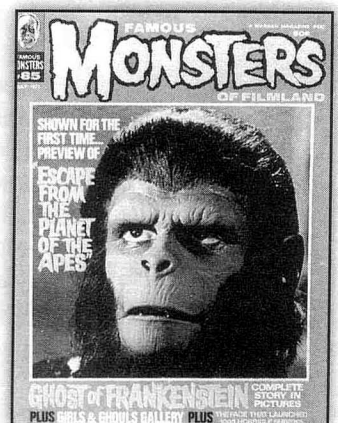
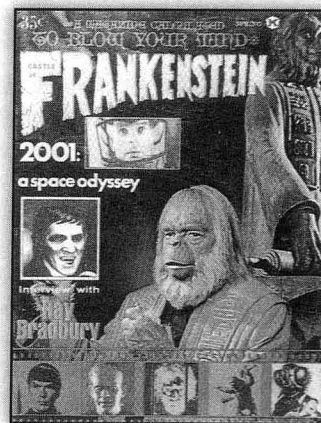
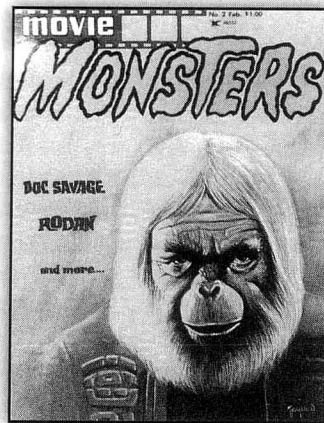
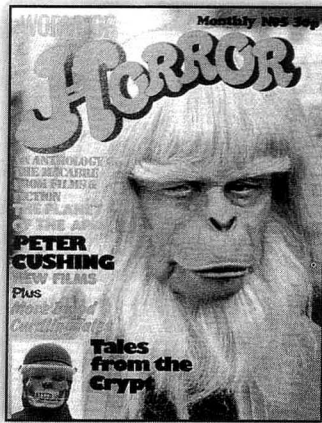


POTA & Dracula Lives #88, British POTA #1, MAD #157, Beneath the POTA #30044-012, Beneath the POTA book & record set, Adv. on the POTA #11, and Mighty World of Marvel #231.

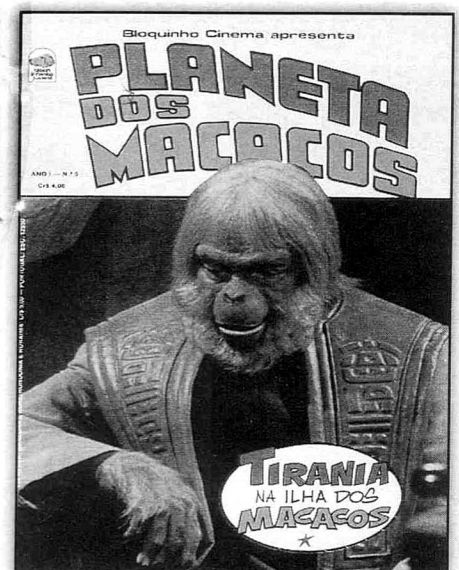
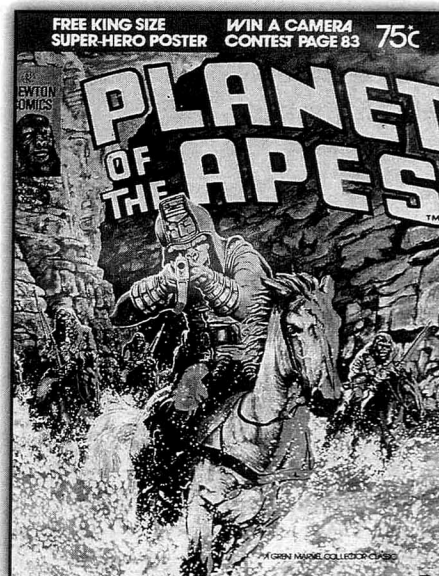


The first Planet of the Apes comic book adaptation came in late 1970 after the second film, *Beneath the Planet of the Apes*, was a huge hit. Gold Key had a series called *Movie Comics* which ran from 1962 to 1972 and featured over 50 movies adapted into comics. The *Beneath the POTA* issue is one of the most popular and valuable of the 10-year series. The comic book is numbered 30044-012, dated December 1970, has a photo cover, and came with a bound-in poster. This is the very first *Planet of the Apes* comic and is the scarcest and most valuable of the regularly distributed POTA comics. The Gold Key comic would have been the only ape comic produced if not for the hype of the new TV series in 1974. Marvel jumped on the bandwagon early and released a bi-monthly black and white comic magazine titled *Planet of the Apes* (#1 August 1974). Issue #2 was published before the TV series even debuted. The magazine run lasted until #29 (February 1977) and to this date is the longest-running POTA publishing project in US history. 1969-1975 was a popular time for horror and mystery books by Marvel which gave them good reason to publish POTA as a "monster" book. Secondly 1973-1975 was the peak period of Marvel's black and white magazines. Marvel had 19 different titles published during these years. By lasting 29 issues, *POTA* was one of the most successful magazine titles for Marvel. It was surpassed only by *Deadly Hands of Kung Fu* (33 issues), *Crazy* (94 issues), and *Savage Sword of Conan* (235 issues ending in 1995). The Planet of the Apes magazine contained comic versions of the films, new stories written by Doug Moench and art by Mike Ploog. It also contained articles, reviews, and interviews. The magazine was so popular that it became a monthly with issue #3. Now, 25 years later, this series is collected by a fairly large population. Because it is movie and TV related, many collect the Marvel magazines who are not regular comic book hobbyists. Marvel completists want the

series, as do fans of the art of Mike Ploog. Ploog's original pencil artwork is highly collectible and was selling for \$175 a page back in 1992; now it rarely turns up. Marvel Comics was also involved in a series of comic book/45-rpm record sets during the height of the Bronze Age from 1974 to 1978. The 31 sets contained mostly reprints of previously published Marvel stories. The 7x10" comics were 20 pages and each came with a record narrated, with characters and sound effects, costing \$1.49. Four of the Apes movies (not *Conquest* for some strange reason) were released and are quite visually appealing... and were the first color POTA comics published by Marvel. At the same time as magazine #14, Marvel decided to reprint the stories from the movies in color in a regular comic format for 25¢ rather than the hefty \$1 price tag of the mags. The comic series *Adventures On The Planet Of The Apes* lasted 11 issues (until December 1976)... just long enough to reprint the complete stories of the first two films. POTA fans could see apes in print twice a month during this time. In 1976 Marvel produced a trial run of most

World of Horror #5 (1975), *Movie Monsters* #2 (1975), *Castle of Frankenstein* #13 (1969), *Famous Monsters of Filmland* #85 (1971).

Planet of the Apes #17 (Aug 1976, Newton), *Planeta Dos Macacos* #5 (date unknown, Brazil).

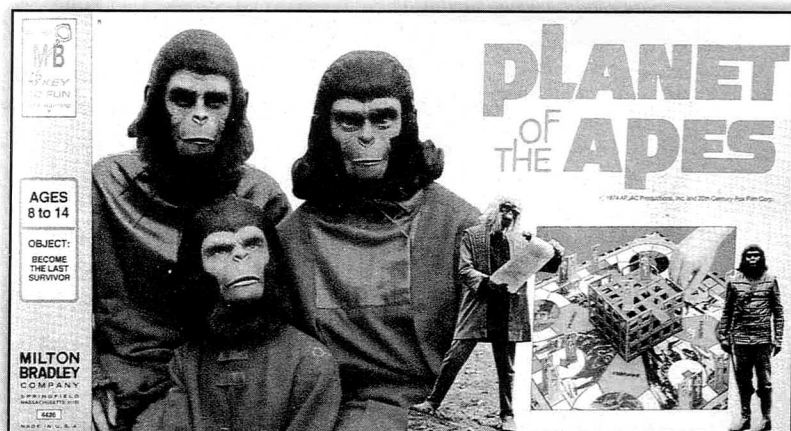


COLLECTING PLANET OF THE APES

of their titles in various cities with a price change. *Adventures On The Planet Of The Apes* #5, 6, and 7 all have variant cover price editions. These are definitely the rarest POTA comics ever made and these variants just "never turn up"! By the time the cartoon series debuted, sales were already sagging and the magazine was reduced in both page-count and price with #14 (November 1975). POTA was very well-publicized and Marvel was busy promoting POTA worldwide. I have confirmed that there was a *POTA* comic series in Brazil, Australia, and Sweden. The Americans were happy with their 11 comics and 29 magazines but in the UK there

material. There were always backup stories of other reprinted US Marvel characters that had nothing to do with POTA. The Planet Of The Apes title changed when sales declined. The series was combined with another title... *Dracula Lives*, so the mag was then called *Planet Of The Apes And Dracula Lives* starting with issue #88 (June 23, 1976) priced eight pence an issue. (In the US, *Dracula Lives* debuted in 1973 lasting 13 issues until July 1975. It was the first of the 19 Marvel magazines to be published). The *POTA/DL* comic lasted 36 issues ending with #123 (February 1977).

By 1977 the horror genre had faltered and Marvel canceled all their horror titles. The apes lost their starring role and were joined with another Marvel "monster," The Incredible Hulk. They shared cover appearances in *The Mighty World Of Marvel* starting with issue #231 (March 2, 1977), and lasting 16 issues until June 15, 1977 when POTA made its last appearance in the UK. In the UK, hardcover annuals featuring original stories, art and comic strips have always been popular. Publisher Brown And Watson took advantage of this by publishing three *POTA* annuals from 1975-1977. The first annual (1975) featured a balanced mixture of text articles, original comic strips, and text stories all based on the TV series. Some common POTA publicity color photos were included. There are also some b&w text illustrations done by an uncredited John Bolton (of Batman fame). The second annual (1976) had no text articles and no photos. It did however have more comic strips and original stories, plus activity pages for kids. These included dot-to-dots, cut-out figures, coloring pages, etc. Again, uncredited b&w illustrations by John Bolton were included. The third and final UK annual (1977) was aimed at an even younger audience and was the most interesting of all. It includes two superb drawings by John Bolton (comparable to the best work of Mike Ploog). Also the text stories are illustrated with stills from all five movies, many of which have probably never been reproduced anywhere



Milton Bradley
POTA board game
(1974?).

were 139 comics published! For seven pence fans could buy the weekly *POTA* comic which debuted on October 26, 1974. The British series was, in general, just a slimmed down reprint version of the US magazine. The number of pages and content was only a third of the US version though the UK comics had fascinating new covers and a letter section from UK fans which was very intriguing. The UK books are 1" higher and ½" wider than the US magazines. However, the UK books were not all Ape

PLANET OF THE APES TIMELINE

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|---|--|---|--|
| 1963 <i>Monkey Planet</i> by Pierre Boulle is published | 1969 1st official merchandise Topps Bubblegum cards | 1973 The first three films are shown on TV and receive the largest recorded viewership for sci-fi movies ever on TV. Apemania sweeps the country | 1974 Marvel Comics in the US and UK start ongoing magazine-format comic |
| 1965 Charlton Heston is hired for the lead in the role of a new film <i>Planet Of The Apes</i> written by Rod Serling and Michael Wildon | 1970 <i>Beneath The Planet Of The Apes</i> debuts, and is adapted for the first POTA comic book | 1974 Anticipation for a new POTA TV series leads to mass marketing of merchandise by dozens of companies. Items include cards, toys, books, puzzles, dolls, etc. | 1975 The cartoon series <i>Return Of The Planet Of The Apes</i> debuts |
| 1968 <i>Planet of the Apes</i> debuts in theatres on February 8th | 1971 <i>Escape From The Planet Of The Apes</i> debuts | | 1977 All POTA products are discontinued |
| | 1972 <i>Conquest Of The Planet Of The Apes</i> debuts | | 1982 The TV series is reformatted into TV movies by combining two episodes into a single 90-minute film |
| | 1973 <i>Battle For The Planet Of The Apes</i> debuts | | |

else. Due to the reprint nature of the weekly UK comics they were not sold in the US for copyright reasons and vice versa with the US books. The first issue of the US magazine did ship to England since the UK series did not start until two months later. *The Adventures on The Planet Of The Apes* series did not get distributed in the UK at all. The weekly comics and the hardcover annuals are surprisingly scarce... even in their home country! They are, naturally, very rare in North America because they were never distributed here. These are always overlooked and undervalued. In April 1990 publisher Adventure Comics (Malibu Graphics) started a new series of original Planet of the Apes stories. The first issue was a surprise hit with Dale "Hulk" Keown cover art and had to be printed three times. The bi-monthly series was quickly changed into a monthly ongoing series due to the overwhelming sales of the first issue. With a hit on their hands Adventure Comics put out a line of spinoff mini-series based on the POTA concept with different creative teams on every series. Writer Charles Marshall even wrote a series entitled Ape Nation which contained concepts from POTA and Alien Nation in one series. They also put out four graphic novels including three which reprint the movie adaptations from the Marvel magazines. POTA became possibly the biggest success for the small publisher lasting until March 1993. Out of all the POTA comics the Adventure Comics releases are criticized for being of lower quality and for drifting away from the original concept, however, Adventure should be thanked for breathing new life into a title that had not seen print for 13 years. In fact Adventure Comics put out 56 POTA releases, and holds the distinction of putting out more POTA products than any other company in US history. Outside of the regular POTA titles were a few parodies of the Apes. *MAD* #157 did a 10-page spoof and cover story on March 1973. *Cracked* #123 also featured an Apes parody cover story in 1975. *Apes Chronicles* was the fanzine of the International Planet Of The Apes Fan Club. In its pages they

published their own POTA comic strip starring the ape, Veetus created by Jeff Krueger. The strip ran 35 episodes from 1992-1994. Another POTA fanzine, *Ape Crazy*, started in 1993 and ran seven issues. Created by Mark and Tim Wasylsyzyn, *Crazy* also featured original comic strips: #6 featured an eight-pager titled "Adventures On The Planet Of The Apes" by Jerry Brown, and #7 offered another Brown eight-pager "Trouble On The Planet Of The Apes." Also of note is the Brazilian POTA fanzine *Century City News* by Luiz Saulo Adami. Saulo has recently published some comic strips too.

The POTA Comics Market

The Marvel POTA magazine issues climbed steadily in value while the series was being published, peaking at \$3.60 for #1 in 1979. Interest in the books dropped throughout the 1980s and started picking up again in 1992. The series turns 25 years old this year, and is presently one of the more sought after titles from the mid-'70s. Many collectibles dealers price the Marvel magazines at around \$10 each regardless of condition (VG or better) with exceptional high grade specimens bringing as much as \$25 a copy for single digit issues. Many movie/sci-fi collectors report that having the issues and filling the holes in their run is often a greater consideration than waiting for high grade copies. Many VG issues sell at higher than Guide to non-comic collectors. The #1 issue of the Marvel magazine in general is the most requested; however, it is also the most common due to the large print run and doesn't sell for multiples of *Guide* like the later, scarcer issues. By 1977 sales were almost non-existent thus the last issue, #29, is very scarce. If I had any #29s in stock in high grade I would price them at around 5x *Overstreet*. Issues #19-26, and 28 are also scarce. I've found issue #27 to be more common because of two different warehouse finds in Canada. At this time the market is not very strong for the British issues unless priced cheaply. On average, copies of the UK series sell (in FN) for about \$10 each. Higher grade copies are almost never found because of the tabloid-like format. Most of the 1990's POTA comics are fairly common and early issues don't sell well although this is not true for the latter issues from 1992-1993. The Forbidden Zone was the last mini-series and is the scarcest. Also the last few issues of the ongoing series #22-24 are uncommon and can sell for



Now extremely collectible, the Planet Of The Apes lunchbox (Aladdin, 1974-75) is becoming more and more difficult to find in acceptable condition.

- | | |
|---|--|
| <p>1987 The influence of POTA is shown in the new movies <i>Spaceballs</i> and <i>Time Of The Apes</i></p> <p>1990 Adventure Comics starts a huge line of POTA comic books</p> <p>1991 <i>Ape Chronicles</i> fanzine begins (for the International POTA Fan Club)</p> <p>1994 Oliver Stone (<i>Platoon</i>, <i>Doors</i>) announces</p> | <p>plans to create a new POTA film</p> <p>1998 Director Michael Bay (Armageddon, The Rock) replaces James Cameron as the director attached to the prospective remake. William Broyles (Apollo 13) is presently writing a screenplay.</p> <p>1999 CBM denotes a special issue to "The Apes"</p> |
|---|--|

COLLECTING PLANET OF THE APES

2x Guide. Here are some of sales from the last nine months. The magazines rarely turn up in true NM. 1977 UK Annual VF+ \$50;

POTA UK Magazines, all issues, VG to FN \$10@;

POTA #1-27 FN the set \$230, #1-29 VG the set \$150, #1

NM \$25, #1 FN+ \$7.75, #2 NM \$20, #2 FN+ \$10, #3 NM \$20, #3 VF- \$11, #4 VF- \$8.25, #5 NM \$20, #5 VF- \$7.50, #6 NM \$20, #8 VF \$12, #9 VG+ \$6, #10 FN+ \$11, #11 FN+ \$12, #13 VG \$6, #14 FN+ \$10.50, #18 FN+ \$12, #19 VF \$18, #22 VG \$15, #23 FN- \$9.50, #24 VF \$22, #25 VG \$12, #27 VF \$22, #28 FN+ \$15, and #29 FN \$30.

Planet of the Apes Memorabilia

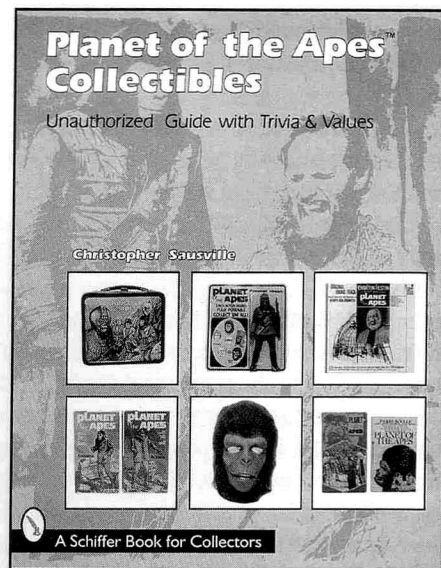
When the original film debuted in 1968 there was no thought of producing any merchandise... only the odd item was occasionally released at the time of a movie. After the first film became a big smash, Topps put out a 66-card bubblegum set for 5¢ a package, and Pierre Boulle's book was re-released as the movie's adaptation and titled *Planet of the Apes*, although different from the film script. After the second movie came out, Gold Key produced the *Beneath the POTA* comic book adaptation. A paperback adaptation of the movie was released with two different covers. Another paperback movie adaptation was published for the third film. In 1972 *Cinemafantastique* magazine published an all-POTA special issue with interviews with the stars and cast from the first three films. POTA had articles in various magazines and a few cover appearances on *The Monster Times* and Forrey Ackerman's *Famous Monsters Of Filmland*. The merchandising frenzy didn't happen until after the films were aired on TV. A

"go ape" marathon started up across the country... theatres showing all the films in a row.

The first successful POTA line of products came from a company called Addar who produced a line of model kits based on the ape characters from the first film. In preparation for the new TV series a tidal wave of products hit stores in the summer of 1974 and continued for a year or so. The most successful items included the Mego action figures and playsets, coloring books, board games, hal-loween costumes, ape masks, candy boxes, trashcans, mix-n-mold models, bottle super scenes, puzzles, plush dolls, skydiving parachutist figures, wind-up horses, piggy banks, bend-n-flex figures, 8MM film kits, and, of course, the comic books. The main reason POTA has achieved cult status is due to the ape-mania that came and went from 1973 to 1975. Almost all of the

items came out during this short period. Kids and collectors alike were caught up in the excitement of all the products coming out. Some of the items are superb quality while others were put out cheaply and quickly to make a fast buck for the manufacturer. I haven't found sales figures for the POTA items therefore it's hard to say how big the craze really was. Obviously it had to be making money to keep putting out products, but if sales were really high than why did it die off so quickly? and why was the TV and cartoon series canceled so soon? Could it be that 20th Century Fox and the manufacturers were trying to hype a market that wasn't really there? In 1976 a new *Star Trek* toy line came out, and *Star Wars* debuted in 1977. These two series became the big sci-fi leaders and are possibly the reason why POTA got pushed into the background.

1998 was the 30th anniversary of the first film, and the series got some good press along with a brand new documentary, *Behind The Planet Of The Apes*, a two hour special that aired on AMC hosted by Roddy McDowall just before he passed away in October. A new line of action figures is now on the market as well as a newly packaged set of the five films on VHS and Laser Disc with DVDs most likely on the way. Many of the original cast got together to celebrate at Starcon '98. A new wave of merchandise is coming and three books have recently been published to cover various aspects of the POTA craze. Ironically in the movies, apes overtake the humans in 1991 so in real time we have already passed the predicted timeline. Yet in many ways apes do have "dominion" over humans—as collectors open their wallets and dish out hard-earned money for POTA comics and memorabilia.



20 Most Valuable POTA Collectibles with estimated values:

1. Display box from UK for POTA rings set.....\$1,500
2. Coloring book display rack.....\$1,000
3. "Test card" set from Topps movie cards.....\$1,000
4. Sealed box of Topps movie cards.....\$1,000
5. Ape masks with hair (each).....\$600
6. Individual rings from the UK set (each)\$385
7. Rapid Fire Gun with mask.....\$360
8. Tommy Burst Gun with mask\$360
9. Sealed box of Topps TV cards set\$350
10. Candy boxes store display box\$350
11. Ape masks (each)\$350
12. Apes sculpted masks (each)\$350
13. Comforter Blanket.....\$300
14. Adventure playset\$300
15. Playset.....\$300
16. Drumset\$300
17. Boxed set of 5 movies (Japan).....\$300
18. Lunch Box with Thermos\$260
19. Ape On Stallion Model.....\$260
20. Plaster Statues (each).....\$260

Terry Hoknes and CBM would like to thank Dave Ballard, Alan Maxwell, and Jeff Krueger for help and information.