

RANK FILM DISTRIBUTORS PRESS BOOK



Peter Andrew Jones.

The Sword and the Sorcerer

The Sword and the Sorcerer

ABOUT THE FILM

“The Sword and the Sorcerer,” is a fantasy-adventure of bygone days when the powers of darkness could be summoned by evil-doers and magical swords were forged by the forces of good. Lee Horsley, stars as the handsome, mysterious hero fighting against a medieval sorcerer and an evil king. Kathleen Beller is the raven-haired beauty in distress.

In the genre of “Conan,” “Clash of the Titans,” and “Excalibur,” and with the lusty adventure of “Raiders of the Lost Ark,” the film takes us back to those dark ages when a vicious usurper can invoke a 1,000 year old sleeping sorcerer entombed in an island at the edge of the world, to vanquish valiant kings and heroic armies. The terrible sorcerer, once roused, cannot be readily subdued, becoming yet another source of devastation in the ancient world. George Maharis stars as the unscrupulous manipulator of these destructive forces.

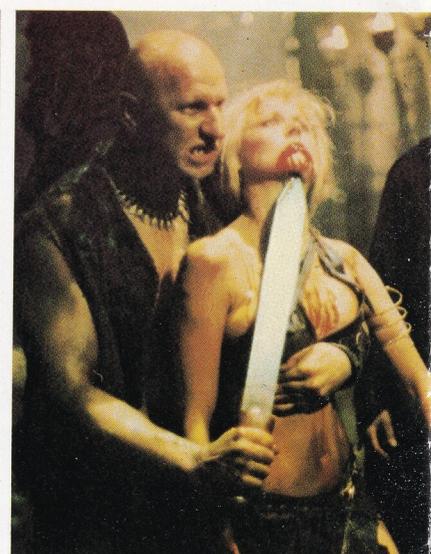
Richard Lynch is another villain, the evil king, Cromwell. Simon MacCorkindale, the British actor, is the heroic Prince.

The elaborate costuming, the authentically reproduced medieval weaponry, and extensive special effects employed in “The Sword and the Sorcerer” conjure up fantastic visions of these mythical times. Three special effects make up trucks and an eight man explosion crew were on the set during the shooting of the film. All of the swordsmen employed were stunt men — 90 of them — more than any other movie ever employed in one scene.

Running Time: 99 mins.

Length: 8937 ft.

Certificate: ‘AA’



CAST

LEE HORSLEY Talon
 KATHLEEN BELLER ALana
 SIMON MacCORKINDALE Mikah
 GEORGE MAHARIS Machelli
 RICHARD LYNCH Cromwell
 RICHARD MOLL Xusia
 ANTHONY DeLONGIS Rodrigo
 ROBERT TESSIER Verdugo
 NINA VAN PALLANDT Malia
 ANNA BJORN Elizabeth
 JEFF COREY Craccus
 JOSEPH RUSKIN Malcolm
 JOE REGALBUTO Darius
 RUSS MARIN Mogullen
 EARL MAYNARD Morgan
 GEORGE MURDOCK Quade
 JOHN DAVIS CHANDLER Guard 1
 EMILY YANCY Ban Urlu
 CHRISTOPHER CARY King Richard
 PETER BRECK King Leonidas
 ALAN CAILLOU King Sancho
 MICHAEL EVANS King Ludwig
 JAY ROBINSON King Charles
 SIMMY BOW The Cardinal
 REB BROWN Phillip

ERIC CORD Eric
 JO-JO D'AMORE A Drunk
 STEVE DAVIS Thogan
 ANTHONY FARRAR Young Mikah
 GREG FINLEY Rumbolt
 GEORGE FISHER Ninshu
 TAMMI FURNESS Myra
 HUBIE KERNS Renquo
 LENNIE GEER Cornellus
 MICHAEL HOLT Red Dragon Archer 1
 JAMES JARNIGAN Young Talon
 EDGY LEE Acolyte
 CHARLIE MESSENGER Pablo
 SHELLEY TAYLOR MORGAN Bar-Bro
 CHRISTINA NIGRA Young Elizabeth
 BUCKLEY NORRIS Bartender
 PATRICK O'MOORE Devereaux
 THOMAS ROSALES Kabal
 GINA SMIKA Young Alana
 ALVAH STANLEY Sades
 MARK STEFFAN Sades Aide
 WILLIAM WATSON Karak

and introducing BARRY CHASE
 as Tavis

Special Appearance by CORINNE CALVET

CREDITS

Stunt Coordinator RICHARD WASHINGTON
 Fencing Tutor REGGIE PARTON
 Music Performed by SYMPHONY ORCHESTRA
 GRAUNKE, MUNICH
 Music Recorded at BAVARIA MUSIC STUDIO
 Production Managers THOMAS F. KARNOWSKI
 JOHN V. STUCKMEYER
 Unit Production Manager ALAN ALSOBROOK
 First Assistant Director JOHN ROSS BUSH
 Second Assistant Director BRENDA HAVERSTOCK
 Third Assistant Director LISA COOK
 Second Unit Directors MARSHALL HARVEY
 RICHARD WASHINGTON
 Second Unit Photography JIM CARTER
 STEVE POSEY
 ALAN CASO
 Additional Photography GARY GRAVER
 First Assistant Camera SAM GART
 Second Assistant Camera T. P. VANGHELE
 Second Unit Assistant Camera BRUCE PASTERNAK
 PAUL ELLIOT
 LARRY MARKART
 VINCENT BALDINO
 Still Photography JON PATRICK PRINCE
 Associate Editor BERT GLATSTEIN
 Assistant Editor TERRIE FRANKLE
 Music Editor FRED ARONOW
 Production Mixer DON SANDERS
 Boom Operators KEVIN WILLIAMS
 PAULA OLSON
 MAI BRITT ELLINGSON

Ban Urlu Costume FRED CHOUNG
 Chain Mail FRED LIEBERMAN
 Klaw Masks TONY TIERNEY
 Special Weapons Design ROGER HOLZBERG
 Head Make-up Artist VE NEILL
 KAREN KUBECK
 VERA YURCHUK
 PAMELA PEITZMAN
 Hair Design ANTHONY E. ESPOSITO
 Hair Stylist RON SMITH
 Property Master ROGER HOLZBERG
 Assistant Property Master RON WOODS
 Property Assistants KIM BUCKLEY
 ROGER HORN
 Weapons Master JOHN SPENCER
 Property Construction LARZ ANDERSON
 STEVE JEZEVSKI
 CHUCK TAYLOR
 STEVE HOMSEY
 Klaw Weapons by GERALD OKAMURA
 Cask of Heads Design JIM DOYLE
 Fabrication and Sculpture STEVE CHIODO
 CHARLES CHIODO
 MIKE JONES
 Assistant Art Director DENA ROTH
 Set Director MARIA CASO
 Construction Coordinator MIKE BINGHAM
 Set Dressers TOMMY ESTRIDGE
 JAY BURKHART
 TRISH GALLAGHER
 GREG WOLF
 STEVE SCHWARTZ

THE SWORD AND THE SORCERER

EDITORIAL



Cromwell's harem gleefully delay the soldiers who are in pursuit of the escaping Talon (LEE HORSLEY).

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 10



The evil and powerful sorcerer Xusia (RICHARD MOLL) is raised from his thousand year sleep to help destroy King Richard of Eh-Dan.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 11

Editorial Blocks are FREE of charge and should be ordered from: Ad. Sales Dept., N.S.S. Ltd., 15 Wadsworth Road, Greenford, Middlesex, UB6 7JN.



In the dungeons of the castle of Eh-Dan, Cromwell's gaoler threatens to kill a beautiful maid-servant.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 12

Cromwell (RICHARD LYNCH) and his soldiers with the help of the evil and powerful sorcerer Xusia, wreak havoc upon King Richard's armies.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS.

BLOCK No: 13



A victim of the devastation caused by Cromwell's armies in the kingdom of the medieval world.

THE RANK ORGANISATION presents a BRANDON CHASE film "THE SWORD AND THE SORCERER" starring LEE HORSLEY, KATHLEEN BELLER, SIMON MacCORKINDALE, GEORGE MAHARIS and RICHARD LYNCH. Produced by Brandon Chase and Marianne Chase. Directed by Albert Pyun. Released by RANK FILM DISTRIBUTORS

BLOCK No: 14

ADVERTISING BLOCKS



THE SWORD AND THE SORCERER AA

THE GREATEST DUEL EVER FOUGHT BETWEEN DEATHLESS COURAGE AND ENDLESS EVIL!

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 1 £6.15p



THE SWORD AND THE SORCERER AA

THE GREATEST DUEL EVER FOUGHT BETWEEN DEATHLESS COURAGE AND ENDLESS EVIL!

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 2 £6.15p



THE SWORD AND THE SORCERER AA

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 3 £6.15p



THE SWORD AND THE SORCERER AA

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 4 £6.15p

THE GREATEST DUEL EVER FOUGHT BETWEEN DEATHLESS COURAGE AND ENDLESS EVIL!

THE SWORD AND THE SORCERER AA

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 5 £6.15p

THE GREATEST DUEL EVER FOUGHT BETWEEN DEATHLESS COURAGE AND ENDLESS EVIL!



THE SWORD AND THE SORCERER AA

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 7 £6.15p

THE SWORD AND THE SORCERER AA

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 6 £6.15p



THE SWORD AND THE SORCERER AA

THE GREATEST DUEL EVER FOUGHT BETWEEN DEATHLESS COURAGE AND ENDLESS EVIL!

THE RANK ORGANIZATION PRESENTS · BRANDON CHASE ...
THE SWORD AND THE SORCERER ...
... LEE HORSLEY · KATHLEEN BELLER
SIMON MacCORKINDALE · GEORGE MAHARIS ...
... RICHARD LYNCH ...

RELEASED BY RANK FILM DISTRIBUTORS

BLOCK No: 8 £6.15p

NOTE:
Also available 6" D/C newspaper ads. similar design to those ads above. Block No. 9.

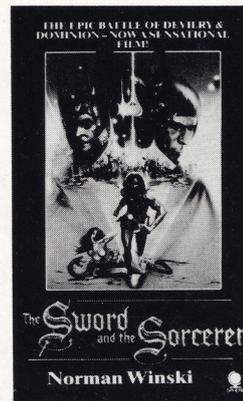
Order direct from National Screen Service, quoting block number.

PROMOTION

THE QUAD POSTER WILL WIN THE CROWDS

The striking quad poster designed for "THE SWORD AND THE SORCERER" is a magical selling accessory for the film. Utilise every poster site and public display panel during playweek. Your theatre lobby, shop windows, boutiques, railway stations, bus depots, sportsground and the side panels of delivery van covering a wide area should all be used to full advantage.

....Ensure that your quads become mobile publicity accessories for "THE SWORD AND THE SORCERER" overslipped with your theatre name, times of showing and full playdate information.



THE BOOK

**"THE SWORD AND THE SORCERER"
NOW AN EXCITING SPHERE BOOK**

Now an exciting Sphere Book

EXCLUSIVE — UNIQUE OFFER
SELL THIS POSTER TO YOUR PATRONS
RECOMMENDED RETAIL PRICE £1.80 PER COPY
ADDITIONAL COPIES READILY AVAILABLE FROM
NATIONAL SCREEN SERVICE



QUAD POSTERS £1.00p each.

....and so will the trailer!

The outstanding trailer for "THE SWORD AND THE SORCERER" highlights all the action and excitement of this outstanding film. Give it extra playing time in the weeks leading up to playdate. Arrange for 'cross-plugs' with neighbouring theatres. Plug the trailer at all late night shows, and give it extra playing time whenever you can. A recorded message over your PA System at intervals and change-over times would also win extra patrons for "THE SWORD AND THE SORCERER"
...Coming to Your Theatre Soon!

Based on an original screenplay by Tom Karnowski, John Stuckmeyer & Albert Pyun — "THE SWORD AND THE SORCERER" has been transformed into a novel by Norman Winski and is now available as a Sphere paperback.

Contact your local Sphere book distributors as soon as your playdate is confirmed. They will be able to supply you with copies of the book plus a full range of "THE SWORD AND THE SORCERER" publicity material.

Mount your most ambitious book promotion for "THE SWORD AND THE SORCERER". Apart from book stores and newsagents, there are today many other retail outlets who sell books — chain stores, supermarkets, garages, filling station, boutiques, souvenir shops — to name but a few.

Supply each of these venues with overprinted bookmarks and leaflets for your "THE SWORD AND THE SORCERER" playweek. Not forgetting stills, blow-up and quad posters for window displays.

Promote the Sphere paperback in your theatre lobby, at the box-office and sales kiosk. An attractive 'Read the Book' — See the Film' display will benefit all concerned in dual promotions.

And finally, copies of "THE SWORD AND THE SORCERER" paperback will make a very acceptable prize for winners of film competitions sponsored by your theatre.

For further assistance, your head office contact at Sphere Books is: Ms. Louise Canning, Sphere Books Limited, 30-32 Grays Inn Road, London WC1X 8JL. Tel: 01-405 6683, 01-405 2087. Telex: 299342 Cables: SPHERBOOKS LONDON WC1X 8JL

ARTISTS!!

Here's an idea which might appeal to local art School/College of Art Students. Ask them to paint a typical scene from the film or on the theme of magic/sorcery.

Again, this might be expanded to invite them to design a poster emphasising the action of the film. The best artwork should be displayed in your foyer throughout "THE SWORD AND THE SORCERER" playweek, or perhaps moved to a local store to attract greater crowds.

This would be a great way to attract visual interest in the film, especially with a leading local artist to present prizes.

PROMOTIONS continued ➔

PROMOTION continued

THE SWORD AND THE SORCERER

STILLS

10" x 8" Coloured Stills. Hire Fee **£1.75p** per set of 8.

The charge for 10" x 8" Stills is based upon prompt return after playdate. Failure to return may incur additional charges and ultimately a considerable increase in the hire fees.

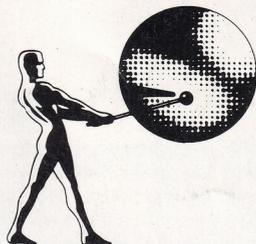
THE MUSIC

Music from the original Sound Track Album in THE SWORD AND THE SORCERER is on THAT'S ENTERTAINMENT records. Ensure that all Music Shops have a good stock before playdate.

All prices are subject to VAT, with the exception of Blocks, which have been Zero-rated.

All ad. Sales material should be ordered from: Ad. Sales Dept. National Screen Service Ltd., 15 Wadsworth Road, Greenford, Middlesex, UB6 7JN.

Exhibitors in Eire should order from: Cinema & General Publicity Ltd., 35 Upper Abbey St., Dublin.



Phone-in messages

Have a phone-in message recorded for members of the public calling your theatre for information during playweek. Tell them about "THE SWORD AND THE SORCERER", the stars, times of separate performances etc. Perhaps recorded excerpts from the action-packed trailer might be included.

OFFICIAL ADVERTISING BILLING

THE RANK ORGANISATION 30%
presents
A BRANDON CHASE FILM 80%
THE SWORD AND THE SORCERER 100%

(Starring
(**LEE HORSLEY** 100%
(**KATHLEEN BELLER** 100%
(**SIMON MacCORKINDALE** 100%
(**GEORGE MAHARIS as Machelli** 100%

(and
(**RICHARD LYNCH as Cromwell** 100%

(Executive Producer
(**ROBERT S. BREMSON** 35%

(Co-Producers
(**TOM KARNOWSKI and**
(**JOHN STUCKMEYER** 35%

Note (Screenplay by
A (**TOM KARNOWSKI** 35%
(**JOHN STUCKMEYER &** 35%
(**ALBERT PYUN** 35%

(Produced by
(**BRANDON CHASE and** 35%
(**MARIANNE CHASE** 35%

(Directed by
(**ALBERT PYUN** 35%

DOLBY STEREO
IN SELECTED THEATRES

Released by RANK FILM DISTRIBUTORS 25%

NOTES: A. These names may be omitted from advertising of 8 column inches or less.
B. The percentages are in relation to contractual size of title and NOT to artwork size of title.

Released by

RANK FILM DISTRIBUTORS LIMITED. 127, WARDOUR STREET, LONDON W1V 4AD

Telephone: 01-437 9020 Cables: RANKOVFILM, LONDON Telex: 262556