

20th CENTURY-FOX presents  
**CHARLTON HESTON**  
 IN AN ARTHUR P. JACOBS PRODUCTION  
**PLANET OF THE APES**

Panavision ® Colour by De Luxe

co-starring

**RODDY McDOWALL · MAURICE EVANS · KIM HUNTER**

**JAMES WHITMORE · JAMES DALY**

Introducing **LINDA HARRISON** as NOVA

Produced by APJAC PRODUCTIONS

Associated 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

## STORY

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 navigational 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! The astronauts are separated from each other. Dodge, a Negro, is mortally wounded and ends up as a mounted specimen in the Apes' museum of natural history. Landon is taken to a laboratory where ape scientists remove his frontal lobes in medical experimentation.

The group's leader, Taylor (CHARLTON HESTON), is wounded severely in the throat and taken to an animal hospital where he is incarcerated after primitive medical attention. As he recovers consciousness, he is amazed to find that he is a prisoner in a society dominated by intelligent Apes, an autocratic social order in which humans are feared as beasts of prey—and treated as such.

Taylor's wound renders him temporarily mute, but 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. At first, they refuse to believe that a human can surpass the simian in intelligence, and their interest in Taylor is strongly discouraged by Dr. Zaius (MAURICE EVANS), an orangutan, who is one of the chiefs of State.

In an effort to spare Taylor from torture and experimental vivisection by simian medical scientists, Zira tries to convince Zaius that the Astronaut should be used for a series of behaviour tests. But Zaius argues that to suggest that any insight into simian nature can be learned from a study of man is arrant

nonsense. Humans, he says, breed too quickly, denude the forests and farmlands, ravage the Apes' crops, and are entirely a menace. Therefore their numbers must be restricted. But one wonders if he is not pondering other unspoken thoughts.

Taylor is given a female human cellmate, Nova (LINDA HARRISON), and it is Zira's intention to mate the pair. But Taylor tells her he is no mere mutation—but really a human from a friendly neighbour planet. She discusses simian theories of evolution, including her belief that apes may be descended from a lower primate—possibly a human. She cannot accept the reverse as being true.

When Zaius learns that Taylor can now communicate by the spoken word, he feels he must silence him and orders an immediate frontal lobotomy on the astronaut. Zira, Cornelius and Lucius, a young chimpanzee, resent the infringement upon their freedom of thought and speech, and arrange for Taylor's escape from captivity in the capital city of the ape civilization. They set out for the Forbidden zone, the area where the spaceship crashed—a vast territory to which ape citizens are forbidden to travel. In an earlier exploration of this zone, Cornelius, the archaeologist, had discovered evidence suggesting that a highly advanced human society had populated the territory centuries ago.

Zaius and his gorilla militiamen pursue them, but Taylor seizes Zaius as hostage and the gorillas are ordered to retreat. Zaius confesses that he has been aware all along of the prior existence of this highly intelligent human society—but he fears the rebirth of such a civilisation. He points 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. Then Taylor and Nova flee deeper into the Forbidden Zone: "What will he find there"? Zira asks Zaius.

And Zaius replies: "His destiny . . .".

## CAST

George Taylor ..... Charlton Heston  
 Cornelius ..... Roddy McDowall  
 Zira ..... Kim Hunter  
 Dr. Zaius ..... Maurice Evans  
 President of the Assembly ..... James Whitmore  
 Honourous ..... 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

## CREDITS

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 ®

Colour by De Luxe

LENGTH: 10,070 feet

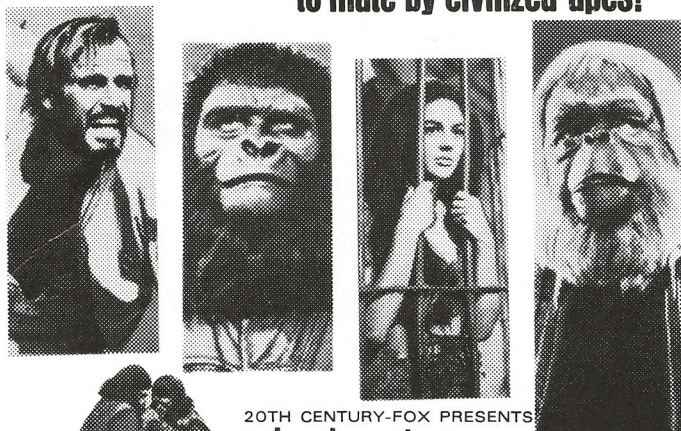
RUNNING TIME: 1 hour 52 minutes

CERTIFICATE "A"

REGISTERED NO. F.33072



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 · LINDA HARRISON  
INTRODUCING AS NOVA  
PANAVISION® COLOUR BY DE LUXE

Block No. 2

14/-

Blocks are normally sold  
unmounted, but mounted  
can be supplied at a small  
additional charge. Please  
order by number.



A world gone mad!

20TH CENTURY-FOX PRESENTS

CHARLTON HESTON  
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PLANET  
OF THE APES

PANAVISION® COLOUR BY DE LUXE

Block No. 4

10/9

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

PANAVISION® COLOUR BY DE LUXE

Block No. 8

10/3



Block No. 10

9/3

A world  
gone mad!



20TH CENTURY-FOX PRESENTS

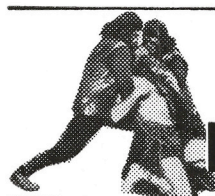
CHARLTON HESTON  
in an ARTHUR P. JACOBS production

PLANET  
OF THE APES

PANAVISION®  
COLOUR BY DE LUXE

Block No. 9

9/9



20TH CENTURY-FOX PRESENTS

CHARLTON HESTON  
in an ARTHUR P. JACOBS production

PLANET  
OF THE APES

PANAVISION® COLOUR BY DE LUXE

Block No. 5

9/9

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



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JAMES DALY · LINDA HARRISON  
INTRODUCING AS NOVA  
PANAVISION® COLOUR BY DE LUXE

Block No. 3

12/3

A SET OF "TEASER"  
BLOCKS ARE ILLUSTRATED  
ON EXPLOITATION PAGE.

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



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JAMES WHITMORE  
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INTRODUCING AS NOVA  
PANAVISION® COLOUR BY DE LUXE

Block No. 7

10/9



# EXPLOITATION

## TEASER BLOCKS

Illustrated below are a set of five "teaser" single column advertisement blocks to whet the public appetite to see the sensational "Planet of the Apes" especially if used as follows—one each weekday prior to opening, following on with your normal advertisement the day before opening, on the entertainments page of your evening newspaper. In the case of local weekly newspapers use one on each of five different pages a week before normal advertising. Each block is 3" single column and is available direct from National Screen Service at 10/3 each.



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

**PLANET OF THE APES<sup>A</sup>**  
20<sup>th</sup> CENTURY-FOX

Block 16

10/3



**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<sup>A</sup>**  
20<sup>th</sup> CENTURY-FOX

Block 17

10/3



**THIS IS NOVA. HER PEOPLE HIDE FROM THE GUNS OF CIVILIZED APES. NOW SHE HAS BEEN CAPTURED AND SELECTED FOR SPECIAL RESEARCH ON THE**

**PLANET OF THE APES<sup>A</sup>**  
20<sup>th</sup> CENTURY-FOX

Block 20

10/3



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

**PLANET OF THE APES<sup>A</sup>**  
20<sup>th</sup> CENTURY-FOX

Block 18

10/3



**THIS IS DR. ZIRA. LEADING PSYCHOLOGIST. 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<sup>A</sup>**  
20<sup>th</sup> CENTURY-FOX

Block 19

10/3

## Paper back Tie-in

The original novel "Monkey Planet" by Pierre Boulle is published as a paperback by Penguin Books Ltd. Contact book-sellers and arrange window displays of the book together with stills, posters and other publicity matter relating to play-date, etc.

## Personal Recommendation

A personal recommendation just prior to the trailer screening would create great interest and at the same time stress the importance of your patrons not missing "Planet of the Apes". A taped announcement should state that the trailer they are about to see can only show highlights of this outstanding and exciting film, where man is hunted... caged... and forced to mate by civilised apes. At the time of the announcement, advise patrons to make a note of the time of the commencement of the film, so as to be able to see it from the beginning, in view of the unusual and shattering twist at the end.

## Spread your Publicity

Your general publicity campaign can be supplemented in a number of varied ways, here are a few examples.

... Place small cards with local taxi firms reading "We will make sure that you are on time to see 'Planet of the Apes'"—giving details of playdate, times, etc.

... Contact all hotels, public houses and restaurants in the vicinity, with a view to displaying publicity matter and using overprinted serviettes, supplied by National Screen Service.

... Send out letters to personnel officers of factories giving details of this unusual film and obtaining permission to display posters and stills in their canteens.

... Contact organisations and clubs and arrange for notice boards to feature striking displays, giving details of the film.

... Check your local information and publicity office and obtain permission to display a showcard.

... Arrange for extra quads to be posted in villages and surrounding areas.

## PHOTO-MONTAGE BLOW-UP

Shown here is a photo-montage of scenes from "Planet of the Apes", which has been designed as a real selling item for this great attraction. The blow-ups should be used for your front-of-house, in foyer displays and in shop windows. They are available from National Screen Service at the following sizes and prices:-

22" x 28" 14/6, 30" x 40" 25/-,  
40" x 60" 52/6.



MORE EXPLOITATION OVER PAGE



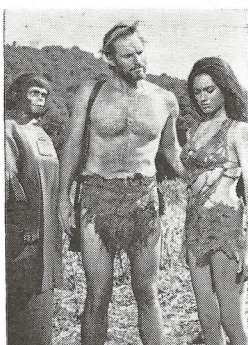
# EXPLOITATION

## ACTION AND DRAMA STILLS

Illustrated here is a set of seven stills selected to convey the excitement, action and suspense of "Planet of the Apes".

These stills can be used for advance advertising, foyer and window displays. They are available from National Screen Service, size 11" x 14" price 3/- each.

Order by letter quoted under still. See back page for portrait stills available.



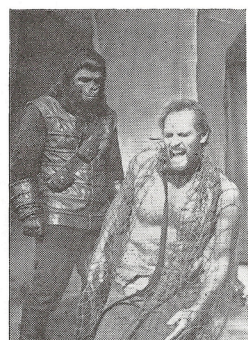
STILL A



STILL D



STILL E



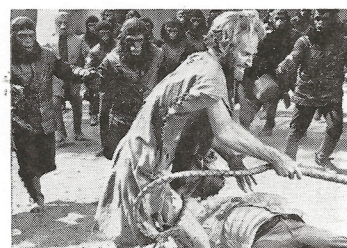
STILL B



STILL F



STILL C



STILL G

## INTRIGUE THEM WITH THIS BLOCK

Shown below is a block size 21" x 5 1/8", portraying three distinguished stars who appear as Apes in "Planet of the Apes". They are (pictured from left to right), Maurice Evans, Kim Hunter and Roddy McDowall. Evans portrays an orangutan who is Minister of Science and Chief Defender of the Faith of this weird civilisation, while McDowall and Miss Hunter are cast as chimpanzee scientists. Inserts of the actors without make-up are superimposed on the block. Filmed in Panavision and DeLuxe Colour, "Planet of the Apes" also stars Charlton Heston as an astronaut adrift in this strange world.

Use this block for eye-catching out-of-the-ordinary editorial coverage by persuading your local Editor to publish the block together with a caption similar to the above wording. Block is available, FREE OF CHARGE, from 20th Century-Fox Publicity Dept. Order "Planet of the Apes Make-up" Block.



## SPECIAL! SPECIAL! NEWSPAPER THROWAWAY

In keeping with the highly exploitable theme of "Planet of the Apes" 20th Century-Fox Publicity Department has produced one of the most intriguing and seat-selling throwaway pieces ever designed for a film. It takes the form of a four-page newspaper, each page size 16 1/2" x 11 3/4". Entitled "The Ape", the newspaper is written as if by the Apes who are the masters of civilisation on the planet featured in the story of the film.

Headlines from the newspaper include the following:—"BIG ROUND-UP OF HUMAN BEASTS"; "MAN IS A DANGER TO APE CIVILISATION, MUST BE EXTERMINATED"; "FEMALE HUMAN SELECTED FOR GENETIC EXPERIMENTS"; "MAN RECAPTURED AFTER DARING ESCAPE—APE GUARDS OVERPOWER CRAZED HUMAN ANIMAL", etc.

The stories are deliberately written to intrigue the reader and put over the brilliant and unusual story angle of the film.

The back page contains an advertisement for "Planet of the Apes" with the words "See it at your local cinema" and beneath this there is plenty of space to have locally printed your cinema name and playdate details.

20th Century-Fox consider this such a seat-selling piece of publicity that they have laid down an enormous print order of almost three quarters of a million copies. This huge printing enables the throwaways to be sold at a very reasonable price of £4. 10. 0. per 1,000.

However, 20th Century-Fox will pay 50% of the cost of all newspaper throwaways ordered by Exhibitors playing the film.

These, therefore, will cost Exhibitors only £2. 5. 0. per 1,000.

We strongly urge all Exhibitors to take advantage of this great publicity gimmick at this very cheap rate.

With every 1,000 newspapers ordered a FREE newspaper contents bill will be included. With the newspaper heading at the top, this reads: "BIG ROUND-UP OF HUMAN BEASTS—EXCLUSIVE PICTURES".

The throwaways can be given away outside your cinema or inside your foyer by a man standing by one of the contents bills. The stunt is bound to arouse enormous attention.

Orders for these throwaways should be sent to 20th Century-Fox Publicity Department, 31-32 Soho Square, London, W.1. On receipt of orders the throwaways will be despatched by 20th Century-Fox's shipping agents, Messrs. Ashton, Mitchell & Howletts, who will eventually invoice the theatres at £2. 5. 0. per 1,000, plus carriage.

RANK THEATRE MANAGERS PLEASE NOTE:—Rank release theatres will automatically be sent copies of these throwaways through their own Publicity Department. Rank Managers should, therefore, not order from 20th Century-Fox.

MORE EXPLOITATION OVER PAGE



## 20th CENTURY-FOX'S ADVENTURE DRAMA "PLANET OF THE APES" TO OPEN LOCALLY

"Planet of the Apes", 20th Century-Fox's unique adventure drama of life on a distant planet starring Charlton Heston, Roddy McDowall, Kim Hunter and Maurice Evans, will open ..... at the ..... Theatre.

Set in the distant future, "Planet of the Apes" tells of a team of United States astronauts whose spaceship goes astray at the speed of light, landing them on a strange planet where apes are the rulers, and man is the hunted and caged animal.

The screenplay for the Panavision and DeLuxe Colour attraction was written by Michael Wilson and Rod Serling, based on the novel by Academy Award-winning Pierre Boulle, author of "The Bridge on the River Kwai".

Charlton Heston plays the captain of the astronaut trio, while McDowall, Miss Hunter and Evans appear throughout the film as apes, suspicious and contemptful of man and his ability to become civilised.

Filmed in the desolate country of Utah and Arizona, a fantastic "ape-city" was constructed for the multi-million dollar film—a city which even contains a museum of the human animal, into which part of the astronaut team is incorporated.

Produced by Arthur P. Jacobs, "Planet of the Apes" was directed by Franklin J. Schaffner, and also stars James Whitmore, Linda Harrison and James Daly.

### They had a meal problem!

Film studios, on occasion, lavish gifts on their stars, such as cars and television sets. 20th Century-Fox, however, gave gifts of quite a different nature to stars Roddy McDowall, Kim Hunter and Maurice Evans, who star in "Planet of the Apes". The gifts were sets of chopsticks and a generous supply of plastic straws, without which, the stars, in full costume, would have starved! They all appear as apes in the Panavision and DeLuxe Colour attraction. Charlton Heston also stars in the Arthur P. Jacobs production directed by Franklin J. Schaffner.

## HESTON ACTS INTO THE FUTURE IN "PLANET OF THE APES"

Charlton Heston has spent so many of his cinematic years deep in the history of "Ben Hur" or "The Ten Commandments" that he found his newest film "Planet of the Apes" a genuine adventure.

From 3,000 years B.C. he's catapulted some thousand years ahead of our present era in the role of an American astronaut whose spacecraft malfunctions, landing him square in the midst of an unfriendly civilization run entirely by apes.

The story is by the author of "The Bridge on the River Kwai".

"I've shared with millions a deep interest in science fiction—the broad literary category into which this film seems to fall", says Heston.

"But few such films offer anything of interest to the actor. They offer much to the audience and maybe pose an interesting challenge to the director. But the acting parts are either pointers or fugitives.

"For instance. The spacecraft approaches Venus and the pilot gazes out of the window, raises his arm to point and says 'Goshalmighty, look at THAT!' That's the pointer. Or he's running away from the Creature at the Black Lagoon, and he turns to look over his shoulder and says 'Hurry he's gaining on us!' "

This is the sort of dialogue which has kept Heston away from science fiction in the past.

But three years ago producer Arthur P. Jacobs read the unpublished French language galley proofs of Boulle's "Planet of the Apes" and showed it to Heston. "I knew then I had to make this film", says the actor.

"Boulle has written a satire of Swiftian dimensions", explains Heston. "It has the social overtones of 'Gulliver's Travels'. He has used an inverted social structure—where the humans are regarded as primitive animals and it is the apes who are the intellectuals—as a framework for comment about Man in out time, here and now. It is very potent, even staggering in a way".

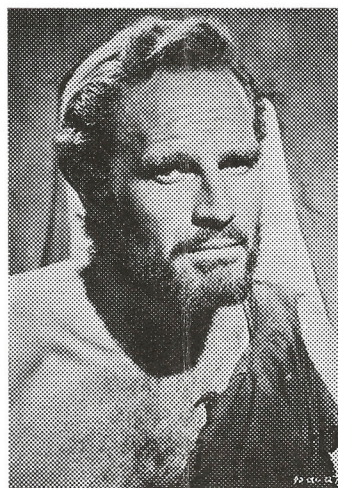
While the role is different from any he has done, Heston good-naturedly bemoans the fact that his costume isn't. His astronautical uniforms are stolen

early in the 20th Century-Fox film, and, following his capture by the apes he gets to wear little more than rags that look like a loin cloth. Back to the bullrushes again.

"I seem to be the perennially topless actor"! he jokes.

Heston concedes such roles help him keep in physical shape. He rises early daily to run at least two miles. He eats sparingly.

"If I were fully clothed I could afford to be ten pounds heavier. But, stripped to the waist, I must look spare and lean up there on the screen. So my fighting weight is less for this kind of film", he injects.



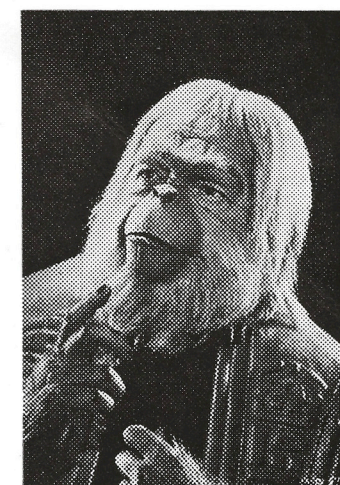
Charlton Heston plays an astronaut of the future who force-lands on a nightmare world where the ape is the superior being and man is the hunted beast, in 20th-Fox's "Planet of the Apes".

**Block No. 11**



Lovely Linda Harrison plays an inferior species of human captured by civilised apes in the 20th Century-Fox adventure drama, "Planet of the Apes", starring Charlton Heston.

**Block No. 12**



Maurice Evans as he appears as Dr. Zaius, leader of a community of civilised apes who hunt human beings, in 20th Century-Fox's "Planet of the Apes".

**Block No. 13**

## Maurice Evans talks about his Ape Makeup

In "Planet of the Apes" actor Maurice Evans wears elaborate makeup in his role as the leader of the ape society—and Charlton Heston's enemy. Heston plays a U.S. astronaut stranded on an unidentified planet.

The fact that his own face will not be seen for even a minute during the two hours' running time of the costly screen venture does not annoy Evans.

"Wearing a makeup as complete as this has its advantages, he says. "You can look in the mirror and see a creature who is definitely not yourself. It's of great assistance to an actor to be able to depict a character without having to show his own face. If you'll excuse a pun, it helps me get under the skin of the character I portray".

Evans concedes that a peripheral benefit accrued to him, Kim Hunter, Roddy McDowall and James Whitmore, all of whom also appear only in ape disguise. "We could stay out late at night, have a few extra drinks—and you could not see the bags under our eyes".

While Evans' makeup took almost four hours to apply, he says the toughest part of the ordeal was its removal at night

towards the end of the average 14 hour work day.

"The stuff was applied with a special spirit gum. It had a great deal of concentrated alcohol as its base, and this is very astringent to the skin. It sets hard and can be removed only with acetone. It required about an hour to remove it—and by the time they finished I had usually inhaled so much of the 180 proof alcohol that I had a buzz on!"

An Englishman who has been a U.S. citizen for many decades and served with American forces during World War II Evans thinks "Planet of the Apes" may be a landmark American film.

"It is in the tradition of Jonathan Swift", he remarks. "It has something to say, and says it in an unusual way. But at the same time, like 'Gulliver's Travels', it must sustain itself as a straight entertainment adventure. That's quite a challenge, but I think we've succeeded".

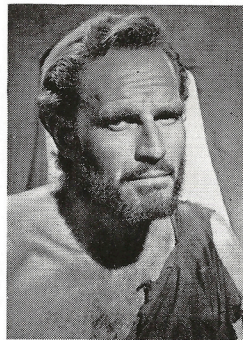




Charlton Heston as an astronaut captured by civilised Apes in 20th Century-Fox's "Planet of the Apes" makes a desperate attempt to escape from his Ape guards in this scene from the film.  
**Block No. 14**

**Editorial Blocks (65 screen) are FREE to newspapers. Ask the Editor to contact Publicity Dept. 20th Century-Fox, 31-32 Soho Square, London, W.1.**

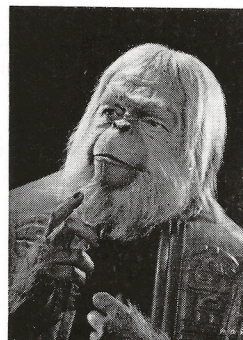
## STAR PORTRAIT STILLS



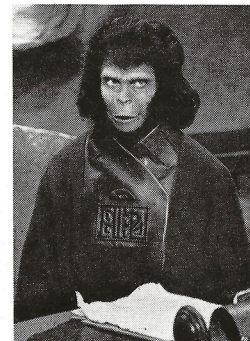
**STILL H  
COMMANDER  
TAYLOR**



**STILL I  
NOVA**



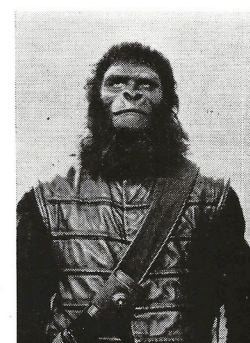
**STILL J  
DR. ZAIUS**



**STILL K  
DR. ZIRA**

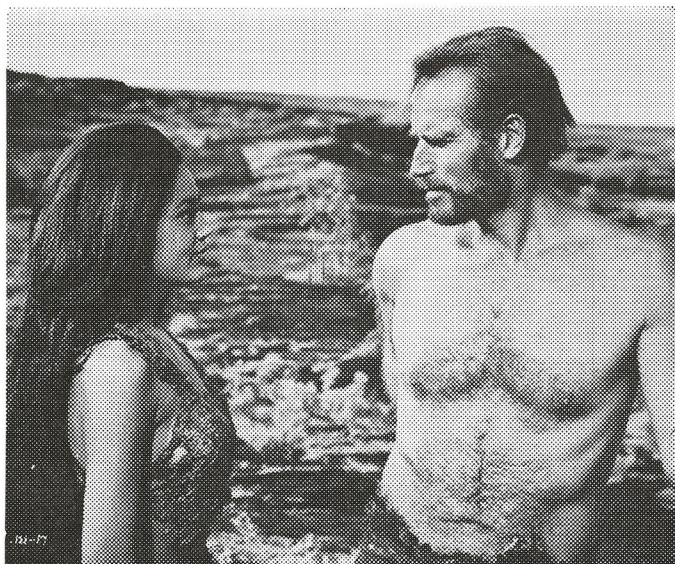


**STILL L  
CORNELIUS**



**STILL M  
MARCUS**

Shown above are six star portrait stills ideal for use in your foyer displays and in conjunction with the wording as used on the teaser advertisements shown on the exploitation page. Order direct from National Screen Service, quoting the letter under each still. Size 11" x 14", price 3/- each.



Charlton Heston and Linda Harrison play humans captured by civilised apes in the 20th Century-Fox drama, "Planet of the Apes". Co-starring in the Arthur P. Jacobs production are Roddy McDowall, Maurice Evans, Kim Hunter, James Whitmore and James Daly.  
**Block No. 15**

## POSTERS



**QUAD POSTERS**

**3/6 each**

### STILLS

10 in. x 8 in. COLOURED STILLS 9/- per set of 8.

**STAR PORTRAITS** 22 in. x 28 in. enlargements of CHARLTON HESTON, LINDA HARRISON and MAURICE EVANS (as Ape). Black and White 14/6 each. Coloured 42/6 each.

### PAPER SERVIETTES

Overprinted with 4" d/c ad. block, together with Theatre name, playdate and times of showing.  
2 gns. per 1,000

### MILK BOTTLE COLLARS

Overprinted with 3" s/c ad. block, together with Theatre name, playdate and times of showing and name of local dairy.

30/- per 1,000

### PAPER BAGS

Overprinted with 4" d/c block, together with Theatre name, playdate and times of showing.

30/- per 1,000

### TRAILERS

Order your Trailer direct from **NATIONAL SCREEN SERVICE LIMITED, 15 WADSWORTH ROAD, PERIVALE, MIDDX.** SEE SPECIAL ANNOUNCEMENT ON EXPLOITATION PAGE.

### SPECIAL NOTE

All Ad. Sales material (except Editorial blocks and newspaper throwaways) should be ordered from: **Ad. Sales Dept., National Screen Service Ltd., 15 Wadsworth Road, Perivale, Middlesex.**

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