
Display Advertisements on "NANOOK of the NORTH"

Cuts or Mats are separate from the "Copy."—Get them at your Pathe Exchange

Ad No. 1—1 col. wide, 9 in. deep
Line cut with title, 3 in. deep

Ad No. 2—2 cols. wide, 9 in. deep
Scene Cut, 2 cols. by 4½ in. deep
Slug cut, 2 cols. by 1 in. deep

RIALTO
Now Playing
The Screen's Greatest Novelty

NANOOK
OF THE NORTH
A Story of the Snowlands

NOW JOY NOW
Unusual! Thrilling! Dramatic!

NANOOK OF THE NORTH
A Story of the Snowlands

Mother-Heart
Is mother love any different in the Arctic than in your own home town?
Do you know how they live, love, fight and dream on the top of the world?
Have you ever seen "The Eskimo Kiss"?
Here's a new thrill, the greatest sensation of your life time, it's the most dramatic story you ever read, saw or heard about.
It's newer than new.
It's greater than great.
You'll see it twice and talk about it forever.

See
the battle for life in the frozen Arctic

See
Nanook spear the seal, fight to get it and then eat the raw flesh.

You'll not even wink your eyes
So much interest, so much heartthrob, so many pulse quickening sensations, you'll sit as if you were hypnotized.
It's rare drama, great story, thrill action with a stupendous human punch.
You'll see it twice and talk about it forever.
BROADWAY
Now Playing—Two Weeks
The Superb and Supreme Screen Achievement
The Most-talked-of-Photoplay in Filmland

**Ad No. 4—1 col. wide, 2 in. deep. Type set**
The most out-of-the-ordinary story of the fearless, lovable, happy-go-lucky Eskimo
"**NANOOK of the North**"
will hold you spellbound

**Ad No. 5—1 col. wide, 2 in. deep. Type set**
It brings the North to the South
"**NANOOK of the North**"
A stirring photoplay of life and love amid the Ice-packed Arctic.

**Ad No. 6—2 cols. wide, 2 in. deep. Type Set**
What Shakespeare is to literature.
What Rembrandt is to painting.
"**NANOOK of the NORTH**"
Is to the screen
Lofty in accomplishment.
Marvelous in beauty.
An Epic of the Snowlands.

**Ad No. 7—3 cols. wide, 2 in. deep. Type set. Title slug cut, 2 cols. wide**
**DRAMATIC**
As a hand to hand fight
**SENSATIONAL**
As a flight in the clouds
**HUMAN**
As a woman's heart
**BEAUTIFUL**
As a dream picture

**NANOOK OF THE NORTH**
A Story of the Snowlands
NANOOK OF THE NORTH
A Story of the Snowlands

Does your life battle compare with his?

See the drama of his life, his love, his family!
See our hero of the Arctic with hand and spear,
attack the walrus who plunges at him, tusks agleam, sounding his battle cry!
See how the walrus's mate locks tusks with the captive and tries to pull her free!
Never before have so many spellbinding thrills,
such amazing beauty, such heart-pulling appeal
been put into a production.

A Picture You will Positively Applaud!

The Epic of the Eskimo

Something New!
See real life, real drama, real climax in the story of Nanook.
See him lay on the ice and fish for salmon with two pieces of ivory and a seal-hide line!
See him build his "igloo" and go to bed all naked!

TWO WEEKS
! See it twice!

REGENT

Something Different!
See Nanook spear the seal, battle with it and eat its raw flesh.
See the famous "Eskimo Kiss."
See the thrilling dog fight as the blood lust urges them on for kingship of the pack.
See the screen's greatest novelty drama.

You'll talk about this film forever!
Advertising Material Available

**Posters**
- One Sheet (2 styles)
- Three Sheet (2 styles)
- Six Sheet
- Twenty-four Sheet
- Window Card
- Campaign Book
- Thematic Music Score

**Lobby Display**
- Eight 11x14's Colored
- Two 22x28's Colored
- Ten Black and White Press Photos
- One Slide
- Music Cue Sheet

**Cuts and Mats**
- 1, 2, 3 and 4 Column Line Ads.
- Title Slug
- Scene Cut
- Special Press Sheet
- Novelty Fox Trot

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**Now Playing** CAPITOL

A Two Week Special

You’ll love these Kids

Cute and happy-hearted, they go “belly-wopping” down an iceberg.

They play with the puppies. They eat raw meat.

Nanook teaches them how to use the bow and arrow.

Nanook’s wife bathes them in Eskimo fashion.

You’ll laugh!

You’ll thrill!

You’ll see the world’s greatest drama depicted near the North Pole.

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You’ll love these Kids

Cute and happy-hearted, they go “belly-wopping” down an iceberg.

They play with the puppies. They eat raw meat.

Nanook teaches them how to use the bow and arrow.

Nanook’s wife bathes them in Eskimo fashion.

You’ll laugh!

You’ll thrill!

You’ll see the world’s greatest drama depicted near the North Pole.
**Novelty Fox Trot**

*Ask your music dealer for*

**“NANOOK”**

The newest thing in Polar Fox Trots

By the writers of the Oriental Fox Trot

"Isle of Zorda"

*Just the music for your prologue*

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**Circular Letter**

Dear Madam:

Consider the Eskimo Mother? Is she warm blooded? Has God given her the same sensitive feelings as you have?

How does she care for her children? How does she bathe them? What is the Eskimo kiss?

If you want to know how they live, love, battle and dream on top of the world - if you want thrills of the ice-locked Arctic, - if you want novelty, originality and sensations in a pulse-quickening story, - if you want to see the latest style in Eskimo furs -

You will want to see "Nanook of the North" - the Pathepicture taken far up near the North Pole. This picture is greater than great, newer than new, more beautiful than your own dream-paintings, more human than a woman's heart, and more spectacular than flight in the skies.

See it once, at once, and you'll see it again and again. Yes, you'll talk about it to your grandchildren. With great pride, we announce "Nanook of the North" at the Theatre for two weeks starting...

Cordially yours,

The Management

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**Two 22x28 Colored Lobby Scene Photos**

*A—A Madonna of the Arctic.*

*B—Nanook, poised to harpoon a two-ton walrus.*
"Nanook of the North" was first shown in Frozen Arctic to Eskimos seen in Pathe Play.

When you will see "Nanook of the North," you will be surrounded by the comfort and luxury of the Pathe Play Theatre, where this marvelous, true life story of the barren snowlands will be shown.

This first thrilling episode in the story of "Nanook of the North" was ever projected on a screen and witnessed by an audience was 600 miles north of civilization, on the East Coast of Hudson Bay. The theatre was a shed belonging to a fur post. It was about forty feet long. On the walls and rafters hung bear and fox skins to dry; deer horns and dog boxes. The odor would nauseate the unaccustomed.

The projection machine was not in a North dog harness. The odor would have ever seen a motion picture. But the Pathe Play Theatre is fireproof.

The Eskimos are nomadic. The walrus hunt itself. They forgot it ever occurred.

Eskimo Never Swears or Loses Temper

Of the Eskimo, whose life drama is unrolled in the Pathe feature, "Nanook of the North," there is nothing like... at the Theatre. its producer and photographer. Robert J. Flaherty, F. R. G. S., has many interesting things to say in regard to his temperamental animal disposition.

Mr. Flaherty, and his opinion is corroborated by other explorers familiar with the Eskimo, finds the primitive, nomadic people who live at the top of the world fearless, lovable and happy-go-lucky.

The Eskimo never displays temper. It is a weakness to show anger. He is, and the white man who gets along best with the Eskimo is the man who never displays a bad disposition. If an Eskimo displays temper, he is dangerous—he has run amuck.

He is a stoic and can stand a tremendous amount of pain. Cuts and wounds, are nothing to him, and it attacks him mentally. He gives up and dies. Measles is fatal to an Eskimo.

Eskimo Life Primitive

"Nanook of the North," the Pathe feature coming to the Theatre, is the first motion picture to depict the actual life of the Eskimo, it being a truthful and vivid story of Father and Mother Eskimo and all the little Eskimos at home.

It was made for Revillon Freres by Robert J. Flaherty, explorer and engineer on the Sir William Mackenzie expeditions in the barren lands of the north coast of Hudson Bay, and described by him in published records of the American Geographical Society.

Between 1912 and 1918, Mr. Flaherty made five expeditions, covering the Ungava Peninsula and parts of Baffin's Land, guided by Eskimos. He accompanied them as they traveled with their families. Winter and Summer, subsisting wholly upon their catch of fish, seals and walrus, sheltered by their tents of skins in Summer and their snow igloos in Winter, built at the end of a day of dog-sled travel through the spirit thermometers registering 54 degrees below zero, Fahrenheit.

All these activities are shown in "Nanook of the North," which Mr. Flaherty photographed, developed, printed and projected in the frozen, barren North. Despite the hardships and handicaps of having no laboratory, in which to work, "Nanook of the North" is said to be a veritable gem of photography, with none of the glare and blur that so frequently mar pictures photographed in the snow-country.

Life Drama of Happiest Human Race

According to Robert J. Flaherty, F. R. G. S., explorer, discoverer and producer and photographer of the Pathe novelty feature, "Nanook of the North," showing at the Theatre, the Eskimo is the happiest human being in the world.

Up there, at the top of the world, where man has nothing that he does not risk his life to catch with his naked hands, lives a race whose sole life is the pursuit of food. And his only food is the raw meat of the walrus, seal and deer; the salmon and wild birds.

Yet the Eskimo is happy, contented and peace-loving. He never displays temper nor impatience. He never speaks in a low voice, and his language is musical, and contains no swear words. He is wealthy only in the amount of food he has. Food is wealth, health, happiness—life itself.

Nanook, the hero of "Nanook of the North," is famous throughout all Unigava as a great hunter. In Nanook's language, his name means the bear. Nanook's wife and children share the honors in "Nanook of the North."
Eskimos, Fur and Beans

Ladies, imagine never having to put your furs away in mothballs in the Spring and taking them out in the Fall and airing them in the sun! Of mothballs the Eskimo knows nothing. As they are seen in the marvelous Pathe feature, "Nanook of the North," showing at the Theatre, they wear costumes of reindeer hair and have his baked beans.

The Eskimos lived on raw seal meat, which they caught themselves, and butchered, and have it delivered to our door will face the white man-his different clothes, and where they will eat the seal-hide meat, which they caught themselves, and have it delivered to our door.

The fur of the deer sheds easily and much, and Robert J. Flaherty, F. R. G. S., producer and photographer of "Nanook of the North" and leader of five Sir William Mackenzie expeditions into the Hudson Bay regions of the Far North, tells of how, on a fifty-five day trip, they wore costumes of reindeer fur.

Service Means Nothing

We who order our food from the butcher, the baker and the grocer and have it delivered to our door will face a striking contrast in existence when "Nanook of the North," the much-talked-of Pathe feature produced for Revillon Freres by Robert J. Flaherty, F. R. G. S., is shown at the Theatre......

"Nanook of the North" is a true, living story of a life that is stark and dramatic; a life that is tragic to civilization but happy and peaceful to the Eskimo, that wonderland race that lives in the frozen vastness at the top of the world. While his film, produced on the East Coast of Hudson Bay by Robert J. Flaherty, F. R. G. S., is a story of the life of an Eskimo family, in some subtle way it unfolds a story full of love and self-control, danger, thrills and suspense; humor and pathos, and great pictorial beauty.

Mr. Flaherty is an engineer and an explorer; "Nanook of the North" proves him also an artist and a lover of human nature. He makes you love the Eskimos as he does, after years of living with them. The photography is free from the glare and blur that characterizes snow scenes, and a remarkable fact is that the film was developed in the Arctic by Mr. Flaherty, in spite of the low temperature and lack of a fully equipped laboratory. Yet it puts to shame other films in its perfection. Some of the Eskimos in the picture learned to assist in the developing and printing. By all means see "Nanook of the North"—you can't afford not to.

Film of Frozen North Aves and Inspires

For dramatic interest, genuine thrills and an unending, nothing that has come out of a motion picture studio has ever equaled "Nanook of the North," filmed about the frozen 800 miles of the North of civilization in a land of perpetual frozen snows.

"Nanook of the North" has been eagerly awaited at the Theatre, where yesterday's audience was swept out of itself by the heroics of Nanook, famed throughout the Hudson Bay regions as a mighty hunter, and by the tremendous courage that the Eskimo innately possesses, or he could not keep alive.

Robert J. Flaherty, producer of this Pathe feature for Revillon Freres, has taken the attitude toward the Eskimo that civilized people usually take toward a less fortunate race. From his years of living with the Eskimo as an engineer and explorer, knowing his language, his habits and his tremendous struggle for mere existence, Mr. Flaherty has learned to know, appreciate and love this man who has nothing to give but himself and his family in hand to hand encounters with animals and elements more powerful than he. He does not present the Eskimo as a freak, but as a Superb as a superb, as a wonderful as a wonderful.

"Nanook of the North" remains at the Theatre until

AFTER play date criticisms

Arctic Film Surpasses Expectations

It does not seem possible that any film can live up to advance press notices, but "Nanook of the North," the Pathe feature shown yesterday at the Theatre and continuing until, surpasses the praise of its press agent. Words are too feeble to do credit to this marvelous film, which stamps itself indelibly on your memory and tugs mightily at your emotions.

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Tense, Thrilling Drama in Eskimo Film

Robert J. Flaherty, F. R. G. S., did not produce "Nanook of the North," the Pathe feature shown yesterday at the Theatre where it remains until, with an object lesson in view, in addition to its many unique points of interest, it contains a tremendous lesson. Civilized people should blush with shame after witnessing how the Eskimo, with a minimum of life's necessities and none of its luxuries, enjoys the state of perfect happiness and content.

In "Nanook of the North" we become acquainted with the life of the Eskimo, roaming over the spaces of frozen snow at the top of the world. We see how his whole life is centered on a search for food; we see what his clothes are made of; how he builds his snow house; how he goes to bed, gets up, dresses; how the baby is washed; how they love; how they harpoon a basking two-ton whale; how they catch seals and salmon, and how they eat them. Everything that life holds for the Eskimo is shown in these six awe-inspiring and photographically beautiful reels.

In addition to the merits of dramatic interest, heart thrills and thrilling, "Nanook of the North" has that rare virtue of truth, it having been entirely filmed in the North of civilization, on the East Coast of Hudson Bay.

"Nanook of North" is Wonder Film

Here is a picture that defies classification and beggars description! "Nanook of the North" is to the jaded photoplaygoer what water is to parched, feverish lips. It can be seen once, but not twice always. Don't let it be seen and forgotten. It can be seen twice and remembered always. Don't let this Pathe feature get away from the Theatre without seeing it.
Music Plot of "Nanook of the North"

By ERNST LUZ

Desc. of Music | Number Suggested | Cue to Stop Number
---|---|---
1. S. Hy. Ensemble XXX (Esquimo) "An Eskimo Lullaby" (Witmark & Son) (Subject to Tax) | | "Wandering Icefield," etc.
2. Light Desc. XXX "The Dog Train" (Witmark & Son) (Subject to Tax) | | "Wandering Icefield," etc.
4. Ens. and Waltz XX "Sparkling Cascade" (Carl Fischer) | | "Wandering Icefield," etc.
5. Light Desc. XXX "Song of the Brook" (Belwin) | Connects 2 and 3 | "Wandering Icefield," etc.
7. Dr. Con Moto XXX (Snow Storm and Ice) "Rustle of Spring" (Carl Fischer) | | "Wandering Icefield," etc.
8. Light Desc. XXX "On the Mountains" (Carl Fischer) | | "Wandering Icefield," etc.
9. Valse XXX "Sunshine and Flowers" (Photo Play Mu. Co.) Connects 3 and 4 | | "Wandering Icefield," etc.
10. S. Hy. Desc. XXX "An Eskimo Wedding" (Witmark & Sons Subject to Tax) "It is Cold Sport," etc. | Connects 4 and 5 | "Wandering Icefield," etc.
11. Light Desc. XXX "Playful Polar Bears" (Witmark & Sons Subject to Tax) | | "Wandering Icefield," etc.
12. Lullaby XXX Same as No. 1 | Connects 4 and 5 | "Wandering Icefield," etc.
13. Light Desc. XXX "Mignonette-Primi" (G. Schirmer) | | "Wandering Icefield," etc.
15. Long Ens. and Waltz XXX "Carmen Sylva" (Carl Fischer) | Connects 5 and 6 | "Wandering Icefield," etc.
16. Light Con Moto XX "Norwegian Episode" (Witmark) (Subject to Tax) "It is Now Getting Dark," etc. | | "Wandering Icefield," etc.
17. Long Hurr. and Dr. Intro and Waltz XXXX "Morning Journals" (Fischer) | | "Wandering Icefield," etc.
18. Semi Light Nocturne XXX "Nocturne-Karganoff" (G. Schirmer) TO END | | "Wandering Icefield," etc.

NOTE: Music selected should maintain and never disturb the Arctic Zone or Eskimo atmosphere

How to Make the Best Use of the Music Plot

OPERATOR'S CUE FOR DISSOLVING REELS
End of Reel 1 — Close-up of Eskimo child after mother gives it Caster Oil.
End of Reel 2 — After Nanook begins to cut walrus.
End of Reel 3 — After child Eskimo off on little sled.
End of Reel 4 — After Eskimo mother rubbing naked child.
End of Reel 5 — After Nanook has seal meat in mouth and cuts off with knife.
End of Reel 6 — Close-up of heads of sleeping Eskimos.

MUSIC NOTES
This picture is an illustrative story of an Eskimo, Nanook by name, and his family. The entire story and scenic effects have been photographed in the Arctic Zone. Eskimo or quaint melodic music of Scandinavian character should be selected. An excellent opportunity is afforded to arrange a program entirely different from the usual photoplay requirements. Note that there are very few cues. Consequently, most of the numbers may be played in concert style, but must not be overplayed.

Nos. 1, 2 and 3 suggest first, the serious, then the light and for No. 3, the slightly serious played in moving tempo. For the second reel, No. 4, a light ensemble and waltz is suggested. No. 5 is a lighter number and No. 6, a slightly more serious number. No. 7 — A melodious number, played in moving tempo, slightly suggesting the dramatic is permissible. No. 8 — A light number and No. 9 — A decidedly light valse.

Note that up to this point, the plot analysis simply suggests moving of program. For No. 10 — A slightly serious number followed by No. 11, which should again be a light number.

No. 16 should be a light number.

NOTE: "LUZ" music plots read like a book. No. 1 must be played before or with the screening of the picture and continues until the cue to stop in last column. Leaders should write the cues to stop in light pencil on each number together with any prompt or effect notations. This will make the annoying use of the cue sheet in the pit unnecessary.

In music plots each reel of film is divided into 10 units of time, each unit denoted by one X representing 1/4 minutes. Consequently when a number is designated by XX, it plays about 2 minutes. XXX slightly more than 5 minutes, etc. When no X appears after description of number, it plays only a minute or less. When CUE TO STOP NUMBERS is in quotations " --- " it means that the cue is reading matter or subtitle. All other cues are action on screen. All segues should be made quietly and clean. Segues should never be made hurriedly or excitedly, thereby making good musical interpretation impossible. When very quick segues or abrupt stops are necessary it will be mentioned in music plots or notes. For further information regarding Music Plot or Score address Photo Play Music Company, 1520 Broadway, New York City.
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