MEMO
"Buck" is back!
Here's his first great picture since "Call of the Wild"--and that giant St. Bernard is box-office!

MOUNTIES RIDE...
HATE SEETHES...
DEATH STRIKES...
LOVE FLAMES...
where the law of the wild is the only law!

JAMES OLIVER CURWOOD'S
great adventure story of
the Canadian Northland

THE COUNTRY BEYOND

a FOX picture with

ROCHELLE HUDSON
PAUL KELLY
ROBERT KENT
Alan Hale • Alan Dinehart
and "BUCK"

Executive Producer Sol M. Wurtzel
Directed by Eugene Forde

THE KEYSTONE OF YOUR FUTURE

COPYRIGHT MCMXXVII, TWENTIETH CENTURY-FOX FILM CORPORATION, NEW YORK
“THE COUNTRY BEYOND” is a romantic melodrama of the Canadian Northlands from the famous James Oliver Curwood story . . .

Even without “Buck”, the giant St. Bernard, it would be the most exciting of Mountie adventures. With the dog-hero of “Call of the Wild”, it becomes an out-of-the-ordinary attraction . . . and a “natural”!

The picture is packed with everything that means entertainment—the thrills of a man-hunt, outdoor action, scenic beauties of the High Sierras . . . and the story of a smouldering love that blazes into flame amid Arctic snows . . .

Sell all these elements in addition to the established exploitation name of America’s ace adventure writer and the cast topped by Rochelle Hudson who triumphed in “Show Them No Mercy” . . .

Here is an opportunity for real showmen to repeat the box-office success which such entertainment has scored before!

GIVE IT THE CAMPAIGN IT CALLS FOR!
THROUGH TRACKLESS SNOWS AND MENACING WILDERNESS...to the end of the trail, where love...or death...might wait!

THRILL AGAIN to the dog-hero of "Call of the Wild" in even more exciting adventure!

James Oliver Curwood's

THE COUNTRY BEYOND

a FOX picture with
ROCHELLE HUDSON
PAUL KELLY
ROBERT KENT
ALAN HALE
ALAN DINEHART
and "BUCK"

Executive Producer: Sol M. Wurtzel
Directed by Eugene Forde

S I G N A T U R E

WHERE THE LAW OF THE WILD IS THE ONLY LAW...
Mounties ride...hate soothas...death strikes...love flames!

James Oliver Curwood's

THE COUNTRY BEYOND

a FOX picture with
ROCHELLE HUDSON
PAUL KELLY
ROBERT KENT
ALAN HALE
ALAN DINEHART
and "BUCK"

(dog-hero of "Call of the Wild")
Executive Producer: Sol M. Wurtzel
Directed by Eugene Forde

S I G N A T U R E

"BUCK" IS BACK!
"BUCK" THE FEARLESS..."BUCK" THE FIGHTING DOG...IN HIS FIRST GREAT PICTURE SINCE "CALL OF THE WILD"
Adaptations

WHERE THE LAW OF THE WILD IS THE ONLY LAW...

James Oliver Curwood's
The COUNTRY BEYOND

ROCHELLE HUDSON
PAUL KELLY
ROBERT KENT
ALAN HALE
ALAN DINEHART
and 'BUCK'

Signature

TO SIMPLIFY "REVAMP" WORK the vital elements of your "The Country Beyond" ad campaign are united in this 3-col. Mat, price 45c.

James Oliver Curwood's
The COUNTRY BEYOND

ROCHELLE HUDSON
PAUL KELLY
ROBERT KENT
ALAN HALE
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JAMES OLIVER CURWOOD'S
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ROCHELLE HUDSON
PAUL KELLY
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ALAN HALE
ALAN DINEHART
and 'BUCK'

EXECUTIVE PRODUCER
SUE M. WENTWORTH

DISTRIBUTED BY REGALS PICS.
LOBBIES THAT ATTRACT!

Lobby material such as the insert card, the 11 x 14's...the set of striking 22 x 28's, etc., etc., are all a necessity in your lobby decorations. It has been found that placed in your lobby a week in advance of the showing this material acts as a miniature billboard display, broadcasting your show in advance at every performance. Order your lobby material NOW from your local 20th Century-Fox exchange.
Jealousy Makes Dog Pals Bitter Enemies

[ADVANCE FEATURE]

A real-life drama of dogdom is finding its counterpart in motion pictures as a sequel to the popular film of "The Call of the Wild." The two lead characters of the canine romance are returning to the screen as the canine heroine of "The Call of the Wild" and Fox picture coming... to the... Theatre.

The story, which features Robina Hudson, Paul Kelly and Robert Kent, is a Grand Duke named Priscilla, Buck's savage enemy and the brilliant and daring hunter that became the idol of Buck's master, the great explorer, Jack London.

In the same way that Buck and Priscilla played the role of the dog and the cat, the famous and talented actress, Robina Hudson, assumed the part of Priscilla, the dog, and Robert Kent as Buck.

One You Blow and Blow, and No Sound Comes

A "little write" is woman's contribution to motion pictures as a sequel to the popular film of "The Call of the Wild," which is... to the... Theatre.

The story, which features Robina Hudson, Paul Kelly and Robert Kent as the leading characters, has a limited range of emotion and is... to the... Theatre.

The scientific discovery that a can... is limited, the number of scenes that can be... to the... Theatre. The story is a simple one, but... to the... Theatre.

Robina Hudson, Paul Kelly and Robert Kent are the leading players in the adaptation of James Oliver Curwood's novel and remain in the role of the dog.

READY FOR FROST

Robina Hudson, lovely 20th Century Fox star, has not seen snow since the time she was a little girl in the Canadian North. Doch... to the... Theatre.

Now the beautiful actress is... to the... Theatre.

"MOUNTIE" Head Aims on Movie

An officer of the Royal Canadian Mounted Police, sent special... to Canada, was a member of the cute 20th Century Fox cast on location to the... Theatre.

He is Inspector H. M. F. Rawley, who... to the... Theatre.

The story, which features Robina Hudson and Robert Kent, is the story of the Canadian Mounted Police and their adventures in the treacherous North.
FIGHTING, FEARLESS BUCK!

Lovers Battle
Menace of North
In Buck Picture

James Oliver Curwood's Exciting Adventure Story Stars Fearless St. Bernard

(Opposite Page)

Gentle as a lamb with those he loves, savage as a tiger in battle, Buck, the screen's sensational new canine creation, is featured in the screen's stirring Fox adaptation of James Oliver Curwood's story, "The Country Beyond," which opens today at all the theaters.

Featuring with a cast which includes such outstanding stars as J. Farrell MacDonald, Paul Kelly and Robert Kent, Buck, the silent hero of this drama, is the story of a justice returned by the screen's fearless St. Bernard.

The snow-covered Canadian wilderness, which forms the setting for this country beyond the laws of man, into this area Kent, Kelly, red-headed mounted policeman, comes to get Alan Hale for the murder of a man. He finds that justice has been dealt, Robert Hale, elusive, deadly St. Bernard, eludes the officers, so that Hale will have an opportunity to run down Buck, his silent partner.

Kent follows Hale, while Kent pursues Buck, both following Buck, aided by Buck's agility, the two men into the heart of the wilderness.

In the end, Buck, the silent hero of this drama, is shown to be more than a dog, as he一次性把犯罪者带回了法律的秩序之中。

The story was performed by Lamar Trotti, noted scene writer, who directed "The Country Beyond," in the supervision of Mel Wurtzel. Importantly one of the leading directors of all time, Louis Coleman and Monty Woolley.

The Brief Synopsis

For Your Guidance Set for Publication

Sent by his father, commissioner of Canada, St. Bernard and Scottie, drive Black River outposts. Robert Kent follows Buck. The two men are separated in an attempt at disfranchising their dog by the police.

The thrilling-youth sports Paul Kelly, and Kent tracks the dog across the country, aided by his son, J. Farrell MacDonald.

At the home of Alan Hale, Miss MacDonald, and his daughter, Robert Hale, Buck is tracked. The girl leans against his shoulder as the two men run to catch him.

In the end, Buck is led away by the dog's owner, and Miss MacDonald learns her son is innocent.

The story is one of adventure, as Buck rescues Miss MacDonald and her daughter from a pack of wolves.

The country beyond the North was shown to be more than a place.

The Staff

Executive Producer: J. Farrell MacDonald, Miss MacDonald, and Miss MacDonald's son.

The screen is a window into the past, showing how Buck's family originally came to live in the Canadian wilderness.

The nation's favorite dog, Buck, returns to the screen in "The Country Beyond," directed by J. Farrell MacDonald, and produced by Robert Kent.

The camera is a powerful tool that captures defining moments of Buck's story, from the Canadiens' arrival to the present day. Buck is shown to be more than a dog, as he一次性把犯罪者带回了法律的秩序之中。
"BUCK" - SCREEN'S GREATEST CANINE ACTOR

There's a Parade of Profits in

WONDER DOG "BUCK" CONTEST

Exhibitors can get the cooperation of Boards of Education, State Superintendents of Public Instruction and City and County Superintendents of Schools, Leaders in University Circles, Prominent Civic Leaders, etc., by getting out literature for distribution to school children through the schools on Human Education.

The purpose of humane education may be broadly defined to eliminate every expression of cruelty, whether to man or beast, by the constructive teaching of Universal Kindness.

Many schools now have courses in Human Education in which kindness to animals is stressed. Human Education has long been a statutory study in the State of California. Its teachings in a practical form have been introduced into the school curriculum.

Clubs among school children called "Kind Deeds Clubs" also have been formed. The child is encouraged in deeds of kind thoughtfulness for fellow creatures.

As a means of instilling the idea of kindness in the minds of growing children, the kiddies are encouraged to draw posters depicting good deeds to animals. The theatre manager can offer prizes for the best posters on the subject of Human Education drawn by school children.

Call contest "The Wonder Dog 'Buck' Human Education Contest", Tie up with a newspaper (Kidde Page or Feature Edition) and announce that winners will see "The Country Beyond".

Display posters at theatre on mezzanine or elsewhere. Offer prizes also for best essays on subject: "Kindest Deed To An Animal".

HEROIC DOG PROMOTION

The Latham Foundation for the Promotion of Human Education, Latham Square Building, Oakland, California, is supported by a special fund provided by the founders which is held in trust in perpetuity by the Fifth Avenue Bank of New York.

Each year this Foundation, which carries on its humane educational work all over the world, awards three gold, silver and bronze - in each state, to the animals performing each year the most heroic service.

This project is carried forward through a representative newspaper in each state, which gives in many instances front page publicity to the remarkable deeds of our four-footed friends. Theatre managers through ads and publicity on the screen and in local newspapers can salvage interesting and heroic deeds performed by local dogs. Tie up with local newspaper on this publicity. Exhibit heroic dog at theatre and take dog to newspaper offices for photographs. Then send all data, properly sponsored in the newspaper in Latham Square Building, Twelfth Floor, 508 Sixteenth Street, Oakland, California.

POSTER CONTEST

John T. Lemos, Art Director of the Latham Foundation for the Promotion of Human Education, Stanford University, California, recently thanked the 20th Century-Fox Company for having shown a short one-minute Government film Officially decorating a heroic dog with one of the Latham Foundation Hero Medals in "SHOW THEM NO MERCY", featuring Rochelle Hudson.

Since 1926 the Latham Foundation has been conducting poster contests in schools all over the world. In these posters children are asked to express the thought of kindness to animals. Theatre managers can tie up with schools and award prizes to children submitting "best pages showing deeds of kindness to animals, especially dogs. Best posters can be sent on to Mr. Lemos at Stanford University.

STREET FLASH

Erect a huge telescope and place on congested street corner. This telescope can be made easily of heavy cardboard. At the end of the show have a feature reading - "The Country Beyond".

Coming.

Placed in front of this telescope, which should be mounted on a tripod, put sign reading - LOOK HERE AND SEE WHAT'S IN 'THE COUNTRY BEYOND' - accompanied by a scene still from the picture.

Here is a suggestion for a novel stunt which will arouse curiosity and give the title and playdates before your publication. It should be placed on the street several days in advance of showing of the picture.

STREET BALLYHOO

Secure local herald and costume him in Royal Canadian Mounted Police broad-rimmed hat, red jacket, black trousers with yellow stripes and riding boots. Same will make a good street ballyhoo. The rider carry a lance or standard with billing suspended from same in burlesque style.

BOOK EDITOR

Approach the book editor of your local newspaper and give him a story and stills from "The Country Beyond" calling his attention to the fact that the picture is based on James Oliver Curwood's famous novel of the outdoors.

OIL PAINTING

A huge oil painting in colors of "Buck" or of "Buck" and Rochelle Hudson done by a local artist will attract plenty of attention when placed in prominent position in theatre lobby and spotlighted. Put this big colored blow-up or oil painting in position several weeks before you play "The Country Beyond".

BILL YOUR SHOW! THE OUTDOOR SEASON IS HERE!
Here Is A Tie-Up You Can Not Avoid To Pass Up!

A nationwide tie-up has been arranged with the Quaker Oats Company of Chicago featuring Rochelle Hudson, Robert Kent and Buck, the wonder dog — the principals appearing in "The Country Beyond."

The advertisement which the Quaker Oats Company has prepared will be in color and is scheduled to appear in half-page space in the Sunday Comics section of all the newspapers comprising the Associated and Metropolitan groups. The insertion date of this ad is around April 12th, which is timed to coincide with the release of the picture.

Arranged to run a small ad somewhere near the Quaker Oats ad at the time of its publication. Also solicit the cooperation of your local grocery and chain store systems for cooperative window displays. Enhance these displays with ads sales material on the picture which may be secured from your local 20th Century-Fox Exchange.

At the left is the list of Sunday Comic Newspapers that will carry the Quaker Puffed Wheat & Rice Tie-Up advertisement.

VACATION TIME ANGLE!

In May and June newspapers commence publishing their annual sections devoted to telling the resorts and vacations spots in THE COUNTRY BEYOND the city limits. In such a special resort page, double-truck or section and secure banner-line listing in with the title, "The Country Beyond." Some such headlines as, "Mountain Resorts in The Country Beyond," could be used. The locale of "The Country Beyond" is all out of doors and stills from the picture can be spotted in this special page, double truck or section.

CONTEST: Prizes can be offered for the best captions under "The Country Beyond" stills in the resort section. Theatre can offer first-price season passes and trip passes to second, third and other prize-winning contestants. Readers tear out reproductions of stills published in paper, write appropriate captions beneath and send either to theatre manager or newspaper resort section editor.

ESSAY: Prizes also can be offered for best letter or essay published in section on the subject, "Why I like to spend my vacation in The Country Beyond."

Bill Your Show!
The Outdoor Season
Is Here!

Contact Pet Shops

These must be one or more pet shops in your city. In the larger cities there are dog and pet hospitals. Various kinds of things can be offered in exchange for passes.

Put a short-sheet postcard in window, give manager stickers for outgoing mail, honorable mention with picture billing for insertion in mail, give away cards and photos of "Buck" for his exceptional roomuras, photo mounted with billing for his interior walls, etc. Teasers also can be offered with baskets, training schools for dogs, and pet supply stores.

There also are a dozen or more dog food concerns in every large city.

THROUGH THE ABOVE MENTIONED SOURCES DOG LOVERS CAN BE REACHED AND "BUCK," "PRINCE" AND THE OTHER FINE DOGS IN "THE COUNTRY BEYOND" CAN BE SOLD TO THE FOLKS WHO WILL DO THEM THE MOST WORD-OF-MOUTH TALKING ABOUT THESE WONDERFUL DOGS.

"Paw" Print Local Canines

Ruck's
Prints

Buck, the famous dog in "The Country Beyond," has been paw-printed for signature purposes. Among the many things you can do from the dog angle is a contest to discover the best hometown "paw-print," with suitable awards. It will be an interesting pastime for pet lovers to try and get a copy of their own dog's paw print as striking as the one which appears here has been done. If a newspaper goes with you on the contest, this will be an ideal illustration for the introductory story. The press can reproduce copies of the winning paw-prints along with pictures of the dogs competing for an attractive and novel reader feature. The local dog paw-prints will also make an appealing display in a window or section of your lobby.
POSTERS

The paper on “The Country Beyond” has been specially designed for use as cut-outs and the illustrations have been carefully prepared as companion pieces. They can be mounted atop the marquee. Ballyhoo a front that will startle the crowds and you’ll drag many an extra dollar into your cash drawer.

BILL YOUR SHOW...
THE OUTDOOR SEASON IS HERE!