



PARAMOUNT PRESS BOOK AND  
MERCANDISING MANUAL



A lone U.S. astronaut  
space-ship wrecked on a no-man's land in the sky!

**ROBINSON  
CRUSOE  
ON MARS**  
TECHNICOLOR®



**THIS FILM IS  
SCIENTIFICALLY  
AUTHENTIC  
...IT IS ONLY ONE STEP  
AHEAD OF PRESENT  
REALITY!**



Laser-beam Gun at the Ready for Any Weird Space Visitors That Come!

PITTED AGAINST UNIMAGINABLE ODDS! ONLY HIS NERVE AND KNOW-HOW TO SAVE HIM!



Angry Martian Fireballs Pursue Him Fiercely across Awesome Craters!



Trapped by Strange Volcanos under Deep, Dangerous Martian Canals!



Gasping His Last Oxygen Till He Stumbles on Life-giving Bloodstones!

STARRING PAUL MANTEE - VICTOR LUNDIN and MONA, THE WOOLLY MONKEY - PRODUCED BY AUBREY SCHENCK - DIRECTED BY BYRON HASKIN - IB MELCHIOR and JOHN HIGGINS - SCREENPLAY BY AUBREY SCHENCK - ZABEL - DIRECTOR OF PHOTOGRAPHY AUBREY SCHENCK - ZABEL - EDITOR AUBREY SCHENCK - ZABEL - MUSIC BY AUBREY SCHENCK - ZABEL - EXECUTIVE PRODUCERS AUBREY SCHENCK - ZABEL - DISTRIBUTED BY TECHNISCOPE® - A PARAMOUNT PICTURE

5 COLS. x { 200 LINES.....1000 LINES  
14 1/4 inches.....71 3/4 inches

MAT 503

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# EXPLOITATION



## EXCITING EXHIBITOR INCENTIVE CONTEST! NINE TOP CASH PRIZES!

"ROBINSON CRUSOE ON MARS" is an entertaining, highly exploitable motion picture. Because of this, we have created an Exciting Exhibitor Incentive Contest which is easy to enter and profitable in winning.

**TO ENTER**, you, as the exhibitor, must submit in simple documented form all you have done in the way of exploitation and publicity for "Robinson Crusoe on Mars." For instance, when entering, you should submit photos, tear sheets, details of your lobby, front, street ballys, contests, parades, tie-ins, etc. That is all you have to do. THERE IS NO NEED TO SEND IN A CAMPAIGN BOOKLET.

### How The Prizes Are To Be Awarded

There are 3 categories with prizes for the three top entrants in each . . .

- Exhibitors in cities with the population under 100,000.
- Exhibitors in cities with the population ranging from 100,000 to 250,000.
- Exhibitors in cities with the population over 250,000.

### Prizes

1st prize in each category.....	250.00 dollars
2nd prize in each category.....	150.00 dollars
3rd prize in each category.....	100.00 dollars

Send all entries to:

"ROBINSON CRUSOE ON MARS" CONTEST EDITOR  
PARAMOUNT PICTURES EXPLOITATION DEPARTMENT  
1501 BROADWAY, NEW YORK, N. Y. 10036

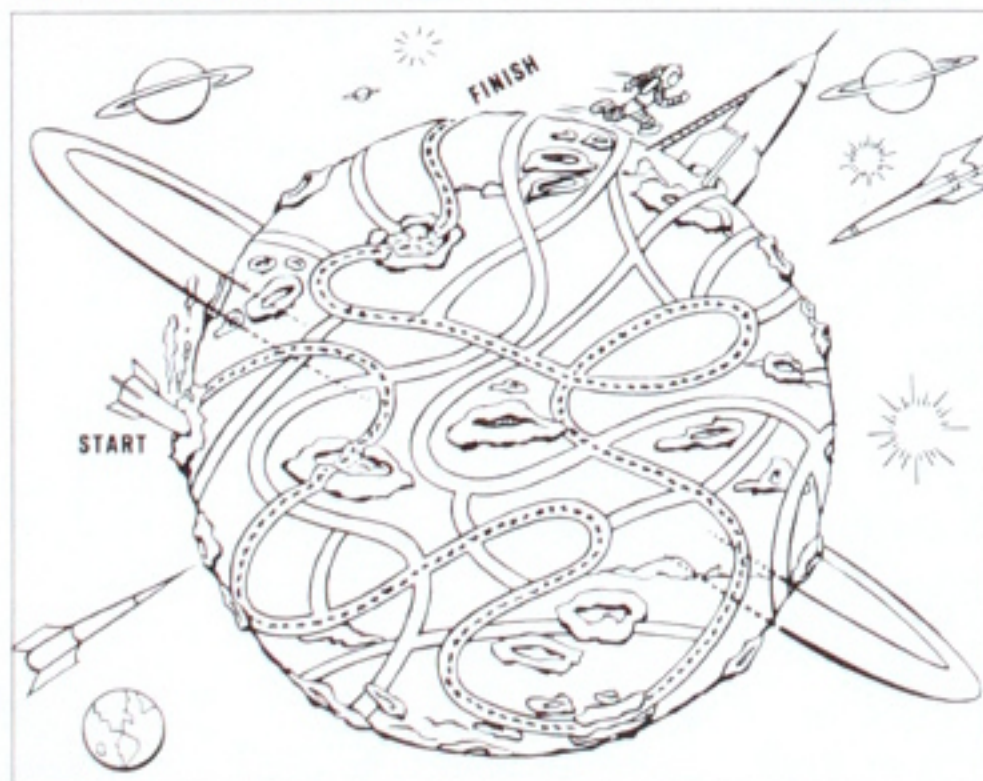
### IMPORTANT

ON YOUR ENTRY PLEASE INDICATE FOR WHICH CATEGORY YOU ARE SUBMITTING THE CAMPAIGN

## TRY TO REACH THE ROCKET IN THIS EXCITING "ROBINSON CRUSOE ON MARS" SURVIVAL MAZE

Here's an old pal, the popular mystic maze in which the contestants take pencils in hand and try to find the proper route to safety. In this instance, the path is blocked by such Martian obstacles as sand storms, meteor showers, intense heat, etc.

### ROBINSON CRUSOE ON MARS SURVIVAL MAZE



THIS MAZE IS A TERRIFIC PLUG FOR YOUR PLAYDATE! Available in a 4 column mat (4EA), it is excellent for planting in newspapers and it can be made into a herald for distribution in supermarkets and on street corners.

TRY SELLING SUPERMARKETS ON THE IDEA OF USING THE MAZE as part of a weekend ad special. A tie-in line can be, "There is no maze of shopping at . . . . . Supermarket! Everything is clearly marked and easily reached!"

## EYE-CATCHING 4-PAGE TWO-COLOR HERALD!

Create added boxoffice enthusiasm for your playdate with this Sensational Two-Color, 8½ x 12½, Four-Page Herald loaded with 'SELL' for "Robinson Crusoe on Mars."

There is space in this Herald to imprint your theatre name, playdate, name of your second feature or even an ad for a local merchant who agrees to distribute the Herald and share in the already low cost.

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TWO COLOR HERALD 8½ x 12½  
ON HEAVY QUALITY PAPER  
SAME AS SAMPLE

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THE ASTOUNDING ADVENTURE  
OF A U.S. ASTRONAUT  
SPACESHIP—WRECKED ON A  
NO-MAN'S LAND IN THE SKY!



TECHNICOLOR®  
TECHNISCOPE®

THIS FILM IS  
SCIENTIFICALLY  
AUTHENTIC  
...IT IS ONLY ONE STEP  
AHEAD OF PRESENT  
REALITY!

ONE ASTRONAUT ALONE  
... against terrors unknown!

ONE PICTURE ALONE  
...beyond any man's imaginings!



PAUL VANTEE VICTOR LUNDIN MONA THE WOOLLY MONKEY AUBREY SCHENCK BYRON HASKIN IB MELCHIOR JOHN HIGGINS  
MUSIC BY DANIEL DEFOE TECHNICOLOR TECHNISCOPY A SCHENCK LABEL PRODUCTION

### HOW TO EFFECTIVELY DISTRIBUTE THE HERALDS

- Make an arrangement with the local milkman for him to deliver them with the milk.
- Give them to your patrons prior to your playdate.
- Have hotels place them in each of their rooms.
- Distribute them at all schools, Y's, athletic events, soda shops and favorite hangouts.
- Have a few youngsters distribute them door-to-door throughout your town.
- Have merchants put them in bags and packages.
- Have newspaper boys slip them into the local newspapers.
- Place them on the counters of local stores.
- Place them on the windshields of cars.
- Arrange for a local restaurant to have them inserted into coats and jackets while hanging in the checkroom.

# TREMENDOUS TIE-IN WITH CHANNEL MASTER

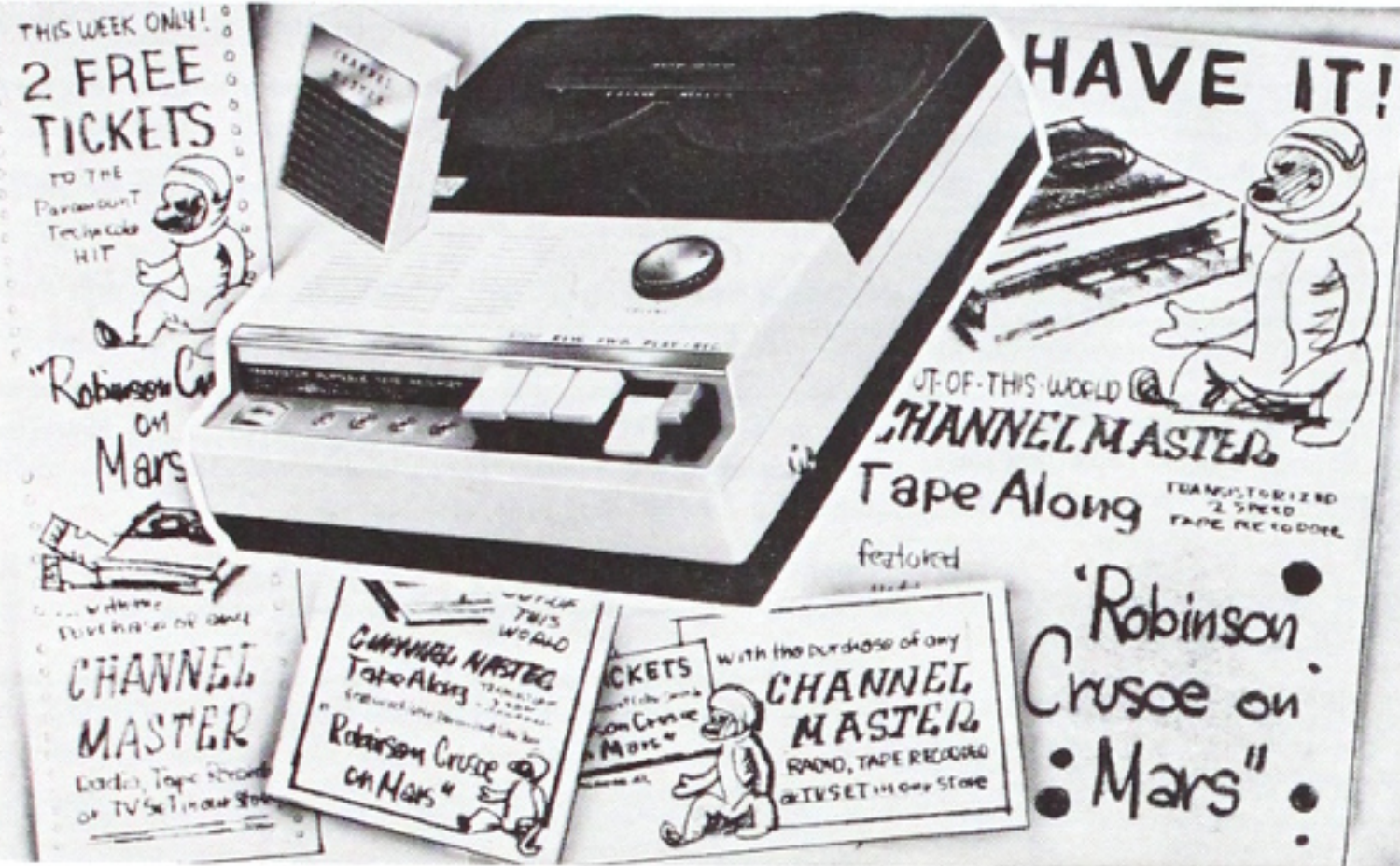
**CHANNEL MASTER**, the dynamic corporation who tied-in so successfully with Jerry Lewis' "Who's Minding The Store," is now planning an EQUALLY BIG NATIONAL AND LOCAL PROMOTIONAL CAMPAIGN for its exciting tie-in with "ROBINSON CRUSOE ON MARS."

**NATIONAL**—CHANNEL MASTER, in kicking off their TREMENDOUS SALES DRIVE, is running a GIGANTIC NATIONAL PROMOTION CAMPAIGN with prominent mention for "ROBINSON CRUSOE ON MARS."

**LOCAL**—Added to the national promotions, the CHANNEL MASTER SALES CAMPAIGN will hit hard on the local level. Available for use will be eye-catching store display posters, ad mats, a promotional folder that goes to 3500 distributors and salesmen, a quarter of a million brochures, a promotional idea kit and two window streamers.

**WHAT TO DO**—For the most beneficial results, get in touch with your highly promotional minded CHANNEL MASTER dealers and regional managers. They are ready and willing to work with you on the local level and assist in any way that they can.

• If you are planning a contest, your CHANNEL MASTER dealer may be able to help you in the way of prizes and promotions.



## CHANNEL MASTER DISTRICT MANAGERS

Martin Charles (#19) 10 Eisenhower Road Framingham, Massachusetts	Paul Myhand (#2) 1710 Glen Alta Irving, Texas	Leo Shields (#23) 4576 Bissenden Place Victoria, B.C., Canada
Dean Edwards (#4) 10702 Meadowlake Lane Houston 42, Texas	Lee Naylor (#8) 321 La Mesa Drive Ladera, Menlo Park, California	Lloyd Smith (#1) Route 3—Box 342 Wazata, Minnesota
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Charles Hall (#9) 1919 Jefferson Street Paducah, Kentucky	Bob Ostrom (#17) 1205 N.E. 153rd Street Portland, Oregon	Alan Thomson (#27) 315 Churchill Lane Fayetteville, New York
Joe Ivy (#26) 2406 West 77th Street Shawnee Mission, Kansas	Mack Parkhill (#15) 164 Deerfield Road Columbus 4, Ohio	Thomas Walkerwicz (#7) 407 Allegheny Drive Mt. Allen Heights, Cumberland County Mechanicsburg, Pennsylvania
Jim Johnson (#21) 2000 Cardinal Drive Sioux Falls, South Dakota	Robert Pelger (#24) 10132 Glenfield Terrace Crestwood, Missouri	Bob Zalkin (#3) 3013 Shamrock Drive Greensboro, North Carolina
Al Kronschnabel (#28) 358 Clair Drive Pittsburgh 28, Pennsylvania	Ronald Rubinstein (#6) 35 Evergreen Avenue—Apt. #A-14 Hartford, Connecticut	Chuck Westcott (#30) 22 Shaw Ave. Hespeler, Ontario, Canada
Keith Murray (#25) 16 Woodland Road Minneapolis 24, Minn.		

## UNIQUE PROMOTIONAL KIT FOR TELEVISION AND SUMMER CAMPS

A special "Robinson Crusoe on Mars" promotional kit is available for use in conjunction with television programs and summer camps. Included in the kit is a 4½ minute, 16MM featurette with sound and corresponding script, an authentic U.S. astronaut food tube which was used in the film, the popular "Robinson Crusoe on Mars" recording sung by Johnny Cymbal and many great stunts and ideas to help build an exciting show. When ordering the "KIT" be sure to note the TV station that the featurette will appear on.

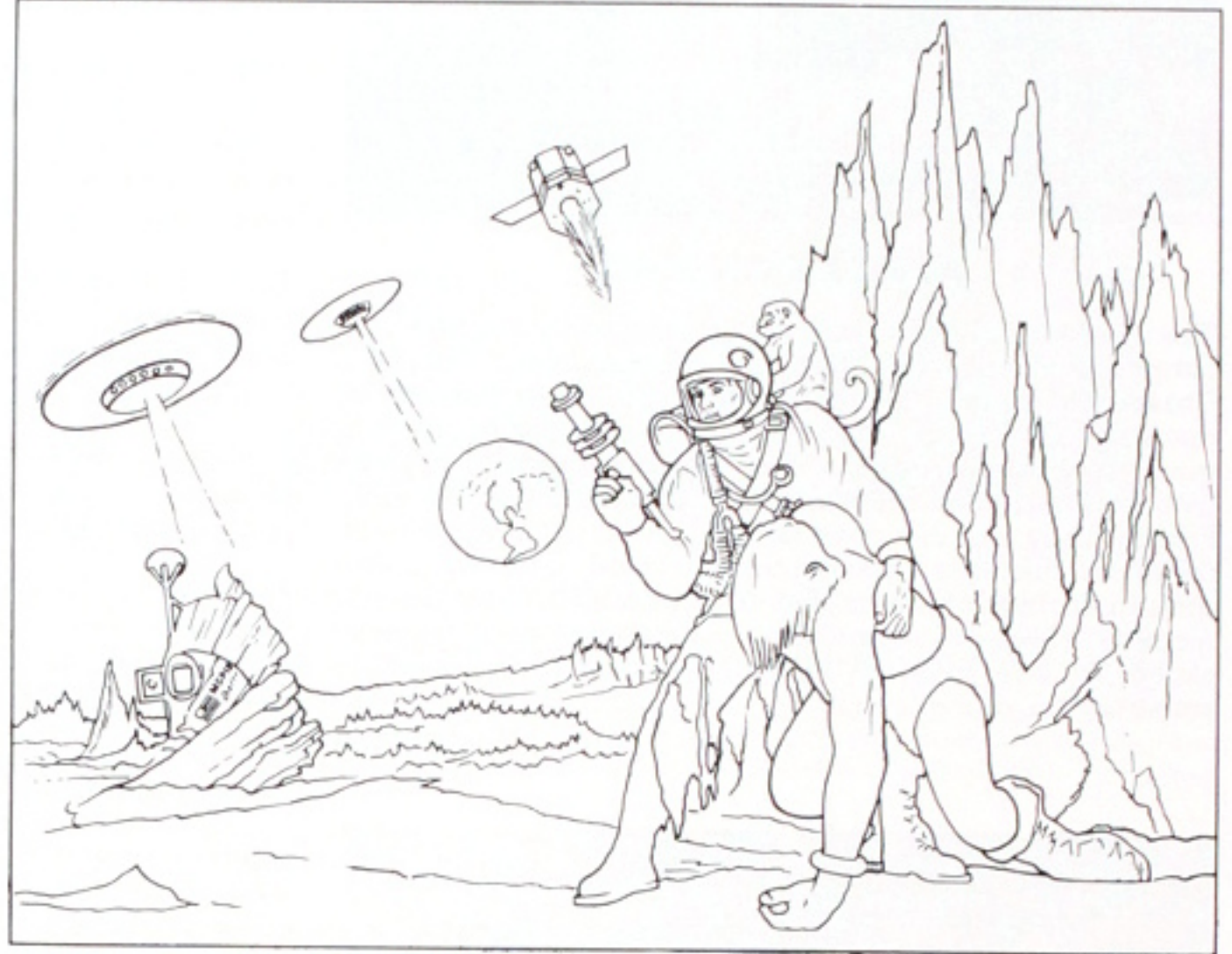
ORDER THE KIT FROM PARAMOUNT PICTURES EXPLOITATION DEPARTMENT.

# COLORING CONTEST! KIDS WILL HAVE A FIELD DAY WITH THIS EXCITING COLORING CONTEST!

Especially created to project all the thrills and adventure of "ROBINSON CRUSOE ON MARS."

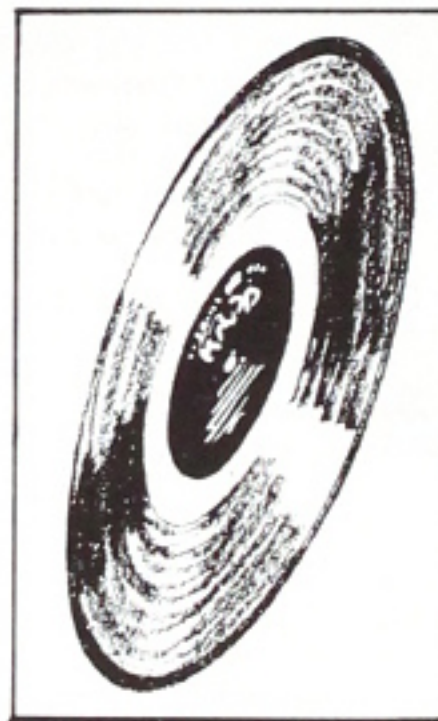
Available in a four-column mat (4EB) from your local branch of National Screen Service, the COLORING CONTEST CAN BE USED IN VARIOUS WAYS AS AN EFFECTIVE AID IN SELLING . . .

## ROBINSON CRUSOE ON MARS



### WAYS TO USE THE CONTEST

- Plant the contest in local newspapers. Offer guests tickets to the winners and display the winning entries in your lobby.
- Use the coloring contest as a herald. Have supermarkets stuff them in their packages and give them out on street corners.
- Distribute copies to schools, Boy and Girl Scout troops and any other children's groups.



## BIG RECORD TIE-IN!

KAPP RECORDS, one of the nation's top recording companies, is releasing a 45 RPM record of "ROBINSON CRUSOE ON MARS."

The song, sung by popular recording star Johnny Cymbal, will be serviced to top disc jockeys throughout the country. Paramount and Kapp field representatives also are contacting disc jockeys, station librarians, record stores and other outlets for plugs and promotions.

### HELPFUL HINTS FOR THE USE OF THE MUSIC!

- Have local disc jockeys mention your playdate when they play the song.
- Have music shops set up displays using stills of the film to surround the record.
- Be sure to play the record in your lobby before the opening of the film.
- Contact a disc jockey and have him devote part of his program to music that is 'out of this world' while also plugging the Kapp record and your playdate.

## SPECIAL SPACE CARD BALLY!

This unique space card has been designed to create great word-of-mouth publicity for your "Robinson Crusoe on Mars" playdate. The cards should be given out to your patrons after each showing of the film.



The card is available in mat form (2E) from your local branch of National Screen Service.

# PUBLICITY

## SYNOPSIS

(Not For Publication)

"Robinson Crusoe on Mars" is not a fantasy. It is not 'science fiction.' It is simply and faithfully an updated version of Daniel Defoe's literary classic of 1719. Instead of Defoe's shipwrecked mariner on a remote island, the film presents the space-age Crusoe as a U.S. astronaut, stranded on Mars, and his subsequent fight for survival in that alien atmosphere without oxygen, food or water.

"Robinson Crusoe on Mars" is 'science fact' of the foreseeable future. Every facet of the script adheres to the most advanced space-age thinking, the achievement of what is already on today's drawing boards.

Following Defoe's story, the space-age Crusoe shows how a thoroughly trained astronaut, faced with unsuspected problems, uses his skills and native know-how to overcome seemingly insurmountable obstacles.

## CAST

Commander Christopher Draper USN ..... PAUL MANTEE  
 Friday ..... VIC LUNDIN  
 Colonel Dan McReady USAF ..... ADAM WEST  
 Mona The Monkey ..... MONA THE WOOLLY MONKEY

## CREDITS

Produced by Aubrey Schenck; Directed by Byron Haskin; Director of Photography—Winston C. Hoch; Art Direction by Hal Pereira and Arthur Lonergan; Makeup by Wally Westmore and Bud Bashaw; Film Editor—Terry Morse; Screenplay by Ib Melchior and John C. Higgins.

**RUNNING TIME: 110 MINUTES**

## ADVERTISING BILLING

Paramount Pictures Presents ..... 25%  
 ROBINSON CRUSOE ON MARS ..... 100%

optional ..... starring  
 Paul Mantee } 25% Trades  
 Victor Lundin } 20% News-  
 and } papers  
 Mona, The Woolly Monkey }

Produced by Aubrey Schenck } 25% Trades  
 Directed by Byron Haskin } 20% News-  
 Screenplay by Ib Melchior and John Higgins } papers

optional ..... Based on a story by Daniel Defoe

TECHNICOLOR® ..... 25%

optional ..... TECHNISCOPY® ..... 25%

A Schenck-Zabel Production ..... 15%

# "Robinson Crusoe on Mars" Is Updated Version Of Daniel Defoe's Classic Adventure Novel

There have been many science-fiction movies about space travel, but Paramount's "Robinson Crusoe on Mars," which opens ..... at the ..... Theatre, is not fiction or fantasy, it is 'science fact.' The film is not a pipe dream with horrendous monsters or Mars maidens—it is simply and faithfully an updated version of Daniel Defoe's literary classic of 1719.

Starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, "Robinson Crusoe on Mars" is an adventure film which presents the space-age Crusoe as a U.S. astronaut stranded on Mars, and his subsequent fight for survival in that alien atmosphere without oxygen, food or water.

The story excitingly begins with the U.S. spaceship, Elinor M, circling Mars on the first official probe to test the planet's gravity. Aboard are Colonel Dan McReady (Adam West), Commander Christopher 'Kit' Draper (Paul Mantee) and Mona (The Woolly Monkey), a monkey, space suited for medical research.

McReady and Draper suddenly realize that their craft is on collision course with a gigantic meteor. In a split-second evasive action the spacecraft swings too far off course and is dragged inexorably down by the Mars gravitational pull. McReady and Draper separately abandon ship with McReady taking charge of Mona.

Despite its retro rockets, Draper's ejection capsule crashes on landing, wrecking the craft and leaving food and water for only a few days. Exhausted, Draper falls asleep only to wake up suffocating for lack of air. Without oxygen he can sleep only an hour.

Draper sets out to find McReady but in his search only locates Mona. With no more than a few hours of oxygen, Draper seems doomed. Light headed, he passes out but is miraculously saved when little yellow rocks, burning and giving off bursts of gas, revive him. This gas is pure oxygen and Draper devises a method to feed the oxygen into his regular tank.

Sometime later, a spacecraft appears over Mars and then lands. Draper, sure he is being rescued, runs to the ship only to discover that it is not from the U.S., or even the Earth. Watching the ship, Draper suddenly sees a figure detach himself and run in his direction. (Let's call the figure Cosmos). Draper and Cosmos (Vic Lundin) face each other warily. Gradually, Draper allays Cosmos' fears and they settle down for the night.

With the arrival of Cosmos, who Draper jokingly dubs Friday, his worst problem, loneliness, has gone. Slowly, over the months, Draper teaches Cosmos English, and together, wondering if they will ever be rescued, set out to explore Mars.

Filmed in Technicolor and Techniscope, "Robinson Crusoe on Mars" was produced by Aubrey Schenck and directed by Byron Haskin.



Mat 1E Still #10393/72

**A STRANGE FRIENDSHIP**—Paul Mantee and Vic Lundin star in Paramount's exciting new Technicolor adventure, "Robinson Crusoe on Mars," which opens ..... at the ..... Theatre. Mantee plays a modern day Robinson Crusoe and Lundin portrays his man Friday.



Mat 2A

Still #10393/Spec/2

**ADVENTURES OF A SPACESHIP-WRECKED ASTRONAUT ON MARS!** This scene is an artist's conception of the thrills and excitement which take place in Paramount's new Technicolor adventure film, "Robinson Crusoe on Mars," which opens ..... at the ..... Theatre. Starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, this 'science fact' film is about a U.S. astronaut stranded on Mars and his subsequent fight for survival in that alien atmosphere.

## Paul Mantee And Vic Lundin Star In Exciting "Robinson Crusoe on Mars"

"Robinson Crusoe on Mars," the 'science fact' film based on the classic novel by Daniel Defoe, opens ..... at the ..... Theatre. Starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, "Robinson Crusoe on Mars" is about a U.S. astronaut stranded on Mars. Following Defoe's story, this space-age Crusoe shows how a thoroughly trained astronaut faced with unsuspected problems uses his skills and native know-how to overcome seemingly insurmountable obstacles.

After a long treacherous flight through space, the U.S. spaceship, Elinor M, manned by Colonel Dan McReady (Adam West) and Commander Christopher 'Kit' Draper (Paul Mantee), along with test monkey Mona (The Woolly Monkey), is circling Mars when suddenly a gigantic meteor comes up in its path. In the split second that it takes McReady and Draper to evade the sure disaster, the spacecraft swings too far off course and is dragged down by Mars' gravity. Because of this the two astronauts are forced to leave the ship by way of their separate emergency ejection capsules.

Despite retro rockets on Draper's capsule, the craft crash lands completely wrecking it and shattering all the emergency oxygen tanks. Draper soon discovers that in the rarefied atmosphere of Mars, he has only sufficient oxygen for two days.

With this impending danger at hand, Draper sets out to find McReady, but in his search, he finds only Mona. As his oxygen becomes perilously low, Draper miraculously stumbles across a cluster of small yellow rocks, which to his amazement, give off bursts of pure oxygen. By concocting a loading device to feed the oxygen to his tank, he is able to survive.

As the weeks pass by, Draper suddenly hears a spacecraft overhead. Thinking it is a rescue party, he runs to the place where the ship lands. As he gets closer, Draper sees that the ship is not from the U.S., or for that matter, not even from the Earth. While watching this strange craft, Draper sees a figure detach himself and run in his direction. (Let's call the figure Cosmos). Draper and Cosmos (Vic Lundin) uneasily face each other. Gradually Cosmos realizes that Draper is friendly. They settle down to rest.

With the arrival of Cosmos, who Draper jokingly dubs Friday, Draper's worst problem, loneliness, has gone. Together, hopefully waiting for a rescue ship, they set out to explore the Martian terrain.

"Robinson Crusoe on Mars," was produced by Aubrey Schenck and directed in Technicolor and Techniscope by Byron Haskin. The film is an Aubrey Schenck-Edwin F. Zabel Production.



Mat 1A

Still #10393/8

**PAUL MANTEE** stars as Commander Christopher Draper in Paramount's thrilling 'science fact' film, "Robinson Crusoe on Mars," which opens ..... at the ..... Theatre. Along with Mantee, the cast of this Technicolor film includes Vic Lundin, Adam West and The Woolly Monkey.

# "Robinson Crusoe on Mars" Is Thrilling 'Science Fact' Film

(Review)

"Robinson Crusoe on Mars," an unusually thrilling picture, opened last night at the . . . . . Theatre. This 'science fact' film from Paramount, starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, is based on the Daniel Defoe classic adventure novel. Instead of Defoe's shipwrecked mariner on a remote island, this adventure film presents the space-age Crusoe as a U.S. astronaut stranded on Mars. It excitingly shows his subsequent fight for survival in that alien atmosphere without oxygen, food or water.

The story begins when a U.S. spaceship, circling above Mars, is suddenly confronted with a meteor directly in its orbit. In a sudden maneuver to avoid disaster, the two astronauts, Commander Christopher Draper (Paul Mantee) and Colonel Dan McReady (Adam West) veer off course which causes the ship to be pulled down by Mars' gravitational pull. Using their ejection capsules, they separately escape from the ship (McReady taking the test monkey), but only Draper and the monkey survive.

Alone and with little oxygen or food left, Draper tries to sustain himself. As we follow this modern day Crusoe, we see how an astronaut, faced with insurmountable obstacles, keeps alive by using his native skills and know-how.

The excitement of the film increases when a spaceship appears overhead and then lands. Draper, thinking that he is going to be rescued, runs to the ship, only to find that it is from another planet. Hiding and watching, Draper sees someone run towards him. He is Cosmos (Vic Lundin), an escaped prisoner from another planet who has been left to die. As they come face to face, Draper shows him that he is friendly. In time, he and Cosmos (now dubbed Friday) learn to communicate with each other, and together, hoping for their eventual rescue, set out to explore Mars.

What makes this film so excellent is that it is not fiction or fantasy, it is 'science fact' of the foreseeable future. Every facet of the script adheres to the most advanced space-age thinking, the achievement of what is already on today's drawing boards.

"Robinson Crusoe on Mars," was produced by Aubrey Schenck and directed in Technicolor and Techniscope by Byron Haskin. The film is an Aubrey Schenck-Edwin F. Zabel Production for Paramount.

## FIRST ON MARS



Mat 1C Still #10393/32

**MARS PROBE I**—Paul Mantee, as U.S. astronaut Christopher Draper, plants the American flag creating the first U.S. base on Mars in this scene from Paramount's Technicolor 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre.



Mat 1B Still #10393/68

**FRIDAY ON MARS!** Vic Lundin, holding Mona The Woolly Monkey, plays a modern day Friday in Paramount's exciting 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre. This thrilling Technicolor adventure also stars Paul Mantee and Adam West.

## "Robinson Crusoe on Mars" Is Authentic 'Science Fact' Film

In preparing Paramount's new Technicolor 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre, a number of authorities on space flight were consulted. Among them, E. V. Ashburne, Lockheed Aircraft Mars Probe authority, and rocket expert Wernher von Braun.

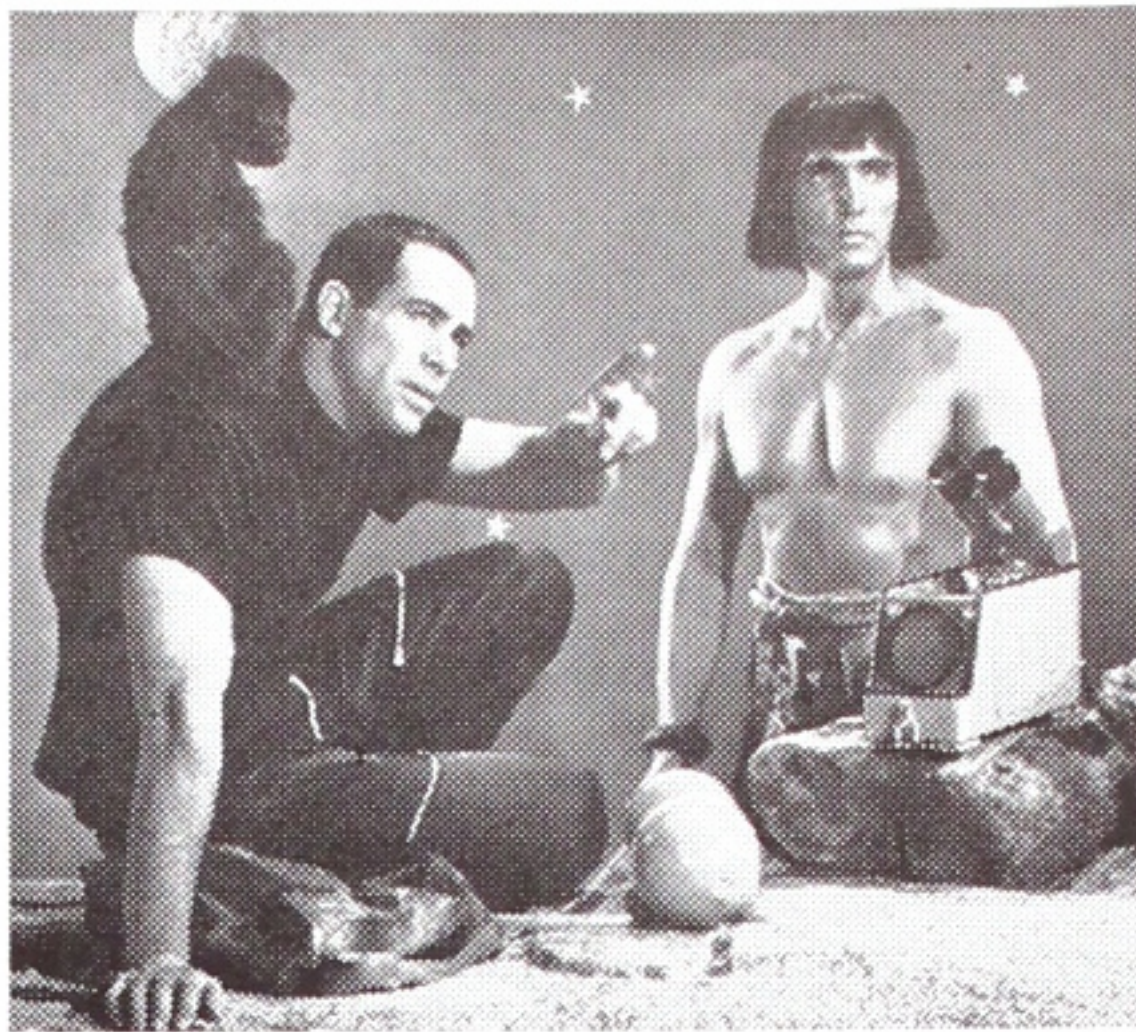
The consensus of opinion as to what 'skin' to use for the space capsule favored the use of Titanium, a metal which has not been utilized much lately in high speed aircraft. In fact, it has fallen into disfavor since the shift in emphasis from manned aircraft to missiles. Nevertheless, Titanium is noted for its combination of high strength, light weight and resistance to heat.

To conform with the realism of making a 'science fact' film, producer Aubrey Schenck and director Byron Haskin decided to have the exterior of the space ship's shell constructed out of Titanium, the metal many qualified authorities considered to be obsolete.

Much to the astonishment and surprise of all concerned with the making of "Robinson Crusoe on Mars," the story broke recently about the super-fast high flying A-11 jet; the disclosure not only revealed its tremendous capability, but also that the material used in its construction is—Titanium.

Said producer Schenck: "President Johnson's disclosure that the A-11 was the result of the mastery of metallurgy and fabrication of Titanium leads me to believe that when a space capsule does in fact make the landing on Mars, it will be wearing a Titanium skin!"

Vic Lundin, whom sport fans may remember as Illinois' star when that university defeated Stanford in the Rose Bowl game of 1951, stars in Paramount's Technicolor 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre.



Mat 2B Still #10393/2

**COMPANIONS FROM DIFFERENT WORLDS!** Paul Mantee plays a modern day Robinson Crusoe and Vic Lundin plays his man Friday in Paramount's exciting adventure film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre. Filmed in the breathtaking beauty of Technicolor, this motion picture realistically and thrillingly tells the story of a U.S. astronaut fighting to survive in an alien atmosphere without food or water.

## A Professional Snow Job Is Done On "Robinson Crusoe on Mars"

Illusion is sometimes more difficult to simulate than reality. As yet, no astronaut has landed on Mars to factually confirm what information has thus far been ascertained regarding the atmospheric conditions and the terrain of that planet.

Still, enough is known about its environment for producer Aubrey Schenck and director Byron Haskin to make an authentic 'science fact' film on what to expect when the first interplanetary expedition makes a landing on the planet. With the aid of such outstanding experts as Ib. J. Melchior, former science editor of Life Magazine, and Wernher Von Braun, great care has been taken to make Paramount's "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre, as scientifically as accurate as possible.

For one thing, thirty tons of ice and snow were used on the set at Paramount to create the effect of the polar ice caps of Mars for a scene with stars Paul Mantee and Vic Lundin. Although the sound

stage is normally warm enough to require the use of large fans, director Haskin and the production crew had to bundle up in heavy overcoats and galoshes to shoot the scene on the frozen expanse.

At the completion of shooting, director Haskin with a chill in his voice and a vapor condensation trail coming from his mouth, said: "Okay. Print it. That winds up the polar cap sequence."

Producer Schenck, his teeth chattering like castanets, nodded agreement, as well as relief and said: "I'm glad that we got this on ice!"

In a few hours, the 'ice cap' had melted away to a vast pool of water, and once again, the blowers were turned on to cool off the sound stage to the prevalent temperature of sunny California!



Mat 2C Still #10393/28

**LOOKING FOR SURVIVORS!** In this scene from Paramount's thrilling 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre, U.S. astronaut Christopher Draper (Paul Mantee) looks for his co-pilot in the wreckage of his ejection capsule. Filmed in Technicolor, this exciting motion picture realistically shows how an astronaut fights to survive in an alien atmosphere without oxygen, food or water.

## "Robinson Crusoe on Mars" Opens Here Today

"Robinson Crusoe on Mars," the new 'science fact' film from Paramount, opens today at the . . . . . Theatre. Starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, "Robinson Crusoe on Mars" is an exciting updated version of the famed Daniel Defoe adventure classic.

Following Defoe's story, "Robinson Crusoe on Mars" presents the space-age Crusoe as a U.S. astronaut, stranded on Mars, and his subsequent fight for survival in that alien atmosphere without oxygen, food or water. The film thrillingly shows how a thoroughly trained astronaut, faced with unsuspected problems, uses his skills and native know-how to overcome seemingly insurmountable obstacles.

"Robinson Crusoe on Mars" is not just fantasy or fiction, it is 'science fact' of the foreseeable future. Every facet of the script adheres to the most advanced space-age thinking, the achievement of what is already on today's drawing boards. Keeping this in mind, producer Aubrey Schenck purchased the modernized version of the Defoe classic from Ib Melchior, former science editor for Life Magazine. The John Higgins and Melchior script was checked and rechecked by two of today's outstanding space authorities, rocket expert Wernher von Braun, and E. V. Ashburne, Lockheed Aircraft authority on the current U.S. Mars probe.

Filmed in Technicolor and Techniscope, "Robinson Crusoe on Mars" was produced by Aubrey Schenck and directed by Byron Haskin. It is an Aubrey Schenck-Edwin F. Zabel Production.



Mat 1D Still #10393/34

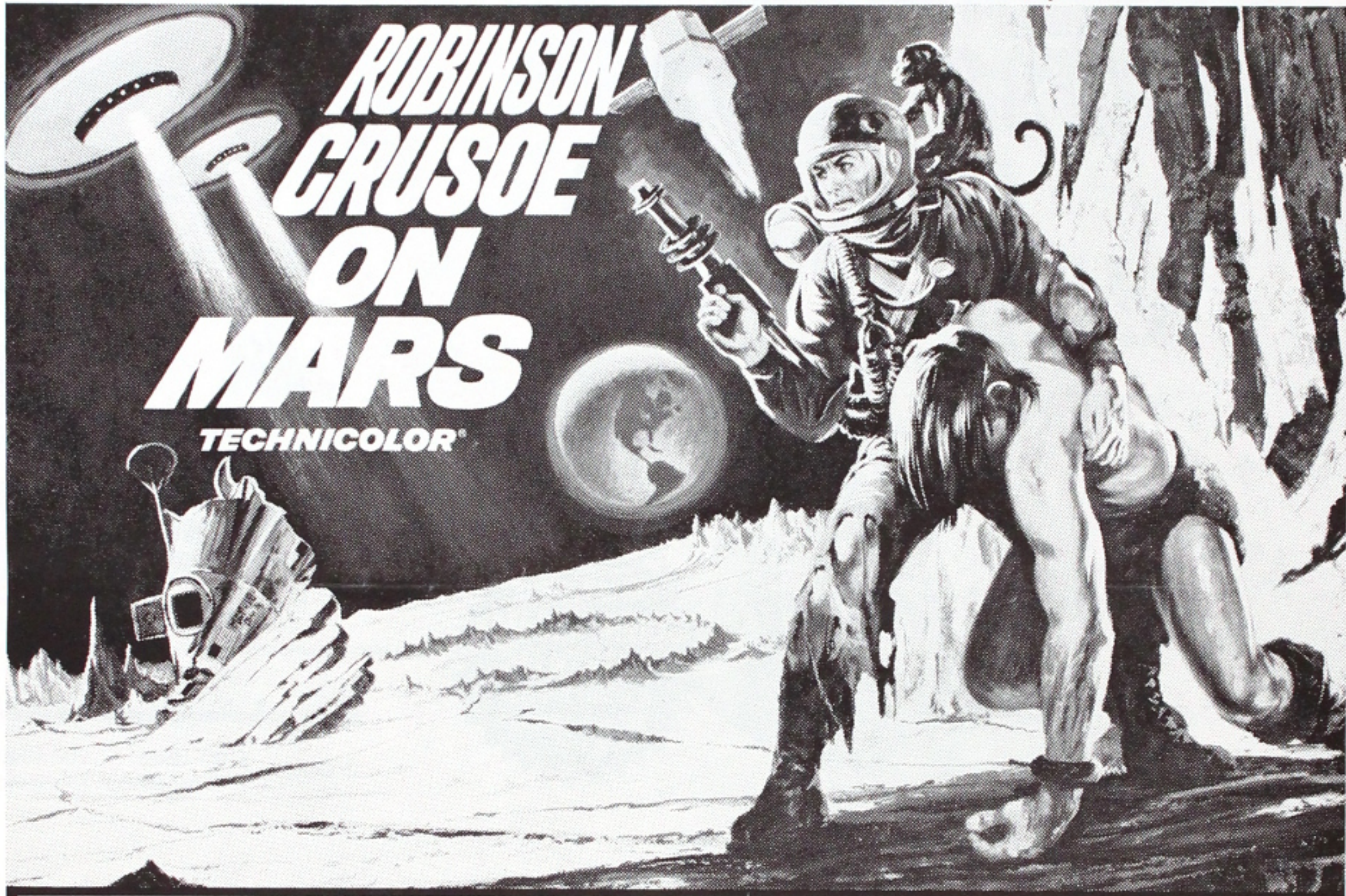
**A MAN AND A MONKEY—ALONE ON MARS!** Paul Mantee, as a U.S. astronaut who has crash landed on Mars, tries talking to his monkey in this scene from Paramount's thrilling 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre. This exciting film is based on the famous Defoe classic.

Those who live in the vicinity of Paramount Studios may have thought that the U.S. government had started underground nuclear testing. There was an explosion, all right, but it occurred on the studio's Stage Eleven where Paramount's new 'science fact' film, "Robinson Crusoe on Mars," was being shot. This exciting adventure story, starring Paul Mantee, Vic Lundin, Adam West and Mona The Woolly Monkey, opens . . . . . at the . . . . . Theatre.

Paul Mantee, star of Paramount's Technicolor 'science fact' film, "Robinson Crusoe on Mars," which opens . . . . . at the . . . . . Theatre, was a former football, swimming and tennis star at the University of California. He originally majored in journalism but switched to acting after appearing in several university stage plays.

# ADVERTISING SECTION

A lone U.S. astronaut pitted against all the odds beyond this earth! One adventure in a million that could happen – tomorrow!



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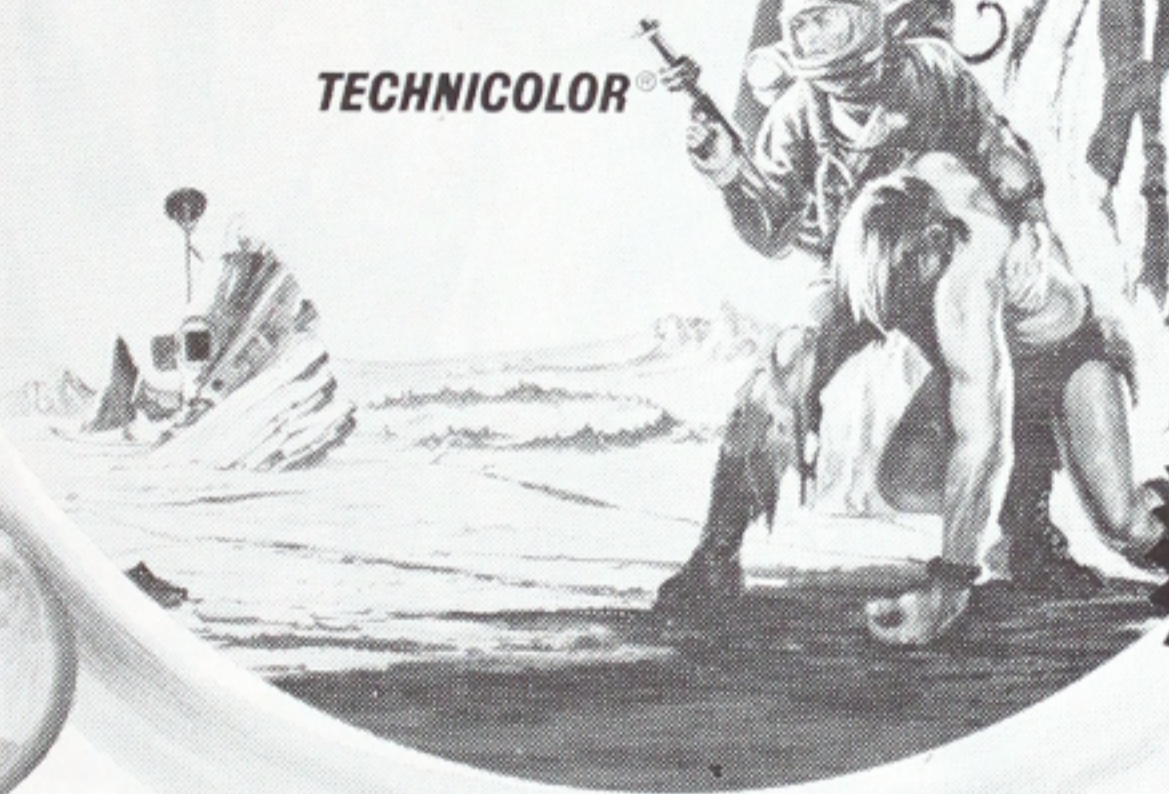
5 COLS. x { 140 LINES ..... 700 LINES  
10 inches ..... 50 inches

MAT 502

THE INCREDIBLE  
ADVENTURES OF A  
**LONE U.S. ASTRONAUT**  
ON A NO-MAN'S-LAND  
IN THE SKY!

# ROBINSON CRUSOE ON MARS

TECHNICOLOR®



**THIS FILM IS  
SCIENTIFICALLY  
AUTHENTIC  
...IT IS ONLY ONE STEP  
AHEAD OF PRESENT  
REALITY!**

STARRING PAUL MANTEE - VICTOR LUNDIN AND MONA, THE WOOLLY MONKEY - AUBREY SCHENCK  
DIRECTED BY BYRON HASKIN · IB MELCHIOR AND JOHN HIGGINS · SCREENPLAY BY AUBREY SCHENCK · PRODUCED BY BYRON HASKIN  
TECHNISCOPE®

A lone U. S. astronaut  
space-ship wrecked on  
a no-man's land in the sky!

# ROBINSON CRUSOE ON MARS

TECHNICOLOR®



STARRING PAUL MANTEE - VICTOR LUNDIN AND MONA, THE WOOLLY MONKEY - AUBREY SCHENCK · DIRECTED BY BYRON HASKIN  
SCREENPLAY BY IB MELCHIOR AND JOHN HIGGINS · PRODUCED BY AUBREY SCHENCK · TECHNISCOPÉ®

2 COLS. x { 100 LINES... 200 LINES  
7 1/4 inches... 14 1/2 inches } MAT 204

4 COLS. x { 125 LINES... 500 LINES  
9 inches... 36 inches }

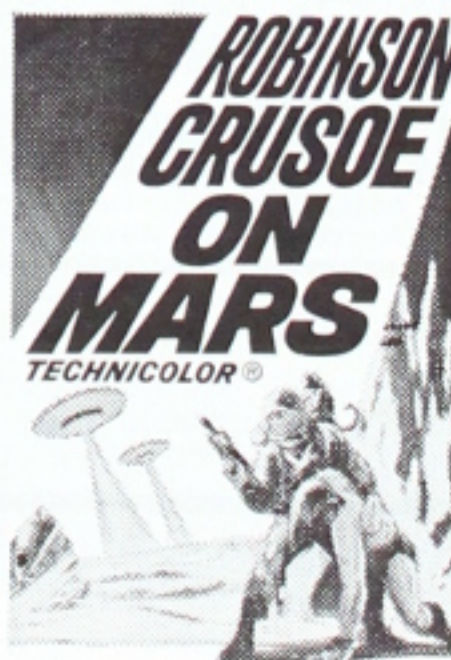
MAT 403

A lone U. S. Astronaut Space-Ship Wrecked On Mars.



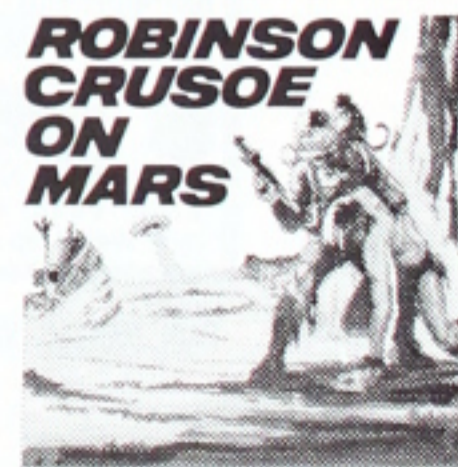
STARRING PAUL MANTEE - VICTOR LUNDIN AND MONA, THE WOOLLY MONKEY - AUBREY SCHENCK · DIRECTED BY BYRON HASKIN  
SCREENPLAY BY IB MELCHIOR AND JOHN HIGGINS · PRODUCED BY AUBREY SCHENCK · TECHNISCOPÉ®

2 COLS. x { 28 LINES... 56 LINES  
2 inches... 4 inches } MAT 201



STARRING PAUL MANTEE - VICTOR LUNDIN AND MONA, THE WOOLLY MONKEY - AUBREY SCHENCK · DIRECTED BY BYRON HASKIN  
SCREENPLAY BY IB MELCHIOR AND JOHN HIGGINS · PRODUCED BY AUBREY SCHENCK · TECHNISCOPÉ®

45 LINES... MAT 102  
3 1/4 inches...



TECHNICOLOR® TECHNISCOPÉ®

BOTH MIDGETS  
ON MAT 101



TECHNICOLOR® A PARAMOUNT RELEASE

**A LONE U.S. ASTRONAUT** space-ship wrecked on a no-man's land in the sky. . . with nothing but his own nerve and know-how to save him!

**ROBINSON CRUSOE ON MARS**  
TECHNICOLOR®



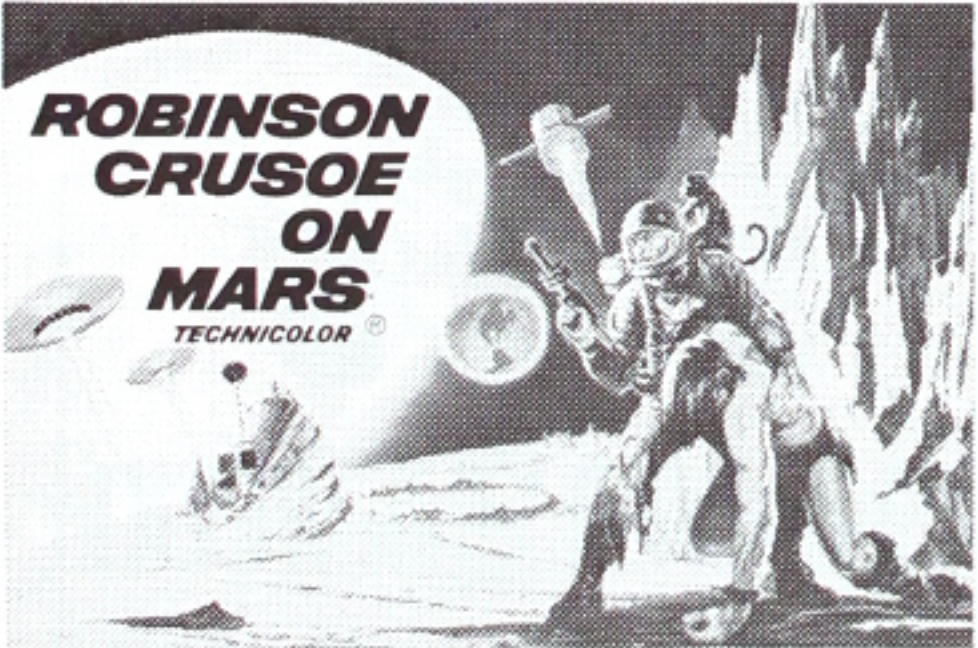
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STARRING: PAUL MANTEE · VICTOR LUNDIN and MONA, THE WOOLLY MONKEY · AUBREY SCHENCK  
DIRECTED BY: BYRON HASKIN · IB MELCHIOR and JOHN HIGGINS · SCREENPLAY BY: SCHENCK-ZABEL · PRODUCED BY: TECHNISCOPÉ

3 COLS. x {107 LINES.....321 LINES  
7 1/2 inches.....22 1/2 inches

**MAT 301**

A lone U. S. Astronaut Space-Ship Wrecked On Mars!

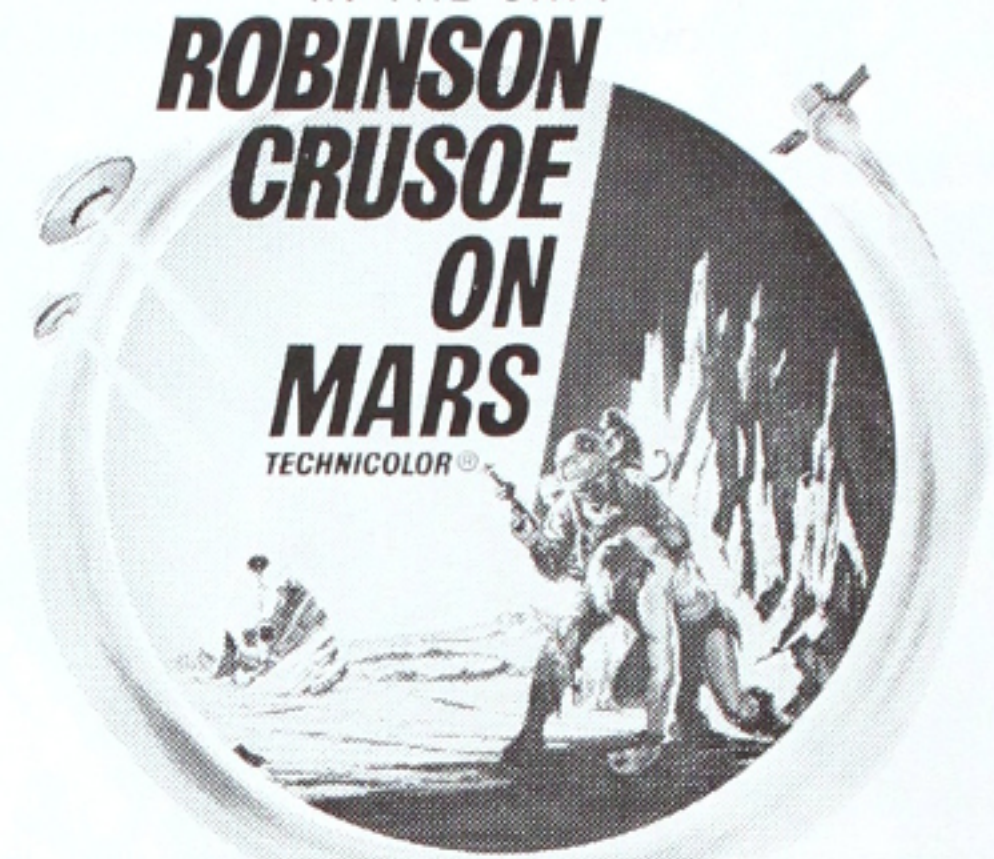


TECHNICOPÉ · PAUL MANTEE · VICTOR LUNDIN and MONA, THE WOOLLY MONKEY · AUBREY SCHENCK · BYRON HASKIN · IB MELCHIOR and JOHN HIGGINS · SCREENPLAY BY: SCHENCK-ZABEL · PRODUCED BY: TECHNISCOPÉ

2 COLS. x {50 LINES.....100 LINES  
3 1/2 inches.....7 inches

**MAT 202**

THE INCREDIBLE ADVENTURES OF A LONE U.S. ASTRONAUT ON A NO-MAN'S-LAND IN THE SKY!



STARRING: PAUL MANTEE · VICTOR LUNDIN and MONA, THE WOOLLY MONKEY · AUBREY SCHENCK  
DIRECTED BY: BYRON HASKIN · IB MELCHIOR and JOHN HIGGINS · SCREENPLAY BY: SCHENCK-ZABEL · PRODUCED BY: TECHNISCOPÉ

2 COLS. x {75 LINES.....150 LINES  
5 3/8 inches.. 10 3/4 inches

**MAT 203**

THE INCREDIBLE ADVENTURES OF A LONE U.S. ASTRONAUT ON A NO-MAN'S-LAND IN THE SKY!



**THIS FILM IS SCIENTIFICALLY AUTHENTIC**  
...IT IS ONLY ONE STEP AHEAD OF PRESENT REALITY!

STARRING: PAUL MANTEE · VICTOR LUNDIN and MONA, THE WOOLLY MONKEY · AUBREY SCHENCK  
DIRECTED BY: BYRON HASKIN · IB MELCHIOR and JOHN HIGGINS · SCREENPLAY BY: SCHENCK-ZABEL · PRODUCED BY: TECHNISCOPÉ

3 COLS. x {100 LINES.....300 LINES  
7 1/4 inches.....21 3/4 inches

**MAT 302**



**A LONE U.S. ASTRONAUT** space-ship wrecked on a no-man's land in the sky. . . with nothing but his own nerve and know-how to save him!



**ROBINSON  
CRUSOE  
ON  
MARS**  
TECHNICOLOR®

**THIS FILM IS  
SCIENTIFICALLY  
AUTHENTIC**  
... IT IS ONLY ONE STEP  
AHEAD OF PRESENT  
REALITY!

STARRING PAUL MANTEE - VICTOR LUNDIN and MONA, THE WOOLLY MONKEY PRODUCED BY AUBREY SCHENCK DIRECTED BY BYRON HASKIN - IB MELCHIOR SCREENPLAY BY JOHN HIGGINS  
A SCHENCK-ZABEL PRODUCTION **TECHNISCOPE**®



A Lone U.S. Astronaut Space-Ship Wrecked On Mars!  
**ROBINSON CRUSOE ON MARS**  
TECHNICOLOR®  
PAUL MANTEE - VICTOR LUNDIN and MONA, THE WOOLLY MONKEY  
PRODUCED BY AUBREY SCHENCK DIRECTED BY BYRON HASKIN - IB MELCHIOR SCREENPLAY BY JOHN HIGGINS  
A SCHENCK-ZABEL PRODUCTION **TECHNISCOPE**®

90 LINES... **MAT 103**  
6 1/2 inches...

4 COLS. x { 112 LINES..... 448 LINES  
8 inches..... 32 inches

**MAT 402**

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202  
201  
102  
101

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  - 6 Col. Mats, Nos. \_\_\_\_\_
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CRUSOE  
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