


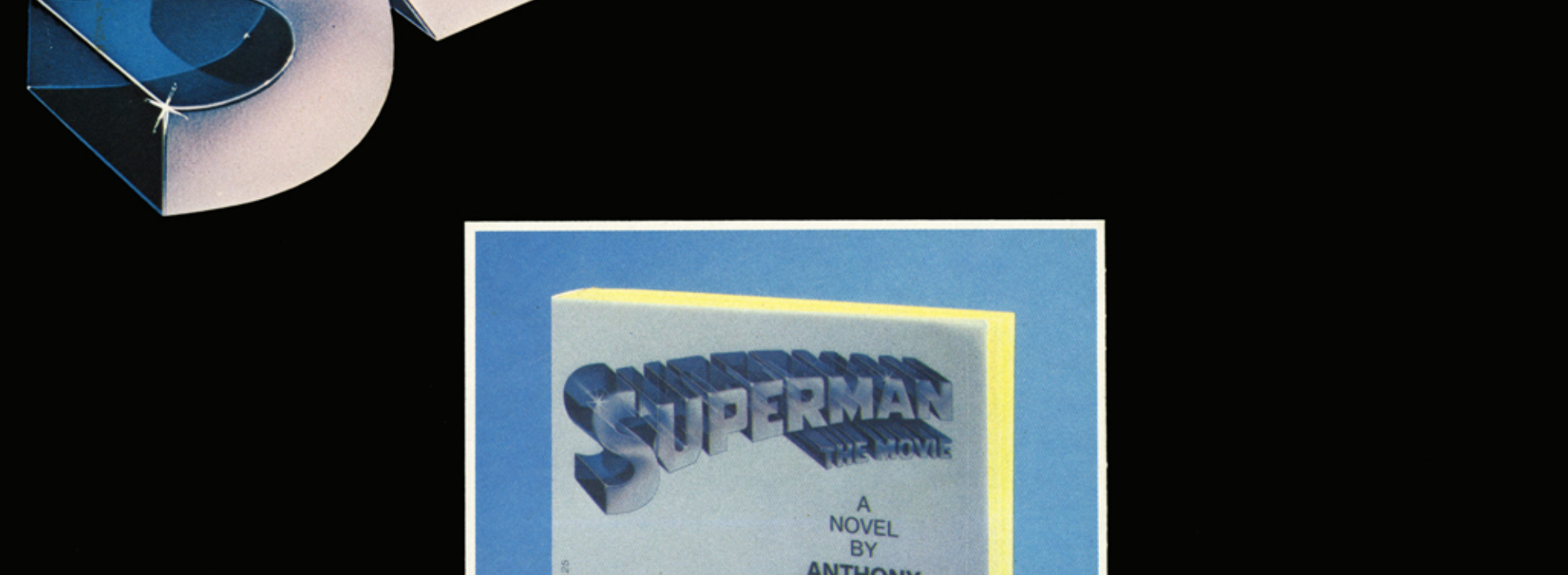
WARNER BOOKS

**THE MOST SPECTACULAR
MOVIE/PUBLISHING TIE-IN EVER**



T.M. & © DC COMICS, INC. 1978

THE EPIC SCREEN EVENT THE ENTIRE WORLD IS WAITING FOR



THE MOVIE

The Greatest Action-Adventure Film Ever Made

Coming as a Warner Bros. release this December is SUPERMAN, a completely new retelling of the classic Superman myth. An Alexander Salkind presentation and a Richard Donner film, SUPERMAN will be the most visually stunning movie of all time. With...

A star-studded cast that includes Marlon Brando as Jor-El, Gene Hackman as Luthor, Christopher Reeve as Superman/Clark Kent, Margot Kidder as Lois Lane, and Ned Beatty, Jackie Cooper, Glenn Ford, Trevor Howard, Valerie Perrine, Maria Schell, Terence Stamp, Phyllis Thaxter, and Susannah York. And...

A special-effects wizardry beyond "Star Wars" and "Close Encounters" created by John Barry, the Academy-Award-winning production designer who created the dazzling sets for "Star Wars." According to Barry, "SUPERMAN has by far the most ambitious special effects of any movie yet made." Also...

A music score by Oscar-winner John Williams, whose credits include "Star Wars," "Close Encounters," "Jaws," and "Fiddler on the Roof."



THE TIE-IN

An Unprecedented 8-Title Package

In the most spectacular and comprehensive publishing tie-in ever, Warner Books will offer no less than 8 SUPERMAN titles: 3 mass-market and 5 trade properties that will be backed with the strongest promotion in movie tie-in history: a multi-million-dollar media and total exploitation campaign.

Releasing This Fall in a Mass-Market Edition (Shipping November 1)

SUPERMAN: A novelization of the Mario Puzo screenplay that captures all the high drama and excitement of the movie. For the first time in mass-market paperback, here is the full saga of the most popular fictional hero of the 20th century. Since 1938, the Superman story has thrilled and enthralled three generations totalling billions of fans in 38 countries. Now it is told anew and as never before—from the escape from the dying planet of Krypton to the Man of Steel's greatest exploits. Here, too, for the first time, is the intimate side of the love triangle between Lois Lane (very much a liberated woman) and Superman/Clark Kent. (92-064-9, \$2.25)



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TURN FOR IMPORTANT DETAILS ABOUT 7 OTHER SUPERMAN TIE-IN TITLES

THE PRODUCT

Other Mass-Market SUPERMAN Titles Releasing this Fall (Shipping November 1)

THE MAKING OF SUPERMAN by David Michael Petrou: One of the most extraordinary and fascinating "Making Of" books ever written tells the full and eye-opening stories behind this most spectacular and ambitious movie of all time. Alone worth the cover price are the stories of Marlon Brando's multi-million-dollar payday, the biggest in Hollywood's history, and how the special-effects magic of SUPERMAN was conceived, programmed and filmed. With 16 pages of photos. (82-565-4, \$2.25)

THE OFFICIAL SUPERMAN QUIZ BOOK by Bruce M. Nash: An irresistible treasure-trove of 45 Superman trivia quizzes and their answers, fully authenticated by DC Comics, the exclusive publisher of SUPERMAN for 40 years. In what Kryptonian city was Superman born? How are Superman and Supergirl related? Who created the Superman character? Such stumpers and their answers will be on everybody's lips when the screen epic breaks and Superman-mania once again sweeps the country. This is the one book that provides all the right questions and answers for every Superman trivia expert. Illustrated throughout with authentic SUPERMAN comic book cartoons. (89-794-9, \$1.95)

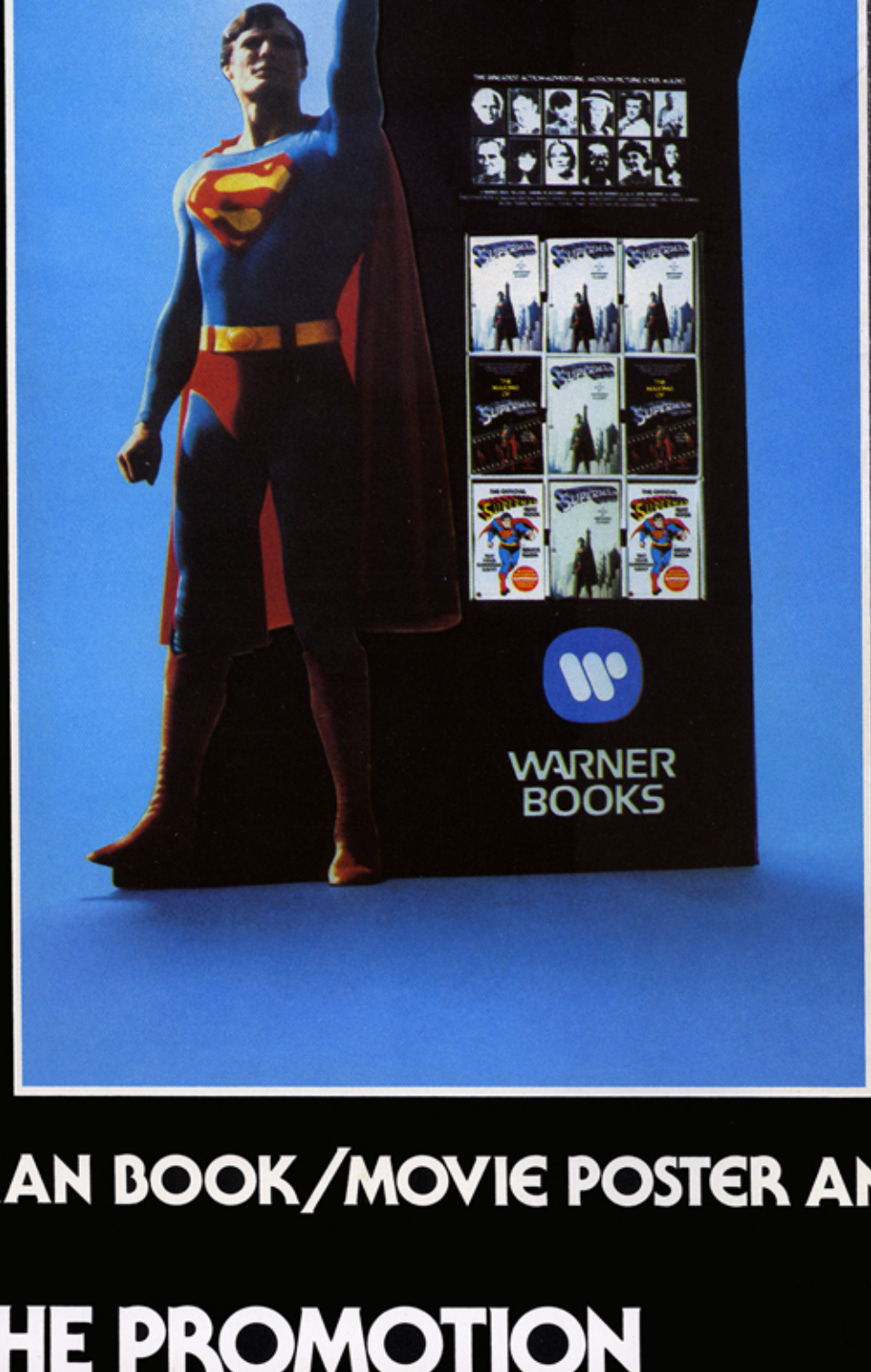
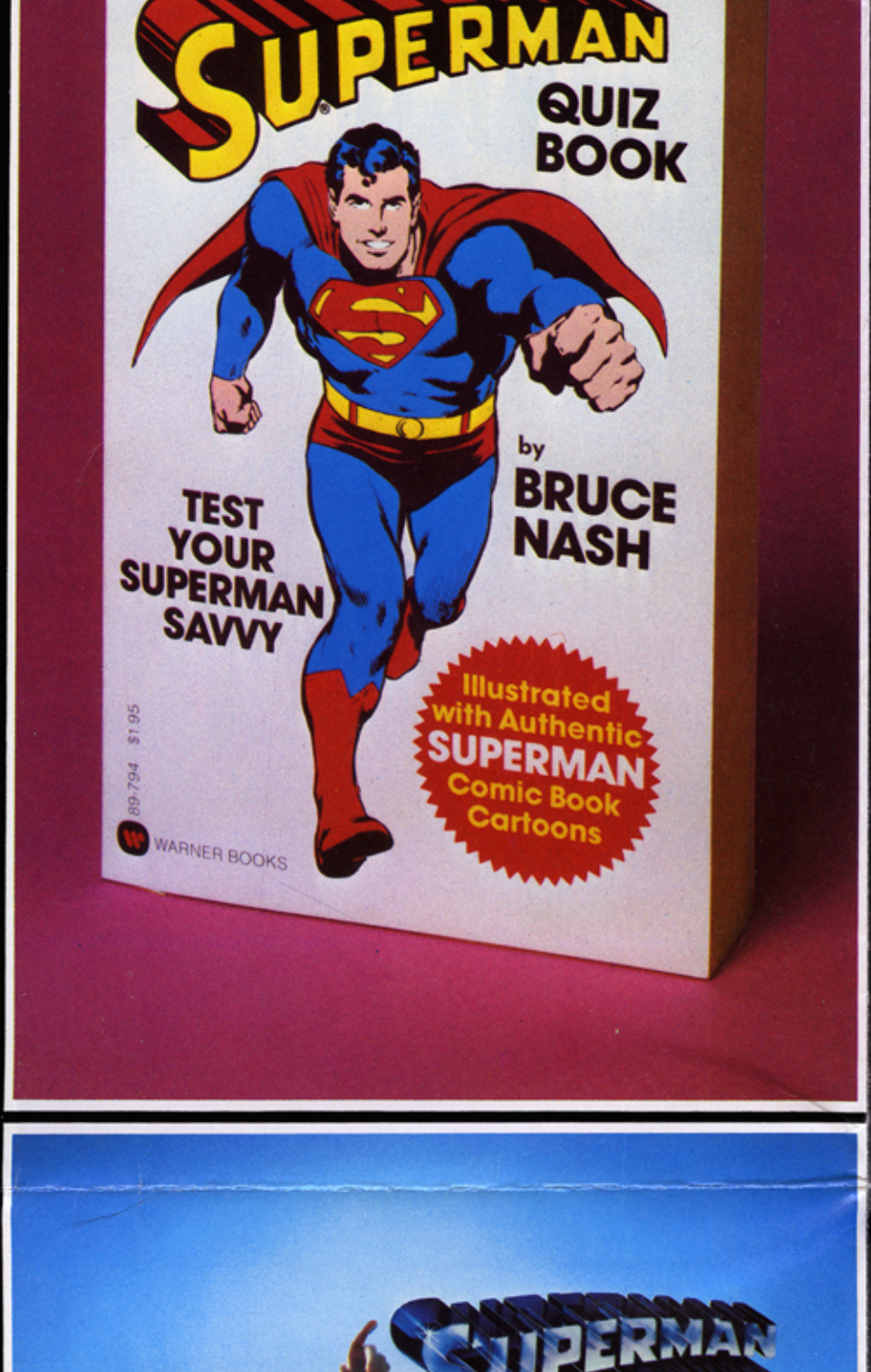
Coming Winter 1979 in Trade Book Editions (Shipping January 1)

THE SUPERMAN BLUEPRINTS: For the burgeoning pop-blueprint market, a set of 15 authentic blueprints of the movie's exotic sets and props, which, again, were created by the set designer of "Star Wars." Fabulously detailed and precisely scaled are such legendary scenes and artifacts as The Fortress of Solitude, Luthor's Lair, The Superman Spaceship, and Jor-El's Laboratory. THE SUPERMAN BLUEPRINTS are a natural for model and movie enthusiasts, the same audience that made the "Star Trek" blueprints a phenomenal success. Prints sized 10 1/2" x 7 3/4" (87-819-7, \$6.95)

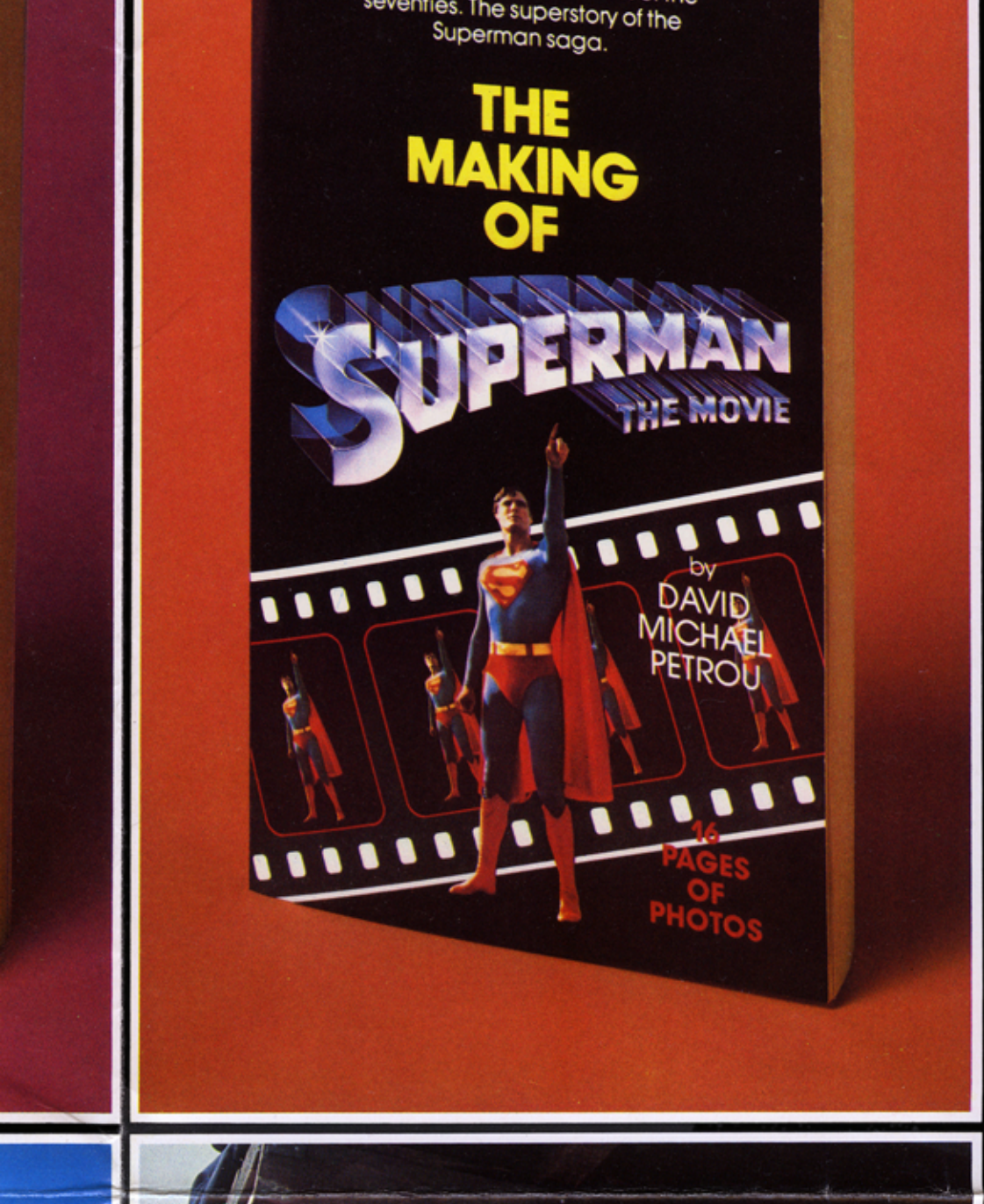
THE SUPERMAN PORTFOLIO: The most fabulous scenes and sets of SUPERMAN have been recreated in 15 magnificent original paintings. They are reproduced here in full color on the finest stock, each plate suitable for framing. Probably the most stunning movie tie-in portfolio ever published, THE SUPERMAN PORTFOLIO is a perfect companion piece to THE SUPERMAN BLUEPRINTS and is gift-packed in a handsome container. Prints sized 14" x 11" (87-821-9, \$7.95)

THE SUPERMAN CUT-OUTS: Here's a completely captivating addition to the SUPERMAN line that will be a must for every young fan aged 7 to 70. THE SUPERMAN CUT-OUTS include 3 separate assembly kits for building scaled paper models of the movie's scenes and sets—from Superbaby's escape from Krypton to Superman's most dazzling feats on Earth. Printed in full color and encased in a handsome packet for gift-giving, these cut-outs require nothing more than a pair of scissors for hours of fun. (97-068-9, \$6.95)

The SUPERMAN Floor Display Unit
A dramatic 4-color, one-piece unit featuring a full-length Superman figure and the movie logo that's a best bet to stop floor traffic and ring cash registers. Packs 45 mass-market books in 9 pockets, 25 copies of SUPERMAN, the novel, and 10 copies each of THE MAKING OF SUPERMAN and THE OFFICIAL SUPERMAN QUIZ BOOK (12-166/Retail Value, \$98.25).



LIFT HERE FOR FULL-COLOR SUPERMAN BOOK/MOVIE POSTER AND FOR YOUR RETURN ORDER CARD. ORDER TODAY! ORDER BIG!



THE PROMOTION

A Monumental Multi-Million-Dollar Campaign, the Biggest Promotional Launch in Entertainment History

SUPERMAN will sell through every medium in every market in America. The movie/ Warner Books tie-in campaign will include:

Saturation Coast-to-Coast Advertising in All Media: A total, multi-million-dollar advertising blitz will feature TV, radio, and print ads in every major market.

National Tie-ins With Retail Outlets & Department Stores, including the largest corporate chains in America, which will promote and merchandise entire lines of Superman-inspired goods.

Licensed Products: A whole new generation of Superman licensed products will be merchandised in conjunction with the SUPERMAN movie, representing a multi-million-dollar industry in fashions, records, T-shirts, heat transfers, posters, puzzles, stamps and stamp albums, lunch kits, and much, much more.

A Heavily Promoted Soundtrack Album From Warner Records: Featuring the music score composed by John Williams, the SUPERMAN movie soundtrack will be released as both a major album and a single prior to the film's premiere. It will be backed by saturation national TV and radio promotion, generating extensive cross-over plugs for both the movie and the Warner Books tie-in.

Intense National Pre-publicity: Despite—or perhaps because of—the secrecy surrounding the movie's special effects, SUPERMAN has already won wide national publicity months before its official release, including feature coverage in *Time Magazine*, *The New York Times*, *The Los Angeles Times*, *Playboy*, *People*, *Parade*, *New York Magazine*, *Us*, *The Star*, and the front page of *The New York Daily News* (twice).

Point-of-Sale, Theme Accessories, & Special Promotions, including teaser-trailers, audio-visual kits, slides and stills, streamers and posters, and special screenings for bookdealers. In addition, every advertisement and promotional for the Warner Bros. movie will carry a cross-over plug for the SUPERMAN tie-in.

A Gala Premiere Program, headlined by the world premiere at the Kennedy Center in Washington, D.C. This is to be a benefit for the Special Olympics sponsored by the Kennedy Foundation. All the film's stars will attend.

Available Fall '78 in Trade Editions*
(Shipping September 10)

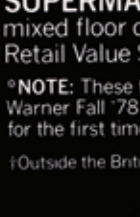
THE GREAT SUPERMAN BOOK by Michael L. Fleisher: A complete encyclopedia of Superman and Supermania by the world's leading authority on comic book heroes. (87-494-9, \$8.95, 8" x 10")

THE 1979 SUPERMAN CALENDAR: A 12-month salute to the dazzling spectacle that is SUPERMAN, the screen epic, illustrated with photos from the movie, including 12 full-sized in full color. (87-795-6, \$4.95, 12" x 13")

THE GREAT SUPERMAN BOOK and THE 1979 SUPERMAN CALENDAR are available in a 20-item mixed floor display unit (6 books, 14 calendars 12 1/5, Retail Value \$123.00)

*NOTE: These titles and floor unit have already been solicited with Warner Fall '78 trade releases. They may again be ordered, or ordered for the first time, herein. See order card.

(Outside the British Empire)




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FOR AND FOR YOUR RETURN ORDER CARD. ORDER TODAY! ORDER BIG!


OUT OF TODAY'S AWESOME TECHNOLOGY COMES THE MOST SPECTACULAR ENTERTAINMENT IN THE HISTORY OF MOTION PICTURES...



A WARNER DROS. RELEASE COMING THIS CHRISTMAS!




STARRING: MARLON BRANDO as Jor-El, GENE HACKMAN as Luthor, CHRISTOPHER REEVE as Superman/Clark Kent, MARGOT KIDDER as Lois Lane, and NED BEATTY, JACKIE COOPER, GLENN FORD, TREVOR HOWARD, VALERIE PERRINE, MARIA SCHELL, TERENCE STAMP, PHYLLIS THAXTER, and SUSANNAH YORK.



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THE BIGGEST MOVIE/PUBLISHING TIE-IN IN HISTORY!



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BE READY FOR THE BIGGEST TIE-IN ACTION EVER!



SUPERMAN—Novelization of Mario Puzo's screenplay
THE MAKING OF SUPERMAN
THE OFFICIAL SUPERMAN QUIZ BOOK
THE SUPERMAN BLUEPRINTS
THE SUPERMAN PORTFOLIO
THE SUPERMAN CUT-OUTS
THE GREAT SUPERMAN BOOK
THE 1979 SUPERMAN CALENDAR

INDEPENDENT NEWS COMPANY				Minimum Order: 25 Assorted Copies			
Please send me:							
92-064-9, \$2.25	SUPERMAN: A Novelization	87-819-7, \$6.95	THE SUPERMAN BLUEPRINTS	87-494-9, \$8.95	THE GREAT SUPERMAN BOOK	20 Item SUPERMAN Mixed Floor Display Unit for Fall Trade! Also 25 copies of THE GREAT SUPERMAN BOOK, 14 1979 SUPERMAN CALENDARS. (Ship January 10)	
82-565-4, \$2.25	THE MAKING OF SUPERMAN	87-021-9, \$7.95	THE SUPERMAN PORTFOLIO	87-821-9, \$7.95	THE 1979 SUPERMAN CALENDAR		
89-794-9, \$1.95	THE OFFICIAL SUPERMAN QUIZ BOOK	87-068-9, \$6.95	THE SUPERMAN CUT-OUTS	87-068-9, \$6.95	THE GREAT SUPERMAN BOOK	20 Item SUPERMAN Mixed Floor Display Unit for Fall Trade! Also 25 copies of THE GREAT SUPERMAN BOOK, 14 1979 SUPERMAN CALENDARS. (Ship January 10)	
12-166, \$98.25	45-Copy SUPERMAN Mixed Floor Display Unit for Mass-Market	12-167, \$123.00	20 Item SUPERMAN Mixed Floor Display Unit for Trade! Also 25 copies of THE SUPERMAN BLUEPRINTS, THE SUPERMAN PORTFOLIO, and THE SUPERMAN CUT-OUTS. (Ship January 1)	12-167, \$123.00	20 Item SUPERMAN Mixed Floor Display Unit for Trade! Also 25 copies of THE SUPERMAN BLUEPRINTS, THE SUPERMAN PORTFOLIO, and THE SUPERMAN CUT-OUTS. (Ship January 1)		