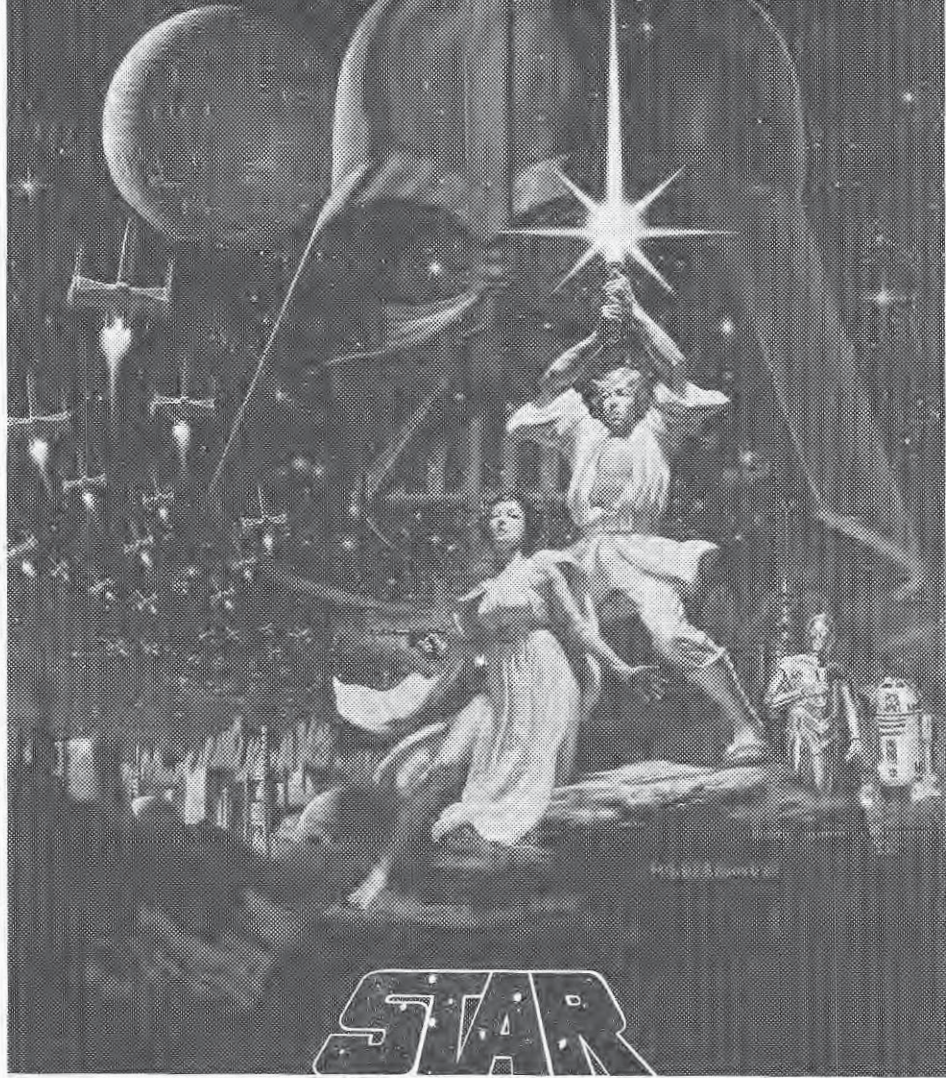


A long time ago
in a galaxy far, far away...



STAR WARS

©1977 Twentieth Century-Fox

TWENTIETH CENTURY-FOX Presents A LUCASFILM LTD PRODUCTION

STAR WARS

Starring MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS

Written and Directed by GEORGE LUCAS
Produced by GARY KURTZ
Music by JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE* TECHNICOLOR®

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE
SUITABLE FOR TEENAGERS

Original Motion Picture Soundtrack on 20th Century Records and Tapes

Making Films Sound Better
DOLBY SYSTEM
Noise Reduction - High Fidelity



PRESSTOCK



© 1976 20TH CENTURY-FOX.

PRINTED IN U.S.A.

302-B

3 col. X 133 lines (399 lines)
KNOWITALLJOE.COM

A long time ago in a galaxy far, far away...



TWENTIETH CENTURY-FOX Presents A LUCASFILM LTD. PRODUCTION **STAR WARS**
Starring **MARK HAMILL HARRISON FORD CARRIE FISHER**
PETER CUSHING
and
ALEC GUINNESS

STAR WARS

Written and Directed by **GEORGE LUCAS** Produced by **GARY KURTZ** Music by **JOHN WILLIAMS**



PANASONIC PRINTS BY DE LUXE TECHNICOLOR



Making Films Sound Better
DOLBY SYSTEM
Noise Reduction - High Fidelity

Original Motion Picture Soundtrack on 20th Century Records and Tapes

©1977 Twentieth Century-Fox

4 col. X 125 lines (500 lines)

401-B

Stereophonic Sound

ALL SEATS ALL TIMES \$ _____

70MM

70MM

ALL SEATS ALL TIMES \$ _____

KNOWITALLJOE.COM

A long time ago
in a galaxy far, far away..

© 1977
Twentieth Century-Fox

STAR WARS

TWENTIETH CENTURY-FOX Presents A LUCASFILM LTD. PRODUCTION
STAR WARS
Starring MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS
Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS
PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®

PG PARENTAL GUIDANCE SUGGESTED
Some Material May Be Inappropriate for Children Under 13

Original Motion Picture Soundtrack on 20th Century Records and Aquas

30th Anniversary
FOX

Making Films Sound Better
DOLBY SYSTEM
Noise Reduction - High Fidelity

204-B

2 col. X 100 lines (200 lines)

A long time ago in a galaxy far, far away...

TWENTIETH CENTURY-FOX Presents A LUCASFILM LTD. PRODUCTION STAR WARS
Starring MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS
Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS

PG PARENTAL GUIDANCE SUGGESTED
Some Material May Be Inappropriate for Children Under 13

PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®
Original Motion Picture Soundtrack on 20th Century Records and Aquas

30th Anniversary
FOX

Making Films Sound Better
DOLBY SYSTEM
Noise Reduction - High Fidelity

© 1977 Twentieth Century-Fox

3 col. X 100 lines (300 lines)

Stereophonic Sound ALL SEATS ALL TIMES \$_____

301-B

ALL SEATS ALL TIMES \$_____

70MM

70MM



2 COL. X 75 = 150

203-B

Stereophonic Sound

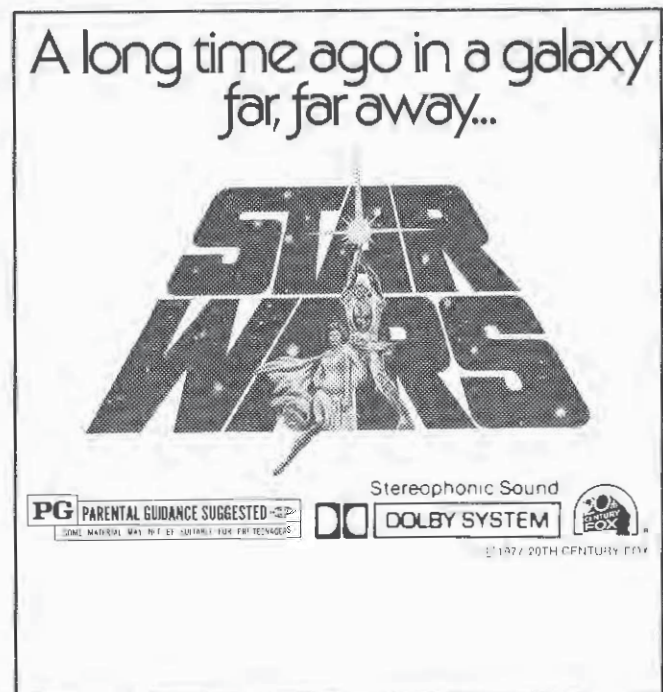
Stereophonic Sound

ALL SEATS ALL TIMES \$____

70MM

70MM

ALL SEATS ALL TIMES \$____



2 col. x 50 lines = 100 lines

202 B



2 col. x 25 lines = 50 lines

201 B

"The Year's Best Movie

'Star Wars' has brought fun back to the movies and glowingly demonstrated they still can make 'em like they used to. A grand and glorious film."

Time Magazine

"A hell of a lot of fun...brims with adventure, charm and marvels. I loved it."

Jack Kroll, Newsweek Magazine

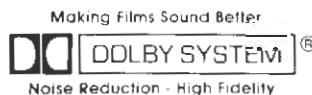


© 1977 Twentieth Century-Fox

Starring
MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS

Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®



THEATRE

KNOWITALLJOE.COM

4 col. X 150 lines (600 lines)

MAT 402-C REVISED

"The Year's Best Movie

'Star Wars' has brought fun back to the movies and glowingly demonstrated they still can make 'em like they used to. A grand and glorious film."

Time Magazine

"A hell of a lot of fun...brims with adventure, charm and marvels. I loved it."

Jack Kroll, Newsweek Magazine



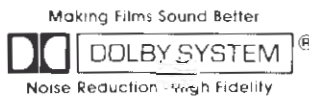
© 1977 Twentieth Century-Fox

Starring

MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING and
ALEC GUINNESS

Written and Directed by GEORGE LUCAS Produced by GARY KURTZ Music by JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®



THEATRE

4 col. X 125 lines (500 lines)

MAT 401-C - REVISED

"The Year's Best Movie

'Star Wars' has brought fun back to the movies and glowingly demonstrated they still can make 'em like they used to. A grand and glorious film."

Time Magazine

"A hell of a lot of fun...brims with adventure, charm and marvels. I loved it."

Jack Krill, Newsweek Magazine



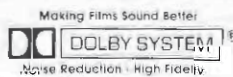
© 1977 Twentieth Century-Fox

Starring

MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS

Written and Directed by Produced by Music by
GEORGE LUCAS GARY KURTZ JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®



Original Motion Picture Soundtrack on 20th Century Records and Tapes

THEATRE

3 col. X 133 lines (399 lines) MAT 302-C - REVISED

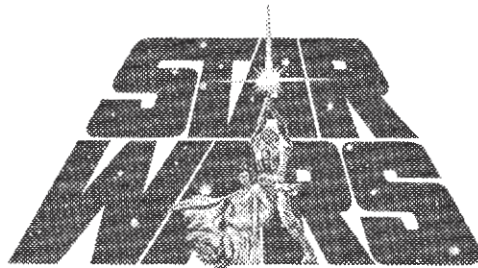
"The Year's Best Movie

'Star Wars' has brought fun back to the movies and glowingly demonstrated they still can make 'em like they used to. A grand and glorious film."

Time Magazine

"A hell of a lot of fun...brims with adventure, charm and marvels. I loved it."

Jack Krall, Newsweek Magazine



© 1977 Twentieth Century-Fox

Starring

MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS

Written and Directed by Produced by Music by
GEORGE LUCAS GARY KURTZ JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE® TECHNICAL®



Original Motion Picture Soundtrack on 20th Century Records and Tapes

THEATRE

"The Year's Best Movie

'Star Wars' has brought fun back to the movies and glowingly demonstrated they still can make 'em like they used to. A grand and glorious film."

Time Magazine

"A hell of a lot of fun...brims with adventure, charm and marvels. I loved it."

Jack Krall, Newsweek Magazine



© 1977 Twentieth Century-Fox

Starring

MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
and
ALEC GUINNESS

Written and Directed by Produced by Music by
GEORGE LUCAS GARY KURTZ JOHN WILLIAMS

PANAVISION® PRINTS BY DE LUXE® TECHNICAL®



Original Motion Picture Soundtrack on 20th Century Records and Tapes


THEATRE

MAT 203-C - REVISED

2 col. X 100 lines (200 Lines)

3 col. X 100 lines (300 lines)

MAT 301-C - REVISED



© 1977 Twentieth Century-Fox

Starring
MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING
 and
ALEC GUINNESS

Written and Directed by **GEORGE LUCAS** Produced by **GARY KURTZ** Music by **JOHN WILLIAMS**

PANAVISION® PRINTS BY DE LUXE® TECHNICOLOR®

Making Films Sound Better
DOLBY SYSTEM®
 Noise Reduction - High Fidelity


Original Motion Picture Soundtrack on 20th Century Records and Tapes

PG PARENTAL GUIDANCE SUGGESTED
 SOME MATERIAL MAY NOT BE SUITABLE FOR PRETEENS

20th CENTURY FOX

THEATRE

MAT 202-C - REVISED
 2 col. X 75 lines (150 lines)



© 1977 Twentieth Century-Fox

PG

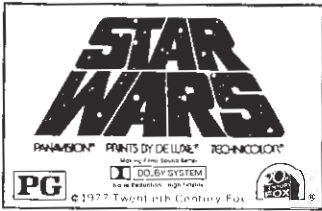
Original Motion Picture Soundtrack on 20th Century Records and Tapes

PANAVISION®

Making Films Sound Better
DOLBY SYSTEM®
 Noise Reduction - High Fidelity

20th CENTURY FOX

MAT 201-C - REVISED
 2 col. X 50 lines (100 lines)



1COL. X 14 101-B

COMPOSITE MAT

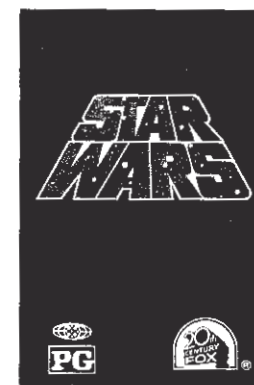
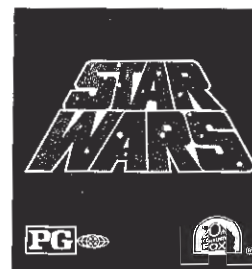
The following ads and scenes are available on special mat #1 from National Screen Service.

101B, 102B, 201B, 202B, 203B, 204B



1COL. X 28 102-B

FOR DIRECTORIES SPECIAL MINI MATS ON ONE MAT



SPECIAL MAT NO. 2



ATTENTION EXHIBITORS

**A Special Kit
of Large Ads
can be Ordered
from...**



PROMOTION DEPT.

20th CENTURY-FOX FILM CORP.
POST OFFICE BOX 900
BEVERLY HILLS, CALIFORNIA 90213
(213) 277-2211

REGULAR COLUMN ADS

Ad Mat No. 801-B—8 Col. x 150 Lines—1200 Lines

Ad Mat No. 501-B—5 Col. x 160 Lines—800 Lines

Ad Mat No. 402-B—4 Col. x 150 Lines—600 Lines

WIDE COLUMN ADS

Ad Mat No. WC 302-B—3 Col. x 150 Lines—450 Lines

Ad Mat No. WC 301-B—3 Col. x 125 Lines—375 Lines

Ad Mat No. WC 208-B—2 Col. x 113 Lines—226 Lines

Ad Mat No. WC 207-B—2 Col. x 85 Lines—170 Lines

Ad Mat No. WC 204-B—2 Col. x 50 Lines—100 Lines



CAST

Luke Skywalker MARK HAMILL
 Han Solo HARRISON FORD
 Princess Leia Organa CARRIE FISHER
 Grand Moff Tarkin PETER CUSHING
 Ben (Obi-Wan) Kenobi ALEC GUINNESS
 See Threepio (C3PO) ANTHONY DANIELS
 Artoo-Detoo (R2-D2) KENNY BAKER
 Chewbacca PETER MAYHEW
 Lord Darth Vader DAVID PROWSE
 Uncle Owen Lars PHIL BROWN
 Aunt Beru Lars SHELAGH FRASER
 Chief Jawa JACK PURVIS
REBEL FORCES
 General Dodonna ALEX McCRINDLE

General Willard EDDIE BYRNE
 Red Leader DREWE HENLEY
 Red Two (Wedge) DENNIS LAWSON
 Red Three (Biggs) GARRICK HAGON
 Red Four (John "D") JACK KLAFF
 Red Six (Porkins) WILLIAM HOOTKINS
 Gold Leader ANGUS McINNIS
 Gold Two JEREMY SINDEN
 Gold Five GRAHAM ASHLEY
IMPERIAL FORCES
 General Taggi DON HENDERSON
 General Motti RICHARD LE PARMENTIER
 Commander #1 LESLIE SCHOFIELD

CREDITS

TECHNICAL CREW

Written and Directed by GEORGE LUCAS
 Produced by GARY KURTZ
 Production Designer JOHN BARRY
 Director of Photography GILBERT TAYLOR, B.S.C.
 Music by JOHN WILLIAMS
 Performed by The London
 Symphony Orchestra
 Special Photographic Effects
 Supervisor JOHN DYKSTRA
 Special Production and Mechanical
 Effects Supervisor JOHN STEARS
 Film Editors PAUL HIRSCH
 MARCIA LUCAS
 RICHARD CHEW
 Production Supervisor ROBERT WATTS
 Production Illustration RALPH McQUARRIE
 Costume Designer JOHN MOLLO
 Art Directors NORMAN REYNOLDS
 LESLIE DILLEY
 Makeup Supervisor STUART FREEBORN
 Production Sound Mixer DEREK BALL
 Casting IRENE LAMB
 DIANE CRITTENDEN
 VIC RAMOS
 Supervising Sound Editor SAM SHAW
 Special Dialogue and Sound Effects
 Sound Editors BEN BURTT
 ROBERT R. RUTLEDGE
 GORDON DAVIDSON
 GENE CORSO

Supervising Music Editor KENNETH WANNBERG
 Rerecording Mixers DON MacDOUGALL
 BOB MINKLER
 RAY WEST
 MIKE MINKLER
 LESTER FRESHOLTZ
 RICHARD PORTMAN
 Dolby Sound Consultant STEPHEN KATZ
 Orchestrations HERBERT W. SPENCER
 Music Scoring Mixer ERIC TOMLINSON
 Assistant Film Editors TODD BOEKELHEIDE
 JAY MIRACLE
 COLIN KITCHENS
 BONNIE KOEHLER
 Camera Operators RONNIE TAYLOR
 GEOFF GLOVER
 Set Decorator ROGER CHRISTIAN
 Production Manager BRUCE SHARMAN
 Assistant Directors TONY WAYE
 GERRY GAVIGAN
 TERRY MADDEN
 Location Manager ARNOLD ROSS
 Assistant to Producer BUNNY ALSUP
 Assistant to Director LUCY AUTREY WILSON
 Production Assistants PAT CARR
 MIKI HERMAN
 Gaffer RON TABERA
 Property Master FRANK BRUTON
 Wardrobe Supervisor RON BECK

CREDITS**TECHNICAL CREW (Cont.)**

Stunt Coordinator	PETER DIAMOND	2nd Unit Makeup	RICK BAKER
Continuity	ANN SKINNER		DOUGLAS BESWICK
Titles	DAN PERRI	Assistant Sound Editors	ROXANNE JONES
2nd Unit Photography	CARROLL BALLARD		KAREN SHARP
	RICK CLEMENTE	Production Controller	BRIAN GIBBS
	ROBERT DALVA	Location Auditor	RALPH M. LEO
	TAK FUJIMOTO	Assistant Auditors	STEVE CULLIP
2nd Unit Art Direction	LEON ERICKSON		PENNY McCARTHY
	AL LOCATELLI	Advertising/Publicity Supervisor	KIM FALKINBURG
2nd Unit Production Managers	DAVID LESTER		CHARLES LIPPINCOTT
	PETER HERALD	Unit Publicist	BRIAN DOYLE
	PEPI LENZI	Still Photographer	JOHN JAY

MINIATURE AND OPTICAL EFFECTS UNIT

1st Cameraman	RICHARD EDLUND		PETER KURAN
2nd Cameraman	DENNIS MUREN		JONATHAN SEAY
Assistant Cameramen	DOUGLAS SMITH		CHRIS CASADY
	KENNETH RALSTON		LYN GERRY
	DAVID ROBMAN		DIANA WILSON
2nd Unit Photography	BRUCE LOGAN	Stop Motion Animation	JON BERG & PHILIP TIPPET
Composite Optical Photography	ROBERT BLALACK (PRAXIS)	Miniature Explosions	JOE VISKOCIL
Optical Photography Coordinator	PAUL ROTH		GREG AUER
Optical Printer Operators	DAVID BERRY	Computer Animation and Graphic Displays	DAN O'BANNON
	DAVID McCUE		LARRY CUBA
	RICHARD PECORELLA		JOHN WASH
	ELDON RICKMAN		JAY TEITZELL
	JAMES VAN TREES, JR.		IMAGE WEST
Optical Camera Assistants	CALEB ASCHKYNAZO	Film Control Coordinator	MARY M. LIND
	JOHN C. MOULDS	Film Librarians	CINDY ISMAN
	BRUCE NICHOLSON		CONNIE McCRUM
	GARY SMITH		PAMELA MALOUF
	BERT TERRERI	Electronics Design	ALVAH J. MILLER
	DONNA TRACY	Special Components	JAMES SHOURT
	JIM WELLS	Assistants	MASA AKI NORI HORO
	VICKY WITT		ELEANOR PORTER
Production Supervisor	GEORGE E. MATHER	Camera and Mechanical Design	DON TRUMBULL
Matte Artist	P. S. ELLENSHAW		RICHARD ALEXANDER
Planet and Satellite Artist	RALPH McQUARRIE		WILLIAM SHOURT
Effects Illustration and Design	JOSEPH JOHNSTON	Special Mechanical Equipment	JERRY GREENWOOD
Additional Spacecraft Design	COLIN CANTWELL		DOUGLAS BARNETT
Chief Model Maker	GRANT McCUNE		STUART ZIFF
Model Builders	DAVID BEASLEY		DAVID SCOTT
	JON ERLAND	Production Managers	BOB SHEPHERD
	LORNE PETERSON		LON TINNEY
	STEVE GAWLEY	Production Staff	PATRICIA ROSE DUIGNAN
	PAUL HUSTON		MARK KLINE
	DAVID JONES		RHONDA PECK
Animation and Rotoscope Design	ADAM BECKETT		RON NATHAN
Animators	MICHAEL ROSS	Assistant Editor (Opticals)	BRUCE MICHAEL GREEN

MODERN FILM EFFECTS
 RAY MERCER & COMPANY
 VAN DER VEER PHOTO EFFECTS
 MASTER FILM EFFECTS
 DE PATIE-FRELENG ENTERPRISES, INC.

FILMED IN PANAVISION
 COLOR BY TECHNICOLOR

KNOWITALLJOE.COM

"STAR WARS"—A MAGICAL SPACE FANTASY ADVENTURE

The most magnificent toy ever invented for grown men to play with and express their fantasies, to project their nightmares and dreams, and to indulge their whimsies and secret desires is the motion picture medium.

Taking full advantage of the technical wizardry of modern filmmaking, writer-director George Lucas has conceived of his film, "STAR WARS," as an expression of his boyhood fantasy life — his love for "Flash Gordon" and all the great mysteries and adventures in books and movies.

"STAR WARS" is a distillation of the joys Lucas experienced in the hours he spent watching television and movies, and reading comic books and comic strips.

"STAR WARS," produced by Gary Kurtz, stars Alec Guinness, Mark Hamill, Harrison Ford, Carrie Fisher and Peter Cushing. It is released by 20th Century-Fox. It's a high-energy action movie uniting the hardware of contemporary space adventure with the romantic fantasies of sword and sorcery, plus a dash of wish fulfillment. Lucas'

goal has been to make an imaginative entertainment experience that would transport audiences out of the theatre and into an unknown galaxy thousands of light years from earth. "STAR WARS" is a tale of heroes and villains and a romance between a young naive boy and a beautiful, spirited princess. It is an odyssey from innocence to knowledge, the ages-old tale of the passage of the sword from one generation to the next. It is a world where magic is possible, and love and goodness triumph over evil.

"STAR WARS" follows a young man, Luke Skywalker, through exotic worlds uniquely different from our own. Leaving the small arid planet of Tatooine, Luke plunges into an extraordinary intergalactic search for the kidnapped Rebel Princess Leia from the planet Alderaan.

Luke is joined in this adventure by Ben Kenobi, the last of the Jedi Knights who were the guardians of peace and justice in the old days before the "dark times" came to the galaxy; Han Solo, the dashing, cynical captain of the Millennium Fal-

con, a Corellian pirate starship; Chewbacca, a Wookiee, a race of tall anthropoids with quasi-monkey faces and large blue eyes; and the robots, See-Threepio (C3PO) and Artoo-Detoo (R2D2).

This odd band of adventurers battle Grand Moff Tarkin, the evil Governor of the Imperial Outland regions, and Darth Vader, the malevolent Dark Lord of the Sith, who employs his extrasensory powers to aid Governor Tarkin in the destruction of the rebellion against the Galactic Empire. In the battle of Yavin, Luke engages in a terrifying climactic space battle over the huge man-made planet destroyer, Death Star.

"STAR WARS" is a space fantasy designed to stimulate imaginations, entertain and give moviegoers an infinite variety of vicarious emotional, physical and mystical delights. It is a world people on this earth have never been to, but it's a world they may have encountered when years ago they dreamed about running away and having adventures that no one else had ever had. The 20th Century-Fox release, opens at the Theatre.

"STAR WARS" OPENS

In 20th Century-Fox's "STAR WARS," which opens at the Theatre, it has been the goal of writer-director George Lucas to make an imaginative entertainment experience that would transport audiences out of the theatre and into an unknown galaxy thousands of light-years from earth. Lucas believes in the motion picture media as the most magnificent toy ever invented for grown men to play with and express their fantasies, to project their nightmares and dreams and to indulge their whimsies and secret desires.

A high-energy action movie, "STAR WARS" takes full advantage of the technical wizardry of modern filmmaking as it unites the hardware of contemporary space adventure with the romantic fantasies of sword and sorcery.

A tale of heroes and villains, "STAR WARS" tells of the romance between a young naive boy and a beautiful, spirited princess. It is an odyssey from innocence to knowledge, the ages-old tale of the pass-

age of the sword from one generation to the next, in a world where magic is possible, and love and goodness triumph over evil.

"STAR WARS," produced by Gary Kurtz, stars Alec Guinness, Mark Hamill, Harrison Ford, Carrie Fisher and Peter Cushing.

HARRISON FORD, STARSHIP CAPTAIN

Harrison Ford, who currently stars with Alec Guinness, Mark Hamill, Carrie Fisher and Peter Cushing in writer-director George Lucas' new space fantasy "STAR WARS," is also a carpenter. Known as "the carpenter to the stars," because he often works on the houses of fellow motion picture actors, he got his current assignment because he was in the right place at the right time. Although he starred in Lucas' "American Graffiti," Lucas didn't think of him for the role of the dashing starship captain until he saw him hammering on a doorway to the "STAR WARS" casting office.

DIRECTOR GEORGE LUCAS AND ACTOR MARK HAMILL: ALTER-EGOS

Writer-director George Lucas, who made "American Graffiti" and has now filmed the new adventure space fantasy, "STAR WARS," is noted for the calm and quick way he handles actors, and in the process, getting very real, very true portrayals from them.

When asked about his technique with actors, Lucas merely stated that "I think part of it is that I cast very close to the kinds of people the actors really are. Mark Hamill, who plays the hero in 'STAR WARS' is very much like his character, Luke Skywalker. Mark is wonderfully naive, energetic and very enthusiastic."

When asked about the nature of the character he portrays, Mark Hamill agreed that his character was very much as Lucas had described him. Then he impishly added, "George Lucas is Luke Skywalker!"

"I guess in many ways George

and I are alike," Mark added. "Because neither of us is tall and we both look really young, we've both been called 'the kid' on movie sets. George said he has given to me, forever, his nickname of 'the kid.' That's what he used to be called until he grew his beard. And that's what I ended up being called on the set of 'STAR WARS.' 'Hey, where's the kid,' was the way the people called me for a scene.

"I realized that my character, Luke Skywalker, was really George while we were filming in Tunisia. I was doing the scene where I discover the robots. I said my lines very big, very dramatic. George came over and went over the lines with me. He didn't give me line readings, but as he explained the intention of the scene, he was very low-key. I just watched him. I don't know why, but something in me told me to observe how he was speak-

ing, to try to pick up his inflection. I even imitated a few of his gestures as he explained to me what he wanted me to do. At one point, I thought to myself that he was doing it so small. That can't be right. I thought I'd try it very small and he would see that it didn't work. He would tell me to go back to the way I was doing it before.

"So when I played the scene, I did it just like I thought George would react in the scene. When I did it like that, George called, 'Cut. Perfect.' I was flabbergasted. I thought, 'Oh, I see. Of course, that was right. Luke is George. Even the names are similar, Luke—Lucas.'

"From then on, I followed through on my feelings. I began to really feel like I was playing George. I guess if you sit down and write an adventure like this, you have to think of yourself as the main character. I actually think 'STAR WARS' is the ad-

ventures of George Lucas," Mark said.

"Making this movie has been to George like playing with a big toy. He had a great time. While we were filming, Carrie Fisher brought over to England a Buck Rogers helium pistol. She gave the toy to George and he wouldn't put the thing down. We would see him with the gun in the hallways of the studio. Although he was not conspicuously running down the hallways and aiming it at imaginary villains, he did spend a lot of time kind of twirling it around. You couldn't pry that helium pistol away from him," Hamill revealed.

"Sure, in 'STAR WARS' I'm telling the story of me," George admitted. "It's my fantasy. I made it because no one else is making movies like this and I wanted to see one. I want it to be a success so everyone will copy it. Then I can go see the copies, sit back and enjoy them."

FOR CARRIE FISHER "STAR WARS" IS A FANTASY COME TRUE

In George Lucas' new adventure space fantasy, "STAR WARS," Carrie Fisher has a film role that measures up to her own rich fantasy life. She portrays the beautiful Princess Leia, a senator from the planet Alderaan and a rebel-leader working secretly for freedom and justice against the oppressive, evil Galactic Empire.

"When I made my first film, 'Shampoo,' my scene was shot in a house in Beverly Hills, which is where I grew up. I wore this little tennis outfit, which was something I might wear in real life. It wasn't at all what I expected making movies would be," Carrie Fisher said. "I grew up watching movies and they always seemed like adult recess. And that's exactly what making 'STAR WARS' turned out to be—a kind of adult recess. I got to go to lunch with outerspace monsters at a Chinese restaurant."

The 20-year-old daughter of Debbie Reynolds and Eddie Fisher, Carrie Fisher stars with Alec Guinness, Mark Hamill, Harrison Ford and Peter Cushing in "STAR WARS," a 20th Century-Fox release. Written and directed by George Lucas and produced by Gary Kurtz, "STAR WARS" opens at

the Theatre.

Carrie Fisher is five foot one with dark hair and large dark eyes. She was brought up in the show business oriented world of Beverly Hills and made her professional debut at the age of thirteen in her mother's nightclub act. After appearing in "Shampoo," she attended the Central School of Speech and Drama in London. She had been approached to do several motion picture roles following the stir her brief scene in "Shampoo" had created, but none of them really interested her until she read and was tested for "STAR WARS."

"I wanted to do the role of Princess Leia because I wanted to have real conversations with people with bubbles on their heads," Carrie explained. "I just wanted to be blase about someone sitting across from me being a 'small person' or some strange looking person who was hired through the Ugly Agency. I love that there's an agency in London called that. I can't tell you how thrilled I was to be casually sitting around with those people as if they didn't have hair-dryer heads and things like that. I wanted to sit next to Wookiees, which are tall, half-man, half-ape creatures, jawas,

which are tiny, shrouded creatures with glowing eyes, and all kinds of robots.

"The people in the restaurant wouldn't react. I thought that was terrific. And we were in Bohemianwood, which is the English version of CrazyLady, Wyoming. If I saw someone who was seven foot two, like Peter Mayhew, who plays Chewbacca the Wookiee, with someone like me, who is really small, and all of the rest of the weird looking cast, I certainly would react. We looked like a Fellini congregation entering this little Chinese restaurant.

"When I was growing up, I used to go out a lot in costumes. There's a whole subculture of people who get dressed up in strange costumes and go out for ice cream at 31 Flavors. And I remember realizing that people just won't give you the attention that you seem to be screaming for. Kids react, of course. They think it's terrific. Adults don't. Except for drunks.

"Although I never read much science fiction before I made 'STAR WARS,' I had a kind of active space fantasy life all my own. Once I saw a science fiction movie that scared the hell out of me. I don't know what it was, but it took place on the moon.

And I used to be afraid of Martians. There was an invisible Martian in that movie who was surrounded by an electric field. If you got thrown into that electric field, it was good-bye forever. It was really scary, scarier than even burglars or snipers. You can't put Martians in jail."

When asked about her feelings about making a space fantasy film such as "STAR WARS," Carrie admits that she enjoyed doing the stunts. "Especially swinging across the Death Star chasm. I was scared to death. And when I finally did it, I felt like my body was being ventilated from the inside. But it was a different kind of terror. And I knew it was also going to be fun to do. I was really afraid of doing something wrong. I was also afraid my hair-piece would fall off. Despite the fears, I was sort of sorry we got it right on the first take. Once I got over the initial shock of doing it, I wanted to do it again. I still do. And that's why I hope they do a sequel with lots of swings across chasms in it.

"I also want weightlessness in the sequel," Carrie Fisher added. "That looks like it could be a lot of fun. And lots of space travel. I like going places."

ALEC GUINNESS IS SPACE WARRIOR IN "STAR WARS"

"I feel movies can be a positive influence in people's lives. Something really good should come from a motion picture," said Alec Guinness, who currently stars in George Lucas' "STAR WARS." "A good story can show how people can overcome obstacles, rise to the occasion. When I read the script for 'STAR WARS,' it had something that made me high, held my attention. It was an adventure story about the passing of knowledge and the sword from one generation to the next."

Alec Guinness' new film is an action-filled space fantasy in which he portrays Ben Kenobi, the last of the Jedi Knights, one of the greatest warriors of the Old Republic, who once again leads the fight against the sinister Galactic Empire. Written and directed by George Lucas and produced by Gary Kurtz, "STAR WARS," a 20th Century-Fox release, opens at the Theatre. The film also stars Mark Hamill, Harrison Ford, Carrie Fisher and Peter Cushing.

"One of the difficulties of being in my sixties is that I can't pick and choose quite as much as I could in my thirties. But my role in 'STAR WARS' has been described as a blend of the Wizard Merlin and a

Samurai warrior, and you can't beat that," Guinness commented. "Unlike most space fantasy, the characters George Lucas has created aren't cardboard. And the story is gripping. There's a quest, encounters with other forms of life, and conflict between good and evil. The good wins, which is a novelty these days.

"Actually, I think my films have been, on the whole, positive. I think even the comedies, such as 'The Captain's Paradise,' 'The Lavender Hill Mob,' 'The Man in the White Suit' and 'Kind Hearts and Coronets' showed that anyone with ingenuity and aspirations can do something with their lives. People liked to see that. And even though the characters I played often bent the law to achieve their ends, they had a sense of adventure to them. Audiences related to those characters."

"I suppose I start from the outside of the character and work in. It's wrong, but I can't stop my imagination," he said as he explained his acting methods. Although he might consider the methods he uses wrong, the results he has achieved have been lauded by critics and applauded by film and theatre audi-

ences throughout the world.

When asked to further amplify on his acting technique, Alec Guinness, who is generally reluctant to talk about either his public or private lives, allowed a brief glimpse into what make his characterizations so memorable.

"Never having been a handsome juvenile, I've always been a character actor. I've always been determined that my work should be different each time I act."

Actors are notoriously and perennially worried about being out of work, but Guinness confesses to being lucky. He has worked continuously since John Gielgud, who took an interest in him when he was starting, cast young Guinness in his production of "Hamlet."

Then Guinness himself got the chance to play Hamlet when the great director Tyrone Guthrie staged the play. "The production was not a success. Nevertheless it all went to my head. I was only twenty-four at the time. And I still think it was one of the best things Guthrie ever did," Guinness stated.

"Working with Guthrie was a whole other experience. He encouraged his young actors to let their

couraged a sort of mad amateurism, which was wonderfully liberating. It's the sort of experience actors today don't get. Plays, not to mention films, are much harder to come by because of the expense of putting a production together. There's no chance to experiment because each job is a life or death, success or failure experience. When I was starting, if one job failed, there always seemed to be another lurking not too far behind to wipe out the bad memories and, hopefully, the bad notices."

Although Alec Guinness has aimed a shrewdly observing eye on the other people, he is not adverse to viewing himself with a keen sense of humor.

"I'm a very self-conscious person. Maybe I think people are looking at me the same way I look at them," Guinness admitted. "Probably the most self-conscious moment of my life came when I was knighted by the Queen. It was a very odd experience. I remember there was a little band there for the occasion, and when it came my turn to be knighted, the band struck up, 'I'm Gonna Wash That Man Right Out of My Hair.' It was a very droll moment."

HORRORS! PETER CUSHING'S A PUSSYCAT!

Horror film enthusiasts love, respect and fear Peter Cushing as the fanatical scientist Baron von Frankenstein and as Count Dracula's perennial nemesis, the determined and steely van Helsing. Now, as Grand Moff Tarkin, the Governor of the Imperial Outland regions, whose insatiable political ambitions to become Emperor have driven him to ruthless means to quell an intergalactic rebellion, Peter Cushing stars in George Lucas' adventure space fantasy, "STAR WARS."

Written and directed by George Lucas and produced by Gary Kurtz, "STAR WARS," a 20th Century-Fox release, also stars Alec Guinness, Mark Hamill, Harrison Ford and Carrie Fisher, and opens at the Theatre.

Although Peter Cushing has had a remarkable career portraying deadly characters in horror movies, he is a decidedly un sinister person off-screen, as greatly beloved for his gentleness by his co-workers as he is loved for his evil ways by horror movie cultists.

Carrie Fisher said, "I like Peter Cushing so much that it was almost impossible for me to feel the hatred I needed to act against him." In "STAR WARS," Carrie plays the beautiful young Princess-Senator whom Cushing holds captive in order to gain information about the opposing rebel forces. "I had to say to him lines like, 'I recognize your foul stench,' but the man smelled like linen and lavender. I couldn't say that to this nice English man, whom I adored. So I substituted in my mind the one person I hate."

As an example of Peter Cushing's kindness, people tell about how he insisted on a film company hiring his stand-in, who was recovering from an operation and was still too weak to work. Cushing knew his friend needed the job, so in order to protect him, Cushing ended up standing-in for the stand-in and spending off-camera time making tea for his friend.

HELP "STAR WARS" TAKE OFF AT COLLEGE CAMPUSES

If ever a motion picture was guaranteed to catch and send the imaginations of college students soaring, it's "STAR WARS." Filled with incredible settings, strange galactic creatures, fantastic space battles and a story that highlights three attractive young people, George Lucas' romantic inter-galactic adventure is a sure winner on campuses. Therefore, you owe it to your box office to make every promotional effort possible to reach college campuses around your theatre with "STAR WARS" excitement. Even though your engagement of "STAR WARS" is scheduled for summer, remember that nowadays college campuses remain open throughout the year with many having near capacity enrollments. So scout out your neighboring colleges and get "STAR WARS" soaring.

- Use the really sensational print facilities to wild post in and around campuses; on bulletin boards, in meeting halls, cafeterias, book stores, music shops — everywhere students congregate.

- Be sure to invite representatives of college newspapers, radio, magazines and heads of student groups and faculty groups to your advance screenings.

- Inquire at the administration office of a college about any special classes focusing on movies or movie-making being held. If so, make them a target for your screening and suggest they hold symposiums on "STAR WARS" and the theme of space fantasy in film.

- Also inquire about any clubs or societies revolving around the theme of science fiction. There are such clubs in many campuses and they, of course, are perfect word-of-mouth targets.

- Use the Space Fantasy Quiz in this press book as the basis for a promotion in the college newspaper or with a book store or music store around the campus.

BE A SPACE FAN EXPLORER

Writer-director George Lucas' enthusiasm for space fantasy extends beyond his making "STAR WARS." He is so hooked on the form that he co-owns a gallery-bookstore in New York City which specializes in the newspaper, comic strips, original artwork and books that deal with the world of imagination about other worlds. Maybe this extent of fandom is a little stronger than the usual science fiction-space fantasy buff's... but not much. The true fantasy fan — and there are millions in this country — are sky high with enthusiasm over their subject. Which makes it vital for you to scout out every conceivable means of reaching them with your "STAR WARS" message. Some careful detecting should bring the names of science fiction or space fantasy clubs or groups who can spread the word like galactic magic. Check your Yellow Pages for a book store (like Lucas') which specializes in science fiction... there's one in Los Angeles which has over 3,000 separate sci-fi books. Then inquire with the book dealer over any sci-fi clubs or groups in this area that he himself has contacted in the past (a few passes to "STAR WARS" will surely bring his cooperation). After you have a contact list, bombard the key representatives with publicity stories and stills and invite them to an advance screening. Once they see the film, you can be certain they'll be writing about it in their newsletters and publications and generating want-to-see enthusiasm from one end of the planet to the other. Another source of information about sci-fi clubs and fantasy fans is a store that specializes in comic books. There, too, you might pick up a contact list. Also of help could be a local librarian.

TIE IN WITH PAPERBACK NOVEL FROM BALLANTINE

The recent enormous sales of paperback novels based upon screenplays (like "The Omen") have generated tremendous excitement among book dealers of every kind in regard to tying in with a film. And when the film has a potential like "STAR WARS," you know you can expect super enthusiastic support from every book store manager you approach, on behalf of the paperback novel from Ballantine and your engagement. Front window displays combining the book and your one-sheets and color stills should be suggested as well as special in-store displays. Make every important book store or book department of a variety or department store a promotional target. And keep in mind the book store can use the space fantasy quiz in this press book as a special promotion.

EXPLOITATION

CONTEST FOR NEWSPAPER/RADIO/THEATRE PROMOTIONS

Below is a quiz on the theme of space fantasy in films, fiction and TV that serve as the basis for a "STAR WARS" newspaper or radio promotion. Also, by printing the quiz on a herald with your playdate information on the reverse side, you have the perfect pre-engagement promotional tool for distribution in and around your theatre. The herald can also serve to tie in local merchants who can use it as the basis of a store promotion that can be advertised in newspapers and on radio. In all cases prizes can be passes and whatever merchandise you can promote locally.

"STAR WARS" SPACE FANTASY QUIZ

Writer-director George Lucas' "STAR WARS" is the furthest cinematic flight yet into the realm of imagining what life is like on planets in other galaxies. Framed within a story that combines a full blown space war, death rays, robots, spectacular settings, creatures of all sorts, dashing heroes and a ruthless villain, the romantic inter-galactic adventure fulfills Lucas' dream of making the classic space fantasy. Lucas' dream itself was based on his own love of space adventure stories, dating back to his boyhood. Below is a quiz on the kind of works of fiction, film and TV that sent Lucas' imagination soaring to other galaxies. If you can correctly answer it, you will be eligible for a drawing for passes to see 20th Century-Fox's "STAR WARS," starring Mark Hamill, Alec Guinness, Harrison Ford, Carrie Fisher and Peter Cushing and opening..... at the..... Theatre.

1 — The wicked emperor Ming was the evil nemesis of this space adventurer who started out in newspapers and then reached the screen in three famed serials. Who was he and who played him in the serials?

2 — Space exploration on the screen began in 1899 with French film pioneer George Melies whose animated rocket launch foretold real events to come. The film?

3 — "M," "Scarlet Street," "Dr. Mabuse," "Metropolis," "The Woman in the Window" were some of the classics directed by this famed German-born director. But one of his lesser known efforts was the spacey "The Woman in the Moon." The director?

4 — Here's another space adventurer of the 25th century who was a favorite of the 1930's in newspaper comic strips as well as on the screen. If you can answer question #1, you've got the name of the actor who portrayed him.

5 — Stanley Kubrick's flight into space was marked by a rebellious "talking" computer who murdered one of the two galactic travelers.

6 — This imaginative author was equally at home in the jungle or in outer space. His "John Carter of Mars" books are still considered science fiction classics.

7 — The space conflict in "STAR WARS" takes place in a far off galaxy. But in H. G. Wells' classic story the war was between Martians and Earth, which we barely won.

8 — TV whet the appetite of would-be space travelers with this long run series.

9 — "STAR WARS" is writer-director George Lucas' second flight into science fiction. His first professional film ever starred Robert Duvall and Donald Pleasence and was hailed by critics.

10 — No self respecting space fantasy would be without a goodly amount of these metallic, wired-up wonders. There are 12 in "STAR WARS" and two, named Sce-Threepio and Artoo-Detoo, have leading roles. What or who are they?

ANSWERS: 1 — Flash Gordon — Buster Crabbe; 2 — Voyage to the Moon; 3 — Fritz Lang; 4 — Buck Rogers; 5 — 2001: A Space Odyssey; 6 — Edgar Rice Burroughs; 7 — War of the Worlds; 8 — Star Trek; 9 —

KNOWITALLJOE.COM

SOUNDS OF SPACE ON 20TH CENTURY'S ALBUM

All of the extraordinary musical sounds that punctuate the galactic wonders of "STAR WARS" are captured on the sound track album from 20th Century Records. Noted composer John Williams spent a year preparing his ideas for the score. During March, 1977 he conducted the 87 piece London Symphony orchestra in a series of 14 sessions to record the 90 minutes of original music. The result is a truly magnificent musical experience that 20th Century Records will be heavily promoting in record stores and outlets starting in May. Contact your local 20th Century Records representative and work with him in setting up cross-plugging displays and promotions every place where records are sold.

REACH YOUNGSTERS THROUGH LIBRARY DISPLAYS

Although public schools and high schools are out in the summer, there's another way to get "STAR WARS" before the vast audience of youngsters. That's through displays in public libraries centered around the Ballantine paperback novel. The idea would be to approach a head librarian about setting up a special display of science fiction and space fantasy novels with "STAR WARS" as focal point. Besides the novel, the display would highlight stills and posters of "STAR WARS." Librarians are always after different ways of enthusing youngsters about "reading the book, then seeing the movie" and "STAR WARS" is a movie they themselves will want to see.

TV AND RADIO FACILITIES

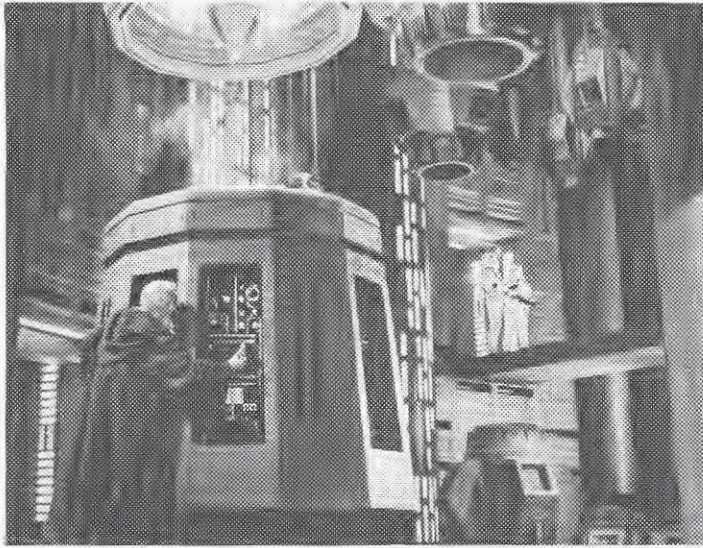
TV spots and radio spots are available now from your district 20th Century-Fox advertising-publicity manager.

THEATRICAL FACILITIES

A teaser trailer and regular trailer are available now from your local National Screen Service office.

**CONSULT THE LIST ON THE OPPOSITE PAGE FOR
"STAR WARS" LICENSED MERCHANDISE WHICH
CAN BE USED FOR PROMOTIONS
OR AS SALES ITEMS AT YOUR
CONCESSION COUNTER.**

Toys Puzzles Movie Doodle Art	Kenner Products 1014 Vine Street Cincinnati, Ohio 45202	Contact: Craig Stockley 513-579-4000
T-shirts Buttons Posters	Factors, Etc., Inc. PO Box 484 Bear, Delaware 19701	Contact: Phil Moody 302-834-1625
Film, 8mm	Ken Films, Inc. 560 Main Street Fort Lee, New Jersey 07024	Contact: Bob Lane 201-947-4909
Records, Soundtrack Album	Twentieth Century Records 8544 Sunset Blvd. Los Angeles, California 90069	Contact: Harvey Cooper 213-657-8210
Masks	Don Post Studios, Inc. 811 Milford St. Glendale, California 91203	Contact: Bill Malone 213-241-3265
Theater Programs	George Fenmore Assoc. 45 East 55th St. New York, New York 10022	Contact: George Fenmore 212-751-2940
Books	Ballantine Books 201 East 50th St. New York, New York 10022	Contact: Beverly Holtz 212-751-2600
Comic Books	Marvel Comics 575 Madison Ave. New York, New York 10022	Contact: Ed Shukin 212-838-7900
Children's Costumes	Ben Cooper 200 5th Ave. New York, New York 10022	Contact: Bob Cooper 212-499-7025



Alec Guinness as a famed galactic warrior battles imperial stormtroopers in the new space fantasy "Star Wars" opening at the Theatre. Mark Hamill, Harrison Ford, Carrie Fisher and Peter Cushing co-star.

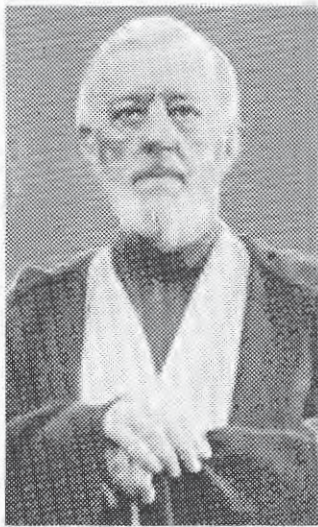
SW-K-39



Mark Hamill is Luke Skywalker, an adventurer on various worlds of a distant galaxy in "Star Wars" opening at the Theatre. Alec Guinness, Carrie Fisher, Peter Cushing and Harrison Ford co-star in the 20th Century-Fox release.

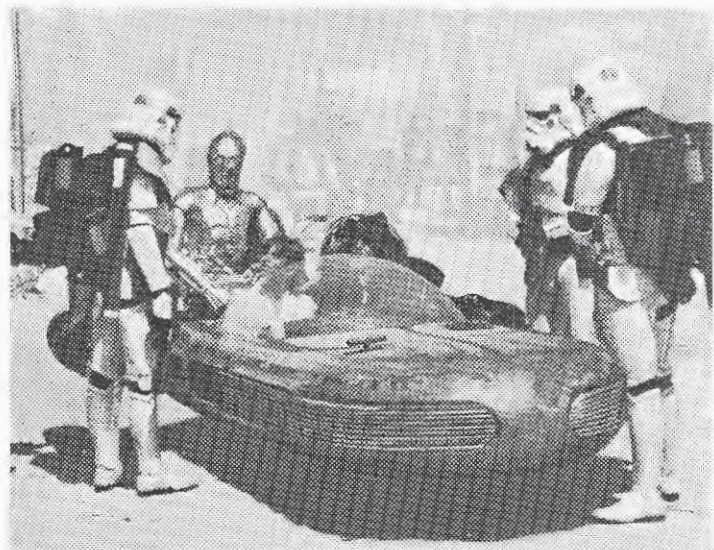
SW-K-1

**PHOTOS PRESENTED
HERE ARE IN
60 LINE SCREEN,
AVAILABLE
IN MAT FORM
FROM NATIONAL
SCREEN SERVICE.**

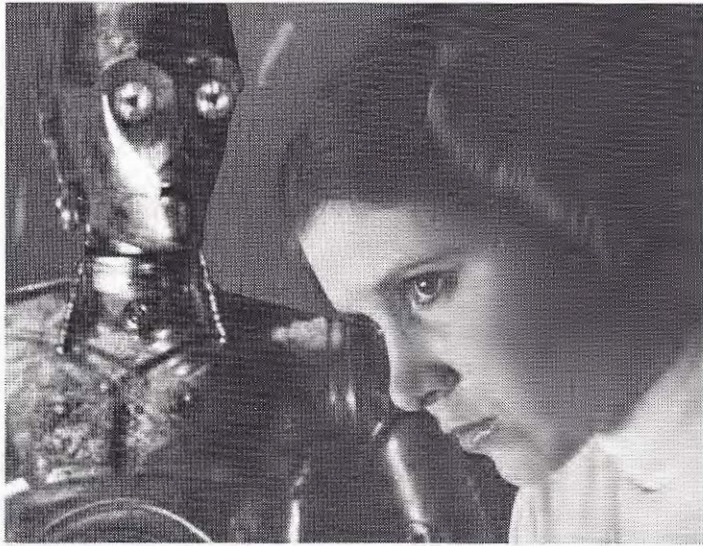


Alec Guinness is a famed warrior in a distant galactic empire in "Star Wars" opening at the Theatre. Mark Hamill, Harrison Ford, Peter Cushing and Carrie Fisher co-star in the 20th Century-Fox release.

SW-K-31



Imperial stormtroopers interrogate Mark Hamill and Alec Guinness about their robot in the new fantasy, "Star Wars" opening at the Theatre. Harrison Ford, Peter Cushing and Carrie Fisher co-star.



Carrie Fisher is Princess Leia Organa the young Senator from Alderaan and an important leader of the rebellion against a powerful Galactic empire in "Star Wars" opening at the Theatre. Mark Hamill, Harrison Ford, Peter Cushing and Alec Guinness co-star in the 20th Century-Fox release.

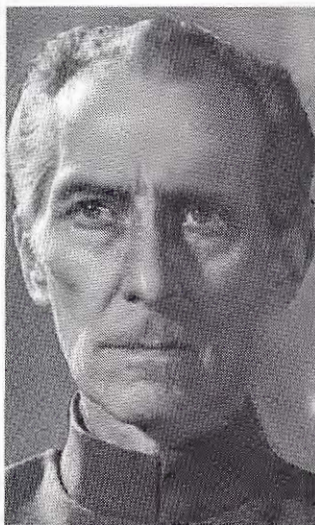
SW-K-28



Harrison Ford is a galactic pirate in "Star Wars" opening at the Theatre. Mark Hamill, Alec Guinness, Peter Cushing and Carrie Fisher co-star in the 20th Century-Fox release.

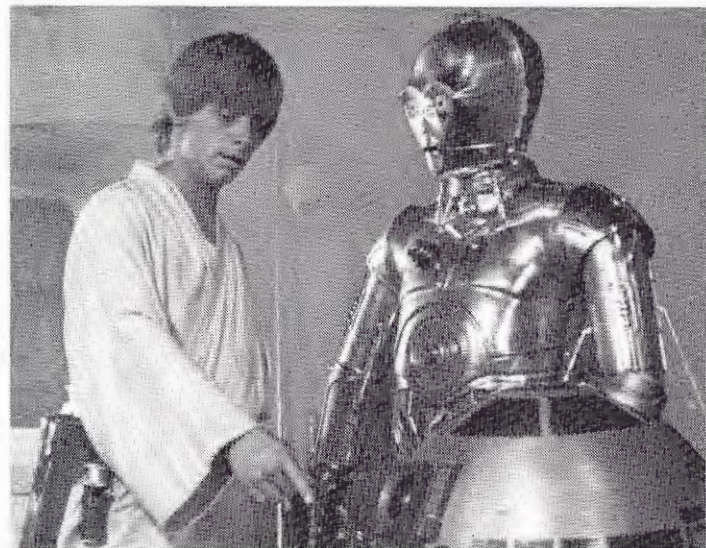
SW-K-43

**THESE PHOTOS ARE FURNISHED
IN 85 LINE SCREEN FOR DIRECT
SHOOTING BY THOSE PUBLICATIONS
PRINTED IN OFFSET OR LITHO.**



Peter Cushing is the commander of a powerful galactic battle station in "Star Wars" opening at the Theatre. Mark Hamill, Harrison Ford, Carrie Fisher and Alec Guinness co-star in the 20th Century-Fox release.

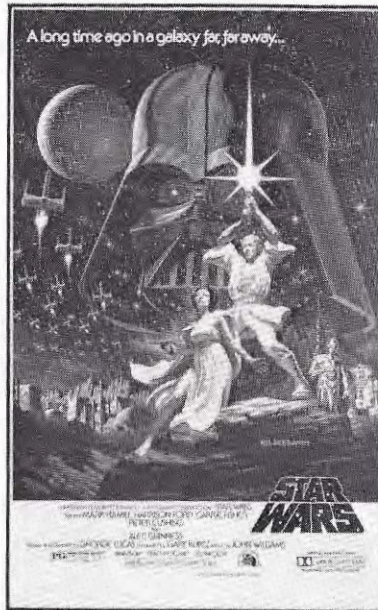
SW-K-16



Galactic adventurer Mark Hamill inspects his newly acquired robots, Artoo-Detoo and See-Threepio in the new space fantasy, "Star Wars" opening at the Theatre.

SW-K-14

ALL THE FOLLOWING ACCESSORIES
ARE AVAILABLE FROM
NATIONAL SCREEN SERVICE



1 SHEET
30 X 40
40 X 60



14 X 36



22 X 28

ALSO AVAILABLE:

Set of (8) 8 x 10 color stills — Set of (8) 11 x 14 color stills — Set of B/W stills
24" x 82" title display in brilliant Da-Glo which converts to 24" x 60" by folding back pictorial sidepiece
Deluxe Hi-rise standee in full color Re-usable extension pole