



**The King of Promotions
from The King of Jeans**

Sedgefield Jeans King Kong Promotion

Sedgefield jeans and Paramount Pictures are joining forces to provide you with one of the most unusual and spectacular promotions ever.

The promotion is built around Paramount's release of the epic film KING KONG, which is hailed as one of the greatest productions ever.

You and Sedgefield will be exploiting the nationwide publicity with an in-store promotion featuring KING KONG — the King of Movies and SEDGEFIELD — the King of Jeans.

As part of the promotion, we will be offering your customers truly unique premiums with the purchase of any pair of Sedgefield jeans, including an absolutely hair-raising key chain that contains nothing less than an actual lock of hair from the gargantuan King Kong created for the new film.

The hair comes enclosed in a see-through, sealed locket together with a miniature movie poster of King Kong and a certificate of authentication.

It's perfect for attaching to jeans, carrying in the pocket with keys, or worn around the neck as a startling conversation maker.

In addition, we're providing full-size, full color movie posters of King Kong in the most breathtaking scene of the movie.

The promotion will be launched to coincide with the film's release.

Every time Paramount tells its story in advertising you will be getting some of the benefit.

And Sedgefield is also providing a comprehensive co-op advertising program to direct enthusiasm to your jeans department.

The King Kong Promotion Kit will tell you all you need to know, and our program includes all you need to merchandise the promotions:

Sample newspaper ads.

Radio commercial.

Counter cards.

Posters.

In-store and window display merchandising ideas.

Local media tie-ins.

Movie posters and free-standing

King-Kong display pieces.

Movie trailer.

And much more.

King Kong and Sedgefield are going to beat the pants off of other jeans manufacturers this holiday season.

And we want you to be part of the King of Promotions.

Sedgefield[®]
With the **Built-in Edge.**

Merchandising S

In addition to the promotional pieces contained in your King Kong promotional kit, you may want to use some of the following suggestions to build increased excitement and traffic.

1. Sedgefield will provide a Paramount Pictures 3½ minute movie trailer* of KING KONG looped for continuous playing with a Sedgefield jeans commercial spliced on the end. The film comes in a cassette form for use on your existing equipment or a projection unit which Sedgefield can help you obtain.

This is an ideal moving display for use within the jeans department or as part of a window display.

2. Lend more fun to the promotion by cutting out giant footprints of King Kong and place them on the floor leading from store entrances to the jeans promotion areas. "Follow King Kong's foot prints to the King of Jeans."



3. Dress up a salesperson in an ape costume. He or she can circulate through the store, and can hand out flyers with information about the promotion.

4. King Kong can visit with Santa and the kids for added impact. We can help advise you where to find ape costume rentals.

5. Set up picture taking event. Photograph kids with the dressed up gorilla. Kids would be required to present a "picture pass" received after purchase of Sedgefield jeans.

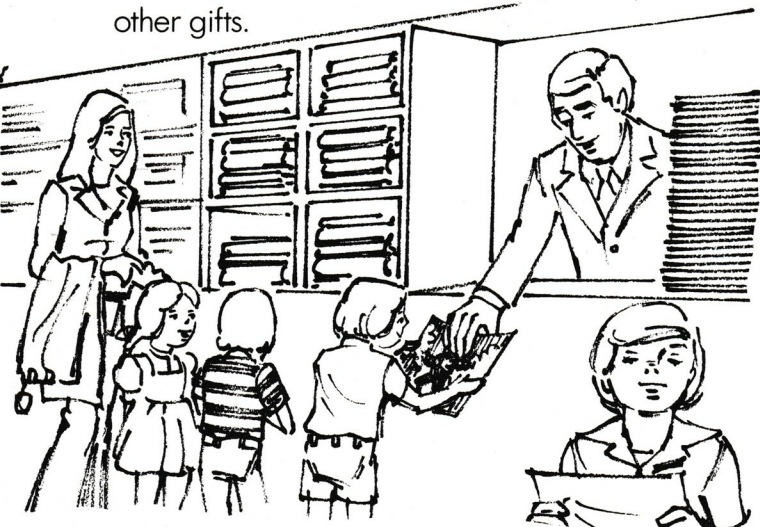
uggestions for King

6. Create a lush jungle setting as a backdrop for jeans displays, counter cards, and premiums. Ideal for either jeans department or window.



7. Give youngsters who purchase Sedgefield jeans a special King Kong drawing suitable for coloring. Display examples of colored drawings around the jeans area to excite the kids.

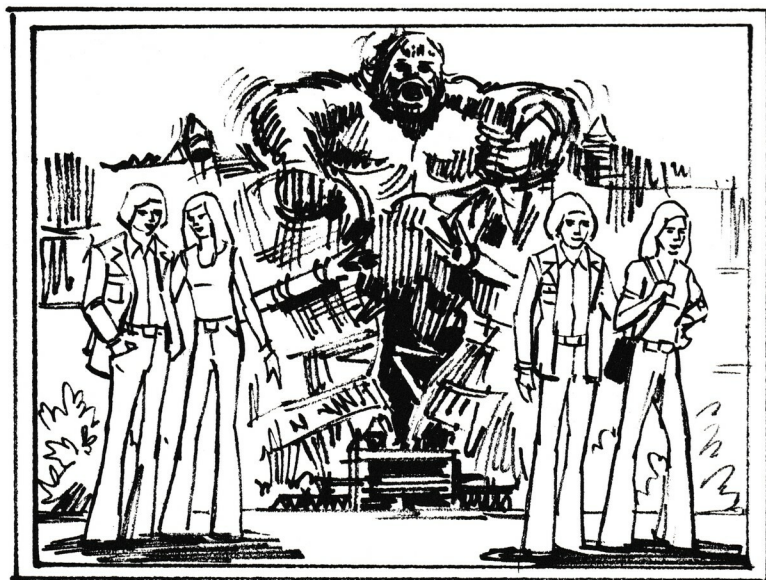
If you wish, you may want to sponsor a coloring contest and award Sedgefield jeans or other gifts.



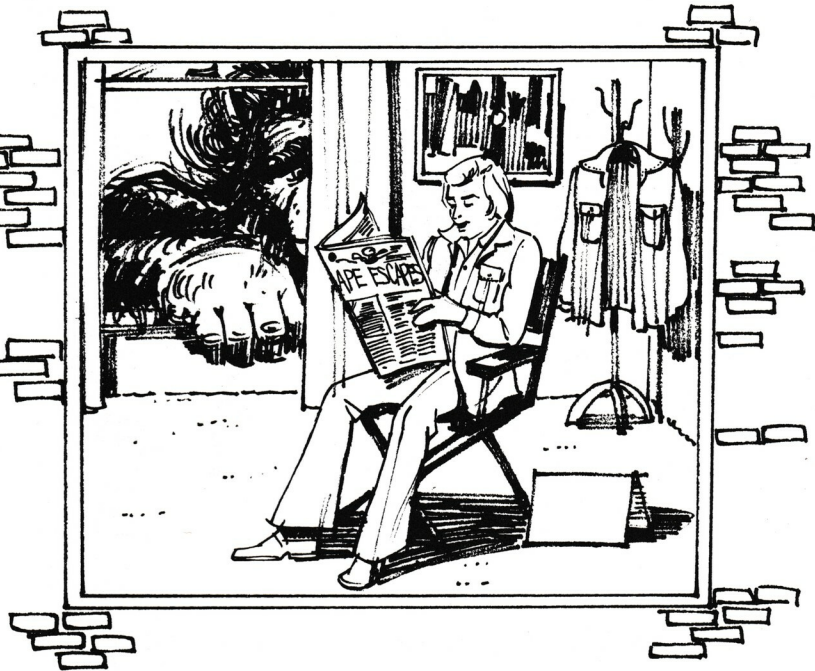
8. Set up a King Kong cut out* — the 10 foot kind used in front of movie theatres — in display area or windows.



9. Order King Kong slides* and use them in lieu of or in addition to film trailer for impressive window or promotional area display.



Kong Promotion.



10. Invite on air participation of local radio disc jockeys. Request free plugs in exchange for a commercial schedule or other considerations. Or offer them free jeans, key chains and/or posters for use as station giveaways in return for free on-air plugs.

A disc jockey can also do a remote broadcast from jeans department with a "King of Records" theme.

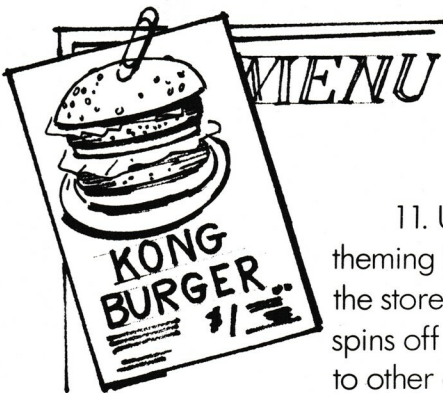
Example: Add menu items at luncheon counter or snack bar carrying King Kong theming:
The "Kong-Size" burger.
The "King Kong Cone."



12. Here's a big idea for the college campus. Run a "King Kong Look-Alike" contest for fraternity houses or other campus groups. The members of the group will probably fall all over themselves entering each other. Award Sedgfield jeans as prizes.



*NOTE: Special order form for merchandising paraphernalia enclosed.



11. Use King Kong theming in other parts of the store so promotion spins off added excitement to other departments.

Suggested Newspaper Copy

Headlines:

**"GET A PIECE OF KING KONG
WITH THE KING OF JEANS!"**

**"FREE KING KONG KEY CHAIN
AND POSTER OFFER
FROM SEDGEFIELD JEANS!"**

**"FREE! HAIR FROM KING KONG!
WITH EVERY PAIR OF SEDGEFIELD JEANS!"**

**"FREE HAIR FROM KING KONG
NOW AT (STORE NAME)!"**

**"GET YOUR SHARE OF KING KONG
AT (STORE NAME)!"**

Now at (STORE NAME).

For as long as they last.

Key chains containing the actual hair of King Kong from Paramount Picture's epic film release. It's sure to become a collector's item.

Or giant full color movie posters of King Kong in action.

And one of them is yours for free when you buy a pair of the King of Jeans.

Sedgefield Do-Nothing® Denim with Sanfor-Set.*

100% cotton denim jeans without "jeans problems."

Sedgefield jeans won't shrink out-of-size.

Don't need ironing.

Start out much softer.

And come in the "most wanted" styles.

The greatest jeans ever.

The greatest key chain and posters ever.

Hurry.

*Trademark of the Sanforized Company.

(STORE NAME)

Suggested Radio Copy

STATION ANNOUNCER, LIVE:

You can have your very own piece of King Kong. A lock of hair...the actual hair from the giant gorilla in Paramount Pictures spectacular new film release. It comes in a striking key chain and with a certificate that shows the hair is really from King Kong. Well, for a limited time...and while they last, you can get your piece of King Kong or a giant poster of King Kong in action from (STORE NAME) when you buy a pair of the King of Jeans...Sedgefield.

Sedgefield jeans are the great looking 100% cotton denim jeans without the "jeans problems." Sedgefield jeans have Sanfor-Set.* So they won't shrink out-of-size. Don't need ironing. Start out much, much softer. And come in the styles you love most.

All you do is come to (STORE NAME), buy Sedgefield, the King of Jeans and you get your free King Kong key chain...or giant, full color movie poster of King Kong in action.

But remember, we only have so many key chains and posters to give out. So first come, first served.

Get a piece of King Kong when you buy Sedgefield...the King of Jeans...at (STORE NAME).

Key Chain Press Release

(Send to movie editors of local and college newspapers).

FOR IMMEDIATE RELEASE

(STORE NAME) OFFERS KING KONG'S HAIR.

He may not be the handsomest movie star in Hollywood history, but he is surely the biggest and hairiest, and is a star in his own right, according to Producer Dino De Laurentiis.

He is King Kong, the greatest movie monster of them all. He stands 40 feet tall. He's covered with 2500 pounds of hair. And (STORE

NAME) is offering a lock of that hair as part of a King Kong promotion run jointly with Paramount Pictures and Sedgfield jeans.

The hair is contained in a keychain that (STORE NAME) will give to its customers who purchase Sedgfield jeans during the promotion period (DATES). The keychain also contains a miniature illustration of the giant Kong perched atop New York's World Trade Center. It is accompanied by a certificate of authenticity which affirms that the hair is taken from the mechanical star of the Paramount release, "King Kong." The film is scheduled to open soon in this city.

King Kong wasn't even born a year ago. But he was in the minds of Carlo Rambaldi and Glen Robinson who had been hired by De Laurentiis to come up with a mechanical monster big enough to fill the screen in a multi-million dollar contemporary version of the classic story of beauty and the beast.

Discussion among Rambaldi, Robinson and the producer led to an agreement that Kong had to be monster size and mechanical, having moving arms and legs.

The dimensions of Kong are staggering. He weighs 6½ tons. His skeleton is metal, mostly aluminum. His inside contains 3100 feet of

hydraulic hose and 4500 feet of electrical wiring. His chest is 20 feet wide and his arm span is 20 feet.

He is fully functional, the first such creature conceived by Hollywood. His arms can move in sixteen different directions. He can walk and turn at the waist. His eyes and mouth move. He is a very human monster, terrifying when aroused but with the soul of a romantic lover.

But King Kong could not go naked into the world and Michael Dino, a famous custom wig maker, was hired to cover Kong.

First, he came up with thirty-four samples of various kinds of hair. While doing this he visited zoos to get an idea of how gorillas looked. Next a hundred people began the painstaking process of weaving the strands of the selected hair into four kinds of netting, a job that took months. When the hair was secured into hundreds of panels, each was then glued on huge pieces of latex which in turn were glued on a plastic mold that covered the metal frame.

And suddenly, it was done, and Kong took life.

Now that the movie has been completed, a lot of people will be able to get a sample of the actual hair used in the making of Kong.

Promotion Rules

1. Premium and promotional materials may be used only in conjunction with the promotion of Sedgfield products.

2. Total number (units) of all premium items combined cannot exceed anticipated unit sales of Sedgfield products during the promotional period.

3. All premium and promotional support items may be ordered only on the enclosed forms. All requested information must be provided. Incomplete order forms will be returned to you. Forms should be sent to:

The Advertising Department
Sedgfield Sportswear Co.
Suite 627
350 Fifth Avenue
New York, N.Y. 10001

4. A store must promote the concept to qualify for this offer.

5. Premium items must be given to consumers as gifts; they may not be sold. Gifts may be offered to, for example,

- a) The first 500 Sedgfield customers.
- b) The first 10 Sedgfield customers each day.
- c) Any Sedgfield customer who brings in a coupon (from a newspaper ad).
- d) All Sedgfield customers (while the supply lasts), or by a similar method of your devising.

6. Premium items will be given to the stores at no cost. There is a charge, however, for some of the promotional items.

7. These guidelines apply to use of the King

Kong name and artwork in advertising and promotional efforts:

- a) When referring to the film, its name must appear in all capital letters (KING KONG) or in quotation marks ("King Kong"). When referring to the character, these forms are not necessary.
- b) When King Kong art work is used it must be protected by this line:
Copyright ©1976 by Paramount Pictures Corporation. All rights reserved.
- c) The film is not to be referred to as a Paramount production. It is a Paramount release. This language is correct:
... KING KONG, Paramount release ...
... the epic film KING KONG, released by Paramount Pictures ...
... Paramount Pictures epic film release KING KONG ...

FLASH

R K O
RADIO
PICTURES

VOL. 1—NO. 1

1952

KING KONG MIGHTY MONSTER EIGHTH WONDER OF THE WORLD!



TERROR comes to New York City in the strangest story ever conceived by man. This is an adventure to make you wonder if it is true, while your very eyes convince you that it is! A Monster of creation's dawn loosed on our world today. Even the Atomic Age will thrill to the mighty monarch of all thrill melodramas.

"KING KONG," SCREEN'S FABULOUS MONSTER RETURNS TO THRILL AUDIENCES AGAIN

"King Kong"!

Who is he? What is he? How were the scenes of so great and terrifying an imaginary monster made to appear so realistic? These and a hundred other questions are asked by persons when they hear that "King Kong", the sensation of several years ago, returns to the screen in a re-enactment of his exploits with Fay Wray, Robert Armstrong and Bruce Cabot as his human contrasts.

How did Merian C. Cooper and Ernest B. Schoedsack, the producers of this RKO Radio picture, so skillfully maneuver "King Kong", tall as a four story building, into scenes on the streets of New York, to say nothing of his jungle combats with other giant prehistoric creatures? On this point the producers are silent, allowing their production miracle to speak for itself. The method used to depict "King Kong" climbing the Empire State Building tower with Fay Wray in the palm of his

hand is perhaps the most intriguing of their methods that baffle solution.

However, "King Kong" does not ride to public favor simply because of camera or production technique. While he definitely is a novel star, the chief claim to fame is that he is a "thriller's thriller". In other words, "Dracula", "Frankenstein's Monster", and other creepy characters of the past, actually tremble at the mere mention of "King Kong", who would totally ignore such fancy-pants shenanigans as werewolves, spooks and what have you.

Imagine a giant ape, a lovely but frightened girl of whom he is enamoured lying at his great feet, making his last stand against civilized man from atop the tallest building in the world!

Said to be stranger than any fiction ever written and more fantastic than the wildest dream, "King Kong" is truly the Eighth Wonder Of The World!

SENSATIONAL THRILL TO STARTLE MILLIONS

"King Kong" Returns
In Amazing
Screen Classic

When the primitive mastodonic ape, "King Kong," made his debut in the spectacular imaginative motion picture of that name a few years ago to crash to a spectacular death from the highest building in New York after finally releasing a beautiful girl to her rescuers, audiences all over the world gasped at the daring conception which made a studio "prop" a thing of such realistic animation.

"King Kong" now returns to the screen after a retirement of several years to thrill the public again, as vigorous and awe-inspiring as ever. All the technical skill and resources which motion pictures can command were called into play to create the many imaginative scenes in the epic Merian C. Cooper and Ernest B. Schoedsack production featuring Fay Wray, Robert Armstrong and Bruce Cabot. "King Kong" and the other pre-historic animals, made to perform in mammoth size by the clever technical methods of the producers and their staffs amazed all beholders of this highly popular picture. Not only was the ape shown in fifty-foot stature, but also, in corresponding proportions, such monsters of past eons as a tyrannosaurus, giant sea serpents, huge pterodactyls or flying reptiles, and a brontosaurus.

The unique film was produced from a story conceived by Merian C. Cooper and the late Edgar Wallace, and was personally directed by Cooper and Ernest B. Schoedsack, with Willis J. O'Brien as Chief Technician. David O. Selznick was Executive Producer.

GIGANTIC "KING KONG" FASCINATED BY BEAUTY

The strangest role ever assigned a woman is portrayed by Fay Wray in RKO Radio's imperishable "King Kong," which currently returns to the screen after its sensational success of former runs.

Miss Wray is captured in the jungle by a giant ape, fifty feet tall, and while it holds her between its fingers as a boy would clasp a captured beetle, the gigantic thing becomes spellbound by her loveliness. Her struggles to escape from the monster, who apparently is willing to destroy the world for her protection, form the production's incredibly adventurous background.

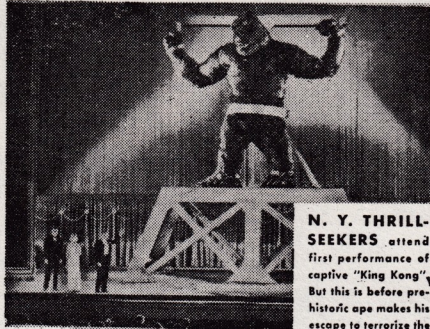
A MONSTER OF CREATION'S DAWN



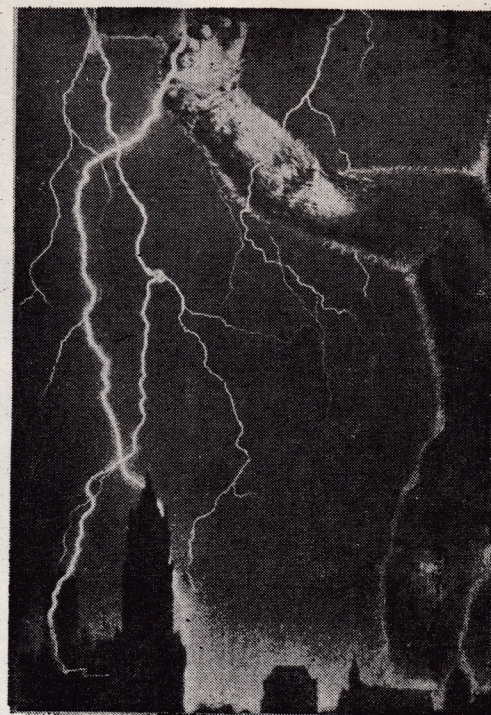
ESCAPE CUT OFF by King Kong, Bruce Cabot and Fay Wray find themselves slowly drawn to top of the cliff by the giant ape hungrily seeking its prey. This is one of the tense moments in this mighty screen thriller.



WARNING is given New York police Inspector, by Bruce Cabot and Robert Armstrong. The mighty ape is loose on the city's streets and wrecking havoc in his frantic search for Fay Wray.

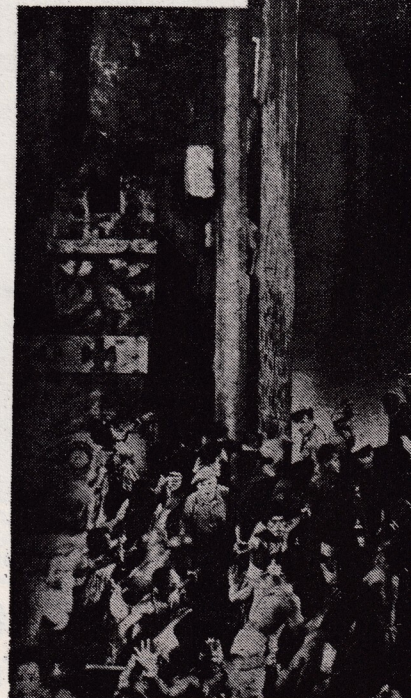


N. Y. THRILL-SEEKERS attend first performance of captive "King Kong". But this is before prehistoric ape makes his escape to terrorize the city.



DEFY DEATH. Fay Wray and Bruce Cabot match their wits against the cunning and strength of a giant ape, in "King Kong", RKO Radio Pictures imaginative adventure thriller which is again re-presented with Miss Wray, Cabot and Robert Armstrong in featured roles.

SCOURGE OF A STRICKEN CITY, King Kong towers above the New York skyline as millions flee for their lives from the love-sick monster frantically searching for beautiful Fay Wray.



FROM BEHIND THE HUGE WALL comes King Kong, seeking his beautiful prize, as natives flee in panic from the gigantic prehistoric ape. For years Kong has been kept back of the wall, but now, with the beautiful Fay Wray stolen from him, he breaks through the massive door and emerges. This is one of the truly great thrills of all time!

LOOSED ON OUR WORLD TODAY!



FEAR shows on the faces of Bruce Cabot, Fay Wray and Robert Armstrong as they watch the approach of the mighty monster, King Kong, from whom they are hiding. Offered-up as a sacrifice by the natives, to Kong, Fay is rescued by Cabot, but the giant ape seeks to prevent their flight to safety.



THE LAST STAND against civilized man, from atop the tallest building in the world, The Empire State, is made by Mighty Monster King Kong, with blonde Fay Wray at his feet as fighter planes seek to shoot him down.



LOVE ATOP THE WORLD is a fitting climax to this thrilling motion picture, as Fay Wray and Bruce Cabot peer down at the gaping crowds from the tower of New York's Empire State Building after the conquest of "King Kong".

MOST AMAZING SHOW ON ANY SCREEN

STAFF ARTIST'S CONCEPTION OF THE FATAL NIGHT!



ON A RAMPAGE IN NEW YORK! A giant fifty-foot ape brought from a tropic isle, wages an epic battle with civilization in "King Kong," one of the most thrilling scenes in the amazing film represented by RKO Radio Pictures.

MONSTROUS "KING KONG" TERRORIZES METROPOLIS

Kong, immense prehistoric ape who is the menace in the fantastic RKO Radio re-release, "King Kong," featuring Fay Wray, Robert Armstrong and Bruce Cabot, is one of the most terrifying villains that ever made a cameraman shudder. Certainly he is the largest.

He is fifty feet tall. His tread shakes the earth, and his hands are capable of crushing an airplane to matchwood. His strength had flourished since before man was born and he ruled, by the right of might, a lost island that had been left behind in the windy track of the centuries. But the thing that bewildered Kong, king of his realm, was the never-before experienced emotion of tenderness that thrilled him when he saw Beauty for the first time in the form of a blonde white woman. It led him into battle with prehistoric monsters for her and it led him to his doom when he tried to lay New York low, in the climactic scene of the fantastic Merian C. Cooper-Ernest B. Schoedsack production.

FABULOUS MONSTER'S END

Don Quixote tilted at windmills for a gallantly lost cause and in "King Kong" a skyscraper giant—a prehistoric ape of tremendous size—tilts at a squadron of bombing airplanes from a precarious perch atop a thousand foot New York building—and loses "King Kong." RKO Radio's amazing re-release featuring Fay Wray, Robert Armstrong and Bruce Cabot returns to the screen as the most imaginative of Merian C. Cooper and Ernest B. Schoedsack films.



DEATH IN THE JUNGLE is the fate of these intrepid sailors at the hands of "King Kong", the mighty monster, in this terrifying scene from the famed screen epic which features Fay Wray, Bruce Cabot and Robert Armstrong.



ATTACK by "King Kong", ignoring bullets of sailors and gas bomb in hands of Robert Armstrong, is one of tense scenes in the thrilling "King Kong" motion picture.

Ripley's® **Believe It or Not!**

BEAM

SERVING THE UNITED TASTES OF AMERICA FOR 181 YEARS

FROM 1795 TO TODAY—

*SIX GENERATIONS OF THE BEAM FAMILY
HAVE BEEN MAKING THE WORLD'S FINEST BOURBON.*



KING KONG
IS THE LARGEST MONSTER
EVER MADE FOR A MOVIE!

FORTY FEET TALL AND WEIGHING 6½ TONS,
HE STARS IN THE NEW DINO DE LAURENTIIS'
PRODUCTION OF "KING KONG," DISTRIBUTED
BY PARAMOUNT PICTURES! THE NEW "KING
KONG" WILL OPEN IN 1,000 THEATRES
NATIONWIDE, ON **DECEMBER 17, 1976!**

THE ORIGINAL VERSION OF
"KING KONG" WAS
THE FIRST MOVIE
EVER TO PLAY RADIO CITY MUSIC
HALL, IN NEW YORK CITY, WHEN IT
OPENED ON THURSDAY, MARCH 2, 1933!

JIM BEAM
THE WORLD'S FINEST BOURBON
KENTUCKY STRAIGHT
BOURBON WHISKEY
Distilled and bottled by
JAMES B. BEAM DISTILLING CO.
CLERMONT, BEAM
KENTUCKY
Highly Proof
NONE GENUINE WITHOUT MY SIGNATURE
James B. Beam
DISTILLERS SINCE 1795
COPYRIGHT 1976 REG. U.S. PAT. OFF.



King Kong

[Store Name]

★★★★★
FINALLY

News Daily

Weather:
Chance of falling
gorillas, then clearing.

Volume 1, No. LXXVIII

New York, N.Y.

Limited Edition

GORILLA GOES APE!

Ire Linked To Desire For Sedgfield Jeans



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Sedgfield Offers "Kong's Hair" as Tribute.

New York (APE)—With the eyes of the world upon King Kong, star of Paramount Pictures epic new film release, a highly placed source close to Kong today revealed the possible reason for his destructive rampage.

In an exclusive interview held atop the twin towers of the World Trade Center, it was suggested that Kong's misbehavior was tied to his inability to find a pair of Sedgfield jeans large enough to fit his mammoth proportions.

"It's not fair," the source said, "when the King of Gorillas can't get a pair of the King of Jeans."

"Sedgfield Do-Nothing® jeans with Sanfor-Set® would have been just perfect for Kong. They're natural 100% cotton, won't shrink out of size, don't need ironing and start out soft. Plus they come in style after style."

"Kong liked that," he added.

Shortly after hearing the explanation, Sedgfield disclosed a free offer of King Kong's hair as a tribute to the "ultimate consumer."

A lock of Kong's hair comes in a key chain with a certificate proving it's from the actual King Kong used in the film. It's

a real collector's item.

The key chain, or full-size, full color movie posters of Kong in action, are being offered for a limited time at participating stores. They're free with the purchase of a pair of Sedgfield jeans.

Robert Lukey, spokesman for Sedgfield jeans, was visibly humbled by Kong's unsuccessful quest for his company's product.

"It saddens me to think," he lamented, "that Kong may have been dying to get a pair of our jeans."

"Well, that's show biz," he added philosophically.

Sedgfield has set up a special toll free number where people of all sizes can locate Sedgfield jeans and memorial key chains.

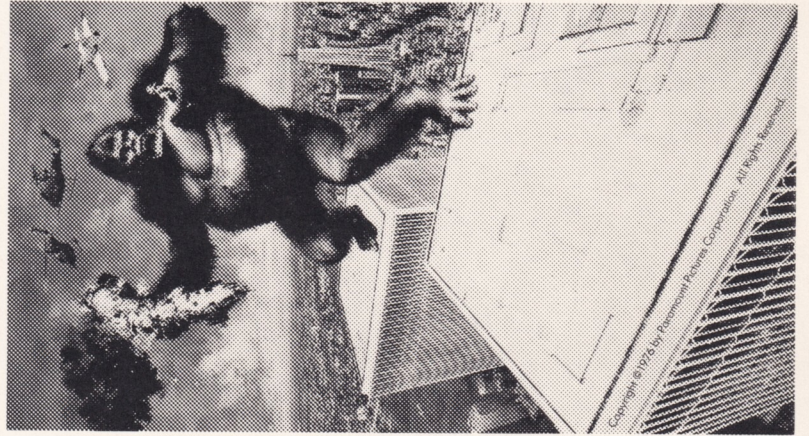
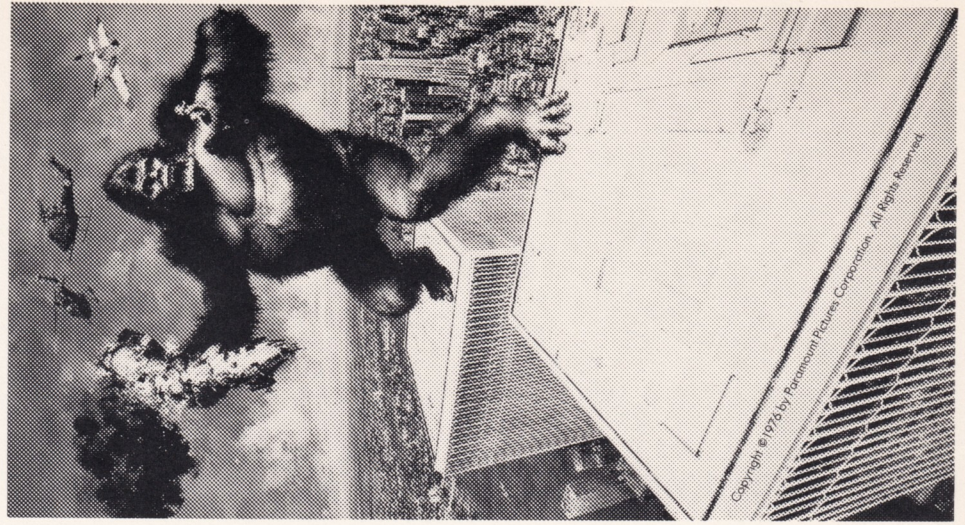
Just dial 800 843-3343. Or dial 800 T-H-E E-D-G-E.

*Trademark of the Sanforized Co.

sedgfield
With the Built-in Edge.



Sedgfield jeans offers free "hairy" Key Chain as tribute. Call 800 843-3343 to find out where.



Kong News



NUMBER 1, AUGUST 1976 • NEW YORK, N.Y. & HOLLYWOOD, CALIF. • PARAMOUNT PICTURES

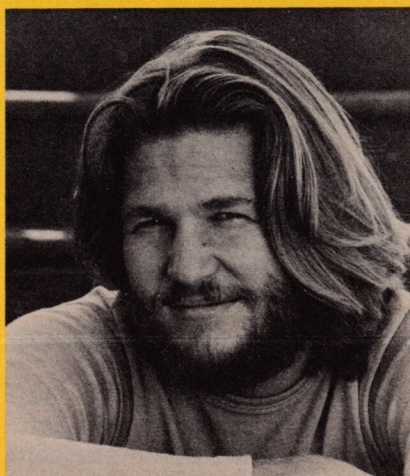
Production proceeds 'full-steam ahead' as King Kong excitement takes hold!

The "King Kong" excitement has begun.

The multi-million dollar epic adventure tale promises to be the most spectacular motion picture of all time. Dino De Laurentiis and Paramount Pictures are forging full-steam ahead on exotic locations throughout the world, creating an epic film on a gigantic scale.

De Laurentiis has recruited 200 craftsmen from every corner of the world to devise the special effects that will bring "King Kong" thundering across the screen. A gigantic monster has been built, towering 50 feet tall, able to cover 15 feet in a single stride and weighing as much as five hundred men. Its mechanical operation has been kept a closely-guarded secret, but it is a stunning technical achievement. When "King Kong" scales the massive World Trade Center twin towers in the film's climactic moments, it will be a supreme screen sequence, breath-taking in its daring.

Filming began on the incredible north coast of Kauai in Hawaii, with its dramatic cliffs and isolated, thickly-foliaged jungle. It was here that the film's first dramatic moment—the blow-up of a yacht—was staged. Over 120 technicians and actors participated on the harrowing seas to capture the scene on film. From there filming continued on the fog-drenched islands, accessible only by boat, where the legendary monster lives. Four helicopters



Jeff Bridges

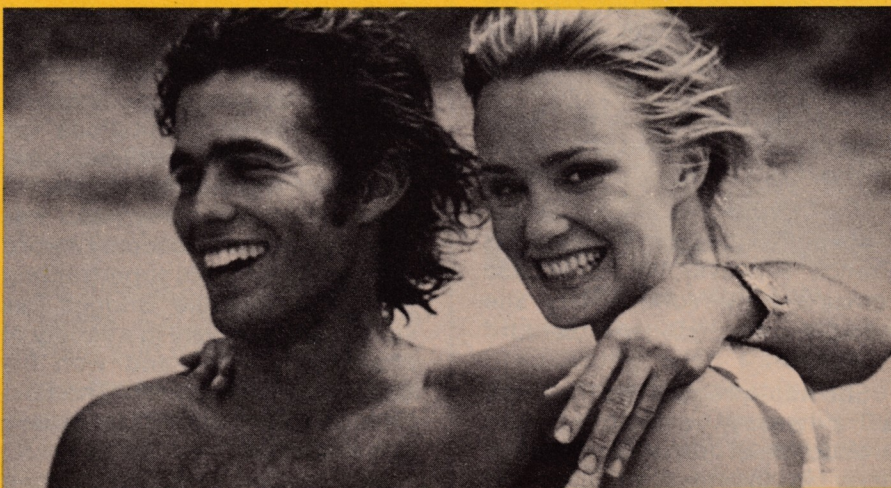
were employed to transport two tons of equipment and the principal cast and crew members to the lush but desolate island. Six fog-making machines were invented to create the mysterious aura of Kong's habitat.

The treacherous Hawaiian surf

added a real-life element of danger to the production. Trade winds pushed waves to heights of 12 feet, lashing at the shores...and the cast and crew. The dense clouds enveloping the valleys added just the perfect feel to these islands. One could almost sense the awesome Kong living here in the fog-entrenched, isolated world.

It is among these islands that the pursuit of "King Kong" begins. Thousands of extras were employed for the stirring sequence where new actress Jessica Lange is offered to Kong during an exotic native ritual. The monster snatches her and brings her further and further into the dense jungles. Despite his massive size and strength, he is gentle with her, protecting her against the other monsters in the tropical forests.

(Continued on page 4)



Executive Producer Federico De Laurentiis and Jessica Lange.

Worldwide talent search undertaken to cast leads for "King Kong!"

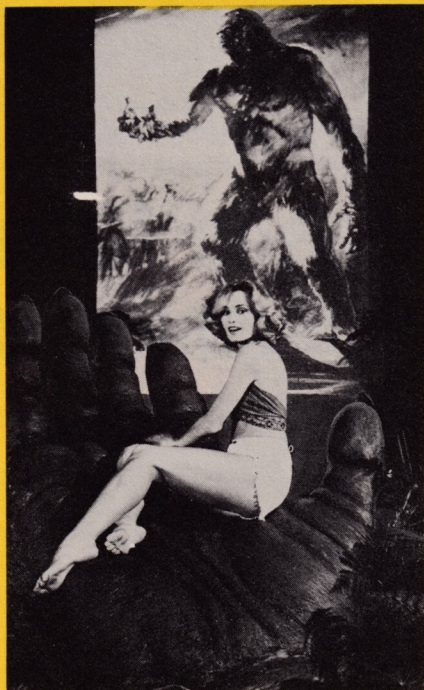
A brilliant young cast is bringing "King Kong" to cinematic life. Dino De Laurentiis, one of the world's great producers and showmen, launched an extensive worldwide search for a new leading actress to portray Dwan, the young woman for whom "King Kong" risks his own life. It is for her that Kong battles atop the World Trade Center against Sabre jets.

The exhaustive search among eligible young beauties ended when top New York model Jessica Lange flew to the West Coast on two hours' notice for an interview. After a screen test, the role was hers. De Laurentiis has so much confidence in the young actress that he has signed her for a seven-year contract. Her role in "King Kong" is bound to make her a star, and De Laurentiis has pulled out all the publicity stops in the great tradition of Hollywood's golden age to create an exciting new screen personality in the tradition of Marilyn Monroe and Kim Novak.

A native of Minnesota—"We moved so often I practically lived in every small town in the state"—Jessica attended the University of Minnesota and then went to Paris for two years to study mime. On her return to New York, Jessica studied dance and performed briefly with a small modern dance group. But her lyrical beauty made her a natural for modeling, also, which she saw as one promising route to becoming an actress. She studied acting before returning to Paris as a model.

Her lengthy stays in Paris helped her become fluent in French. However, her home base remains New York, a city she adores for its pace and "madness."

She was introduced to the press at a party launching the production of "King Kong" with a party in the best traditions of Hollywood. The first glimpse the



Jessica Lange on Kong's palm.

press and public had of her was rising from a huge trap door lounging seductively in the palm of Kong himself, the arm stretching 40 feet. It was quite an entrance. You'll be hearing a great deal about this beautiful young actress in the months to come.

Jeff Bridges and Charles Grodin, two of Hollywood's most talented and respected young actors, were chosen for the major male roles in "King Kong." Bridges portrays a Princeton scientist who competes with Kong for Jessica Lange. Grodin is the young and ambitious oil executive in the contemporary version of the monster classic.

Jeff Bridges, only 26, has already won two Academy Award nominations for his superb acting skill. The versatile Bridges has scored impressively in a variety of challenging roles and won his Oscar nominations for "The Last Picture Show" and "Thunderbolt and Lightfoot."

For young Jeff, acting came naturally. His father, Lloyd

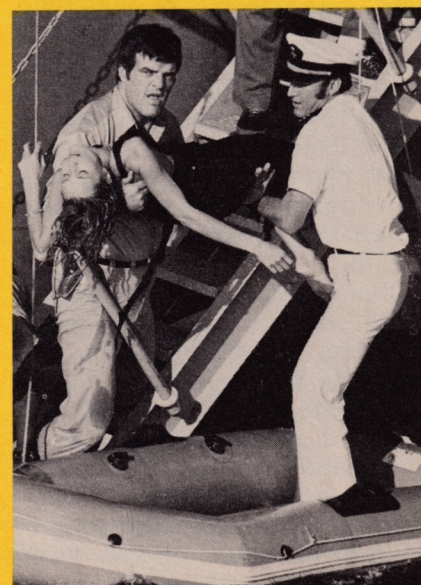
Bridges, and his older brother, Beau, are actors of stature in feature films and television.

Jeff made his professional acting debut in his father's celebrated, long-run television hit, "Sea Hunt" when he was 8 years old. His other major film appearances have been in "Fat City," "Lolly Madonna," "Bad Company," "The Last American Hero," "The Iceman Cometh," "Rancho Deluxe" and "Hearts of the West."

An avid guitar player, Bridges has composed more than 50 songs. One of them, "Lost in Space," he sang for the Quincy Jones soundtrack in the Dustin Hoffman-Mia Farrow film, "John and Mary." Jeff is a bachelor and lives in a remote section of Malibu.

Charles Grodin came to the chase of "King Kong" direct from his starring role with Ellen Burstyn in the smash Broadway comedy, "Same Time, Next Year." His stature as a major acting talent was confirmed in his memorable leading role in Neil Simon's film, "The Heartbreak Kid."

(Continued on page 3)



Jessica Lange is rescued from the sea by Jack O'Halloran and Ed Lauter, right.

Merchandising requests flood Paramount as King Kong marketing program begins!

To prepare for "King Kong's" arrival at theaters across America on Christmas, 1976, Paramount Pictures began work on marketing the super spectacle one year before its release.

The first announcement that there would be a contemporary version of the classic monster story was made in an advertisement taken in the New York Times the Sunday after Thanksgiving, 1975. A color poster of Kong atop the twin towers of New York's World Trade Center was offered free to anyone sending in a request.

The response was overwhelming. From every state in America, and as far away as South America and Germany came requests from lawyers, housewives, U.N. diplomats, children and doctors. Secretaries had to be hired at Paramount's corporate headquarters in New York's Gulf + Western Building to handle the 25,000 requests that came in the first three weeks after the ad was run.

This enthusiastic, favorable response to having Kong at the World Trade Center caused the screenplay to be revised and have the monster moved there from the Empire State Building for the film's thrilling finale.



But this also produced a counterreaction in fans of the Empire State Building. On a spring day in April, men dressed as gorillas paraded on the observatory there, protesting Kong's removal to the World Trade Center.

After Christmas, 1975, another ad was run in the New York Times, giving telephone numbers in New York and Los Angeles for anyone interested in licensing King Kong merchandise. The switchboards

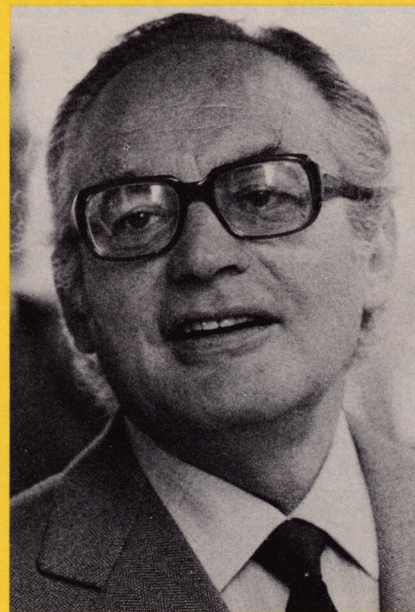
were inundated with calls. In the first hours there were 83 requests for marketing Kong t-shirts, and almost as many for putting Kong on everything from toothpaste and detergents to soft drinks and children's cereal.

De Laurentiis' daughter sparks Kong production

Dino De Laurentiis credits his young daughter, Francesca, for giving him the idea for remaking a contemporary version of the classic "King Kong."

When De Laurentiis moved his base of operations from Rome three years ago, Francesca decorated her room in the family's apartment with various movie posters, including one from the 1933 version of "King Kong."

Every morning at 7:30 when Dino would go to her room to awaken her for school, he would see Kong staring at him from the wall.



Dino De Laurentiis

Later, when De Laurentiis was discussing with Paramount executives the possibility of future projects, Dino, with the poster in mind, said he had a story he had always wanted to film: "King Kong."

Worldwide talent search

(Continued from page 2)

Much of Grodin's early professional work was done on the stage across the nation, appearing in more than 50 plays. On Broadway he did "Tchin-Tchin" and "Absence of a Cello." Appearing in many television shows, Grodin broke into feature films as Mia Farrow's young doctor in "Rosemary's Baby." He then portrayed the navigator in Mike Nichols' "Catch-22."

After "The Heartbreak Kid," he filmed "11 Harrow House" with Candice Bergen and James Mason. But his time remained

divided between film and the stage where he co-authored and directed off-Broadway the musical "Hooray, It's a Glorious Day and All That" and directed on Broadway the hit Renee Taylor-Joe Bologna comedy "Lovers and Other Strangers."

He directed the Broadway hit "Thieves" and co-stars in the film version with Marlo Thomas.

This exciting truimverate of top young talents is being directed in "King Kong" by John Guillermin. The screenplay is by Lorenzo Semple, Jr.



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King Kong

Paramount Pictures
and Dino De Laurentiis will
bring to you the most exciting
original motion picture event of all time



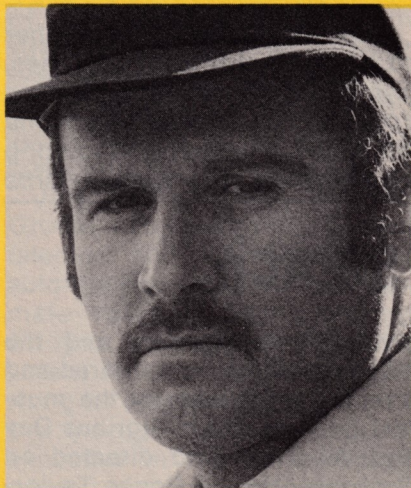
BULK RATE
U.S. POSTAGE
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PARAMOUNT
PICTURES CORP.

Gigantic team effort bringing Kong to life!

(Continued from page 1)

In the chase to recover the young woman from Kong are Jeff Bridges and Charles Grodin. They face incredible dangers, not only from Kong but from the forbidding elements of the forests. One memorable scene was filmed inside the base of an extinct volcano, a breathtaking vision with waterfalls cascading down the sides covered with lush, stark vegetation.

While the filming continued in Hawaii, skilled craftsmen back in Hollywood were putting finishing touches on the most complex sets ever designed for a film. So vast is the scope of "King Kong" that seven huge soundstages were needed to build the sets, including the biggest soundstage existing in Hollywood. This in addition to the filming on location that has been completed in Hawaii and which will continue in New York. Carpenters built scaffolding from which cameras



Charles Grodin

can record the enormous size and every angle of Kong, seamstresses worked on the costumes for hundreds of extras, plasterers made molds that will become the realistic rocks the humans crawl over to escape from the rampaging Kong, and skilled cameramen experimented for hours with the latest and most

advanced cinema photographic materials to bring "King Kong" brilliantly to the screen.

Everything has been carefully prepared for the massive production of "King Kong." Hundreds of intricate illustrations, called story boards, were drawn in the art department so that every scene was minutely designed and familiar to those working on the production. The enormous technical and logistical support unit consists of professional production managers and three camera units working simultaneously on land and sea; eight cameramen working concurrently in the various locations and full staffs in Hawaii, Hollywood and New York.

Overseeing the entire production is director John Guillermin, no stranger to large-scale productions ("The Towering Inferno"). The screenplay is by Lorenzo Semple, Jr.

You are invited to come see why "The Big Event" is The Big Event.

On Sunday, September 26th, at
7:30 PM, the street just outside
1 Gulf + Western Plaza
(Columbus Circle, B'way & 60th St.)
comes alive with stars, lights,
TV cameras and fashions, as
Paramount Pictures and the
National Broadcasting Company
Salute The New Film Season.

There will be a fashion show
with costumes from your favorite
movies. And there will be live
music.

Be a part of "The Big Event", hosted
by Lauren Bacall and Leonard Nimoy
as NBC's live television cameras
zoom in on 1 Gulf + Western Plaza.

Come to
"The Big Party"
and see:

Polly Bergen
Claire Bloom
Ingrid Boultong
Stockard Channing
Petula Clark
Bruce Dern
William Devane
Dino De Laurentiis
Robert Evans
Bob Fosse
John Frankenheimer
Jack Gilford
Ruth Gordon

Joel Grey
Dustin Hoffman
Garson Kanin
Marthe Keller
Jessica Lange
Sylvia Miles
Jack Nicholson
Marcel Ophuls
Valerie Perrine
Harold Pinter
John Schlesinger
Sam Spiegel
John Wayne

**It's all free...
it's all fun...
and it's all at
1 Gulf + Western Plaza
(Columbus Circle, B'way & 60th St.)
Sunday, September 26, 1976
at 7:30 PM**

"KING KONG"
National Television Schedule

ABC, CBS, NBC TV NETWORKS

21-30's

<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>HOMES</u>	<u>RTG.</u>
Sun	12/12	1-4pm	NFL Football (CBS)	10,210,000	14.3
		10-11pm	Delvecchio (CBS)	12,710,000	17.8
Mon	12/13	9-11pm	Young Pioneers (ABC)	14,065,000	19.7
Tue	12/14	9-10pm	Police Woman (NBC)	12,994,000	18.2
Thr	12/16	8-9pm	Gemini Man (NBC)	10,920,000	15.3
		10-11pm	Dick Van Dyke (NBC)	9,853,000	13.8
Fri	12/17	8-8:30pm	Sanford & Son (NBC)	17,207,000	24.1
		8-10pm	CBS Fri. Movie	12,210,000	17.1
		10-11pm	Gabe Kaplan (ABC)	13,780,000	19.3
Sat	12/18	TBA	NFL Playoff (CBS)	14,637,000	20.5
		9-11pm	NBC Sat. Movie	11,920,000	16.7
Sun	12/19	TBA	NFL Playoff (CBS)	18,278,000	25.6
		9-11pm	ABC Sun. Movie	14,710,000	20.6
Tue	12/21	9-10pm	Police Woman (NBC)	12,994,000	18.2
Wed	12/22	8-8:30pm	Good Times (CBS)	12,852,000	18.0
		8:30-10pm	NBC Wed. Movie of Week	11,709,000	16.4
		10-11pm	The Quest (NBC)	10,067,000	14.1
		10-11pm	Blue Knight (CBS)	12,495,000	17.5
Thr	12/23	8-9pm	Waltons (CBS)	14,850,000	20.8
Sat	12/25	8-9pm	Emergency (NBC)	11,638,000	16.3
		9:30-10pm	Bob Newhart (CBS)	11,852,000	16.6
TOTAL HOMES:				271,951,000	

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