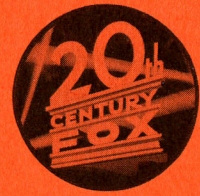


PRESSBOOK



CHARLTON HESTON

in an ARTHUR P. JACOBS production

**PLANET
OF THE APES**



**PLANET
OF THE APES**

PUBLICITY

THE CAST

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

Landon. Robert Gunner
Lucius. Lou Wagner
Maximus. Woodrow Parfrey
Dodge. Jeff Burton
Julius. Buck Kartalian
Hunt Leader. Norman Burton
Dr. Galen. Wright King
Minister. Paul Lambert

PRODUCTION STAFF

Produced by. Arthur P. Jacobs
Directed by. Franklin J. Schaffner
Associate Producer. Mort Abrahams
Screenplay by. Michael Wilson and
Rod Serling

Based on the novel by. Pierre Boulle
Music by. Jerry Goldsmith
Creative Make-up Design. John Chambers
Director of Photography.

Leon Shamroy, A.S.C.
Art Direction. Jack Martin Smith
William Creber
Set Decorations. Walter M. Scott
Norman Rockett

Special Photographic Effects. L.B. Abbott, A.S.C.
Art Cruickshank
Emil Kosa, Jr.

Film Editor. Hugh S. Fowler, A.C.E.
Unit Production Manager. William Eckhardt
Assistant Director. William Kissel
Sound. Herman Lewis
David Dockendorf

Costumes Designed by. Morton Haack
Make-up by. Ben Nye
Dan Striepeke, S.M.A.

Hairstyling by. Edith Lindon
Orchestration. Arthur Morton

Filmed in PANAVISION (R)
Color by DeLuxe

SYNOPSIS

Hurtled some 2,000 years through time and space, measured in terms of interstellar mathematics, four American astronauts crashland in the wilderness of an unidentified planet when their spacecraft suffers a malfunction. The lone female in the quartet dies, but the male survivors trek across countless miles of arid desert until they discover life-supporting vegetation and stumble upon a sub-human populace living like animals in the woods.

Their freedom is short-lived, however, for they are captured by a band of mounted hunters -- uniformed gorillas on horseback. They are separated from each other: Dodge (JEFF BURTON) is killed and ends up as a mounted specimen in the simian's museum of natural history. Landon (ROBERT GUNNER) is used as a laboratory specimen with his frontal lobes removed. Their leader, Taylor (CHARLTON HESTON) is wounded in the throat and hospitalized for medical attention.

Though temporarily mute, he is able to convince Dr. Zira (KIM HUNTER) and Cornelius (RODDY McDOWALL), a young archaeologist -- both of whom are chimpanzees -- that he can speak, read and write. Their interest in Taylor is strongly discouraged by Dr. Zaius (MAURICE EVANS), a stately orangutan who is one of the chiefs of state.

When Zaius orders a frontal lobotomy on Taylor, Zira, Cornelius and Lucius (LOU WAGNER) resent the infringement upon their freedom of thought and speech and arrange for Taylor's escape from captivity. Fleeing to the Forbidden Zone where the spacecraft crashed, they are overtaken by Zaius and his gorilla militiamen, but Taylor seizes Zaius as hostage, and the gorillas are ordered to retreat.

Zaius reveals his fear of a human civilization, pointing out that alone among God's primates, the human kills for sport, lust and greed. The simian religion preaches that "the human will make a desert of his home and yours. . . he should be driven back to his jungle lair for he is the harbinger of death."

Taylor offers to release Zaius unharmed if the latter will promise not to press charges of heresy and insubordination against Zira and Cornelius.

(NOTE: The shocking conclusion of "Planet of the Apes" will not be revealed in any synopsis.)

Running time: 112 minutes

OPENING SET FOR STUNNING

"PLANET OF THE APES"

"Planet of the Apes," 20th Century-Fox's stunning futuristic motion picture starring Charlton Heston, has been set to open on _____ at the _____ Theatre. An Arthur Jacobs production in Panavision and Color by De Luxe, the film is based on a novel by Pierre Boulle, author of "The Bridge over 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 make-up.

The massive make-up problems were solved by John Chambers, who designed the fabulous disguises which transform this film's stars from humans to believable apes. Scenically, 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 cover 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 New York 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."

EXPLOITATION

"Planet of the Apes" is "a science fiction mind-bender," says one of the critics about this exciting new motion picture. Its success in its New York opening has proved the potential worth of the picture. Get behind it and you'll reap the box-office results which can come from a film which is "fascinating, imaginative, and painstakingly produced."

"PLANET OF THE APES" SETS NEW HOUSE RECORDS IN THIRD WEEK IN NEW YORK!!

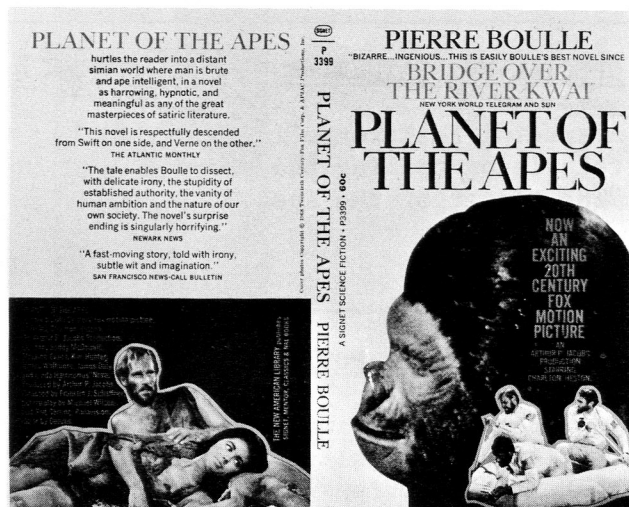
The picture excelled its own world premiere record weekend and its second week records by setting new records at two New York theatres during its third week.

"THE TOWN'S GOING APE" Pre-opening Campaign

In New York a highly successful promotion -- adaptable to any locality -- was worked out with a well-known deejay on radio. 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.

PAPERBACK PROMOTION

SIGNET BOOKS has a paperback edition of the novel by Pierre Boulle -- author of the best-selling "The Bridge On the River Kwai" -- on which this motion picture is based. It offers not only the usual book dealer - theatre cross plugging coordination, but also the possibility of science-fiction book displays with tie-ins on archaeology and sociology groups. In addition, Scholastic Books has chosen "Planet of the Apes" as one of the books to be distributed to its subscribers.



RADIO OPEN-END INTERVIEWS

Dick Strout has recorded on LP, open-end interviews with the stars and staff of "Planet of the Apes" which are available with script and timing for radio exploitation. Stars Charlton Heston, Kim Hunter and Maurice Evans are interviewed and a featurette with the producer, musical director and other behind-the-scenes people are included on the record.

ORDER FROM: Dick Strout, Inc.
Box 907
Beverly Hills, California

LIGHT BOX DISPLAY

Available for lobby or other display is a light box with a one-sheet poster printed on translucent plastic (30" x 40") which is inserted into a frame which has a light that goes on and off. These light boxes with poster are priced at \$17.50 and should be ordered from: AD-PUB DEPT., 20th Century-Fox, 444 West 56th Street, New York, N.Y. 10019, specifying release date with your order. The light boxes may be kept for use for insertion of a translucent poster for future productions. As a result, the cost will only be for the 30" x 40" insert.

RADIO and TV SPOTS

For radio there are 2 60 second spots and 1 30 second spot and for TV there are 1 60-second and 1 20-second spot available.

ORDER FROM NSS



This is MARCUS. HEAD OF SECURITY POLICE. HIS SPECIALTIES: VIOLENCE AND TORTURE. HIS MISSION: TO KEEP MAN A CAGED BEAST ON THE

PLANET OF THE APES

20th CENTURY FOX



This is DR. ZAIUS. BRILLIANT SCIENTIST. EMINENT THEOLOGIAN. HE WARNS: BEWARE OF MAN THE BEAST. HUNT HIM DOWN. CAGE HIM. FOR MAN IS A THREAT TO CIVILIZATION ON THE

PLANET OF THE APES

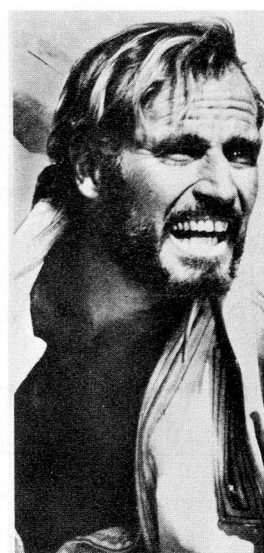
20th CENTURY FOX



This is DR. ZIRA. LEADING PSYCHOLOGIST. SEEKER OF TRUTH. HER EXPERIMENTS ON MEN HAVE LED HER TO A SECRET ABOUT THE HUMAN ANIMAL. IF SHE REVEALS IT SHE WILL BE TORTURED. FOR IT WILL ENDANGER CIVILIZATION ON THE

PLANET OF THE APES

20th CENTURY FOX



This is COMMANDER TAYLOR. ASTRONAUT. HE'S LANDED IN A WORLD WHERE APES ARE THE RULERS AND MAN THE BEAST. NOW HE IS CAGED. TORTURED. RISKS MUTILATION. BECAUSE NO HUMAN CAN REMAIN HUMAN ON THE

PLANET OF THE APES

20th CENTURY FOX

DOOR PANELS

A special set of four door panels -- each 20" by 60" -- is available in color for use in the theatre or other suitable places. Each panel has a single portrait of either one of the apes or Charlton Heston with appropriate copy. ORDER FREE FROM: AD-PUB DEPT., 20th Century-Fox, 444 West 56th Street, New York, N.Y. 10019, specifying release date for your theatre.

SPECIAL TV FEATURETTE

A special featurette in color, with voice over narration, has been prepared for use on television telling the story of the fabulous make-up techniques which were used in making "The Planet of the Apes." It runs for approximately five (5) minutes.

ORDER from NSS

THE PERSONALITY POSTER CRAZE

You are no doubt aware of the current craze for posters of theatrical interest which are big items especially among youth and college groups. In work now are several deals to issue posters of the Apes and stars of "Planet of the Apes" which will be available in Card Shops, Book Stores and Department Stores. Be on the look out for such posters and keep in contact with such outlets and arrange a mutually beneficial tie-in in promoting the picture.

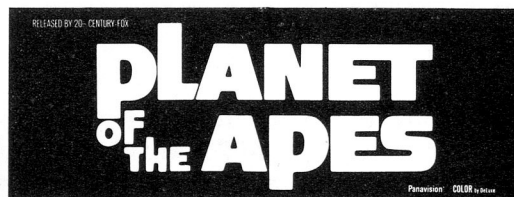
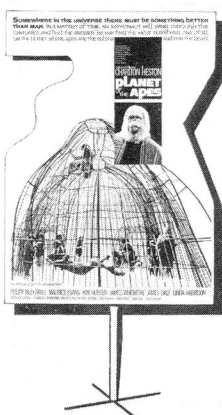
THEATRICAL TRAILERS

For theatre exploitation there are available a teaser and a regular trailer to announce the coming attraction.

ORDER FROM NSS

TWO ADDITIONAL ITEMS FROM NATIONAL SCREEN

24" x 82" TITLE DISPLAY in brilliant DA-GLO (converts to a 24" x 60" by folding back pictorial sidepiece).



DE LUXE HI-RISE STANDEE -- IN FULL COLOR

Attention arresting. Off-the-floor, at eye level. Convertible -- made for floor with special extension pole -- or to be hung on wall.

Standee. \$9.95
Re-usable Extension Pole. 1.50

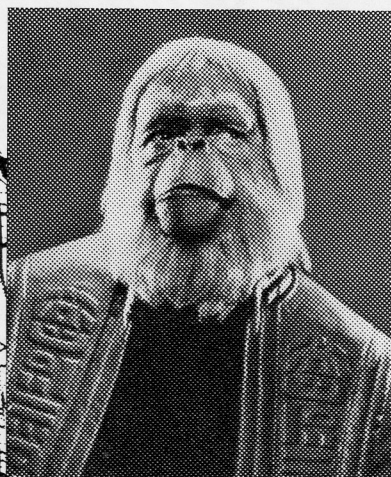
ADVERTISING

THIS PRESSBOOK CONTAINS THE SENSATIONAL CAMPAIGN THAT LAUNCHED
"PLANET OF THE APES" IN NEW YORK

SOMEWHERE IN THE UNIVERSE THERE MUST BE SOMETHING BETTER THAN MAN. IN A MATTER OF TIME, AN ASTRONAUT WILL WING THROUGH THE CENTURIES AND FIND THE ANSWER. HE MAY FIND THE MOST TERRIFYING ONE OF ALL ON THE PLANET WHERE APES ARE THE RULERS AND MAN THE BEAST.

CHARLTON HESTON
in an ARTHUR P. JACOBS production
**PLANET
OF THE APES**

20TH CENTURY-FOX
PRESENTS
AN UNUSUAL
AND IMPORTANT
MOTION PICTURE
FROM THE PEN
OF PIERRE BOULLE,
AUTHOR OF
"THE BRIDGE
ON THE
RIVER KWAI"



CO-STARRING
RODDY McDOWALL · MAURICE EVANS · KIM HUNTER · JAMES WHITMORE · JAMES DALY · LINDA HARRISON
PRODUCED BY APJAC PRODUCTIONS · MORT ABRAHAMS · ASSOCIATE PRODUCER FRANKLIN J. SCHAFFNER · DIRECTED BY MICHAEL WILSON · SCREENPLAY BY ROD SERLING · AND JERRY GOLDSMITH · MUSIC BY PIERRE BOULLE · BASED ON A NOVEL BY PANAVISION® · COLOR BY DELUXE

T H E A T R E

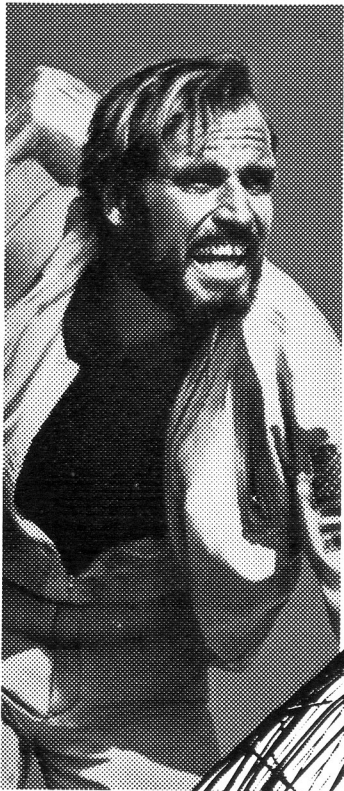
154 lines x 4 columns (616 lines)

4 columns x 11 inches

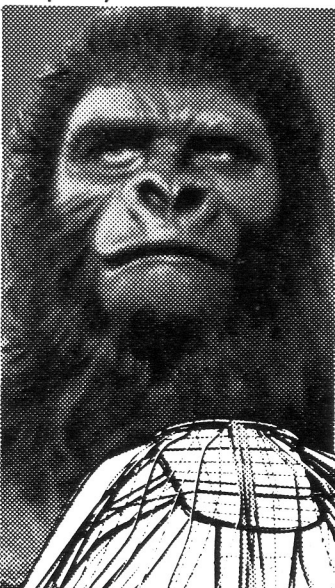
MAT—404

Man...hunted...caged...forced to mate by civilized apes!

This is Commander Taylor. Astronaut. He landed in a world where apes are the civilized rulers and man the beast.



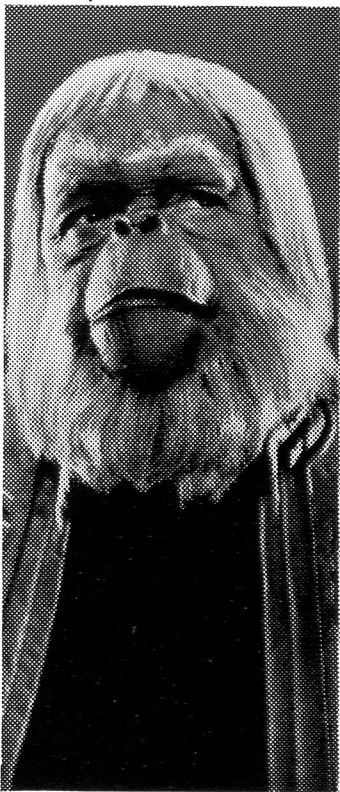
This is Marcus. Head of security police. His specialty: violence and torture.



This is Nova. The wild human animal captured and selected for special mating purposes.

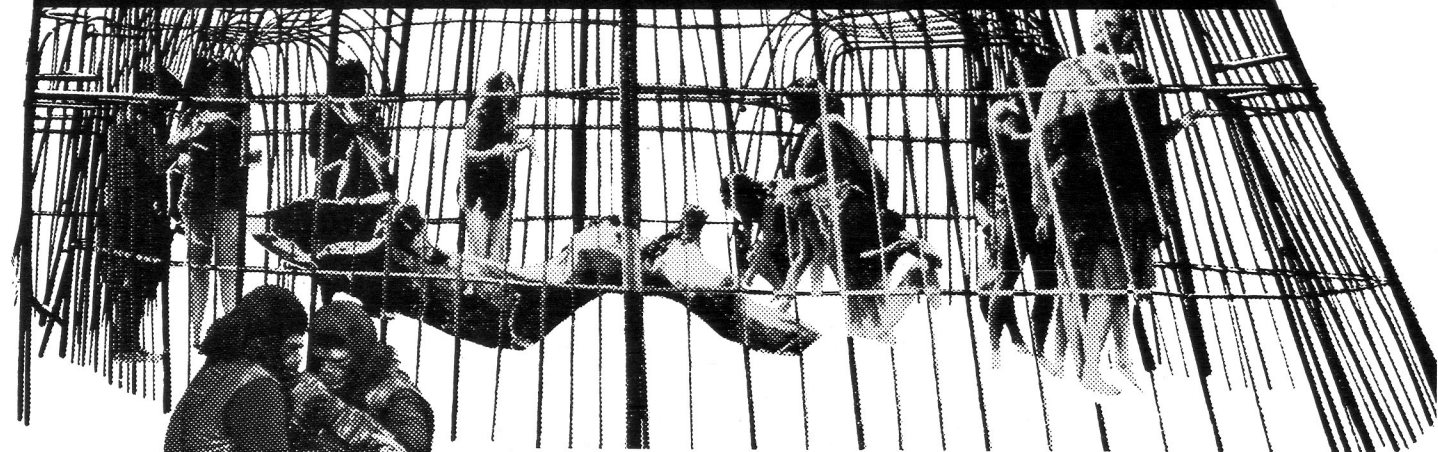


This is Dr. Zaius. Brilliant scientist. Only he has the power to save or destroy the animal called man.



20TH
CENTURY-FOX
PRESENTS

CHARLTON HESTON in an ARTHUR P. JACOBS production **PLANET OF THE APES**



CO-STARRING
RODDY McDOWALL
ASSOCIATE PRODUCER
MORT ABRAHAMS
DIRECTED BY
FRANKLIN J. SCHAFFNER
BASED ON A NOVEL BY
PIERRE BOULLE
MAURICE EVANS
KIM HUNTER
JAMES WHITMORE
JAMES DALY
introducing LINDA HARRISON
AS NOVA
PRODUCED BY
APJAC PRODUCTIONS
SCREENPLAY BY
MICHAEL WILSON
AND
ROD SERLING
MUSIC BY
JERRY GOLDSMITH
PANAVISION®
COLOR BY DELUXE

T H E A T R E

MAT—403

156 lines x 4 columns (624 lines)

4 columns x 11 1/8 inches

**Man...
hunted...caged...
forced to mate by
civilized
apes!**



20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an **ARTHUR P. JACOBS** production
PLANET OF THE APES
CO-STARRING
RODDY McDOWALL MAURICE EVANS KIM HUNTER JAMES WHITMORE JAMES DAVY
INTRODUCING
LINDA HARRISON
AS
APJAC PRODUCTIONS MORT ABRAHAMS ASSOCIATE PRODUCER
DIRECTED BY
FRANKLIN J. SCHAFNER SCREENPLAY BY
MICHAEL WILSON AND
ROD SERLING
MUSIC BY **JERRY GOLDSMITH** BASED ON A NOVEL BY **PIERRE BOULLE** PANAMISION® COLOR BY DELUXE

T H E A T R E

ALSO AVAILABLE MAT 401 93 lines x 3 columns (279 lines) **MAT—305**
126 lines x 4 columns (504 lines) 3 columns x 6 5/8 inches
4 columns x 9 inches

"THE YEAR IS 3987 AND YOU ARE THERE!"

N.Y.—Daily News

"PLANET OF

THE APES' is an enthralling thriller
...a science fiction mind-bender, hyped by the tingling
realism of the camera work and the action sequences.
Extraordinary photography giving a chill of suspense...a new
frightening perspective!" —Kathleen Carroll, New York Daily News

**"SCIENCE FICTION WITH A REAL
STINGER IN ITS TAIL.** A startling reversal of things
as we know them on earth. Evolution has turned out differently. The
great apes are in charge; mankind is regarded as speechless,
brainless primitives who overbred, must be periodically hunted
in order to reduce their numbers, and supply a kind of sport.
There is a shocking commentary on the destiny of this
earth, making this a picture that could focus more
self examination than most science fiction.
Fascinating, imaginative, and painstakingly
produced." —Archer Winsten,
New York Post

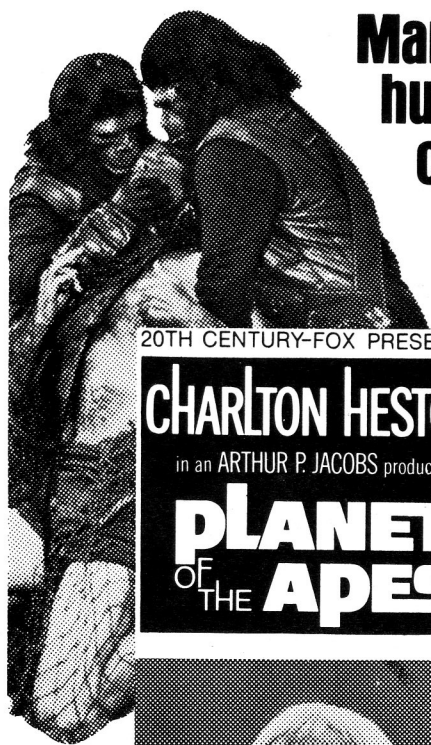
20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an **ARTHUR P. JACOBS** production
PLANET OF THE APES
AN UNUSUAL AND IMPORTANT MOTION
PICTURE FROM THE PEN OF PIERRE BOULLE
AUTHOR OF "THE BRIDGE ON THE RIVER KWAI"

CO-STARRING
RODDY McDOWALL MAURICE EVANS KIM HUNTER JAMES WHITMORE JAMES DAVY
INTRODUCING
LINDA HARRISON
AS
APJAC PRODUCTIONS MORT ABRAHAMS ASSOCIATE PRODUCER
DIRECTED BY
FRANKLIN J. SCHAFNER SCREENPLAY BY
MICHAEL WILSON AND
ROD SERLING
MUSIC BY **JERRY GOLDSMITH** BASED ON A NOVEL BY **PIERRE BOULLE** PANAMISION® COLOR BY DELUXE

S I G

76 lines x 3 columns (228 lines)
3 columns x 5 1/2 inches

MAT—302



**Man...
hunted...
caged...
forced
to mate by
civilized
apes!**

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON
in an ARTHUR P. JACOBS production
**PLANET
OF THE APES**



CO-STARRING
RODDY McDOWALL MAURICE EVANS KIM HUNTER
JAMES WHITMORE JAMES DALY INTRODUCING **LINDA HARRISON** AS NOVA
PRODUCED BY APJAC PRODUCTIONS ASSOCIATE PRODUCER MORT ABRAHAMS DIRECTED BY FRANKLIN J. SCHAFFNER
SCREENPLAY BY AND MICHAEL WILSON ROD SERLING MUSIC BY JERRY GOLDSMITH BASED ON A NOVEL BY PIERRE BOULLE PANAVISION® COLOR BY DELUXE

100 lines x 2 col. (200 lines)
2 col. x 7 inches

MAT—207

20TH CENTURY-FOX PRESENTS
CHARLTON HESTON

**PLANET
OF THE APES**

COMING
PANAVISION® COLOR BY DELUXE

6 lines x 2 col. (12 lines) 2 cols. x ½ inch

MAT—206

**“‘PLANET OF THE APES’ IS A
BLOCKBUSTER. FASCINATING!”**

—Liz Smith, Cosmopolitan



20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an ARTHUR P. JACOBS production

**PLANET
OF THE APES**

CO-STARRING
RODDY McDOWALL MAURICE EVANS
KIM HUNTER JAMES WHITMORE JAMES DALY
INTRODUCING **LINDA HARRISON** AS NOVA
PRODUCED BY APJAC PRODUCTIONS ASSOCIATE PRODUCER MORT ABRAHAMS DIRECTED BY FRANKLIN J. SCHAFFNER
SCREENPLAY BY AND MICHAEL WILSON ROD SERLING MUSIC BY JERRY GOLDSMITH BASED ON A NOVEL BY PIERRE BOULLE PANAVISION® COLOR BY DELUXE

T H E A T R E

56 lines x 2 col. (112 lines)
2 col. x 4 inches

MAT—204

20TH CENTURY-FOX PRESENTS
**PLANET
OF THE APES**
PANAVISION® COLOR BY DELUXE



14 lines x 2 col. (28 lines) 2 col. x 1 inch

MAT—201

**“‘PLANET OF THE APES’
IS A BLOCKBUSTER.
FASCINATING!”**

—Liz Smith, Cosmopolitan



20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an ARTHUR P. JACOBS production

**PLANET
OF THE APES**

CO-STARRING
RODDY McDOWALL MAURICE EVANS
KIM HUNTER JAMES WHITMORE
INTRODUCING **LINDA HARRISON** AS NOVA
PRODUCED BY APJAC PRODUCTIONS ASSOCIATE PRODUCER MORT ABRAHAMS DIRECTED BY FRANKLIN J. SCHAFFNER
SCREENPLAY BY AND MICHAEL WILSON ROD SERLING MUSIC BY JERRY GOLDSMITH BASED ON A NOVEL BY PIERRE BOULLE PANAVISION® COLOR BY DELUXE

T H E A T R E

70 lines x 1 col.
1 col. x 5 inches

MAT—105

28 lines x 1 col.
1 col. x 2 inches

MAT—102

20TH CENTURY-FOX presents
CHARLTON HESTON

IN **PLANET
OF THE APES**

21 lines x 1 col.
1 col. x 1½ inches

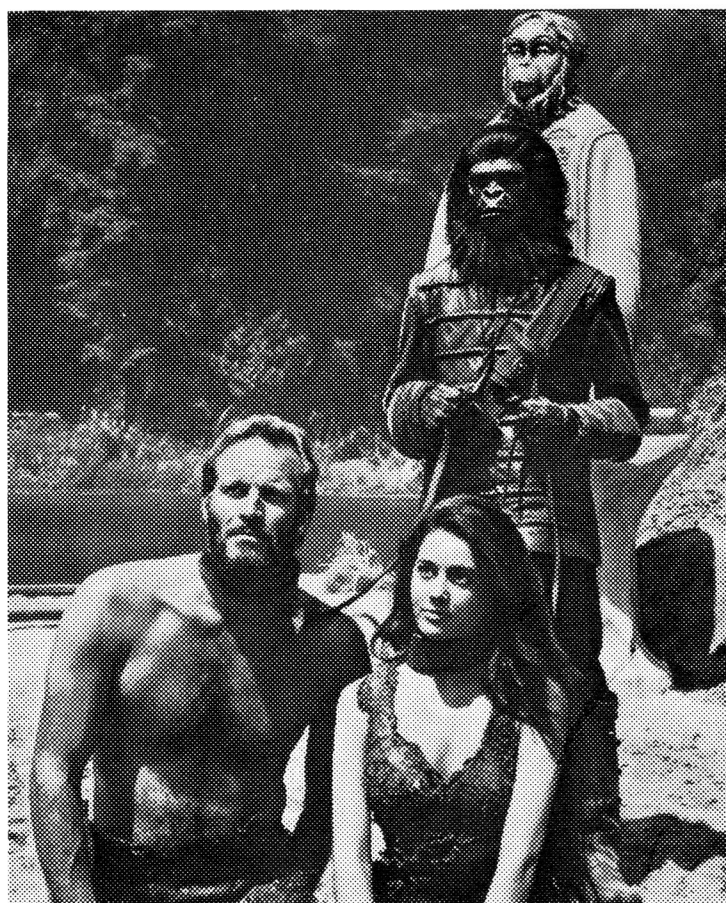
MAT—101

20TH CENTURY-FOX presents

**PLANET
OF THE APES**

14 lines x 1 col.
1 col. x 1 inch

MAT—103



PLANET OF THE APES -- 2A

SPECIAL AD MAT NO. 1—Order from NS



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

An unusual
and important
motion picture
from the
author of
"the Bridge
on the
River Kwai"!

This is Commander Taylor. Astronaut.
He landed in a world where apes are
the civilized rulers and man the beast.



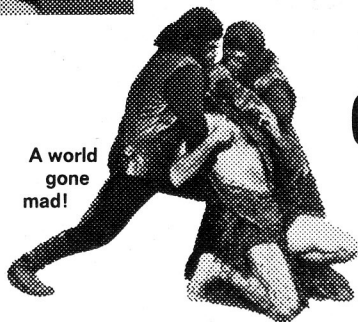
This is Marcus. Head of security police.
His specialty: violence and torture.



This is Nova. The wild human animal
captured and selected for special
mating purposes.



This is Dr. Zaius. Brilliant scientist.
Only he has the power to save
or destroy the animal called man.



A world
gone
mad!

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON

in an ARTHUR P. JACOBS production

**PLANET
OF THE
APES**

CO-STARRING

RODDY McDOWALL

MAURICE EVANS

KIM HUNTER

JAMES WHITMORE

JAMES DALY

INTRODUCING

LINDA HARRISON

AS
NOVA

PRODUCED BY

APJAC PRODUCTIONS

ASSOCIATE PRODUCER

MORT ABRAHAMS

DIRECTED BY

FRANKLIN J. SCHAFFNER

SCREENPLAY BY

MICHAEL WILSON

AND

ROD SERLING

MUSIC BY

JERRY GOLDSMITH

BASED ON A NOVEL BY

PIERRE BOULLE

PANAVISION®

COLOR BY DELUXE



T H E A T R E

MAT—402

91 lines x 4 columns (364 lines)

4 columns x 6½ inches



A world gone mad!

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON

in an ARTHUR P. JACOBS production

**PLANET
OF THE
APES**

PANAVISION® COLOR BY DELUXE

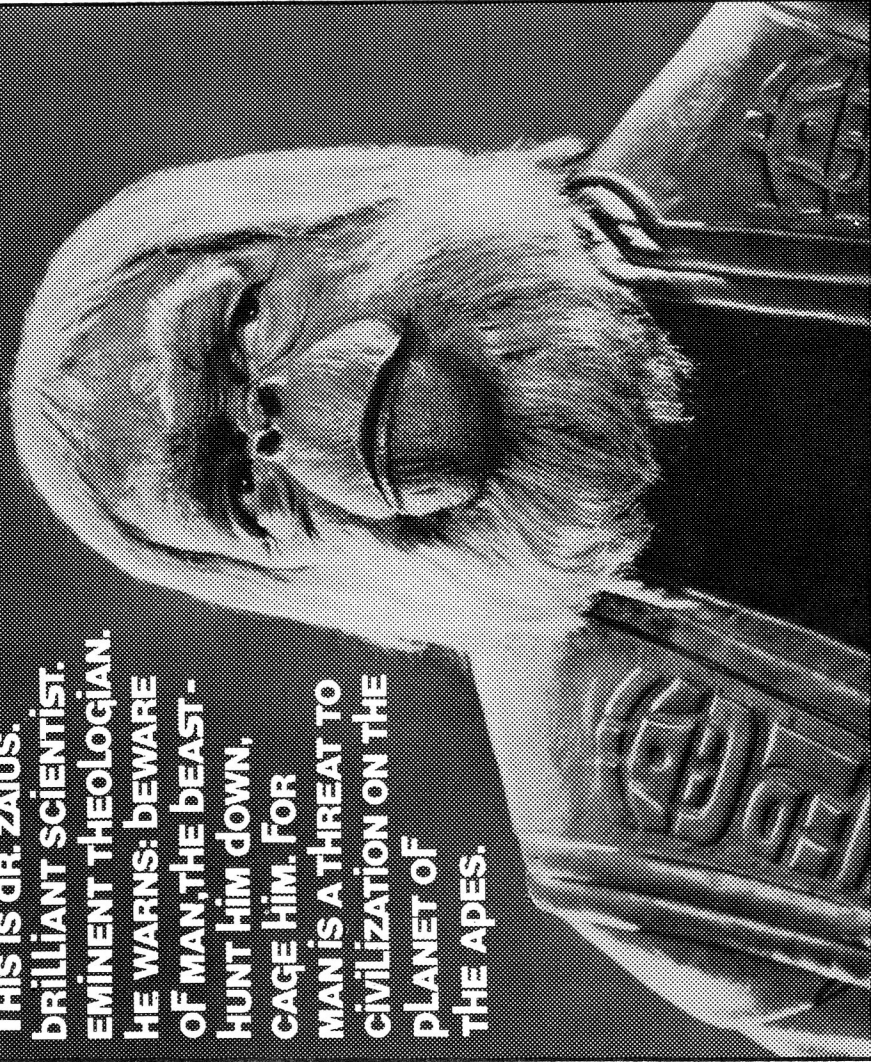
T H E A T R E

MAT—202

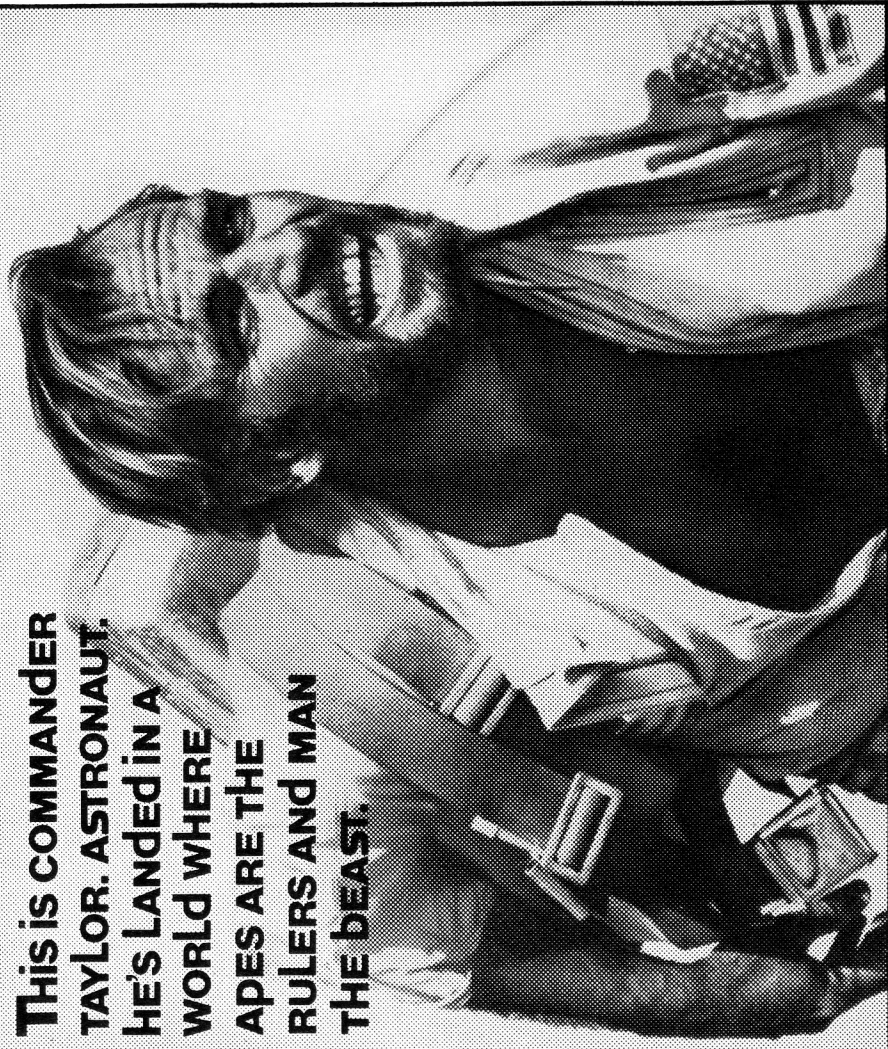
30 lines x 2 columns (60 lines)

2 columns x 2¼ inches

**THIS IS DR. ZAIUS.
BRILLIANT SCIENTIST.
EMINENT THEOLOGIAN.
HE WARNS: BEWARE
OF MAN, THE BEAST -
HUNT HIM DOWN,
CAGE HIM. FOR
MAN IS A THREAT TO
CIVILIZATION ON THE
PLANET OF
THE APES.**



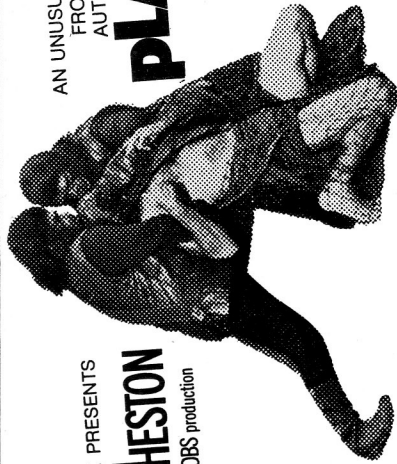
**THIS IS COMMANDER
TAYLOR. ASTRONAUT.
HE'S LANDED IN A
WORLD WHERE
APES ARE THE
RULERS AND MAN
THE BEAST.**



20TH CENTURY-FOX PRESENTS

CHARLTON HESTON

in an ARTHUR P. JACOBS production



AN UNUSUAL AND IMPORTANT MOTION PICTURE
FROM THE PEN OF PIERRE BOULLE,
AUTHOR OF "BRIDGE ON THE RIVER KWAI"

PLANET OF THE APES

CO-STARRING

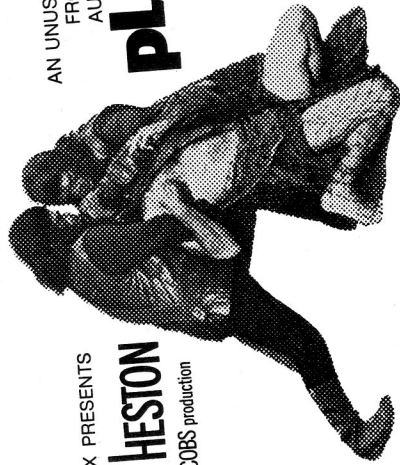
RODDY McDOWALL · MAURICE EVANS · KIM HUNTER · JAMES WHITMORE · JAMES DAILY · LINDA HARRISON AS ZAIUS
PRODUCED BY APJAC PRODUCTIONS · MORT ABRAHAM · FRANKLIN J. SCHAFFNER · MICHAEL WILSON · ROD SERLING · JERRY GOLDSMITH · PIERRE BOULLE

INTRODUCING
AND
SCREENPLAY BY
MUSIC BY
BASED ON A NOVEL BY
PANAVISION® COLOR BY DELUXE 

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON

in an ARTHUR P. JACOBS production




AN UNUSUAL AND IMPORTANT MOTION PICTURE
FROM THE PEN OF PIERRE BOULLE,
AUTHOR OF "BRIDGE ON THE RIVER KWAI"

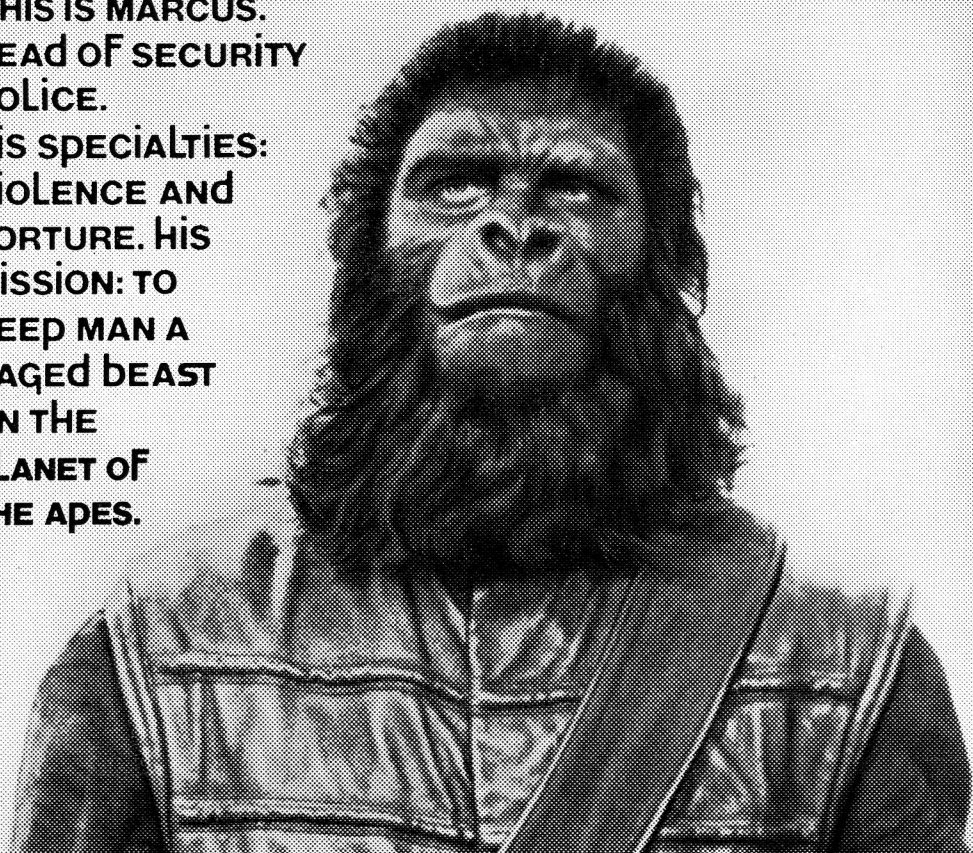
PLANET OF THE APES

INTRODUCING

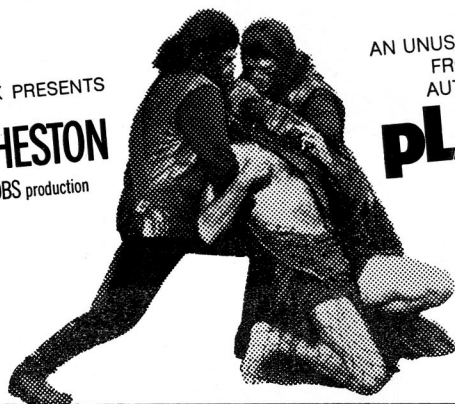
RODDY McDOWALL · MAURICE EVANS · KIM HUNTER · JAMES WHITMORE · JAMES DAILY · LINDA HARRISON AS ZAIUS
PRODUCED BY APJAC PRODUCTIONS · MORT ABRAHAM · FRANKLIN J. SCHAFFNER · MICHAEL WILSON · ROD SERLING · JERRY GOLDSMITH · PIERRE BOULLE

SCREENPLAY BY
MUSIC BY
BASED ON A NOVEL BY
PANAVISION® COLOR BY DELUXE 

**THIS IS MARCUS.
HEAD OF SECURITY
POLICE.
HIS SPECIALTIES:
VIOLENCE AND
TORTURE. HIS
MISSION: TO
KEEP MAN A
CAGED BEAST
ON THE
PLANET OF
THE APES.**



20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an ARTHUR P. JACOBS production



AN UNUSUAL AND IMPORTANT MOTION PICTURE
FROM THE PEN OF PIERRE BOULLE,
AUTHOR OF "BRIDGE ON THE RIVER KWAI"

PLANET OF THE APES

CO-STARRING
RODDY McDOWALL · MAURICE EVANS · KIM HUNTER · JAMES WHITMORE · JAMES DALY · LINDA HARRISON
PRODUCED BY APJAC PRODUCTIONS · MORT ABRAHAMS · DIRECTED BY FRANKLIN J. SCHAFFNER · SCREENPLAY BY MICHAEL WILSON AND ROD SERLING · MUSIC BY JERRY GOLDSMITH · BASED ON A NOVEL BY PIERRE BOULLE · INTRODUCING PANAVISION™ COLOR BY DELUXE

T H E A T R E

MAT—304

109 lines x 3 columns (327 lines)
3 columns x 7 3/4 inches

**An unusual
and important
motion picture
from the
author of
"Bridge on the
River Kwai"**



20TH CENTURY-FOX PRESENTS
CHARLTON HESTON
in an ARTHUR P. JACOBS production

PLANET OF THE APES

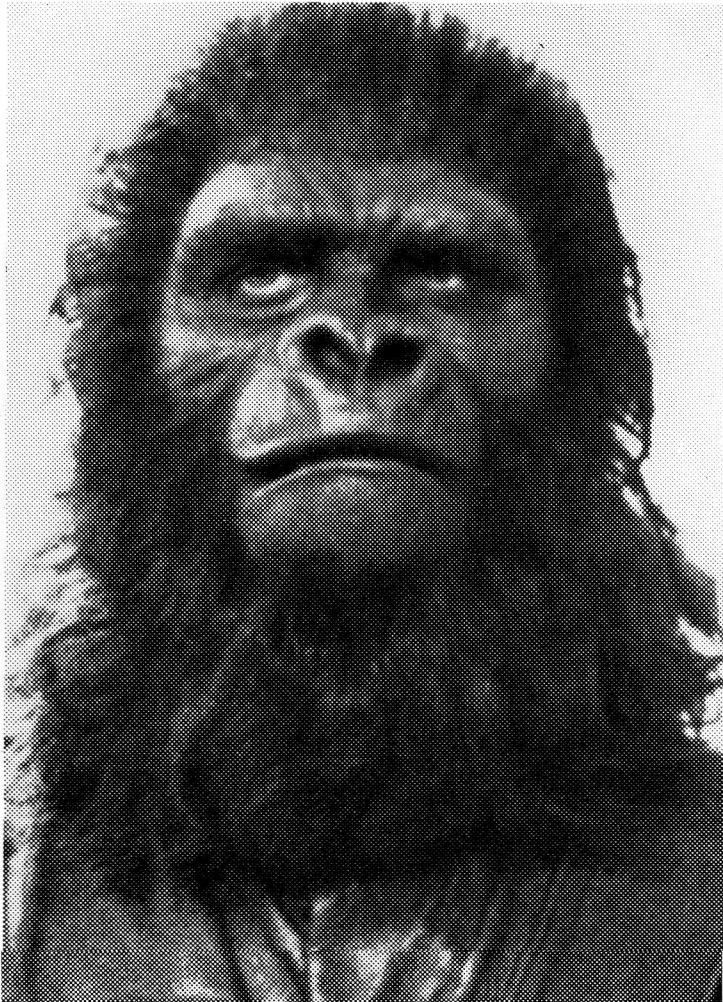
CO-STARRING
RODDY McDOWALL · MAURICE EVANS
KIM HUNTER · JAMES WHITMORE
JAMES DALY · LINDA HARRISON
PRODUCED BY APJAC PRODUCTIONS · MORT ABRAHAMS · DIRECTED BY FRANKLIN J. SCHAFFNER · SCREENPLAY BY MICHAEL WILSON AND ROD SERLING · MUSIC BY JERRY GOLDSMITH · BASED ON A NOVEL BY PIERRE BOULLE · INTRODUCING PANAVISION™ COLOR BY DELUXE

T H E A T R E

MAT—110

141 lines x 1 column (141 lines)
1 column x 10 1/8 inches

TEASER ADS



THIS IS MARCUS.
HEAD OF SECURITY POLICE.
HIS SPECIALTIES:
VIOLENCE AND
TORTURE. HIS
MISSION: TO
KEEP MAN A
CAGED BEAST
ON THE

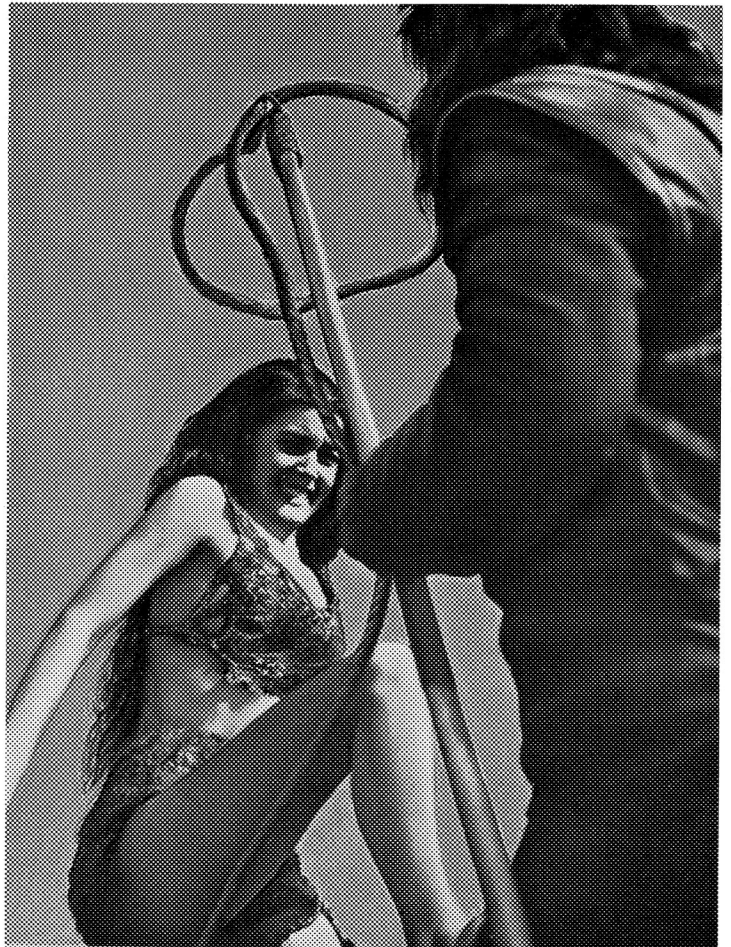


PLANET OF THE
20TH CENTURY-FOX APES

T H E A T R E

MAT—210

118 lines x 2 columns (236 lines)
 2 columns x 8 ½ inches



THIS IS NOVA.
HER PEOPLE LIVE IN
THE JUNGLE AND
HIDE FROM THE
GUNS AND CAGES
OF CIVILIZED
APES. NOW SHE
HAS BEEN CAPTURED
AND SELECTED
FOR SPECIAL
MATING
PURPOSES
ON THE



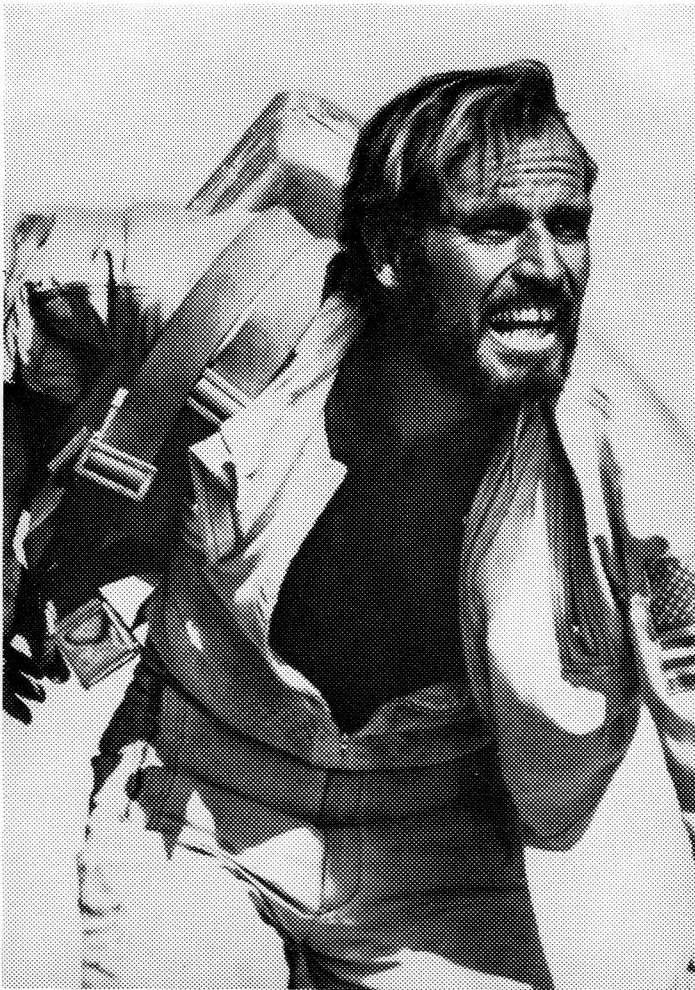
PLANET OF THE
20TH CENTURY-FOX APES

T H E A T R E

MAT—211

118 lines x 2 columns (236 lines)
 2 columns x 8 ½ inches

TEASER ADS



**THIS IS COMMANDER
TAYLOR. ASTRONAUT.
HE'S LANDED IN A
WORLD WHERE
APES ARE THE
RULERS AND MAN
THE BEAST.
NOW HE IS CAGED.
TORTURED. RISKS
MUTILATION. BECAUSE NO
HUMAN CAN REMAIN
HUMAN ON
THE**

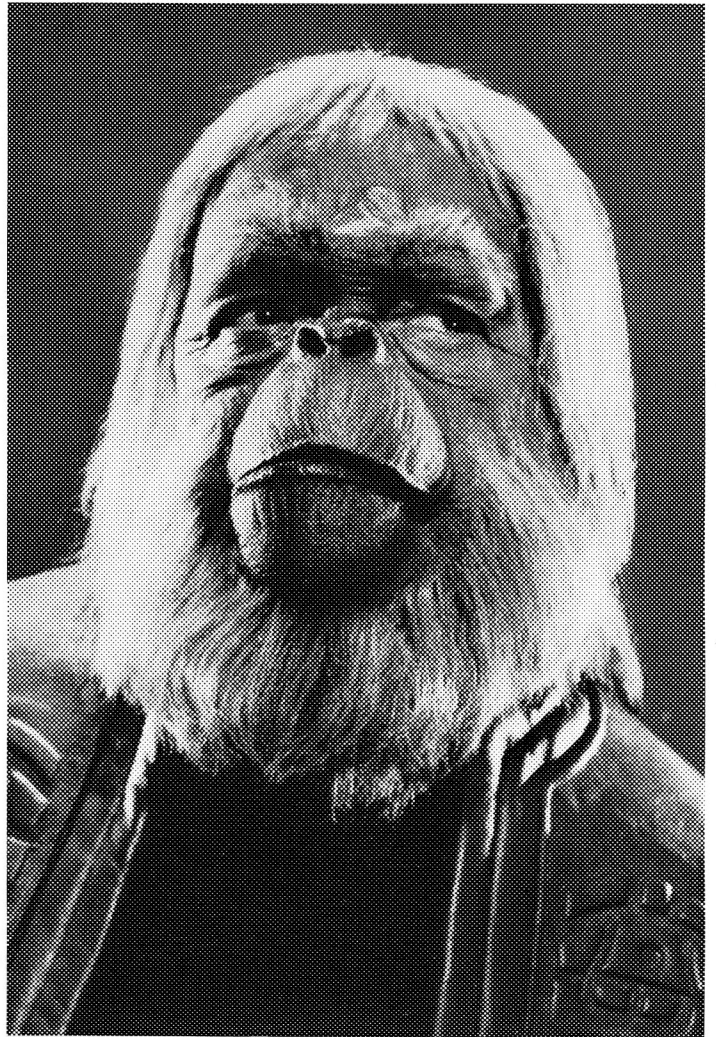


PLANET OF THE
20TH CENTURY-FOX **APES**

T H E A T R E

MAT—212

118 lines x 2 columns (236 lines)
2 columns x 8 ½ inches



**THIS IS DR. ZAIUS.
BRILLIANT SCIENTIST.
EMINENT THEOLOGIAN.
HE WARNS: BEWARE
OF MAN THE BEAST.
HUNT HIM DOWN.
CAGE HIM. FOR
MAN IS A THREAT TO
CIVILIZATION ON
THE**

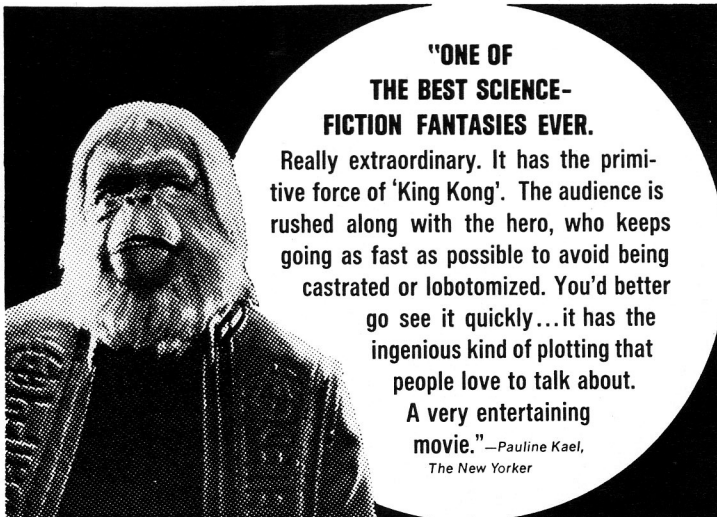


PLANET OF THE
20TH CENTURY-FOX **APES**

T H E A T R E

MAT—213

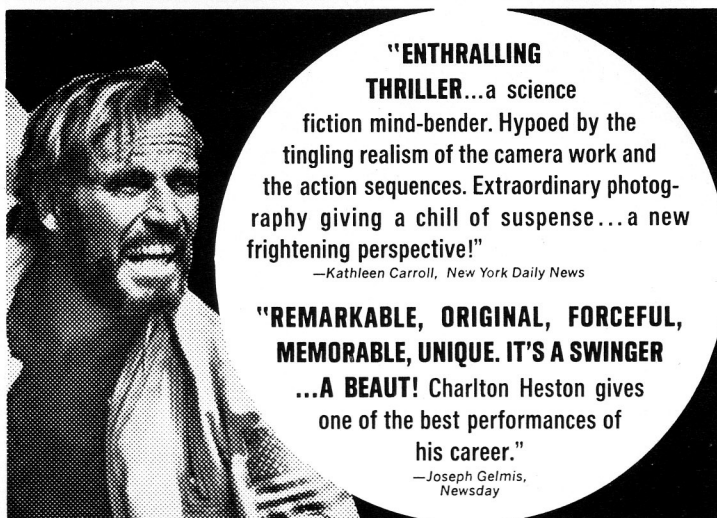
119 lines x 2 columns (238 lines)
2 columns x 8 ½ inches



**"ONE OF
THE BEST SCIENCE-
FICTION FANTASIES EVER.**

Really extraordinary. It has the primitive force of 'King Kong'. The audience is rushed along with the hero, who keeps going as fast as possible to avoid being castrated or lobotomized. You'd better go see it quickly...it has the ingenious kind of plotting that people love to talk about.

A very entertaining movie."—Pauline Kael,
The New Yorker



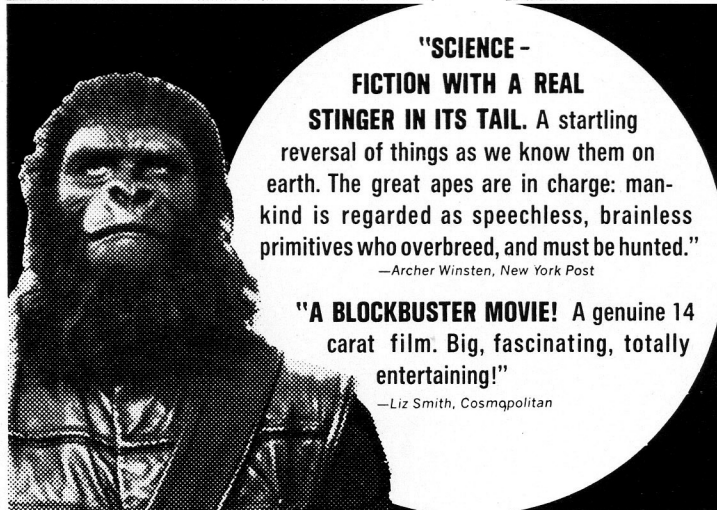
**"ENTHRALLING
THRILLER...a science
fiction mind-bender. Hypoed by the
tingling realism of the camera work and
the action sequences. Extraordinary photog-
raphy giving a chill of suspense...a new
frightening perspective!"**

—Kathleen Carroll, *New York Daily News*

**"REMARKABLE, ORIGINAL, FORCEFUL,
MEMORABLE, UNIQUE. IT'S A SWINGER**

...A BEAUT! Charlton Heston gives
one of the best performances of
his career."

—Joseph Gelmis,
Newsday



**"SCIENCE -
FICTION WITH A REAL
STINGER IN ITS TAIL. A startling
reversal of things as we know them on
earth. The great apes are in charge: man-
kind is regarded as speechless, brainless
primitives who overbreed, and must be hunted."**

—Archer Winsten, *New York Post*

**"A BLOCKBUSTER MOVIE! A genuine 14
carat film. Big, fascinating, totally
entertaining!"**

—Liz Smith, *Cosmopolitan*

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON
in an ARTHUR P. JACOBS production

PLANET OF THE APES

AN UNUSUAL AND IMPORTANT MOTION PICTURE FROM THE PEN OF
PIERRE BOULLE AUTHOR OF 'THE BRIDGE ON THE RIVER KWAI'

STARRING: **RODDY McDOWALL · MAURICE EVANS · KIM HUNTER · JAMES WHITMORE · JAMES DALY**

INTRODUCING: **LINDA HARRISON** PRODUCED BY: **APJAC PRODUCTIONS · MORT ABRAHAMS** ASSOCIATE PRODUCER: **FRANKLIN J. SCHAFFNER** SCREENPLAY BY: **MICHAEL WILSON** AND: **ROD SERLING**

MUSIC BY: **JERRY GOLDSMITH** BASED ON A NOVEL BY: **PIERRE BOULLE** PANAVISION COLOR BY DELUXE



SIG

MAT—203

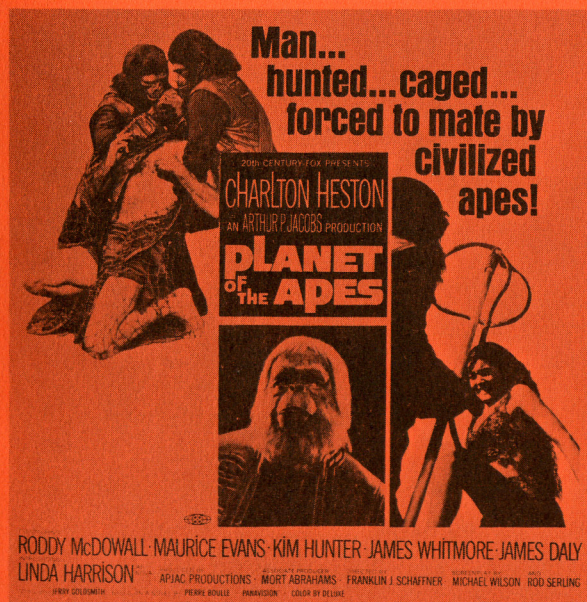
137 lines x 2 columns (274 lines)

2 columns x 9 7/8 inches

POSTERS & ACCESSORIES



24-SHEET



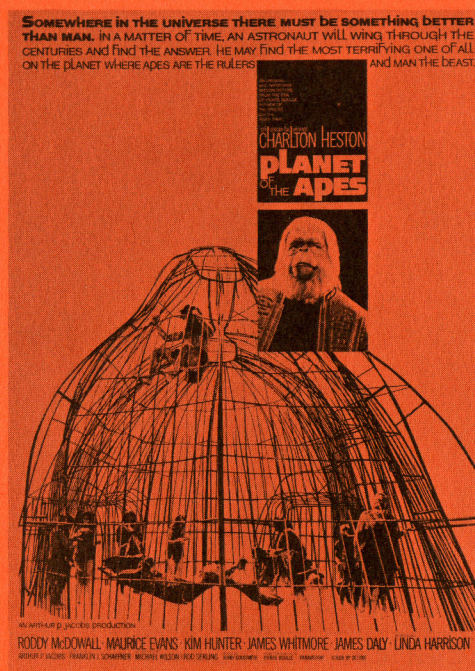
6-SHEET
WINDOW CARD



INSERT CARD



3-SHEET



1-SHEET
30 x 40
40 x 60
LIGHT BOX



22 x 28

ALSO AVAILABLE

SET OF (8) 11 x 14's

SET OF (8) COLOR STILLs

B/W STILLs

PLANET OF THE APES