



THE FINAL CHAPTER

in the incredible Apes saga.
The most suspenseful
showdown ever filmed
as two civilizations battle
for the right to inherit
what's left of the earth!



RODDY McDOWALL Ape Leader. CLAUDE AKINS Gorilla General. CAESAR'S Wife. NATALIE TRUNDY Mutant Leader. SEVERN DARDEN The Peacemaker. LEW AYRES War Councilor. PAUL WILLIAMS The Lawgiver. JOHN HUSTON

BATTLE FOR THE PLANET OF THE APES

20th CENTURY-FOX PRESENTS AN ARTHUR P. JACOBS PRODUCTION

"BATTLE FOR THE PLANET OF THE APES"

STARRING RODDY McDOWALL · CLAUDE AKINS · NATALIE TRUNDY · SEVERN DARDEN · LEW AYRES · PAUL WILLIAMS

And JOHN HUSTON as The Lawgiver · DIRECTED BY J. LEE THOMPSON · PRODUCED BY ARTHUR P. JACOBS

ASSOCIATE PRODUCER FRANK CAPRA, JR. · SCREENPLAY BY JOHN WILLIAM CORRINGTON & JOYCE HOOPER CORRINGTON

STORY BY PAUL DEHN · BASED UPON CHARACTERS CREATED BY PIERRE BOULLE · MUSIC BY LEONARD ROSENMAN

PANAVISION® · COLOR BY DE LUXE®



Theatre



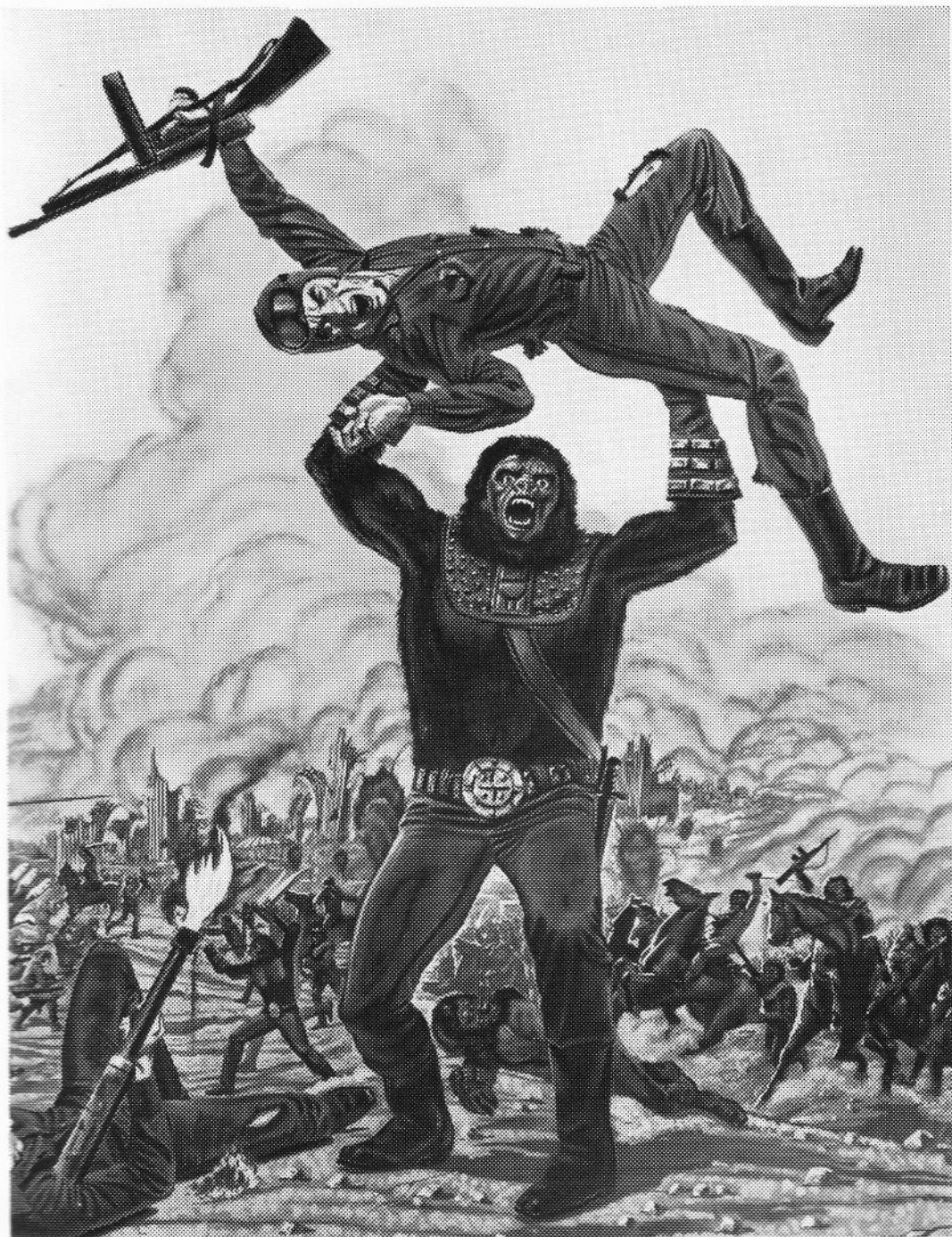
133 LINES X 3 COLUMNS (399 LINES)
3 COLUMNS X 9 1/2 INCHES

ALSO AVAILABLE MAT-402

175 LINES X 4 COLUMNS (700 LINES)
4 COLUMNS X 12 1/2 INCHES

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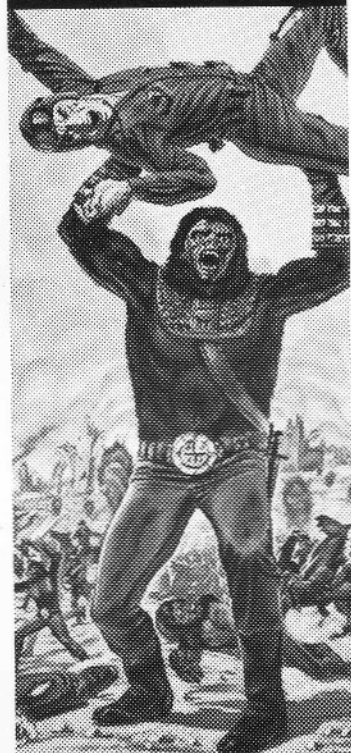
PANAVISION® · COLOR BY DE LUXE®



Theatre

THE FINAL CHAPTER

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BATTLE FOR THE PLANET OF THE APES



PANAVISION®
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Theatre

MAT—110

112 LINES X 1 COLUMN
8 INCHES X 1 COLUMN

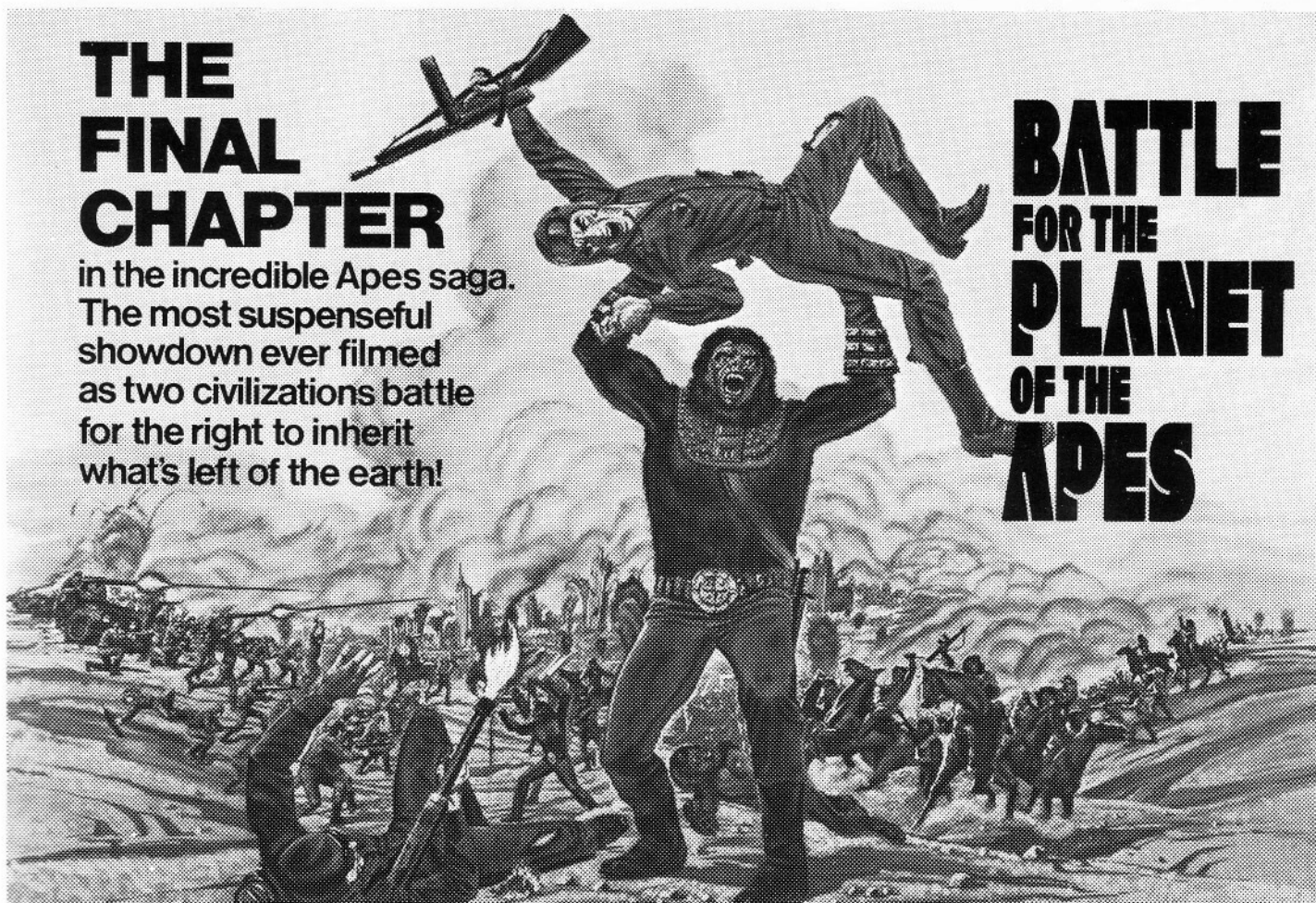
MAT—302

180 LINES X 3 COLUMNS (540 LINES)
3 COLUMNS X 12 3/4 INCHES

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Theatre



MAT—401

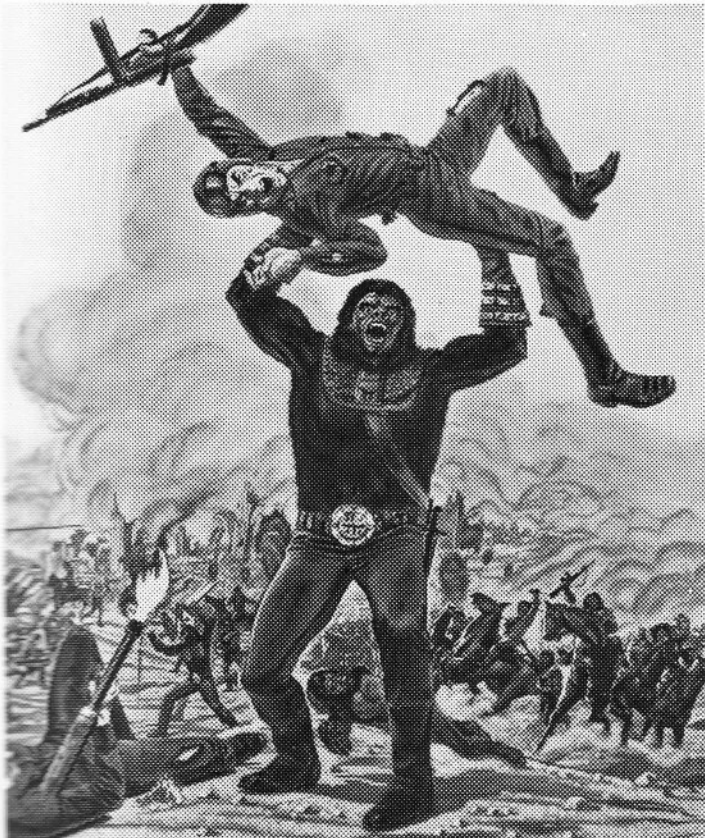
88 LINES X 4 COLUMNS (352 LINES)
4 COLUMNS X 6 1/4 INCHES

ALSO AVAILABLE MAT-501

110 LINES X 5 COLUMNS (550 LINES)
5 COLUMNS X 7 7/8 INCHES

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BATTLE FOR THE PLANET OF THE APES

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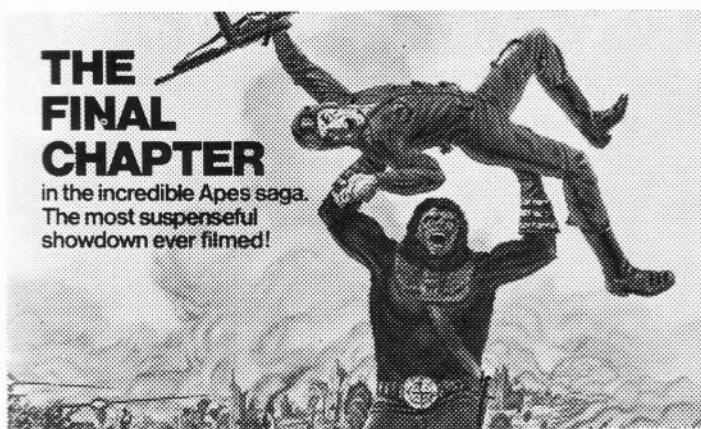


Theatre



100 LINES X 2 COLUMNS (200 LINES)
2 COLUMNS X 7 1/8 INCHES

MAT—207



THE FINAL CHAPTER

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BATTLE FOR THE PLANET OF THE APES



Theatre



50 LINES X 2 COLUMNS (100 LINES)
2 COLUMNS X 3 5/8 INCHES

MAT—204



20th CENTURY-FOX PRESENTS

BATTLE FOR THE PLANET OF THE APES



Theatre

28 LINES X 2 COLUMNS (56 LINES)
2 COLUMNS X 2 INCHES

MAT—202



20th CENTURY-FOX PRESENTS

BATTLE FOR THE PLANET OF THE APES



Theatre

14 LINES X 2 COLUMNS (28 LINES)
2 COLUMNS X 1 INCH

MAT—201

COMING!

BATTLE FOR THE PLANET OF THE APES



6 LINES X 2 COLUMNS (12 LINES)
2 COLUMNS X 7/16 INCHES

MAT—206

20th CENTURY-FOX PRESENTS

BATTLE FOR THE PLANET OF THE APES



MAT—101

16 LINES X 1 COLUMN
1 1/8 INCHES X 1 COLUMN



20th CENTURY-FOX PRESENTS

BATTLE FOR THE PLANET OF THE APES



Theatre

70 LINES X 1 COLUMN
5 INCHES X 1 COLUMN

MAT—105



20th CENTURY-FOX PRESENTS

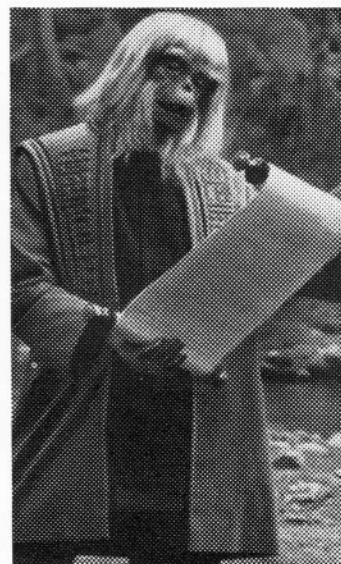
BATTLE FOR THE PLANET OF THE APES



Theatre

MAT—102

28 LINES X 1 COLUMN
2 INCHES X 1 COLUMN



BATTLE/APES 1B

John Huston

SPECIAL AD MAT NO. 1—Order from NSS



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PUBLICITY



Battle For Apes

2D

Roddy McDowall as Caesar and Paul Williams as Virgil fight off an attack by mutant survivors of an atomic war in **"THE BATTLE FOR THE PLANET OF THE APES"** premiering..... at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox co-stars Natalie Trundy, Claude Akins, Lew Ayres and John Huston. J. Lee Thompson directed.

RODDY LEADS APES AGAIN IN "BATTLE"

Roddy McDowall, who has starred in four of Arthur P. Jacobs' "Planet Of The Apes" series at 20th Century-Fox, swears he will not do another one after "Battle For The Planet Of The Apes."

"I have to report for work at four o'clock in the morning to spend a little under four hours in the makeup chair being transformed into a chimpanzee, but that's not the main thing that bothers me," McDowall says. "I'm not a true claustrophobe, but after a time not being able to scratch my nose, eat anything or drink except through a straw really works on my nerves. After about five hours I really become a basket case."

"The first of the series was shot in the summer and the heat made us perspire, which in turn worked on the spirit gum, which in turn forced the reapplication of the adhesive — which in ITS turn works on the skin. The rest of the films were produced in winter, but in 'Battle For The Planet Of The Apes' I caught cold which was a charming experience."

McDowall's withdrawal may be academic because producer Jacobs says this will be the last of the series.

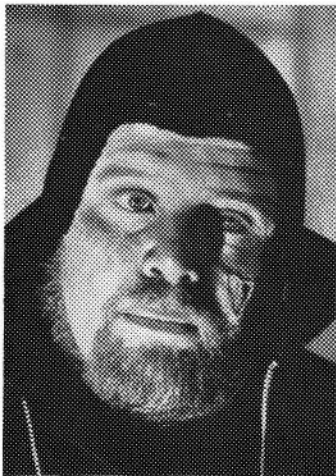
The star says he has sworn off after each of these films only to be lured back.

"For one thing I tend to forget the discomfort," he says. "Eight months or more pass between these films and I don't remember how wearing they really are. Then the parts are good and there's the challenge of communicating through the appliances — they're not literally masks. I think that's why we have had so many fine actors in these pictures — they like the challenge. Finally, masks are in the oldest traditions of the theater and there is something exciting about reviving an ancient art."

McDowall's complaint about the discomfort of these appliances is not an over-estimate. At the completion of "Battle For The Planet

Of The Apes" he had to have three small cysts surgically removed which had been caused by them.

J. Lee Thompson directed the APJAC International feature which also stars Claude Akins, Natalie Trundy, Severn Darden, Lew Ayres and John Huston. It premieres in DeLuxe Color on..... at the Theatre.



Battle For Apes

1C

Severn Darden is the leader of a group of mutant survivors of an atomic war in **"THE BATTLE FOR THE PLANET OF THE APES,"** premiering..... at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox stars Roddy McDowall, Paul Williams, Natalie Trundy. J. Lee Thompson directed.

"BATTLE" MARKS FINALE OF FANTASTIC "APES" SAGA

In motion pictures there is an axiom which states that sequels are risky business. There has long been a tendency in the industry to hop on the bandwagon when someone comes up with a particularly successful idea — but more frequently than not the sequels prove to be pale carbon copies of the original and suffer the fate they deserve.

Hence there can be no greater tribute to the basic worth of Arthur P. Jacobs' production six years ago of "Planet of the Apes" than the fact that a fourth sequel has just been completed.

All four predecessor films have received such staunch support and enthusiastic reception from both the public and a huge segment of the press — ranging from publications aimed at the intelligentsia to mass-circulation outlets — that the films have been made virtually in response to popular demand.

The current entry, "Battle For The Planet Of The Apes," follows the original and three earlier sequels, "Conquest of the Planet of the Apes," "Escape from the Planet of the Apes" and "Beneath the Planet of the Apes."

Starring Roddy McDowall, Natalie Trundy, Lew Ayres, Severn Darden and John Huston, the 20th Century-Fox release premieres..... at the Theatre.

In all other respects "Battle For The Planet Of The Apes" maintains the style and quality of its ancestors.

Perhaps the question most frequently asked about the "Ape" pictures is why it is necessary to employ such skilled — and therefore expensive — actors for the simian roles. Superficially it would seem prognathous simian visages and the bent, shambling walk would inhibit thespian nuances to the point where it wouldn't matter who played them. Actually, the opposite is the case. Projecting character through these restrictions requires consummate artistry, and many fine

actors have welcomed this challenge.

Basically of the action genre, the films have attracted, in addition to a wide general audience, the attention of film buffs who have formed a substantial "Apes" cult. Reviewers also have been appreciative, and the series has achieved recognition on two levels — pure escapist entertainment and as social commentary.

As did its predecessors, "Battle For The Planet Of The Apes" works in all these areas. For action there is a pitched battle between apes and mutants, a murder, two exciting chases and a hand-to-hand battle in the treetops. For social and philosophical observation there is a political power struggle, a contest between good and evil in the same individuals. Some of the settings suggest the Garden of Eden while others present a horrifying projection of the possibilities of the Atomic Age.

These concepts are translated to film under the direction of J. Lee Thompson, director of "Conquest of the Planet of the Apes," whose list of distinguished credits includes "The Guns of Navarone." Paul Dehn, author of the previous three "Ape" screenplays, wrote the original story of "Battle For The Planet Of The Apes," and John William Corrington and Joyce Hooper Corrington wrote the screenplay. Associate producer Frank Capra, Jr. served in a similar capacity on "Escape" and "Conquest."

In addition to Roddy McDowall's four appearances in the series, Natalie Trundy has had roles in all but the first, and Severn Darden also co-starred in "Conquest."

"Battle for Planet of the Apes" Premieres..... at the..... Theatre

Arthur P. Jacobs' production "Battle For The Planet Of The Apes," fifth of the most successful series in modern film history, opens here on..... at the..... Theatre.

As were its predecessors, "Battle For The Planet Of The Apes," the finale of the series is basically an action picture working on the dual levels of pure escapist entertainment and social commentary.

For action there is a pitched battle between apes and mutants, a murder, two exciting chases and a hand-to-hand struggle to the death in the treetops. On the philosophical side there is a political power struggle and the eternal contest between good and evil. Some of the settings suggest the Garden of Eden while others project a horrifying picture of the possibilities of the Atomic Age.

Starred are Roddy McDowall, veteran of three previous "Apes" films; Natalie Trundy, also mak-

ing her fourth appearance, and Claude Akins, Severn Darden, Lew Ayres, John Huston and Paul Williams. Williams is the author of the hit song, "We've Only Just Begun," and many others, including four which brought him gold records. This is his first starring role.

J. Lee Thompson directed from a script by John William Corrington and Joyce Hooper Corrington based on Paul Dehn's story. "Battle For The Planet Of The Apes" is an APJAC International production for 20th Century-Fox release in Panavision and DeLuxe Color.

PUBLICITY

Director Sees "Battle" as Last and Best of "Apes"

Slight, soft-spoken J. Lee Thompson in the eyes of some might be cast in the role of Caspar Milquetoast, but on the sets of the pictures he directs he has a tiger in his tank.

Thompson most recently has directed "Battle For The Planet Of The Apes," fifth in the tremendously successful series produced by Arthur P. Jacobs for APJAC International and 20th Century-Fox release in DeLuxe Color. It premieres on at the Theatre.

Thompson also directed its predecessor, "Conquest Of The Planet Of The Apes." He was also very much involved in the initial con-

cept of the series; but by the time producer Jacobs won his long fight to have the first "Apes" picture made, Thompson was otherwise engaged.

Terrribly intense on his sets, Thompson constantly envisions in his mind how the next scene should be played, including periods when he is waiting for lights to be set and the other mechanics of the shot to be completed. He might be staring into space or walking around in seeming aimlessness, but actors and others quickly learn not to approach him except with problems only he could solve.

Although he puts making as perfect a motion picture as possible over being demonstratively

popular with cast and crew, Thompson is not without tact or humor. When he heard that a survey had been made of his Ape City set at the 20th-Fox ranch as a possible site for a proposed television series, he observed wryly, "I wonder if they'll want it when I get through with it." In the course of the central "Battle For The Planet Of The Apes," he blew up the whole set.

Though "Battle For The Planet Of The Apes" is to be the last of the series, Thompson made it meticulously and hopes it will be seen as the best of all.

"A major reason for the success of these films is that there was no drop in quality as the original expanded into a series,"

he said. "The more usual procedure it to cheat on values in succeeding films in the hope that audiences will carry over the esteem they had for the initial production. But audiences will not be fooled and I wouldn't be a party to the attempt."

Thompson believes "Battle For The Planet Of The Apes" has more action than any of its predecessors, but like them it also has a moral: the necessity of peaceful coexistence of all peoples.

Starred in the film are Roddy McDowall, Claude Akins, Natalie Trundy, Paul Williams, Austin Stoker, Lew Ayres and John Huston.

Natalie Had to Fill Out Role as Girl Chimp

Natalie Trundy, who has the feminine lead as a chimpanzee in Arthur P. Jacobs' production of "Battle For The Planet Of The Apes," the 20th Century-Fox release in DeLuxe Color premiering on at the Theatre, learned to project femininity in her role but it wasn't easy.

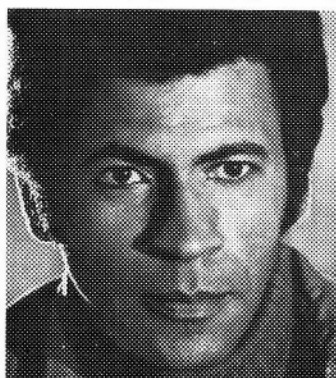
"The costume was no help," Miss Trundy explains. "The tunic was longer for the girl chimps but that was about the only difference from that of the boys. They fit very loosely and there was no question of the figure revealing which was which. The ape appliances covered the face and while it is true the female faces were a little more delicately moulded, the difference isn't readily apparent until the viewer has observed and become accustomed to them."

Miss Trundy has learned to convey the impression of femininity in this film and its immediate predecessor, "Conquest Of The Planet Of The Apes," through use of her eyes, body movement and attitude vis-a-vis the male actors.

"I suppose that it isn't popular in this day of women's lib, but I assumed a deferential posture when in company with the males," she explains. "When I played a scene with Roddy McDowall, my husband in the film, I walked a little behind him with shorter steps. When important decisions were being made I sometimes dropped my eyes, or turned my head away."

"All women have little feminine gestures, but I exaggerated them in this role. I'm sure that I would be considered arch and probably eccentric if I were to conduct myself this way off-screen — it's a touch of the antebellum women in the South. All of us apes in these films have to be extremely expressive with our eyes, which is standard for any dramatic performance. But, again we exaggerate."

Other stars of this APJAC International production are Claude Akins, Paul Williams, Austin Stoker, Lew Ayres and John Huston. J. Lee Thompson directed.



Battle For Apes ID
Austin Stoker is the human, MacDonald, friend to the apes in "THE BATTLE FOR THE PLANET OF THE APES" premiering

at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox stars Roddy McDowall, Paul Williams, Natalie Trundy. J. Lee Thompson directed.

He Made Good Being Bad Guys

In one of those paradoxes not so unusual in the film industry Claude Akins portrays a particularly brutal gorilla, a child slayer, in Arthur P. Jacobs' production of "Battle For The Planet Of The Apes." The 20th Century-Fox release in DeLuxe Color premieres on at the Theatre.

Akins' misdeeds are punished by Roddy McDowall, in the role of a chimpanzee, who chases him up a tall tree and forces him to fall to his death. This is about par for the course for Akins, who estimates he has come to a deserved violent end in about two-thirds of his 42 feature films and in approximately half of his 142 television shows.

Where the element of paradox comes in is that, off-screen, Akins is about as close to being a model husband and father as can be found in Hollywood, or anywhere else for that matter. He is humorous and lighthearted and popular on the sets as well as with a large circle of friends.

SHE SACKED HER BEAUTY FOR ROLE IN "BATTLE"

Young, brownette Heather Lowe who portrays a character known only as Doctor—because she is a doctor—in Arthur P. Jacobs' "Battle For The Planet Of The Apes," like most of the rest of the cast plays her role with her physical assets pretty well concealed.

It is not because Heather is in the part of an ape. She is human, all right, but Ape City accords humans inferior status — they are slaves though not abused — and their attire and toilette reflects this station.

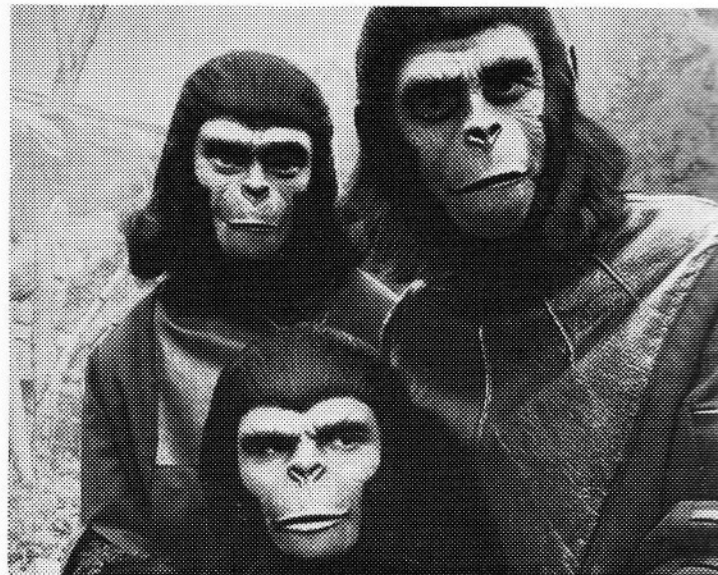
Heather's costume looks like it was made from potato sacks and it successfully conceals her 36-23-34 figure artfully disposed along her five-foot-five figure carrying 111 pounds. Her hair and makeup don't destroy her face, but they don't do anything to enhance it either.

"Battle For The Planet Of The Apes," a 20th Century-Fox release in DeLuxe Color premiering on at the Theatre, is Heather's first feature film and she was signed after being twice rejected because, at 21, she was considered too young. Producer Jacobs and director J.

Lee Thompson reconsidered because they decided her fresh young beauty would brighten up the sequences in which she appears in spite of the handicaps imposed upon it.

Heather was elated at being signed and then slightly let down when she learned about her beauty-concealing role. In the end she was philosophical. "Maybe, being surrounded by apes and humans in a deprived condition, someone will notice me," she says. "I devoutly hope so."

Starred in this APJAC International production are Roddy McDowall, Claude Akins, Paul Williams, Austin Stoker, Natalie Trundy, Lew Ayres and John Huston. J. Lee Thompson directed from a screenplay by John William Corrington and Joyce Hooper Corrington.



Battle For Apes

Natalie Trundy (1), Roddy McDowall and Bobby Porter are the first family of Ape City in "THE BATTLE FOR THE PLANET OF THE APES" premiering at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox release was directed by J. Lee Thompson.

PUBLICITY



Battle For Apes

Claude Akins as Aldo leads an ape insurrection in "THE BATTLE FOR THE PLANET OF THE APES" premiering at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox stars Roddy McDowall, Natalie Trundy, Paul Williams and John Huston. J. Lee Thompson directed.

NOAH KEEN HOLDS CLASS IN BLACKBOARD JUNGLE

Noah Keen finds himself the centerpiece of a literal blackboard jungle in Arthur P. Jacobs' production "Battle For The Planet Of The Apes," for 20th Century-Fox release in DeLuxe Color, premiering at the Theatre.

In the role of a human attempting to teach basic reading and writing to a class of 40 apes, Keen arouses the wrath of the slow-witted but extremely physical gorilla element and only through the intercession of Roddy McDowall and Paul Williams does he escape with his life. Things don't improve much after that but by picture's end it appears he is going to survive.

A native of Cincinnati, Keen was first a sports broadcaster there; became an Air Force bombardier and then returned to his hometown to become writer-director-producer of an interracial radio show. He moved on to New York to become associate producer and casting director of the hit radio network series, "Mr. and Mrs. North."

It was not until 1958 that Keen, after five years as stage manager for top NBC video series, became an actor. He started in summer stock, landed a role in Elia Kazan's film, "A Face in the Crowd," and then went on to become one of the busiest TV actors in New York.

The critics finally took major notice of Keen when Arthur Miller personally chose him to star in "The Crucible" on Broadway. He played it a year in New York and then on tour, ending in Los Angeles where he decided to settle.

He found himself in demand for the major TV shows and for a season he was with Ben Gazzara in "Arrest and Trial." Recently he played Judge Thatcher in producer Jacobs' cinematic musical adaptation of Mark Twain's "Tom Sawyer."

J. Lee Thompson directed the APJAC International feature which also stars Claude Akins, Natalie Trundy, Severn Darden, Lew Ayres and John Huston.

His Debut was Unexpected

Austin Stoker makes what is tantamount to his motion picture debut in a starring role in Arthur P. Jacobs' production of "Battle For The Planet Of The Apes." The 20th Century-Fox release in DeLuxe Color premieres on at the Theatre.

This came about in a most unexpected way.

Another actor had been set for the part of MacDonald, a black human sympathetic to the plight of apes in their period of enslavement and now the most valued human in a time of ape ascendancy. The actor as the fates would have it was unable to complete a prior commitment. Stoker's agent told his bewildered client to go to 20th Century-Fox on Sunday, in the middle of the New Year's 1973 holiday. There he met producer Jacobs and director J. Lee Thompson and on January 2, Stoker was working on the set of "Battle For The Planet Of The Apes."

"I thought to myself, I've always known acting is a volatile profession, but this is ridiculous," Stoker recalls. "However, I'd studied hard and worked hard and knew I was as well prepared as I'd ever be. Fortunately we started with physical sequences and didn't get into the dramatics until some time later."

POUND FOR POUND HE'S A GIANT OF TALENT!

Pound for pound, five-feet tall Paul Williams has to be considered a giant of natural talent. Without studying music he has become one of the most successful songwriters, composers and vocalists around.

Now, without training and with limited experience he is starred with Roddy McDowall, Claude Akins, John Huston and others in "Battle For The Planet Of The Apes," fifth of the famed Arthur P. Jacobs' series for 20th Century-Fox premiering in DeLuxe Color on at the Theatre.

Williams portrays Virgil, the orangutan philosopher who is the ultimate source of wisdom in the ape society. He is at times profound and at others witty—as he is in life.

But in "Battle For The Planet Of The Apes," he is articulating behind prognathous jaws and flattened nose of his orangutan makeup—a thespic feat not easily learned and the reason such prestigious actors as Maurice Evans, Kim Hunter and many others have signed for the series. It would be ridiculous to sign the famous and the high-priced for roles in which their faces are concealed, if the talent weren't essential.

The ape "appliances," as they are called, are made of latex and hand colored. They consist of nose and forehead (one piece), jaw and wig. All the principal performers have casts made of their faces and then the appliances are individually formed to suit their characters. Thus they are able to project expressions, but it isn't easy. It takes three and one half hours each day to affix the appliances, which means that Williams and the other stars report for work at 4 a.m. It also takes about a half hour to remove them.

Several times during the production Williams worked on television shows as either performer or composer until midnight and then made this early call. McDowall asked him why he did it.

"For four years," Paul replied, "I sat before my television set waiting for the phone to ring. It

never did. I can't resist saying 'yes' now that my services are in demand."

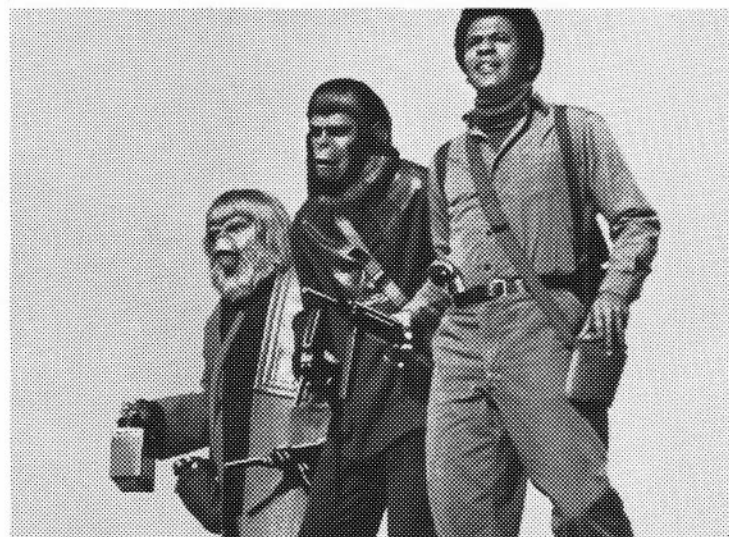
Williams was "discovered" for "Battle For The Planet Of The Apes" on the Johnny Carson Show. Casting director Ross Brown thought him interesting and invited him to audition for director Thompson and producer Jacobs. Williams was signed immediately. The fact that he had had relatively small parts in very few films was outweighed by his personality.

It turned out to be good thinking.

"I thought I'd have to help him a lot," director Thompson reports, "but after the first couple of days he brought personality to his ape role which couldn't be improved on."



Battle For Apes **IB**
France Nuyen is a mutant survivor of an atomic war in "THE BATTLE FOR THE PLANET OF THE APES" premiering at the Theatre.



Battle For Apes

Paul Williams (I), Roddy McDowall and Austin Stoker survey the remains of an atom-blasted city in "THE BATTLE FOR THE PLANET OF THE APES," premiering at the Theatre. The Arthur P. Jacobs production for 20th Century-Fox release was directed by J. Lee Thompson.

24

EXPLOITATION

"BATTLE FOR THE PLANET OF THE APES," the fifth and last in the most popular film series ever, draws the finale to one of the great box office stories. With a cast and production values as strong as in the first "Apes" film itself, "BATTLE FOR THE PLANET OF THE APES" is filled with drama and visual excitement that make it the equal of any of its predecessors. It's all up to you and your showman's imagination.

HERALD THE NEWS OF YOUR ENGAGEMENT WITH AN "APES" TABLOID NEWSPAPER

A four-page tabloid-sized herald with screaming headlines and stop-the-presses stories on "BATTLE FOR THE PLANET OF THE APES" has been prepared for your engagement. For past "Apes" films this has proven to be the perfect exploitation tool to reach audiences of all ages. Have one of your staff dress in an ape mask and send him to high traffic areas around town. He'll stop traffic and start your engagement swinging. Order the tabloid from Harry K. McWilliams Associates, Inc., 151 Lafayette Street, New York, New York 10013 — telephone: (212) 925-5013. Cost: \$16.50 per 1,000 F.O.B. Plant. Imprinted at following additional cost: first 1,000 — \$7.00/Added thousands \$5.00 per thousand/Over 4,000 — \$4.50 per thousand. Over 10,000 — \$3.50 per thousand. Over 20,000 — \$3.00 per thousand. Shipments Parcel Post Special.

"THE TOWN'S GOING APE" PRE-OPENING CAMPAIGN

One of the most highly successful promotions used in previous "Apes" films — adaptable to any locality — was worked out with a well-known deejay on radio in New York. Six well-dressed people were sent out to chic places wearing ape masks. The deejay asked listeners to send in color or black-and-white snapshots of the "apes." Contestants were requested to send photos with name and address printed on the back of the photos to the studio or to drop them in a box at the theatre. A grand prize of a week's stay at a resort hotel, plus 50 runner-up prizes of admission for two to the theatre were awarded on the basis of drawings in the theatre lobby on the night of the premiere. This promotion might be worked out with a prominent photo equipment store, or with a newspaper. On the New York tie-in, the deejay announced to the listeners the locations where the "apes" would be at various times of the day.

FIND THE MOST BEAUTIFUL GOR-ILL(A) IN THE WORLD!

Another promotion that worked "Ape" wonders in the past and can do the same now is to tie in with a local newspaper, or television station, or radio station, or perhaps even a Playboy Club if there is one in town and, using their Bunnies as judges — or otherwise using local celebrities as a judging committee, stage a contest to find THE MOST BEAUTIFUL GOR-ILL(A) IN THE WORLD!

The girl contestants wear bathing suits, bikinis, hot pants, etc., but they must put on an ape mask to be judged. The site for the contest should be the conspicuous plaza in your town, or a Playboy Club with Bunnies if there is one in your town, or a prominent recreation area like a playland at lakeside or beach.

ANNOUNCE AN "APES" CONTEST TO NAME ALL THE STARS OF SERIES

Announce a contest in local newspapers, or radio station, in which readers or listeners would be invited to send in the names of all the stars of the previous four "Apes" films. Sender of the most complete list would be given passes or whatever prizes you can promote. Here is a sample news release:

THEATRE OFFERS PASSES IN CONTEST TO NAME "APES" STARS

In conjunction with its forthcoming engagement of "BATTLE FOR THE PLANET OF THE APES," fifth and final of the most popular film series ever, the..... Theatre is offering passes to the first 20 readers who send all the names of the "Apes" films and the most complete list of stars who have appeared in the series. Answers must be submitted to "Apes" contest, care of this newspaper no later than.....(date).

"BATTLE FOR THE PLANET OF THE APES," an Arthur P. Jacobs production for 20th Century-Fox release in DeLuxe Color premieres on..... It stars Roddy McDowall, Natalie Trundy and John Huston. J. Lee Thompson directed.

ANSWERS: "Planet of the Apes," "Beneath the Planet of the Apes," "Escape from the Planet of the Apes," "Conquest of the Planet of the Apes."

Stars who have appeared include Charlton Heston, Roddy McDowall, Kim Hunter, Maurice Evans, James Whitmore, James Daly, Don Murray, Ricardo Montalban, Natalie Trundy, Bradford Dillman, William Windom, Sal Mineo, James Franciscus, Linda Harrison, Eric Braeden.

EXPLOITATION

APE GIRL AND BOY ACROBATS CALL ATTENTION TO YOUR SHOW

Engage a gymnastic boy and girl dressed scantily, but attractively, wearing ape masks, to perform acrobatics at your theatre. If there is some way to utilize the area above your marquee, so much the better. The antics should be crowd-gathering, but not dangerous and precautions are advised.

Using the same pair, tie-ins can be effected for performances by them at local shopping centers and other high traffic areas.

SNEAK PREVIEWS

An effective way to sell the entertainment elements of your picture and its adult qualities is to use the film itself as an eloquent sales ambassador. Plan definitely on having a sneak preview on a Friday or Saturday night, preferably with an action type film that has adult attraction.

As an attention-getter at your sneak preview, put your male and female personnel in ape masks. The boys should be dressed otherwise in tuxedos, the girls in smart evening dress.

SCREENING PROGRAM

"BATTLE FOR THE PLANET OF THE APES" is a solid picture that can support screenings and come out with rooters for it. Therefore, plan special screenings for opinion makers in your town. Invite influentials from television, radio, newspapers and other publications. Interest the science sides of your schools and colleges as well as museum staffers. The goal is to stimulate discussion in all media and in all ways before playdate.

"GO APE" IN PRICE REVOLT MERCHANT TIE-INS

With the consumer rebellion against runaway prices at its peak, tie-in with a lively merchant in town for a riotous sale in which ads proclaim:

"GO APE" IN A REVOLT AGAINST PRICES.

"GO BANANAS" IN A MOVE AGAINST INFLATION.

"BATTLE" WITH US."

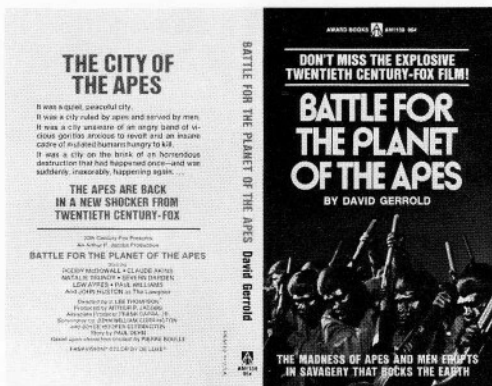
The entire theme of the sale must be carried out with close reference to "BATTLE FOR THE PLANET OF THE APES." Use your gymnastics ape girl and boy for performances. Use them in ads for the merchant. Use your stills at his store and in his ads. "Go Ape" yourself for a box office bonanza.

STAGE "APES" BASEBALL GAME

Organize a girl ape and boy ape baseball team calling itself "The Ape Planets." Outfit the girls and boys with ape masks. Have them challenge other ballplayers to softball matches. Inform the local media of what is to come off.

SWING APE GIRLS AROUND TOWN

Dress shapely girls, garbed in hot pants, micro-mini skirts, sexy boots, etc., and complete the outfit with an ape mask. They carry signs about "BATTLE FOR THE PLANET OF THE APES" and playdates. Tour them around town in the places they will get the most attention and have them distribute tabloid heralds.



TIE-IN WITH PAPERBACK NOVEL

A novelized version of "The Battle For The Planet Of The Apes" has been published as a paperback by Awards Books. It will be in book outlets of all kinds in time for your engagement. Be sure you contact book stores, department stores, novelty chain stores for display tie-ins. The popularity of the "Apes" series assures you an enthusiastic welcome from all book store managers, so take advantage!

RADIO, TV AND THEATRICAL FACILITIES

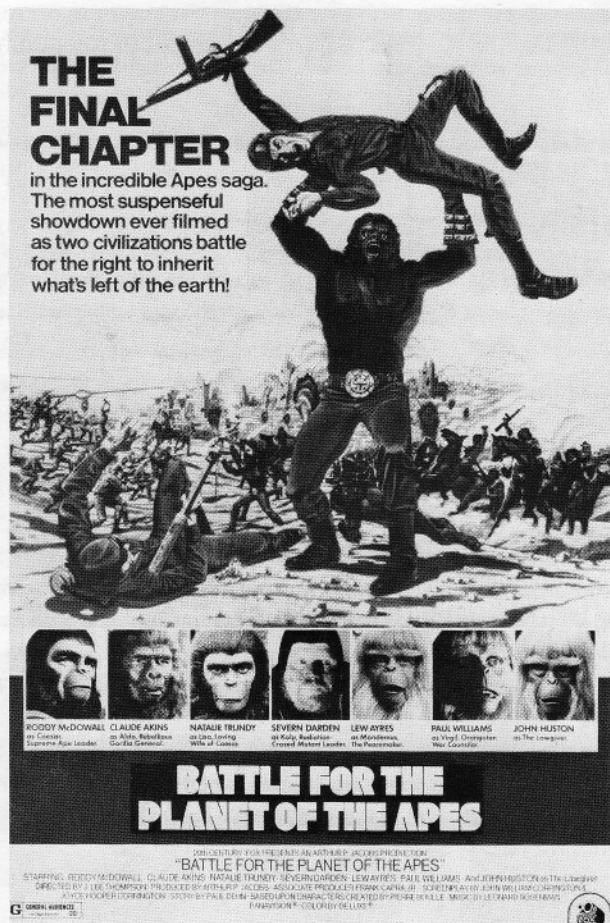
RADIO: One 60 second and one 30 second radio spot available.

TELEVISION: A 60 second and a 30 second TV spot are available.

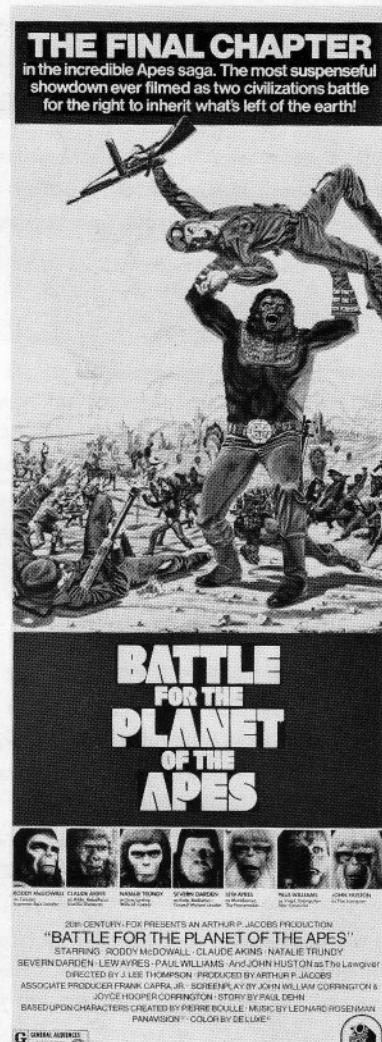
TRAILERS: A teaser trailer available now should be put on your screen before playdate.
The regular trailer is also available.

ORDER ABOVE MATERIAL FROM YOUR LOCAL NATIONAL SCREEN SERVICE OFFICE.

POSTERS & ACCESSORIES



1 SHEET
30 x 40 40 x 60



INSERT CARD
2 SHEET



22 x 28

ALSO AVAILABLE: 6 SHEET / TEASER 24 SHEET

Set of (8) 8 x 10 color stills — Set of (8) 11 x 14 color stills — Set of B/W stills

24" x 82" title display in brilliant Da-Glo which converts to 24" x 60" by folding back pictorial sidepiece

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

Re-usable extension pole — \$1.50