

HERE'S HOW!



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THE "HOW TO SKI" TALKING PICTURE

"SKIING"

Presenting the

ARLBERG TECHNIQUE

according to the principles of

HANNES SCHNEIDER

taken in St. Anton, Arlberg, Austria

~*~

Production and Photography by

JEROME HILL

~*~

Technical Supervision by

OTTO LANG

~*~

Skier

EDMOND BIRKL



SKIING

The "How to Ski" Talking Picture

Here is a NATURAL for your Skiing promotion this winter. "Skiing" shows the beginner and the veteran alike the fine points of ski maneuvering. It is a fascinating, demonstration film which will attract every potential ski enthusiast.

Skiing demonstrates and shows how to execute the 6 basic maneuvers

- 1 THE SCHUSS**
- 2 THE SNOWPLOW**
- 3 THE SNOWPLOW TURN**
- 4 STEMM**
- 5 STEMM CHRISTIANIA**
- 6 PARALLEL CHRISTIANIA**

What More Can Be Said!

Filmed at St. Anton in the Austrian Tyrol and under the technical direction of Otto Lang, *Skiing*, an 800 foot, 16mm, ski instruction film produced by Jerome Hill, II, comes to this country with the stamp of authority and authenticity. In it, Mr. Hill has presented in carefully sequenced detail the fundamental teachings of the famous Arlberg school of ski technique, with his entire scenario and treatment bearing the seal of approval of Hannes Schneider, the master of Arlberg. These fundamentals are presented in six parts, as follows: the Schuss; the Snowplow; the Snowplow Turn; the Stemm; the Semis Christiania; the Parallel Christiania. A delightful introduction and a thrilling, climactic finish, all enhanced by splendid snow photography, mark this film as one of the outstanding contributions of amateur filming to the newly popular sport of ski running.

NOW...

IS THE TIME...

Skiing came into its own last year. This year it will be the major winter sport. Last year stores built ski slides, held ski classes, went the limit to promote the sport. This year they are looking for a new and novel promotion.

"Skiing" is the logical answer. Presenting the six basic maneuvers by unquestioned experts in both natural and slow motion photography, it becomes the ideal method of skiing instruction.

"Skiing" is presented only on 16 mm. sound on film. It is easy to show any place to audiences large or small, and the cost of projection is far less than that for standard 35 mm. prints.

You may show "Skiing" for a day, week, or month under an exclusive contract giving you protection for first run exhibition in your market area.

We can handle all details of exhibition for you, including projection.

Get set for your "Skiing" promotion now.



Mail this Card
TO DAY

MODERN TALKING PICTURE SERVICE

210 W. 114 ST., NEW YORK, N. Y.

Gentlemen:

I am interested in showing "Skiing"

from _____ to _____

Please send me without obligation your proposal.

We will require projection.
will not

Name _____

Position _____

Name of Store _____

Address _____

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SKIING



THE SIGN OF GOOD SNOWMANSHIP



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