



125

20th CENTURY FOX WANTS YOU TO...



GO APE!

PLANET
OF THE
APES

BENEATH
↓
THE
PLANET
OF THE **APES**

ESCAPE
FROM THE
PLANET
OF THE
APES

CONQUEST
OF THE
PLANET
OF THE **APES**

BATTLE
FOR THE
PLANET
OF THE
APES

PG PARENTAL GUIDANCE SUGGESTED
Some material may not be suitable for pre-teenagers



THEATRE

4 cols x 150 lines (600 lines)
4 cols x 10-3/4 inches

MAT 401

**20th CENTURY FOX
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THEATRE

MAT 302

3 cols x 133 lines (399 lines)
3 cols x 9½ inches

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GO
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APES



PG

THEATRE

MAT 209

2 cols x 150 lines (300 lines)
2 cols x 10-3/4 inches

20th CENTURY FOX
WANTS YOU TO...



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PLANET
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APES

BENEATH
THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES



THEATRE

2 cols x 105 lines (210 lines)
2 cols x 7 1/2 inches

MAT 207

GO APE!



2 cols x 14 lines (28 lines)
2 cols x 1 inch

MAT 201



GO
APE!



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

Mat 202



PLANET OF THE APES

2A



BENEATH THE PLANET OF APES

2B

GO
APE!

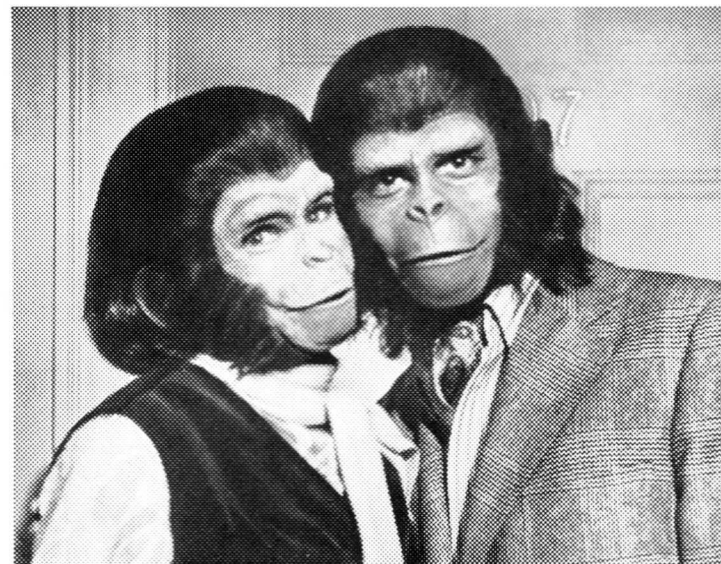


1 col x 28 lines MAT 102
1 col x 2 inches

GO APE!



1 col x 14 lines MAT 101
1 col x 1 inch



ESCAPE FROM PLANET

2C

FOR USE WITH 4 MOVIES

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

4 COL.

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

3 COL.

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

2 COL.

FOR USE WITH 3 MOVIES

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

4 COL.

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

2 COL.

CONQUEST
OF THE
PLANET
OF THE
APES

BATTLE
FOR THE
PLANET
OF THE
APES

PLANET
OF THE
APES

BENEATH
↓ THE
PLANET
OF THE
APES

ESCAPE
FROM THE
PLANET
OF THE
APES

3 COL.

FOR USE WITH 2 & 3 & 4 MOVIES

These ads can be interchanged depending on which "APES" films you have booked.

**CONQUEST OF THE
PLANET
OF THE APES**

**BATTLE
FOR THE
PLANET OF THE APES**

**PLANET
OF THE
APES**

**BENEATH THE
↓ PLANET OF THE APES**

**ESCAPE
FROM THE
PLANET OF THE APES**

4 COL.

**CONQUEST OF THE
PLANET
OF THE APES**

**BATTLE
FOR THE
PLANET OF THE APES**

**PLANET
OF THE
APES**

**BENEATH THE
↓ PLANET OF THE APES**

**ESCAPE
FROM THE
PLANET OF THE APES**

3 COL.

**CONQUEST OF THE
PLANET
OF THE APES**

**BATTLE
FOR THE
PLANET OF THE APES**

**PLANET
OF THE
APES**

**BENEATH THE
↓ PLANET OF THE APES**

**ESCAPE
FROM THE
PLANET OF THE APES**

2 COL.

A SPECIAL TRAILER TAG DESIGNED TO GENERATE
EXCITEMENT FOR THE **TOYS "R" US** PROMOTION
AND YOUR ENGAGEMENT IS AVAILABLE FROM
NATIONAL SCREEN SERVICE.

Visit your local **TOYS "R" US® for details
of the exciting "GO APE" contest.**

Visit your local **TOYS "R" US® for details
of the exciting "GO APE" contest.**

Visit your local **TOYS "R" US for details
of the exciting "GO APE" contest.**

Visit your local **MEGO for details of the
exciting "GO APE" give-away.**

Visit your local **MEGO for details of the
exciting "GO APE" give-away.**

Visit your local **MEGO for details of the
exciting "GO APE" contest.**

PUBLICITY

PLANET OF THE APES

THE CAST

George Taylor	Charlton Heston	President of the Assembly	James Whitmore
Cornelius	Roddy McDowall	Honorious	James Daly
Zira	Kim Hunter	Nova	Linda Harrison
Dr. Zaius	Maurice Evans		

PRODUCTION STAFF

Produced by	Arthur P. Jacobs	Music by	Jerry Goldsmith
Directed by	Franklin J. Schaffner	Creative Make-up Design	John Chambers
Associate Producer	Mort Abrahams	Director of Photography	Leon Shamroy, A.S.C.
Screenplay by	Michael Wilson and Rod Serling	Art Direction	Jack Martin Smith and William Creber
Based on the novel by	Pierre Boulle	Set Decorations	Walter M. Scott and Norman Rockett

Filmed in Panavision (R)

Color by DeLuxe

CONQUEST OF THE PLANET OF THE APES

THE CAST

Caesar	Roddy McDowall	Kolp	Severn Darden
Breck	Don Murray	Busboy	Lou Wagner
Lisa	Natalie Trundy	Commission Chairman	John Randolph
MacDonald	Hari Rhodes		

PRODUCTION STAFF

Produced by	Arthur P. Jacobs	Music	Tom Scott
Directed by	J. Lee Thompson	Director of Photography	Bruce Surtees
Written by	Paul Dehn	Film Editors	Marjorie Fowler, A.C.E.
Based Upon characters created by	Pierre Boulle		Allan Jaggs, A.C.E.
Associate Producer	Frank Capra, Jr.	Creative Make-up Design	John Chambers

ESCAPE FROM THE PLANET OF THE APES

THE CAST

Cornelius	Roddy McDowall	Dr. Otto Hasslein	Eric Braeden
Zira	Kim Hunter	The President	William Windom
Dr. Lewis Dixon	Bradford Dillman	Milo	Sal Mineo
Dr. Stephanie Branton	Natalie Trundy	E-1	Albert Salmi

and

Ricardo Montalban as Armando

PRODUCTION STAFF

Produced by	APJAC Productions	Director of Photography	Joseph Biroc, A.S.C.
Directed by	Don Taylor	Music	Jerry Goldsmith
Written by	Paul Dehn	Film Editor	Marion Rothman
Based upon characters created by	James Boulle	Creative Make-up Design	John Chambers
Associate Producer	Frank Capra, Jr.		

BENEATH THE PLANET OF THE APES

THE CAST

Brent	James Franciscus	Fat Man	Victor Buono
Zira	Kim Hunter	Ursus	James Gregory
Dr. Zaius	Maurice Evans	Caspay	Jeff Corey
Nova	Linda Harrison	Albina	Natalie Trundy
Mendez	Paul Richards		

and

Charlton Heston as Taylor

PRODUCTION STAFF

Produced by	Arthur P. Jacobs	Based on characters created by	Pierre Boulle
Directed by	Ted Post	Music by	Leonard Rosenman
Associate Producer	Mort Abrahams	Creative Make-up Design	John Chambers
Screenplay by	Paul Dehn	Costumes Designed by	Morton Haack
Story by	Paul Dehn	Director of Photography	Milton Krasner, A.S.C.

and Mort Abrahams

Filmed in Panavision®

Color by DeLuxe®

BATTLE FOR THE PLANET OF THE APES

THE CAST

Caesar	Roddy McDowall	Virgil	Paul Williams
Aldo	Claude Akins	MacDonald	Austin Stoker
Lisa	Natalie Trundy	Teacher	Noah Keen
Kolp	Severn Darden	Alma	France Nuyen
Mandemus	Lew Ayres		

and

John Huston as The Lawgiver

PRODUCTION STAFF

Producer	Arthur P. Jacobs	Music	Leonard Rosenman
Director	J. Lee Thompson	Director of Photography	Richard H. Kline, A.S.C.
Associate Producer	Frank Capra, Jr.	Special Mechanical Effects	Gerald Endler
Story by	Paul Dehn	Creative Make-up Design	John Chambers
Based Upon characters created by	Pierre Boulle	Make-up Supervision	Joe Di Bella
Screenplay by	John William Corrington and Joyce Hooper Corrington	Make-up Artists	Jack Barron and Werner Keppler

PUBLICITY

THE WHOLE TOWN IS GOING APE!

MOST SUCCESSFUL SERIES IN MODERN FILM HISTORY BEGINS ENGAGEMENT

(City) will go ape for the next (weeks) as (number) of 20th Century-Fox's "Planet of the Apes" films, the most popular series in modern motion picture history play a special engagement at the..... Theatre starting.....

The late producer Arthur P. Jacobs began the cycle with the enormously successful "Planet of the Apes" in 1968. This was an adaptation by Rod Serling and Michael Wilson of Pierre Boulle's science fiction classic starring Charlton Heston, Roddy McDowall, Kim Hunter, Maurice Evans, James Whitmore, James Daly and Linda Harrison. Franklin Schaffner directed from a screenplay by Michael Wilson. "Planet" will lead off the five "Apes" films' return engagement on and continue through

The first sequel, "Beneath the Planet of the Apes" proved as huge a success as the original in 1969. It stars Charlton Heston, Kim Hunter, Maurice Evans and James Franciscus. It was directed by Ted Post. "Beneath" opens on and continues through

Third in the series, "Escape From the Planet of the Apes," in

which the apes are sent back in time to man's world stars Roddy McDowall, Kim Hunter, Bradford Dillman, Sal Mineo, Albert Salmi and Ricardo Montalban. Don Taylor directed. "Escape" opens and continues through

"Conquest of the Planet of the Apes," fourth in the series was created by popular demand. It, as well as the exciting finale of the series, "Battle for the Planet of the Apes," stars Roddy McDowall and Natalie Trundy. Don Murray and Ricardo Montalban co-star in "Conquest" and Paul Williams, John Houston, Severn Darden co-star in "Battle." J. Lee Thompson directed both.

"Conquest" opens and continues through.....
"Battle" opens and continues through.....

"PLANET OF THE APES" Begins Special Engagement at Theatre

"Planet of the Apes," 20th Century-Fox's stunning futuristic motion picture starring Charlton Heston, returns to the screen at the Theatre as part of a special engagement of the most popular film series in modern history. An Arthur P. Jacobs production in Panavision and Color by DeLuxe, the film is based on a novel by Pierre Boulle, author of "The Bridge on the River Kwai," which was adapted for the screen by Michael Wilson and Rod Serling.

"Planet of the Apes" hurtles the viewer into a strange simian civilization where man is regarded as a brute to be controlled and contained lest he grow in numbers and strength and ultimately destroy the ape culture and society. It also stars Roddy McDowall, Kim Hunter and Maurice Evans, who appear throughout the film in simian makeup.

The massive makeup problems were solved by John Chambers, who won an Academy Award for designing the fabulous disguises which transform the film's stars from humans to believable apes. Scenically, the late producer Jacobs had to come up with the physical trappings of an ape culture—simian architecture, wardrobe design, utensils and so forth. Since the apes are civilized they wear clothes. Indeed, theirs is a most conservative society, and their garb reflects this in imaginative designs by Morton Haack which covers the entire body except for the head and hands.

Although well able to stand on its own as an adventure film with much action, intrigue and suspense, the story is an allegory for our times with some of the flavor of Jonathan Swift and a dash of Jules Verne.

"Planet of the Apes" opened so big in its original release that for the first three weekends it kept beating the previous records it set on the preceding weekends. The critical reaction was most favorable. Liz Smith in Cosmopolitan called it "A blockbuster movie! A genuine 14 carat film. Big, fascinating, totally entertaining."

And Pauline Kael in The New Yorker said, "One of the best science-fiction fantasies ever. Really extraordinary. It has the primitive force of 'King Kong'... You'd better go see it quickly... it has the ingenious kind of plotting that people love to talk about. A very entertaining movie."

"Planet of the Apes" will be followed by other "Apes" films at the Theatre including opening



Beneath the Planet of Apes

2B

James Franciscus as Brent almost kills fellow human Linda Harrison when he is drugged by ape scientists in 20th Century-Fox's "BENEATH THE PLANET OF THE APES" opening at the Theatre as part of a special engagement of "Apes" films. The Arthur P. Jacobs production directed by Ted Post co-stars Charlton Heston, Kim Hunter, Maurice Evans and James Franciscus.

"Beneath Planet Of Apes" Opens Special Engagement

"Beneath the Planet of the Apes," 20th Century-Fox's release of Arthur P. Jacobs' APJAC production, returns to the screen at the Theatre as part of a special engagement of the most popular film series in recent history.

The Panavision, DeLuxe Color attraction stars James Franciscus with Kim Hunter, Maurice Evans, Linda Harrison and Charlton Heston reprising their stellar roles from "Planet of the Apes," the predecessor film that proved to be one of the most successful box-office attractions ever.

With Ted Post directing, the photoplay by Paul Dehn from a story by Dehn and Mort Abrahams is based upon characters created by Pierre Boulle, whose novel was the basis of the initial "Apes" film. Franciscus plays an American astronaut dispatched to rescue fellow spaceman Heston,

and the story takes up where the prior film terminated with Heston's discovery that New York had been obliterated by an atomic bombardment.

It tells of a simian military invasion of a mutated human society dwelling in the underground remnants of what once was New York before the city's destruction.

Makeup is again under the supervision of John Chambers, winner of an Oscar for his work on the original film, only the second such award in the Motion Picture Academy's history.



Conquest of Planet

2D

Ricardo Montalban as circus owner Armando befriends apes Roddy McDowall and Natalie Trundy in 20th Century-Fox's "CONQUEST OF THE PLANET OF THE APES" opening as part of a special engagement of "Apes" films. The Arthur P. Jacobs production directed by J. Lee Thompson co-stars Don Murray.

PUBLICITY

20TH-FOX'S "CONQUEST OF APES" Returns To Screen at

"Conquest of the Planet of the Apes," fourth of the films that began with "Planet of the Apes," will return to the screen on at the Theatre as part of a special engagement of the most popular film series in modern history.

The Arthur P. Jacobs production for 20th Century-Fox stars Roddy McDowall, the only principal actor remaining from the original cast. He plays his own son who survived the assassins' bullets that ended the last film. He grows to maturity in secret and emerges into a future world where his fellow primates have been enslaved. He becomes their revolutionary leader.

Don Murray plays the tyrannical governor of the state and Hari Rhodes, of TV's "Daktari" and "The Bold Ones," is his chief aide. Ricardo Montalban again plays

Armando, the circus owner.

"Conquest of the Planet of the Apes" was directed by J. Lee Thompson, whose previous films include "The Guns of Navarone," "What a Way to Go!" and "The Chairman."

The screenplay is by Paul Dehn who also wrote the screenplays for "Beneath the Planet of the Apes" and "Escape From the Planet of the Apes." The original film, "Planet of the Apes," was based on the novel by Pierre Boulle.

"ESCAPE FROM PLANET OF APES" RETURNS TO SCREEN

"Escape From the Planet of the Apes," third of the films that began with "Planet of the Apes," returns to the screen on at the Theatre as part of a special engagement of the most popular series in modern history.

The Arthur P. Jacobs production for 20th Century-Fox stars Roddy McDowall and Kim Hunter in the roles they created in the first simian cinema, the young chimpanzee scientists, Dr. Cornelius and Dr. Zira. Through a series of exciting and fortunate circumstances, they escape the conflagrations which consumed the earth at the end of the second "Apes" film, and now they travel through a bend in time backward across centuries to contemporary America.

Their adventures among humans who do not believe that

primates reason and articulate their thoughts—and who do not know whether to look upon them as friends or harbingers of evil—form the basis of the film.

Also starring are Bradford Dillman, Natalie Trundy, Eric Braeden, Sal Mineo, William Windom, Albert Salmi and Ricardo Montalban as Armando, the circus owner.

Don Taylor directed from a screenplay by Paul Dehn. Academy Award-winning creative makeup designer John Chambers repeated his amazing creation of the Apes' masks.



Escape from Planet

2C

Kim Hunter is Zira and Roddy McDowall is Cornelius in 20th Century-Fox's "ESCAPE FROM THE PLANET OF THE APES" opening at the Theatre as part of a special engagement of "Apes" films. The Arthur P. Jacobs production directed by Ted Post co-stars Bradford Dillman, Sal Mineo, Ricardo Montalban and Albert Salmi.



Planet of the Apes

2A

Astronaut George Taylor (Charlton Heston) and fellow human Nova (Linda Harrison) plot an escape from Ape City in 20th Century-Fox's "PLANET OF THE APES," the first in a special engagement of "Apes" films beginning at the Theatre. The Arthur P. Jacobs production directed by Franklin Schaffner co-stars Roddy McDowall, Kim Hunter, Maurice Evans and James Daly.

"Battle For Planet Of Apes" Returns at the Theatre

Arthur P. Jacobs' production "Battle for the Planet of the Apes," fifth of the films that began with "Planet of the Apes," returns here on at the Theatre as part of a special engagement of the most popular series in modern history.

As were its predecessors, "Battle for the Planet of the Apes" 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 making her fourth appearance, and Claude Akins, Severn Darden, John Houston 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.



Battle for Planet Apes

2E

Virgil (Paul Williams), Caesar (Roddy McDowall) and MacDonald (Austin Stoker) survey an atom-blasted city in 20th Century-Fox's "BATTLE FOR THE PLANET OF THE APES" opening at the Theatre as part of a special engagement of "Apes" films. The Arthur P. Jacobs production co-stars John Houston and Severn Darden.

EXPLOITATION

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

One of the most highly successful promotions used in past "Apes" engagements — 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 admissions 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 "PLANET OF THE APES" films, most popular 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).

The "PLANET OF THE APES" series, an Arthur P. Jacobs production for 20th Century-Fox release in DeLuxe Color, begins its special engagement on at the Theatre.

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.

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.

"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 your "APES" engagement.

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.

EXPLOITATION

"APES" Toys, Books, Merchandise

Here is the list of "Apes" toys and merchandise that will be in stores throughout the nation in time for your engagement. Tie in with local merchants for contests and promotions to help your town go ape!

MEGO INTERNATIONAL

- Dressed Articulated Dolls
- Ape Tree Houses
- Plastic Horses
- Riding Vehicles
- Carrying Cases
- Stuffed Rag Dolls
- Banks
- Hand Puppets

MINER INDUSTRIES

- Playsets
- Target Games

HASBRO INDUSTRIES

- Paint by Number Sets
- Pencil by Number Sets

MILTON BRADLEY COMPANY

- Boxed Game

BEN COOPER, INC.

- Costumes and Masks
- PVC Figures
- Makeup Kit

ADDAR PRODUCTS

- Hobby Kits

AZRAK-HAMWAY

- Frisbees
- Plastic Inflatables
- Water Guns
- Wind-Up Mechanical Figures
- Miniature Mechanical Horses and Figures
- Battery-Operated Remote Control Figures
- Vinyl Finger Puppets
- Parachute with Miniature Figure Attached

MATTEL, INC.

- Toy Guns known as "Planet of the Apes" Arsenal

TOPPS CHEWING GUM

- Pressure Sensitive Stickers
- Posters
- Decals
- Trading Cards
- Gum
- Confectionery Prize Boxes

H-G TOYS

- Puzzles

NOBLE & COOLEY COMPANY

- Drums

PRESSMAN TOY CORPORATION

- Educational Coloring Toy
- Skil Balls
- Ring Toss
- Cartoon Creator
- Maze Toy

BANTAM BOOKS

- "Beneath the Planet of the Apes" paperback book

AWARD BOOKS

- "Escape From the Planet of the Apes," "Conquest of the Planet of the Apes" and "Battle For the Planet of the Apes" paperback books

PILGRIM SPORTSWEAR

- Girls' and Boys' Sweatshirts
- T-Shirts, Polo Shirts

DURHAM INDUSTRIES

- Kites
- Pencil Sharpeners

WELL MADE TOYS

- Plush Dolls

CHEMTOY CORPORATION

- Modeling Dough
- Movie Viewer

TWO PROMOTIONAL TIE-INS

The Toys 'R Us chain and Mego Toy manufacturer are making an extra promotional effort on behalf of the "Apes" toys they are involved with and the release of the "Apes" films. If there are Toys 'R Us stores in your town be sure to contact them for cross-plugging and promotions.

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.

BOOK TIE-IN

Bantam Books has published a special movie paperback of "BENEATH THE PLANET OF THE APES." Award Books has published movie editions of "ESCAPE FROM THE PLANET OF THE APES," "CONQUEST OF THE PLANET OF THE APES" and "BATTLE FOR THE PLANET OF THE APES." Tie in with local book outlets for cross promotion of your "Whole Town Goes Ape" engagement. A book store can devote an entire window to his "Apes" editions with display material from you.

RADIO, TV AND THEATRICAL FACILITIES

RADIO: One 60 second and one 30 second radio spot announce the "Go Ape" theme in general terms. Tag them with announcements for your individual playdates.

TELEVISION: A 60 second and a 30 second spot are available. They announce the "Go Ape" attractions in general terms. Tag these with your own slider announcing individual playdates.

TRAILERS: The regular trailer should be put on your screen before playdate.

ORDER ABOVE MATERIAL FROM YOUR LOCAL NATIONAL SCREEN SERVICE OFFICE.

POSTERS & ACCESSORIES



1 SHEET

30 x 40

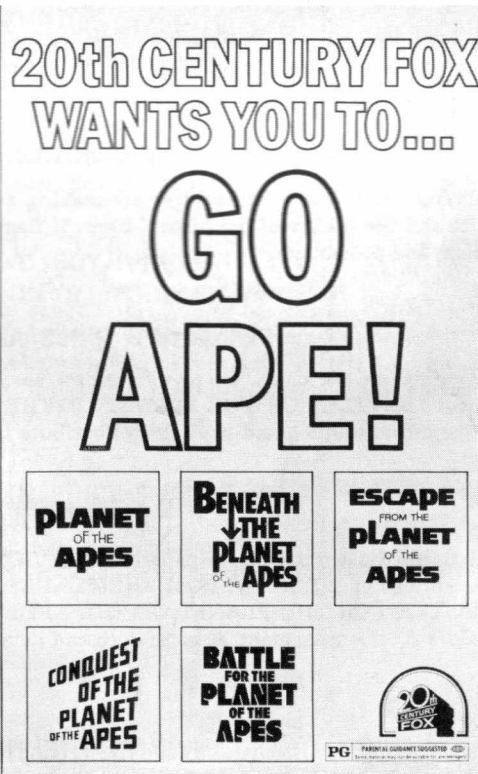
40 x 60



INSERT CARD



22 x 28



ALSO AVAILABLE:

Set of (8) 11x14 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

Re-usable extension pole