

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



This Four-column Ad. Available in Cut or Mat Form

# *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.

**Pathépicture**  
TRADE MARK

**Pathépicture**  
TRADE MARK

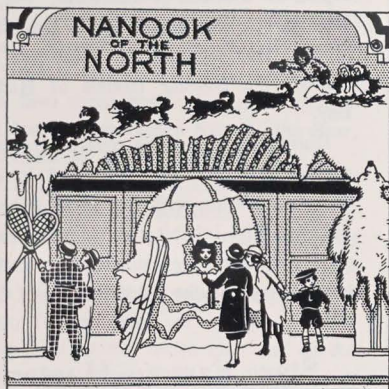
*Distinctive!*

*Different!*

They'll see it again and again!  
 They'll talk about it forever!



# Ideas, Stunts and Bally-hoo for "NANOOK of the NORTH"



*Igloo and Atmosphere Lobby*

**P**LAY 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*

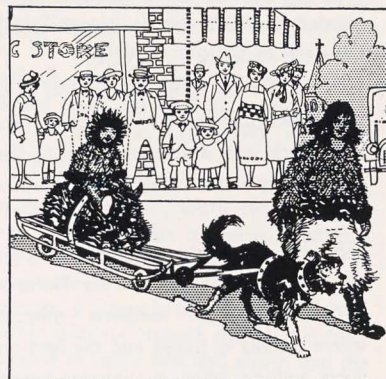
Use your poster cut-outs in your lobby. Get the Eskimo atmosphere. Build an igloo over your box-office. Hang cotton batting around to give the snow effect. Get polar bear skins, sleds, snow shoes, etc. to complete the idea.

## *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

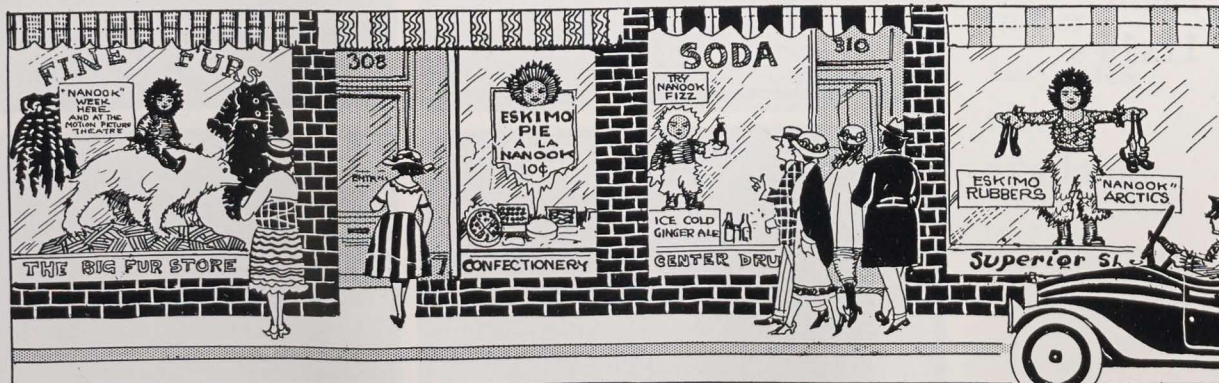


*Street Dog-Sled Bally-hoo*

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!



*Window display tie-ups linked with co-operative newspaper advertising*



# 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!

## 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

## 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.

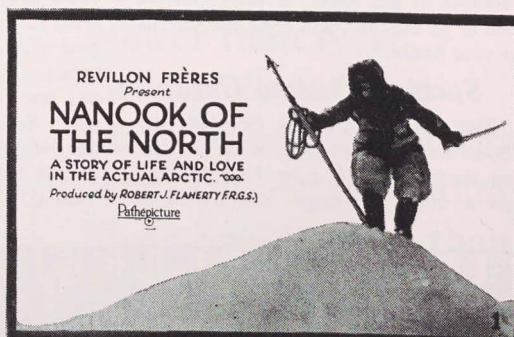
## Stars Famous Hunter

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.

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

*Nanook, Brother of the Bear, and famed as a hunter.*



*When a starving husky "scents" fresh blood.*



*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 kayak, 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,

## 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 ice 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 "Ogjuk" 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 ice igloo, even putting 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.

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.

Where the "building shortage" holds no terror.

He carefully steered the kayak among the ice flows.



Fur baby plans to go coasting.

His breath warmed the cold, small hands.

Ten  
Black and  
White  
Photos  
for News-  
paper  
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 door-step.

"NANOOK OF THE NORTH"

—o—

It lifts you out of your everyday routine.

It carries you to the top of the world.

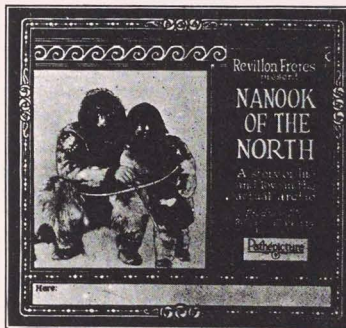
It depicts life of those people who need but fur and food, who see but snow and sky.

The greatest story of the Eskimo ever filmed. The one distinctive achievement of the screen.

"NANOOK OF THE NORTH"

—o—

A North Pole masterpiece—beautiful in conception—thrilling



Slide

in unfoldment—sensational in its clutch at your heart.

"NANOOK OF THE NORTH"

—o—

See Nanook, the star hero, and Nyla, his help and heart mate, as they go through life's drama

amid the snow and ice of the bleak Arctic. A revelation in human appeal.

"NANOOK OF THE NORTH"

—o—

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.

—o—

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.



CAPITOL THEATRE  
All This Week

I Wear  
Eskimo Arctics  
Why Don't You?

## Special Tie-up Window Card

THIS window card enables you to tie-up with your local dealers, 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  
Cliquot 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



### 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.

NOW

## JOY

NOW

*Unusual! Thrilling! Dramatic!*

## NANOOK OF THE NORTH

A Story of the Snowlands

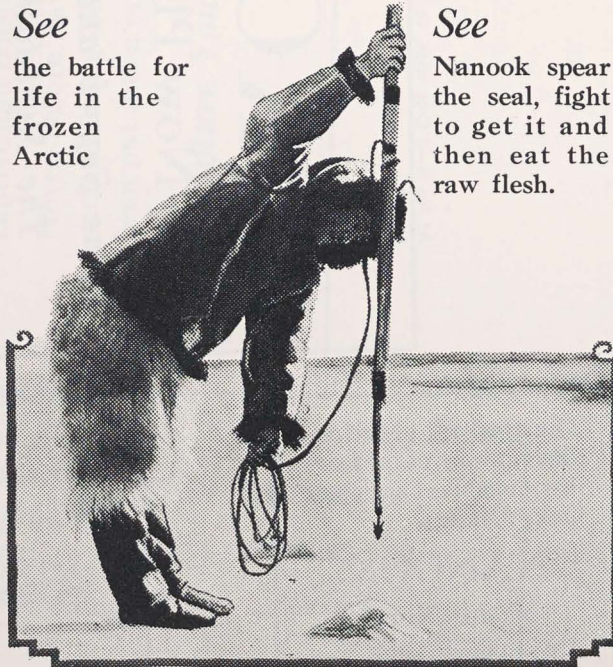


See

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 heart-throb, so many pulse-quickenings 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*



Line cut with Title, 6 in. wide 6 in. deep

Ad No. 3—3 Cols. wide, 14 in. deep

# BROADWAY

Now Playing—Two Weeks

*The Superb and Supreme Screen Achievement  
The Most-talked-of-Photoplay in Filmdom*



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—2 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



Pathepicture



# 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  
agileam, 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!*

s. wide, 4 in. deep. Type set ad.

Slug cut, 2 cols. wide

The Drama of  
life in the  
Arctic

## NANOOK OF THE NORTH

A Story of the Snowlands



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  
walmon with two pieces of ivory and a  
real-hide line!  
See him build his "igloo" and go to  
bed all naked!

### 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.

TWO WEEKS  
See it twice!

# REGENT

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

Ad No. 9—3 cols. wide, 8 in. deep

Line cut with title, 2 cols. wide, 5 in. deep

## Now Playing **CAPITOL**

A Two Week Special



## NANOOK OF THE NORTH

A Story of the Snowlands

Pathépicture  
THEATRE

The Screen's Most Magnetic Novelty  
The Marvel Picture of the Age.  
You'll See it Twice.  
And Talk About it Forever.

*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 Es-  
kimo 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*

*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 chil-  
dren? 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 beau-  
tiful than your own dream-paint-  
ings, 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 grand-  
children. With great pride, we  
announce "Nanook of the North" at  
the .....Theatre for two weeks  
starting.....

Cordially yours,  
The Management

*Two 22x28 Colored Lobby Scene Photos*

A—A Madonna of the Arctic.



B—Nanook, poised to harpoon a two-ton walrus.



## Run BEFORE play date

### "Nanook of the North"

Was First Shown in Frozen Arctic to Eskimos Seen in Pathe Play

When you will see "Nanook of the North" creep upon the mighty and dangerous walrus, spear him, slay him, and Nanook, his wife and tiny children eat him raw, you will be surrounded by the comfort and luxury of the ..... Theatre, where this marvelous, true life story of the barren snowlands will be shown.

But the first time this thrilling episode in the story of "Nanook of the North" was ever projected on a screen and witnessed by an audience was 800 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 harness. The odor would nauseate the unaccustomed.

On the rough wooden floor squatted Eskimos—men, women and children. The projection machine was not in a fireproof booth—it was a portable machine set upon a table. It was run by a gasoline engine. The noise was ear-splitting.

It was the first time the Eskimos had ever seen a motion picture. But it was not the fact that they were witnessing anything so novel as a reproduction of themselves in action that interested them most, as it was the walrus hunt itself. They forgot it wasn't real, and shouted directions and warnings to their pictured selves.

"Nanook of the North" is a Pathe feature picture, photographed in the frozen land of Hudson Bay by Robert J. Flaherty, mining engineer and explorer. It is a real and true drama of the life and love of the Eskimo.

### Eskimo Never Swears or Loses Temper

Of the Eskimo, whose life drama is unfolded in the Pathe feature, "Nanook of the North," showing ..... at the ..... Theatre, its producer and photographer, Robert J. Flaherty, F. R. G. S., has many interesting things to say in regard to his temperament and 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. He can teach the white man many lessons in patience, kindness, faithfulness and skill.

The Eskimo never displays temper. It is a weakness to show anger, 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, but let him get an internal illness or fever, and it attacks him mentally. He gives up and dies. Measles is fatal to an Eskimo.

"Nanook of the North" depicts the dramatic life story of an Eskimo family. It was produced by Mr. Flaherty for Revillon Freres in the actual Arctic, where the thermometer drops to 54 below and stays there for days and days and where lives a marvelous race free from the influence of civilization.

### Eskimo Life Primitive

"Nanook of the North," the Pathe feature coming to the ..... Theatre ..... produced for Revillon Freres by the noted explorer and engineer, Robert J. Flaherty, F. R. G. S., is the real, true story of a great Eskimo hunter and his family.

The huge and very dangerous walrus, the polar bear and the seal Nanook catches in hand to hand encounters, killing with nothing more formidable than his harpoon on the end of a seal-hide line. He fishes without bait, luring the fish within range of his spear with two small pieces of ivory dangling on seal-hide cords.

His knife is of shining ivory from the tusks of the walrus. So as to cut more easily, Nanook licks it and it is instantly glazed with ice. It is his only tool used in the building of his Winter dwelling—his igloo of snow and ice.

The household belongings of Nanook, his wife and three children consist of a few robes of bear and deer skin, a stone pot and stone lamps. These he carries wherever the search for food takes him on his dog-sledge, made of wood, which is very precious to Nanook. He sometimes walks miles along the beach to find a log that has drifted, perhaps, from Winnipeg, a thousand miles away! For light he uses moss for wicking and seal oil for fuel.

Yet, in spite of the hardships of life and its single purpose—food—the Eskimo is the happiest, most content and kindest creature in the world.

### Eskimo's Life is Fight for Animal Food

Picture the top of the world—illimitable spaces of barren land, desolate, boulder-strewn, windswept. In what little sterile soil there is, nothing grows, except for a few short Summer months, a moss which is used for fuel. No other race could survive the rigor of the climate. Yet there, utterly dependent upon animal life, which is their sole source of food, live the most cheerful people in all the world—the fearless, lovable, happy-go-lucky Eskimo.

Life, love and the unending struggle for existence by the Eskimo in the icy wastes of the actual Arctic is depicted in "Nanook of the North," the Pathe feature coming to the ..... Theatre ..... It was produced for Revillon Freres by Robert J. Flaherty, F. R. G. S., who led five Sir William Mackenzie expeditions into North Hudson Bay regions, and who discovered and charted the Belcher Islands on Hudson Bay. Everyone who has had the good fortune to preview "Nanook of the North" has pronounced it a film masterpiece from the standpoint of true life drama, novelty, beauty, power, photography and interest.

## Run O

### White Man Lived With Eskimos and Made Arctic Film

"Nanook of the North," the remarkable Pathe feature showing at 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, engineer and explorer on the Sir William Mackenzie expeditions in the barren lands of the northeast 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 catches 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-sledge travel, 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 engineer, 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, content and peace-loving. He never displays temper nor impatience nor anger. He never punishes his children. He 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 Ungava as a great hunter. In Nanook's language, his name means the bear. Nanook's wife and children share honors in "Nanook of the North."



## lay date

### 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 fur Summer and Winter.

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 dog-sledge trip he ate deer hair with his baked beans.

The Eskimos lived on raw seal meat, which they caught en route, but Mr. Flaherty provided himself with a huge bag of baked beans. These would freeze hard and have to be broken off in chunks and thawed over a small oil stove he carried.

### 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., will be shown at the ..... Theatre .....

Nanook is a real Eskimo, famed throughout the Barren Lands in the far north regions of Hudson Bay, as a great hunter. He is seen with his wife and children in their year round existence of food hunting. For the Eskimo eats only when he has food, and he has food only when he catches it, and he catches it when he can, which is not always when he needs it. The Eskimo dies more frequently of starvation or accident, than of sickness.

And his dogs—his huskies whose forebears were the wolf—get so hungry that they will eat the seal-hide thongs of their harness, or will attack the litter and eat the puppies.

### The Eskimo's Curiosity

"The Eskimo has no curiosity about anything strange to him except animals," says Robert J. Flaherty, F. R. G. S., producer and photographer of the marvelous Pathe feature, "Nanook of the North," showing ..... at the ..... Theatre.

On one of his expeditions into the Ungava Peninsula, in the Hudson Bay regions for Sir William Shackleton, Mr. Flaherty took a monkey. This queer animal brought forth many questions, and they never tired of studying his habits.

But of the white man—his different language, his white skin and fair coloring; his different clothes, and where he came from, the Eskimo has no curiosity. The Eskimo's life is centered around animals, for it on them that he subsists, and, in the frozen north food is wealth, life, pleasure, everything!

## AFTER play date criticisms

### Arctic Film Surpasses Expectations

It does not seem possible that any film can live up to its 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.

"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 wonderful race that lives in the frozen vastness at the top of the world. While this 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 fidelity; 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 point is the fact 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 Awees and Inspires

For dramatic interest, genuine thrills and real heart feeling, nothing that has come out of a motion picture studio has ever equalled "Nanook of the North," photographed 800 miles 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 not 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 a mere existence, Mr. Flaherty has learned to know, appreciate and love this man who has nothing that he does not get for himself and his family in hand to hand encounters with animals and elements more powerful than he is. He does not present the Eskimo as a freak, but as a Superman.

"Nanook of the North" remains at the ..... Theatre until .....

### 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. Nevertheless, 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 the year round in illimitable 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 battling two-ton walrus; 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 throbs and thrills, "Nanook of the North" has that rare virtue of truth, it having been entirely filmed in the actual Arctic, 800 miles 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 revive the stalest interest, so full is it of vitality, beauty and truth.

Shown at the ..... Theatre for the first time yesterday and continuing ....., "Nanook of the North" is a story from life, not the hectic nightmare of a scenario writer. It was not made in the glare of calcium lights against a background of studio sets. There are no artificialities and no untruths, for "Nanook of the North" was produced and photographed by Robert J. Flaherty, explorer, discoverer and engineer, at the top of the world, or more exactly, 800 miles North of the last road, on the East Coast of Hudson Bay.

It is a stark, staring disclosure of the only life and love known to the Eskimo, a race of people that endures the greatest hardships, knows only the most rigorous climate and has the least of any in the world—and yet is the happiest!

Added to the interest that is compelled by the fortitude and skill of the Eskimo and the real drama in their life, is awe of and admiration for the beauty of the scenery and Mr. Flaherty's remarkable snow photography. "Nanook of the North" is not one of those films that is 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

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

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 CUES FOR DISSOLVING REELS

End of Reel 1—Close-up of Eskimo child after mother gives it Castor 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 melodious 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 se-

rious 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.

No. 10—A slightly serious number followed by No. 11, which should again be a light number.

Note that up to this point, the plot analysis simply suggests moving of program.

For No. 12—An Eskimo Lullaby will be very effective.

For No. 13, 14 and 15, again the thought of programing is all that is necessary.

No. 16 should be a light number.

No. 17—A long concert waltz with a long introduction in hurried tempo, suggesting the dramatic. The picture ends with a Nocturne of the lighter character. At no time select heavy numbers as the picture can only benefit by character illustration and like musical interpretation.

When organ is used for orchestral rest period, such period should be Nos. 8, 9, 10 and 11.

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 1¼ minutes. Consequently when a number is designated by XX, it plays about 2 minutes. XXXX 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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"Todd of the Times"—Frank Keenan  
"The Hillcrest Mystery"—Irene Castle  
"Twenty-One"—Bryant Washburn  
"The Great Adventure"—Bessie Love  
"Cupid by Proxy"—Baby Marie Osborne  
"Our Better Selves"—Fannie Ward

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6 Nanook of the North  
1 The Ballad of Fisher's Boarding House  
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6 The Power Within  
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7 Rio Grande  
6 The Web of Deceit  
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