

Document Citation

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HAIL CÆSAR

Godfather of Harlem!



...The Cat with the .45 caliber Claws!

An American International Release



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BLACK CAESAR

SYNOPSIS (Not for Publication)

The alert, goodlooking black youngster with his shoeshine box under his arm approaches a well-dressed white man emerging from the bakery with a purchase under his arm. The boy insists on performing his bootblack artistry on the man. Another white man approaches the customer menacingly. The horrified customer starts to take off but is restrained by the shoeshine boy clutching at his legs. Shots ring out and the customer falls to the ground, mortally wounded. The gunman fades into the crowd. The shoeshine boy runs away. Thirteen-year-old Tommy Gibbs (OMER JEFFREY) has just completed his first chore for the Mafia.

In a subsequent errand for the organization, Tommy is sent to the apartment of John McKinney (ART LUND), a brutal, sadistic, bigoted policeman — on the take. McKinney administers a savage beating which hospitalizes Tommy with permanent damage to one of his legs.

While in the hospital, Tommy Gibbs has time to plan for his advancement in organized crime. He is visited by his closest friend, Joe Washington, (MICHAEL JEFFREY) physically weak but capable of great mental powers. Tommy tells Joe that part of his master plan is to send him through college so that he will be able to compete in the jungle of modern business and finance.

Several years later, we see a young black man, walking with a noticeable limp, head toward a neighborhood barbershop where one of the local gangsters is having a shave. It is Tommy Gibbs, (FRED WILLIAMSON) now grown up. Tommy shoots the gangster and, borrowing a razor from the terrified barber, cuts off one of his victim's ears.

Cardoza, (VAL AVERY) head of the local Mafia family is having lunch at his favorite restaurant when a tall, young black man limps toward him, addresses him in faultless Sicilian and tosses a human ear into his plate of spaghetti. Tommy Gibbs has beat the contractual killers to the kill, and despite his race, has ingratiated himself into the service of the Mafia.

In order to consolidate his power, Tommy has to obtain the books on the syndicate's operations, in possession of Gulik, the bookkeeper. He makes arrangements to assassinate this gang minion upstairs over a nightclub where his girlfriend Helen (GLORIA HENDRY), has unlocked the door for him.

Now in possession of the incriminating books, Tommy and Joe enlist the aid of Alfred Coleman (WILLIAM WELLMAN, JR.), a high-living syn-

dicate lawyer. They arrange to bring Rufus Fairchild (D'URVILLE MARTIN), in on the deal to pose as a minister in order that they might pour all the profits from the underworld operations into a tax-free church organization.

Realizing one of his life-long ambitions, Tommy buys Coleman's exclusive condominium and evicts Coleman and his wife Virginia (MYRNA HANSEN). The next morning, a surprised maid, Mama Gibbs (MINNIE GENTRY), Tommy's mother, finds her son in the master's bed.

He sends Helen to California with Joe, where he sets her up in the recording industry. There, to his chagrin, Joe and Helen fall in love.

Ever increasing gangland pressures cause him to go to California, where he and his hoods wipe out the leaders of the Mafia, making him absolute ruler of the underworld. While there, he has a violent confrontation with Joe and Helen and the friendship is split. Mama Gibbs, brokenhearted and unable to assimilate her new position, dies. He also has a confrontation with his father, Mr. Gibbs (JULIUS W. HARRIS), whom he has sworn to kill because he believes that the father deserted the family.

Meanwhile, Tommy's enemies headed by McKinney and Coleman have planned to do away with him. They eliminate his loyal gang members and manage to wound Tommy as he exits from Tiffany jewelers, a favorite spot of his. In the ensuing chase through the streets of New York, he manages to elude his pursuers, after killing one of them. Prior to this, Helen, now married to Joe, had set him up by spending a night with him and getting an impression of the keys to his safety deposit box where the all-important books were kept. Tommy calls on Joe for help. Joe, not knowing of his wife's involvement, goes to his aid for old times' sake. A meeting is set up at Coleman's office.

McKinney kills Coleman and Joe—when he arrives—and lays in wait for Tommy to kill him and blame him for the other deaths. Tommy, still weakened from his wound, manages to overcome and kill McKinney.

Like a wounded animal, Tommy leaves Coleman's office and heads for his old home in the ghetto. He discovers that his old tenement has been razed. As he wanders dazed through the rubble, he is spotted by a neighborhood gang of teenage hoodlums. Recognizing an obviously well-heeled, easy mark, the young thugs slowly encircle him and close in for the kill.

CAST

Tommy Gibbs	FRED WILLIAMSON
Rev. Rufus	D'URVILLE MARTIN
Mr. Gibbs	JULIUS W. HARRIS
Crawdaddy	DON PEDRO COLLEY
Helen	GLORIA HENDRY
John McKinney	ART LUND
Cardoza	VAL AVERY
Mama Gibbs	MINNIE GENTRY
Joe Washington	PHILLIP ROYE
Alfred Coleman	WILLIAM WELLMAN, JR.
Bryant	JAMES DIXON
Virginia Coleman	MYRNA HANSEN
Grossfield	PATRICK McALLISTER
Motor	CECIL ALONZO
Sport	ALLEN BAILEY
Tommy as a boy	OMER JEFFREY
Joe as a boy	MICHAEL JEFFREY

Running time: approximately 92 minutes

Rating: R

Aspect ratio: 1.85:1

Color by: DELUXE

CREDITS

Executive producer	PETER SABISTON
Written, produced and directed by	LARRY COHEN
Director of photography	FENTON HAMILTON
Harlem sequences photographed by	JAMES SIGNORELLI
Associate producer	JAMES P. DIXON
Co-producer	JANELLE COHEN
Sound	ALEX VANDERKAR
Film editor	GEORGE FOLSEY, JR.
Assistant editor	FRANCO GUERRI
Script supervisor	JOAN TUCKER
Camera assistants	DON HART, STU SPAHN and BOB ISENBERG
New York production manager	ALLEN BAILEY
Music composed and performed by	JAMES BROWN
Main title song "DOWN AND OUT IN NEW YORK CITY" written by	BODIE CHANDLER and BARRY DE VORZON
Music supervised by	BARRY DE VORZON
Sound track album available on	POLYDOR RECORDS

A Larco Production

An American International Release

NEWSPAPER AD INDEX

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SCENE MAT 1-C

MOB MONARCH—Fred Williamson stars in the title role of "Black Caesar," American International's hard hitting new screen shocker opening at the Theatre. D'Urville Martin, Julius W. Harris, Don Pedro Colley, Gloria Hendry, Art Lund, Val Avery and Minnie Gentry share starring honors with Williamson in the film which relates the rise of an underworld chief from the streets of black Harlem to the top ranks of the mob organizations. Filmed entirely in actual New York surroundings, "Black Caesar" was written, produced and directed by Larry Cohen.

Gloria Hendry, a Multi-Talented Star

In AIP's "Black Caesar," opening at the Theatre, beautiful Gloria Hendry gets to show off two facets of her entertainment ability, singing and acting. A dedicated professional, Miss Hendry is also an accomplished dancer.

As the reluctant lady love of a gangster in this fast-moving action movie, she highlights her dramatic performance by singing and playing the organ. Being cast in the role of a singer is perfect type casting for Gloria, who is well known to aficionados of the Playboy Club circuit all over the country.

She is also well known to television audiences through her performances on the long running daytime serial "As the World Turns" and the many commercials in which she has been featured. 1972 was a big year for the petite Gloria for in addition to the several motion pictures she starred in, she made her recording debut on a hit single, in duet with Sammy Turner, titled "When There's Only Two of Us."

"Black Caesar" stars Fred Williamson of "Nigger Charley" fame and, as the object of his affections, Gloria Hendry is torn between Tommy Gibbs (Williamson's role) and Joe Washington, his best friend—a role portrayed by fast-rising actor Phillip Royce. The movie follows their relationships from childhood to a violent adult climax.

This motion picture produced, written and directed by Larry Cohen, features an outstanding group of actors in its action-packed scenes. Sharing co-starring are D'Urville Martin, Julius W. Harris, Don Pedro Colley, Art Lund, Val Avery and Minnie Gentry.

Harris will be remembered for his role as "Scatter" in the hit movie "Superfly" and Lund gained stardom as a top, Gold-Record winning singer in the big-band era and as star of the long-running Broadway hit musical, "The Most Happy Fellow."

Veteran actress Minnie Gentry was recently starred in Melvin Van Peeble's hit play, "Ain't Supposed to Die a Natural Death."

"CAESAR," A TRUE-LIFE ROLE FOR WILLIAMSON

In portraying the role of Tommy Gibbs in AIP's "Black Caesar," ex-football star-turned-actor Fred Williamson is reliving a part of his rough childhood. The only difference is that the movie scenes take place on the streets of New York instead of Chicago where he grew up.

This exciting movie opening at the Theatre, tells of the rise and fall of a gangland kingpin, tracing him from boyhood to an early, untimely demise in a sequence of action-filled scenes.

Growing up in Chicago's teeming south-side ghetto where every day was a struggle for survival, was for Williamson a direct parallel of his character played as a boy by Omer Jeffrey, whose brother Michael is also in the picture. Both are making their motion picture debuts.

In addition to Williamson, the picture also stars D'Urville Martin and Don Pedro Colley. Others in the cast are Julius W. Harris who starred in the hit movie "Superfly," Gloria Hendry, Phillip Royce and Minnie Gentry, star of Melvin Van Peeple's Broadway hit play "Ain't Supposed to Die a Natural Death."

Others coming on with strong characterizations are Art Lund, who gained stardom as a singer in the big-band era and beauty queen Myrna Hansen.

"Black Caesar" was written, produced and directed by Larry Cohen.

James Brown Swings for "Caesar"

Famed black singer and musician, James Brown, has been signed by Lawrence A. Gordon, American International Vice-President in Charge of Worldwide Production, to compose the music for "Black Caesar," opening at the Theatre, and to perform the theme.

Brown has had 50 records on the hit charts, including his latest, "Get on the Good Foot," and his "I Got A Bag of My Own" was a runaway favorite.

"Black Caesar" is a crime drama filmed primarily on location in Harlem. It stars Fred Williamson, Minnie Gentry, Julius W. Harris, D'Urville Martin, Don Pedro Colley, Gloria Hendry, Art Lund, Val Avery and Phillip Royce.

Larry Cohen wrote, directed and produced the Larco Production.



SCENE MAT 1-B

CORRUPT COP — Art Lund portrays a law officer in league with New York racketeers in "Black Caesar," American International's new lightning-paced film opening at the Theatre. Starring Fred Williamson in the title role, the film describes the violent career of an underworld chief from the streets of Harlem to the top ranks of the mob organization.

PUBLICITY



SCENE MAT-2B

HE'S HER CAESAR — Fred Williamson, starring in the title role of "Black Caesar" which opens at the Theatre is shown above in an idyllic moment. Describing the bullet strewn rise of a New York mobster to the top of the underworld, the film also stars D'Urville Martin, Julius W. Harris, Don Pedro Colley, Gloria Hendry, Art Lund, Val Avery, Minnie Gentry and Phillip Royce. The film, which was photographed entirely on the streets of New York, was written, produced and directed by Larry Cohen.



SCENE MAT 1-A

MOB BOSS'S "MAMA" — Gloria Hendry portrays the girl friend of a ruthless underworld boss in "Black Caesar," American International release starring Fred Williamson in the title role which opens at the Theatre. The pair share starring honors with D'Urville Martin, Julius W. Harris, Don Pedro Colley, Gloria Hendry, Art Lund, Val Avery and Minnie Gentry in the film which describes the violent career of a mob boss from the streets of black Harlem to the top ranks of the underworld organization.

Crooner to Cop: A Transition for Lund

Portraying a bigoted, sadistic cop in AIP's "Black Caesar," which opens at the Theatre on, is quite a switch for actor/singer Art Lund, who gained his fame in the swinging '40's and '50's as a top vocalist. From an auspicious start as vocalist with the famed Dorsey Brothers Orchestra, Lund went on to star in the Broadway production of "Most Happy Fellow," where his recording of the hit song "Joey," garnered him one of his gold medal records.

Now on the road to a successful career in motion pictures, Lund plays the vicious police minion, John McKinney, who is the implacable enemy of Tommy Gibbs (Fred Williamson), in this exciting picture.

"Black Caesar" traces the rise and fall of a young black man from his gang activities on the streets of New York, to his take over of the Harlem branch of

Breathtaking Chase Filmed for Scene in AIP'S 'Black Caesar'

With one of the most exciting scenes ever filmed for a motion picture, technicians captured a spine tingling chase through Manhattan's streets for a sequence in "Black Caesar," American International's gangster-action adventure which opens at the Theatre on, starring Fred Williamson.

The film tells the story of a black underworld chieftain who threatens the rule of top East Coast mob leaders. The sequence needed follows Williamson as he is pursued by hired gunmen through the streets on foot and, later in a taxi. Tearing through crosstown traffic at first, the taxi then races up on the sidewalks in the busy area of Tiffany's in midtown Manhattan, careening past startled doormen and scattering pedestrians in its path.

Except for a brief session in Beverly Hills, California where a gangster shoot-out was filmed, the entire story for "Black Caesar" was photographed on the streets of New York and in its apartments.

In addition to Williamson who earlier starred in "The Legend Of Nigger Charlie," the film also stars D'Urville Martin and Don Pedro Colley who also shared cast honors with Fred in the earlier film.

Others in the cast are Julius W. Harris, star of "Superfly," Gloria Hendry and Minnie Gentry, star of the Broadway hit "Ain't Supposed To Die a Natural Death."

"Black Caesar" was produced and directed by Larry Cohen, from his own screenplay.

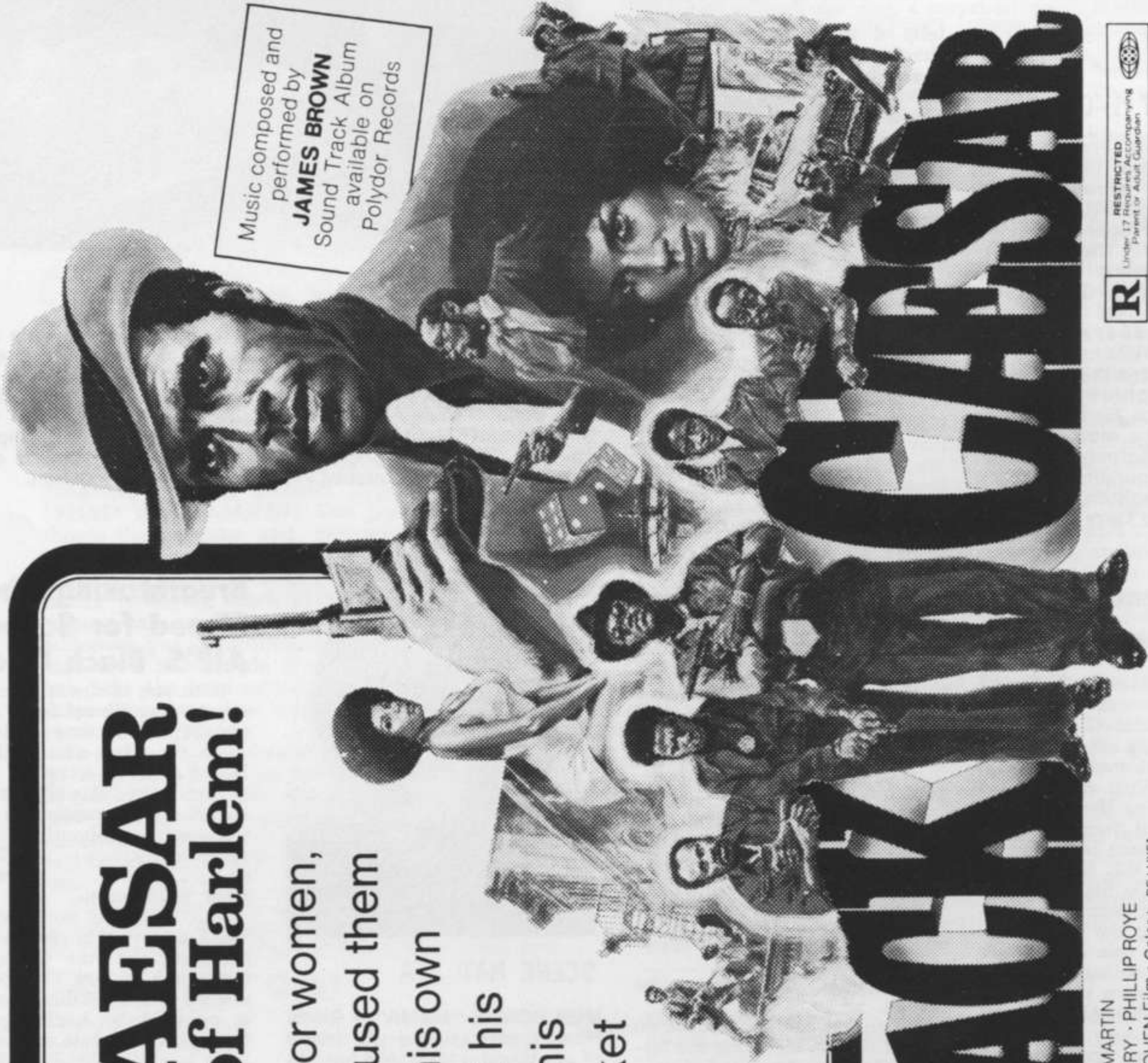
the Mafia. His life, loves and often murderous activities are graphically displayed in this fast-moving story.

A few of the stellar actors sharing top honors with Williamson and Lund are Julius W. Harris of "Superfly" fame, D'Urville Martin, Gloria Hendry, Minnie Gentry, Phillip Royce, Myrna Hansen, Don Pedro Colley and William Wellman, Jr., son of one of Hollywood's most famous directors.

HAIL CAESAR Godfather of Harlem!

Black or white, men or women,
he bought them, he used them
to beat The Man at his own
dirty game. And with his
hoodlum legions at his
side, he ruled a racket
empire from Harlem
to Watts.

Music composed and
performed by
JAMES BROWN
Sound Track Album
available on
Polydor Records



il
A Larco Production —
An American International Release
FRED WILLIAMSON
starring in
'BLACK CAESAR'
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN
DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film • Color by DE LUXE*

MAT 500- 5 col. x 6 3/8 = 31 7/8(446 lines)

R RESTRICTED
Under 17 requires
Parent or Adult Guardian

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ORDER FROM NATIONAL SCREEN SERVICE

HAIL CAESAR Godfather of Harlem!

The story of
the cat with the
.45 caliber claws,
the chicks he loved,
the hoodlum army
he led and the
racket empire
he ruled
from Harlem
to Watts.

Music composed and
performed by
JAMES BROWN
Sound Track Album
available on
Polydor Records



A Larco Production —
An American International Release

FRED WILLIAMSON starring in "BLACK CAESAR"

co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN

Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film
DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE

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Color by
DE LUXE

R RESTRICTED
Under 17 Requires Accompanying
Parent or Adult Guardian

MAT 401- 4 col.x 7 = 28" (392 lines)

ORDER FROM NATIONAL SCREEN SERVICE

HAIL CAESAR Godfather of Harlem!

The Cat
with the
.45 caliber
Claws!

Music composed and
performed by
JAMES BROWN
Sound Track Album
available on
Polydor Records

BLACK CAESAR

A Larco Production —
An American International Release

FRED WILLIAMSON

starring in

"BLACK CAESAR"

co-starring

MINNIE GENTRY • JULIUS W. HARRIS

DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE

Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film

D'URVILLE MARTIN

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MAT 301- 3 col. x 8 1/4" = 24 3/4" (347 lines)

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HAIL CAESAR
Godfather of Harlem!

The story of the cat with the .45 caliber claws, the chicks he loved, the hoodlum army he led and the racket empire he ruled from Harlem to Watts.

Music composed and performed by **JAMES BROWN**
Sound Track Album available on Polydor Records

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR"
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN • DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film • Color by DE LUXE®
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MAT 300- 3 col. x 5 3/16" = 15 9/16" (218 lines)

HAIL CAESAR
Godfather of Harlem!

...the cat with the .45 caliber claws!

BLACK CAESAR

starring **FRED WILLIAMSON**
A Larco Production — An American International Release, Color by DE LUXE®
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MAT 101- 1 col. x 3 1/2" = 3 1/2" (49 lines)

HAIL CAESAR
Godfather of Harlem!

Black or white, men or women, he bought them, he used them to beat The Man at his own dirty game. And with his hoodlum legions at his side, he ruled a racket empire from Harlem to Watts.

Music composed and performed by **JAMES BROWN**
Sound Track Album available on Polydor Records

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR"
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN • DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film • Color by DE LUXE®
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MAT 400- 4 col. x 5 1/8" = 20 1/2" (286 lines)

ORDER FROM NATIONAL SCREEN SERVICE

HAIL CAESAR Godfather of Harlem!

The story of the cat with the
.45 caliber claws,
the chicks he
loved, the
hoodlum
army he led
and the
racket empire
he ruled.



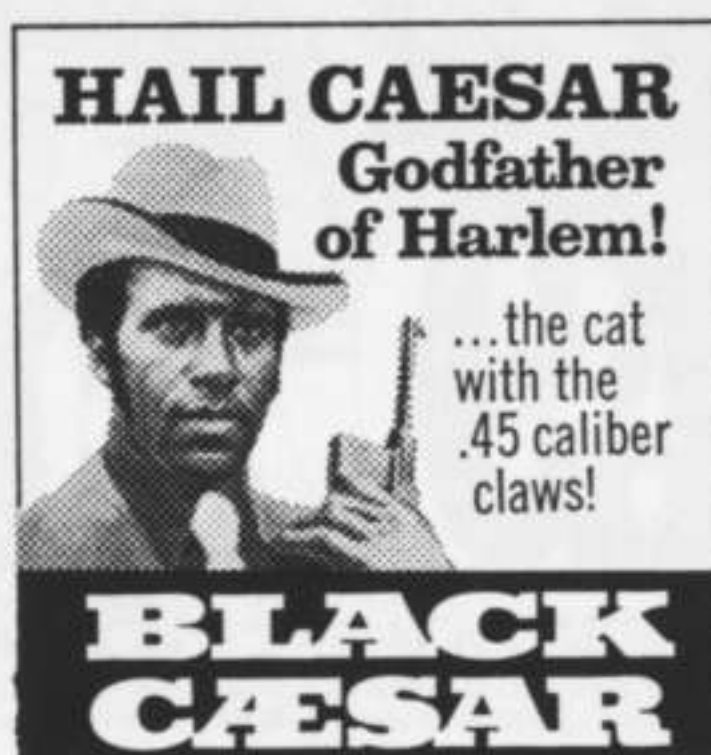
A Larco Production — An American International Release Color by DE LUXE*
FRED WILLIAMSON starring in "BLACK CAESAR"
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film

Music composed and performed by **JAMES BROWN**
Sound Track Album available on Polydor Records



© 1973 American International Pictures, Inc.

MAT 200- 2 col. x 9 = 18" (252 lines)



starring **FRED WILLIAMSON** Color by DE LUXE* A Larco Production — An American International Release

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MAT 100- 1 col. x 2
(28 lines)

HAIL CAESAR Godfather of Harlem!

...the cat
with the
.45 caliber
claws!



Music composed and
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JAMES BROWN
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Polydor Records

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR"
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film Color by DE LUXE*

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MAT 205 - 2 col. x 9 7/8" (277 lines)

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HAIL CAESAR
Godfather of Harlem!

...The cat with the
.45 caliber claws!

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JAMES BROWN
Sound Track Album
available on
Polydor Records

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR" • A LARRY COHEN Film • Color by DE LUXE®
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN • Written, Produced and Directed by LARRY COHEN

MAT 302- 3 col. x 4 5/8" = 13 7/8" (194 lines)

HAIL CAESAR
Godfather of Harlem!

BLACK CAESAR

A Larco Production — An American International Release Color by DE LUXE®
FRED WILLIAMSON
starring in "BLACK CAESAR"
co-starring MINNIE GENTRY
JULIUS W. HARRIS • D'URVILLE MARTIN
Music composed and performed by JAMES BROWN

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MAT 102- 1 col. x 6
= 6" (84 lines)

HAIL CAESAR
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...the cat
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.45 caliber
claws!

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR" • A LARRY COHEN Film • Color by DE LUXE®
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN
Written, Produced and Directed by LARRY COHEN • Music composed and performed by JAMES BROWN

MAT 203- 2 col. x 4 1/4" = 8 1/2" (119 lines)

HAIL CAESAR
Godfather of Harlem!

...The cat with the
.45 caliber claws!

Music
composed and
performed by
JAMES BROWN

BLACK CAESAR

A Larco Production — An American International Release
FRED WILLIAMSON starring in "BLACK CAESAR" • A LARRY COHEN Film • Color by DE LUXE®
co-starring MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN • Written, Produced and Directed by LARRY COHEN

MAT 202- 2 col. x 3" = 6" (84 lines)

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HAIL CAESAR
Godfather of Harlem!

Music composed and performed by **JAMES BROWN** Sound Track Album available on Polydor Records

The Cat with the .45 caliber Claws!

BLACK CAESAR

A Larco Production — An American International Release
starring **FRED WILLIAMSON**
"BLACK CAESAR"
co-starring **MINNIE GENTRY · JULIUS W. HARRIS · D'URVILLE MARTIN · DON PEDRO COLLEY · GLORIA HENDRY · ART LUND · VAL AVERY · PHILLIP ROYE**
Written, Produced and Directed by **LARRY COHEN** · A LARRY COHEN Film

Color by DE LUXE®

© 1973 American International Pictures, Inc.

MAT 201- 2 col. x 5 1/2" = 11" (154 lines)

Godfather of Harlem!
...the cat with the .45 caliber claws!

BLACK CAESAR

starring **FRED WILLIAMSON** · A Larco Production — An American International Release
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Color by DE LUXE®

MAT 204- 2 col. x 2 1/8" = 4 1/4" (60 lines)

HAIL CAESAR Godfather of Harlem!

BLACK CAESAR

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Color by DE LUXE®

MAT 206- 2 col. x 1" = 2" (28 lines)

SPECIAL MINI MATS
FOR CURRENT NEWSPAPER USE...

Godfather of Harlem!
...the cat with the .45 caliber claws!

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HAIL CAESAR Godfather of Harlem!

BLACK CAESAR

starring **FRED WILLIAMSON** A Larco Production — An American International Release
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POLYDOR RECORDS TIE-UP ON JAMES BROWN'S MUSIC FROM "BLACK CAESAR"

An excellent opportunity to capitalize on the soul-stirring, exciting music for "Black Caesar" created and performed by James Brown, internationally famous Polydor Records star, one of the nation's top Gold-Record winners, will be presented in an album as part of a nation-wide, in-depth promotion campaign.

Tying in local efforts with openings of the film, the campaign includes special screenings of the picture for radio and television D.J.'s, tie-ups with record stores and other outlets for Polydor Records.

Make this exciting campaign work for you by contacting your local American International Pictures exchange or field man along with the Polydor representative in your area. Both will cooperate fully in getting all the local coverage they can for your playdate in conjunction with the music. A list of Polydor Records representatives across the country follows. Each has been made aware of the film and the tie-up. Thus the man in your district will gladly serve your purpose.

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Geary Tanner

BOSTON/HARTFORD
UDC
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(617) 426-4672
Don Masters

CHARLOTTE, N.C.
UDC
1001 S. Tryon St.
(704) 375-9817
Dave Dannheisser

CHICAGO, ILL.
UDC
7901 N. Caldwell
Morton Grove, Ill. 60053
(312) 478-1133/(312) 966-0150
Chick Stella

CINCINNATI, OHIO
UDC
11750 Chesterdale Dr.
Suite 3103/Atkinson Sq.
(513) 771-4832/(513) 771-8146
Bill Scull (Regional)

CLEVELAND/PITTS./COL./BUFFALO
UDC
153 Hayes Dr.
Brooklyn Heights, Ohio
(216) 398-9600
Ted Musarro

DALLAS, TEXAS
UDC
1108 Quaker St.
(214) 638-7630
Ed Spacek (Regional)

DETROIT, MICHIGAN
UDC
24123 Greenfield Rd./Suite 208
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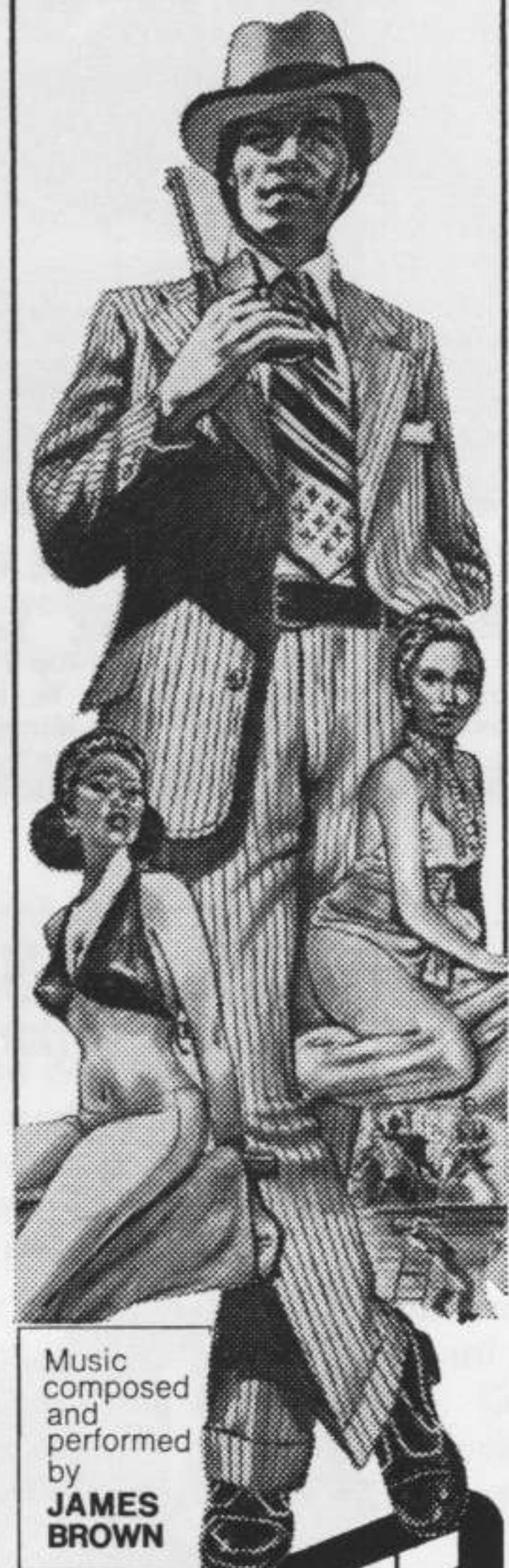
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HAIL CAESAR Godfather of Harlem!



Music
composed
and
performed
by
JAMES BROWN

BLACK CAESAR

A Larco Production — Color by DE LUXE®
An American International Release
FRED WILLIAMSON
starring "BLACK CAESAR"
in
co-starring MINNIE GENTRY
JULIUS W. HARRIS · D'URVILLE MARTIN
Written, Produced and Directed by LARRY COHEN
A LARRY COHEN Film
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MAT 103 - 1 col. x 9 3/4"
= (137 lines)

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**COMPLETE AD-CAMPAIGN ON A SINGLE MAT.
ORDER FROM NATIONAL SCREEN SERVICE.**



HE'S HER CAESAR — Fred Williamson, starring in the title role of "Black Caesar" which opens at the Theatre is shown above in an idyllic moment. Describing the bullet strewn rise of a New York mobster to the top of the underworld, the film also stars D'Urville Martin, Julius W. Harris, Don Pedro Colley, Gloria Hendry, Art Lund, Val Avery, Minnie Gentry and Phillip Royce. The film, which was photographed entirely on the streets of New York, was written, produced and directed by Larry Cohen.

HAIL CAESAR
Godfather of Harlem!

...the cat with the .45 caliber claws!

BLACK CAESAR
starring
FRED WILLIAMSON

A Larco Production —
An American International Release, Color by DE LUXE®

HAIL CAESAR
Godfather of Harlem!

...the cat with the .45 caliber claws!

BLACK CAESAR
starring
FRED WILLIAMSON

Color by DE LUXE® A Larco Production — An American International Release

Godfather of Harlem!
...the cat with the .45 caliber claws!

BLACK CAESAR
starring FRED WILLIAMSON • A Larco Production — An American International Release

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HAIL CAESAR
Godfather of Harlem!

The Cat with the .45 caliber Claws!

BLACK CAESAR
A Larco Production —
An American International Release
starring
FRED WILLIAMSON
"BLACK CAESAR"
co-starring
MINNIE GENTRY • JULIUS W. HARRIS • D'URVILLE MARTIN
DON PEDRO COLLEY • GLORIA HENDRY • ART LUND • VAL AVERY • PHILLIP ROYE
Written, Produced and Directed by LARRY COHEN • A LARRY COHEN Film

Music composed and performed by JAMES BROWN
Sound Track Album available on Polydor Records

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HAIL CAESAR Godfather of Harlem!

BLACK CAESAR
starring FRED WILLIAMSON A Larco Production — An American International Release

Color by DE LUXE®

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AD-PUB MAT SPECIAL MAT No.C1

EXPLOITATION

POLICE GUN DEMONSTRATION—Make a tie-in with the local police department to have a squad give a demonstration of the types of firearms used in the picture. This could take place between shows and be brief in nature. It would also work as a community service, pointing out the dangers of firearms — particularly in the hands of an amateur.

LOBBY GIVE-AWAY — Have a sharply dressed young black a-la-Black Caesar in lobby with a barrel of goodies obtained from local merchants, i.e.: key chains, lighter, etc., to emulate Black Caesar distributing his gift items. Ushers and/or usherettes could also be dressed in the style of gang members seen in the picture. Loudspeaker hookup leading to the outside could be used to ballyhoo the presence of "Black Caesar" in the lobby.

FREE TEASER TRAILERS

A good quantity of the fast-paced, hard-hitting action which strikes with bullet force throughout the film is crammed into the powerful teaser trailers prepared for "Black Caesar." They are designed specifically to whet the thrill-seeking appetites of audiences weeks in advance of the playdate and should be slotted into your programs as soon as booking is set. Brief, but with an undeniable punch, they can be used as valuable business boosters as cross-plug trailers where such situations permit. Order them FREE of charge from your local National Screen Service Exchange.

FREE COLOR TELEVISION TRAILERS

You'll capture the undivided attention of television viewers with the exciting video spot announcements available for your campaign. The intrigue and excitement offered will draw them away from the tube and to the box-office on opening day. Designed to appeal to a wide audience, they can be spotted on any channel which you feel reaches the largest market. Prepared in 60/30/20 second lengths, they have been combined on one 16mm reel. Order the reels FREE from your local American International Pictures Exchange.

WARDROBE TIE-IN — Since Fred Williamson, as Tommy Gibbs in "Black Caesar," is such a sharp dresser, a tie-in should be made with a local, popular men's haberdasher. Promoting in your ad copy that theatre-goers will receive a stub — or ticket — entitling them to participate in a drawing (held at the theatre or on the premises of the haberdasher) winner to receive a complete Black Caesar-type wardrobe. Or, in any event, some part of a wardrobe, i.e.: hat, tie and shirt or suit.

LOOK-A-LIKE CONTEST — This would be especially good in the black neighborhoods where, working through a community or neighborhood center, a young black man resembling Fred Williamson could be chosen from a peer group. Contest could be played up on popular radio or television station and given coverage in the black press. Winner to receive a prize of your selection. Same idea could be carried over into other areas using Art Lund, former big-band singer, who plays Capt. McKinney in the picture.

FREE PROMOTIONAL TV CLIPS

A reel of 16mm color containing assorted sequences from BLACK CAESAR has been compiled and is available free of charge to your local television stations for use by their movie reviewers and as time fillers. Advise station news show producers and programmers of the availability of this material early in your campaign so that they can slot it to their advantage . . . and yours. Write Publicity Dept., American International Pictures, 9033 Wilshire Blvd., Beverly Hills, Calif. 90211 including name and address of television station and your contact and we will ship them the reel direct.

FREE RADIO SPOT ANNOUNCEMENTS

Let your favorite DJ or newscaster hit 'em where they live with a strong radio campaign geared to the excitement of this picture. The spot announcements created especially for radio listeners will do a potent selling job on "Black Caesar" making audiences anxious for opening day. The elements of the hard-hitting, fast-paced story contained in the spots are guaranteed to stir the imagination. The spots are 60 and 30 seconds in length and are available on one 45 rpm disc. Order your discs FREE from your local American International Pictures Exchange.

HERALDS

Attractive 8x12½ Heralds

Prices Include Theatre Name and Playdate

Single Color		Two Color	
1st Thousand	\$8.00	1st Thousand	\$12.00
Add'l Thousands	6.00	Add'l Thousands	8.50

Please Remit With Order! — Prices Do Not Include Delivery!

ORDER DIRECT FROM

BENTON CARD COMPANY, INC.

WINDOW CARDS

Colorful 14x22 Window Card

Prices Include Theatre Name and Playdate

25.....	\$ 9.00
50.....	14.00
100.....	24.00

Please Remit With Order! — Prices Do Not Include Delivery!

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POSTERS & LOBBIES



22x28



40x60

ONE SHEET



**HI-RISE
STANDEE
(Color)
with stanchion
\$9.95**

Cost of this item is deductible from the top of receipts prior to computing film rental. The Standee Frame sells for \$1.50. This is a one-time cost item as the frame can be utilized for future displays. The Standee is an eye-catching display and can be displayed in advance of playdate without interrupting your regular pattern of coming attraction posters.



SET OF 8— 11x14's

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