

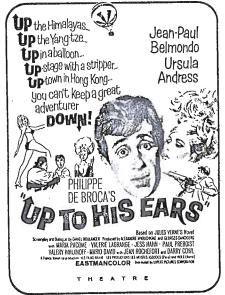


3 Cols, x 103 Lines-309 Lines (22 Inches)

Mat 301



This Ad Also Available In 4 Col. Size—4 Cols. x 136 Lines (544 Lines) Order Mat 401



2 Cols. x 70 Lines—140 Lines (10 Inches)

Mat 203

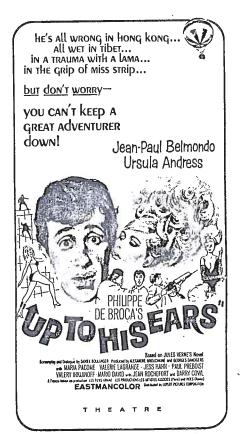
UP the Himalayas
UP the Yangtze.
Up in a balloon
Up stage with a stripper.
Up town in Hong Kongyou can't keep a great
adventurer
DOWN!

Jean-Paul Belmondo
Ursula Andress

PHILIPPE "UP
TO HIS
EARS"

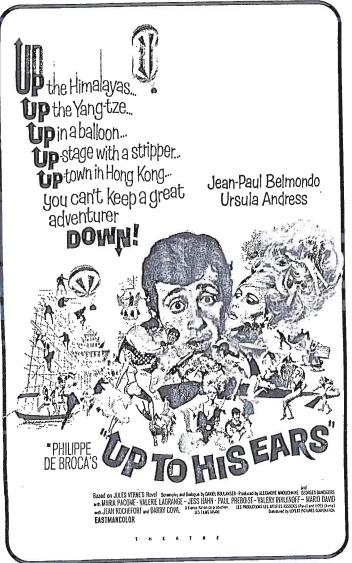
EASTMANCOLOR
Detrolled by LOPALI POTENTS COPPOSITION
THE A TREE

1 Col. x 98 Lines (7 Inches) Mat 104



2 Cols. x 98 Lines-196 Lines (14 Inches)

Mat 204

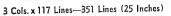


SPECIAL MAT NO. 1

A special mat which is available from National Screen at a special low price, consists of the following:

ADS: 101, 102, 103, 201, 202

SCENES: 1B and 2A



Mat 302



you can't keep a great adventurer

2 Cols. x 49 Lines-98 Lines (7 Inches)

Mat 202

25211

Mat 205



2 Cols. x 28 Lines-56 Lines (4 Inches)



2 Cols. x 14 Lines-28 Lines (2 Inches)

Both on Mat 201



1 Col. x 42 Lines (3 Inches) Mat 102

Order Ad Mats From National Screen Exchange



1 Col. x 70 Lines (5 Inches) Mat 103



Both on Mat 101

#### EXPLOITATION MATERIAL

### **Use Title For Merchant Sell**

The title, "Up To His Ears," lends itself nicely to several different items and services offered by your city's merchants. Below are a few suggestions. Others will occur to you or some of the merchants in your locality.

(Bank) John Paul Belmondo may be UP TO HIS EARS in zany adventure and romance . . . but he gets out: If you're Up To Your Ears in debt, let us rescue you with an easy payment loan.

See "Up To His Ears" now at the Blank Theatre.

The same adaptation of title treatment can be made for women that are "up to their ears" in household chores, dress shops that will make women beautiful "up to their ears" and beauty salons that take over from there.

### **TRAILER**

There's a lot to sell in "Up To His Ears" and the trailer on this attraction does it! We highly recommend that you get it early and run it often so that its big news — Ursula Andress and France's great Jean-Paul Belmondo are together in one of the wildest comedies yet — gets a good chance to sink in.

Order your print now from: National Screen Service

### TELOP AND SLIDE



Announcement illustrated is available as either glass slide or Telop print. Check with TV station for form preferred before ordering. Theatre copy to be put on locally can only be done on the Telop print. Call letters included at no extra charge.

#### PRICES

\$5.00 without theatre imprint \$7.50 with theatre imprint \$2.00 for each additional slide or Telop

Order from: QQ Title Card Co. 247 West 46th Street, New York City 10036

# Display Mag Breaks

Get hold of a January, 1966 issue of "Cosmopolitan" and "Esquire Magazine" for the same month, and open both to Page 66! In the former you'll find a terrific story on Andress and in the latter you'll find a rave about Belmondo!

Tack both magazines, open at these pages, to a lobby board with the following copy:

"They're together! For the first time! 'Son of Bogie' and 'the Bold, New Beauty!' Jean-Paul Belmondo and Ursula Andress in UP TO HIS EARS!"

If you take a peep at Pages 80, 82 and 83 of that Esquire issue you may find some additional art of Miss Andress in undress to dress up the display.

### Art Still

Use this exciting piece of art, which is available as an 8x10 black and white photo, in special ads, displays and tieups. It really catches the exciting and comic qualities of the film.



Order by number from National Screen Exchange



Still UE-40

France's funniest man Jean-Paul Belmondo stars with Uraula Andress in Philippe De Broca's spoof in Eastmancolor "Up To His Ears," which opens \_\_\_\_\_\_\_ at the \_\_\_\_\_\_ Theatre as a Lopert Pictures Corporation release. Film was produced by Alexandre Mnouchkine and Georges Dancigers.

## Belmondo, France's Favorite, Stars in 'Up To His Ears'

Jean-Paul Belmondo is up in the

langer, from a Jules Verne original.

Son of a noted sculptor, Belmondo is as "Paris" as the Eiffel Tower itself. He attended the fashionable College Pascal where he specialized, he admits, in the fine art of hockey playing. He wanted to be, of all things, a aloep herder but was talked out of it by Belmondo perc. So he went to dramatic school instead and became an actor.

He didn't amount to much until he appeared in the same picture with Jean Gabin and became an annatuntaneous hit as a character—specifically a comic character—actor. He became France's greatest boxoffice attraction in almost no

boxoffice attraction in almost no time flat, a status he still enjoys.



Mat 1B

### Comic Jules Verne **Novel Filmed As** 'Un To His Ears'

There was nothing very funny about "20,000 Leagues Under the Sea" and nothing hilarious about "Around the World in 80 Days," two Jules Verne atories which have

two Jules Yerne stories which have been made into movies.

But the famed French novelist also wrote a comedy — heretofore overlooked by the movie makers probably because of its name — "The Tribulations of a Chinese in Chine."

Well, Producers Alexandre Well, Producers Ackandre Mnouchkine and Georges Dan-oigers, and Director Philippe De Broca read it and decided it was just the thing for the famed French deadpan artist Jean-Paul

French deadpan artist Jean-Paul Belmondo.

The result is Do Broca's "Up To His Ears," the new comedy in Eastmancolor co-starring Belmon-do and Ursula Andress and which opens ......... at the ....... Theatre as a Lopert Pictures Corp. release. Daniel Boulanger wrote the screen-play from the Verne original.

### USA-Born Hahn Makes The Scene On The Continent

You hear a lot about European actors coming to Hollywood and making it big. But there are also a lot of American actors who go to Europe and make it as big on

to Europe and make it as of on the cinematic scene.

Take Jess Hahn, for example. Jess is a member of the cast of Philippe De Broca's hilarious "Up To His Ears," the Jean-Paul Belmondo-Ursula Andress co-starrer 

release.

Often called a cross between Friar Tuck and Paul Bunyon, Jess was getting along pretty well as a character player in American made films until he went to France for one engagement and became one of the most popular attractions in that country in that order. So he reasoning

remained.
"Up To His Ears" was produced by Alexandre Mnouchkine and George Dancigers and its screen-play—from a Julea Verne comic original—is by Danfel Boulanger.

## Belmondo-Andress Star In Wildly Comic 'Up To His Ears'

(General Production Story)

(General Production Story)

France's Alexandre Mnouchkine is one of the world's greatest practitioners of the motion picture spoof. Jean-Paul Belmondo is France's highest-paid male star and funniest man. Ursula Andress is one of the most gorgeous sights in the world. Jules Verne, even though he lived long before movies were invented, wrote some of the greatest, and Philippe De Broca is one of France's ablest directors.

The talents of all arc welded into De Broca's new comedy "Up To His Ears," Eastmancolor Lopert Pictures Corporation release opening at the Theatre. Mnouchkine produced it in association with Georges Danciegers.

The mile-a-minute, out-of-this-world action comedy was filmed on location in Hong Kong, India, Nepal, the Himslayas and ports East and West of the prime merid-

on location in Hong Kong, India, Nepal, the Himalayas and ports East and West of the prime meridian. Airplanes, helicopters, high-powered sports cars and motorcycles are just a few of the things used by the leading man Belmondo to get around in. In short, the production is lavish.

While Verne is heat known for his fictional-ventures into the land of fantasy—"20,000 Leagues Under the Sea" and "Around the World in 80 Days" being examples, he also dipped into comedy on occasion, One of his funny tales, which has been tickling the risibilities of generations was called "The Tribulations of a Chinese in China." Top French Seenarist Daniel Boulanger shaped it into the modern "Up To His Ears."

The new comedy boasts of a large international cast which includes such names as Maria Pacome, Valerie La Crange, Jess Hahn (of "What's New Pussycat?" fame), Paul Preboist, Valery Inkijinoff, Mario David, Jean Rochefort and Darry Cowl.

De Broca has been associated with Mnouchkine for many years. He is also a skilled spoofer, having directed the previous Mnouchkine triumphs "Cartouche," "Five-Day Lover" and "That Man From Rio" with skill described as consumate.

## Ad Men's Loss Filmdom's Gain— Philippe De Broca

The great French film director Philippo De Broca became the great French film director he is mainly because he got sick and tired of making commercials.

It was some time ago. He was at was some time ago. In was a student cameraman when a great opportunity presented itself—to go to the African desert, he was told, to shoot some "interesting documentary stuff." He jumped with

both fect.

But he found that this "inter-eating documentary stuff" was a film about a certain truck's be-havior in the desert heat. How its cooling system held up for ex-ample. And its brakes. The tires. And even its horn. For use as a commercial, He quit.

But he remained in Africa long enough to do some documentaries of his own. These created such a stir in French film circles that De Broca found himself on a one-way passage, Upl

Upon his return to Paris from Africa, De Broca became a member of that innovating group of young of that innovating group of young French movie people responsible for what is now known as "the new wave." He did a few unpretentious pictures which met with fair success, But these were seen by Producer Alexandre Mnouchkine who discerned enormous talent in them—particularly talent for the light, spoofing effect.



Ursula Andress Uraula Andress shares stellar honors with Jean-Paul Bel-mondo in Philippe De Broca's "Up To His Ears," high come-dy in Eastmancolor opening ......... at the .......... Theatre under Lopert Pictures Corpo-ration release.

## Top Spoofer, Dan **Boulanger Wrote** 'Un To His Ears'

Just the man to write the script for the mile-a-minute spoof "Up To His Ears," Eastmancolor Lopert 

Broca who directed it, was Daniel Boulanger,
Daniel Boulanger, De Broca said, because it was he who prepared the script for his, De Broca's, international success and spoof extraordinaire "Cartouche."

traordinative "Cartouche."

Boulanger, said De Broca, hecause there ian't a man around with Boulanger's sense of the ludicrous and incongruous. So it was Boulanger who got the assignment to rewrite Jules Verne's humorous novel "The Tribulations of a Chinnese in China," the story upon which "Up To His Ears" is based.

Alexandre Mnouchkine and Georges Dancigers produced "Up To His Ears," and Jean-Paul Belmondo stars in it. Gorgeous Ursula Andress is co-starred with Belmondo in the new offering.

#### Top Man Belmondo

France's highest-paid male star and, according to many, her fun-nicat actor, lean-Paul Belmondo, co-stars with Ursula Andress in Philippe De Broca's hilarious "Up To His Ears," Lopert Pictures Corporation release in Eastman-color opening color opening ..... at the ......

Film was produced by Alexandre Mnouchkine and Georges Dan-

## Ursula Pretty and Funny In Wacky 'Up To His Ears'

It's been a long voyage for gorgeous Ursula Andress from the scantily-clad playmate of James Bond in "Dr. No" to the highly sophisticated, if equally undraped burlesque queen of Philippe De Broca's high comedy "Up To His Ears." But between the two she has become something much more than purely ornamental. She is now generally regarded as a top-notch connectionue.

It was pretty strong competition, but the luscious blonde handled

but the Inscious bionde natures it expertly, say those who have seen "Up To His Ears."

The picture, a wacky comedy of adventure, was produced by Alexandre Mnouchkine and Georges Dancigers, and the acreen-play—from a Jules Verne original —is by Daniel Boulanger. The film is in Eastmancolor.

Miss Andress' career as a come-dienne began in the hilarious Peter Sellers co-starter "What's New Pussycat?" It received another strong burst forward when she played opposite the great Marcello Mastroianni in the science-fiction spoof "The 10th Victim." She scored heavily in both. But before that, it is admitted, while nobody questioned her histrionic talents she was generally around mainly for her seenic effect which, is also to be admitted, was dazzling. Miss Andress' career as a come

The beautiful' Swiss-born Miss Andress may be said to have enjoyed two triumphal debuts in pictures. The first time she was "discovered" was when she was rushed to Hollywood as the find of the century after her continental triumphs in "The Loves of Casanova" and "An American in Rome."

But, she admits today, she was

Romo."

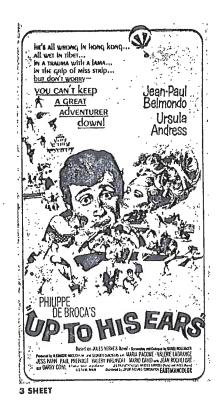
But, she admits today, she was too lackadaisical about learning the English language and as a result her career bogged down. However, when she married actor John Derek, she devoted herself seriously to the study of the language and succeeded in mastering it to such a degree that she now speaks it with just the slightest and most intriguing—secont.

There same 'Dr. No.' The hiki-

and most intriguing—accent.

Then came "Dr. No." The bikinis took over, and her second career in American pictures began. She was inundated with offers but accepted as a starter, only two—a starrer with Frank Sinatra and Dean Martin in "Four for Toxas," and the Elvis Presley co-starrer "Fun in Acapulco." The new screen version of Sir Rider Haggard's "She" followed, then came "What's New Pussycat?" and a third career for the lovely Miss Andreas began. Andress began.





Order All Accessories From National Screen Exchange



14 x 36 INSERT CARD





22 x 28 LOBBY CARD

ALSO AVAILABLE: Set of Eight 11 x 14 **Lobby Cards** 

#### Official Billing

JEAN-PAUL BELMONDO	100%
URSULA ANDRESS	100%
in	
PHILIPPE DE BROCA'S	100%
"UP TO HIS EARS" (no per require	centage ments)
Based on Jules Verne's Novel	40%
Screenplay and Dialogue by Daniel Boulanger	30%
Produced by Alexandre Mnouchkine and Georges Dancigers	30%
with	
Maria Pacome	50%
Valeria Lagrange – Jess Hahn	50%
Paul Preboist - Valery Inkijinoff	50%
. Mario David	50%
with	
Jean Rochefort	50%
and	
Darry Cowl	50%
A Franco-Italian co-production: Les Films Ariane Les Productions Les Artistes Associes (Paris) and Vides (Rome)	15%
EASTMANCOLOR	50%

Distributed by Lopert Pictures Corporation

15%

#### The Story

(Not for Publication)

Young, rich Arthur Lempereur (JEAN-PAUL BEL-MONDO) is bored and jaded. For excitement he devises various means for doing away with himself. But they are all flops. So he tries a trip around the world on his yacht with his fiance Alice (VALERIE LAGRANGE), her mother Suzy (MARIA PACOME) and assorted other characters, It's no go. By the time the yacht reaches Hong Kong he's bored purple.

There he discovers he has become bankrupt. There's some heavy insurance on him and he discovers he's more valuable dead than alive—to certain parties. This gives him an incentive to live.

The incentive becomes a rage when he accidentally meets the most famous strip-teaseuse in Hong Kong, Alexandrine Pinardel (URSULA ANDRESS). But the forces who want Arthur dead have become persistent and some high adventures are engaged in as he flees from them over practically all of South Asia.

But it's back to Hong Kong and Alexandrine again. Now he makes the remarkable discovery that the exotic beauty is only a stripteaser because she needs the money to pursue her studies in oriental archaeology. Love blossoms.

The forces who want him dead however, are as persistent as ever. There ensues about as wild and hairbrained a series of chases and adventures as has ever appeared on the screen. When he gets back to Hong Kong he discovers there had been a mistake about his solvency. His fortune has doubled!

Will our hero become bored all over again? Will he seek for new and interesting methods of doing away with himself? Will he marry Alice?

Not on your life! His life, rather. Alexandrine has come into it. For good!

(RUNNING TIME: 92 MINUTES)

#### The Cast

Arthur Lempereur	.Jean-Paul Belmondo
Alexandrine Pinardel	Ursula Andress
Suzy	Maria Pacome
Alice Ponchabert	
Cornelius	Jess Hahn
Mr. Goh	Valery Inkijinoff
Leon	Jean Rochefort
Biscoton	Darry Cowl
with	

Paul Preboist - Mario David

### **Production Staff**

Directed by	Philippe De Broc
Produced byAlexo	indre Mnouchkine an Georges Danciger
Screenplay by	Daniel Boulange
Based on a novel by	
Cameraman	Edmond Secha
Assistant Director	Claude Pinotea
Stunts and Special Effect	s Gil Delamarr
Art Director	Francois De Lamoth
Script Supervisor	
In Eastm	ancolor

Distributed by Lopert Pictures Corporation