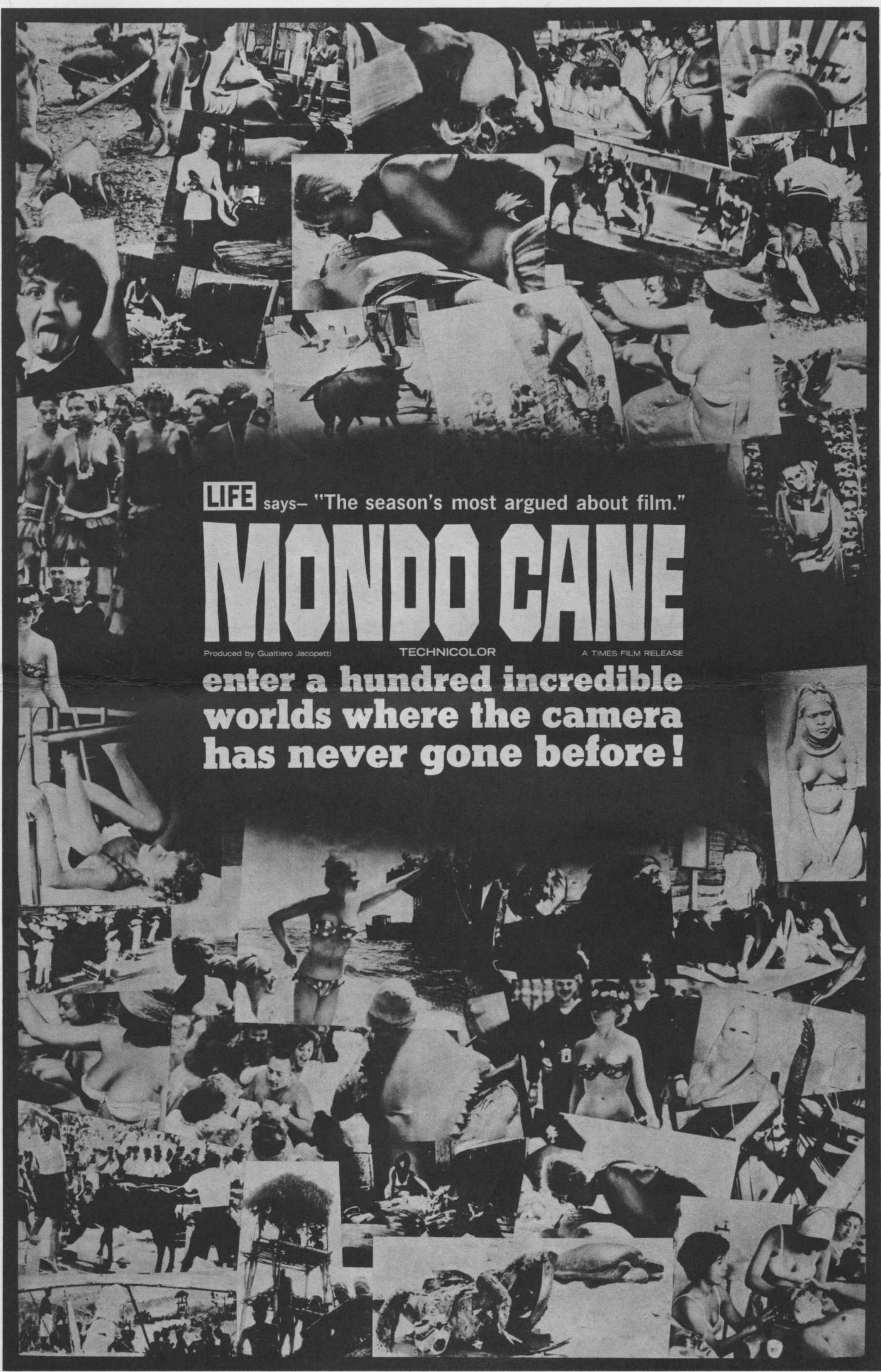


Document Citation

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Film Subjects	Mondo cane, Cavara, Paolo, 1962



LIFE says— "The season's most argued about film."

MONDO CANE

Produced by Gualtiero Jacopetti

TECHNICOLOR

A TIMES FILM RELEASE

**enter a hundred incredible
worlds where the camera
has never gone before!**

TIMES FILM PRESENTS

MONDO CANE



IN TECHNICOLOR

Produced and Conceived by GUALTIERO JACOPETTI

Associate Producers, PAOLO CAVARA and FRANCO PROSPERI

Photographed by ANTONIO CLIMATI and BENITO FRATTARI

Music by RIZ ORTOLANI and NINO OLIVIERO

Written by GUALTIERO JACOPETTI

Sound by STEFANO SIBALDI



* * * * *

"All The Scenes You Will See In This Film Are True and Taken Only From Life. If Often They Are Shocking, It Is Because There Are Many Astounding and Unbelievable Things In This World."

— GUALTIERO JACOPETTI



RUNNING TIME 97 MINUTES

"MONDO CANE"

SCENE-BY-SCENE

In the town of Castellaneta, in the instep of the Italian boot, the blood of Rudolph Valentino (nee Guglielmi) flows in the veins of hundreds of his close and distant relatives. For thirty years the young men of Castellaneta have waited for Hollywood to "discover" among them the heir to the screen shiek's crown.

But the Valentino legend is already being perpetuated by Rosano Brazzi. When the Mister Muscles of Romance (Italian, of course) went to a large department store to order new shirts, hordes of predatory American females left their hero in his shorts after ripping "souvenirs" from his tanned frame.

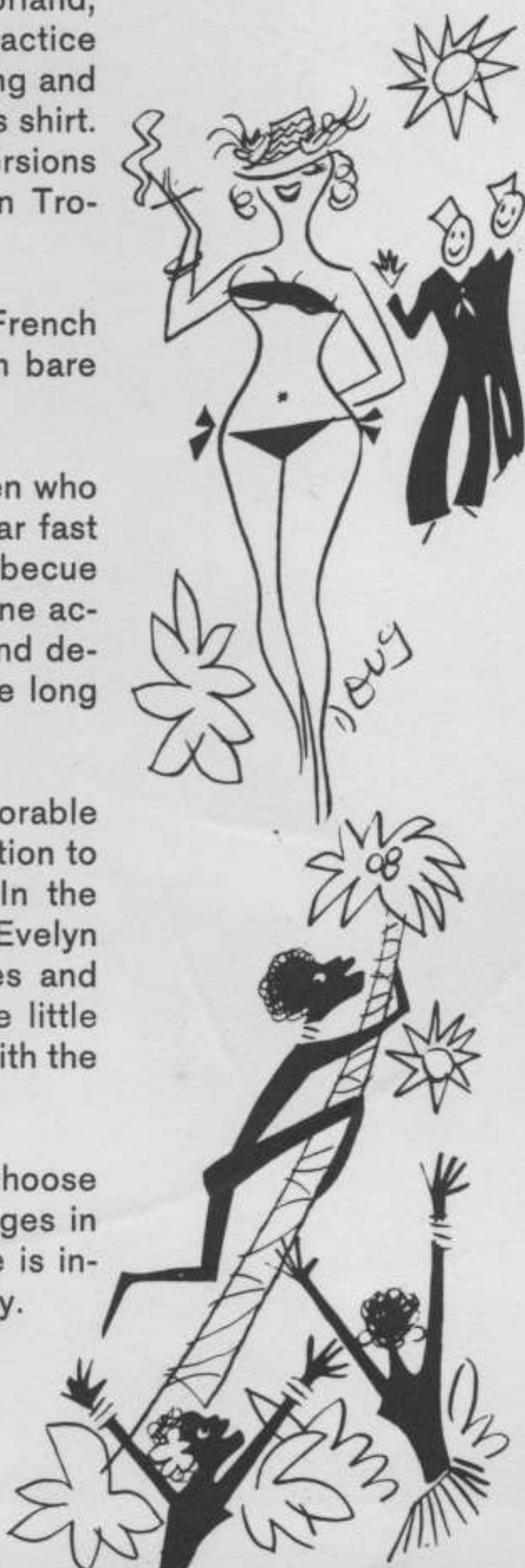
The ladies are more direct on the archipelago of Trobriand, at the eastern tip of New Guinea. Here the women practice polyandry. There is no pretense about autograph-hunting and the first garment they tear off a captured male is not his shirt. Manhunting as a national sport has its analogous versions throughout the world. It's just played more sportily in Trobriand, in the open air and with bare torsos.

The manhunt is practiced in the open air along the French Riviera, too, and — to all intents and purposes — with bare torsos.

In the heart of New Guinea, the kingdom of hunger, men who have eaten human flesh break the misery of a five-year fast to stuff themselves with primitively-executed pigs. (Barbecue recipe: a slight singe.) Hundreds of pigs, the only fortune accumulated in the long years of abstinence, are killed and devoured for three days and three nights. Then again the long fast.

We have seen that the savages of New Guinea give favorable treatment to their dogs. But only in America does devotion to dogs exceed the limits of the ordinary imagination. In the Pasadena pet cemetery which inspired the novel by Evelyn Waugh, there are elaborate headstones, floral tributes and luxurious caskets for late pet dogs, cats and rats. The little graves of the departed animals are kept well-watered with the tears of their celebrated masters and mistresses.

The gourmets in Tai Pehi, on the island of Formosa, choose the most appetizing puppy directly from one of the cages in a restaurant. It matters not if the dachshund or poodle is intelligent, friendly and faithful, only if the animal is tasty.



In Rome, the baby chicks stuffed into Easter eggs have been immersed in colored baths, then dried out in an oven 140 degrees Fahrenheit. How charming are the little dyed chicks, and only 70% of those submitted to the treatment meet with unfortunate accidents.

In Strasbourg, more than half a million geese have such a quantity of food stuffed down their throats via funnel every day that even the silliest goose couldn't digest it in a week. The liver of the goose is totally upset by enormous over-nutrition, but it must be enlarged to appease the appetite of fanciers of pate de foie gras.

Those expensive steaks served up in a few specialized restaurants in Tokyo and New York are from calves bred on a fancy Japanese farm about 200 miles from Tokyo. To help the process of fattening, every calf is given six quarts of beer daily, administered directly from the bottle so it will have no chance to go flat.

Like the Strasbourg geese, the most beautiful women of the tribe are shut up in narrow wooden cages on Tabar, main island of the Bismarck archipelago. Here they are stuffed with Tapioca until they weigh at least 265 pounds, then offered as wives to the ruler of the village.

To work off the excess poundage accumulated during her last marriage, the American woman slims down in one of the Vic Tanny gymnasiums to be alluring enough to land her next husband. The Tanny gyms are way stations in the American woman's endless journey around the marriage circuit.

It is more difficult to get fat in Hong Kong. The little district markets are crowded with customers for crocodile, toad, snake, turtle, green lizard, etc., at five cents a pound. The price seems excessive to two million starving Chinese.

A light lunch costs around \$20. at a New York restaurant where the bill of fare includes fried ants, stuffed beetles, butterfly eggs, roasted worms, rattlesnakes, water-rats, etc. Wealthy folks, in consideration of the rarity and excellence of the dishes, feel that the price is right.

No shopper is more finicky than a Malay in a Singapore snake mart. Since the Malay know his snakes, he carefully selects a reptile according to all the strict requirements for edibility: weight, length, color, age, condition of skin. Rejects (about 50%) are regularly shipped to America and Europe.

Faith in goodness is reflected by the annual parade in Cocullo, a village in the Abruzzi, when the image of Saint Domenico is carried in procession, with the faithful following it with their hands full of snakes. The legend is that the saint, with strength of love, once turned the snakes infesting the valleys into tame and non-poisonous creatures.

On Holy Friday in the village of Calabria, the flagellation of Christ is exalted in the rite of the "vattienti" who lacerate their legs with corks full of pieces of glass and run along sprinkling their blood on the streets.

Mouth-to-mouth respiration is the most interesting part of the life-saving experiment on Sydney's Manly Beach, where the "Girl Life Savers" (aged 16 to 20) celebrate the tenth year of their dedication to saving bodies. Statistics show that Australian boys have become increasingly careless, and must be dragged from the ocean by "Girl Life Savers" in an ever growing number.

The zoological world of Bikini atoll has suffered profound change since the last American atom bomb exploded in this zone ten years ago. Birds that usually stayed in their underground nests only long enough to hatch their eggs do not come out at all; even though a peril no longer exists, the instinct to survive by staying in their holes has been transmitted to successive generations. Fish that normally could live out of the water only briefly have learned to abandon the foul and radioactive ocean for many hours a day in the trees. Thousands of eggs that will never hatch cover the surface of the atoll. The sea turtle's sense of orientation has been destroyed by the atomic contamination. Tired and bewildered, instead of going towards the water, it struggles toward the interior of the island, where it will be killed by the sun and fatigue.

**"BIZARRE AND BARBARIC...MACABRE AND GRUESOME...
IRONIC, BLOOD-STAINED AND SADISTIC...UNCONVENTION-
AL...PROVOCATIVE...CONTROVERSIAL...FILMED TO PRO-
DUCE MAXIMUM SHOCK!"** —Frank Quinn, *Daily Mirror*

**"SIGHTS
NEVER
BEFORE
PHOTOGRAPHED
...SEE IT FOR
YOURSELF!
LIVE AND
LEARN!
Fascinating
... Shocking!"**
—Wanda Hale, *Daily News*



**"HORRIFYING,
WEIRD,
HIDEOUS,
BIZARRE,
VORACIOUS
AND
FRANK!"**
—Bosley Crowther,
New York Times

MONDO CANE
Produced by GUALTIERO JACOPETTI
TECHNICOLOR • A Times Film Release

204 2 COL X 56 LINES

**"SIGHTS NEVER BEFORE
PHOTOGRAPHED ...
SEE IT FOR YOURSELF! LIVE
AND LEARN! Fascinating ... Shocking!"**
—Wanda Hale, *Daily News*



Cue Says:
"BRILLIANT,
SCALPEL-SHARP,
SAVAGE, IRONIC,
FILM OF
ENORMOUS
SKILL AND
POWER!"

LIFE says:
"THE SEASON'S
MOST ARGUED
ABOUT FILM!"

MONDO CANE
Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release

**"BIZARRE AND BARBARIC...MACABRE AND GRUESOME...
IRONIC, BLOOD-STAINED AND SADISTIC...UNCONVENTION-
AL...PROVOCATIVE...CONTROVERSIAL...FILMED TO PRO-
DUCE MAXIMUM SHOCK! (Drips with Blood in Technicolor)"**
—Frank Quinn, *Daily Mirror*

**"HORRIFYING, WEIRD,
HIDEOUS, BIZARRE, VORA-
CIOUS AND FRANK!"**
—Bosley Crowther, *New York Times*

**"INTELLIGENT AND REPEL-
LENT... CULTURED AND
COARSE... BRILLIANT SE-
QUENCES."** —Judith Crist,
Herald Tribune

206 2 COL X 98 LINES

MONDO CANE

New York Times says:
**"THERE IS MORE OF A STRANGE AND
GROTESQUE NATURE—MORE THAT IS
WEIRD, PARADOXICAL, BIZARRE AND
REFLECTIVE OF THE RANGE OF MAN'S
BEHAVIOR—IN THIS EXTRAORDINARILY
CANDID FACTUAL FILM THAN COULD
COME WITHIN AN AVERAGE MAN'S
EXPERIENCE!"** —Bosley Crowther

MONDO CANE


Daily News says:
**"SIGHTS NEVER BEFORE PHOTOGRAPHED ... SEE IT FOR
YOURSELF! LIVE AND LEARN! Fascinating ... Shocking!"**
—Wanda Hale

MONDO CANE

Herald Tribune says:
**"INTELLIGENT AND REPELLENT...CULTURED AND COARSE
... BRILLIANT SEQUENCES. ITS ARTISTIC ASPIRATIONS
BROUGHT LOW BY ITS VULGAR VENALITY, ITS FASCINATING
TRUTHS OBSCURED BY PRURIENT PASTICHES!"**
—Judith Crist

MONDO CANE

Daily Mirror says:
**"BIZARRE AND BARBARIC...MACABRE AND GRUESOME...
IRONIC, BLOOD-STAINED AND SADISTIC...UNCONVENTION-
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—Frank Quinn



Cue Says:
"BRILLIANT,
SCALPEL-SHARP,
SAVAGE, IRONIC,
FILM OF
ENORMOUS
SKILL AND
POWER!"

Life Says:
"THE SEASON'S
MOST ARGUED
ABOUT FILM!"

MONDO CANE
Produced by GUALTIERO JACOPETTI
TECHNICOLOR • A Times Film Release

207 2 COL X 157 LINES

ALSO AVAILABLE AS 303 • 3 COL X 237 LINES

MONDO CANE

New York Times says:

**"GIGANTIC
MOTION PICTURE!
THERE IS MORE OF
A STRANGE AND
GROTESQUE NATURE—
MORE THAT IS WEIRD,
PARADOXICAL, BIZARRE
AND REFLECTIVE OF
THE RANGE OF MAN'S
BEHAVIOR—IN THIS
EXTRAORDINARILY
CANDID FACTUAL FILM
THAN COULD COME
WITHIN AN AVERAGE
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—Bosley Crowther

Herald Tribune says:

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ITS ARTISTIC
ASPIRATIONS BROUGHT
LOW BY ITS VULGAR
VENALITY, ITS
FASCINATING TRUTHS
OBSCURED BY
PRURIENT PASTICHES!"**

—Judith Crist



Produced by
GUALTIERO JACOPETTI
TECHNICOLOR
A Times Film Release

104 1 COL X 205 LINES

**"EXTRAORDINARILY CANDID FACTUAL FILM!
HORRIFYING, WEIRD, HIDEOUS, BIZARRE,
VORACIOUS AND FRANK!"** —Bosley Crowther, *New York Times*

**"SIGHTS
NEVER
BEFORE
PHOTOGRAPHED
... SEE IT FOR
YOURSELF!
LIVE AND
LEARN!
Fascinating
... Shocking!"**
—Wanda Hale,
Daily News

**"INTELLIGENT
AND REPELLENT
... CULTURED
AND COARSE
... BRILLIANT
SEQUENCES!"**

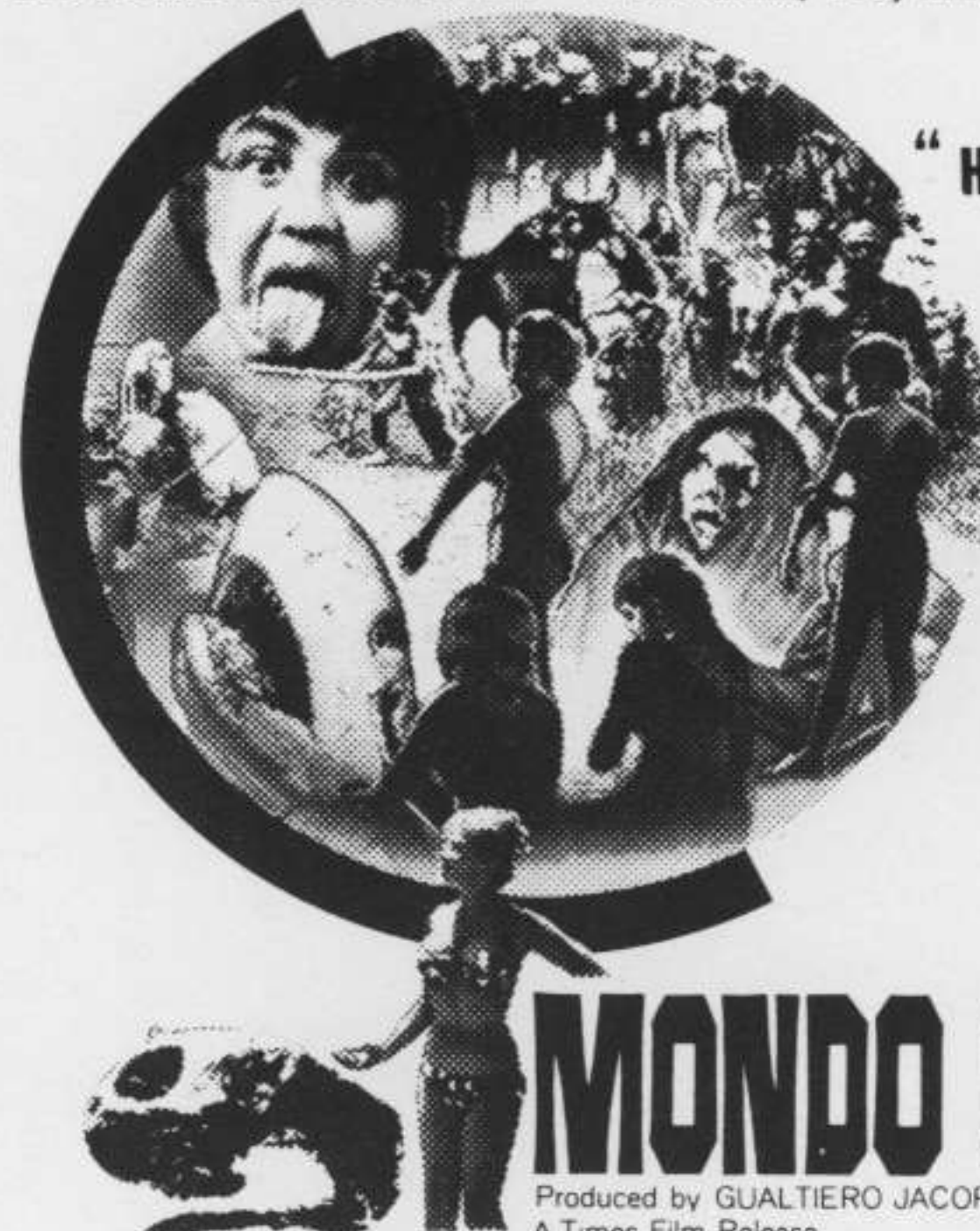
—Judith Crist,
Herald Tribune



Produced by GUALTIERO JACOPETTI
TECHNICOLOR • A Times Film Release

205 2 COL X 56 LINES

**"BIZARRE AND BARBARIC...MACABRE AND GRUESOME...
IRONIC, BLOOD-STAINED AND SADISTIC...UNCONVENTION-
AL...PROVOCATIVE...CONTROVERSIAL...FILMED TO PRO-
DUCE MAXIMUM SHOCK!"** —Frank Quinn, *Daily Mirror*



**"HORRIFYING,
WEIRD,
HIDEOUS,
BIZARRE,
VORACIOUS
AND
FRANK!"**

—Bosley Crowther,
New York Times

Produced by GUALTIERO JACOPETTI
TECHNICOLOR
A Times Film Release

203 2 COL X 70 LINES

IF YOU NEVER SEE
ANOTHER FILM YOU
MUST SEE "MONDO CANE," THE MOST
EXCITING, SHOCKING THRILLER EVER MADE!




MONDO CANE

Produced by Guillermo Jacopetti
TECHNICOLOR
A TIMES FILM RELEASE


201 2 COL X 101 LINES



MONDO CANE

202 2 COL X 25 LINES


NEVER, NEVER,
NEVER
A MOTION
PICTURE
LIKE IT!



MONDO CANE

101 1 COL X 67 LINES


IF YOU NEVER SEE ANOTHER FILM
YOU MUST SEE "MONDO CANE,"
THE MOST EXCITING, SHOCKING
THRILLER EVER MADE!



THE MONDO CANE

"THE
SEASON'S
MOST
ARGUED
ABOUT
FILM!"
—Life
Magazine

102 1 COL X 63 LINES



MONDO CANE

103 1 COL X 29 LINES

**All The Scenes You Will See In This Film
Are True And Taken Only From Life.
If Often They Are Shocking It Is Because
There Are Many Astounding And Even
Unbelievable Things In This World.**



Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release

301 3 COL X 66 LINES

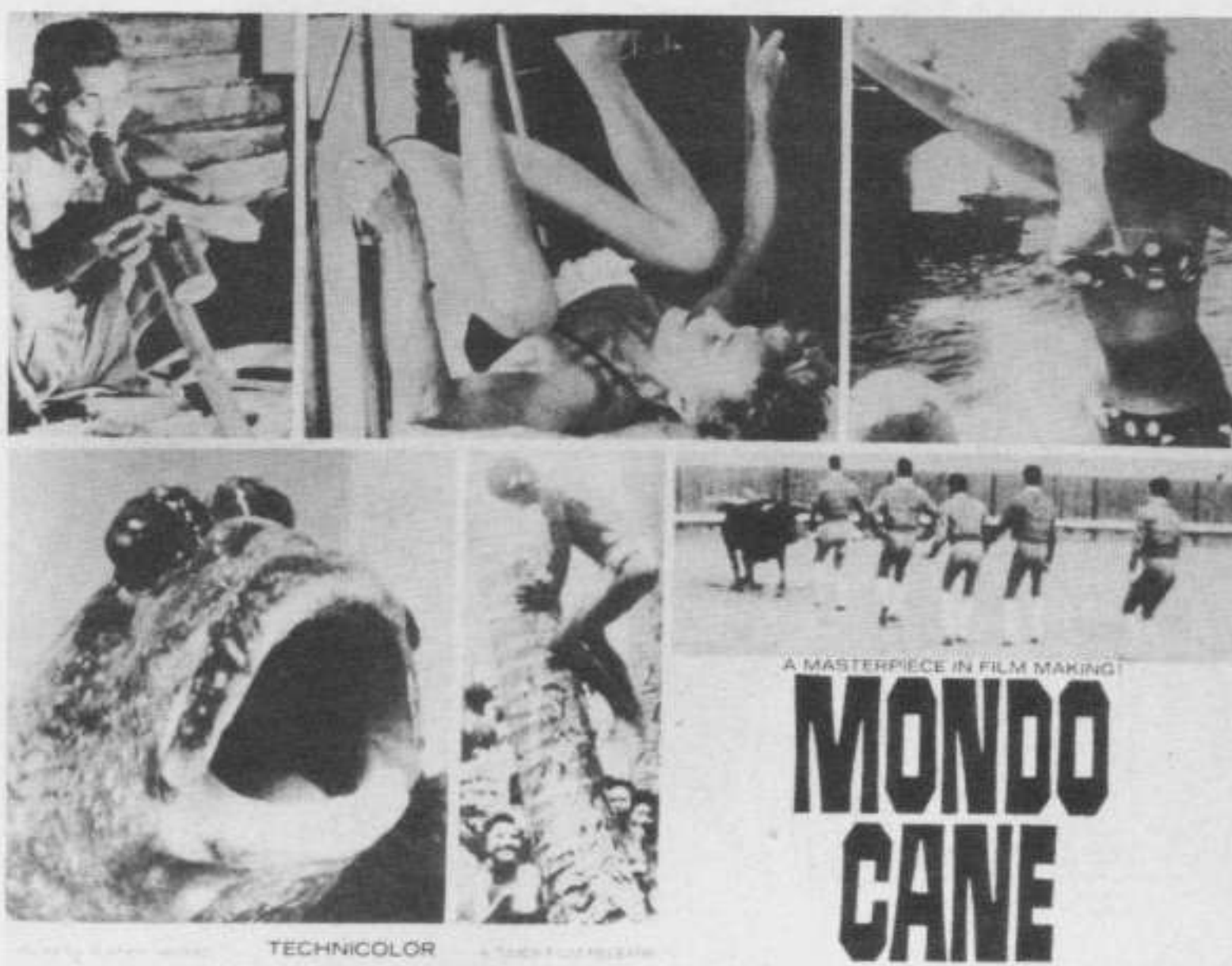
**All The Scenes You Will See In This Film
Are True And Taken Only From Life.
If Often They Are Shocking It Is Because
There Are Many Astounding And Even
Unbelievable Things In This World.**



Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release

401 4 COL X 83 LINES

LOBBIES
2 COLOR 11 X 14's



MONDO CANE
A TIMES FILM RELEASE

Times Film Corporation
144 West 57th Street
New York 19, N. Y.
PLaza 7-6980

MONDO CANE PROMOTIONS

The promotional backing for "MONDO CANE" is tremendous! Six full color pages in the June issue of Argosy Magazine . . . Camera 3 on CBS-TV . . . the Jack Parr Show on May 31st . . . a color spread in Adventure Magazine . . . just some of the excitement generated by "MONDO CANE."



*C-1

TRAVEL BUREAUS

Contact the best travel agencies in your city. The theme being "MONDO CANE" takes you to the corners of the world. The far and sometimes wild shores of South East Asia, India, Japan, Hong Kong, Nepal and New Guinea are seen in "MONDO CANE." Stills and posters are great for this kind of off-beat promotion.

WOMENS PAGE or FOOD EDITORS or GOURMET SHOPS

The "MONDO CANE" food items are way out and this is the way to sell this promotion. Most of your local cooking columns keep their column confined to how to make a souffle or the best way to roast chicken. The presentation has to be:

"Are you the kind of person who complains because the food in your home has a sameness? Don't complain too much. There is a film I saw yesterday, "MONDO CANE," it is playing at the . . . Theatre and here are some of the delicacies viewed.

In "MONDO CANE," in a smart New York restaurant you will see the clientele eating snakes and ants. In New Guinea the delicacy is singed pig. In Formosa the item of the day is man's best friend. On the island of Tabar girls are stuffed with tapioca until they weigh 265 pounds and they are then considered the best looking wives. In the Hong Kong sequence you will find it hard to gain weight. The markets are full of such gourmet Chinese foods as crocodile, toads, snakes, turtles and green lizard. So the next time anyone in your house says they are tired of hamburgers, give them the list of toads, snakes, turtles and green lizard.



*C-2

*Cartoons Available in 8 x 10 Glossy Print

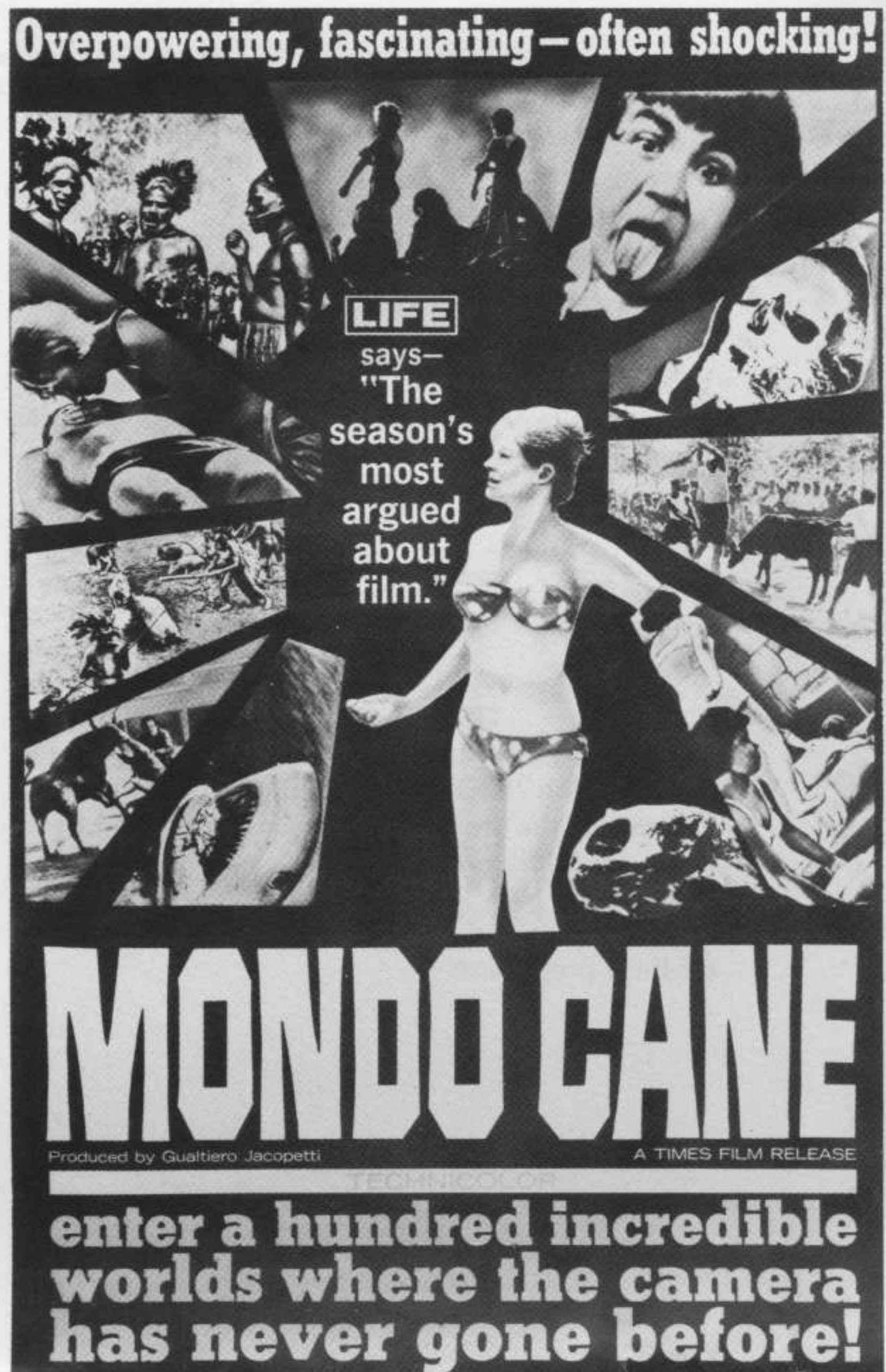
NOTE: A Radio transcription of 10, 20, 30 and 60 second spot announcements and teaser trailer are available from:

Times Film Corporation
144 West 57th Street
New York 19, N. Y.
PLaza 7-6980

20 and 60 second television spots are available from:

FILMVUE
630 Ninth Avenue
New York 36, N. Y.
JUdson 2-2880

Trailer and all Advertising Accessories are available from your local National Screen office or
National Screen Service, 1600 Broadway, New York, N. Y.

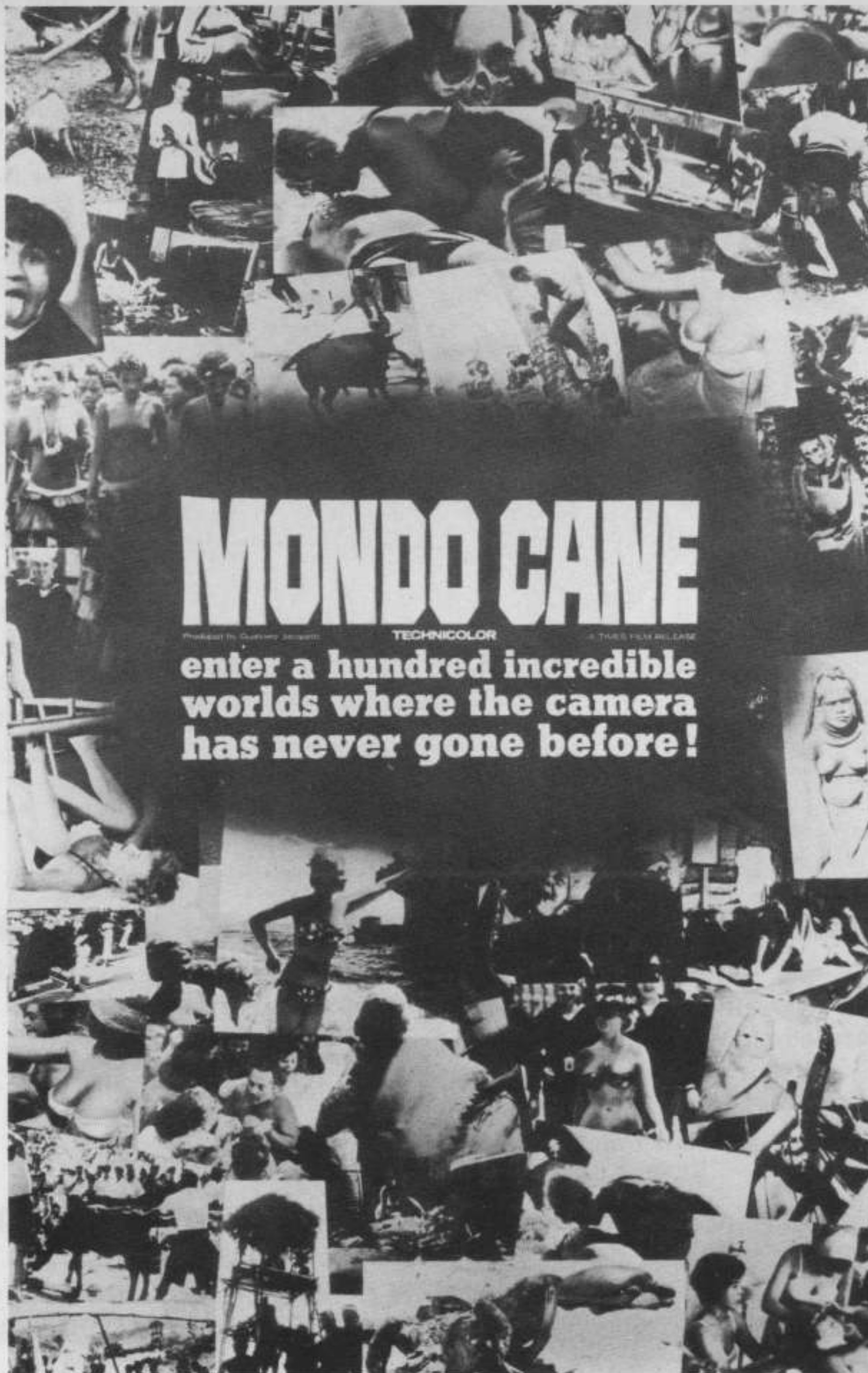


LOBBIES

4 COLOR 1 SHEET

2 COLOR 1 SHEET

MONDO CANE
A TIMES FILM RELEASE



SHATTERING ALL RECORDS!
 "INTELLIGENT AND REPELLENT...!"
Herald Tribune

MONDO CANE

106 1 COL X 18 LINES

SHATTERING ALL RECORDS!
 "MACABRE AND GRUESOME...!"
Daily Mirror

MONDO CANE

105 1 COL X 18 LINES

Times Film Corporation
 144 West 57th Street
 New York 19, N. Y.
 PLaza 7-6980

SHATTERING ALL RECORDS!
 "THE SEASON'S MOST ARGUED ABOUT FILM!"
LIFE

MONDO CANE

TECHNICOLOR
 A Times Film Release

211 2 COL X 17 LINES

SHATTERING ALL RECORDS!
 "HORRIFYING, WEIRD, HIDEOUS, BIZARRE!"
New York Times

MONDO CANE

TECHNICOLOR
 A Times Film Release

210 2 COL X 17 LINES

You may wish to
 ask our staff about

**MONDO
 CANE**

before buying a ticket
 —THE MANAGEMENT

We dare you to see
 MONDO CANE and
 not talk about it!

NOW PLAYING!

107 1 COL X 57 LINES

LIFE MAGAZINE
 says:

"THE SEASON'S
 MOST ARGUED-
 ABOUT FILM"

**MONDO
 CANE**

We dare you to see
 MONDO CANE and
 not talk about it!

NOW PLAYING!

108 1 COL X 57 LINES

**WE DARE
 YOU TO
 SEE...
 MONDO
 CANE**

...and not
 talk about it!

109 1 COL X 43 LINES

We dare you
 to see

MONDO CANE

and not talk
 about it!

110 1 COL X 21 LINES

SMASH WEEK!

MONDO CANE

"THE SEASON'S MOST
 ARGUED-ABOUT FILM"
 --LIFE MAGAZINE

We dare you to see

MONDO CANE

and not talk about it!

MONDO CANE

enters a hundred incredible
 worlds where the camera
 has never gone before!

Produced by GUALTIERO JACOPETTI • TECHNICOLOR
 A Times Film Release

209 2 COL X 72 LINES

MONDO CANE

New York Times says:
 "THERE IS MORE OF A STRANGE AND
 GROTESQUE NATURE—MORE THAT IS
 WEIRD, PARADOXICAL, BIZARRE AND
 REFLECTIVE OF THE RANGE OF MAN'S
 BEHAVIOR—IN THIS EXTRAORDINARILY
 CANDID FACTUAL FILM THAN COULD
 COME WITHIN AN AVERAGE MAN'S
 EXPERIENCE!" —Bosley Crowther

"INTELLIGENT
 AND REPELLENT
 ...CULTURED
 AND COARSE
 ...BRILLIANT
 SEQUENCES.
 ITS ARTISTIC
 ASPIRATIONS
 BROUGHT
 LOW BY ITS
 VULGAR
 VENALITY, ITS
 FASCINATING
 TRUTHS OBSCURED
 BY PRURIENT
 PASTICHES!"
 —Judith Crist, Herald Tribune

We dare you
 to see

MONDO CANE

and not
 talk about it!

MONDO CANE

Produced by GUALTIERO JACOPETTI • TECHNICOLOR
 A Times Film Release

208 2 COL X 89 LINES

A THOUSAND SHOCKS ON THE MOST AMAZING ADVENTURE MAN AND CAMERA HAVE TAKEN!!

TREMBLE to the brutal never-before-filmed rites of a tribe from the dawn of time.

EXPLORE the terrifying tomb of the dead... guarded by a million skeletons.

GASP at the spectacle of man pitted against bull, armed only with his two hands.

WITNESS the strange bathhouse customs of the Japanese man... and woman.

DISCOVER an exotic French manner of painting... using female bodies instead of brushes.

CRINGE at the Cult of The Blood practiced by the Secret Society of Martyrs.

THRILL to the beautiful beach maidens of Australia... who could turn a drowning into a delight.

STARTLE to the savage man-eating sharks... and man's even more savage revenge.

SWEEP along the dazzling Riviera... and sample its pleasures.

SHOCK as you see the diet of reptiles... a delicacy of the Orient.

MEET human beings who are fattened for nuptial sacrifice on the wedding night.

WALK upon the atom wasted Atolls of the South Pacific... amid the monster breed of animal life they spawned.



MONDO CANE

TECHNICOLOR

Produced by GUALTIERO JACOPETTI • A Times Film Release

#306 3 Col x 100 Lines

NEVER IN YOUR LIFETIME...



THRILL

To the beautiful beach maidens of Australia... who could turn a drowning into a delight!



STARTLE

At the strange bathhouse customs of the Japanese man... and woman!



GASP

At man pitted against bull, armed only with his two hands!



EXPLORE

The dazzling Riviera and sample its pleasures!



SHOCK

At the cult of blood... practiced by the Secret Society of Martyrs!

AND MUCH, MUCH MORE!

HAVE YOU EVER SEEN, OR PROBABLY WILL EVER SEE

A HUNDRED INCREDIBLE WORLDS WHERE THE CAMERA HAS NEVER GONE BEFORE!

THIS IS NOT FOR THE FAINT OF HEART, NOR FOR THE UNBELIEVING. EVERY SCENE, EVERY CHARACTER, IS REAL!

IF IT IS SHOCKING, IT IS BECAUSE THERE ARE MANY ASTOUNDING AND UNBELIEVABLE THINGS IN THIS WORLD!

MONDO CANE

TECHNICOLOR
A Times Film Release

#212 2 Col x 98 Lines

NEVER IN YOUR LIFETIME...

HAVE YOU EVER SEEN, OR PROBABLY WILL EVER SEE

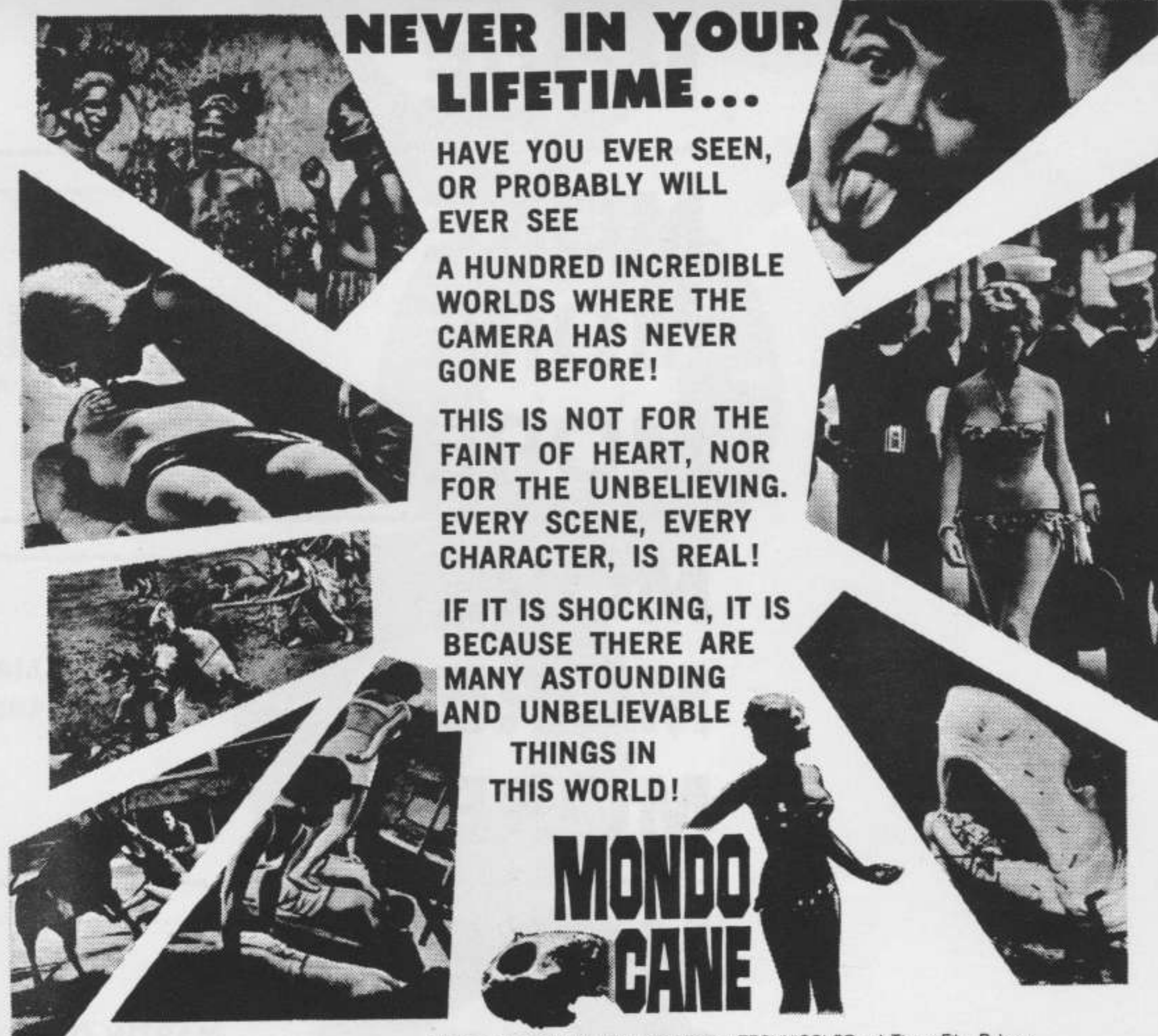
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MONDO CANE

Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release



TREMBLE to the brutal never-before-filmed rites of a tribe from the dawn of time. **EXPLORE** the terrifying tomb of the dead... guarded by a million skeletons. **GASP** at the spectacle of man pitted against bull, armed only with his two hands. **WITNESS** the strange bathhouse customs of the Japanese man... and woman. **DISCOVER** an exotic French manner of painting... using female bodies instead of brushes. **CRINGE** at the Cult of The Blood practiced by the Secret Society of Martyrs. **THRILL** to the beautiful beach maidens of Australia... who could turn a drowning into a delight. **STARTLE** to the savage man-eating sharks... and man's even more savage revenge. **SWEEP** along the dazzling Riviera... and sample its pleasures. **SHOCK** as you see the diet of reptiles... a delicacy of the Orient. **MEET** human beings who are fattened for nuptial sacrifice on the wedding night. **WALK** upon the atom wasted Atolls of the South Pacific... amid the monster breed of animal life they spawned.

#304 3 Col x 90 Lines

"All The Scenes You Will See In This Film Are True And Taken Only From Life. If Often They Are Shocking It Is Because There Are Many Astounding And Even Unbelievable Things In This World."

—GUALTIERO JACOPETTI



LIFE says:
THE SEASON'S
MOST ARGUED
ABOUT FILM!

MONDO CANE

Produced by GUALTIERO JACOPETTI
A Times Film Release

#305 3 Col x 70 Lines

Times Film Corporation
144 West 57th Street
New York 19, N. Y.
PLaza 7-6980

MONDO CANE

PROMOTIONS

SMASH SONG HIT OF THE YEAR

RECORD STORES

The music of "**MONDO CANE**" offers you a great opportunity to tie in with your local music stores. The song "**MORE**" based on the theme of "**MONDO CANE**" is rapidly rising to the top of the best-seller list. The biggest names of the industry have already jumped on the "**MONDO CANE**" bandwagon. Steve Lawrence of Columbia Records, Danny Williams of United Artists, Martin Denny of Liberty Records, Della Reese, RCA Victor Records and Katyna Ranieri, London Records are some of the top flight song stylists who can help **you** promote "**MONDO CANE.**" Katyna Ranieri's husband, Riz Ortolani, composed the score for "**MONDO CANE.**" Make these singers work for you. Display their pictures in your local record stores.

MORE
MORE
MORE

KATYNA RANIERI
London Records



MORE
MORE
MORE

STEVE LAWRENCE
Columbia Records



MORE
MORE
MORE

DELLA REESE
RCA Victor Records



MORE
MORE
MORE

DANNY WILLIAMS
United Artists



MORE
MORE
MORE

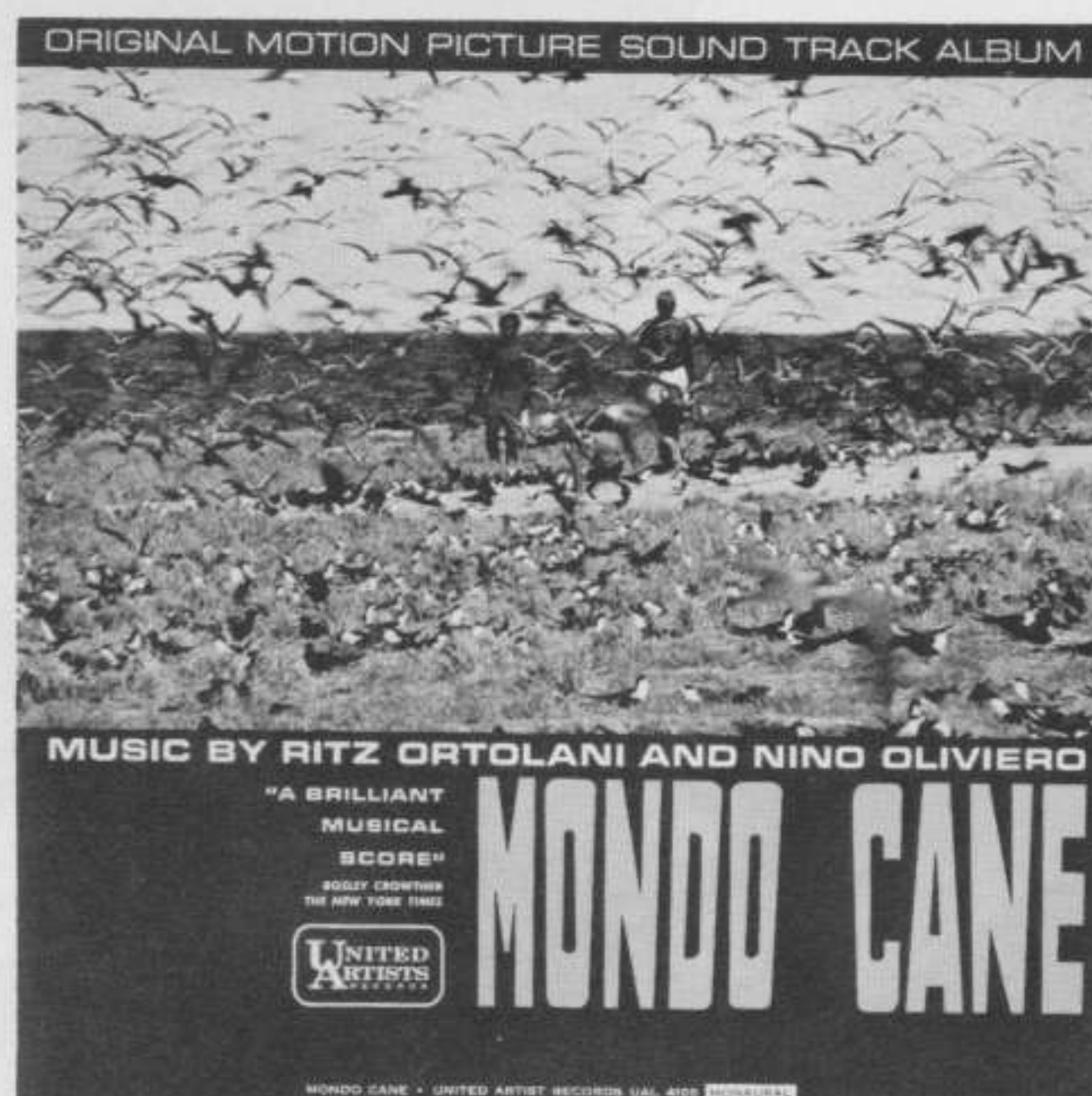
MARTIN DENNY
Liberty Records



...AND STILL MORE RECORDINGS OF MORE



"Here's an album that could prove a real sleeper, should it get the play. The LP is from the current off-beat movie and the music should surprise a good many people. Little of the bizarre nature of the picture is evident in the music which has excitement and some first-class themes played by a large string ork. Lots of good programming here." **BILLBOARD**



United Artists 5106 (Stereo) 4105 (Mono)

**MORE
MORE
MORE**

KAI WINDING
Verve

"The Kai Winding ork comes through with a sock performance of the theme from the current flick 'Mondo Cane'. The arrangement is punching and the side drives all the way. This could turn into the big version of the attractive song. A fine instrumental." **BILLBOARD WINNER OF THE WEEK**

**MORE
MORE
MORE**

CHARLIE BYRD
Riverside



**MORE
MORE
MORE**

CLARK TERRY
Cameo-Parkway



**MORE
MORE
MORE**

CLEBANOFF
Mercury



**MORE
MORE
MORE**

ENOCH LIGHT
Command



**it enters
a hundred
incredible
worlds
where
the camera
has never
gone
before!**

MONDO CANE

Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release

TREMBLE to the brutal never-before-filmed rites of a tribe from the dawn of time. **EXPLORE** the terrifying tomb of the dead...guarded by a million skeletons. **GASP** at the spectacle of man pitted against bull, armed only with his two hands. **WITNESS** the strange bathhouse customs of the Japanese man...and woman. **DISCOVER** an exotic French manner of painting...using female bodies instead of brushes. **CRINGE** at the Cult of The Blood practiced by the Secret Society of Martyrs. **THRILL** to the beautiful beach maidens of Australia...who could turn a drowning into a delight. **STARTLE** to the savage man-eating sharks...and man's even more savage revenge. **SWEEP** along the dazzling Riviera...and sample its pleasures. **SHOCK** as you see the diet of reptiles...a delicacy of the Orient. **MEET** human beings who are fattened for nuptial sacrifice on the wedding night. **WALK** upon the atom wasted Atolls of the South Pacific...amid the monster breed of animal life they spawned.

501 5 COL X 163 LINES



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402 4 COL X 130 LINES

The New York Times.

THURSDAY, APRIL 4, 1963.

Screen: 'Mondo Cane,' a Series of Believe-It-or-Not Vignettes

Candid Film Probes the Weird and Bizarre

MONDO CANE, written by Gualtiero Jacopetti; photographed by Antonio Cimatti and Benito Frattari; produced by Mr. Jacopetti and presented by Times Film Corporation. At the Forum Theater, Broadway and 47th Street, and the Little Carnegie, 57th Street east of Seventh Avenue. Running time: 105 minutes.

By BOSLEY CROWTHER

There are more things in heaven and earth, Horatio, Than are dreamt of in your philosophy.

THAT trenchant remark of Hamlet's might serve as an explanatory note to the documentary film, "Mondo Cane" ("A Dog's World"), which opened at the Forum and the Little Carnegie yesterday.

For there is more of a strange and grotesque nature—more that is weird, paradoxical, bizarre and reflective of the range of man's behavior—in this extraordinarily candid factual film than could come within an average man's experience or be likely to be seen often on the screen.

Indeed, the main intent of this picture, produced and, as the credits say, "conceived" by Gualtiero Jacopetti, an Italian journalist and newsreel man, seems to be to astonish the viewer with close-ups of the world's anomalies and stagger him with illustrations of how ironic and paradoxical life is.

"Mondo Cane" is a sort of cinematic compilation of believe-it-or-not vignettes.

Beginning with a photographic look-in on a strange, narcissistic ceremonial involving a batch of aspiring actors in the town where Rudolph Valentino was born, it leaps to a clearly staged encounter of Rossano Brazzi with a lot of clamoring girls and from that to a scene of brash young women in New Guinea chasing a locally rare young man along a beach. The consistency of interests and customs is obvious and droll.

But the film does not stay long in this humor. From these bare-bosomed girls in Trobriand, it switches to a candid contemplation of young coquettes on the French Riviera, obviously emphasizing the paradox of the male attitude, and from that to a glimpse of the ritual of a bereaved mother in New Guinea nursing a suckling pig. Thence it jumps to a horrifying sequence showing the wholesale slaughter of pigs for an orgy of feasting in this same region—and so on to more weird and hideous things.

Somehow, the social paradoxes turn mostly upon food and sex, with some cynical interpolations of notes on man's fouling of his own nest. Grotesque shots of people mourning in a pet cemetery in Los Angeles are followed by shots of customers savoring roasted dog in a restaurant in Formosa, while other animals due for roasting yap in cages nearby.

Bland young women in the Bismarck archipelago are kept in cages and fattened to become desirable brides; middle-aged women in a reducing salon in California sweat and strain to slenderize. Old folks lie in loneliness and sorrow in a House of Death in Singapore, while their relatives feast and make merry in nearby restaurants, waiting for them to die.

Signor Jacopetti's color cameras are voracious and frank in what they see, emphasizing grotesqueness in close-ups and being supported by a brilliant musical score and a witty English commentary that reflects the ironic attitude.

The final sequence showing cliff dwellers in the dark New Guinea wilds and the practice of the "cargo cult," or worship of the airplane by naked natives in this deep, benighted land, bring the film to a brilliant conclusion on a strong anthropological note. So this is the way it all started! Will society return itself to this state?

(Excerpts from this review can be used, however, the entire review cannot be reproduced)

MONDO CANE
A TIMES FILM RELEASE

New York World-Telegram

The Sun

MONDAY, APRIL 22, 1963



Gualtiero Jacopetti

Ironies of Life Lead To Italian's Film Hit

ROME, April 22.—Along the length of the Via Veneto, where members of the international movie set meet in eternal conclave, the number-one topic of conversation these days is Gualtiero Jacopetti.

In fact, the colorful, 43-year-old producer-writer-director, whose "Mondo Cane" recently opened in New York, is currently basking in the same sort of status that descended upon Federico Fellini three years ago when his "La Dolce Vita" became the world's most talked about motion picture.

Curiously enough, both Fellini and Jacopetti turned to film making after lengthy careers as newspapermen. Fellini mirrored his experience through the character Marcello, the newspaper man in "La Dolce." Previously he had been a political cartoonist and journalist.

Cloak and Dagger

Jacopetti became a nationally recognized by-line "name" by virtue of his cloak-and-dagger exploits as a counter-intelligence officer with the 5th Army, and subsequently as an adventurous war correspondent. Later, as editor for a newsreel company he enhanced his reputation by adding his own brand of biting satire to the commentary.

Another key factor in shaping his current style was a writing stint for an Italian feature documentary, "Europe By Night," directed by Alessandro Blasetti.

Partly as a reaction to certain conventional and syrupy aspects of the world portrayed in this film, Jacopetti set off on a transcontinental trip to look for additional and different material. The notes he gathered formed the basis for "Mondo Cane," which became a reality when he met the Italian producer and financier Angelo Rizzoli, who agreed to bankroll the unusual project.

Nose for News

Jacopetti's dual capacity as writer and director on the global odyssey enabled him to give full rein to his gift for social comment, while his "nose for news" directed him toward such previously never filmed sights as the brutal Festival of the Pigs in famine ridden central New Guinea, or the gruesome interior of a House of Death in Macao.

Jacopetti has a knack for linking his vignettes into categories. We have the Strasbourg geese being force-fed until their livers become enlarged, in the cause of proper pate de foie gras, and then an abrupt cut to Tabar in the Bismarck archipelago where fatness is the criterion of feminine beauty and prospective wives of the village ruler are locked in cages and stuffed with tapioca until their weight approaches 300 pounds.

(This story can be reproduced in full.)

March 15 1963

LIFE

MONDO CANE
A TIMES FILM RELEASE

MOVIES

A Journey to Jar Your Innards

Remember those sun-drenched FitzPatrick Traveltalks which used to be sandwiched in between Deanna Durbin and Charlie Chan? They always seemed to end: "Now we reluctantly say farewell to the happy natives of North Borneo. . . ." Well, the Italian-made documentary, *Mondo Cane*, is also a travelogue—but one with a diabolical, nerve-shattering difference.

Mondo Cane (coming shortly to the Little Carnegie Theatre) roughly means "A Dog's Life." For nearly two hours the camera explores 29 far-flung places, and at every stop you can hardly wait to get out of there. Seldom has a single movie turned up such a continuously gruesome chamber of horrors, each one depicted in blood-curdling Technicolor.

In lush New Guinea, the citizens get set for a tribal feast by clubbing pigs to death in the village square.

On picturesque Formosa, restaurants are stocked with barking poodles, dachshunds and chows which hungry patrons select from cages and have cooked to order.

In sunny Los Angeles, ladies who have gorged on more familiar fare desperately try to regain their shapes at Vic Tanny gyms.

In quaint Strasbourg, France, geese are forcibly gorged to swell their livers for the *pâté de foie gras* trade.

In fun-loving Sydney, Australia, teen-age girls heroically save bath-

ers from jaws of voracious sharks.

In colorful Malaya, fishermen take revenge on man-eating sharks by stuffing their gullets with prickly, poisonous sea urchins which kill them after a week of agony.

On far-off Bikini, sea turtles lumber ashore to lay eggs and then, robbed of any sense of direction by A-bomb poisoning, they confusedly head inland to a certain, sun-baked death.

In modern Rome, 350-year-old bones of Black Plague victims are kept shiny by young volunteers who climb into the catacombs with polishing rags at the ready.

Other macabre sequences depict the bloody beheading of bulls and pitiless human flagellation. This ghoulish pageant is accompanied by blithe waltzes and/or celestial choirs. The effect is hypnotic—you never know what horror is coming next—but after a while you begin to wonder, what's the point?

There isn't any. A talented director, Gualtiero Jacopetti, simply decided to show how ridiculous at best, and how bestial at worst, people are everywhere. But his tract against mankind is so superbly photographed and edited for shock appeal that it is bound to be the season's most argued-about film.

Warning: See *Mondo Cane* on an empty stomach.

Money-back guarantee: After seeing it, you'll pass up the *pâté*.

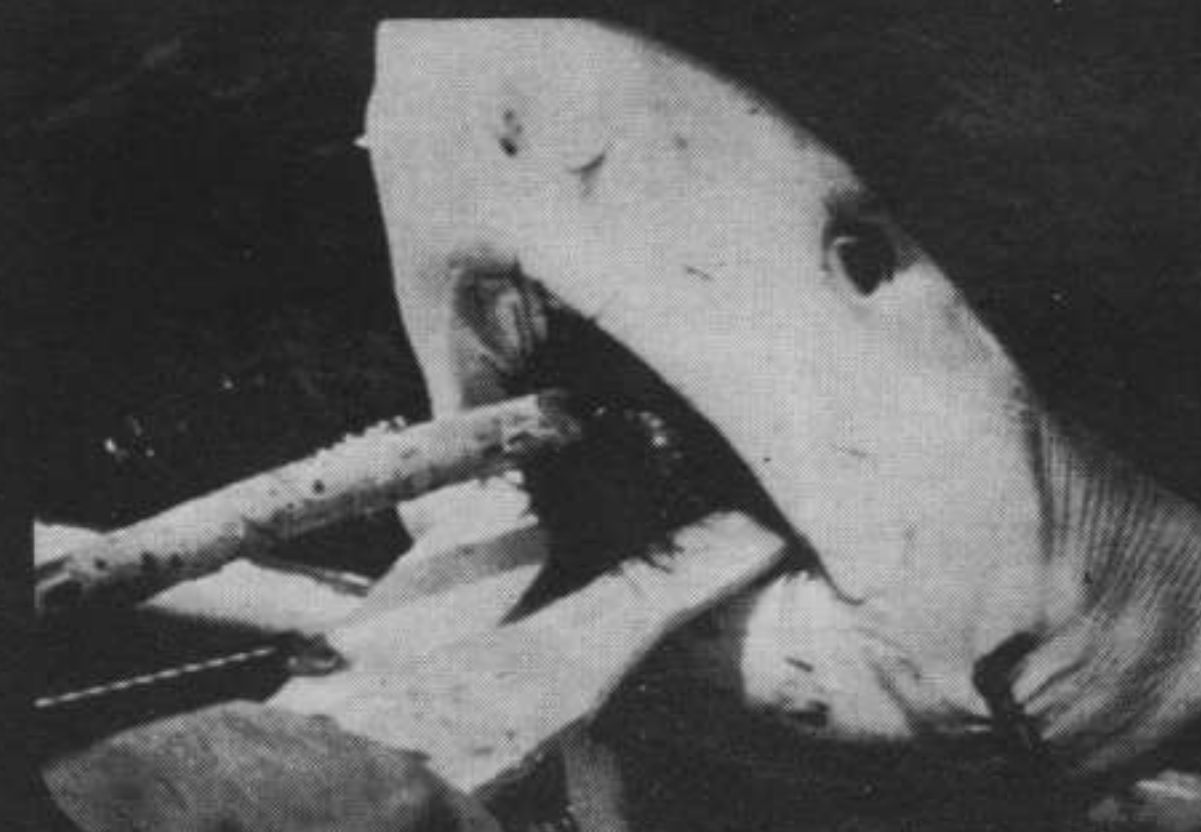
PETER BUNZEL



Australia: Lifeguards get their man



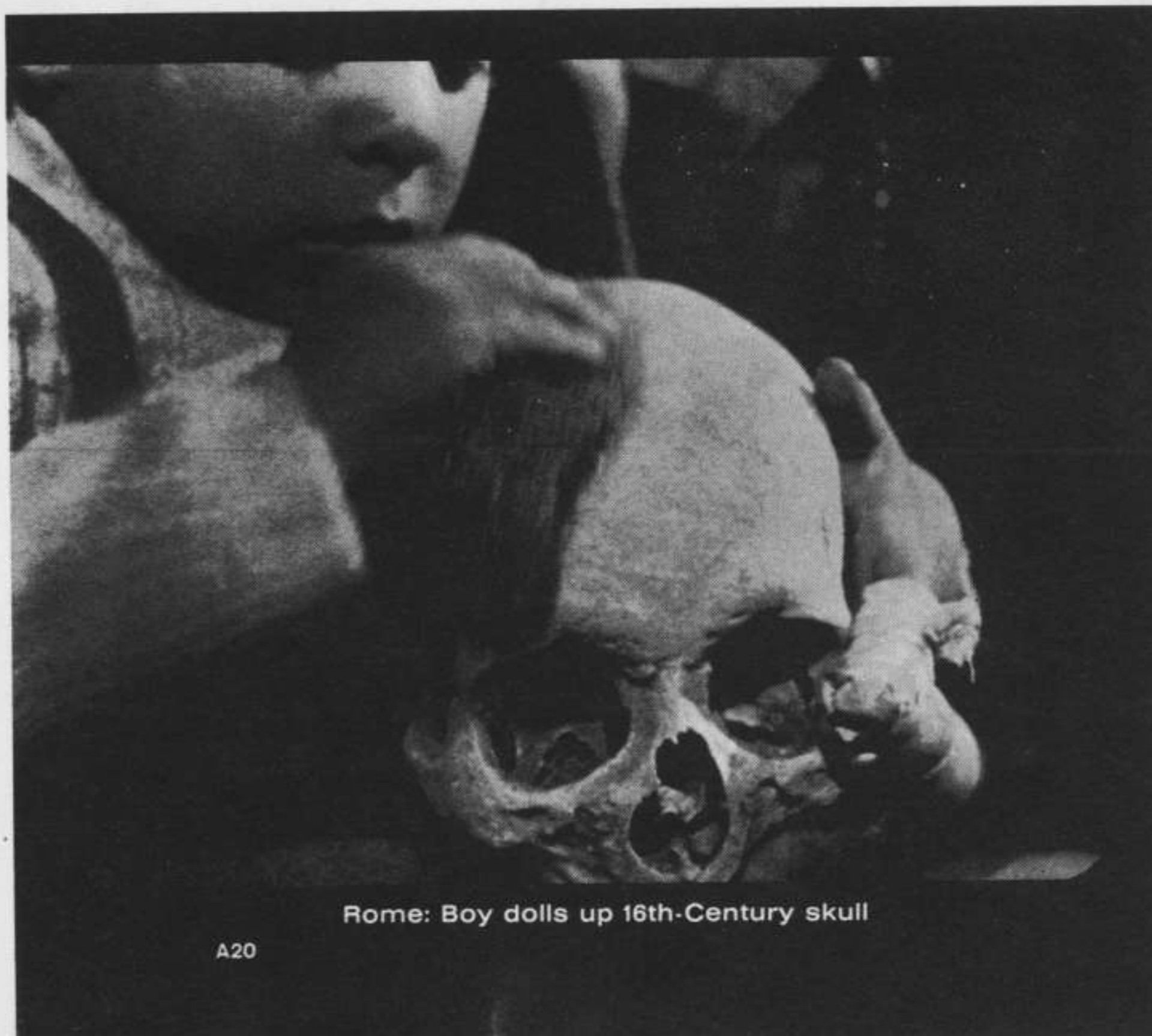
Bikini: A-bombs turn turtles awry



Malaya: Man-eater gets a comeuppance



Los Angeles: It's hips-hips-away



Rome: Boy dolls up 16th-Century skull

A20

**"SIGHTS NEVER BEFORE
PHOTOGRAPHED . . .
SEE IT FOR YOURSELF! LIVE
AND LEARN! Fascinating . . . Shocking!"**

—Wanda Hale, Daily News



Cue Says:
**"BRILLIANT,
SCALPEL-SHARP,
SAVAGE, IRONIC,
FILM OF
ENORMOUS
SKILL AND
POWER!"**

LIFE says:
**THE SEASON'S
MOST ARGUED
ABOUT FILM!**

**MONDO
CANE**

Produced by GUALTIERO JACOPETTI • TECHNICOLOR • A Times Film Release

Daily Mirror says:

**"BIZARRE AND BARBARIC...MACABRE AND GRUESOME...
IRONIC, BLOOD-STAINED AND SADISTIC...UNCONVENTION-
AL...PROVOCATIVE...CONTROVERSIAL...FILMED TO PRO-
DUCE MAXIMUM SHOCK! (Drips with Blood in Technicolor)"**

—Frank Quinn, Daily Mirror

**"HORRIFYING, WEIRD,
HIDEOUS, BIZARRE, VORA-
CIOUS AND FRANK!"**

—Bosley Crowther, New York Times

**"INTELLIGENT AND REPEL-
LENT . . . CULTURED AND
COARSE . . . BRILLIANT SE-
QUENCES."**

—Judith Crist,
Herald Tribune

In an underwater cemetery of the Malay archipelago, the natives bury their dead because their religion teaches that the sea washes the bodies of the dead and frees them from sin. The bones that remain after the sharks accomplish their devastating work are arranged among the twisted branches of the coral by parents and friends of the dead.

To provide rich Chinese communities inland with powdered sharkbone, a highly-prized aphrodisiac, the natives of Rajput, a village on the Malayan coast, continue to risk disfigurement, maiming or their lives. Fishing for man-eaters is their only resource; the village is poor and the Chinese pay well for their vices.

Commerce is renounced for the day as Rajput fisherman seek revenge. Each shark is returned to the sea with a poisonous sea urchin in its throat — to suffer for a week or more before dying.

In the Roman cemetery of the Capuchins, a museum today, the result of patient work of centuries is macabre, but indicates a genuine search for the beautiful. In an effort to introduce a feeling of immortality to a scene of death, the monks were buried in complete habits in an upright position.

The fraternity of the Red Sacks continue to protect the mortal remains of poor and unknown victims of the black plague, buried here in Rome more than three and a half centuries ago. The bones are honored in periodic ceremonies; protected against the ravages of time by a few families of the quarter.

In a Hamburg beerhouse, memories of cemeteries are drowned in beer, beer and more beer. A rather desperate concentration on the cult of life distracts the Germans from the memory of the cult of death.

In Tokyo, the ancient ceremony of the bath and massage is celebrated as 6 million Japanese women take care of 4 million Japanese men. Every part of his body is explored, cleaned and revived. Japanese etiquette requires that the customer be nude, but to pay lip service to our own etiquette, we have covered him up.

A rich Chinese in the city of Macao gets a careful make-up job in preparation for his funeral. Offerings of food are deposited on the temple altar by friends so that the dead may eat during the long journey; the dead man's money is burned so that it may follow him to heaven.

"If you don't die soon," the Chinese pray, "your good dinner will get cold." Notorious for their physical laziness, the Chinese saves both his money and energy for the table and the bed. Nowhere do people eat more than in the Chinatown of Singapore where at the table are celebrated religious and national holidays, weddings, births and even death. In the streets below a house of death, the relatives serenely await the moment of the funeral celebration.

For automobiles, the house of death is America. They are heaped up in enormous cemeteries, compressed into solid blocks of scrap iron, sent to the great European automobile factories to be restored to life and re-baptized as "utility cars". In one of the best known modern art galleries in Paris we see that the bones of an old Ford has been rechristened suggestively "esprit de la carrosserie", price \$100,000.

The Czechoslovakian painter Yves Klein is ready. Dripping with blue paint they have smeared on their shapely bodies, the models go to leave their print on the canvas. Klein guides his human brushes with the dynamic magnetism of his creative genius. The work will sell for a mere \$8,000.

Here is the arrival in Honolulu of three thousand American tourists, their appearance almost a caricature of American tourists, ready (nay, eager) to follow the program of the "Hawaiian Travel Organization" point by point. What a blessing that everything is organized: the disembarkation with uncious "Big Brother" greetings via loudspeakers, the photographic documentation which later will prove to friends that the Hawaiian girls smothered them with smiles and flower leis.

The tourists are initiated into the art of the hula. They listen, applaud, are amused and moved, just as was stated in the program. They believe in the hula, in themselves, in their own and other's happiness, this generation that has worked hard in youth and allows itself some massacrating rest only at the first signs of rheumatism.



Gurka warriors, ferocious highlanders from Nepal, are required by tradition to dress in Female attire for their celebration dance. Seeing them dressed as women, one wouldn't think that when they were taken prisoner by the Japanese during the last war, three hundred of them preferred decapitation to breaking the oath of fidelity to His Britannic Majesty.

In Villafranca de Xira, Portugal, the crowd gaily celebrates the traditional "Forcada" by inciting the bulls let loose in the streets. The bulls provide the desired action by killing four persons and sending another eighteen to the hospital. In the afternoon, young noblemen give proof of great courage in the arena.

Here is a moment in any and every day, four, five, ten thousand years ago. Here are the last of the cavemen, still armed with clubs, in the mountains in the region of Geroka, in New Guinea. As wild and suspicious as beasts, they do everything according to the eternal drive of instinct: work, idleness, children, food, the need to communicate and to have an orderly and sociable life.

Fifty miles north, a Catholic mission is the last outpost of civilization. Where men only discovered the world yesterday, they immediately need a faith to give them the hope of being better in a better world. But not before five missionaries had been killed.

The "Cargo Cult", which is simply a deification of the cargo planes the native has observed along the great oceanic route that connects Hong Kong with Australia, is a new faith. The natives of the Rozo and Mekee tribes have fashioned their own crude landing strips and wait motionless, scrutinizing the sky. They believe that the planes come from paradise, that their ancestors send them to them. The wily white thieves manage to attract them to the "great trap" of Port Moresby. But sooner or later the ancestors will discover the fraud and will guide the planes on to their track.

GUALTIERO JACOPETTI

WRITER, DIRECTOR AND PRODUCER OF "MONDO CANE"

"MONDO CANE" now playing at the Theatre was directed by Gualtiero Jacopetti. The much-acclaimed — and even more-discussed — "MONDO CANE", burst onto the world film scene with a vengeance at the 1962 Cannes Film Festival — where it represented Italy — and rapidly became the most talked-about film of the year.

Jacopetti's first professional mission — consisted in a difficult foreign correspondent mission to Vienna, at a time when the Austrian capital was off limits to Italian newsmen.

He sent back a series of stories which rocked the Italian press, at the same time resulting in a permanent association with one of Italy's top dailies, Milan's "Corriere della Sera".

This was followed by the editorship which he still maintains — of one of Italy's top newsreel companies.

Jacopetti met producer Angelo Rizzoli at Cannes Film Festival and explained his ideas for an "unconventional" travel documentary. Though there were no precedents for this type of film, Rizzoli promised backing, and Jacopetti began to prepare his project.

The film was shot on a carefully pre-planned trip around the globe, on which Jacopetti took along two onetime newsreel cameramen who had never before done feature work.

"I'm against polished-and-pretty lensing jobs anyway," Jacopetti explains. "Rather than the beautiful composition of the 'sunset on the Pacific' school, I'm for the picture as a document."

RIZ ORTOLANI

COMPOSER, ARRANGER AND CONDUCTOR OF THE SCORE FOR MONDO CANE

Riz Ortolani is the composer, arranger and conductor of the Times Film release, "MONDO CANE" now playing at the Theatre.

It has been found that many people become so engrossed in watching "Mondo Cane" that they tend to neglect the musical score. Composed, arranged and conducted by the celebrated Riz Ortolani, this score has won several international awards during its long runs in England, France, Germany, Italy, Spain, Japan and South America.

The "Theme from 'Mondo Cane'" is being recorded by a dozen major labels, led by the London release which features Katyna Ranieri, the singing star most recently seen here in the Plaza Hotel's Persian Room.

THE "MONDO CANE" CONTROVERSY

Seldom has a motion picture unleashed such strong reactions around the world as the rabid partisanship and violent attacks inspired by **"Mondo Cane"**. Right in the middle of the furore is a 43-year-old Italian movie-maker named Gualtiero Jacopetti,

who conceived and directed the film, and wrote the narration which contributes so tellingly to the total impact of the venture.

How does Jacopetti feel about the explosive controversy kicked up by **"Mondo Cane"**? The reactions are not only salutary, he insists, but necessary.

"There's always an explosion," he observes, "when one wakes people from their daydreams and asks them to look at the world as it really is rather than as they want to see it with their blindfold mentality. Of course **'Mondo Cane'** is not for conformists — and there still are plenty of them around.

"Take our sequence about dogs, for example. Man generally likes dogs. His conscience is soothed by feeding them, helping them, pampering them, even burying them in special dog cemeteries. So it's completely logical that he should rebel at the sight of men in a far-away country eating dogs, considering them in fact a rare treat and specialty. Well, there are those who don't want to see the other face of the coin, or to be shaken out of the secure feeling that dog is man's best friend." Ironically, the more indignant spectators at **"Mondo Cane"** tend to blame Jacopetti for the dogs' unseemly fate, rather than those who order dog for lunch.

With the release here of **"Mondo Cane"**, Americans are getting their first opportunity to get into the fray. Meanwhile, the controversy continues to rage in England, France, Germany, Italy, Spain, Japan, and South America, for **"Mondo Cane"** is still playing long-run record-breaking engagements in all these countries. A typical instance of the picture's box-office potency is its reception in Italy, where it has even topped the grosses for **"La Dolce Vita"**.

"Mondo Cane" is backed by exploitation in depth. Part of the powerhouse promotional impact is evident in the fact that such leading magazines as Look, Life, Argosy and Adventure have run feature articles on the controversial movie.

The CBS Television show Camera #3 has also featured it on a national hook-up. This film has received great promotional backing on network television. It has been featured extensively on the "Tonight Show" and the "Today Show" (June 26, 1963) with Della Reese and Katyna Ranieri singing the theme song from **Mondo Cane**, "More." The Jack Paar Show (May 31, 1963) is another nationally televised program to jump on the **Mondo Cane** bandwagon.

Press Agent for **"Mondo Cane"** is: **Bill Doll & Company, 1700 Broadway, New York 19, New York**

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All The Scenes You Will See In This Film Are True And Taken Only From Life. If Often They Are Shocking It Is Because There Are Many Astounding And Even Unbelievable Things In This World.



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MAT 2A Enter a hundred incredible worlds where the camera has never gone before. **"Mondo Cane,"** a Times Film Release now showing at the Theatre shows "Girl Life Savers" on the beach in Sydney, Australia. The lads there have become increasingly careless and must be dragged from the ocean in ever growing numbers.



MAT 2B Enter a hundred incredible worlds where the camera has never gone before. **"Mondo Cane,"** a Times Film Release now showing at the Theatre, shows Rossano Brazzi being swamped by American females in a large department store. They leave their hero in his shorts ripping "Souvenirs" from his tanned body.



MAT 1A Enter a hundred incredible worlds where the camera has never gone before. **"Mondo Cane,"** a Times Film Release now showing at the Theatre, shows how the sea turtle's sense of orientation has been destroyed by the atomic contamination in the Bikini Atolls. One of the many thrilling sequences shows how they are killed by the sun and fatigue instead of going towards the water.



MAT 1B Enter a hundred incredible worlds where the camera has never gone before. **"Mondo Cane,"** now showing at the Theatre, shows how the manhunt is practiced in the open air along the French Riviera.