

PRESSBOOK K

**VISITORS...
OR INVADERS
FROM THE FUTURE?
ONLY BABY
MILO KNOWS
AND HE
ISN'T TALKING
YET!**



First Planet of the Apes. Then Beneath the Planet of the Apes.

And now...

ESCAPE FROM THE **PLANET** OF THE **APES**



20th CENTURY-FOX PRESENTS

AN ARTHUR P. JACOBS PRODUCTION

ESCAPE FROM THE PLANET OF THE APES starring RODDY McDOWALL/KIM HUNTER/BRADFORD DILLMAN
NATALIE TRUNDY/ERIC BRAEDEN /WILLIAM WINDOM/SAL MINEO and RICARDO MONTALBAN as Armando
produced by APJAC Productions/directed by DON TAYLOR/written by PAUL DEHN

based on characters created by PIERRE BOULLE/music by JERRY GOLDSMITH/PANAVISION*/COLOR BY DE LUXE*

 **G** ALL AGES ADMITTED
General Audiences

138 LINES X 4 COLUMNS (452 LINES)

4 COLUMNS X 10 INCHES

MAT—402

ALSO AVAILABLE

MAT—301 - 105 LINES X 3 COLUMNS (315 LINES)

3 COLUMNS X 7½ INCHES

THE MOST POWERFUL FAMILY OF THE 20TH CENTURY...

It's Baby Milo Who Has Washington Terrified!



ESCAPE FROM THE PLANET OF THE APES

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100 lines x 2 columns (200 lines)
2 columns x 7 inches

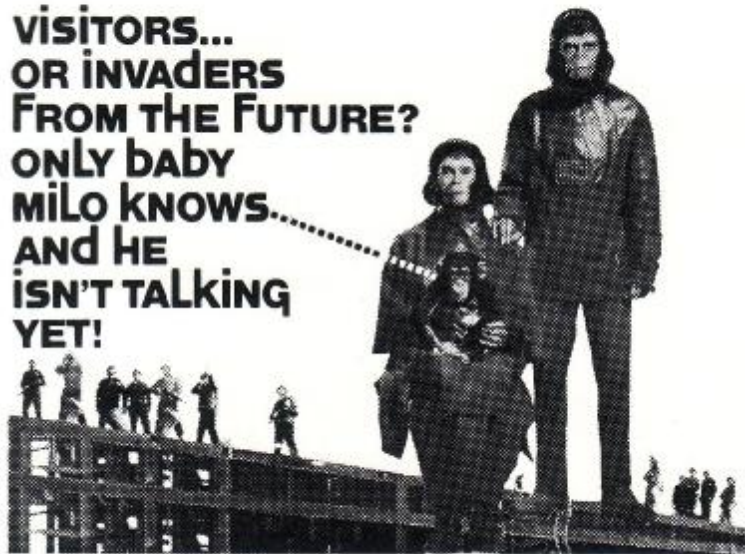
MAT—207

COMING! ESCAPE FROM THE PLANET OF THE APES

6 lines x 2 columns (12 lines) 2 col. x 1/2 inch.

MAT—206

VISITORS... OR INVADERS FROM THE FUTURE? ONLY BABY MILO KNOWS AND HE ISN'T TALKING YET!



ESCAPE FROM THE PLANET OF THE APES

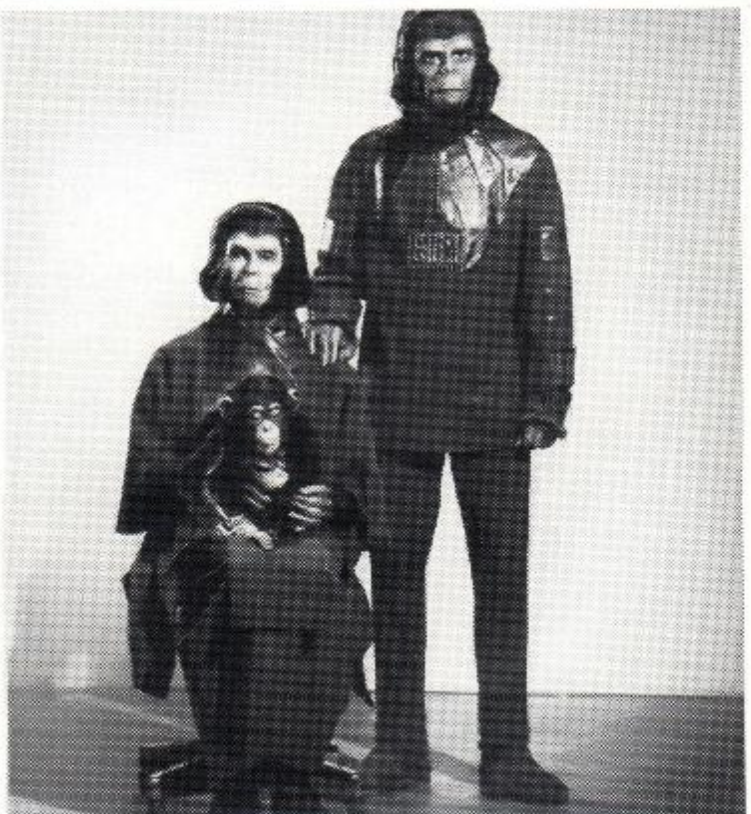
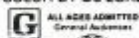
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MAT—204

56 lines x 2 columns (112 lines)
2 columns x 4 inches



Mat 2A

First Planet, then Beneath, now ...



28 lines x 2 columns (56 lines)
2 columns x 2 inches

MAT—202

First Planet, then Beneath, now ...



PANAVISION® COLOR BY DE LUXE®

14 lines x 1 column MAT—101
1 col. x 1 inch

First Planet, then Beneath, now ...



28 lines x 1 column MAT—102
1 col. x 2 inches

First Planet of the Apes. Then Beneath the Planet of the Apes. And now ...

MEET BABY MILO WHO HAS WASHINGTON TERRIFIED



20th Century-Fox presents

ESCAPE FROM THE PLANET OF THE APES

PANAVISION® COLOR BY DE LUXE®

70 lines x 1 column
1 col. x 5 inches

MAT—105

SPECIAL AD MAT NO. 1—Order from NSS



This advertising material has been approved under the MPAA Advertising Code, a self-regulatory procedure of the Motion Picture Association of America

PUBLICITY

20th Century-Fox presents An ARTHUR P. JACOBS Production

ESCAPE FROM THE PLANET OF THE APES

THE CAST

Cornelius	Roddy McDowall
Zira	Kim Hunter
Dr. Lewis Dixon	Bradford Dillman
Dr. Stephanie Branton	Natalie Trundy
Dr. Otto Hasslein	Eric Braeden
The President	William Windom
Milo	Sal Mineo
E-1	Albert Salmi
E-2	Jason Evers
Chairman	John Randolph
General Winthrop	Harry Lauter
Aide	M. Emmet Walsh
Lawyer	Roy E. Glenn, Sr.
Cardinal	Peter Forster
Army Officer	Norman Burton
Naval Officer	William Woodson
Orderly	Tom Lowell
Marine Captain	Gene Whittington
Curator	Donald Elson
TV Newscaster	Bill Bonds
Referee	Army Archerd
General Faulkner	James Bacon

and

Ricardo Montalban as Armando

PRODUCTION STAFF

Produced by	APJAC Productions
Directed by	Don Taylor
Written by	Paul Dehn
Based upon characters created by	Pierre Boulle
Associate Producer	Frank Capra, Jr.
Director of Photography	Joseph Biroc, A.S.C.
Music	Jerry Goldsmith
Film Editor	Marion Rothman
Creative Makeup Design	John Chambers
Unit Production Manager	Francisco Day
Assistant Director	Pepi Lenzi
Art Illustrator	Billy Sully
Sound	Dean Vernon Theodore Soderberg
Special Photographic Effects	Howard A. Anderson Co.
Art Directors	Jack Martin Smith William Creber
Set Decorators	Walter M. Scott Stuart A. Reiss
Makeup Supervision	Dan Striepeke
Makeup Artist	Jack Barron
Hair Stylist	Mary Babcock
Orchestration	Arthur Morton
Unit Publicist	Jack Hirshberg
Animals furnished by	Roy Kabat
Filmed in PANAVISION®	Color by DeLUXE®

Rating: G

SYNOPSIS

At the end of "Beneath the Planet of the Apes" the world was incinerated in a Doomsday chain of nuclear explosions. However, three of the intelligent and articulate chimpanzees--Cornelius (RODDY McDOWALL), Zira (KIM HUNTER) and Milo (SAL MINEO)--sensing the holocaust to come, had penetrated the wilderness and located the crashed American spacecraft which had first brought modern humans to the apes' city.

They were able to patch together its electronic gear and blast off into space a bare few minutes before the atomic catastrophe which reduced the planet to cinders. Flying swiftly backward through a bend in time many hundreds of years, they splash down off the Southern California coast. Their arrival is noted by the authorities and they are fished out of the surf.

When they remove their space helmets the Californians see for the first time that their unexpected visitors are simians, not humans. They are taken to Los Angeles for interrogation, and are treated as world-famous celebrities. They are registered at the Beverly Wilshire Hotel and taken on a tour of the smart shops so that they might have a serviceable American-style wardrobe. They address women's clubs and appear on TV.

But when it is discovered that Zira, the wife of Cornelius, is pregnant, some scientific leaders have second thoughts about the intruders and express the fear that their ability to breed might eventually pose a threat to mankind and the society he has created.

The apes retort that they have come only in friendship--but mankind has long feared the unknown, the inexplicable, and has sometimes wantonly destroyed it in order to "protect" himself and his institutions. The story explores the reactions of the United States Government and its scientific leadership to this challenge--and builds to the point wherein the participants on both sides resolve the controversy in a surprising and suspenseful climax.

#

PUBLICITY STORY

"Escape from the Planet of the Apes" is the third in the series of films stemming from the highly original and hugely profitable "Planet of the Apes," which producer Arthur P. Jacobs made for 20th Century-Fox four years ago.

The first film, based on Pierre Boulle's novel, "Planet of the Apes," took place in the distant future after human civilization as we know it had long been destroyed. The second, "Beneath the Planet of the Apes," continued chronologically, but in the third, Paul Dehn's original screenplay moves the period all the way back to the present day.

The simian scientists narrowly escaped the conflagrations that consumed the earth in the second film and now they travel, through a bend in time and in a handy spaceship, backward across the centuries to contemporary Los Angeles.

In "Escape from the Planet of the Apes," Kim Hunter, the only star to appear in all three films, is reunited with Roddy McDowall, who played her simian boyfriend in the first one, and her husband in this one. Both stars, in their ape makeup, get to wear fashionable modern clothes for the first time.

For the new film, producer Jacobs has added a new ape character who, in a switch in casting, is played by filmdom's longtime favorite juvenile delinquent, Sal Mineo. These three are the only ape characters in the story. Actually, there is a fourth but he is a contemporary, non-intelligent ape in a zoo who tries in his confused way to befriend the brilliant visitors. He is played by Janos Prohaska who specializes in portraying apes on the screen.

Among the contemporary human characters are Bradford Dillman and Natalie Trundy, who play animal psychiatrists; Eric Braeden, who played a brilliant scientist in "Colossus, the Forbin Project," plays another scientist here; William Windom, who played a congressman on television for several years, goes all the way up to President of the United States in this film; Ricardo Montalban, who plays the owner of a circus, and Albert Salmi, seen as the government interrogator of the articulate simians.

"Escape from the Planet of the Apes" was directed by Don Taylor who was a leading actor before turning to directing. "Escape" is his fifth feature film. He has directed dozens of television shows, too.

Besides Jacobs, McDowall and Miss Hunter, the other major veterans of the original "Planet of the Apes" on hand for the third film are art director William Creber and makeup genius John Chambers. Creber's job was simpler this time around. For the first film, he had to dream up the vast Ape City. For the second, he had to create a mutated New York City entirely underground. For the current film, he merely had to cope with present-day Los Angeles. Makeup man Chambers' job was easier too, simply because he had only three simians to deal with. One new problem involved making a baby chimpanzee resemble Kim Hunter and Roddy McDowall who are supposed to be its parents. Chambers, who worked with 20th Century-Fox makeup chief Dan Striepeke on the new film, won an Oscar for his original ape makeup for "Planet of the Apes," one of only two Oscars ever given to makeup men in the Academy's 43-year history.

LIVE RADIO SPOTS

60 Seconds

Anncr: In the beginning there was a planet of apes...then a war beneath the planet of the apes. Now get ready for a shocker...ESCAPE FROM THE PLANET OF THE APES. This time it's earth 1973...and you're in for a surprise. A space ship lands on earth...it's contents...three apes. Are they friendly visitors or invaders from the future? Only baby Milo knows...and he isn't talking yet. ESCAPE FROM THE PLANET OF THE APES. Astonishingly different. Totally new. Starring Roddy McDowall as Cornelius...the ape scientist. And Kim Hunter as Doctor Zira...his chimpanzee wife. Where do they come from? Why are they here? What is baby Milo's incredible secret? All the terrifying answers are in ESCAPE FROM THE PLANET OF THE APES. From Twentieth Century-Fox. Rated G, all ages.

30 Seconds

Anncr: In the beginning there was a planet of apes...then a war beneath the planet of the apes. Now get ready for a shocker...ESCAPE FROM THE PLANET OF THE APES. This time it's earth 1973...and you're in for a surprise. A space ship lands on earth...it's contents...three apes. Where do they come from? Why are they here? What is baby Milo's incredible secret? All the terrifying answers are in ESCAPE FROM THE PLANET OF THE APES. From Twentieth Century-Fox. Rated G, all ages.

EXPLOITATION

There are a number of very strong "pre-sold" elements in "Escape From The Planet Of The Apes" which must not be overlooked and which should be exploited fully:

1. This is the third in the series of Apes pictures, the first two being the highly successful "Planet Of The Apes" and "Beneath The Planet Of The Apes." There is no doubt these films have a strong following among young people as well as older movie-goers.
2. The same characters that delighted audiences in the first two films are also in "Escape" and are portrayed by the same performers - Kim Hunter as Zira and Roddy McDowall as Cornelius. The ad look features these two most prominently and adds their baby ape, Milo, in a very appealing family portrait.
3. The fascinating make-up and disguises in each film - transforming stars from human beings into believable apes - can again be made the cornerstone of a publicity campaign and converted into very exciting and effective exploitation stunts.

Apes masks will again be available thru your respective Fox Advertising and Publicity Fieldman for use in local promotions. Send a well dressed couple wearing ape masks for a stroll during lunch time or into chic places at cocktail time. Arrange a photo contest with a disc jockey or with a photo equipment store or with a newspaper - by having contestants photograph the masked couple and drop their photos off at theatres or other designated places. Suitable prizes should be arranged for best photos which can in turn be used for publicity or for humorous displays at the theatre and other locations.

HERALD

A special tabloid style newspaper, "THE APE NEWS" has been prepared with room for local theatre imprinting. Available thru Harry K. McWilliams Associates, Inc. 151 Lafayette Street, New York, N.Y. 10013
Tele: (212) 925-5013

SOUND TRACK ALBUM

Columbia Records will issue an LP album of the sound track music from the film.

BOOKS

Although there will not be a paperback edition of the story of "ESCAPE," bookstores should be urged to feature paperback editions of the two earlier films in special exhibits built around stills, the "APE NEWS" etc.

POSTERING

With the enormous appeal that science fiction stories have for young people, the use of extensive poster displays near schools, stadiums, theatres, transportation depots, coffeehouses and photo salons, etc. should be a must for all engagements.

TV AND RADIO SPOTS

The radio spots are 60 and 30 seconds in length. For TV there are spots of 60, 30, 20, and 10 seconds. Both should be ordered from National Screen Service.

TRAILERS

A regular theatrical trailer is available. Order from National Screen Service.

First Planet of the Apes.
Then Beneath the Planet of the Apes.
And now ...

**MEET baby MILO
WHO HAS
WASHINGTON
TERRIFIED...**



**ESCAPE
FROM THE PLANET
OF THE APES**



20th CENTURY-FOX PRESENTS
AN ARTHUR P. JACOBS PRODUCTION
ESCAPE FROM THE PLANET OF THE APES starring RODDY McDOWALL/KIM HUNTER/BRADFORD DILLMAN
NATALIE TRUNDY/ERIC BRAEDEN /WILLIAM WINDOM/SAL MINEO and RICARDO MONTALBAN as Armando
produced by APJAC Productions/directed by DON TAYLOR/written by PAUL DEHN
based on characters created by PIERRE BOULLE/music by JERRY GOLDSMITH/PANAVISION®/COLOR BY DE LUXE®



MAT—302

112 LINES X 3 COLUMNS (336 LINES)
3 COLUMNS X 8 INCHES

**VISITORS...
OR INVADERS
FROM THE
FUTURE?
ONLY baby
MILO KNOWS
AND HE
ISN'T
TALKING
YET!**



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Then Beneath the Planet of the Apes.
And now ...

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FROM THE PLANET
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starring RODDY McDOWALL/KIM HUNTER
BRADFORD DILLMAN / NATALIE TRUNDY
ERIC BRAEDEN /WILLIAM WINDOM
SAL MINEO and RICARDO MONTALBAN
produced by APJAC Productions as Armando
directed by DON TAYLOR/written by PAUL DEHN
based on characters created by PIERRE BOULLE
music by JERRY GOLDSMITH/PANAVISION®
COLOR BY DE LUXE®



T H E A T R E

MAT—110

132 lines x 1 column (132 lines)
1 column x 9 3/8 inches

First Planet, then Beneath, now ...

**ESCAPE
FROM THE PLANET
OF THE APES**



PANAVISION®
COLOR BY DE LUXE®

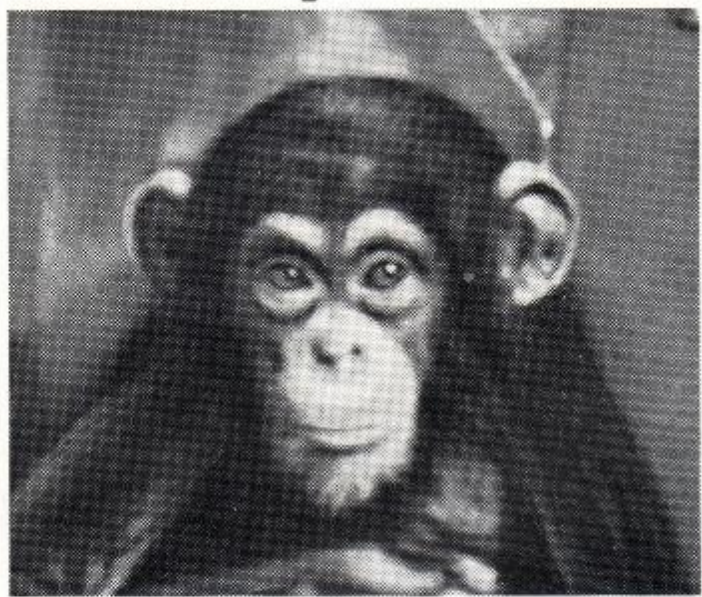


MAT—201

16 lines x 2 columns (32 lines)
2 columns x 1 inch

TEASER ADS

HAVE YOU SEEN THIS APE?



NAME: BABY MILO.
ORIGIN: A PLANET OF APES.
WARNING: THE FIRST WORD HE SPEAKS
COULD BE MANKIND'S LAST.

IT'S BABY MILO WHO HAS WASHINGTON TERRIFIED...

WHY?



SEE
ESCAPE
FROM THE
PLANET OF
THE APES
starts
THURSDAY



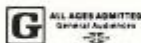
20th
CENTURY-FOX

MAT-210

ESCAPE FROM THE PLANET OF THE APES



COMING SOON!



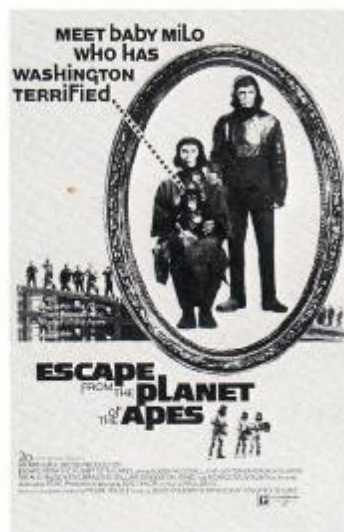
20th
CENTURY-FOX

MAT-211

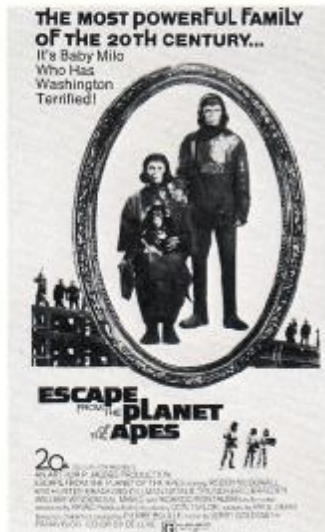
60 LINES X 2 COLUMNS (120 LINES)
2 COLUMNS X 4¼ INCHES

90 LINES X 2 COLUMNS (180 LINES)
2 COLUMNS X 6¾ INCHES

POSTERS & ACCESSORIES



1 Sheet
30 x 40
40 x 60



3-SHEET



6 Sheet

ALSO AVAILABLE

24 SHEET—22x28 set of (8) 8x10 color stills

INSERT CARD

Set of (8) 11x14 color stills

Set of B/W stills

24"x82" title display in brilliant Da-Glo which converts to 24"x60" by folding back pictorial sidepiece

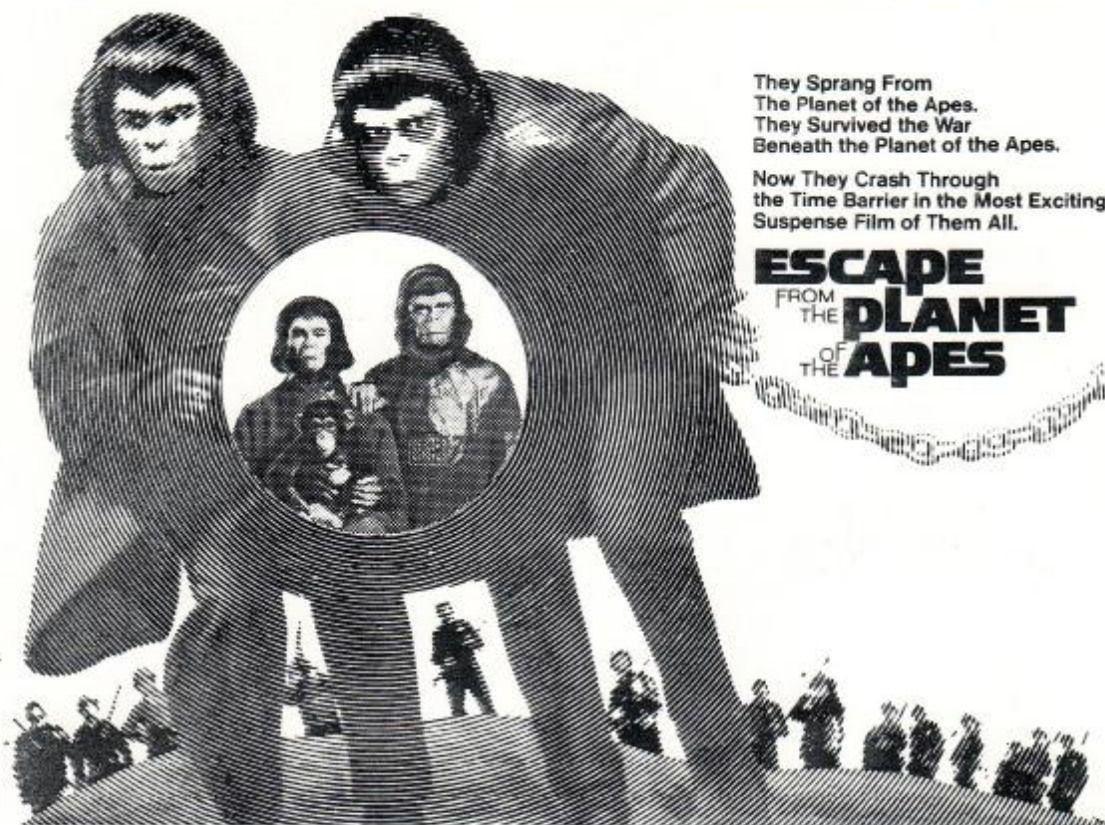
Deluxe Hi-rise standee in full color—Standee—\$9.95

Re-usable extension pole—\$1.50

PRESSBOOK



PREPARE YOURSELF FOR A NEW GENERATION OF INCREDIBLE APES!



They Sprang From
The Planet of the Apes.
They Survived the War
Beneath the Planet of the Apes.

Now They Crash Through
the Time Barrier in the Most Exciting
Suspense Film of Them All.

ESCAPE
FROM THE
PLANET
OF THE
APES

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written by PAUL DEHN based on characters created by PIERRE BOULLE/music by JERRY GOLDSMITH/PANAVISION®/COLOR BY DE LUXE®

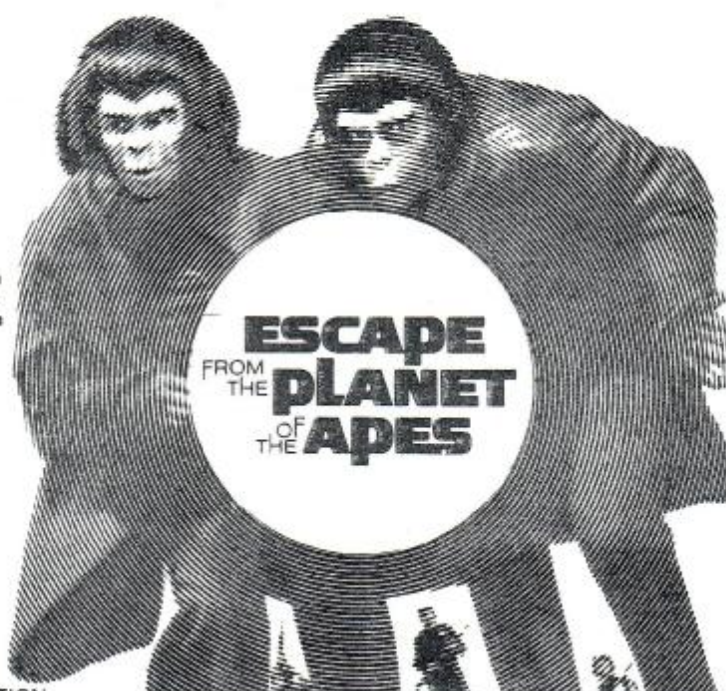


90 lines x 3 columns (270 lines) 3 columns x 6½ inches

MAT—303

ALSO AVAILABLE — MAT 403 120 lines x 4 columns (480 lines) 4 columns x 8½ inches

PREPARE YOURSELF FOR A NEW GENERATION OF INCREDIBLE APES!



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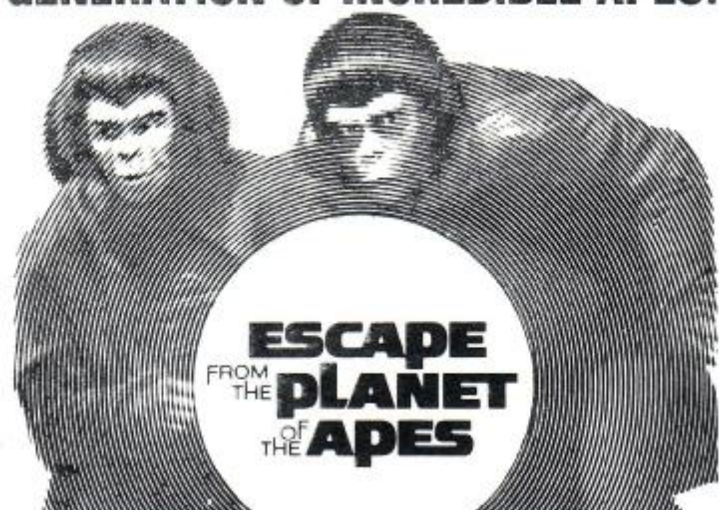


66 lines x 3 columns (198 lines) 3 columns x 4¾ inches

MAT—304

TEASER ADS

PREPARE YOURSELF FOR A NEW GENERATION OF INCREDIBLE APES!



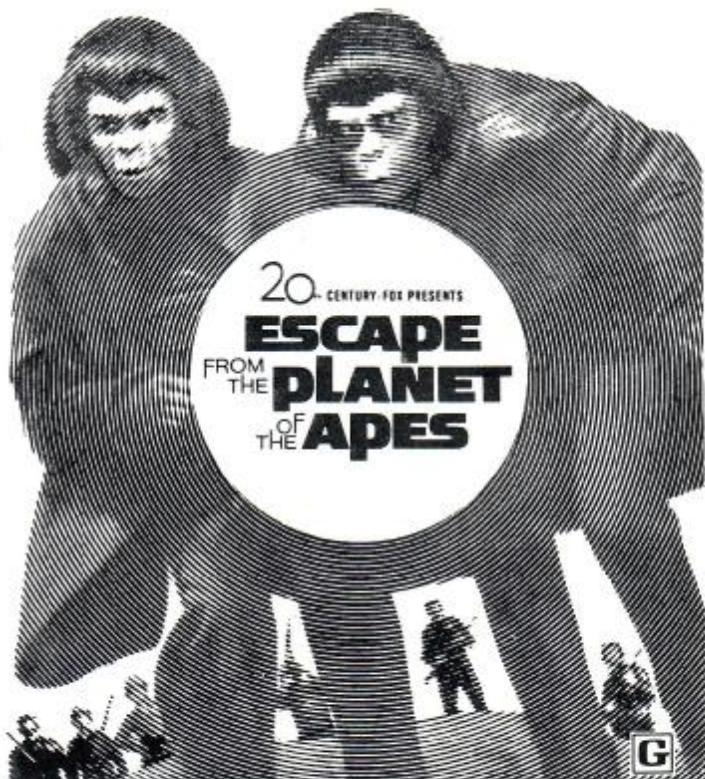
20 CENTURY FOX PANAVISION*/COLOR BY DE LUXE* G ALL AGES ADMITTED General Audience

MAT—213

54 lines x 2 columns (108 lines)

2 columns x 4 inches

PREPARE YOURSELF FOR A NEW GENERATION OF INCREDIBLE APES!



80 lines x 2 columns (160 lines)

2 columns x 5 3/4 inches

MAT—212

TV AND RADIO SPOTS

The radio spots are 60 and 30 seconds in length. For TV there are spots of 60, 30, 20, and 10 seconds. Both should be ordered from National Screen Service.

TRAILERS

A regular theatrical trailer is available. Order from National Screen Service.

POSTERS & ACCESSORIES



1 Sheet
30 x 40
40 x 60



3-SHEET



6 Sheet

ALSO AVAILABLE

24 SHEET—22x28 set of (8) 8x10 color stills
INSERT CARD
Set of (8) 11x14 color stills
Set of B/W stills