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A LITTLE DEATH EACH DAY...A LOT OF LOVE EVERY NIGHT!

"THEY TREATED BEAUTIFUL WOMEN AS IF THEY WERE FAST CARS..... ROUGH!"

**ACTUALLY FILMED AT THE GRAND
PRIX TRACKS OF THE WORLD!**

**SEE IT ALL FROM THE
EDGE OF YOUR SEAT!**



AMERICAN INTERNATIONAL PRESENTS

THE YOUNG RACERS

in **PATHECOLOR**

STARRING

MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS

AND FEATURING

THE INTERNATIONAL PLAYGIRLS

Produced and

Directed by **ROGER CORMAN**

Written by **R. WRIGHT CAMPBELL**

Music by **LES BAXTER**

FROM

American



International

COVER

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The newspaper campaign in this press-book has been sectioned off into four categories . . . teasers, pre-opening, opening day and current. Please make use of the suggested ads in each category for the maximum impact!



THE YOUNG

RACERS



SYNOPSIS

(Not for Publication)

The Monte Carlo Grand Prix is won by American Joe Machin (BILL CAMPBELL) in his Lotus racer, the victory being accomplished by reckless driving which endangers Machin's own life and those of his fellow drivers—actions which do not endear him to the others. But, despite the criticism of his brother Robert Machin (ROBERT CAMPBELL), Joe laughs it off and defends his actions as necessary to winning the race. We soon learn that Joe, although married, flaunts other women to his wife Sesia (MARIE VERSINI) and uses his brother to divert his wife while he meets with his girl friends.

Meanwhile, Steve Children (MARK DAMON), a one-time racer turned writer, arrives in Monte Carlo to meet his fiancée, Monique (BEATRICE ALTARIBA). While having cocktails in a sidewalk cafe with his secretary, Henny (LUANA ANDERS), he sees Monique in an emotional scene with Joe Machin. It is obvious that Joe has had an affair with her and has tired of the game.


Steve tells Henny that he is going to expose Machin for the kind of man he really is by writing a book about his escapades and dirty racing tactics. Steve arranges to meet Machin, gets his consent to do a story about him and follows him to Spa, Belgium, where another Grand Prix race takes place. In order to get closer to his subject, Steve talks the Lotus team captain (BRUCE McLAREN) into allowing him to race along with the other

drivers, banking on his background as a former racer.

From here we follow the race track circuit through Rouen and Reims in France during which time Steve gets to know and understand Machin and despite his feelings of revenge, eventually becomes his friend. He also meets Joe's wife, Sesia, who has stood by patiently while Joe has gone on his merry way.

Finally at Aintree, England, Sir William Dragonet (PATRICK MAGEE), a man extremely bitter and cynical over losing his wife's love to Joe, makes his appearance on the scene. He tells Joe that Monique was to have been Steve's wife and of Steve's plan for revenge and at the same time he revives Steve's anger by reminding him of how he lost his fiancée.

During the race at Aintree, Steve and Joe participate in a personal grudge match. Joe is out to knock Steve's car off the track but at the last moment, when Steve's car swerves wildly, Joe has a change of heart and spins his own car off the track in order to avoid hitting him. Joe is badly injured, landing in the hospital. At this time Steve meets Joe's brother, Bob, who explains that Joe's outward bravado hides an extremely sensitive and confused person. Later Steve meets a changed Joe and a now happy Sesia and their friendship becomes a lasting one with Joe making the final gesture by asking Steve for an autographed copy of his book.



CAST

STEPHEN CHILDREN	MARK DAMON
JOE MACHIN	WILLIAM CAMPBELL
HENNY	LUANA ANDERS
ROBERT MACHIN	ROBERT CAMPBELL
SIR WILLIAM DRAGONET	PATRICK MAGEE
LOTUS TEAM MANAGER	BRUCE McLAREN
ITALIAN DRIVER	MILO QUESADA
ANNOUNCER	ANTHONY MARSH

AND THE INTERNATIONAL PLAYGIRLS

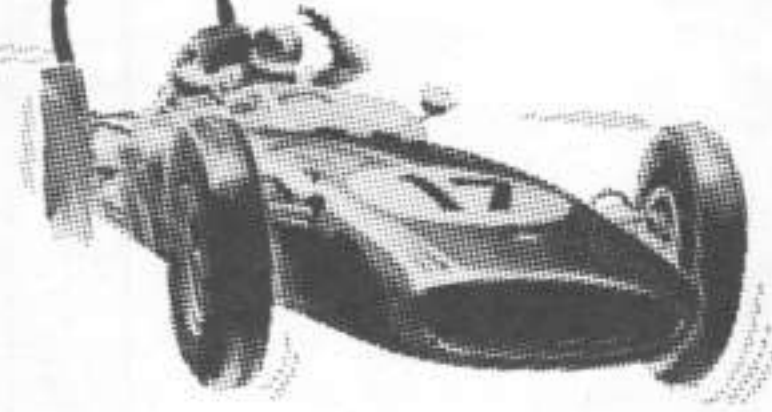
SESIA MACHIN	MARIE VERSINI
MONIQUE	BEATRICE ALTARIBA
LEA	MARGRETA ROBSAHN
DAPHNE	CHRISTINA GREGG

CREDITS

PRODUCER-DIRECTOR	ROGER CORMAN
WRITTEN BY	R. WRIGHT CAMPBELL
MUSIC BY	LES BAXTER
MUSIC CO-ORDINATOR	AL SIMMS
PRODUCTION MANAGER	CHARLES HANNAWALT
DIRECTOR OF PHOTOGRAPHY	FLOYD CROSBY, A.S.C.
FILM EDITOR	RONALD SINCLAIR
ASSISTANT DIRECTOR	CHARLES GRIFFITH
ASSOCIATE PRODUCER	BARBARA BOYLE
MAKEUP	RACHEL GOLAN
PROPERTY MASTER	MENAHEM GOLAN
TECHNICAL ADVISOR	ANTHONY MARSH

AN ALTA VISTA PRODUCTION
AN AMERICAN INTERNATIONAL PICTURE

RUNNING TIME: 82 MINUTES



The producers wish to thank the Racing Committees of the Grand Prixes of England, France, Belgium and Monte Carlo for their co-operation during the filming of this picture.

MARK DAMON SPEEDS ON WAY TO TOP HOLLYWOOD STARDOM

Mark Damon's own career is speeding toward top Hollywood stardom almost as fast as his latest starring role as a race car driver and writer in American International's Grand Prix racing thriller, "The Young Racers."

Filmed on location in color at Europe's top Grand Prix racing classics last year, the film opens at the Theatre, and also stars William Campbell and Luana Anders.

Damon was born in Chicago and from earliest childhood knew he wanted to become an actor. As a youngster, he became his grammar school's best-read student and lost out on becoming one of the famed Qui Kids by missing one of forty questions in the competition.

Soon afterward, his family moved to Los Angeles where he attended Fairfax High School and amassed grades high enough to admit him to the University of California at Los Angeles (UCLA). At college he tried out for the chorus of a musical and when he was given a line to read, he knew that dramatics were in his blood. Bigger roles, with acting and singing combined, followed and he determined that he would finish school and start the serious study of dramatics.

He enrolled with famed drama coach Sanford Meisner and worked hard to perfect his acting and in a brief span of time forged ahead to win recognition as one of the most promising young actors in Hollywood with important roles in films, on the stage and in television.

His first big motion picture break was in American International's Edgar Allan Poe classic, "The House of Usher," starring Vincent Price and Myrna Fahey. Since then he has starred in top TV dramatic shows and now, within the short span of a year has starred in top roles in two big AIP films.

"The Young Racers" is the first Damon starrer to be released, while coming soon afterward is "Black Christmas" which also stars Boris Karloff.

Now, with stardom in his grasp, Mark recalls that he actually was "discovered" long before he decided to make acting his career. He likes to remember that red letter day,

LUANA ANDERS IN FIRST STAR ROLE IN "THE YOUNG RACERS"

One of Hollywood's most promising young actresses, after impressing in film feature roles and on television, gets her first motion picture top starring assignment in American International's Grand Prix racing thriller, "The Young Racers."

The race car action film, filmed on location at Europe's top Grand Prix races last year, opens at the Theatre. Also starring are Mark Damon, William Campbell and the International Playgirls.

Miss Anders started her acting career while a high school student in her home town of Los Angeles. Her first play was the classic "The Barretts of Wimpole Street" as the cousin, Bella.

Curiously, she passed up the lead part of Elizabeth Barrett in favor of the lesser role because she thought—correctly—that her classmates would laugh at the love scenes. After this first taste of acting and subsequent student roles, she enrolled in Jeff Corey's noted acting school and also studied modern dancing with Roland Dupree.

Within a year, Luana appeared in leading roles in several productions of Los Angeles' top-rated small theatre group, the Morgan Theatre in Santa Monica.

Her first motion picture was with American International, in "Reform School Girl" with Edd "Kookie" Byrnes, and afterward in one of AIP's biggest hits, with Vincent Price in the Poe thriller, "The Pit and the Pendulum." She also has appeared in over 50 television shows including "Alcoa Presents," "Rawhide," "Sugarfoot" and other top dramatic shows.

In between, she also managed to achieve one of her greatest ambitions, to appear in a Broadway show, when she was cast as Rex Harrison's daughter in "The Fighting Cock."



MARK DAMON stars with William Campbell and Luana Anders in American International's Grand Prix racing thriller, "The Young Racers," which opens at the Theatre.

1 COL. SCENE MAT 1-A

while in high school and working in a children's amusement park, a stranger approached him and said that he had potentialities for motion pictures.

The man said that his brother was a theatrical agent and gave him a card, reading "Gummo Marx." Mark had been talking to Groucho Marx!

An uncle who is an anthropologist for the United Nations has Mark's deep admiration and he confesses that he would like to vacation between pictures by doing research in scientific fields. He has a vast enthusiasm for scientific research as evidenced by top grades in chemistry and other science subjects while in school.

Meanwhile, he spends much of his spare time with continuing dramatic lessons, fencing, horseback riding and singing. His voice is such that he recently signed with Wynne Records as a pop vocal artist.

"THE YOUNG RACERS" STARS INTERNATIONAL PLAY BEAUTIES

Four of Europe's most beautiful and talented women, the International Playgirls, are introduced to film audiences for the first time in American International's "The Young Racers."

The beautiful quartet, Marie Versini, Beatrice Altariba, Margreta Robsahn and Christina Gregg, co-star with Mark Damon, William Campbell and Luana Anders in the Grand Prix racing thriller. Filmed in color on location at Europe's top Grand Prix racing classics, "The Young Racers" opens at the Theatre.

Miss Versini represents Italy, Miss Robsahn is from Germany, Miss Altariba from Spain, and Miss Gregg is Britain's representative in the action film. On the Grand Prix race courses, which play a vital part in the film's story, are also four nations, England's Aintree, Belgium's Spa, France's Rouen and Monaco's Monte Carlo.

Add the three top stars of "The Young Racers" and you have an unusual and truly international motion picture which gives you all the excitement of the world's most dangerous auto races.



MARGRETA ROBSAHN as one of four International Playgirls featured in American International's Grand Prix racing thriller, "The Young Racers," which opens at the Theatre.

1 COL. SCENE MAT 1-D



GRAND PRIX CHAMPS STAR IN NEW FILM

The racing car world's acknowledged three top drivers appear together in a motion picture for the first time in American International's thrilling "The Young Racers" which opens at the Theatre.

The racing trio, all present and former Grand Prix winners who appear in real life roles, are Jimmy Clark, Bruce McLaren and Trevor Taylor. Starring in the racing action color film are Mark Damon, William Campbell, Luana Anders and the International Playgirls.

Clark was a three time Grand Prix winner last year and his actual triple win race and those of both McLaren and Taylor are featured in "The Young Racers" via actual scenes of the 1962 Grand Prix competitions at Aintree, England; Monte Carlo; Rouen, France, and Spa, Belgium.

BILL CAMPBELL HOLDS OWN NO MATTER WHAT THE COMPETITION

William Campbell's first big time dramatic roles pitted him in direct competition with some of Hollywood's top actors including Spencer Tracy, Thomas Mitchell and John Wayne and his outstanding work in this fast company quickly won him his spurs as a top actor in his own right.

Latest Campbell film starrer, American International's "The Young Racers," gives him one of the most difficult and challenging roles of his distinguished career — that of the controversial and hated racing car driver, Joe Machin.

Co-starring in the Grand Prix action thriller, filmed in color on location at Europe's top auto racing sites, are Mark Damon and Luana Anders. "The Young Racers" opens at the Theatre.

Born in Newark, New Jersey, on October 30, Bill attended his home town's public schools, majoring in English and journalism at high school. Although he favored journalism as a career, his drama teacher told him he had definite possibilities as an actor after he successfully played an important role in a school play.

However, any ambition for either journalism or acting was nipped in the bud with the outbreak of World War II. The fifteen-year-old Campbell added three years to his age and managed to convince the local recruiting officer that he would make a suitable sailor.

After serving three years aboard a Navy mine-sweeper and seeing action in the Southwest Pacific, he received his discharge and enrolled in Columbia University under the G.I. Bill of Rights. When he found that his courses in Journalism at Columbia did not add up to his expectations, he recalled his high school drama coach's praise and switched his major to dramatics.

After completing his studies at Columbia, he entered the Feagin School of Drama where he studied until he got a chance for practical stage experience and study with the American Theatre Wing drama school. During the three years it took Bill to complete these courses, he spent summers in Eastern stock companies appearing in the staggering total of 34 professional plays.

Feeling now that he was ready for the big time as represented by Broadway, Bill tried for and landed parts in "The Biggest Thief in Town" with Thomas Mitchell and "Leaf in the Bough" with Richard Hart. His biggest break came soon afterward when he landed a top role in the road show company of "The

Man Who Came To Dinner," appearing with Monty Woolley.

It was during one of his performances in the comedy that a studio talent scout spotted him and offered him a role in "The Breaking Point" with the late John Garfield. Then followed another top role opposite the great Spencer Tracy in "The People Against O'Hara" and his fine work in this fast company assured him of a motion picture career.



WILLIAM CAMPBELL stars with Mark Damon and Luana Anders in American International's Grand Prix racing thriller, "The Young Racers," which opens at the Theatre.

1 COL. SCENE MAT 1-B

Since then he has appeared with John Wayne in "The High and the Mighty" and with many more top stars in big films plus scores of important television dramatic shows.

Bill takes a delight in raising dogs, follows prize fights with avid interest and actively participates in baseball, handball, fishing and swimming. He likes all foods, particularly Italian, and has a policy of always keeping busy.

His favorite dress is casual, he wants to build a home of his own and reads plays for relaxation at home. He maintains that, although he insists on listening to both sides of an argument, he has a mind of his own on all controversial matters.



ROMANCE BETWEEN RACES — William Campbell gets awakened by Marie Versini in romantic scene from American International's "The Young Racers." Filmed in color on the scene of Europe's most famous Grand Prix auto races, the film stars Mark Damon and Luana Anders and opens at the Theatre.

2 COL. SCENE MAT 2-H

GRAND PRIX CHAMPIONS TELL RACE CAR DRIVING HAZARDS

Driving a high speed, delicate racing car is one of the toughest jobs in the world, according to the unanimous opinions of the Grand Prix champions Jimmy Clark, Bruce McLaren and Trevor Taylor.

The racing champs all aided in the filming of American International's thrilling race car saga, "The Young Racers," which was filmed in color on location at last year's top European Grand Prix competitions. The action thriller, which opens at the Theatre, stars Mark Damon, William Campbell, Luana Anders and the International Playgirls.

Describing their duties at the wheels of their high speed vehicles as more complicated than that of a "one-armed paperhanger," the drivers figure that they make over 600 gear changes in the average of two hours that it takes to complete a dangerous Grand Prix classic.

They also are constantly concerned with the performance of their cars, with lapping other cars, getting the maximum speed with safety around the corners of the course, checking the instrument panel constantly, keeping an eye on tire pressure plus a few dozen other minor but important details.

Missing on any one detail might mean loss of life or serious injury to the driver himself, to his fellow drivers and probably to many of the thousands of spectators who crowd the edge of the course.

In addition, should a driver try to negotiate a 108-mile per hour curve at 110 miles per hour, then he's in for trouble. He certainly has no time for sight-seeing what with

the main European Grand Prix courses featuring a continuous succession of turns and curves.

Clark, McLaren and Taylor all agree, however, that they'd rather drive in a Grand Prix race than in traffic in a major city or on a big city freeway.

"People think auto racing is all blood-and-guts but it isn't," Clark states vehemently. "If you don't know what you're doing you either tear up your car, in which case you won't get another, or you exterminate yourself."

All drivers, in addition, are unanimous on another point, that it takes more than a driver to win. They point out that the driver is just one third of a team of which the other components are mechanic and machine.

To fulfill their third of the team, the three champions are alike in that they all concentrate on getting into, and keeping in, top physical condition. It can be extremely exhausting to make all those 600-odd gear changes and maintain the concentration that is required in these demanding races.

What about worrying about the dangers involved in a Grand Prix race? All agree that, before the race, they're entirely too involved in getting the car ready, and that, during the race, they're much too busy to give danger a thought.

"THE YOUNG RACERS," OPENING HERE TODAY, FILMED AT TOP RACES

You are there—at the scene of the world's most exciting and dangerous auto races—in American International's "The Young Racers" opening today at the Theatre.

Filmed on location in color at Europe's top Grand Prix auto racing classics, "The Young Racers" stars Mark Damon, William Campbell, Luana Anders and the International Playgirls. Also featured are three Grand Prix racing champions, Jimmy Clark, Bruce McLaren and Trevor Taylor.

"The Young Racers" includes actual scenes of the memorable 1962 Grand Prix classics at Aintree, England; Spa, Belgium; Rouen, France, and Monte Carlo, Monaco.

Add the human story of two racing drivers who clash over women and fight it out in death-defying scenes on the world's most dangerous racing courses and you have "The Young Racers," taut and thrilling screen drama at its best.



BRITISH GRAND PRIX THRILLS—Exciting moment from the British Grand Prix at Aintree, England, is one of the highlights of American International's "The Young Racers," which opens at the Theatre. It was filmed in color at Aintree and the other top Grand Prix races of Europe with Mark Damon, William Campbell and Luana Anders starring.

2 COL. SCENE MAT 2-E

"THE YOUNG RACERS" FILMED AT TOP GRAND PRIX

Authenticity and realism which only could have been attained by filming on location during the actual running of the famous Grand Prix auto races of Europe distinguishes American International's thrilling story of international auto competition, "The Young Racers," which opens at the Theatre.

Sharing the spotlight with acting stars Mark Damon, William Campbell, Luana Anders and the International Playgirls are the 1963 Grand Prix races at Aintree, England; Spa, Belgium; Rouen, France, and Monte Carlo, Monaco—all filmed in spectacular and breathtaking color.

Further authenticity is added by inclusion in the cast of Grand Prix racing champions Bruce McLaren, Jimmy Clark and Trevor Taylor. The champion trio play the parts of drivers in the film and lent their technical assistance and advice to the filming of "The Young Racers" along with the respective Racing Committees of the four big Grand Prix filmed for the picture.

Some of the most spectacular racing scenes ever seen in a motion picture are included in "The Young Racers" as a result of mounting motion picture cameras on actual racing cars during the Aintree, Spa, Rouen and Monte Carlo races.

The famous Aintree British Grand Prix course is bent back and forth around the Grand National horse-racing track of the same name near Liverpool, England. Racing drivers consider this among the most difficult of all courses with its more than usual amount of right angle bends, its paucity of trees and its lack of grades.

The premier event of France, the Rouen Grand Prix, is one of the toughest for a driver's skill and participants say it is a useful yardstick

for comparing who's brave and who isn't, as well as noting advances in a driver's ability at road-holding and trick power curves. Most of the course is over normal, local roads with all their dangerous bumps and narrow sections. Most of the four-mile circuit winds through dense forest in and around a loop of the River Seine.

The Belgian Grand Prix at the little town of Spa lies at the outskirts of town amidst rolling hills which contain an interesting triangle of road that has been developed into one of the world's fastest racing circuits. It is a mixture of tricky curves and sudden flat spots which reward the extremely skilled driver but which sometimes proves fatal to the unlucky.

Most glamorous of the Grand Prix races because of its glamorous and beautiful location in one of the most scenic and colorful spots in the world is that of Monte Carlo. The deceptively dangerous race course goes right through the heart of the beautiful city of Monte Carlo, alongside its famous harbor waterfront and up and down its beautiful, narrow streets right before the city's famous and picturesque hotels and buildings.

Add the aforementioned towns in four countries and some of the most beautiful homes and locations as sites for the story of "The Young Racers" and you have an exciting motion picture that is nearly the same as a vacation trip to Europe with grandstand and in-car seats for four of the most exciting races in the world.



TENSE SCENE OF RACING FILM — Mark Damon (right) tells Milo Quesada off while Luana Anders looks on anxiously in scene from American International's Grand Prix racing thriller, "The Young Racers," which opens at the Theatre.

2 COL. SCENE MAT 2-F



GRAND PRIX AUTO RACING THRILLER OPENING HERE TOMORROW

All the thrills, chills and excitement of the world's greatest auto races highlight American International's "The Young Racers" which opens at the Theatre.

Filmed on the scene in color at the world famed Grand Prix racing classic sites of Europe, "The Young Racers" stars Mark Damon, William Campbell, Luana Anders and the International Playgirls. Also featured are three Grand Prix racing champions, Jimmy Clark, Bruce McLaren and Trevor Taylor.

Actual thrilling races seen in "The Young Racers" are the 1962 Grand Prix classics at Aintree, England; Spa, Belgium; Rouen, France, and Monte Carlo, Monaco. The story of the film is that of two great racing champions, each with a different personality and reason for racing, who clash over women and fight it out on the race course.

"The Young Racers" is a picture which combines the thrills of the world's most spectacular and dangerous sport with an unusual human story to make for one of the screen's most unforgettable entertainment experiences.

"THE YOUNG RACERS" TELLS HUMAN STORY OF GRAND PRIX

"The Young Racers," American International's exciting color action thriller is the story of men and events involved in the four meetings on the 1962 Grand Prix Circuit—Monte Carlo, Monaco; Spa, Belgium, Rouen, France, and Aintree, England.

"The Young Racers," opening at the Theatre, stars Mark Damon, William Campbell, Luana Anders and introduces the International Playgirls. Filmed on the scene of the famed races, the film also includes exciting moments of the actual meets and features three Grand Prix champions—Jimmy Clark, Bruce McLaren and Trevor Taylor.

Although the autos themselves are the real stars of the circuits, men are involved and tested as well as the machines. "The Young Racers" vividly tells how and why the favorites

are chosen by the noisy crowds of racing fans although the real champions emerge through a system of points achieved by skill and daring.

The focal point of "The Young Racers" is the human story of two men who race for varying reasons. One is an American, Joe Machin, who has risen from the slums with an inherent understanding of machines with a burning desire to become champion, no matter what the cost in human lives and tragedy. The other man, Steve Children, is a driver, who also is a writer and who combines skill and intellect.

The two come into conflict over a woman and against the background of racing and the glamour of the international set live out their parts.

The climactic solution of "The Young Racers" is worked out on the track in their cars to result in one of the most exciting dramas ever screened.



GRAND PRIX RACING ACCIDENT — Mark Damon lies unconscious on Grand Prix track after dramatic accident which is one of the highlights of American International's "The Young Racers," which opens at the Theatre. Filmed in color at top Grand Prix meets, the thriller also stars William Campbell and Luana Anders.


2 COL. SCENE MAT 2-G

AD CAMPAIGN

TEASERS

ORDER THESE MATS
FROM YOUR LOCAL
NATIONAL SCREEN
SERVICE BRANCH

A LITTLE DEATH EACH DAY...
A LOT OF LOVE EVERY NIGHT!



THE YOUNG RACERS
PATHECOLOR

An AMERICAN INTERNATIONAL Picture
AD MAT 114
1 COL. x 2 1/8 - 30 LINES

WHY
DO
THEY
DO
IT?



THE YOUNG RACERS
PATHECOLOR

MARK DAMON - WILLIAM CAMPBELL - LUANA ANDERS
An AMERICAN INTERNATIONAL Picture
AD MAT 116
1 COL. x 6 1/2 - 91 LINES

ACTUALLY FILMED AT THE GRAND PRIX
TRACKS OF THE WORLD!



IN PATHECOLOR

THE YOUNG RACERS

An AMERICAN INTERNATIONAL Picture
AD MAT 212
2 COL. x 1 - 28 LINES

THE YOUNG RACERS
PATHECOLOR



An AMERICAN INTERNATIONAL Picture
AD MAT 117
1 COL. x 1 - 14 LINES

THEATRE
IMPRINT



A LITTLE DEATH EACH DAY... A LOT OF LOVE EVERY NIGHT!

THE YOUNG RACERS

PATHECOLOR An AMERICAN INTERNATIONAL Picture



AD MAT 519
5 COL. x 1 - 70 LINES

PRE OPENING

A LITTLE DEATH EACH DAY ...A LOT OF LOVE EVERY NIGHT:



STARRING: MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS · AND FEATURING THE INTERNATIONAL PLAYGIRLS · LES BAXTER
Produced and Directed by ROGER CORMAN · Written by R. WRIGHT CAMPBELL · Music by LES BAXTER

AD MAT 318

3 COL. X 4-168 LINES

**A LITTLE DEATH EACH DAY...
A LOT OF LOVE EVERY NIGHT!**

"THEY TREATED BEAUTIFUL WOMEN
AS IF THEY WERE FAST CARS...
... ROUGH!"



THE YOUNG RACERS

AN AMERICAN INTERNATIONAL PICTURE IN **PATHÉCOLOR**
STARRING: MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS · AND FEATURING THE INTERNATIONAL PLAYGIRLS
Produced and Directed by ROGER CORMAN · Written by R. WRIGHT CAMPBELL · Music by LES BAXTER

AD MAT 207

2 COL. X 7-196 LINES



THE YOUNG RACERS

AMERICAN INTERNATIONAL presents
STARRING: MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS · AND FEATURING THE INTERNATIONAL PLAYGIRLS
Produced and Directed by ROGER CORMAN · Written by R. WRIGHT CAMPBELL · Music by LES BAXTER

AD MAT 218

2 COL. x 4 - 112 LINES

A little DEATH each day...a lot of LOVE every night!...

"TREAT A BEAUTIFUL WOMAN AS IF SHE WERE A FAST CAR... -ROUGH!"



ACTUALLY FILMED AT THE GRAND PRIX TRACKS OF THE WORLD!

THE YOUNG RACERS

FROM AMERICAN INTERNATIONAL in **PATHECOLOR** Music by **LES BAXTER**

STARRING MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS
AND FEATURING THE INTERNATIONAL PLAYGIRLS Produced and Directed by **ROGER CORMAN · R. WRIGHT CAMPBELL** Written by

AD MAT 202 2 COL. x 9 — 252 LINES

PRE OPENING

A LITTLE DEATH EACH DAY... A LOT OF LOVE EVERY NIGHT!
Thrill to the new breed of champions ... actually filmed at the Grand Prix tracks of the world!



THE YOUNG RACERS

AN AMERICAN INTERNATIONAL PICTURE IN **PATHECOLOR**
STARRING MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS
AND FEATURING THE INTERNATIONAL PLAYGIRLS · **ROGER CORMAN · R. WRIGHT CAMPBELL · LES BAXTER**

AD MAT 206
2 COL. x 8 1/4 — 230 LINES

A LITTLE DEATH EACH DAY...A LOT OF LOVE EVERY NIGHT!

THEY TREATED BEAUTIFUL WOMEN AS IF THEY WERE FAST CARS...ROUGH!
ACTUALLY FILMED AT THE GRAND PRIX TRACKS OF THE WORLD!



SEE IT FROM THE EDGE OF YOUR SEAT!

THE YOUNG RACERS

STARRING MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS AND FEATURING THE INTERNATIONAL PLAYGIRLS Produced and Directed by **ROGER CORMAN · R. WRIGHT CAMPBELL** Written by **LES BAXTER** Music by

AD MAT 408
4 COL. x 3 1/2 — 196 LINES

OPENING DAY

**A LITTLE DEATH EACH DAY...
A LOT OF LOVE EVERY NIGHT!**

**"THEY TREATED BEAUTIFUL WOMEN
AS IF THEY WERE FAST CARS...
...ROUGH!"**



**ACTUALLY
FILMED AT
THE GRAND PRIX
TRACKS OF THE WORLD!**

THE YOUNG RACERS

AN AMERICAN INTERNATIONAL PICTURE IN *PATHECOLOR*

STARRING
MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS AND FEATURING
THE INTERNATIONAL PLAYGIRLS
Produced and Directed by ROGER CORMAN • Written by R. WRIGHT CAMPBELL • Music by LES BAXTER

AD MAT 305

3 COL. x 10 3/4 — 435 LINES

**SCREAMING WHEELS...
THUNDERING MOTORS
...A little death each
day...a lot of love
every night!...**

**Thrill to the new breed
of champions who treat
beautiful women as if
they were fast cars...
-ROUGH!**



**ACTUALLY
FILMED AT THE
GRAND PRIX TRACKS
OF THE WORLD!**

THE YOUNG RACERS

FROM AMERICAN INTERNATIONAL in *PATHECOLOR* Music by LES BAXTER

STARRING
MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS
AND FEATURING
THE INTERNATIONAL PLAYGIRLS Produced and Directed by ROGER CORMAN Written by R. WRIGHT CAMPBELL

AD MAT 203

2 COL. x 12 — 336 LINES

OPENING DAY

A LITTLE DEATH EACH DAY...A LOT OF LOVE EVERY NIGHT!

THEY TREATED BEAUTIFUL WOMEN AS IF THEY WERE FAST CARS...ROUGH!
ACTUALLY FILMED AT THE GRAND PRIX TRACKS
OF THE WORLD!

SEE IT FROM
THE EDGE OF
YOUR SEAT!

THE YOUNG RACERS

An AMERICAN INTERNATIONAL Picture

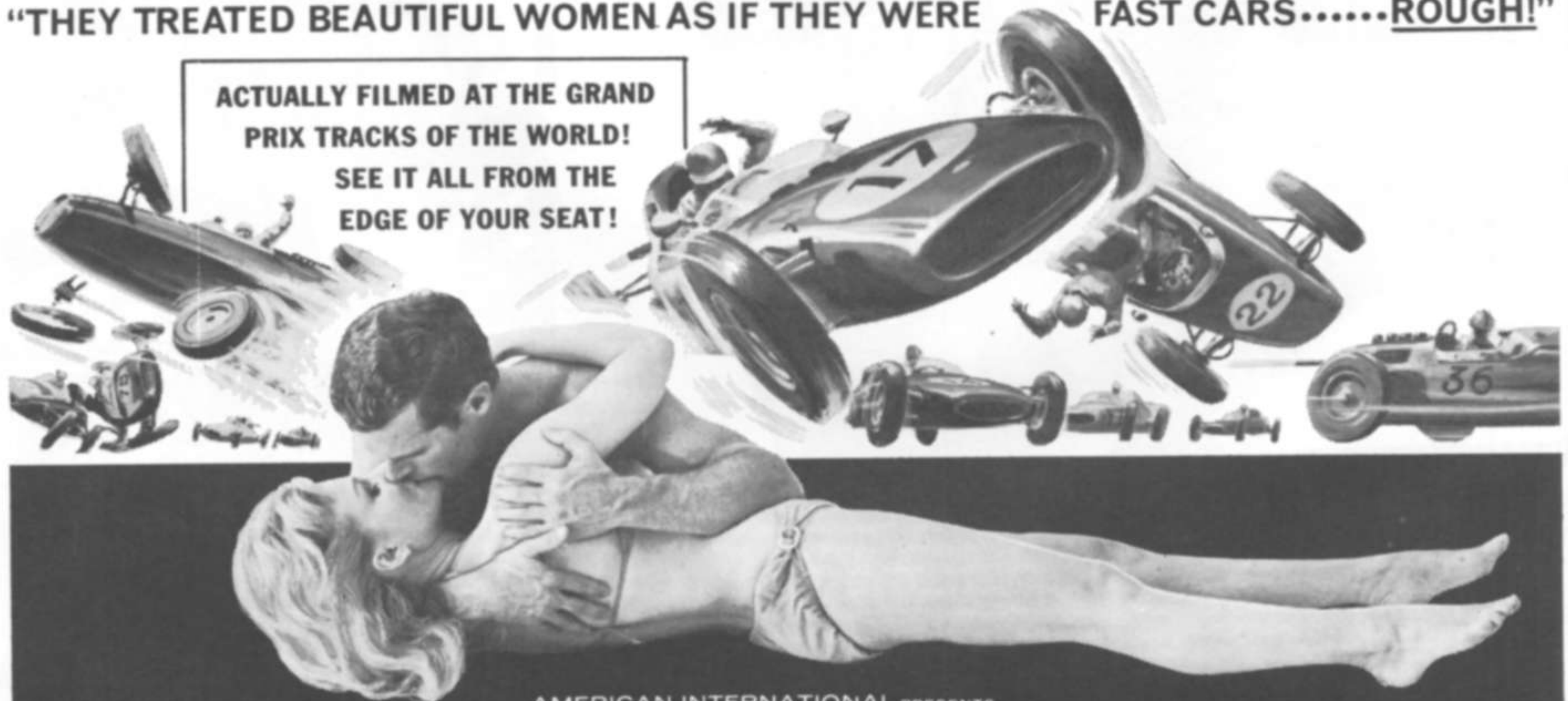
in **PATHÉCOLOR**

STARRING **MARK DAMON-WILLIAM CAMPBELL · LUANA ANDERS** AND FEATURING **THE INTERNATIONAL PLAYGIRLS** Produced and Directed by **ROGER CORMAN** Written by **R. WRIGHT CAMPBELL** Music by **LES BAXTER**
AD MAT 1 509
5 COL. x 4 1/4" — 300 LINES

A LITTLE DEATH EACH DAY...A LOT OF LOVE EVERY NIGHT!

"THEY TREATED BEAUTIFUL WOMEN AS IF THEY WERE FAST CARS.....ROUGH!"

ACTUALLY FILMED AT THE GRAND
PRIX TRACKS OF THE WORLD!
SEE IT ALL FROM THE
EDGE OF YOUR SEAT!



AMERICAN INTERNATIONAL PRESENTS

THE YOUNG RACERS

in **PATHÉCOLOR**

STARRING **MARK DAMON · WILLIAM CAMPBELL · LUANA ANDERS** AND FEATURING **THE INTERNATIONAL PLAYGIRLS** Produced and Directed by **ROGER CORMAN** Written by **R. WRIGHT CAMPBELL** Music by **LES BAXTER**
AD MAT 510
5 COL. X 6 3/4" — 465 LINES

OPENING DAY

A LITTLE DEATH EACH DAY

... A LOT OF LOVE EVERY NIGHT!



AMERICAN INTERNATIONAL PRESENTS
THE YOUNG RACERS
 in **PATHÉCOLOR**

ACTUALLY FILMED AT THE GRAND PRIX TRACKS OF THE WORLD!

STARRING **MARK DAMON** • **WILLIAM CAMPBELL** • **LUANA ANDERS** AND FEATURING THE INTERNATIONAL PLAYGIRLS
 Produced and Directed by **ROGER CORMAN** • Written by **R. WRIGHT CAMPBELL** • Music by **LES BAXTER** • An American International Picture

AD MAT 421
 4 COL. X 3 3/4" — 208 LINES

A LITTLE DEATH EACH DAY

... A LOT OF LOVE EVERY NIGHT!



ACTUALLY FILMED AT THE GRAND PRIX TRACKS OF THE WORLD!

THE YOUNG RACERS
 AN AMERICAN INTERNATIONAL PICTURE in **PATHÉCOLOR**

"THEY TREATED BEAUTIFUL WOMEN AS IF THEY WERE FAST CARS.....ROUGH!"

STARRING **MARK DAMON** • **WILLIAM CAMPBELL** • **LUANA ANDERS** •

AND FEATURING THE INTERNATIONAL PLAYGIRLS • **LES BAXTER**
 Produced and Directed by **ROGER CORMAN** • Written by **R. WRIGHT CAMPBELL**

AD MAT 420
 4 COL. X 5 1/4" — 292 LINES

CURRENT

A LITTLE DEATH EACH DAY ... A LOT OF LOVE EVERY NIGHT!



AMERICAN INTERNATIONAL PRESENTS
THE YOUNG RACERS
...PATHECOLOR

ACTUALLY FILMED AT THE GRAND PRIX TRACKS OF THE WORLD!

MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS • THE INTERNATIONAL PLAYGIRLS
ROGER CORMAN • R. WRIGHT CAMPBELL • LES BAXTER • AN AMERICAN INTERNATIONAL PICTURE

AD MAT 319
3 COL. X 3—126 LINES

**SCREAMING WHEELS...
THUNDERING MOTORS
...A little death each
day...a lot of love
every night!...**

Thrill to the new breed
of champions who treat
beautiful women as if
they were fast cars...
-ROUGH!



ACTUALLY
FILMED AT THE
GRAND PRIX TRACKS
OF THE WORLD!

THE YOUNG RACERS

FROM AMERICAN INTERNATIONAL ... PATHECOLOR ... Music by LES BAXTER

STARRING MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS
AND THE INTERNATIONAL PLAYGIRLS Produced and Directed by ROGER CORMAN • R. WRIGHT CAMPBELL

AD MAT 104
1 COL. x 6—84 LINES

**A little DEATH each
day...a lot of LOVE
every night!...**

"TREAT A BEAUTIFUL WOMAN
AS IF SHE WERE A
FAST CAR...
-ROUGH!"



ACTUALLY
FILMED AT THE
GRAND PRIX TRACKS
OF THE WORLD!

THE YOUNG RACERS

FROM AMERICAN INTERNATIONAL ... PATHECOLOR ... Music by LES BAXTER

STARRING MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS
AND THE INTERNATIONAL PLAYGIRLS Produced and Directed by ROGER CORMAN • R. WRIGHT CAMPBELL

AD MAT 101
1 COL. x 4½ — 63 LINES

**ORDER THESE MATS
FROM YOUR LOCAL
NATIONAL SCREEN
SERVICE BRANCH**

**A LITTLE DEATH EACH DAY...
A LOT OF LOVE EVERY NIGHT!**



THE YOUNG RACERS

AN AMERICAN INTERNATIONAL PICTURE IN PATHECOLOR

AD MAT 213
1 COL. x 2 — 28 LINES

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

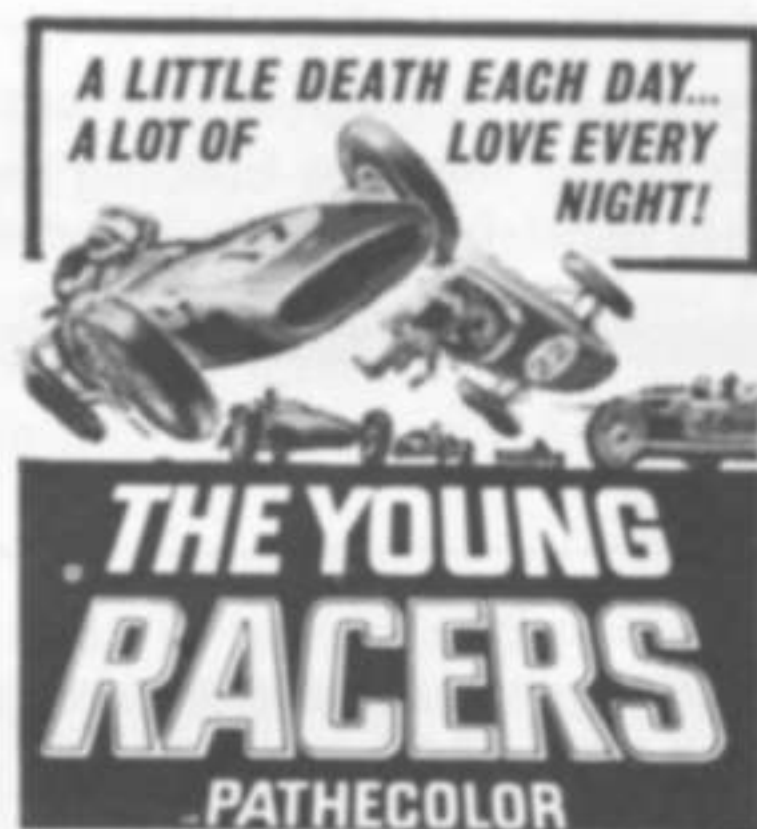


ROMANCE BETWEEN RACES — William Campbell gets awakened by Marie Versini in romantic scene from American International's "The Young Racers." Filmed in color on the scene of Europe's most famous Grand Prix auto races, the film stars Mark Damon and Luana Anders and opens at the Theatre.



THE YOUNG RACERS

STARRING MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS and featuring THE INTERNATIONAL PLAYGIRLS
Produced and Directed by ROGER CORMAN • Screenplay by R. WRIGHT CAMPBELL • Music by LES BAXTER



An AMERICAN INTERNATIONAL Picture



THE YOUNG RACERS

FROM AMERICAN INTERNATIONAL PATHECOLOR Music by LES BAXTER
STARRING MARK DAMON • WILLIAM CAMPBELL • LUANA ANDERS
and featuring THE INTERNATIONAL PLAYGIRLS Produced and Directed by ROGER CORMAN • Screenplay by R. WRIGHT CAMPBELL



AN AMERICAN INTERNATIONAL PICTURE IN PATHECOLOR



LUANA ANDERS stars with Mark Damon and William Campbell in American International's Grand Prix racing thriller, "The Young Racers," which opens at the Theatre.



An AMERICAN INTERNATIONAL Picture



An AMERICAN INTERNATIONAL Picture

AD-PUB MAT

SPECIAL MAT No.C1

SEAT-SELLING SLANTS

Arrange with your local newspaper or TV station to set up a local "Young Racers Grand Prix" competition with local youngsters competing for prizes and passes to see "The Young Racers." This can be a contest of homemade racers (soapbox derby) or between go-Kart owners. The publicity of this event is a natural promotion for "The Young Racers" and pictures of the competition and winner should make the newspaper or be telecast on TV or both.

Another radio promotion contest is a write-in competition for the best letter or postcard by a teen-ager on "Why I would like to be a Young Racer."

Contact local department stores and toy and game stores which sell the currently popular battery-operated auto race track games and arrange for cooperative promotions featuring these toys and "The Young Racers." You can set up one of these games in your lobby (with plug for dealer where they may be bought) and allow youngsters to race the cars. The dealers, in turn, can set up window and floor displays featuring the games and displaying material from "The Young Racers."

Tie-in with your local Safety Council or newspaper, for safety campaign for summer holidays and vacation season, offering bumper strips with "The Young Racers" mentioned. An example is "Drive Safely . . . Live to see "The Young Racers" or other variations such as "Excessive speed is only for professional racing drivers such as those featured in 'The Young Racers'," etc.

Tie-in with local paperback booksellers who feature the Lancer Books edition of "The Young Racers." A display of these paperbacks in your lobby will get you a similar display with posters and stills from "The Young Racers" at book dealers.

Arrange for special screenings and/or support of "The Young Racers" from local sports car and racing clubs. There are thousands of such clubs in the U.S.

Contact local distributors of sports cars — all model and makes, foreign and domestic — and arrange for display of "fastest" cars in your lobby . . . drive-ins can arrange for actual displays of cars for miniature "sports car" auto shows — in return for showroom displays plugging "The Young Racers." Such a display will be of great interest to all theatre-goers and sports car fans. Slugs in your ads can supplement this promotion. This sports car promotion can be made additionally effective if car dealers will also cooperate in a street ballyhoo parade of the aforementioned cars, with banners plugging "The Young Racers." Drivers can wear plastic helmets as an additional attraction with pretty girls riding atop the car seats in bikinis to make this an outstanding ballyhoo. If real racing cars are available in your area they should be included in the above.

Two of the publicity stories in this Press Book are designed especially for placement with sports editors of your local papers in that they are of special sports appeal to all racing fans. One gives the personal views of the three champion drivers featured in "The Young Racers" on participating in auto races, and the other tells about the unusual and dangerous race courses featured in the film. Your sports editors will be happy to use this material and feature it with stills from the picture.

A radio tie-in contest that is easy to conduct and which will promote the picture is one which awards prizes for word-building based on the title "The Young Racers." Words are restricted to those with letters in the title.

It is important that top time slots be reserved as early as possible for the exciting radio and TV spots so that "The Young Racers" can be properly pre-sold.

Another vital promotion is a seat-selling theater front display featuring cutouts of racing cars, checkered racing flags and pennants, with a loud-speaker repeating the accounts of the races in the film, as contained in the radio spots.

If your area has any auto racing (sports car or stock car) these are a natural tie-in for "The Young Racers," with publicity and prizes to winners promoting the film.

RADIO — TELEVISION

"THE YOUNG RACERS" RADIO SPOTS

Specially prepared for saturation impact selling, these radio spots are a must for your YOUNG RACERS campaign. To gain MAXIMUM SELL, schedule them for saturation in "drive times" and late night time slots. A total of two 60 second, two 30 second and one 20 second spot stresses the excitement, suspense and BIGNESS of the picture and its big name cast. They are available FREE at your local American International Picture exchange.

"THE YOUNG RACERS" TELEVISION TRAILERS

To round out the campaign these hard-sell TV spots will gain maximum impact to sell THE YOUNG RACERS. To completely utilize them for best effect, set up now for saturation scheduling to assure getting the best time slots available. There are two TV trailers, one 60 second spot and one 20 second spot. The 20 second spot is specially adapted to edit down to 10 seconds for those who use "crash" or ID schedules. They are available now FREE from your local American International Picture exchange.

**"TREAT A
BEAUTIFUL
WOMAN AS IF
SHE WERE A
FAST CAR—ROUGH
AND YOU'LL ALWAYS
COME OUT ON TOP."
HE WENT THROUGH PEOPLE
AS RECKLESSLY AS
HE DROVE THE
HIGH-POWERED CARS,
UNTIL ONE DAY HE
FELL IN LOVE WITH
THE WRONG WOMAN...**

THE YOUNG RACERS • HAROLD CALIN

LANCER BOOKS 70-040 40c

THE YOUNG RACERS starring MARK DAMON • WILLIAM CAMPBELL
Screenplay by R. Wright Campbell, Produced and Directed by Roger Corman, An American-International Picture

**A LITTLE DEATH EACH DAY,
A LOT OF LOVE EVERY NIGHT.
THE YOUNG RACERS**

**A NEW NOVEL BY HAROLD CALIN BASED ON THE
GREAT AMERICAN INTERNATIONAL MOVIE.**



SPECIAL EXPLOITATION PROMOTION ITEMS

"THE YOUNG RACERS" PAPERBACK BOOKS

Published by Lancer Books, this paperback edition of "The Young Racers" features exciting scenes from the film on the cover. These will be distributed to all pocket book retail outlets throughout the nation and will stir up considerable advance interest in the motion picture. Promotional copies of the book are available at \$.21 each from Ruth Pologe, American International Pictures, 165 West 46th Street, New York 36, N. Y. Checks should be made payable to Lancer Books. Make sure your local drug stores and book stores have ordered this item and point out the impetus to sales which the picture's advertising and publicity will give the book.



WINDOW CARDS

Colorful 14x22 Window Card

Prices Include Theatre Name and Playdate

25	\$ 4.85
50	7.25
100	12.00

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

Order Direct From

BENTON CARD COMPANY
TELEPHONE 3071 BENSON, NORTH CAROLINA

HERALDS

Attractive 8x12½ Herald

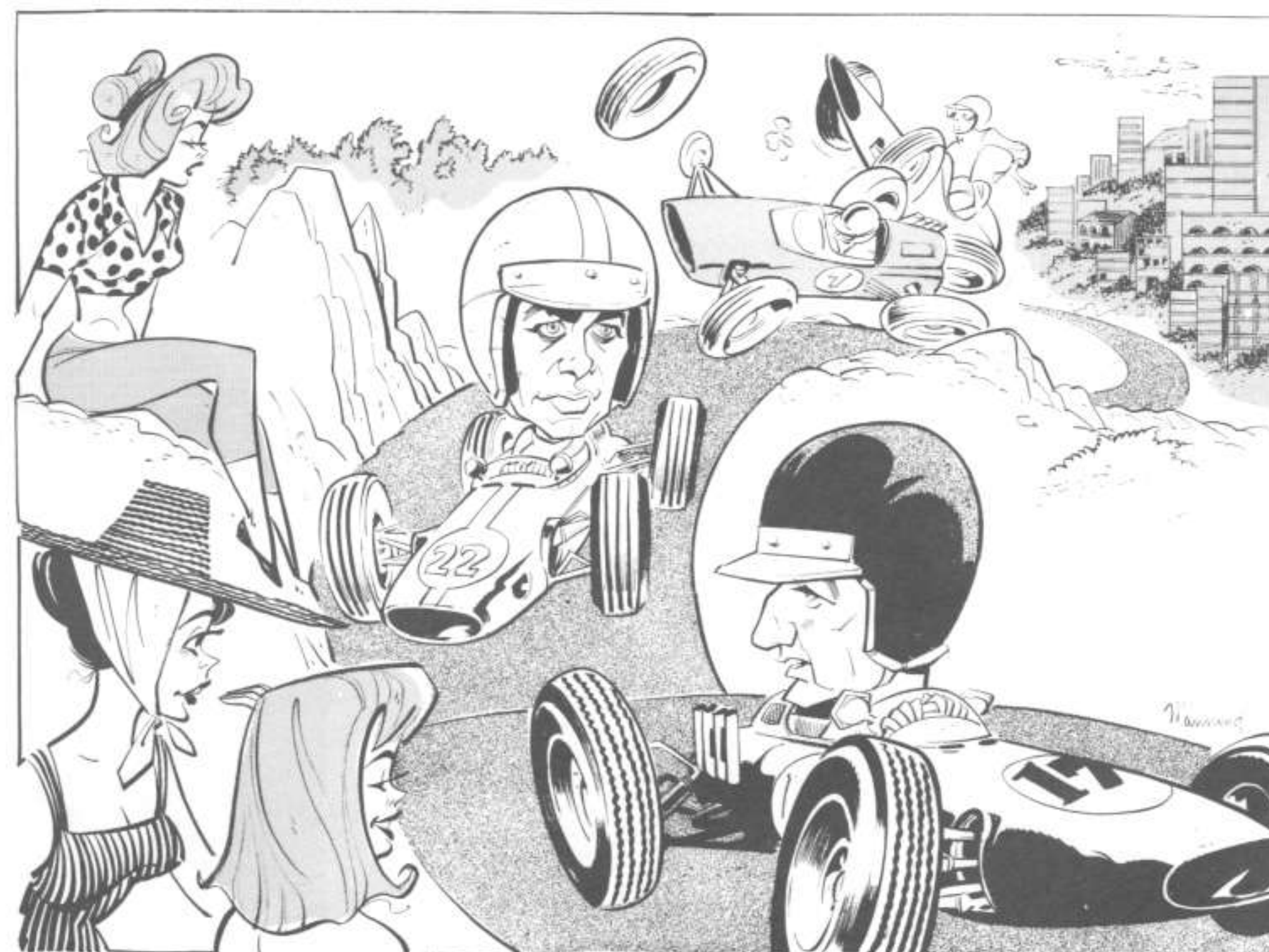
Prices Include Theatre Name and Playdate

1,000	\$ 6.00
2,000	10.50
3,000	15.00
5,000	24.00

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

Order Direct From

BENTON CARD COMPANY
TELEPHONE 3071 BENSON, NORTH CAROLINA



SPECIAL "EXCLUSIVE" CARICATURE FOR YOUR CITY

This fine caricature of the leading characters of "The Young Racers" was made specially for American International by noted artist Jack Manning. The maximum use should be as a FRONT COVER of a Sunday supplement section. It also can be used in any size as an unusual and selling piece of art on the main movie page in advance of your opening. This is a strong attraction for any newspaper Sunday editor and is promotion art that will have no competition. Glossy copies, with appropriate caption, available upon request from Publicity Department, American International Pictures, 7165 Sunset Blvd., Hollywood 46, California.

POSTERS LOBBIES



22 x 28



SET OF 8 — 11 x 14's

ORDER FROM NATIONAL SCREEN EXCHANGE



THREE SHEET



ONE SHEET 40 x 60 30 x 40



INSERT