Perhaps the most significant motion picture ever made...and one of the best box office grossers!

SEX

and the ANIMALS

...from the best selling book.

First film to show complete courtship, mating and birth of animals. More than 50 species! The amazing evolution of sex. Uncensored...and unashamed!

See it and gain a keener insight into your own sexuality!

PRODUCED AND WRITTEN BY HAL DWAIN
WITH DRS. MARGERY AND LORUS MILNE

A Falcon International Film

"A contribution to science and learning."

90 minutes in wide screen and color

FALCON INTERNATIONAL CORPORATION Released by Dal-Art Films
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CREDITS
Produced by .... Hal Dain
Written by .... Hal Dain and MARGERY MILNE
Based on the Book "The Mating Instinct" by MARGERY MILNE
Co-Produced by ..... GEORGE COSTELLO
Film Editor ......... ROALD DUNCAN
With LARRY BUCHANAN, DAVID KORN and RODGER CARTER
Sound Editor ......... DAVID KORN
Music Editor ANDRJE BRUMMER
Music Processing and Effects ........ CINEFECTS, INC.
Sound Recording and Mixing ................................ PRODUCERS SOUND SERVICE

NARRATIVE

SYNOPSIS (not for publication)

Four and a half billion years ago this earth was formed, a molten mass of cosmic dust inflated by pressure and gases. Gradually it solidified and grew into land, sea and air, and clouds. Between two billion years later file appearances, the earth for the first time, even smaller than the eye of a gnat, but living substance able to reproduce itself.

The motion picture, "Sex and the Animals," starts with the one-celled animal-what animals shows how animals reproduce themselves. The camera travels up through the large ungnulates and primates.

Among the one-celled animals reproduction is by fission and fusion. Among the sponges, reproduction is by buds and also by male and female sex cells.

In the water the animals often reproduce by external fertilization of the eggs. On land the reptiles continue to reproduce by internal fertilization of the eggs following copulation.

The film "Sex and the Animals" traces the evolution of sex from the one-celled animals to the great mammals. The film moves to the jellyfish, the Porrogaster, the Cucumaria and higher worms, and the molluscs such as the octopus.

Next comes the anthropod animals-ants, bees, wasps, termites, and jointed legs: insects, spiders, ticks, mites, centipedes, millipedes, isopods such as lobsters and shrimp.

Next are the sea urchins and starfish. The sea urchin comes ashore to lay the eggs and the males fertilize them. The puppy gives live birth to her babies.

The reproduction of frogs starts with the chorus of the males and continues through courtship and egg laying, fertilization and hatching of the eggs. Then comes the metamorphosis from tadpole to the adult frog.

The film then shows the reproduction of reptiles, turtles, crocodiles, lizards and snakes. Most of them reproduce by laying eggs. However, some of them, such as the garter snake, give live birth to their babies. The film shows the copulation of snakes, turtles, lizards and lizards and the courtship antics of crocodiles.

Among the birds, perhaps the most interesting courtship behavior is exhibited by the grouse on the North American prairie. The film captures three different species of prairie birds, courting and pairing. Also presented is the courting and mating of turkeys, peacocks, bowhead, birds of paradise, owls, songbirds, raptors, frigatebirds, ducks, pelicans, geese, swans and chickens.

The progression of animals in the film is consistent with the evolution of sex: long reproduction of tree of life. Male and female reproductive organs are shown and described. One section deals with "chemistry" of sex and the development of embryos.

Mating behavior of the strangest of all mammals, the playful and buck orifices of a kangaroo, the complete reproduction cycle of kangaroos, as the narrator describes.

"I think I could turn and live with animals. They do not lie awake in the dark and weep for their sins."

Walt Whitman

The producers say that 60 photographers supplied the rare footage that is used throughout the film.

Running time: 90 minutes wide screen and color.

SMALL SEX FILM ON ANIMALS REVELS OF VEIL IN TWAIN

The actual mating of animals has been studied, and occasionally even since motion pictures were invented. However, the small, tumble "Sex and the Animals," was made.

"Prior to this film we have all probably been aware of the "mating behavior" says filmologist Lonzo J. Milne. "We never thought we'd have any use for it."

Evidently most nature photographers have also shut their cameras when the animals started to mate. Centuries ago, where they were not, they have now been shown a lot of courtship of animals.

Because of this tabo, the film on the actual copulating and mating behavior of animals is extremely rare, as, for instance, Dr. Milne has seen it. One photographer who had been filming in Africa for thirty-three years, could not get a single shot of the three only species. And, on two of those three species was so poor that it might not have been usable.

The producers of "Sex and the Animals" have been limited to existing footage on the courtship and mating of animals.

They sent their own photograph artists to the zoos, into the fields, and the deserts, and even out to the mountains to obtain original footage. In many cases they could not find what they were looking for.

Even at the zoo itself sometimes took days and days to get the courtship and mating shots. And many times after days of waiting, the courtship and mating shots never seemed to be what they were looking for.

But now the veil of taboo has been rent in twain. A fact as clear as the noonday sun, and as thoroughly unashamed as the new motion picture "Sex and the Animals."
SEX and the ANIMALS

First film to show complete courtship, mating and birth of animals. More than 50 species! The amazing evolution of sex. Uncensored...and unashamed!

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PRODUCED AND WRITTEN BY HAL DWAIN
WITH DRES. HAMILTON AND LUCY WRIGHT

A Falcon International Film

2 COL. x 5" MAT 203 (140 LINES)

ANIMAL BEHAVIOR STUDIES FLOURISH IN THE LAST TWENTY YEARS.

According to Hal Dwain, Produc-
er of the new motion picture "Sex and the Animals," actual scientific behavior studies of animals were few and far between before 1950.

Thus, the vast majority of animal behavior knowledge has been gleaned by scientists in a very short time.

Studies have shown how inaccurate the "anecdotal method" of re-
porting animal behavior has been. Most individuals tend to exaggerate what they see on safaris and hikes into the wilderness.

Only recently have enough ob-
servations been made so that nor-
mal behavior patterns could be es-

tablished. Now observers are able to distinguish between normal and abnormal sexual behavior and con-
form each others' findings.

Field studies of the primates par-
ticularly have been enlightening as far as the behavior of man is con-
cerned. For example, studies show that none of the primate offspring know instinctively how to copulate. This must be learned by the off-
spring from the family- and the
group.

Dr. Hediger, famous Swiss zoo-
keeper, has observed male and fe-
male monkeys masturbating side by side, yet unable to copulate be-
cause they had been held in isola-
tion during their early lives.

Evidently, animal behavior stud-
ies have spurred school systems to
start teaching sex education.

ONCE EVERY CHILD KNEW ABOUT SEX; IT WAS ALL AROUND HIM!

But today, this country is appalled with 90 percent of its people living on farms, children grew up watch-

ing the sex act almost every day.

"They learned about sex from the day they were old enough to observe," states Hal Dwain, Pro-
ducer of the new motion picture "Sex and the Animals."

"Perhaps that's why there was no big concern that the schools teach sex.

"Today, however, the majority of young people live in metropolitan areas, and most of them do not grow up with sex all around them the way grandfather did back on the farms. They must learn about sex some other way. They do not know about it instinctively.

"Although the film, 'Sex and the Animals,' is presented on a college level," continues Producer Hal Dwain, "it is suitable for children of all levels."

He does recommend, however, that parents see it first. They may decide that their child should see only the first half of the motion picture, skipping the last half which deals with the mating of the large mammals such as rhinos, horses and elephants.

Producer Dwain says the main purpose of the film is to give man a perspective about his own sexuality.

"We hope to banish man's guilt and fear about sex and make him realize that it is a normal, natural thing. In this way we can relieve a great deal of emotional and mental anxiety and illness."

All advertising in this prepressbook, as well as all other advertising and publicity mate-
rials referred to herein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All in-
quiries on this procedure may be ad-
dressed to:

Director of Code for Advertising
Motion Picture Association of America
129 Fifth Avenue
New York, New York 10036
THEATRICAL TRAILER
Start running this three weeks before you open "Sex and the Animals". You will find it your best selling tool, available from Don L. Velde, Inc., New York.

NEWSPAPER ADS
Start small newspaper ads three days, at least, before you open "Sex and the Animals". Order your mats from Don L. Velde, Inc., New York.

RADIO SPOTS
Special 60-second and 30-second spot announcements that really sell! Start running these the Saturday before you open the film "Sex and the Animals". Available from your Exchange, or from Don L. Velde, Inc., New York.

T. V. TRAILERS
Use these stimulating 60-second and 20-second T.V. trailers, preferably on the television shows that attract young people. T.V. trailers available from your Exchange.

LOBBY POSTERS

SPECIAL PROMOTIONS
Set up special meetings and screenings for educational, scientific and religious groups.

DON L. VELDE, INC.
311 West 43rd Street
New York, N.Y. 10036
(Area Code 212) LT 1-6040
LA. Slips, But 'Cuckoo' Fine $170,000
In 23 Spots; 'Animals' Great $101,000
At 19 Sites, Hotshots' Mild 80G in 21

Los Angeles, Feb. 10.
First-time entries are easing off this week with six newcomers displaying varying strength. "Sterile Cuckoo," opening in first general release, is stiling a fine $10,000 in 23 spots. "Love and Animals," which is expected to open in 19 sites but "Last of the Mobile Hotshots" looks like only a taut $10,000-

00 in 21.

Among exclusive entries, "The Damned" should do a head $13,000 at the Granada but "Happy End- ing" gets only a fair $10,000 at the Village while "Looking Glass War" is after a full $17,500 at the UA Westwood. Town's leader is still "Hello Dolly," with a torrid $47,000 in eighth lap at the Chimes while "Paint Your Wagon" is 15th frame at the Cinerama Dome should do a cool $30,000. "Marooned" looks a lusty $22,000 in ninth stanza at the Egyptian.

In regular situations, "72" continues whopping at $21,000 for a fifth round at the Regent. "Without a Stitch" is a head $19,100 in second at the Century and Piefair. "Bob & Carol" is a big $19,500 in 14th go at the Crest. "Reivers" is solid $18,000 in seventh week at Pacific's Pantages and ditto "Only Game in Town" in a Beverly third frame.

"Putney Swope" is a blazing $17,000 in third week at the Plaza. "The Minx" is a perky $16,000 in second lap at Hollywood Pacific. "Magic Christian" a brisk $16,500 in second at the Four Star and "Midnight Cowboy" strong $14,000 for a 28th Bruin round. "Cactus Flower" is still a robust $12,200 for an eighth Loew's inning.

Estimates for This Week
Beverly (Loew's) $2,50-$3 — "Only Game in Town" (20th) 3d wk. Hefly $16,000. Last week, $2,000.

Brum (FWC) $2,50-$3 — "Midnight Cowboy" (UA) 28th wk. Strong $14,000. Last week, $18,100.

Century, Piefair (Loew's) $2,50-$3 — "Without a Stitch" (VPI) 3d wk. Hefly $18,100. Last week, $27,800.

Crest (Loew's) $2,50-$3 — "Bob & Carol" (Col) 14th wk. Big $19,100. Last week, $18,100.

'Shame Is Unknown In Nature!' Sex is simply the means by which all living things procreate their kind.

Yet the new motion picture
LOVE AND THE ANIMALS
with all its amazing insight into life on this planet from prehistoric beginnings
CANNOT BE SEEN BY ANYONE UNDER 18
unless accompanied by a bonafide parent!

"THE CAMERAS DO NOT STOP DURING THE MATING SCENES,"

LOVE and the ANIMALS
in COLOR by Eastman

R R

THEATRE

Produced by HAL DWAIN. ORS. MARGERY LOUIS MILNE

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