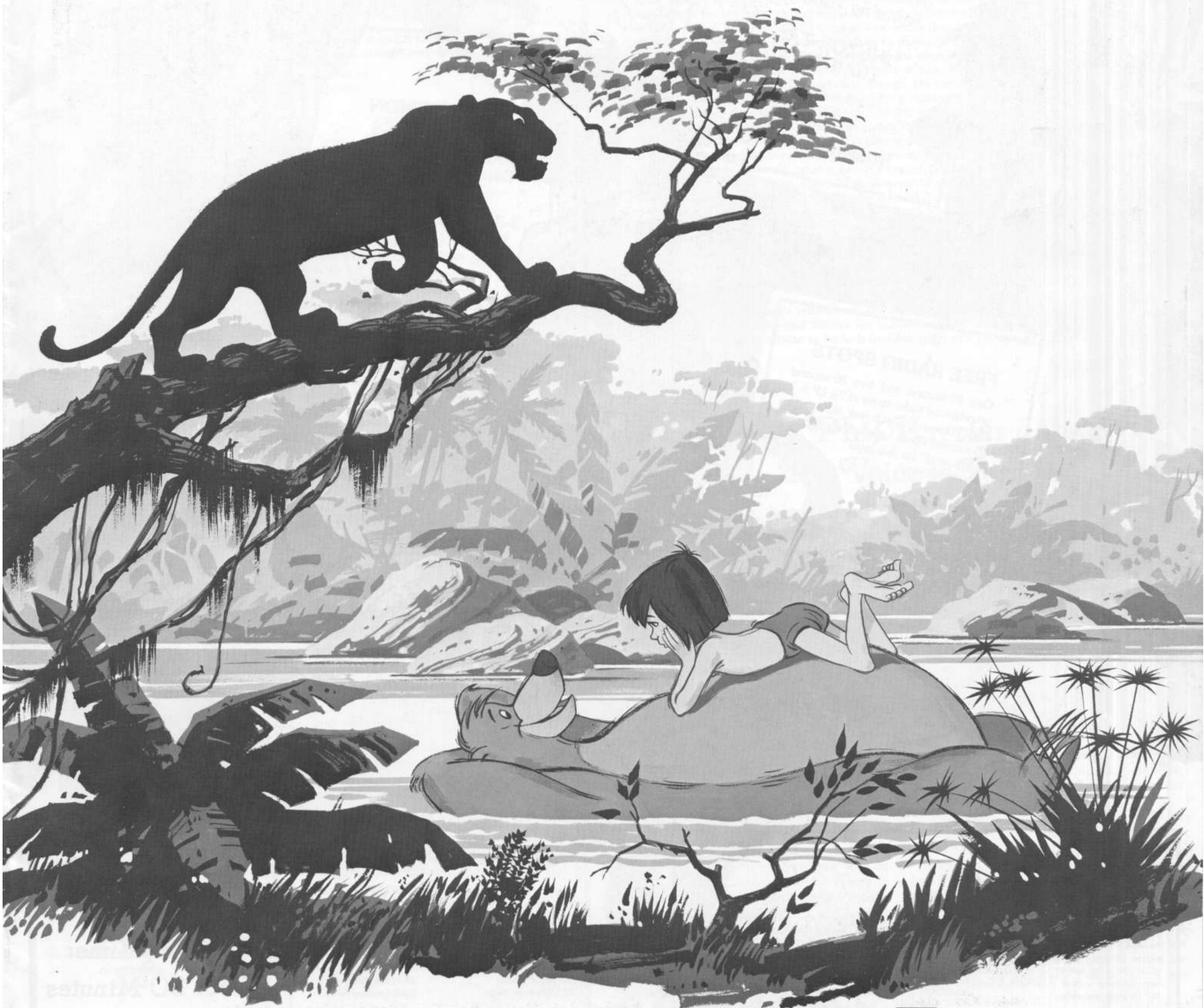


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WALT DISNEY'S The Jungle Book



TECHNICOLOR®

Re-released by BUENA VISTA DISTRIBUTION CO., INC. ©1978 Walt Disney Productions



THE JUNGLE'S JUMPIN' WITH A FANTASTIC ARRAY OF THEATRICAL, TV & RADIO FACILITIES

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principal members of the cast.

JB - CLIP #5 - Running Time: 1:54

JB - CLIP #8 - Running Time: 1:14

**THE
ASPECT RATIO
FOR A SWINGIN'
IMAGE IS
1.75 to 1**

PAGE PRESSBOOK INDEX
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Back-Looking Ahead

MATERIAL IN AD PAD

Standard Display Ads Special Slugs Composite Ad Mat "Zorro" Single Ads

**Running Time:
1 Hour 20 Minutes**

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WALT DISNEY presents

The Jungle Book

Story
Larry Clemmons
Ralph Wright
Ken Anderson
Vance Gerry

Inspired by the Rudyard Kipling "Mowgli" Stories

Directed by
WOLFGANG REITHERMAN

Directing Animators
Milt Kahl
Frank Thomas
Ollie Johnston
John Lounsbery

Character Animation
Hal King
Eric Larson
Walt Stanchfield
Eric Cleworth
Fred Hellmich
John Ewing

Dick Lucas

Technicolor® Re-released by: Buena Vista Distribution Co., Inc.

With the voice talents of

PHIL HARRIS "Baloo" the Bear	GEORGE SANDERS "Shere Khan" the Tiger
SEBASTIAN CABOT "Bagheera" the Panther	STERLING HOLLOWAY "Kaa" the Snake
LOUIS PRIMA "King Louie" of the Apes	J. PAT O'MALLEY "Col. Hathi" the Elephant

BRUCE REITHERMAN
"Mowgli" the Man Cub

Elephants VERNA FELTON CLINT HOWARD	Vultures CHAD STUART LORD TIM HUDSON
---	--

Wolves JOHN ABBOTT BEN WRIGHT	The Girl DARLEEN CARR
-------------------------------------	--------------------------

Music
GEORGE BRUNS

Orchestration
Walter Sheets

Songs
Robert B. Sherman
and
Richard M. Sherman
Terry Gilkyson

"The Bare Necessities" Sung by Phil Harris

Layout
DON GRIFFITH
Basil Davidovich
Dale Barnhart
Tom Codrick
Sylvia Roemer

Background Styling
AL DEMPSTER

Background
Bill Layne
Art Riley
Ralph Hulett
Thelma Witmer
Frank Armitage

Effects Animation	Dan MacManus
Sound	Robert O. Cook
Production Manager	Don Duckwall
Film Editors	Tom Acosta
	Norman Carlisle
Music Editor	Evelyn Kennedy



Scene 2B

©1978 Walt Disney Productions

BALOO'S BOUNTIFUL BELLY provides a raft for Mowgli, the hero of Walt Disney's animated comedy feature, "The Jungle Book." Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway are voices for the Technicolor film, based on stories by Rudyard Kipling. Directed by Wolfgang Reitherman. Buena Vista re-releases.

Synopsis

Not for publication

While roaming about the jungle, Bagheera, a dignified and somewhat stodgy Indian panther, finds an abandoned baby in a wrecked canoe. He rescues the infant and leaves it with a wolf family who rear the boy as if he were one of their own cubs.

Ten years later, Shere Khan, a man-eating tiger, returns to the wolves' hunting grounds. The pack elders reason that Shere Khan will try to kill the half-grown mancub, Mowgli.

Since they are no match for the tiger, the wolf council decides that the boy must go to the man village where he will be safe. Bagheera agrees to guide him there, much against Mowgli's will, as the boy wants to stay in the jungle with his animal friends. But Bagheera tries to impress upon him the many dangers that he will encounter.

The first night out the two companions settle in the upper branches of a tall tree. When Bagheera dozes off, Kaa, a slippery python sneaks up and hypnotizes Mowgli. He is about to devour the boy when the panther awakens and rescues him. Kaa, in turn, hypnotizes Bagheera but Mowgli breaks the spell when he tosses the python out of the tree.

In the morning Mowgli and Bagheera are awakened by the elephant, Colonel Hathi, noisily drilling his troop. Mowgli, delighted at the sight, joins the platoon and falls in behind Hathi's young son. When the colonel discovers the boy during inspection he becomes livid with anger and threatens to court martial him until Bagheera rushes in to explain that his overly playful charge is bound for the man village.

On their way again through the jungle, Mowgli rebels against Bagheera's authority and the boy is left to care for himself. He is soon befriended by Baloo, the bear, a carefree, singing, dancing jungle bum who teaches him how to take life easy.

When Mowgli is kidnapped by a band of monkeys, Baloo calls Bagheera for assistance. Together they discover the boy among some ancient temple ruins being held captive by King Louie, an eccentric ape potentate who wants man's secret for making fire.

Outraged at the request, Baloo makes himself up as a female ape and, leaving Bagheera on the sidelines, joins the party given by Louie. While dancing with the king he loses his disguise, and when it is discovered he is a bear, King Louie and his men take out after him. The wild gyrations cause the temple to crumble and during the confusion the intrepid trio of Baloo, Bagheera and Mowgli make their escape.

While Mowgli sleeps at night, Bagheera convinces Baloo that the mancub must return to the man village. When the boy believes that Baloo, too, wants him to leave the jungle, he runs away. Bagheera and Baloo search for him without success. And while they are discussing the whereabouts of their charge, Shere Khan overhears them and picks up Mowgli's trail.

Bagheera enlists the aid of Colonel Hathi and his elephant troop in the search for the boy. In the meantime, Mowgli has again fallen into the coils of Kaa. When Shere Khan suddenly appears and questions the python on the whereabouts of Mowgli, the boy makes his escape unnoticed.

Depressed and friendless, Mowgli wanders into a vultures' hangout. The beatnik birds make fun of him but when they discover that he is all alone, try to comfort him. When Shere Khan arrives though, they take to the trees. Unafraid, the mancub stands his ground. As Shere Khan leaps at him he is halted in mid-air by Baloo who has arrived just in time to grab him by the tail.

Shere Khan turns on Baloo and knocks him out. Admiring the boy's bravery, the vultures fly down and harass the tiger while Mowgli takes a burning branch from a nearby tree, which has been struck by lightning, and ties it to his tail. Shere Khan is forced to make a hasty retreat.

When Bagheera arrives he finds Mowgli and believes Baloo to be dead. While praising the bear's valor and self-sacrifice, Baloo, only unconscious, comes to his senses and, loving the eulogy, urges the flabbergasted Bagheera to continue.

With the tiger out of the way, nothing remains to prevent Mowgli from staying in the jungle. While Bagheera and Baloo are discussing the matter, a young Indian girl comes to fetch water from a nearby river. Never having seen her kind before, Mowgli is strangely fascinated and quietly approaches for a better look. Baloo, sensing that he is about to lose the boy, tries to discourage him but Bagheera urges him on.

When the girl sees Mowgli's reflection in the water and looks up at him with big limpid eyes, he is unable to resist her charms and follows her into the village, leaving his animal pals. Bagheera is delighted, but Baloo is uncertain as he feels that Mowgli would have made one swell bear.



Phil Harris: The Voice is Familiar

He's not just another pretty face, having survived more than 45 years of Hollywood stardom. Phil Harris, who's added years and a wrinkle or two, is still going strong.

His familiar voice and easy-going drawl are heard in Walt Disney's animated musical feature, "The Jungle Book," where he provides the voice -- and much of the character -- for Baloo, a great, grey, happy-go-lucky bear.

Chosen by Walt Disney himself, Harris' first tryout for the role was not successful. But Disney suggested to Harris that the bear was a casual kind of Wallace Beery figure, not unlike the part Harris had played for so long on the old Jack Benny radio show.

Harris was born in Linton, Indiana, on June 24, 1904, but grew up in Nashville, Tennessee, where he acquired his famous southern drawl. His mother and father were circus performers with tent stock companies, and when the circus was in season, his dad played in the band. It was he who taught Phil the fundamentals of music.

After leaving school, Harris and several other Nashville youths formed the "Dixie Syncopaters," a five-piece Dixieland band. They did two years of barnstorming around the country and Hawaii, then the group disbanded. The others returned to school but Phil headed for Los Angeles as a

musician and never finished high school.

In 1929 in San Francisco, he again formed his own band and played the St. Francis Hotel for three years, and then moved into the Cocoanut Grove at the Ambassador Hotel in Los Angeles. For many years, during the summers, he did one-nighters, and, at a stretch, he kept 45 consecutive evening dates.

During this period, Phil made his movie debut in "Melody Cruise" (1933). He has appeared in a number of musical film shorts and some half dozen features.

Harris signed on with Jack Benny's radio program in 1936 and was a permanent member of the cast until 1952, when Benny went into TV. In 1946, Phil and his wife, actress Alice Faye, started their own radio show on NBC.

The Harris' make their home in Palm Springs, alongside the seventh tee of the Thunderbird Golf Course. Their two daughters, Alice and Phyllis, are both married and live in Phoenix.

Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway also provide voices for "The Jungle Book." The color by Technicolor film is based on stories by Rudyard Kipling and was directed by Wolfgang Reitherman. Buena Vista re-releases.

Disney's "Jungle Book" Stacks Up Some Impressive Figures

Walt Disney's animated feature pictures stack up some impressive production facts and figures.

"The Jungle Book" was three-and-a-half years in the making and close to 250 people were involved in putting it together, at a cost of \$4,000,000. Made today, the film would cost more than \$12,000,000.

Approximately 322,000 drawings were made by 70 animators. The pencil tests for the picture, made before the scenes are committed to final filming, would alone make a ribbon from the studio in Burbank to Disneyland, 37 miles away.

Each minute of animation requires 1,440 different pictures, even if only one character moves on screen.

It would have taken a single artist 16 years to handle all animation for the movie, at an average output of eight feet a week.

The twelve sequences that make up "The Jungle Book" have 1,039 separate scenes and 760 painted backgrounds. There are 108,000 frames of film making up the picture that measures 6,825 feet.

Featured in the film are the voice talents of Phil Harris as Baloo, the happy-go-lucky bear; Sebastian Cabot as Bagheera, the stern panther; Louis Prima as King Louie, the ape potentate; George Sanders as Shere Khan, a sophisticated tiger heavy; Sterling Holloway as Kaa, the sneaky snake; J. Pat O'Malley as the pompous elephant Colonel Hathi; and Bruce Reitherman as Mowgli, the man cub.

In Technicolor, "The Jungle Book" was directed by Wolfgang Reitherman and was written for the screen by Larry Clemmons, Ralph Wright, Ken Anderson and Vance Gerry. Oscar-winning composers Richard M. and Robert B. Sherman wrote five songs for the picture and Terry Gilkyson contributed an additional song. George Bruns composed the background score. Buena Vista re-releases.

Veteran Disney Animators Keep Enthusiasm for 40 Years

In the early 1930's, four young artists joined a group at a Los Angeles film studio and began animating cartoons. More than 40 years later, that studio -- and those men -- are still going strong.

The studio is Walt Disney Productions, and the men are Eric Larson, Wolfgang Reitherman, Frank Thomas and Ollie Johnston, whose work spans "Snow White & the Seven Dwarfs" (1937) to the upcoming "The Fox & the Hound." Along the way, they've contributed to every animated feature in Disney history, including "The Jungle Book," now returning to theatres for the first time.

"And we've gotten better all along," says Larson, now head of the studio's Talent Development Program for training new animators.

"When we first started animating on 'Snow White,' it was an adventure for all of us, including Walt himself. And today, it's

still an adventure."

Both Ollie Johnston and Frank Thomas echo Larson's remarks. Retired since January 1978, the two maintain offices at the studio, where they're writing a book on animation. It will include some "how to" material, anecdotes and their philosophies on art and entertainment.

Reitherman's enthusiasm for animation also remains high. Producer-director of every animated film since "The Sword in the Stone" in 1963, he's currently working on "The Fox & the Hound" for release in 1980.

Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway provide voices for "The Jungle Book." The color by Technicolor film, based on stories by Rudyard Kipling was the last film personally produced by Walt Disney. Reitherman directed the Buena Vista re-release.

Sterling Holloway Returns as Snake in Disney's "The Jungle Book"

"There's not too much I can do with this voice," admits the seemingly ageless Sterling Holloway, who lends it once again to the cartoon character of Kaa, a sneaky snake, in Walt Disney's "The Jungle Book."

In the past, his cartoon voices for Disney have included the Cheshire cat in "Alice in Wonderland," the mouse in "Ben and Me," a penguin in "The Three Caballeros," another mouse in "The Aristocats," as well as Pooh in three "Winnie the Pooh" shorts.

In addition to some 16 cartoon roles for Disney, Holloway has had an active career in films, first appearing in a 1927 silent movie, "Casey at the Bat."

After that, he worked on Broadway, then returned to Hollywood in 1932.

"Good fortune smiled on me and I appeared in a few superior pictures like 'The Gold Diggers of 1933,' 'The Merry Widow,' 'Life Begins at 40' and 'Nick Carter, Master Detective,'" recalls Holloway.

"Then seven years after my arrival on the West Coast, Walt Disney called me to do the voice for the stork in 'Dumbo,' a cartoon feature. I'd never done anything like that before, but since I admired the man, I agreed to at least try it."

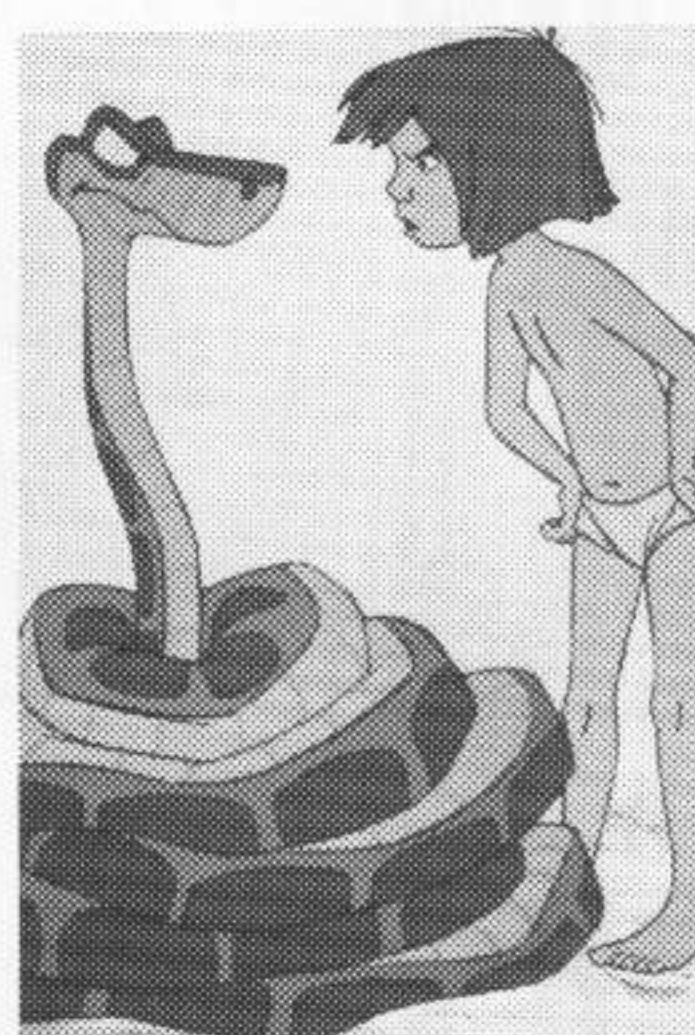
The voice Sterling gave to the animated stork brought it to life and marked the beginning of what has amounted to a second career for him. Says Holloway, "On the one hand I was an actor in motion pictures, and on the other I was the voice for a bunch of cartoon figures. The two experiences have been quite distinctly different, each embellishing my work in the other. It's been grand."

"The voices for all these characters are really quite the same," Holloway admits. "What I try to change is the thought process that goes behind the lines. I try to feel like the certain animal I am doing."

"It's the same with acting. No matter what part you're doing, it's still you. Your face and body. The thing you can make different is the way you deliver, the motivation and the thinking process, really."



Scene 1B
©1978 Walt Disney Productions
AFTER THE BRAWL IS OVER, Mowgli, Baloo the bear and Bagheera the panther steal away in Walt Disney's animated comedy feature, "The Jungle Book." Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway provide voices for the Technicolor film, based on stories by Rudyard Kipling. Directed by Wolfgang Reitherman. Buena Vista re-releases.



Scene 1A
©1978 Walt Disney Productions
MOWGLI DOESN'T LIKE the hungry look that Kaa, the sneaky python, is giving him in Walt Disney's animated comedy film, "The Jungle Book," featuring the voice talents of Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway. Filmed in Technicolor, "The Jungle Book" is based on stories by Rudyard Kipling. Directed by Wolfgang Reitherman. Buena Vista re-releases.

Phil Harris, Sebastian Cabot, Louis Prima and George Sanders also provide voices for "The Jungle Book." The color by Technicolor film is based on stories by Rudyard Kipling and was directed by Wolfgang Reitherman. Buena Vista re-releases.



Scene 2A
©1978 Walt Disney Productions
IT COULD BE LOVE when Mowgli sees a young girl in Walt Disney's animated comedy feature, "The Jungle Book." Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway provide voices for the Technicolor film, based on stories by Rudyard Kipling. Directed by Wolfgang Reitherman. Buena Vista re-releases.

Disney's "Jungle Book" Stories Written in Vermont Blizzard

What happens when a displaced Englishman finds himself in the middle of a Vermont blizzard in the 1890s?

If he's famed author Rudyard Kipling, he writes a series of stories about a boy in the steamy jungles of India.

Eighty years later, Walt Disney adapted those classic stories to form "The Jungle Book," an exciting and humorous animated feature starring the voices of Phil Harris, Sebastian Cabot, Louis Prima, George Sanders and Sterling Holloway.

Kipling, who first gained fame as a

newspaperman in India, returned to England, married in 1892 and headed on a honeymoon around the world.

Arriving in Japan with his wife, he received word that his savings were lost in the failure of an Oriental banking company. He cashed in the unused portion of their travel tickets and the couple reached Brattleboro, Vermont, where Mrs. Kipling's family lived.

They rented a workman's cottage and, during a severe storm, Kipling penned "The Jungle Book." His artist father, on a visit,

illustrated the stories for publication in "St. Nicholas," a popular magazine of the time.

Two daughters were born to the Kiplings in Brattleboro, and as his financial situation improved from royalties on his writings, he built a house there before returning to England a few years later.

During Kipling's stay in the United States, he also wrote "Captains Courageous," which was inspired by tales he had heard from seafaring men along the New England coast. Here, too, was nurtured the germ for the story for

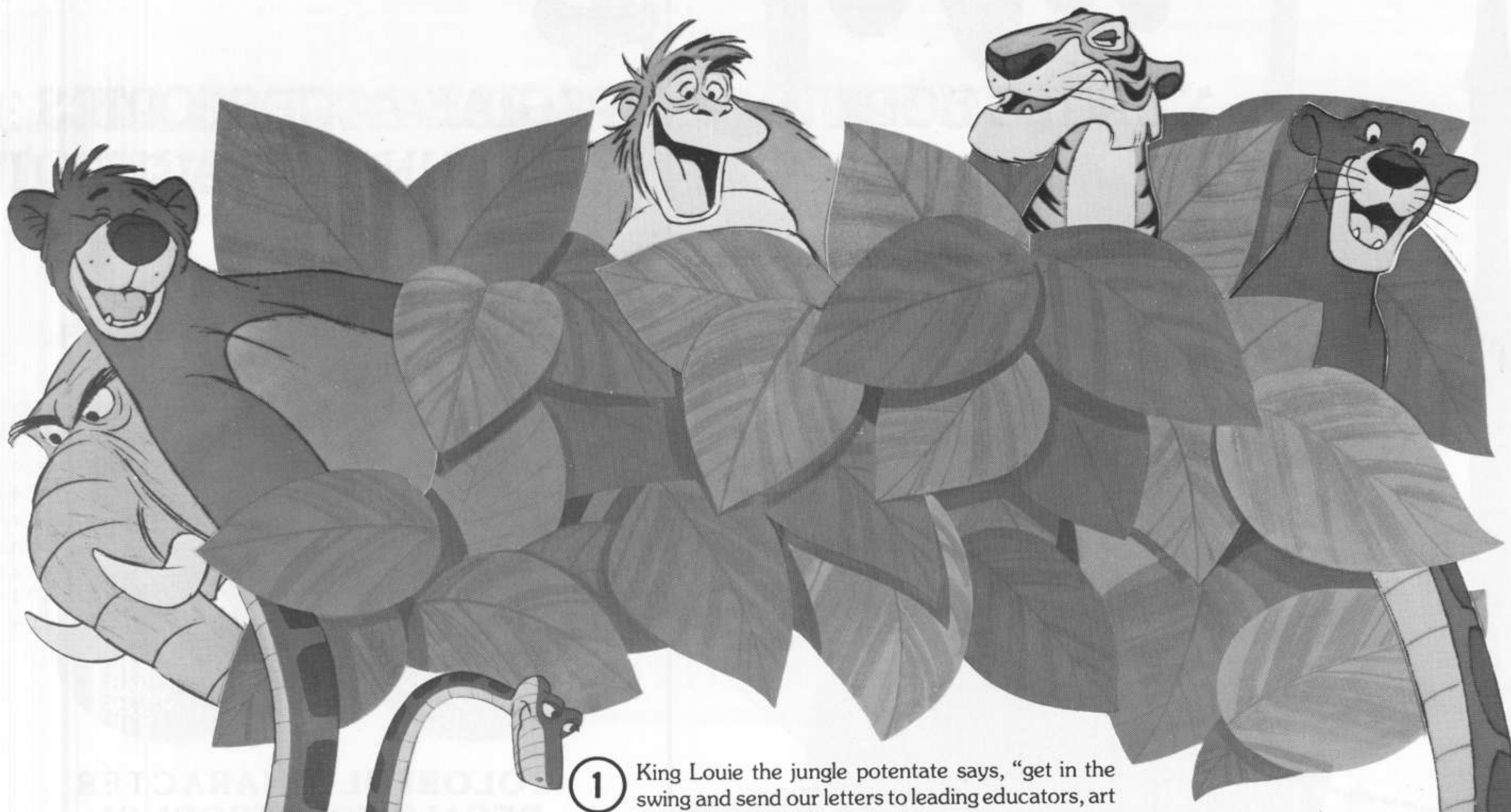
his greatest novel, "Kim."

Kipling's prolific writings earned him many honors, though he declined a knighthood. In 1907, he was awarded the Nobel Prize for Literature, the first British writer to be so honored.

In color by Technicolor, "The Jungle Book" features songs by Oscar winners Richard M. and Robert B. Sherman ("Mary Poppins") and Terry Gilkyson. Directed by Wolfgang Reitherman, Buena Vista re-releases.

EXPLOITATION INTRODUCTION

Mowgli and his jungle friends are here to give you some tips on how to make your engagement of "THE JUNGLE BOOK" the most delightful box office success you've ever had!



1 King Louie the jungle potentate says, "get in the swing and send our letters to leading educators, art societies, women's clubs, religious organizations, and all family oriented organizations interested in high quality family entertainment and artistic achievement."

2 Shere Khan demands, "that you set up your posters and stills, banners and other lobby displays, now!"

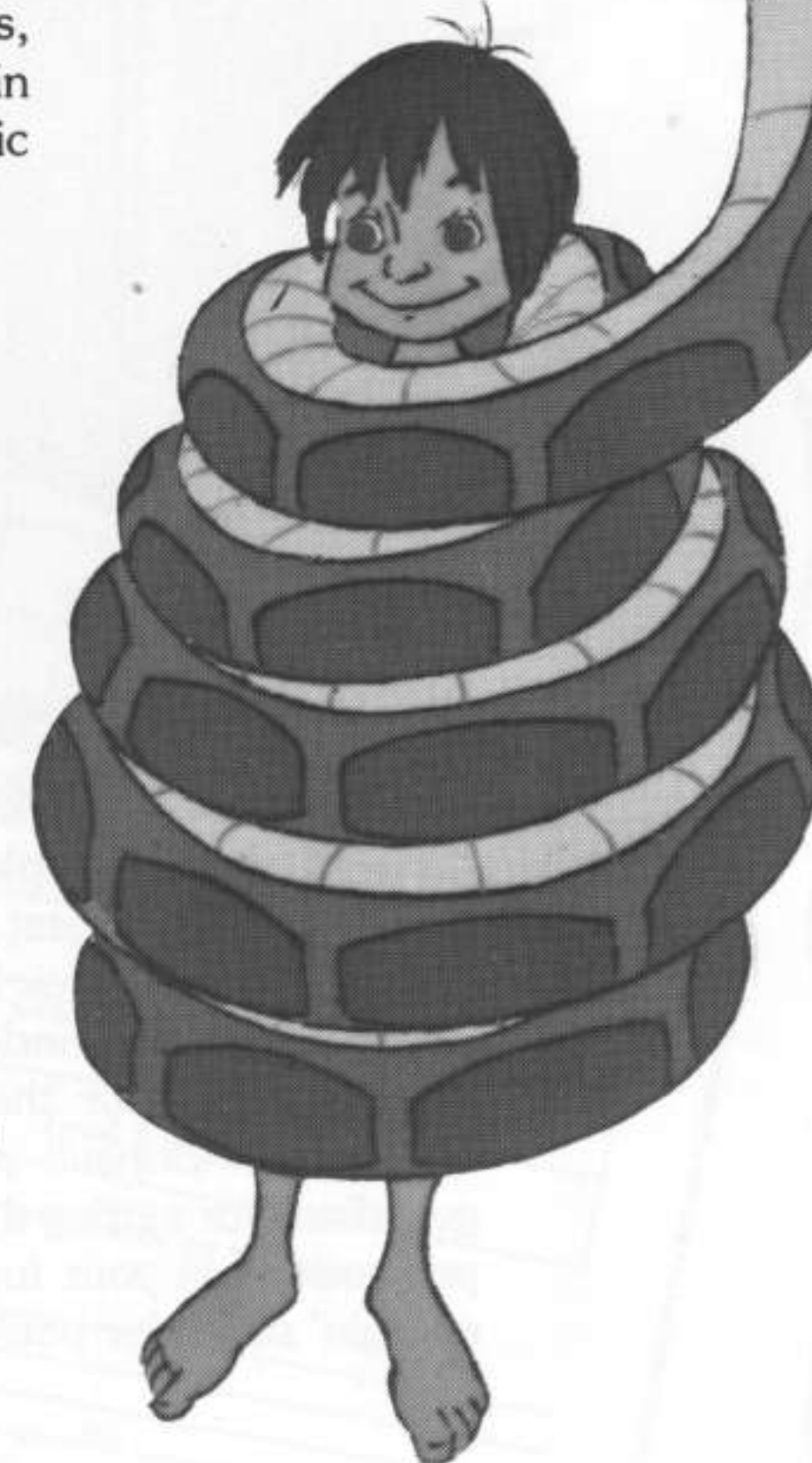
3 Bagheera says, "supply the storyteller album to your local radio station and kids' TV shows for air play and promotional prizes."

4 Buzzie, Dizzy, Ziggy and Flaps show you how to set up your displays in stores where "THE JUNGLE BOOK" merchandise is being sold.

5 Colonel Hathi throws his weight behind the coloring contest and maze with heralds and newspaper contests.

6 Kaa's final slippery words of advice are, "start your radio contest, followed by your TV campaign. Start your newspaper contest, followed by your newspaper campaign, or else."

7 Mowgli says, "if you've listened to the wise words of my jungle friends, stand back and watch your engagement be a Swingin' Success."

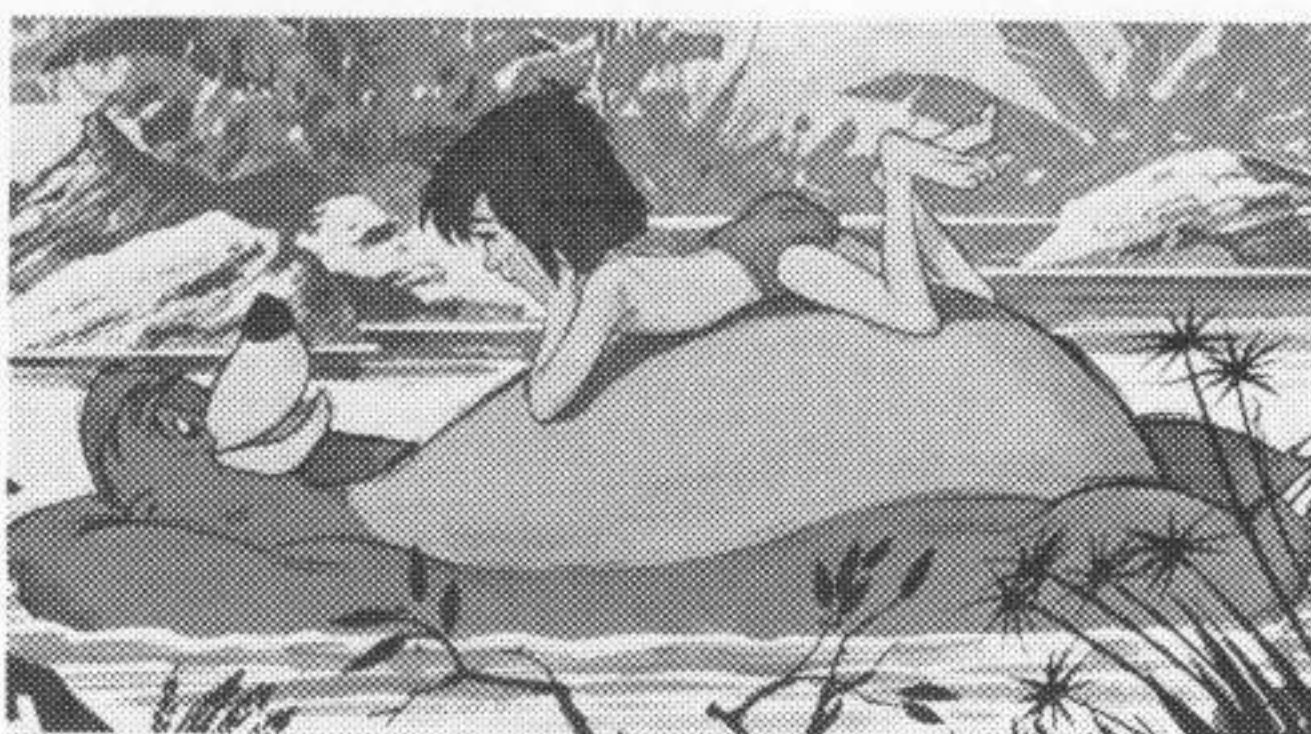


EXPLOITATION

FUNNY CAPTION CONTEST

Here's a contest that's a natural to be conducted by a fast-food chain in your city with a minimum of trouble and expense for you. And one that will pay beautiful dividends!

All you have to do is imprint the upper portion with the correct information regarding your engagement and give the chain sufficient entry forms and tickets. We've even designed an ad for the chain to run announcing the contest!



MY CAPTION IS _____

WIN TWO FREE TICKETS TO "THE JUNGLE BOOK"!!

Here is one of the many hilarious scenes from Walt Disney's delightful "The Jungle Book"

Write your funny caption for the picture in ten words or less at the bottom, complete the entry form and drop it in the box provided.

MY NAME: _____

MY ADDRESS: (street) _____

(city) _____ (zip code) _____

"JUNGLE BOOK"

SPECIAL ACCESSORIES...
JUNGLE JACKPOT.

GIANT
SIZE
PLUSH
BALOO



GIANT PLUSH BALOOS FOR SWINGIN' PLUSH RETURNS

He's 5' of swingin' splendor, he'll capture your TV shows as the grandest grand prize ever offered for a contest. Turn him loose in shopping centers, department store windows in high traffic areas, and the lobby of your theatre, and the crowds will congregate. Consult your BV rep for prices and guidelines for setting up TV, radio and newspaper promotions in your town, and let Baloo work his swingin' sellin' for you!

SPECIAL CUB SIZE PLUSH STUFFED BALOO AND KING LOUIE

Use these delightful stuffed plush toys as special prizes for your various contests or for lobby sales. They are specially priced at \$8.00 each. See order form on next page

TEN SETS
(60 DECALS)
FOR \$6.50



COLORFUL CHARACTER DECALS TO INTRODUCE "THE JUNGLE BOOK" MENAGERIE TO YOUR TOWN

Turn your community into a land of swingin' jungle enchantment by using our colorful self-sticking character decals to herald the coming excitement to the young and the young at heart.

They'll stick on anything...concession counters, book covers, lunch boxes, windows, telephone poles, buildings and clothing, and they'll stick in the minds of all who see them.

All our life-like animated personalities are here: Baloo, Kaa, Mowgli, King Louie, Shere Khan and Bagheera, six bright and bubbling 3 1/2" decals to each pre-packed set. They're perfect for concession sales to your patrons, as prizes for promotions and contests, and for display in theatres and around town.

KING LOUIE
CUB SIZE
PLUSH TOY
SPECIAL PRICE
\$8.00 EACH



BALOO
CUB SIZE
PLUSH TOY
SPECIAL PRICE
\$8.00 EACH

EXTRA SHOWMANSHIP FOR A JUMPIN' JIVIN' ORDER TODAY!

SPECIAL FULL COLOR KAA T-SHIRTS

These top quality T-shirts are printed front and back in full color on tan 100% polyester with specially styled sleeves and neck line. Your patrons will be the talk of the town as they walk around with Kaa draped around their necks and at the same time advertise your engagement of "The Jungle Book." See order form on this page.



COLORFUL T-SHIRTS

T-shirts are great prizes for your contests and funtastic concession sales items to boost the excitement at your box office. Kids love them and they become instant walking billboards to advertise your engagement. Make your theatre staff part of the swingin' "Jungle Book" showmanship excitement by giving them shirts as prizes in contests or as a give-away around town and on school campuses. The T-shirt craze is bigger than ever so take advantage of this key promotional tool. They are available in packages of 6, and can be ordered using our special accessory order form.



"JUNGLE BOOK" FAN CARDS

These sparkling happy fan cards will have every kid in your community lining up to join "The Jungle Book" excitement. Cards should be imprinted with both your theatre logo and address, and the starting date of your engagement. They can be passed out in your theatre, mailed to schools for posting on school bulletin boards, sent to PTA and civic groups, libraries, scouting organizations, church and youth organizations, and anywhere else that Mowgli and his jungle menagerie can spread the happy news that they're heading your way.

Only \$25.00 per 1,000, including postage. See order form on this page.



The Jungle Book
Special Accessories
Order Form

Specialty Department
Buena Vista Distribution Co., Inc.
350 S. Buena Vista St.
Burbank, California 91521

Please rush the following "Jungle Book" Accessories:

Quantity	Amount
Fan Cards 1,000 for \$25.00	
Giant Plush Baloos Please contact your local BV rep.	
Special Kaa T-Shirts Package of 6 for \$22.00	
Regular "Jungle Book" T-Shirts Package of 6 for \$14.00	
Character Decals 10 sets of 6 for \$6.50	
Cub Size Baloo \$8.00 each	
Cub Size King Louie \$8.00 each	
Total Enclosed	

Please enclose check or money order.

Theatre _____
Address _____
City _____
State _____
Your name and position _____ Zip _____



UNUSUAL PET CONTEST

Mowgli pals around the jungle with an odd menagerie of pets. Odds are that someone, somewhere in your community has a pet that's not quite so unique, but almost as much fun. Finding them can result in a festive parade of off-beat critters in front of your theatre, in your local newspapers and your local TV programs -- and they don't have to be confined to the animal category. Remember the pet rock craze of yesteryear? Well, let the animated animals of "THE JUNGLE BOOK" inspire your community to go one better, and announce a contest for the most unusual pet anything to appear in the parking lot of your theatre, if you have one, a shopping mall if your theatre is so situated, or anywhere else that people will congregate.

BUILD YOUR BOX OFFICE PROFITS WITH "THE JUNGLE BOOK" MAZE

Add variety to your contests and promotions with "THE JUNGLE BOOK" MAZE. Imprint it on colored heralds with a large ad on the reverse side and distribute through supermarkets or arrange as a co-op ad with supermarkets in weekly shoppers. The kids will love it. See page 11 for art.

A COOL "JUNGLE BOOK" COLORING CONTEST

It's not just for kids... but for the young at heart for any age. Everyone in your city will have fun with this coloring contest that has been designed to capture the fun and swingin' adventure that audiences everywhere will be enjoying in Walt Disney's animated classic, "The Jungle Book." There are as many different ways to exploit this coloring contest as there are colors, and if you follow these suggestions, they'll be coming out gold!

- As a herald for distribution in supermarkets, banks, children's clothing and shoe stores, ice cream parlors, playgrounds, the lobby of your theatre, as a placemat that can be taken home and colored in from fast food and family restaurants, art supply stores, and anywhere that youngsters congregate.
- As an exclusive contest in your local newspapers, at least two weeks in advance of your engagement.
- And for extra fun, suggest your entrants write a zany caption to go with their coloring, giving special prizes to the funniest, which should be reproduced in your local newspapers.

STORY-TELLING HOUR

Contact your local libraries, Parks and Recreation Dept. and mothers' clubs and suggest they organize a story-telling hour built around the popular Rudyard Kipling stories. Provide the interested groups with color displays utilizing the one-sheet, 8 X 10 and 11 X 14 color stills. This is a perfect way to make families aware of the fun and excitement which await them at your theatre.

PEOPLE-STOPPER MONKEY AND ORGAN GRINDER

Everybody loves a monkey. And everybody loves an organ grinder. And you can usually find both in any city to perform in front of your theatre for a reasonable fee. The cost will be more than justified by the happy crowds they will draw and by the box office boom they will create for "THE JUNGLE BOOK." To tie-in more closely with the film, have your organ grinder dressed in a safari outfit.

COLORING CONTEST



© 1967 Walt Disney Productions

CHARACTER IDENTIFICATION CONTEST

"THE JUNGLE BOOK" offers a menagerie of unique and unforgettable characters, and this contest will offer a challenge to kids and adults alike when they try to identify all the animated animal characters from the film. Use it as a newspaper contest or put it on heralds and spread it all over town. Either way it's a sure way to boost your box office.

TV FILM CLIPS

Walt Disney Studio has carefully developed two highly entertaining film clips guaranteed to stimulate viewers' interest in seeing "THE JUNGLE BOOK." TV stations carrying commercials for the film will be happy to use the film clips on one of their local interview programs -- perhaps even on their news program. For more information on the film clips, see page 2 of the Pressbook.

INTERMISSION MUSIC

Several weeks prior to the opening of "THE JUNGLE BOOK" in your theatre, start using the original soundtrack album for intermission music. Our swinging music can play a key role in selling tickets at the box office. Our record albums can also form the focal point for a big and prestigious lobby display, and albums should be used as subsidiary prizes in all contests and promotions.

IN-STORE DISPLAYS

You can profit heavily at nominal cost by providing window displays to stores carrying "THE JUNGLE BOOK" merchandise -- record shops, toy stores, book stores, department stores, etc. Order the posters, stills and accessories from National Screen Service.

PET STORES also offer another ideal area for providing colorful, interesting displays of the posters and accessories.

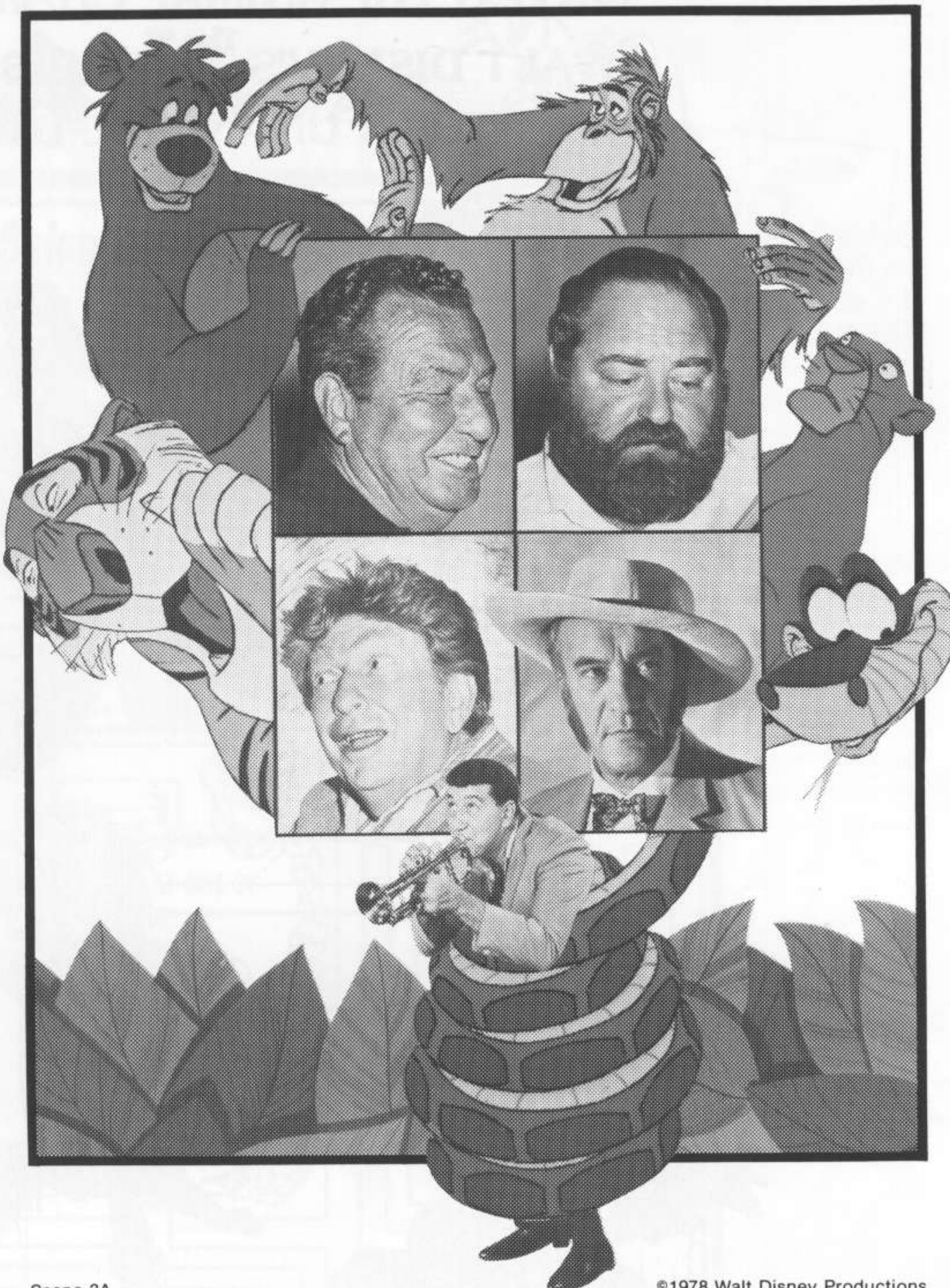
BALLOONS FOR SOARING PROMOTIONS

One outstanding, high-flying form of advertising "THE JUNGLE BOOK" and your engagement is with inexpensive, colorful balloons. One side of these "high-sell" balloons is the art pictured and on the other side is your theatre imprint copy. You can take advantage of this lighter-than-air way to advertise in the following manner: 1. Distribute them at shopping centers concentrating on youth-oriented outlets such as shoe, toy, ice cream and clothing stores. 2. Give them away to hosts of TV shows for kids. Let him give them out as prizes or giveaways to every child on the show and in the audience. 3. Offer balloons to the first 100 children at your theatre on opening day. 4. Give balloons away in conjunction with any contest. 5. Tie-in with a local gas station or fast food eating place and have them hand out balloons with every purchase.

These promotional balloons are seven inches in diameter and are bedecked in a variety of colors. **IMPORTANT** - ALL shipments are postpaid. Your order must include a check or money order for the full amount. Also please don't forget your theatre imprint copy, which National Latex Company will set up in type for imprinting. Allow two weeks for delivery.

SPECIAL 3-COLUMN SCENE CUT

Note: This scene cut would make a great contest for newspapers. Ask entrants to match the actor with the animated character he plays in Walt Disney's "The Jungle Book."



Scene 3A

©1978 Walt Disney Productions

Here are the animated animal stars of Walt Disney's animated comedy feature, "The Jungle Book," along with their famous voices. The animated stars are Baloo the swingin' bear played by Phil Harris, King Louie the jungle potentate played by Louis Prima, Bagheera the panther played by Sebastian Cabot, Kaa the slippery python played by Sterling Holloway and Shere Khan the sophisticated tiger played by George Sanders. The Technicolor film based on stories by Rudyard Kipling was directed by Wolfgang Reitherman. Buena Vista re-releases.

"Jungle Book" Floatin' Balloon Order Form

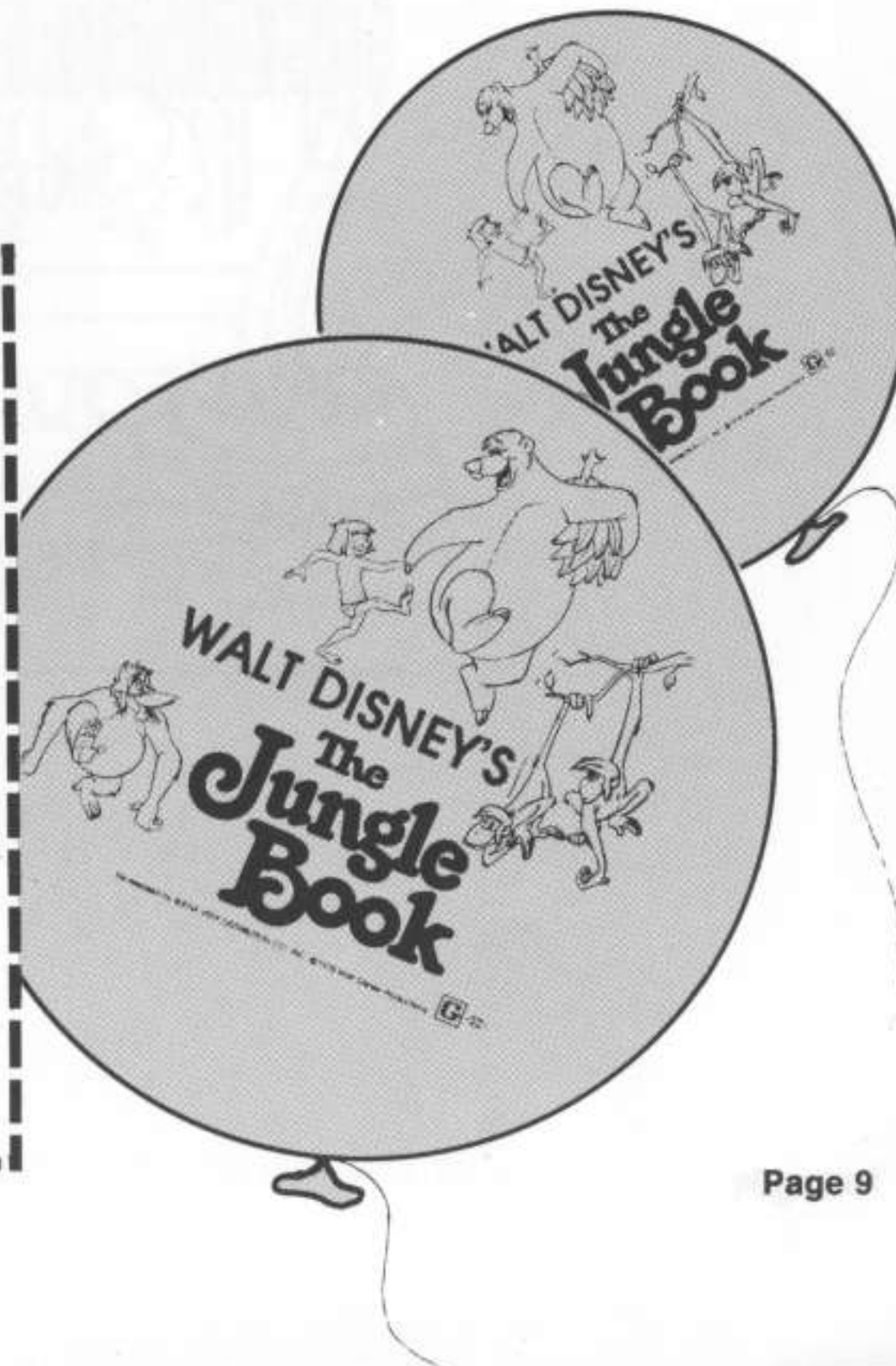
National Latex Co.
246 E. 4th St., Ashland, Ohio 44805
Attn: Gene Cole (419) 289-3300

Please rush _____imprinted balloons, shipped prepaid,
at \$27.50 per 500 — \$45.00 per 1000.

Enclosed is my check (or money order) for \$ _____made
payable to National Latex Company.

PLEASE FILL IN: Theatre copy (3 lines)

Target date for delivery _____Date of opening _____
Manager _____
Theatre _____
City _____State _____Zip _____



MATCH THE ANIMAL CHARACTERS FROM
WALT DISNEY'S **The Jungle Book** WITH
THEIR UNANIMAL-LIKE NAMES!



WRITE NAME IN THE BOX PROVIDED WITH
EACH CHARACTER.

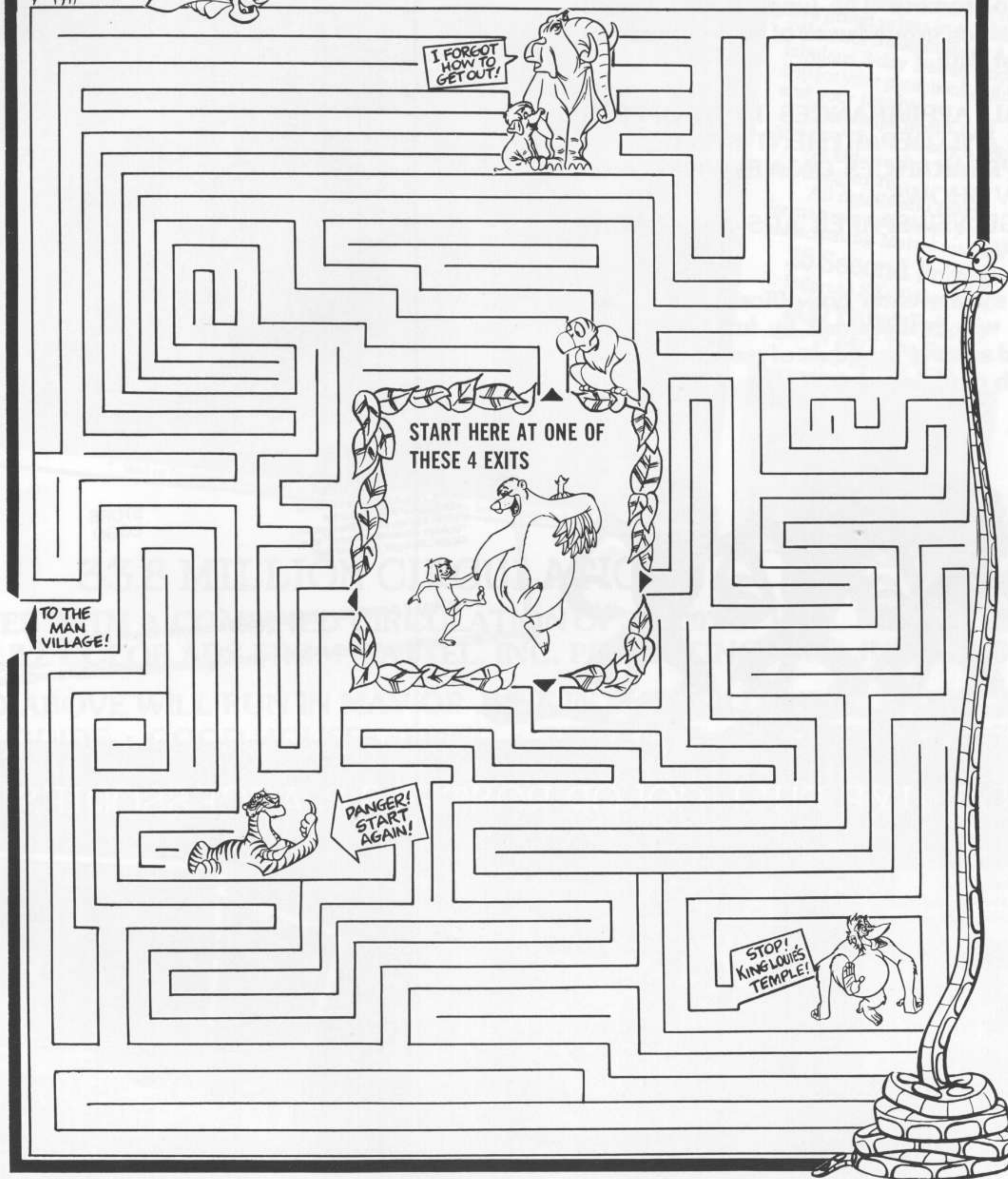
KING LOUIE	COLONEL HATHI	BAGHEERA	MOWGLI
KAA	SHERE KHAN	ZIGGY	BALOO

ANSWERS TO ANIMAL CHARACTERS CONTEST:
A—BAGHEERA, B—KAA, C—BALOO, D—SHERE KHAN,
E—MOWGLI, F—ZIGGY, G—KING LOUIE, AND H—COLONEL HATHI

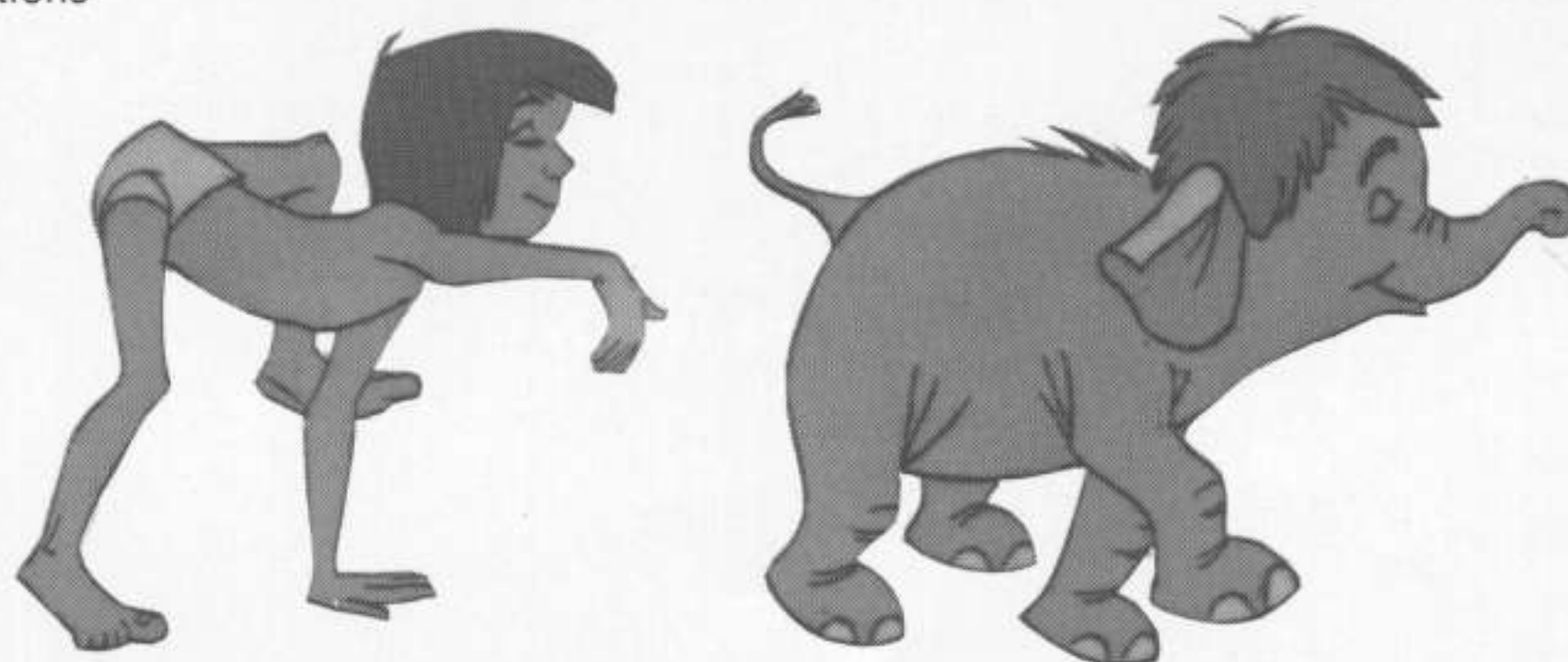
The Jungle Book MAZE



**Help Mowgli and Baloo get out of the jungle and
back to the man village and civilization!**



©1978 Walt Disney Productions



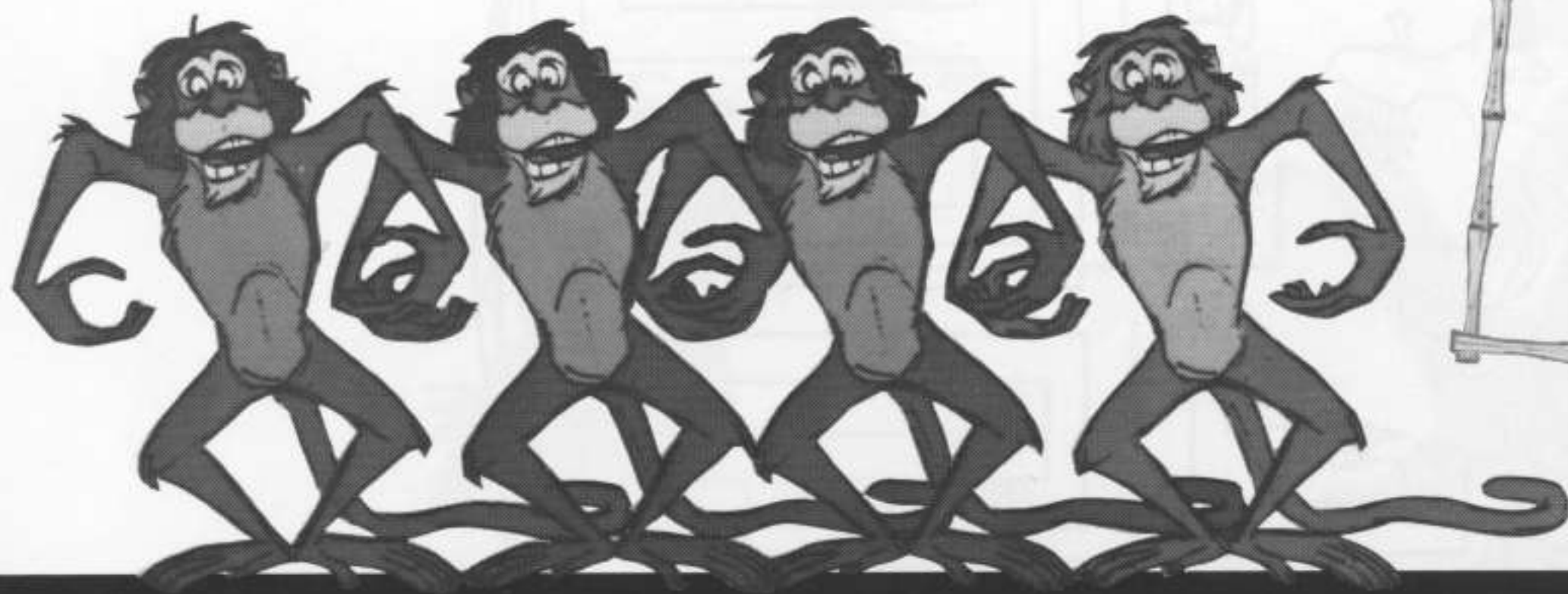
IT'S A SWINGIN' SAFARI WHEN **The Jungle Book** STARS MAKE A JUMPIN' CROSS-COUNTRY MUSICAL TOUR.



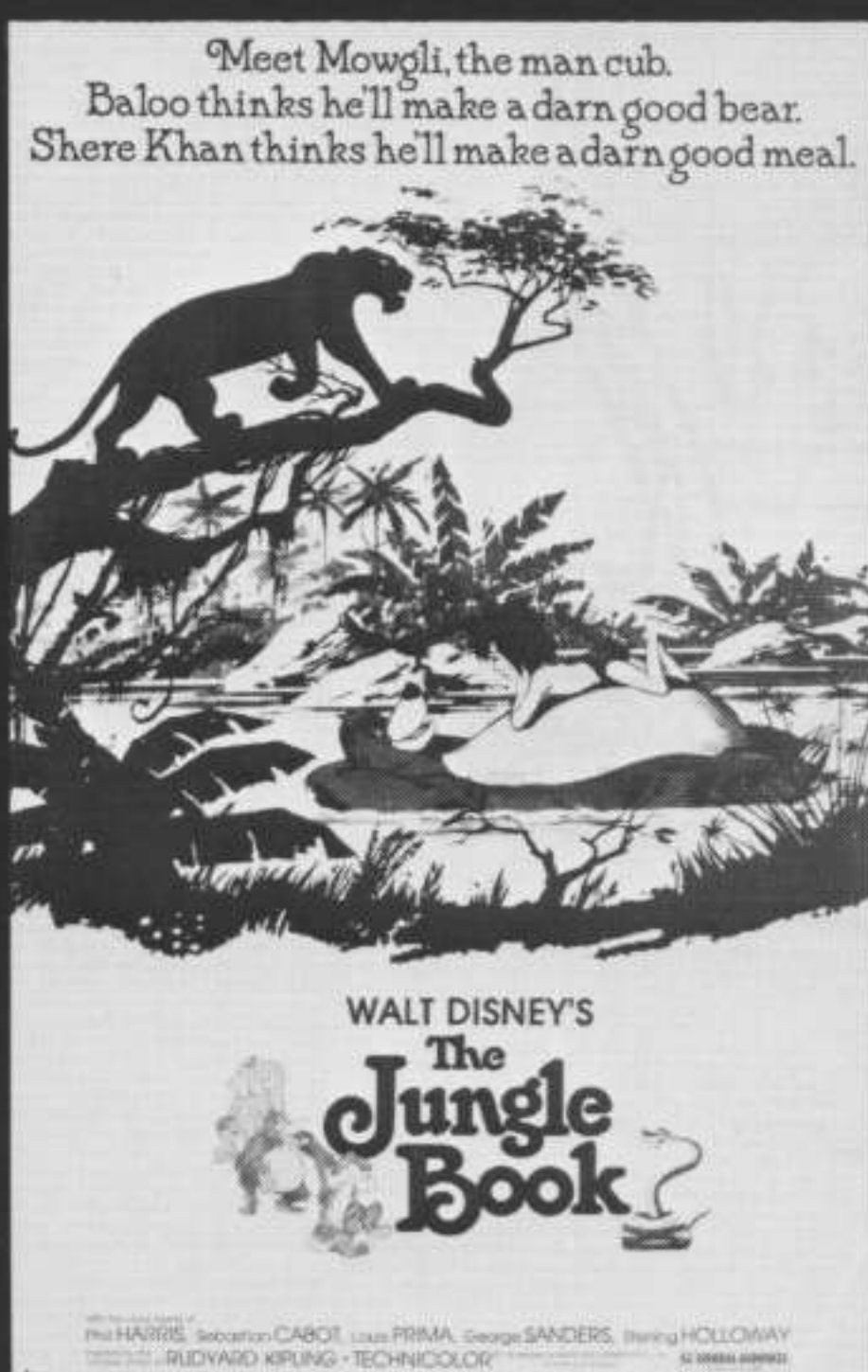
"Baloo," the Bear and "King Louie," the Ape, and the Monkeys from "The Jungle Book" join Master of Ceremonies Fulton Burley, star of Disneyland's "Golden Horseshoe Revue," in a singin', swingin' safari of fun to promote "The Jungle Book." They'll stir up an exciting groundswell of promotion from coast-to-coast with...

- PERSONAL APPEARANCES IN SHOPPING CENTERS AND DEPARTMENT STORES
- GUEST APPEARANCES ON NETWORK AND LOCAL TV SHOWS
- FULL PAGE NEWSPAPER ADS AND RADIO INTERVIEWS

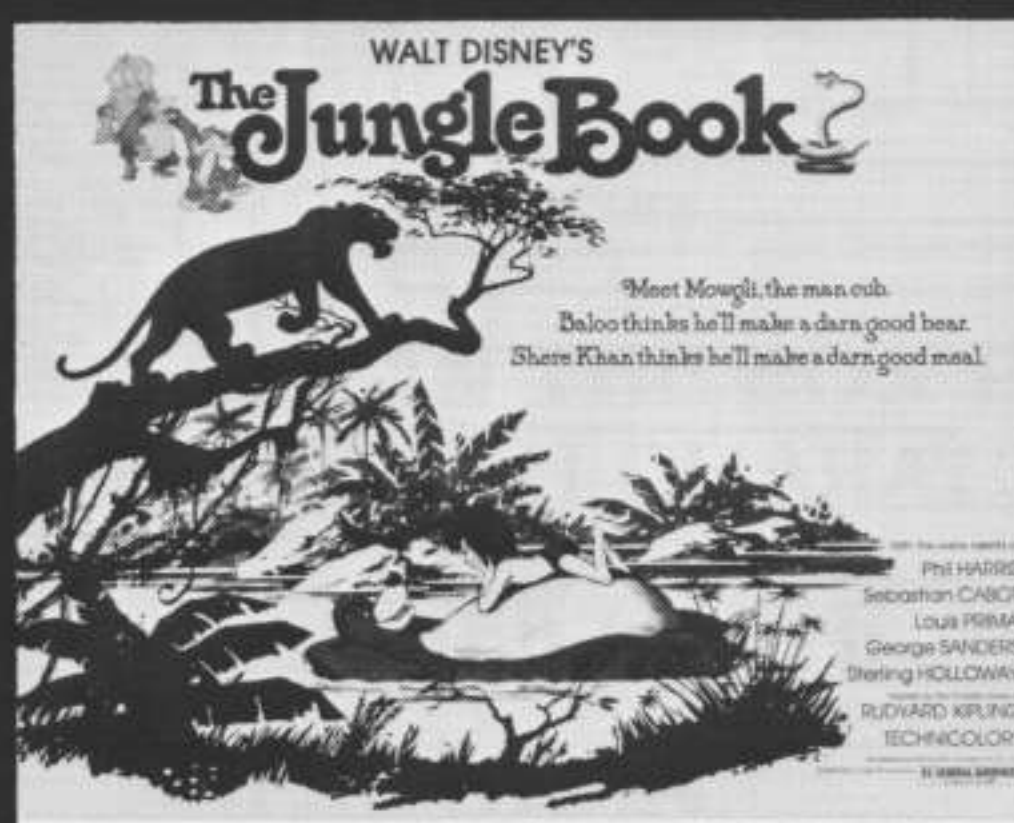
To generate even greater box office for you, their appearances will be heralded by full-page newspaper ads and a heavy schedule of radio announcements in each city they visit.



DELUXE FULL COLOR POSTERS & ACCESSORIES



One - Sheet



22x28

Order these Spectacular
Posters and Accessories Today
From Your Local
National Screen Service.



8 Full Color 11x14's Plus title
card and 8 Full Color 8x10's

Also
available from
National Screen
30x40 Displays
40x60 Displays
8x10 B&W Stills

MATTEL ^{The} **Jungle Book** TIE-IN FOR NATIONAL PRE-RELEASE PROMOTIONAL POWER!

A free birthday trip to Disneyland®
...to meet the stars of Walt Disney's current animated movie **"Jungle Book"**

© 1978 Walt Disney Productions

You may win one of the five grand prizes in the Mattel Preschool Sweepstakes: A fabulous 3-day Disneyland trip for your preschool child and your family.

Five trips in all! And you don't have to buy a thing. A kid couldn't ask for anything more.

All details and entry forms are available at your participating Mattel retailer.*

25 Second Prizes
Polaroid SX-70 Cameras.

200 Third Prizes
See 'N Say® The Farmer Says Talking Toys.

Preschool

MATTEL

© Mattel, Inc. 1978. All rights reserved.

* Void in Missouri, Maryland and wherever prohibited by law. Sweepstakes ends June 30, 1978.

33.8 MILLION CIRCULATION

MAGAZINES WITH A COMBINED CIRCULATION OF 33,800,000 WILL BE ON THE STANDS WITH FULL COLOR ADS FROM MATTEL, INC. PROMOTING "THE JUNGLE BOOK" --

THE AD ABOVE WILL RUN IN MAY OR JUNE IN THE FOLLOWING PUBLICATIONS:
TV GUIDE • GOOD HOUSEKEEPING • REDBOOK • PARENTS' MAGAZINE
ALL NINE McFADDEN ROMANCE MAGAZINES

LEVER BROS. ^{The} **Jungle Book** TIE-IN FOR A NATIONAL PROMOTION.

WALT DISNEY CHARACTER TOOTHBRUSHES Pepsodent®

Help your children develop good dental health

MINNIE MOUSE • MICKEY MOUSE • DONALD DUCK • PLUTO • GOOFY • PINOCCHIO

Walt Disney's ^{The} Jungle Book

SEE IT AT A MOVIE THEATRE NEAR YOU!

LEVER BROS. WILL HAVE THE COUNTRY SMILING FROM EAR-TO-EAR WITH ITS TOOTHBRUSH DISPLAYS FOR "THE JUNGLE BOOK" IN 15,000 SUPERMARKETS EVERYWHERE!

DOLE & ^{The} Jungle Book TIE-IN FOR A "TOP BANANA BONANZA"

Dole
brings your
child the
excitement of

WALT DISNEY'S
great animated movie,

The Jungle Book

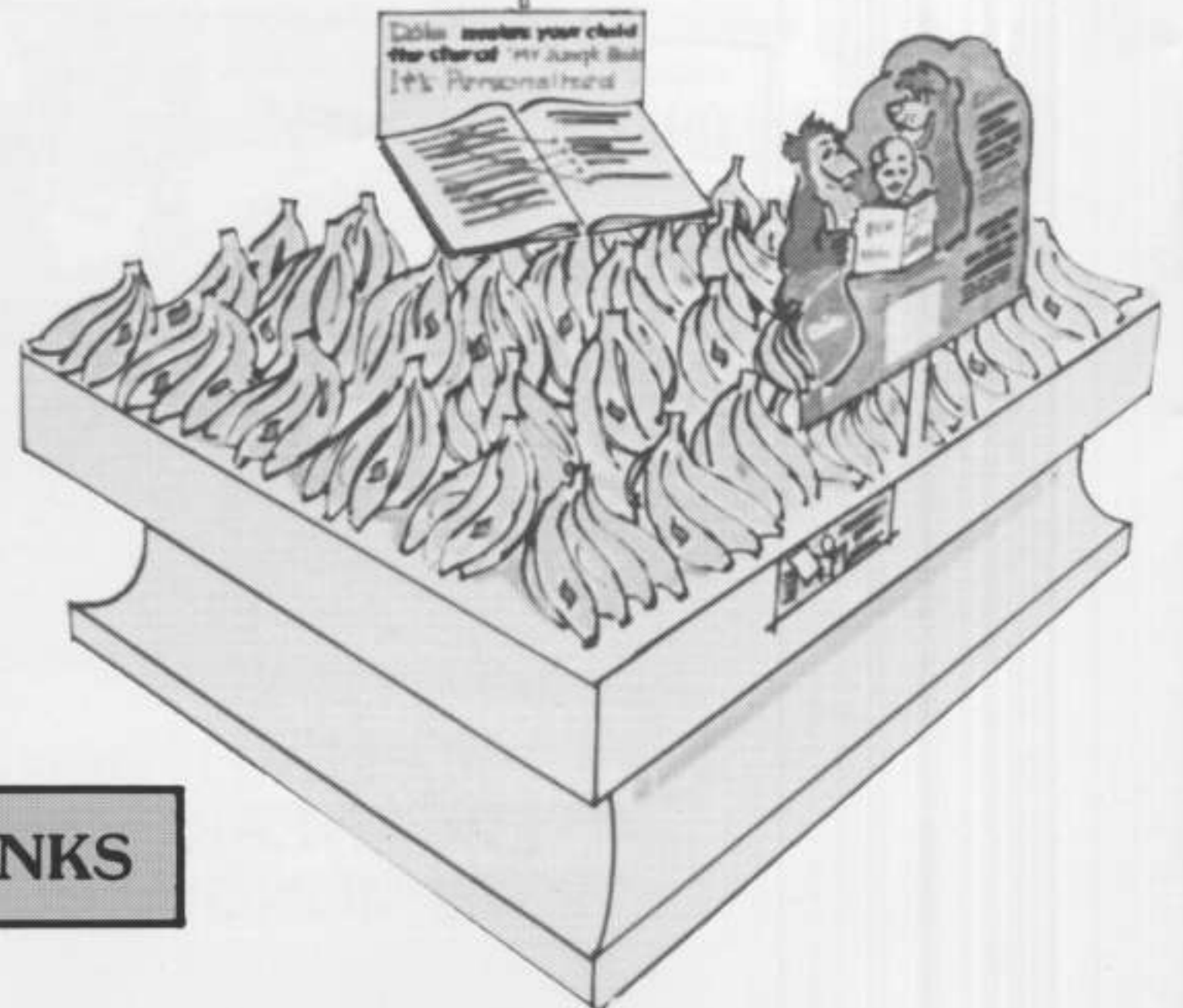
IT'S THE PROMOTIONAL
INSPIRATION OF THE YEAR!
THE PERSONALIZED
"MY JUNGLE BOOK"
CREATED FOR AND
HEAVILY PROMOTED
BY DOLE. 30,000
EXCITING 7-FOOT
POINT-OF-SALE
DISPLAYS • 4-COLOR
DOUBLE-TRUCK ADS
IN....TV GUIDE
(2 ISSUES),
PARENTS' MAGAZINE,
BETTER HOMES
& GARDENS

50 MILLION
CIRCULATION



IT'S A "JUNGLE BOOK"
ADVENTURE FEATURING
YOUR CUSTOMER'S
CHILD! PERSONALIZED
WITH HIS OR HER
NAME, ADDRESS,
BIRTHDAY,
FRIEND'S NAME.

5,000,000 PREMIUM ORDER BLANKS



2,000 BASKIN-ROBBINS STORES GO BANANAS OVER The **Jungle Book** WITH A JUNGLE BANANA ICE CREAM

Colorful window banners, counter cards, RADIO and TV COMMERCIALS, NEWSPAPER ADS and SUNDAY COMICS will be used heavily for Baskin-Robbins' big June promotion -- "The Jungle Book Fun Book" premium. Two thousand ice cream stores nationally will give away 2,000,000 of the 24-page coloring and puzzle books with the purchase of hand-packed ice cream.

And to top off the promotion, their flavor of the month will be "JUNGLE BANANA"!

2 MILLION FUN BOOKS

Your local Baskin-Robbins store has a special 35mm trailer promoting "Jungle Book" and Jungle Banana ice cream. Screen this delightful trailer and tie-in with your nearest Baskin-Robbins dealer, with special contests awarding ice cream and passes as prizes.

GET YOUR **FREE**

Jungle Book

FUN BOOK

Inspired by **WALT DISNEY's** current, great animated movie **The Jungle Book**

Jungle Banania

ICE CREAM

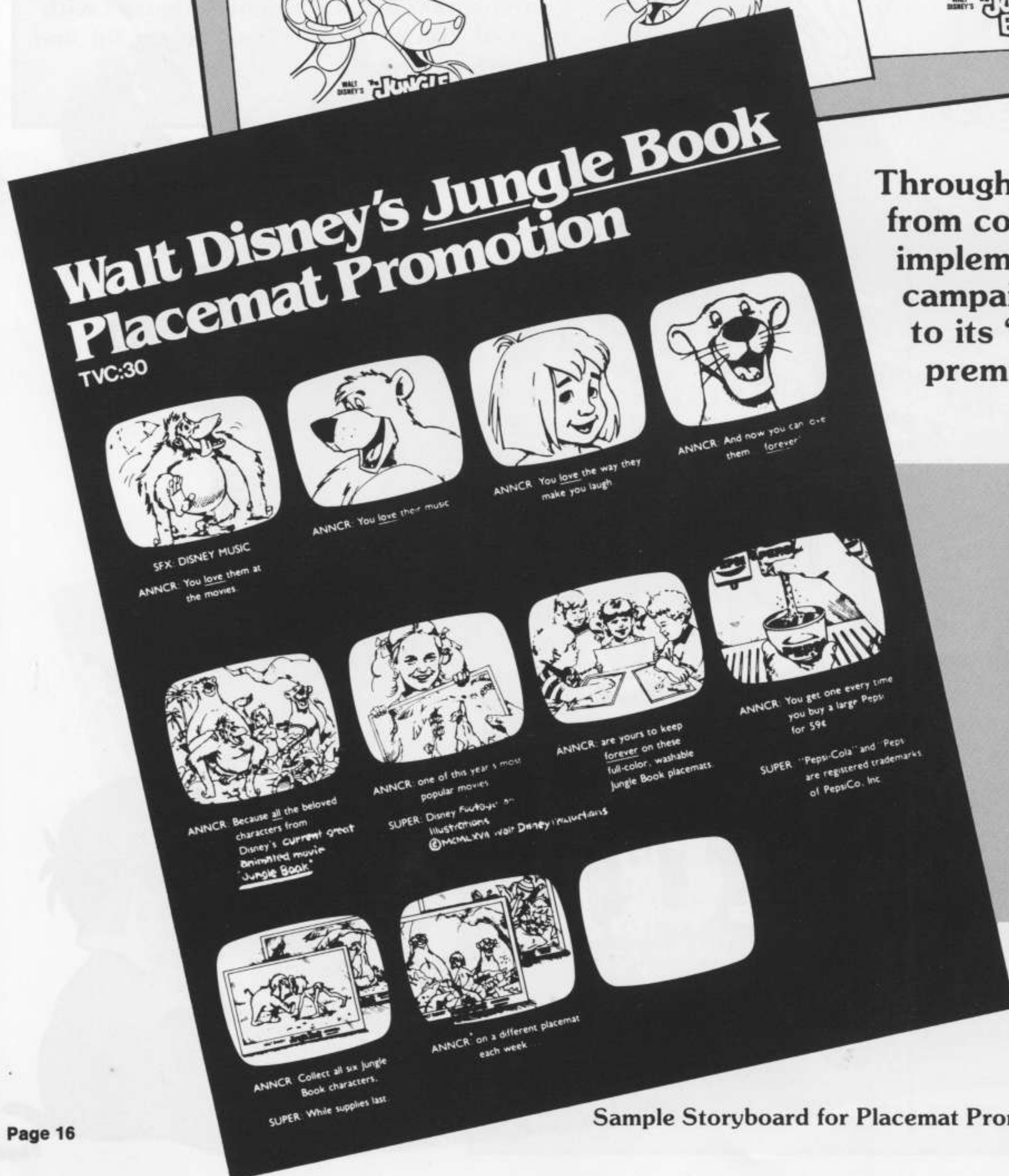
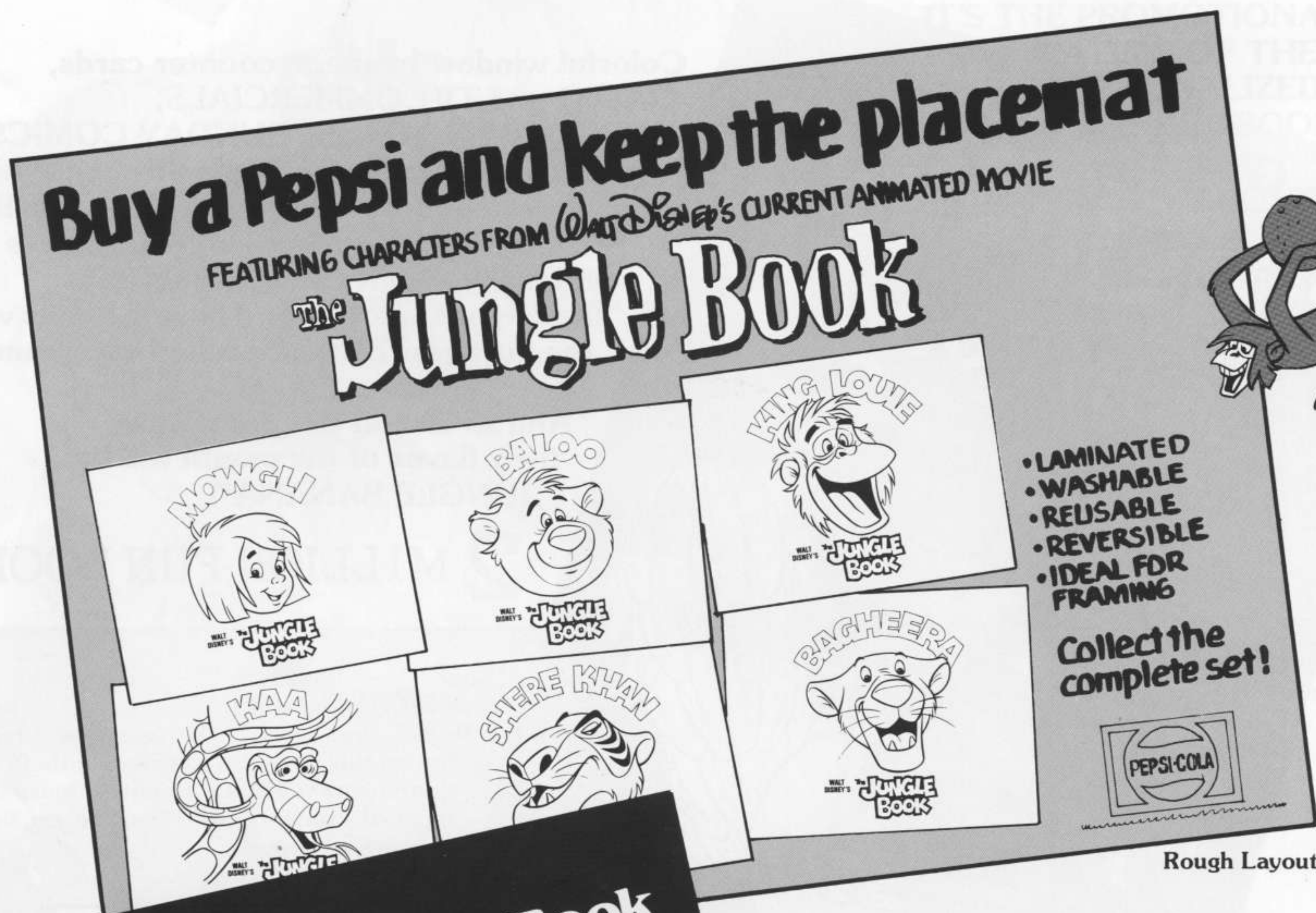
Inspired by **WALT DISNEY's** current, great animated movie **The Jungle Book**

ASK FOR A TASTE SPOON

© MCMXXVII WALT DISNEY PRODUCTIONS

© BASKIN-ROBBINS ICE CREAM COMPANY 2,900 4-78 PRINTED IN U.S.A.

PEPSI-COLA IS BUBBLING WITH EXCITEMENT
ABOUT ITS **The Jungle Book** PLACEMAT COLLECTION
PREMIUM PROMOTION.



Through its key restaurant customers from coast to coast, Pepsi-Cola will implement a massive promotional campaign to attract attention to its "Jungle Book" placemat premium promotion.

The Campaign will include:
\$250,000 in TV tie-in commercials, Radio Spots, 1000-Line and 800-Line Local newspaper ads, 8 Different 24" X 36" "Jungle Book" window posters in each store, 14 X 22 Counter Cards on each table

**3 MILLION
PLACEMATS**

JIFFY POP & **The Jungle Book** TIE-IN PROMOTION
WILL MAKE YOUR BOX OFFICE POP.

2.5 MILLION PACKAGES

2,500,000 packages of Jiffy Pop will use the "Jungle Book" characters as promotion on the outside of their packages and will have in-pack premium rub-ons of scenes from the classic animated film.

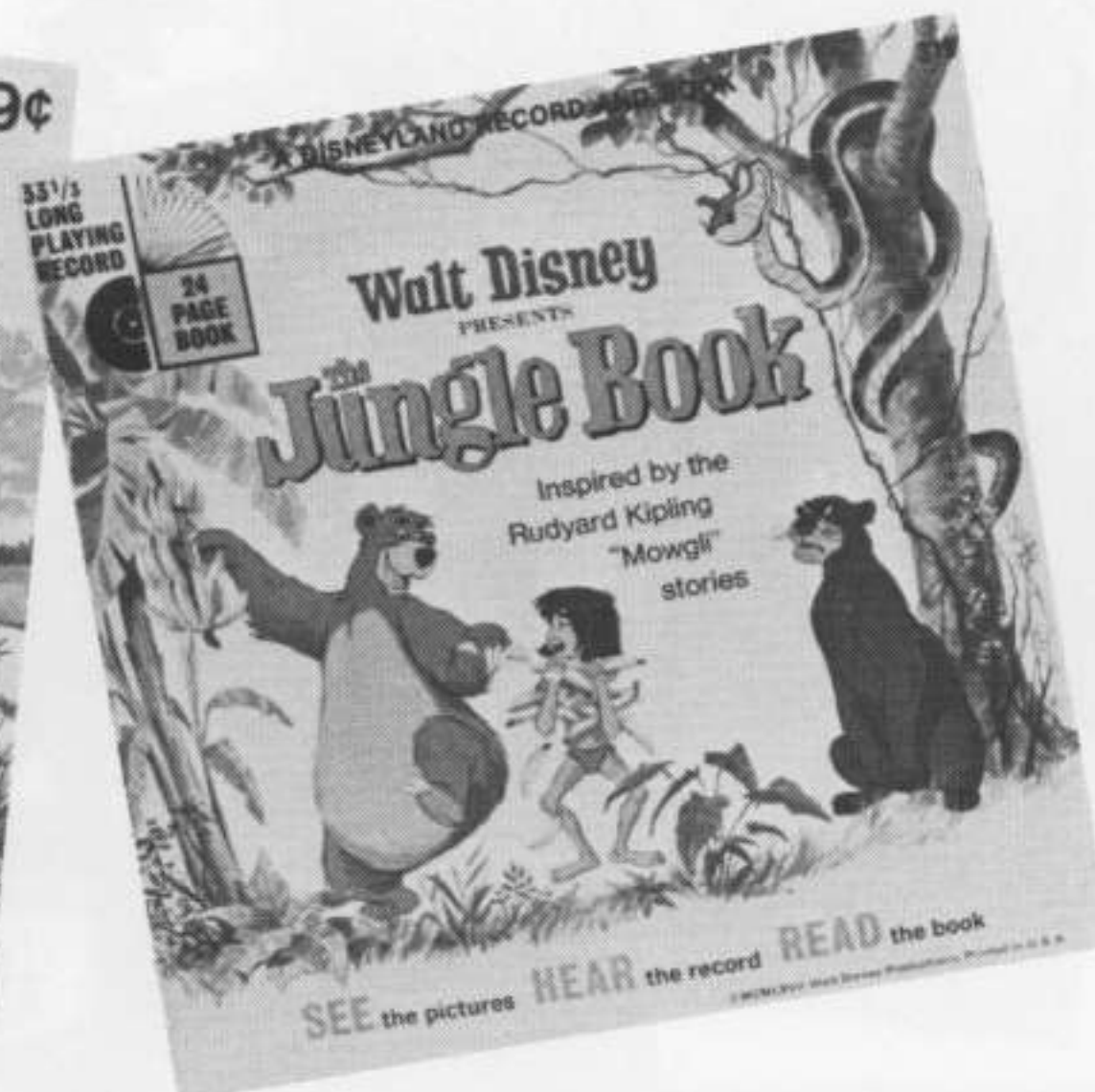
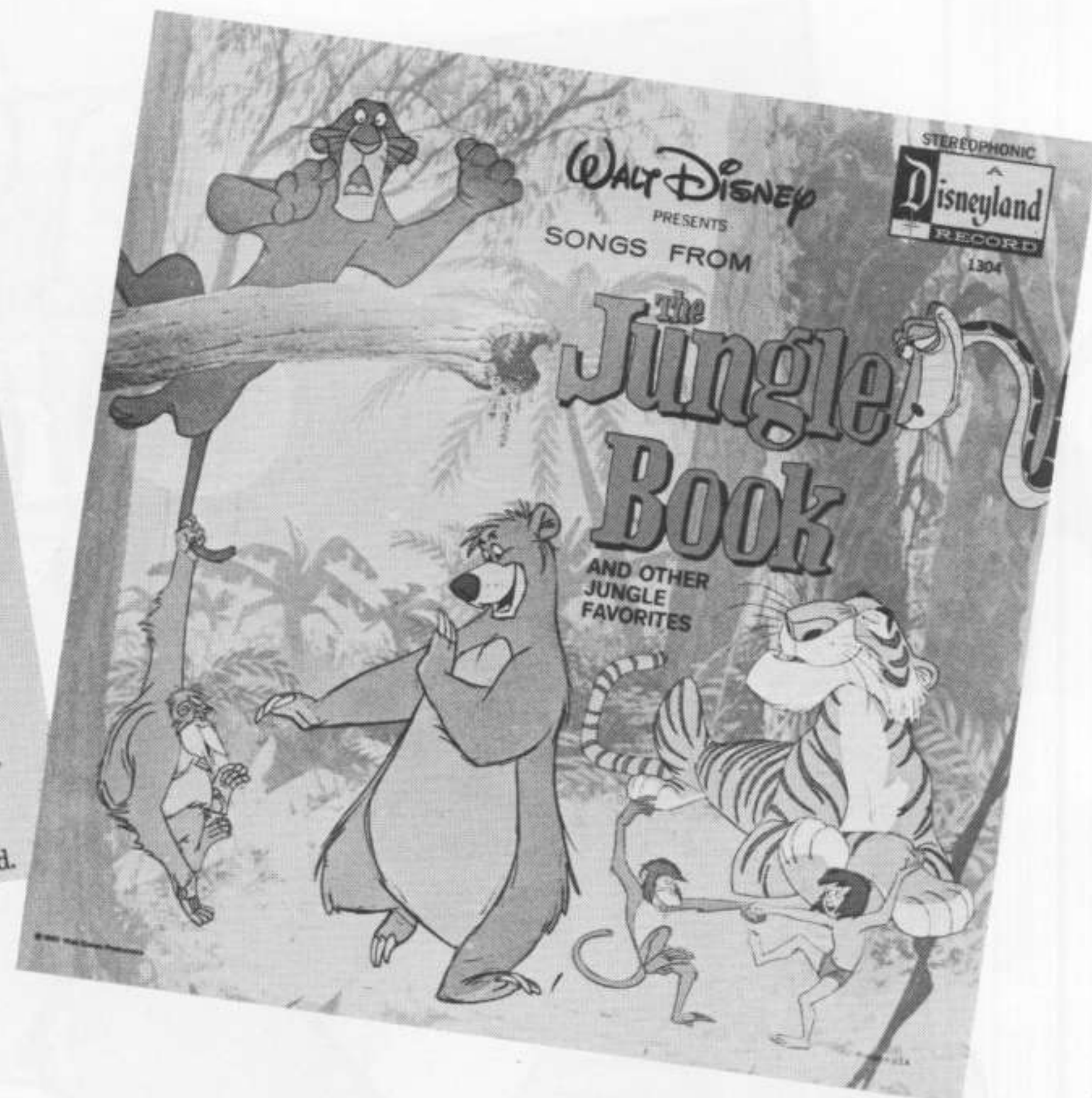
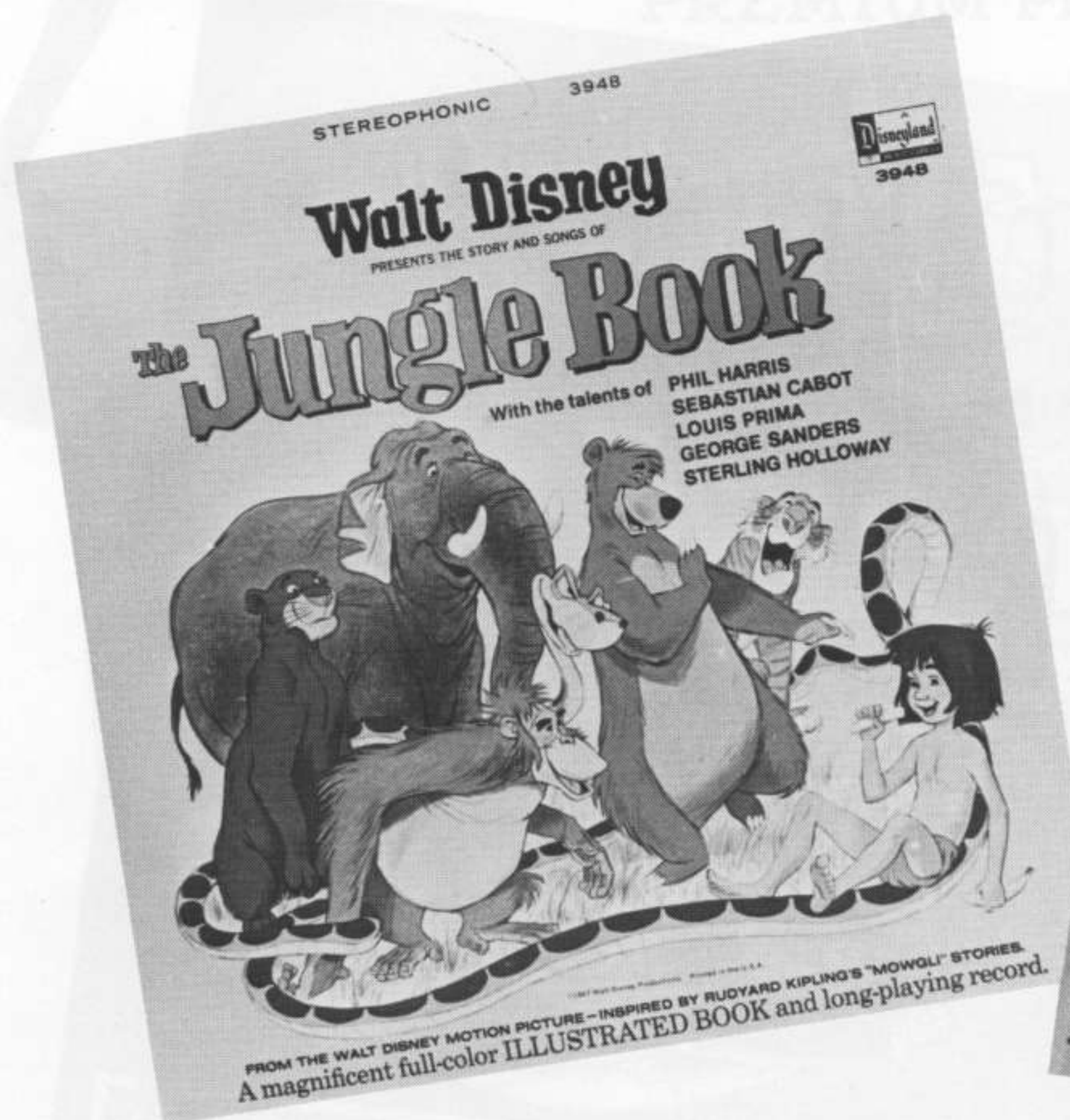
30,000-7ft. POINT OF SALE DISPLAYS

will promote the film in supermarkets and grocery stores nationwide.

\$250,000 NETWORK TV SPOTS

focusing on the Jiffy Pop premium offer will air in conjunction with your opening on NBC, ABC and CBS.

THE MAGICAL MUSIC AND STORY OF ^{The} **Jungle Book** ON ALBUMS AND TAPES FROM DISNEYLAND RECORDS.



FLOOR
DISPLAY

IDEAL FOR WINDOW AND LOBBY
DISPLAYS, AIR PLAY, INTERMISSION MUSIC

- LP 3948 -- A magnificent full-color combination illustrated book and long-playing album with the story and songs from "The Jungle Book."
- 620 -- 45 rpm with two delightful hits from "The Jungle Book" -- "The Bare Necessities" and "I Wanna Be Like You."
- LLP 319 -- Popular 7-inch read-along 33 1/3 LP storyteller record-book with 24-page full-color illustrated book. Also includes the hit songs from "The Jungle Book."
- 4DC -- A combination 24-page full-color illustrated storyteller book with the story of "The Jungle Book" and a tape with hit songs from the film.
- LP 1304 -- Eight hit songs, six by the Academy Award-winning team of Richard M. Sherman and Robert B. Sherman, from "The Jungle Book" and other jungle favorites.

For further information contact your local Disneyland Records Distributor of Disneyland Records,
350 S. Buena Vista St., Burbank, Calif. 91521. (213) 845-3141

THE RHYTHM IS WITH YOU
MR. EXHIBITOR



2.5 MILLION **The Jungle Book** PUBLICATIONS FOR PROMOTION

2,500,000 COPIES OF 10 DIFFERENT, EYE-CATCHING READING AND ACTIVITY BOOKS!!
AVAILABLE IN OVER 10,000 OUTLETS COAST-TO-COAST



**SPECIAL
GOLD KEY
SHOWCASE
64 PAGE
COMIC BOOK**

This complete, full color, story edition of Walt Disney's "The Jungle Book," nationally is being distributed by GOLDKEY and will be a great promotional book for your engagement. It is available from Western Publishing Co., 1220 Mound Avenue, Racine, Wisconsin.

Order From:
M.H. SMITH, Western Publishing Co.
1220 Mound Avenue, Racine, Wisconsin
53404



Jiminy Cricket...

Pinochio



is Coming this Christmas!