JAMES BOND



JAMES BOND - 007 - A CHARACTER ANALYSIS

Industrial Design (Special Project)

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Roll No. 94613014

Submitted in partial fulfillment of the requirement of the **Master of Design Degree** in **Industrial Design**

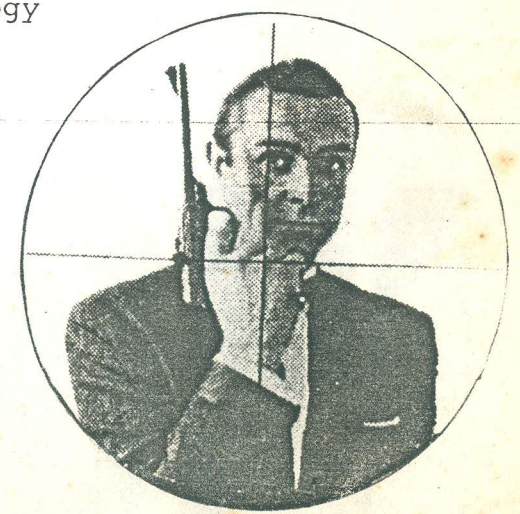
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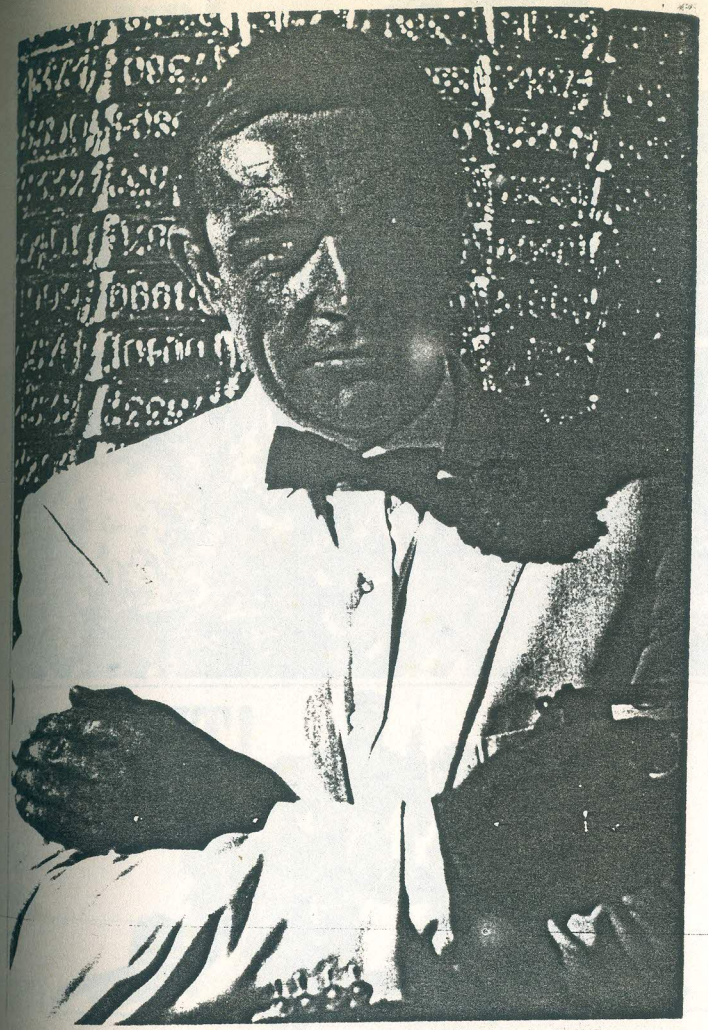
ACKNOWLEDGEMENTS :

I am thankful to my guide Prof. Ravi Poovaiah for assigning me this particular project, Ian fleming for his creation and the Producers Albert R. Broccoli and Harry Saltzman for bringing the character alive on screen, and all others who have helped me make this endeavour possible.

Debasish Mahapatra

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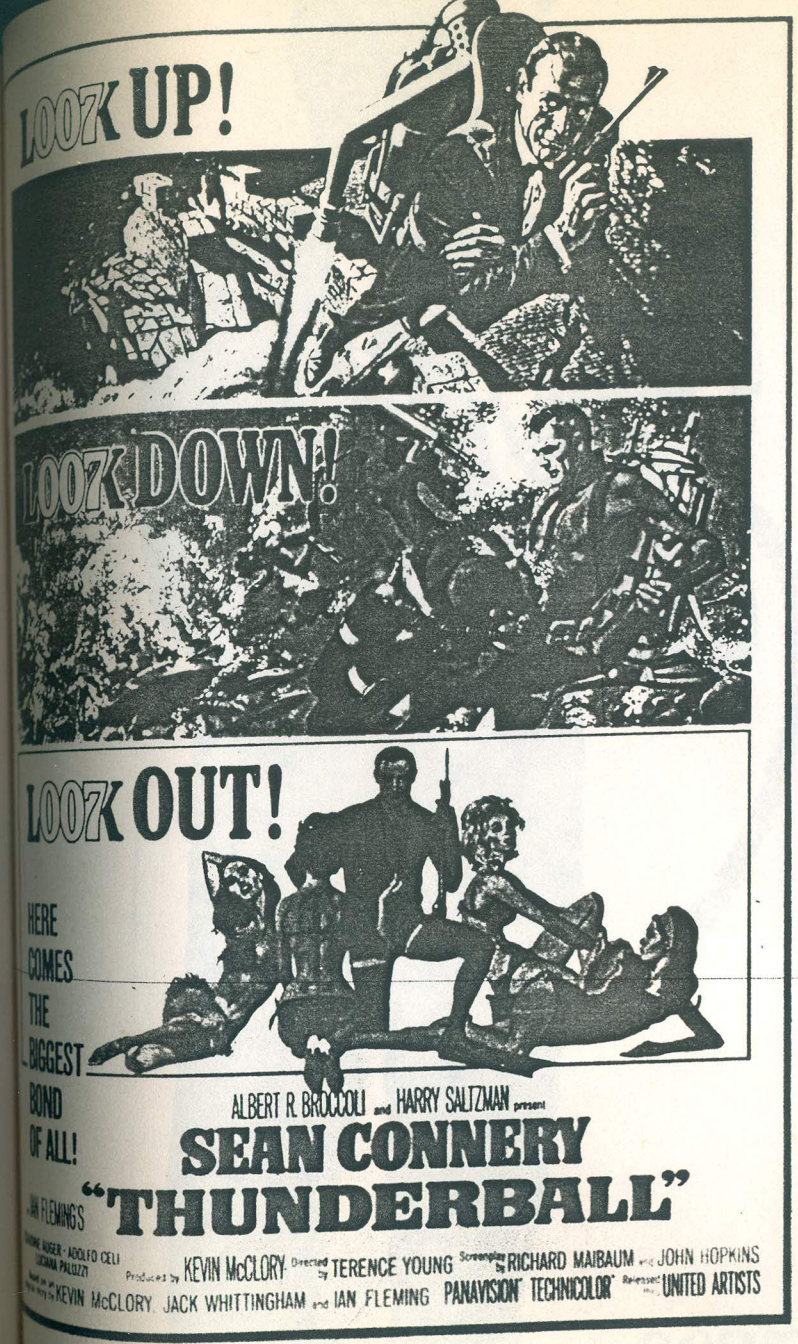
BOND



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INTRODUCTION

Years ago when he was 'bigger', better, Bond and beyond', in those legendary Bond sagas like **Dr. No** and **Goldfinger**, Sean Connery had cried out in anger : "I've always hated that damn James Bond, I'd like to kill him !" The rancour was understandable. For here was an image that had grown larger than the actor; a fictitious character that had acquired iconic proportions as the one-man army against evil; and a celluloid serial that promised to go on relentlessly, despite the falling grandeur, the increasing pyrotechnics, the failing histrionis and the sagging charisma ..... yet it goes on.

Such is the saga of the super secret agent who emerged out of the imagination of Ian Fleming in 1952 and went on to become one of the most popular and legendary characters, spanning four decades, eighteen films, fourteen Ian Fleming novels including a number of short stories. Today James Bond is history, which is not dead but ever alive and kicking - neither shaken nor stirred.



It is a truly remarkable achievement for an intensely personal creation created, initially, as a money spinner and a means of escape for his author. In return, James BOnd 007 - licence to kill, has provided escape and enjoyment for 100 million readers and one and a half billion cinegoers, and has earned a permanent place in the world's consciousness.

James Bond has become a worldwide cult figure, crossing all race and language barriers and proving he is something much more than Secret Agent 007.

What is it about this character that stirs, grips and mesmerises in celluloid as well as in pulp ? Many critics and authors have attempted explanations for it : Len Deighton; Raymond Chandler; Kingsley Amis; John Le Carre. **Film and Filming,** the prestigious cinema magazines, stated : 'James Bond is not a screen hero, he is an institution, and as such has influenced world affairs, art, music, motion pictures and fashion.

Critics have attributed his appeal to 'Sex, sadism and snobbery', the films have been panned for their 'unheatable blend of conspicuous consumption, brandname snobbery, colour supplement chic, comic-strip sex and violence and technical wizardry'.

007 JAMES BOND



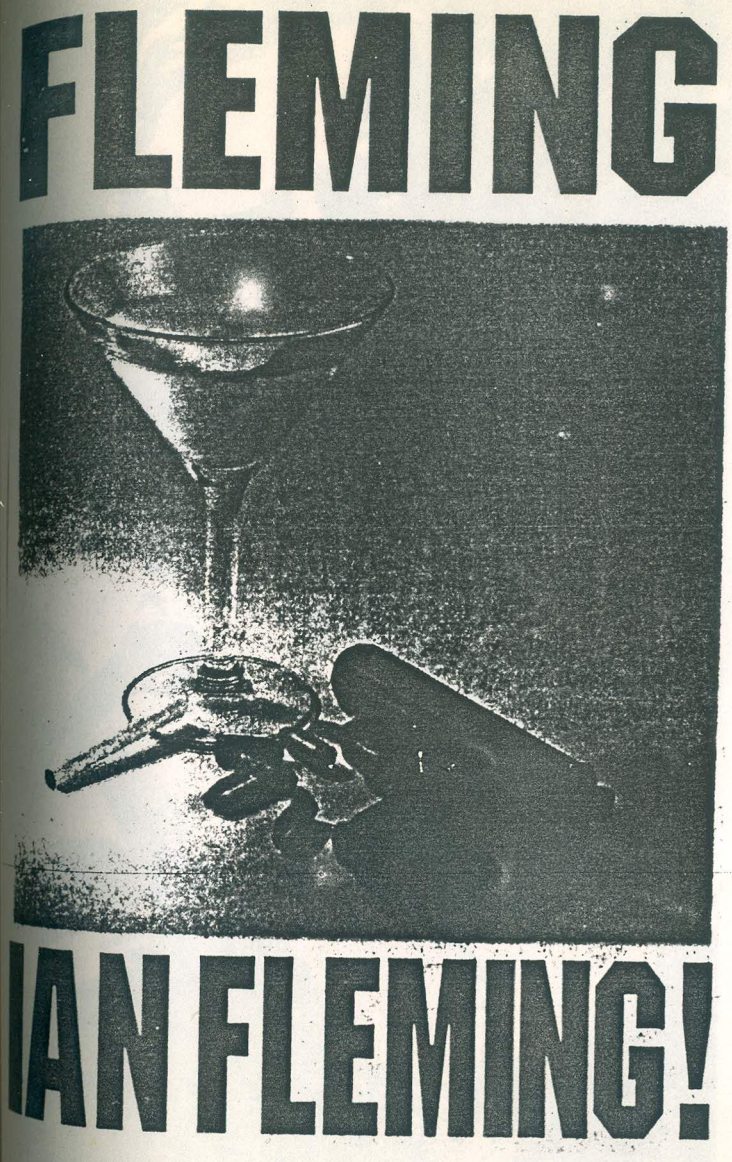
Fleming himself generally felt that Bond should not be analysed too closely and said; They're reading too much into the man - his not all that important'. This may be so, but there is unquestionably something in the Bond formula which still leaves people the world over asking for more through the fantasy remains the same. A new world, new threats, new ememies, yet the only man who can save the world is still James Bond : England's dream do-gooder who carries on the good work, long after the sun has set.

OBJECTIVE :

To delve into the books and films of the fictional super secret agent James Bond 007 and analys his character.

CONTENTS :

Chapter 1 : The Creator - Ian Fleming
Chapter 2 : The era
Chapter 3 : The creation
Chapter 4 : The character- James Bond 007



'What will you do after the war ?'

Seated at his desk, Lieutenant Commander Ian Fleming - Personal Assistant to the Director of Naval Intelligence - answered the question without hesitation.

'Write the spy story to end all spy stories', he said with simple grandiloquence.

And so James Bond was born.

Born on 28 May, 1908, Scots ancestry, second of the four sons of Major Valentine Fleming, Ian was only eight when his father was killed in 1916 while serving with Winston Churchill's regiment. Although a poor scholar, Ian nevertheless managed to get a place in Eton where he excelled in sports but fared badly in academics.

After a brief stint in the Military Academy at Sandhurist, Ian opted for the Foreign Services but met with little success. So he became a journalist and went to Moscow to heat Reuters bureau there. He loved Moscow and quickly added Russian to his fluent French and German. He was also fascinated by the activities of the Russian Secret Police - The OGPU.



His first encounter with the Secret Police was when he covered the trial of six British engineers working in Russia for the Metropolitan Vickers Company, who were charged with espionage against the Soviet State. The introduction to the world of the OGPU and their techniques of interrogation left a deep impression on him.

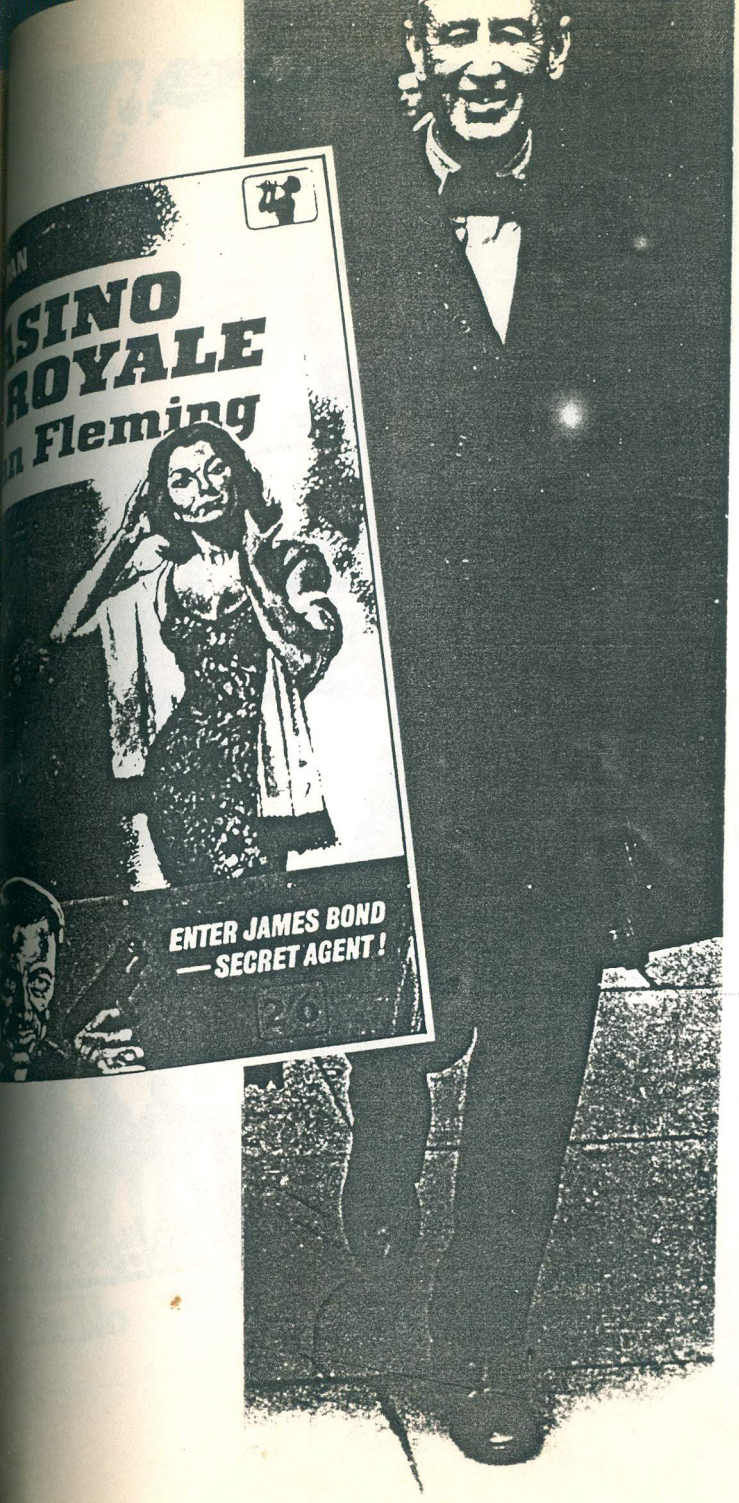
After three years with Reuters, Fleming sought to make his future in the City - an attempt which continued without much success first as a banker and then as a stockbroker. In 1939, with the onset of the war, his life underwent a dramatic change.

Ian Flemming entered the world of James Bond.

So, at the age of thirty one, Fleming was appointed as Lieutenant Commander, and posted to the Special Branch of the Royal Naval Volunteer Reserve, where for the duration of the war, he served as Personal Assistant to the Director of Naval Intelligence, Admiral John Godfrey. During his term, he accumulated much of the background for the world of James Bond.

After the end of the war in 1945, Fleming joined Kemsley Newspaper as Foreign Manager of the Times and Sunday Times.

On 15 January, 1952, with ten weeks of Jamaican sunshine before marriage and the end of his bachelorhood, Fleming



sat down in front of his battered Imperial portable typewriter in the living room of his holiday home, Goldeneye, and without any preparatory notes or planning began to write Bond's first adventure - **Casino Royale.**

Casino Royale took Fleming barely two months. The hero's name was appropriated from one of his Jamaican bibles, Birds of the West Indies by James Bond, an ornithological classic. Fleming wanted the simplest, dullest, plainest sounding name he could find. James Bond seemed perfect.

Despite strong Birtish reviews, the first few novels sold only moderately well in England and struggled in the States. But following thel956 Suez Crisis the visit of soon to resign Prime Minister Anthony Eden to Goldeneye for a rest brought a flurry of attention to Fleming and Bond in the U.K. in 1961 when President Kennedy named **'From Russia With Love'** as one of the ten favourite books.

In 1961, Harry Saltzman and Albert R Broccoli acquired the options for filiming all but two of Fleming's books. Sean Connerty was signed to play Bond, and from then on the public image of James Bond was in his hands, not Fleming's. After the film **'Dr. No'** appeared, the money began to flow rapidly. Bond was doing magnificently.

Then suddenly the cult got underway and James Bond



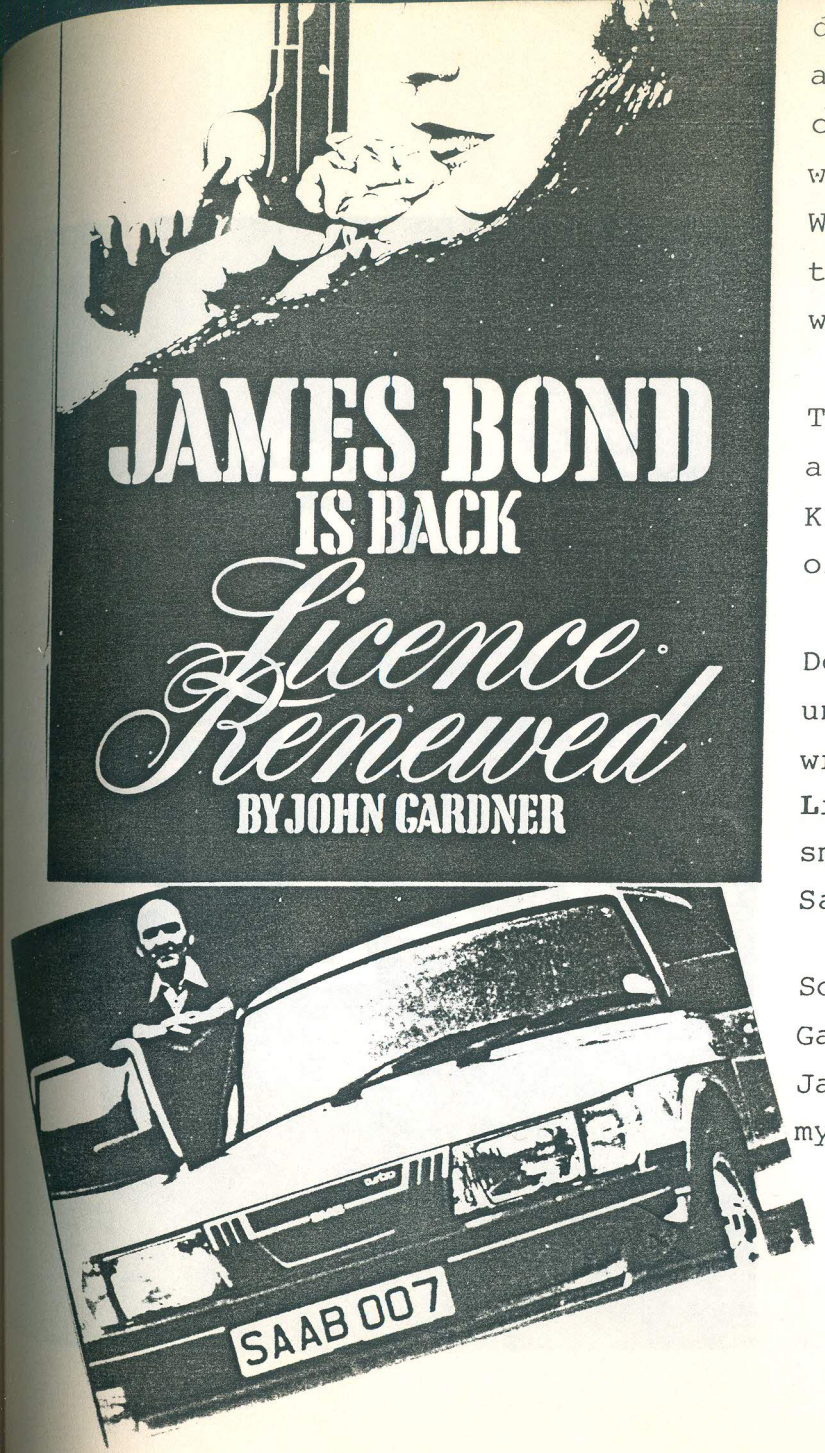
became the most popular fictional character of the decade. Film-Bond began to replace Book-Bond, in the powerful image of Sean Connery, as Agent 007 became Britain's most successful export alongside the Beatles and the miniskirt.

Ian Fleming began consciously to observe himself, notebook in hand to find out how his hero would react in this circumstances or that. His own life provided ample background for the experiences and sensations Bond required.

Sued for breach of copyright by Kevin Mc Clory, joint author with Ian Fleming and Jack Whittingham of screen treatment of **Thunderball**, he had settled out of court (thus enabling Mc Clory 20 years later to resurrect both his script and Sean Connery in **Never Say Never Again**), and suffered his first heart attack.

And unlike his fictional hero who could rid himself of the cumualtive effects of a daily bottle of spirits and 60 Morland Specials with a fortnight at Shrublands health clinic, nothing was qhite so simple for Fleming : he died on 12 August 1964 - halfway through revising **The Man With the Golden Gun.**

Fleming didn't live go see 007 toiletries, bubble gum cards, lunch boxes, board games, action dolls, spy kits,

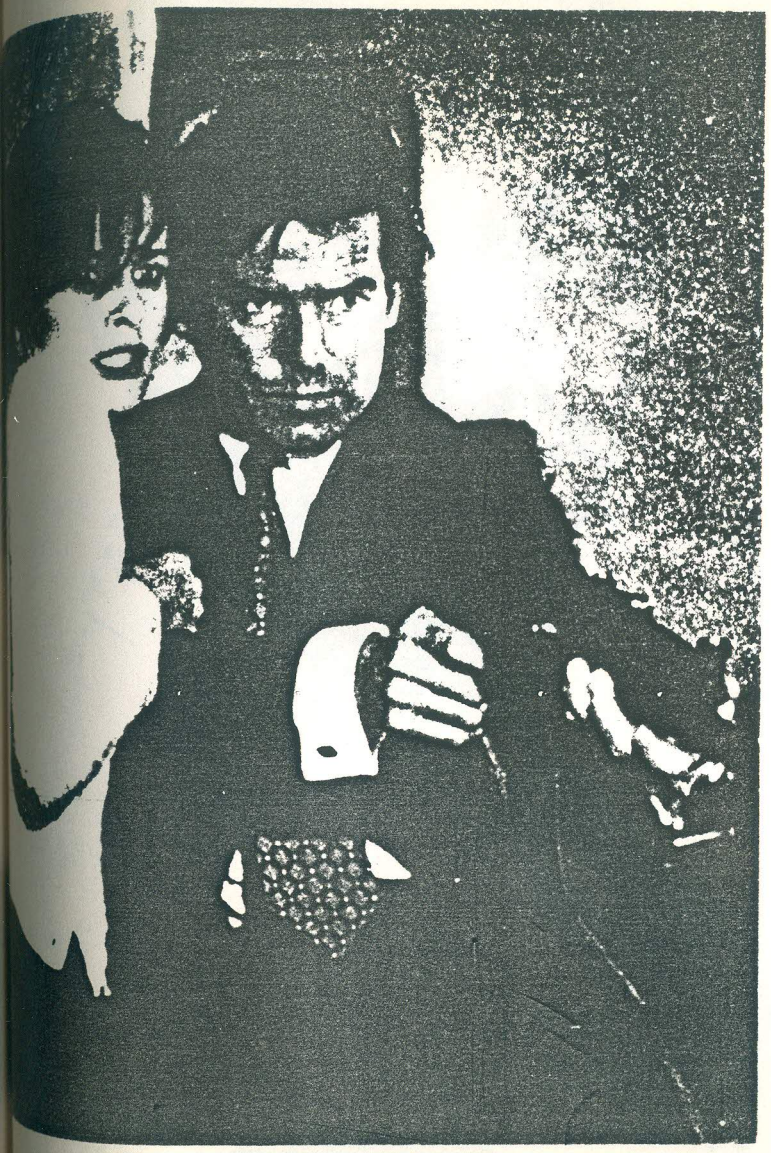


decoder kits and cartoon series for children. What he achieved temporary within the thriller genre was to kill off the knowing detective as popular hero. In a way, he was Bond's greatest victim. Hercule Poirot and Lord Peter Wimsey were now replaced by 997, the amateur sleuth by the professional secret agent, as the new magic formula was copied endlessly.

This was not, through the end of Book-Bond. Three years after the success of his 1965 'James Bond Dossier', Kingsley Amis published '**Colonel Sun**' under the pen name of Robert Markham.

Despite a certain success, no other Bond book appeared until 1981, when Glidrose commissioned Birtish mystery writer, John Gardener to continue the Bond saga. His **Licence Renewed** had James Bond move with the times, smoke special low-tar cigarettes and drive a silver Saab-900 turbs.

So that there are three Bonds : Fleming-Bond, Gardener-Bond and Film-Bond. There is no doubt that the James Bond literary saga is by no means an end. For myths like Robin Hood - as history shows never die.....



Fleming had timed his creation to perfection. He felt that after the roughness of the war and the violence of the times, people would accept a hero who shot for the pelvis rather than a ponderous detective who worked out everything in his grey matter.

The public had been starved of a credible fictional spy hero for so long that they craved for someone who had an authentic background. Fleming, who had been assistant to the Director of Naval Intelligence at the British Admiralty in World War II, knew quite a lot about the spy game.

Unlike Mangham in the earlier war, Fleming had not been an agent ih the field, but he did know how spies operated, how they were briefed and the background to the organisation behind a spy service. He also took great pains to supplement his knowledge by a great deal of travel and research.

James Bond was essentially a 'Cold War' warrior; all the Fleming stories were set against the espionage conflicts of the 'fifties and sixties' and because they were to absolutely up-to-date in this respect their appeal was heightened. After the war, the people were hungry for luxury, gourmet touches, exotic settings.

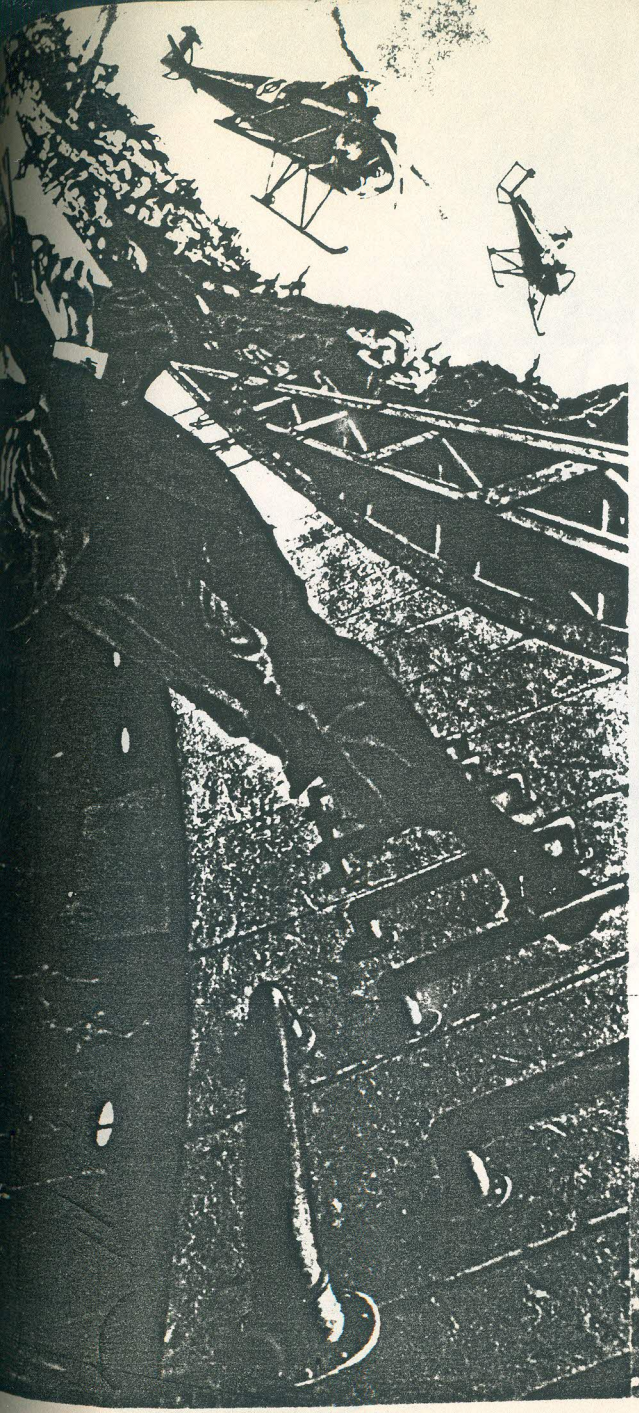


And the concept of a character jumping in and out of the bed of the time really caught their fancy.

There is, however, an enormous difference between Bond's world full of luscious gi ls and mind-boggling gimmicks, with every issue neatly settled in terms of black and white and Smiley's universe, in which there is no automatic division between 'goodies' and 'baddies'. The frontiers of the Cold war Smiley concerns himself with are both dark and morally ambiguous. And yet both Bond and Smiley are reflecting different facets of the same reality, no matter how shrill the protests of professional spies that spy fiction has little to do with the real spy world.

It ought not to be forgotten that both John Le Carre (real name) - David Cornwell) and Ian Fleming did their stint in the British Secret Service, just like some of their illustrious forerunners such as Somerset Maugham, Graham Greene, Malcolm Muggeridge and so on. They have written inventively and creatively, but also with much inside knowledge. Eric Ambler, on the other hand, is able to explore thus arcane world without ever having been part of it.

Fleming had a great deal of mischief and often put real people into his James Bond stories just for a laugh. But also, with tongue-in-cheek, he sometimes wrote into his books a good deal of real life epionage, usually



designed to keep the Russians guessting. For Bond's life was mainly spent in fighting this forces of the KGB and SMERSH, the dreaded 'Murder Brigade' or Terror and Diversion Branch of Russia.

The James Bond books were complsory reading inside the KGB and, to couteract what they called the 'cult of the decadent Western Spy', the Russians persuaded a Bulgarian writer to produce a 'counter-Bond' hero of the Soviet Union whose task was to defeat the redoubtable JAMES BOND 007.

JAMES BOND





CHAPTER 3 : THE CREATION

Ian Fleming and James Bond certainly had many things in common. Both were Scots, Etonians and both served in the Royal Naval Volunteer Reserve. They also loved the good things in life, including the finest of food and wine, and a hatred of office work.

Fleming described his creation as a blunt instrument wielded by the Government department, who was hard, ruthless, sardonic, fatalistic and loved gambling, golf, fast motor cars and women. Bond was, as he claimed, a pillow fantasy whom he disliked at first, but attributed mannerisms and characteristics including his dress sense, his food style, his car and the famous drink - 'Vodka martini, shaken not stirred - as he got to know him better in his latter books.

Bond was entirely a product of Fleming's imagiantion and experiences during the war. A compound of secret agent and commander types, Bond was a highly romanticized wersion of the true spy. Fleming's encounters with various people during the war, his wartime experience and knowledge of intelligence work served as a basis for his creation.

Fleming intended Bond to be an entirely anonymous instrument and let the book carry him along. He strongly





disapporved the heroic Bulldog Drummond types who he felt could no longer exist in literature. Instead, he wanted his creation to follow the style of Raymond Chandler and Dashiel Hammet's heroes who are believable people, believable heroes.

It was Fleming's determination to make Bond believable that led him to select a 'dull' name rather than something lush sounding as Peregrine Carruthers, which he believed would make his creation less credible. So he chose the blanket name possible - the name of the author of one of his 'bibles' by an American ornithologist called 'Birds of the West Indies' by James Bond.

To make Bond's job interesting, Fleming hit upon the '00' prefix, an idea from the Admiralty. At the beginning of the war, all top-secret signals had the double-0 prefix. This was changed subsequently, for security reasons, but it was stuck in his mind and thus emerged codename 007.

Fleming claimed he was considerably influenced by those superb masters of the modern thriller, Hammet and Chandler, and, to some extent in his childhood, by E.Phillips Oppenheim and Sax Rohmer. He also admired men like Sugar Ray Robinson and Jacques Costeau, the brilliant French skin diver.

Although he had never been known to kick anyone in the groin and preferred his own Ford Thunderbird to a



Bentley, bits of Fleming undoubtedly crept into his books - quirks and tastes, likes and dislikes.

He frequently said that his only reason for beginning to put Bond on paper, at the start, was the frightening prospect of getting married.

Initially Bond was equipped with a discreet wardrobe from Savile Row (Fleming's suits were from Cork Street), a special gun, and a personal brand of cigarettes. This last touch was, Fleming admitted, a security hazard, since any self-respecting agent who wanted to preserve his identity, not to mention his life, would smoke what three parts of the population smoke.



Although James Bond was initially armed with a .25 Beretta, Fleming had to replace it with a Walther PPK 7.65 mm on the suggestion made by an acknowlsdged arms expert, Geoffrey Boothroyd who denounced the Beretta as a ladies gun and said that it's home under Bond's armpit was completely unrealistic and would be so difficult to withdraw that Bond would be rendred out of business altogether.

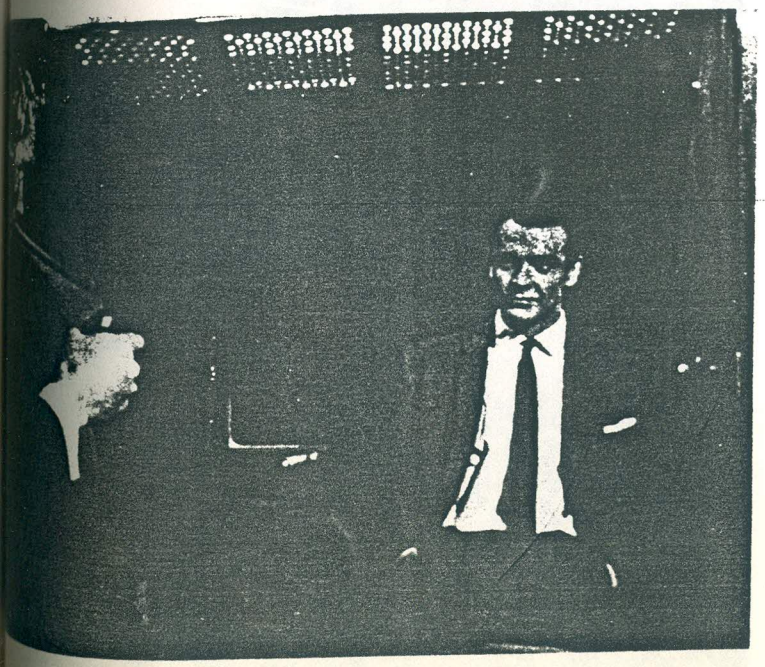
Despite their many similarities, Fleming was emphatic that Bond was not a character he himself would have wanted to be. The basic difference between them was that Fleming was genteel and kind to the point of over-indulgence, while Bond was savagely cruel when

necessary.

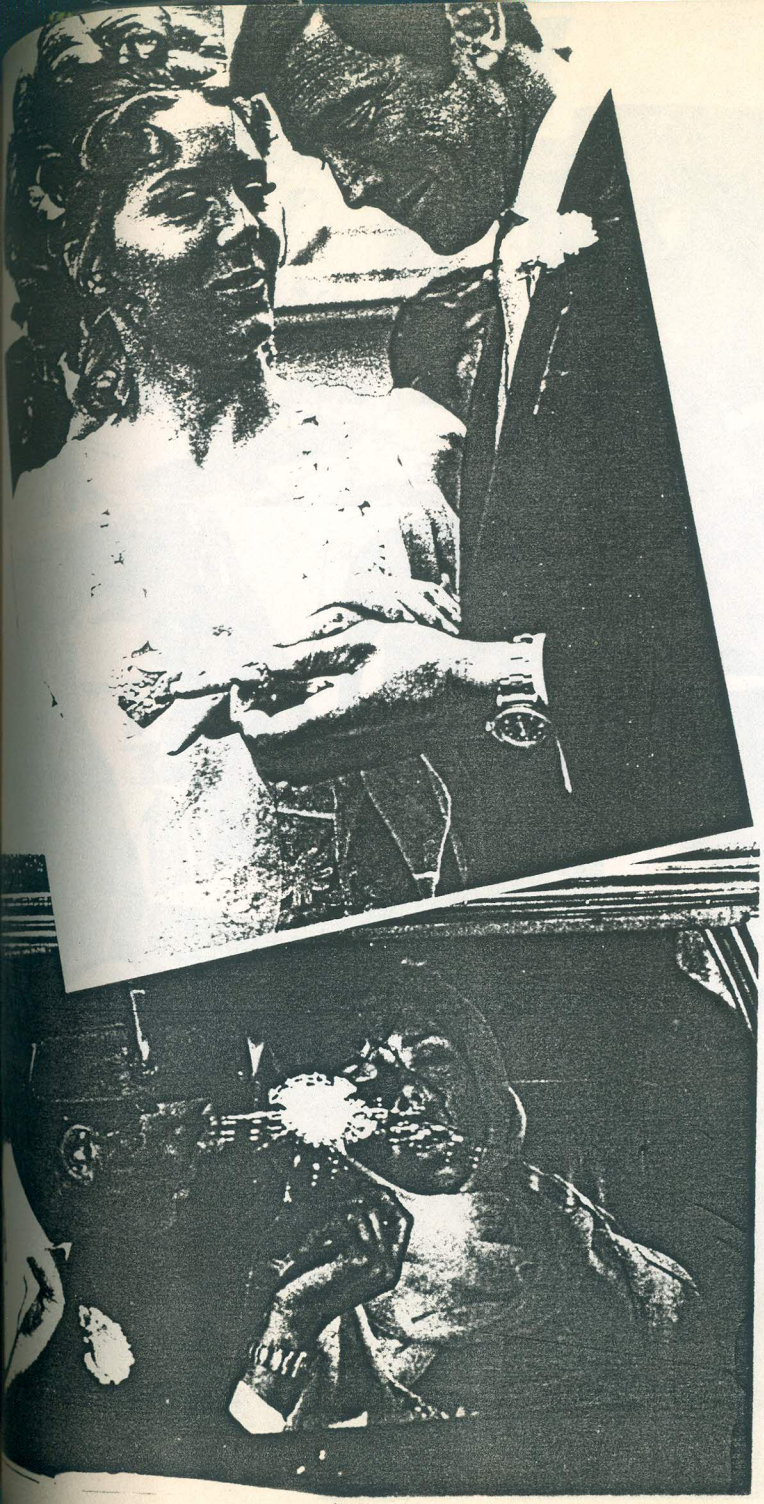


Bond was Fleming's personal avenue of escape where he could disappear into a world in which beautiful girls were always available and in which the villains inflicted unimaginable tortures on lovely heroines. He could have Bond defeating H-bomb piracy, frustrating a rocket attack on Buckingham Palace, stopping a gold robbery at Fort Knox. he cold deal effectively with villains such as the Nazi's Hugo Drax, Gangland's Mr.Big, Communism's Le Chiffre and Dr. No,as well as the devilish, sadistic, Goldfinger who delighted in painting his women in gold.

In the line of duty, Bond could be fired at, carved upon, bombed and prisoned by adversaries, as well as having to contend with tarantulas, centipedes and giant squid.



Virtually all Bond's loves had some flaw, physical or psychic, that made them vuluerable. Honeychile Ryder **(Dr.No)** had a badly broker nose that contrasted with her otherwise perfect goldern beauty, Domino **(Thunderball)** had a slight limp, Vivienne Michel (**The Spy Who Loved Me)** had suffered grievously from two bad love affairs, Tiffamy Case (**Diamonds Are Forever)** was gang - raped at the age of 16 and wouldn't let a man tough her - until James came along



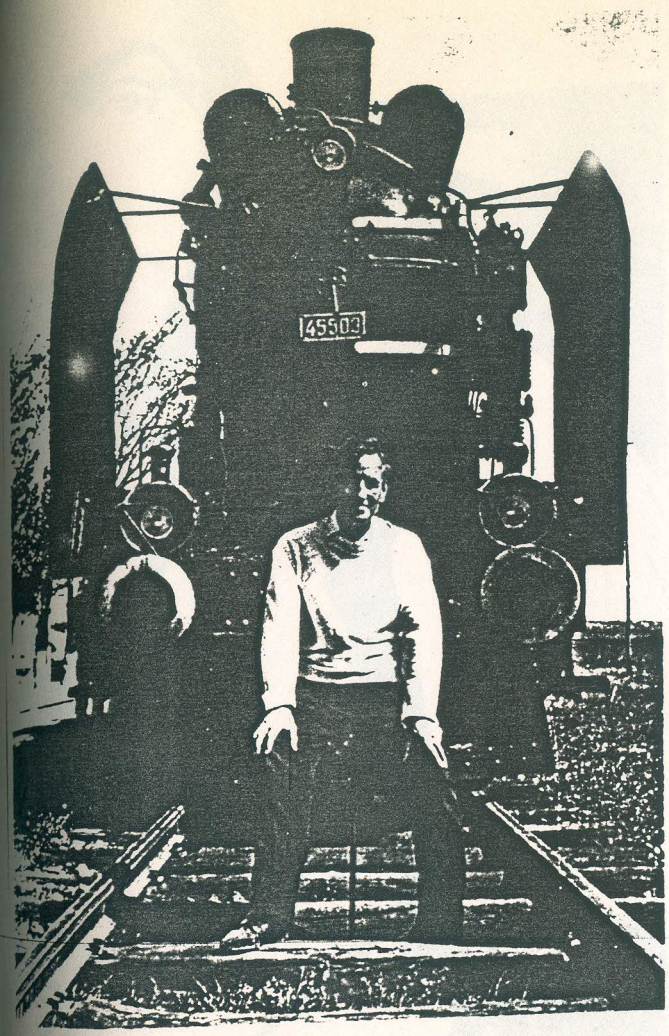
Of the women that Bond chose for his affairs, all but one were orphans. Most of them had lonely occupations : Honey Ryder **(Dr. No)** collected sea shells and lived like a hermit; Vesper Lynd (**Casino Royale)**, Tatiana Romanova **(From Russia With Love)** and Gala Brand (**Moonraker)** were secret agents. The only woman with whom Bond became profoundly involved (and married, only to have Spectre assassinate her), was a lone girl, not cluttered up with friends, relations, belongings.

About **Casino Royale,** Fleming mentioned that he had no particular interest in the hero and jsut wanted him to be an agent doing his best for his cheif, 'M', head of the Secret Service. He made no attempt to portray him as a heroic figure. Rather the opposite. He had to be efficient, ruthless and self indulgent. Bond's adversaries were the agents of the Soviet counter-spy organisation, SMERSH - a contraction of 'Smiert Spionam' meaning Death to Spies.

Fleming didn't deliberately set out to write anti-Communistic stuff. He mentioned that had he begun writing Bond books before or during the war, Bond's enemies would have been the Nazis. It was just that the Russians were the obvious adversaries of Bond when he first began writing about him.

SMERSH wasn't a piece of Fleming's imagination, but already existed. Stalin had started it as the Soviet counterpart of the Gestapo. Fleming stopped using


his new incredible enemies!



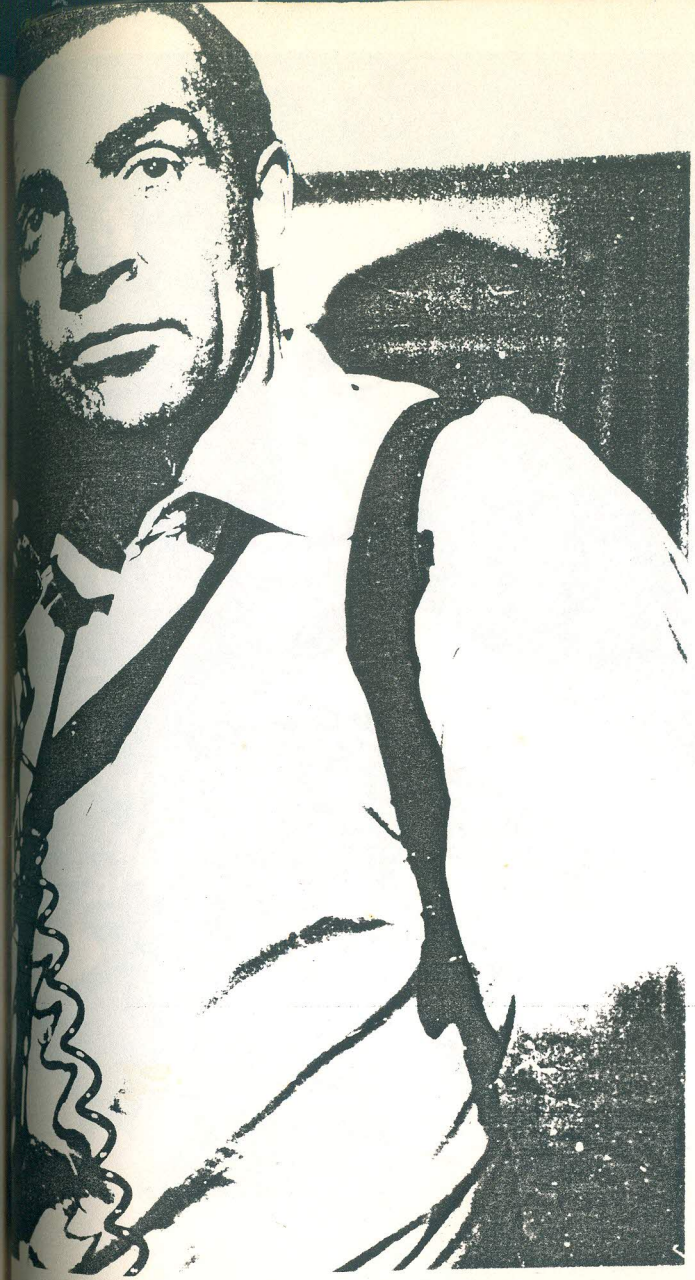
SMERSH in his books when Khruschev did infact disband the organisation, although its operations continued to be carried out as a sub-section of the K.G.B. Fleming felt it was no good to rag the Russians all the time in his books. So he drummed up his international crime organisation - SPECTRE, containing elements of SMERSH, the GESTAPO and the Mafia.

Fleming's formula was basically simple : To a 'Shocker' plot-usually agents at large - he had added all the trimmings of expensive living, various forms of gambling were outlined, exotic dishes described in detail. Basically he provided a snob fantasy on gracious living. He equipped his central character with the right income, the right clothes, the right food and the right girls.

His tips on how to eat caviar and soft-shelled crabs; how to dress, the choice of the best accessories - from gums to cars to cigarette lighters, etc, added to the appeal. The James Bond cult grew and Fleming had made the 'Shocker' ultra-fashionable.







CHAPTER 4 : THE CHARACTER

BIO - DATA

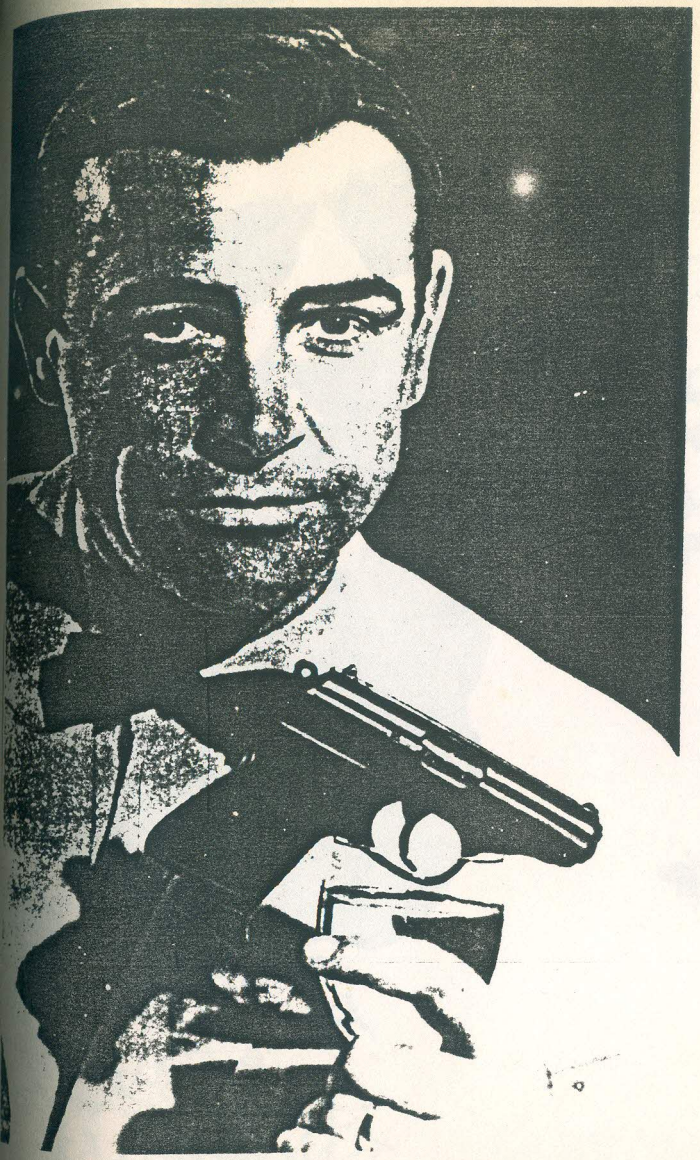
BOND, JAMES

Height : 183 centimetres
Weight : 76 Kilos
Eyes : Blue
Hair : Black

Scar down right cheek (reported fixed by plastic surgery)

Scar on right shoulder
Signs of plastic surgery on back of right hand.
Expert pistol shot, boxes, knife-thrower.
Does not use disguises
Languages : French and German
Vices : Drink, butnot to excess (especially vodka martini-shaken not stirred) women (beautiful)
Does not accept bribes
Invariably armed with a Walther PPK 7.65 mm pistol

Note : This man is a dangerous professional spy who holds a British Secret Service number with the '00' prefix, (007). This gives him the licence to kill. And he has done so on several occasions.



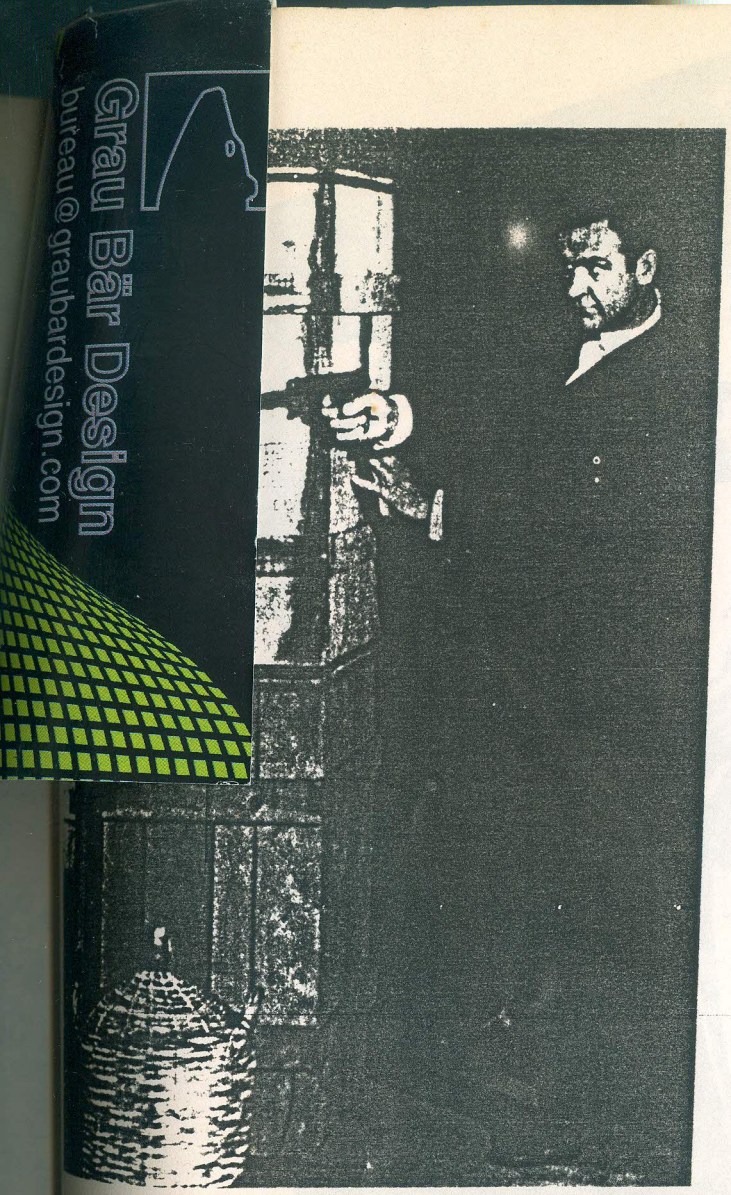
He is Commander James Bond R.N.V.R. of the British Secret Service, codenamed 007. He is the seniormost of the 'Double-0' section which licences him to kill in the line of duty.

His Description : His face is dark and clean cut, with a three inch scar showing whitely down the sunburned skin of the right cheek (reminisscent of Sean Connery's). The eyes (blue) are wide and level under straight, rather long black brows. The hair is black, parted on the left, and carelessly brushed so that a thin black comma falls down over the right eyebrow. The longish straight nose runs down to a short upper lip below which is a wide and finely drawn but cruel mouth. The line of the jaw is straight and firm.

His Childhood : James Bond is Scottish - Born on 11 November 1920. His mother, Momique Delacroix, was Swiss and father, Andrew Bond, was Scottish : a Highlander from near Glencoe. His father being a foreign representative of the Vickers armaments firm, his early education, from which he inherited a first-class command of French and German, was entirely abroad. When he was eleven years of age, hoth his parents were killed in a climbing accident in the Aiguiless Rouges above Chamonix, and the youth came under the guardianship of an aunt, since deceased, Miss Charmian Bond, and went to live with her at the quaintly - named hamlet of Pett Bottom near Canterbury in Kent. There, in a small



cottage hard by the attrative Duck Inn, His aunt, who must have been a most erudite and accomplished lady, completed his education for an English Public School, and, at the age of twelve or thereabouts, he passed satisfactorily into Eton, for which college he had been entered at birth by his father. It must be admitted that his career at Eton was brief and undistinguished and, after only two halves, as a result, of some alleged trouble with one of the boy's maids, his aunt was requested to remove him. She managed to obtain his transfer to Fettes, his father's old school. Here the atmosphere was somewhat Calvinistic, and both academic and athletic standards were rigorous. Nevertheless, though inclined to be solitary by nature, he established some firm friendships among the traditionally famous athletic circles at the school. By the time he left, at the early age of seventeen, he had twice fought for the school as a light-weight and had, in addition, founded the first serious judo class at a British public school. By now it was 1941 and, by claiming an age of nineteen and with the help of an old Vickers colleague of his father, he entered a branch of what was subsequently to become the Ministry of Defence. To serve the confidential nature of his duties, he was accorded the rank of lieutenant in the Special Branch of the R.N.V.R, and it is a measure of the satisfaction his services gave to his superiors that he ended the war with the rank of Commander. The nature of Commander Bond's



duties with the Ministry were, incidentally, recognised by the appointment of CMG in 1954. He performed the duties with outstanding bravery and strain. -

John Pearson - Authorised Biography of 007.

His Designation : Bond is infact an undercover agent, operating against the agents of unfriendly Powers and not a 'spy' in the literal sense as the SMERSH file categorises him. As a secret agent who holds the rare double - 0 - prefix, it is a part of his profession to kill people 'in the field' - akin to a soldier who destroys his enemies in the name of Queen and country - and remain cool about death as a surgeon. Bond doesn't like killing nor does he regret having done so.

In order to survive all kinds of awesome ordeals and ruthless enemies, he is a highly trained professional. His assignments demand a great deal of courage and tenacity. He is tough and as accomplished as a commando. Though not particularly strong, Bond is infinitely more scientific. He can kill with a chop of his hand and with the well placed pressure of his fingers. He knows how to use knives and razors as well. Most of all, he knows how to use guns.



A former naval commander, James Bond is still entitled to use the rank. This proved particularly helpful when he led the American forces against the crew of the tanker Liparus, after it hijacked thre nuclear submarines. His commitment to his job is commendable and he has proved this on several occasions. One such instance was when he eliminated Agent 006 on charges of betrayal and treason.



Allied Services : Although a British agent, 007 has involved himself working with the U.S Government on numerous occasions. Bond jeopardised Dr No's attempt at destroying of blowing up Fort Knox, SPECTRE's plans of bombing Major U.S cities, Mr. Big's intentions of flooding the U.S with narcotics, detonation of USAF base in West Germany and Zorin's attempts at destroying Silicon Valley in California. On several missions, Bond has been assisted by his old friend Felix Lieter of the C.I.A.

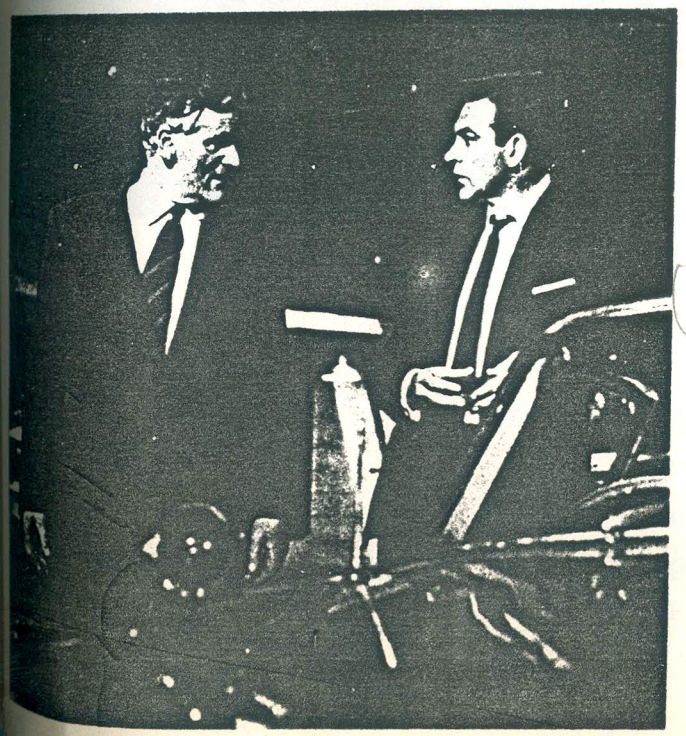
His Office : Normally, he introduces himself with "My name is Bond, James Bond". To most people, Bond is a representative of Universal Exports, a firm located in Central London, which is actually the cover for the British Secret Service.

Bond's chief and the head of the Service is 'M', whose real name - Admiral Sir Miles Messervy - is known only to a select few top ranking officials. The character of



M reflects perfectly the changing attitudes of the British society, especially in the 1960's. M represents the old Order, Bond the new. There is a very definite barrier between the two men. A stern disciplinarian, M tends to frown at Bond's frivolous attitude towards a dangerous situation. But, secretly, he has a great admiration and respect for Bond and is fully aware of his outstanding capabilities.

Miss Moneypenny - M's personal secretary - habours a soft corner for 007,her favourite agent. Though she lavishes much love and attention on him, her advances are of no avail.



Major Boothroyd, the gruffy and lovable head of the Service's special armaments division, fondly known as 'Q' hates Bond's disregard for government property. He so the eccentric but brilliant inventor of the wonderful array of gadgets and vehicles necessary to help 007 in his missions.

Among Q's most impressive accomplishment was the Aston Martin - DB5, the car that Bond used in four missions. "I never joke about my work", Q sternly reminds 007 on numerous occasions. For this, Bond is relieved. He knows that the department's gadgets, however bizzaire or unusual, can mean the difference between life and death to a secret agent.

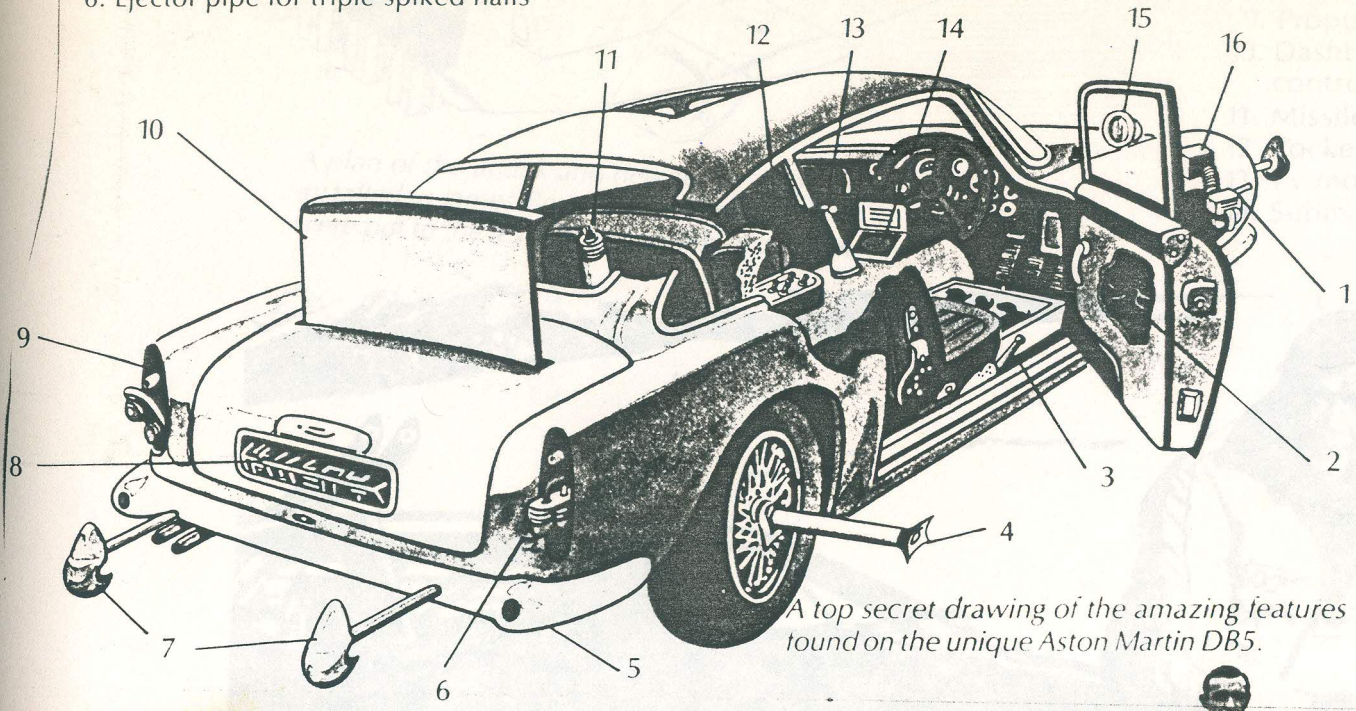


The Q department also ensures that Bond is equipped with the right clothing as and when the situation demands, be it for underwater reconnaissance, for scaling treacherous cliffs or for the frezing cold of the snowy regions. James Bond is seldom seen in a Naval uniform while on the job. The only occasions were during the briefing at a Scottish submarine base and aboard the American submarine USS Wayne in **The Spy Who Loved Me.** and before embarking on a mission to Japan in **You Only live Twice.**

His Abilities : Bond's expertise in driving cars and speedboats has helped him get out of many dangerous situations, both over land and water. One such instance was whenhe catapulted his car over a broken bridge while on the trail of Francisco Scaramanga **(The Man With the Golden Gun).** A skilled pilot, Bond once outsmarted a deadly heat-seeking missile and flew the Acrostar jet - one of Q's most brilliant inventions - into the enemy base and speed out of a hangar betwen closing doors, thus escaping the missile and allowing it to destroy the enemy base.

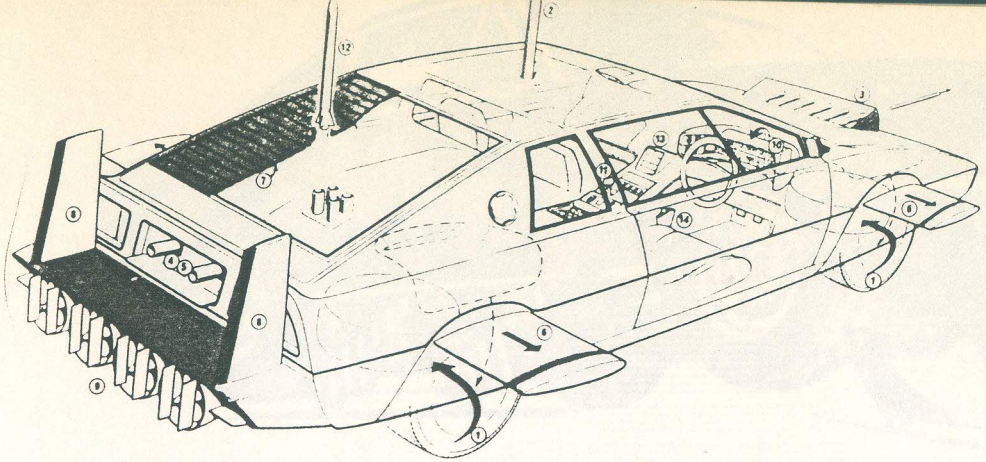
Aliases and Disguises : Although an undercover agent, Bond rarely uses disguises. Incidentally he dressed up ones as a circus clown in order to defuse a nuclear bomb placed within a circus stage performance at a US Air Force Base in West Germany.

1. Browning machine-gun (·303) with special short barrel. Moves forward from behind sidelights
2. Radio telephone in secret door compartment
3. Secret drawer of guns: Smith and Wesson magnum ·357 revolver, Smith and Wesson Centennial ·38 combat special, 7·65-mm Mauser machine-pistol
4. Retractable tyre slasher (left and right side)
5. Smoke cartridge underneath
6. Ejector pipe for triple-spiked nails
7. Extending over-rider rams (front and back)
8. Rotating number plate unit
9. Hot oil ejector pipe (lights swing down)
10. Bullet-proof retractable shield
11. Ejector seat for unwelcome passengers
12. Control console
13. Ejector seat button under false gear lever knob
14. Radar screen for tracking the enemy
15. Radar scanning in mirror
16. Ammunition box



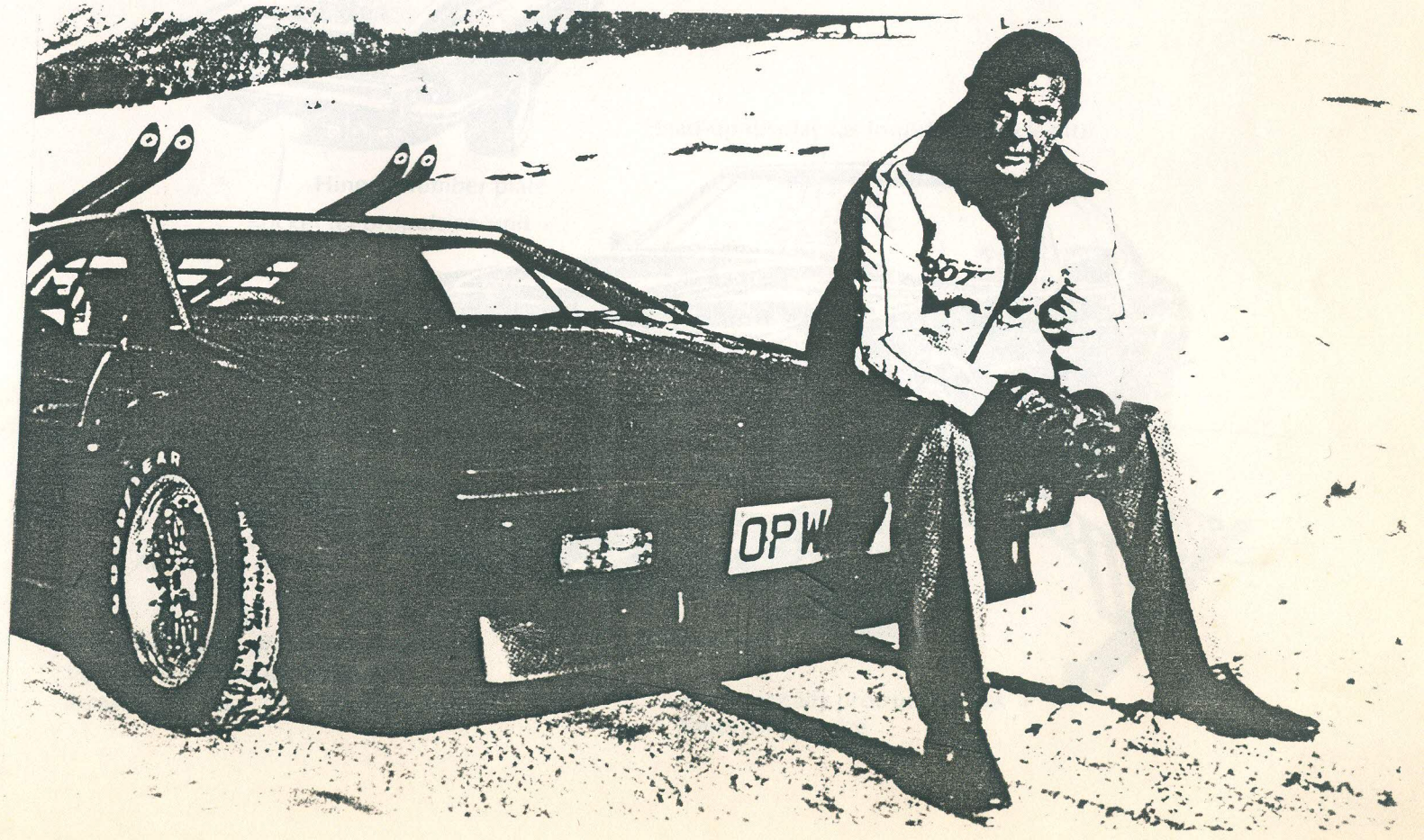
A top secret drawing of the amazing features found on the unique Aston Martin DB5.

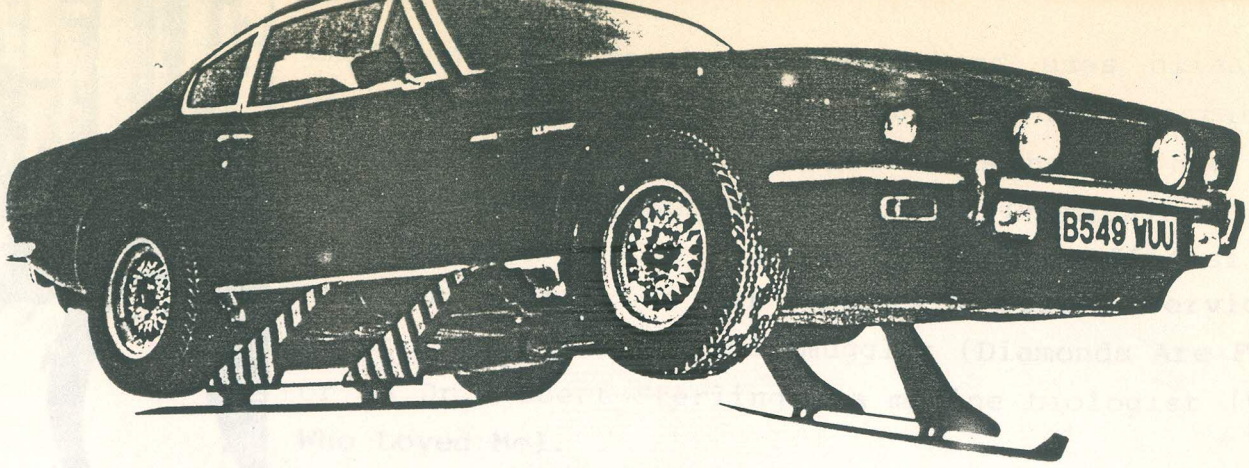


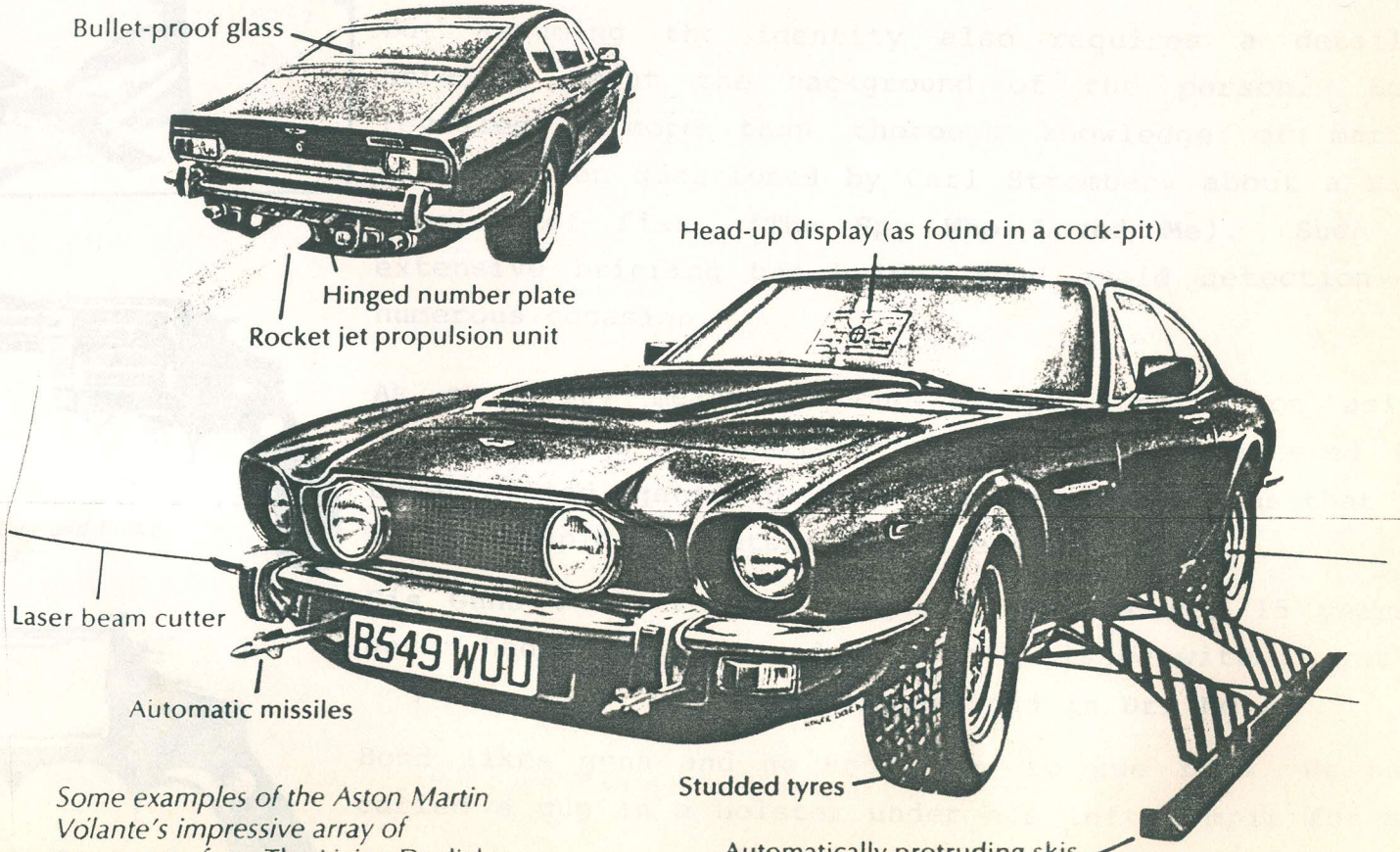


A plan of the attack and defence systems installed in James Bond's Lotus Esprit, which were put to the test in The Spy Who Loved Me.

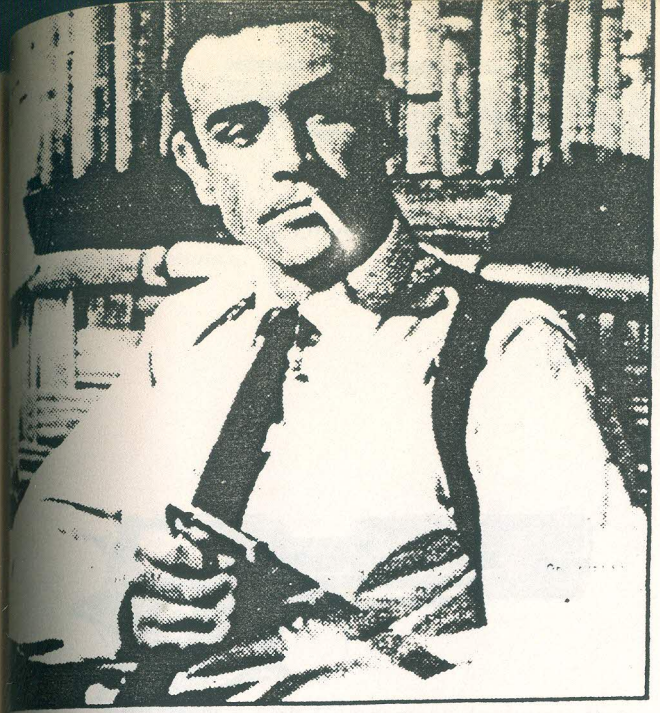
1. Wheels turn and retract
2. Periscope
3. Harpoon guns
4. Cement guns
5. Oil release guns
6. Hydroplanes
7. Protective louvres
8. Rudder units
9. Propulsion units
10. Dashboard converts to underwater control panel
11. Missile firing control
12. Rocket missile
13. TV monitor
14. Submarine activator





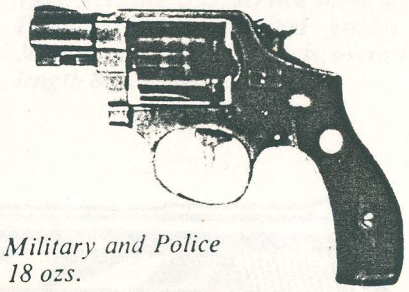


Some examples of the Aston Martin Volante's impressive array of armaments from The Living Daylights.



Confident and fearless, James Bond uses aliases only when required. Usually he is the representative of Universal Exports, but on occasions he has had to pose as Mr. Fisher - manager of Empire Chemicals **(You Only Live Twice)**, as Sir Hillary Bray - an official of the Arms in London **(On Her Majesty's Secret Service)**, as Peter Franks - a diamond smuggler **(Diamonds Are Forever)** or as Dr. Robert Sterling - a marine biologist **(The Spy Who Loved Me).**

But assuming the identity also requires a detailed briefing about the background of the person. Bond revealed a more than thorough knowledge of marine biology when questioned by Carl Strombery about a rare species of fish **(The Spy Who Loved Me).** Such an extensive briefing has helped Bond avoid detection on numerous occasion.



d Wesson .38 Special, Military and Police Airweight, 2" bbl. weight 18 ozs.

As a safety measure, Bond always insists on using passwords and recognition codes when encountered by other allied agents. He trusts no one and claims that it is his buspicious nature that keeps him going.

His Guns : "I've used the .25 Beretta for 15 years. Never had a stoppage and I haven't missed with it yet".

- James Bond in **Dr. No.**



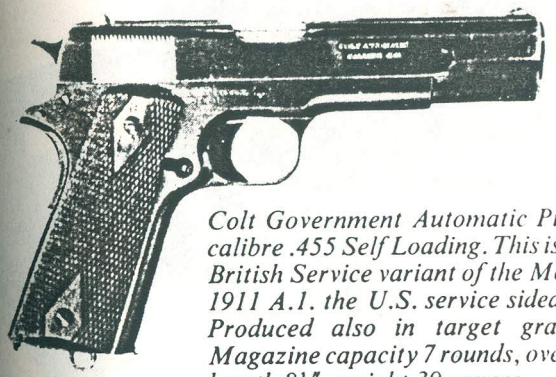
lly a standard Smith and .38 Military and Police this gun was converted for lose combat gun by shorten- barrel, fitting new stocks and new sights.

Bond likes guns and he knows how to use them. He has caried a gun in a holster under his left armpit for so



...er Model PP. Calibre 7.65mm., ...zine capacity 8 rounds.

long that he would probably feel only half dressed without it. He has used a .38 Colt Police Positive, a .25 Beretta, which his armourer - Major Boothroyd dismissed as a ladies gun to the .38 Smith and Wesson Centennial Air-weight revolver, a .45 Colt Police Positive; and a Walther PPK 7.65 mm gun carried in a Burns Martin holster.



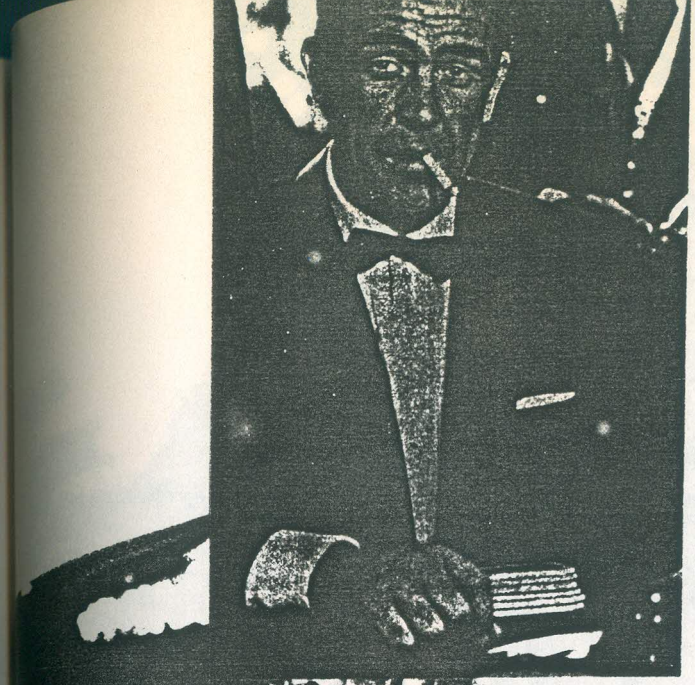
Colt Government Automatic Pisto. calibre .455 Self Loading. This is the British Service variant of the Model 1911 A.1. the U.S. service sidearm. Produced also in target grades. Magazine capacity 7 rounds, overall length 8½", weight 39 ounces.

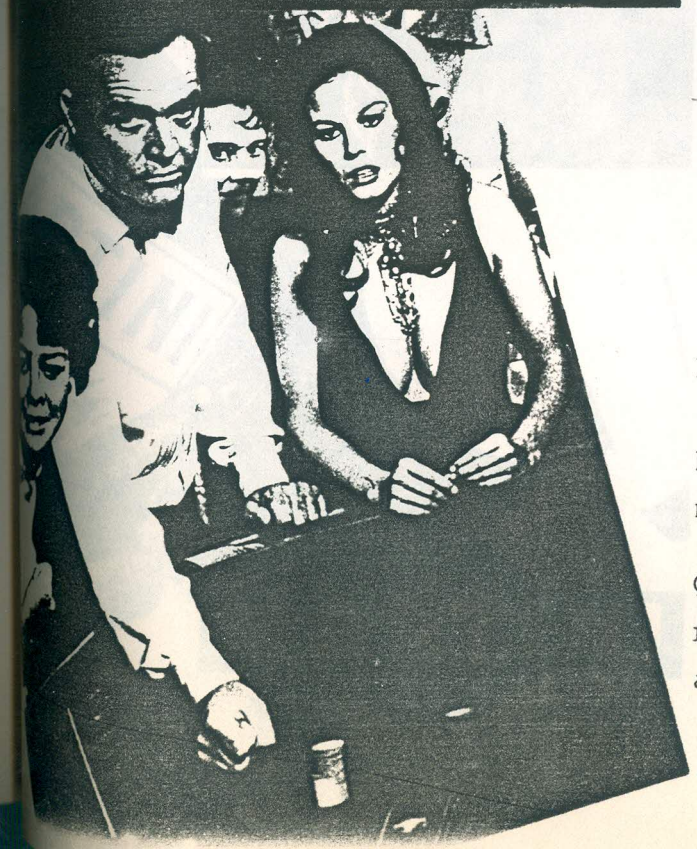
His Gadgets : Despite an impressive array of gadgets, Bond relies most on his instinct, presence of mind and physical ability to overcome any difficult situation. Bond has had several gadgets at his disposal - a homing device within his shoe (**Goldfinger**), Geiger counter within a wristwatch (**Thunderball**) fountain pens with transmitters (**Octopussy**), a microfilm reader within a cigarette box and lighter (**The Spy Who Loved Me**), a water bike (**The Spy Who Loved Me**), a camera within a ring (**A View To A Kill**), a laser in a wrist watch (**Golden eye**) and many others.



...tta Model 950 B cal. 6.35mm. (.25") ...made in .22 rim-fire. The empty pistol ...hs 10 ounces and is just over 4½ inches

Awards : James Bond is the only westerner to be awarded the **'Order of Lenin'** - on the success of his mission in **A view To A Kill**. Prior to this he was congratulated by the former Prime Minister, Mrs. Margaret Thatcher, on his dedication and loyalty to the nation. Bond was also invited to the White House by the President of America as a gesture of thanks for successfully thwarting off Goldfinger's diabolical plans of blowing up Fort Knox- the U.S. Gold Depository.





His Leisure : When he is not on a job, Bond's office hours are from ten to six, putting in his daily stint of reading inter-office memos, a dull existence relieved by practice with fire-arms or unarmed combat, further lightened by the occasional pleasant lunch or a mild flirtation. Routine office work bores him stiff because he's a man of action: dangerous living is the breath of life to him.

He lives in his comfortable flat in Chelsea, off the King's Road in London.

His Style : James Bond unashamedly enjoys the good things in life. He eats well and he drinks well, and he is a very heavy smoker. He gets through some sixty cigarettes a day - not the Virginian blend, which he hates, but a special brand of a Balkan and Turkish mixture, which are made for him by Morlands of Grosvenor Street, and each of which bears three gold bands. Under great stress or at times of keen concentration he smokes even more. He has a wide, gunmetal cigarette-case that holds fifty, and he sports a black, oxidised Ronson lighter. Though he prefers to smoke his own cigarettes, he resents being offered a light from someone else's match or lighter.

Quite aware of his faddy attitude, Bond admits taking a ridiculous pleasure in what he eats and drinks, and attributes it to his bachelorhood and over-emphasis



on the little details. Bond has strong likes and dislikes when it comes to food and drink. He knows exactly what he wants and he usually asks forit in an abrupt and authoritative way.

Bond's favourite meal is breakfast : two large cups of black coffee, without sugar; a single egg boiled for three and a third minutes ; thick slices of wholemeat toast, with Jersey butter, strawberry jam, marmalade and special honey from Fortnums. Sometimes Bond enjoys scrambled egs and bacon, washed down with half a pint of iced fruit juice. Bond is also partial to smoked salmon and champagne. When it comes to champagne, he seems to identify each brand and its year of manufacture. His favourite is Dom Perignon '53. 'My dear girl,' Bond told a new conquest in **Goldfinger"** there are some things that just aren't done. Such as drinking Dom Perignon '53 above a temperature of 38°F. That's as bad as listening to the Beatles without earmuffs".

The famous Vodka Martin was invented by 007 in **Casino Royale.** He told a somewhat bemused barman to mix it thus : "A dry martin, three measures of Gordon's gin, one of Vodka half a measure of Kina Lillet. Shake it very well until it's ice cold, then add a large thin slice of lemon peel. On screen, Bond prefers it 'Shaken not Stirred'.

His suits are Savile Row and he also shows a strong preference to Sea Island cotton T-Shirts.


his new
incredible
women!



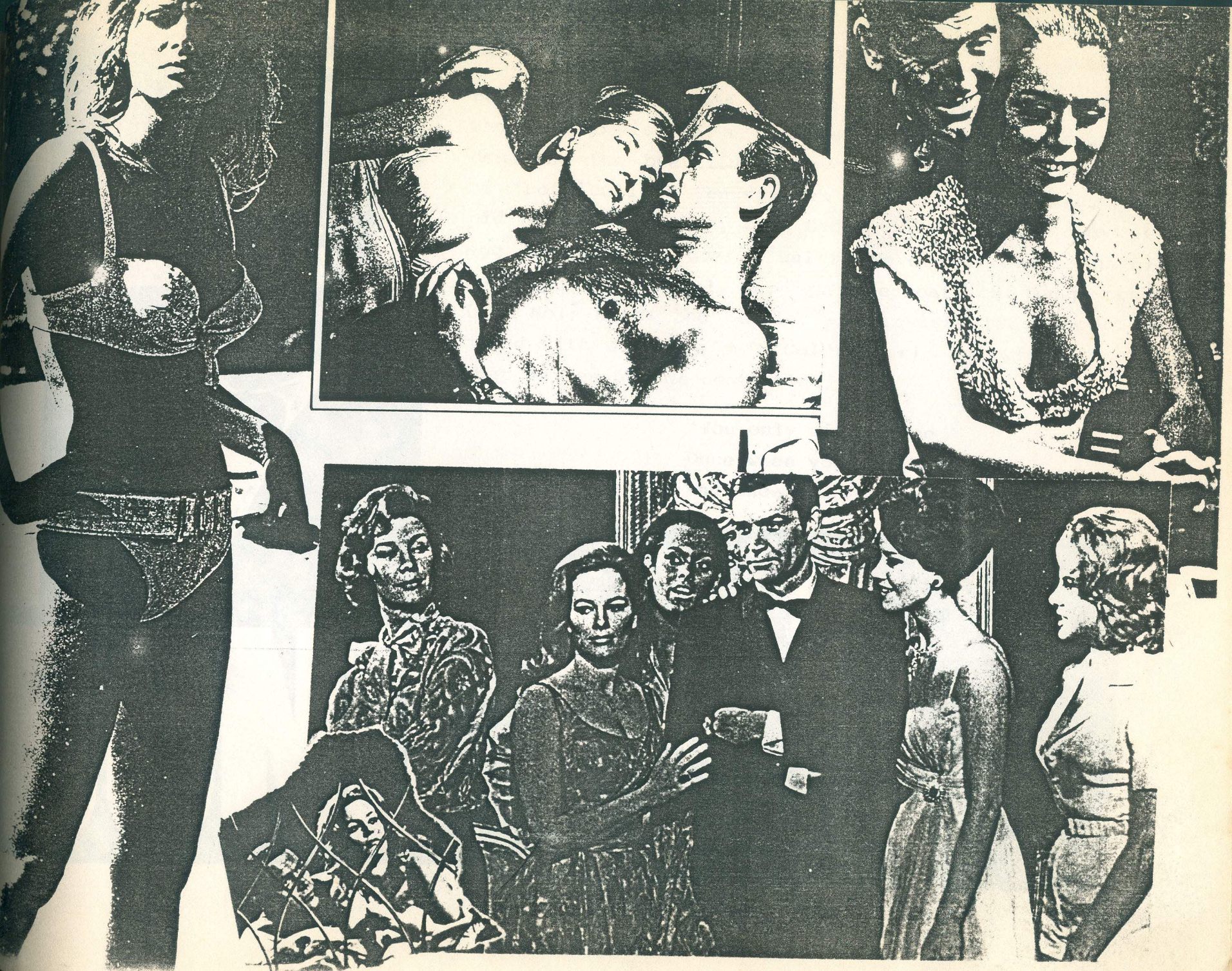


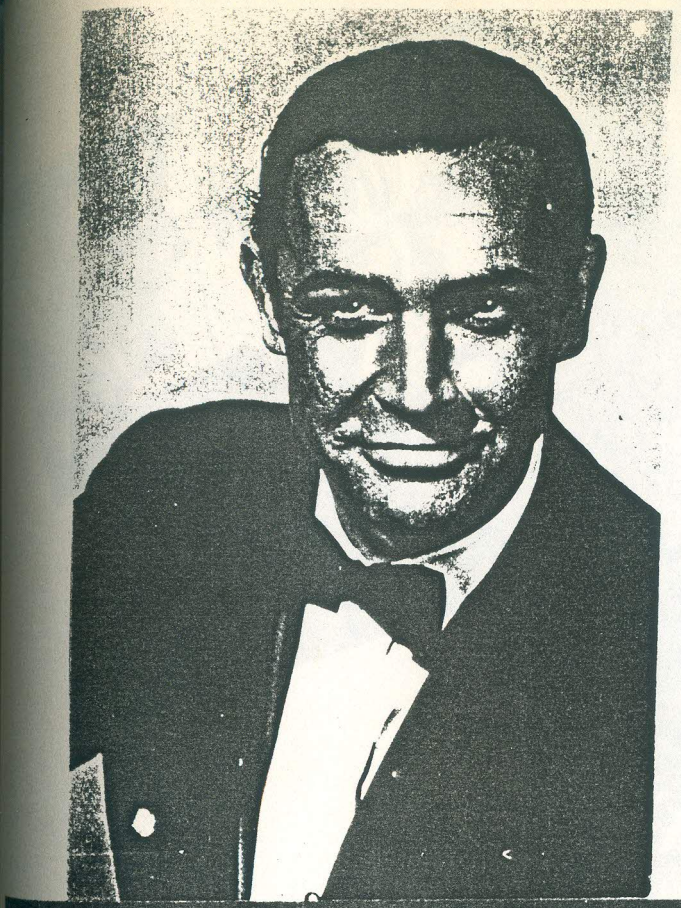
His Women : A thorough sophisticated gentleman, Bond enjoys the company of beautiful women and is seldom unlucky when it comes to matters of the fairer sex whom he has met on various assigments around the world.

Whether she's an allied agent, a dancer, a hit man's girlfriend, a high-priestess or an enemy agent; they eventually succumb to Bond's charm and seem more than ready to hop into bed with him.

All Bond's loves, except for one, have the flavour of the 'brief encouter' with no strings attached on either side. The only exception is Tracy Di Vienzo whom he marries, only to be widowed a little later when Tracy sucumbs to a hail of bullets fired by Blofeld (**On Her Majesty's Secret Service**). Bond is rather sensitive about this issue and resents speaking about it. He is also very particular about visiting Stoke Poges - the cemetry at Buckhinghamshire, England - on her death anniversary (**For Your Eyes Only**).

Surprisingly for sucha gentleman, Bond has resorted to force and struck the fairer sex on a few occassions - Tatiana Romanova (**From Russia With Love**), Pussy Galore (**Goldfinger**), Tracy Di Vienzo (**On Her Majesty's Secret Service**); and Andrea Anders (**The Man With the Golden Gun**); but killing three women in the process - Naomi, (**The Spy Who Loved Me**), Fatima Blush (**Never Say Never Again**) and Xenia Onatopp (**Goldeneye**). Bond exclaims, on





Xenia's death - 'She always did enjoy a good squeeze'.

Bond and Art : A man of very strong likes and dislikes, James Bond is ot a connoisseur of art although he describe the beautiful Honeych e Rydel as reminiscent of 'Botticelli's Venus' (**Dr. No**); visits Sotheby's to bid for the 'Property of a Lady' - the fabulous Faberge' egg (**Octopussy**); does a waltz (**Never Say Never Again**); is heard singing only once - 'Underneath the mango tree' (**Dr. No**); hates the Beatles -he insists they should be heard with earmuffs on' (**Goldfinger**); and writes poetry that voices his deepest beleif:

'You only live twice
Once when you are born
And once when you look death in the face'.

BOND




GoldenEye



As Bond enters the era of the nineties with **'Goldeneye'**- forty four years since he first emerged from the imagiantio: of Ian Fleming - it is Film Bond that has surpassed and probably sent Book-Bond into oblivion. The glorification of the characters through the films, the larger than life plots, the techical wizardry, et al helped Bond turn into a legend.

Today, the basic theme of the Bond stories remain the same, but with the changing times and trends the character of Bond has undergone a metamorophosis. He remains the globe-trotting super secret agent - armed with a licence to kill and Walther PPK - striving to restore world peace, but with a difference.

His chief, M is a woman, who terms 007 a 'sexist misogynistic dinosaur - a relic of the Cold War". His women are no longer the glamorous showpieces but capable, confident and competitive with Bond. The sexism which typified Fleming's work in the early Bond films is less discernible today which feature strong woman characters.

It is a post AIDS era wherein Bond is no longer a many woman man as he was accused earlier. He is now a one-gal guy bending to serial monogamy, in this case the beautiful Natalya Sumanova who ribs him about his



itinerant lifestyle. "That's what kept me alive", he says, "No", she replies, "that's what kept you alone."

His style and preferences have also changed with the times. He wears a Brioni suit, sports an Omega Sea Master Professional, drives a BMW, drinks Smirnoff, much unlike the earlier years wherein the Savile Row, Rolex, Aston-Martin and Vodka Martini held sway.

Despite the thawing of the Cold War and the onset of a sexually safe and environmentally friendly world, Bond's adversaries continue to be the encounters of a male kind - megalomaniacs bent upon world domination. But Bond does meet his match in the fairer sex in the guise of the sexually aggressive Xenia Onatopp who crushes her victims between her thighs. Portraying a strong resemblance between her and Bond, she exudes : "We're very similar, Bond and me. He loves women, shoots guns and drives fast cars. I love men, shoot guns and drive a fast Ferrari too".

There's more to James Bond than sex, snobbery and sadism that meets the eye. Bond is an extremely dull, uninteresting man. Nobody wants to talk to Bond, or go golfing with Bond or have Bond to dinner. Everyone wants to be Bond. He does have his vices - he smokes, drinks and sleeps around - without these he just wouldn't have been the same.



In a tribute to Bond in Thames Television's special twenty first brithday feature, **James Bond The First 21 Years**, President Ronald Reagan described James Bond as 'one of history's greatest heroes'. He added that Bond was skilled, witty, courageous and always got his girl. 'Bond is a man of honour - a symbol of real value in the world'.

Although the movies have been described as a comic-strip fantasy for the grown-ups, James Bond is less ofa comic-book hero and more human. Unlike Superman and Batman who are too fantastic, Bond can't fly. He is a superman for real people. No one wants to be like superman. They all want to be like James Bond.

That is why the legend of James Bond will continue. There's no reason the Bond saga can't go on forever. Some characters are immortal - Robin Hood, The Three Musketeers, Sherlock Holmes ..... and now James Bond.

Probably James Bond would be in trouble. Because Philips is the only company that could supply all the advanced electronic technology needed for the newest James Bond film "A View To A Kill".

Approached by the 007-team because of its well-known expertise, it was Philips that made the impossible possible. Both in front of and behind the camera.

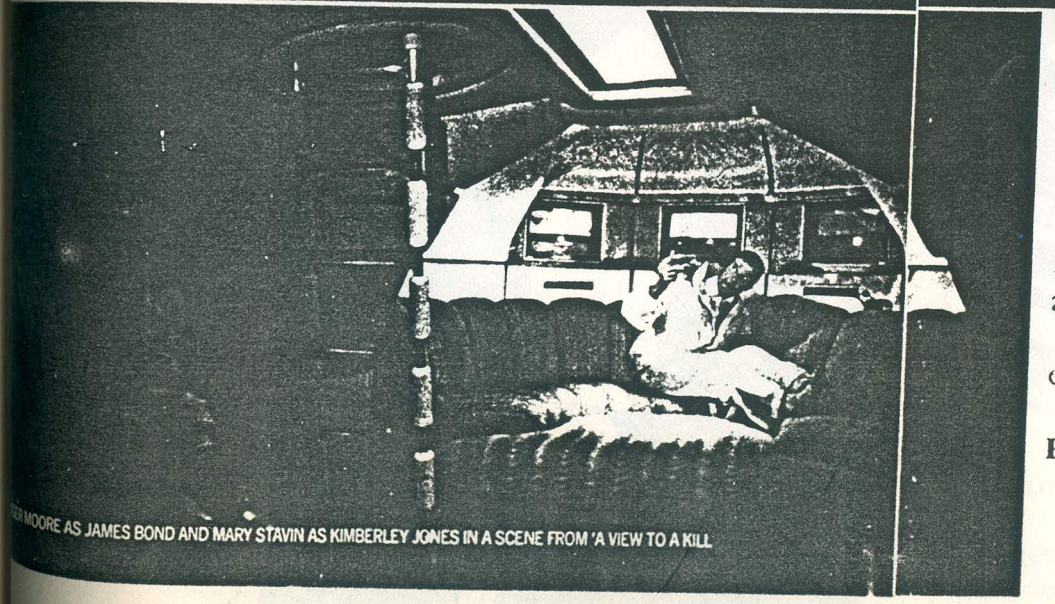
Various Philips divisions, like Communications and Control, Domestic Appliances, Consumer Electronics and Viewdata contributed to the new episode of the world's most successful film series.

Philips Business Systems took care of the computers, wordprocessors, telephones and other office automation systems for the film's numerous office scenes.



ROGER MOORE AS JAMES BOND AND PATRICK MACNEE AS TIBBETT FILMING AT PINEWOOD STUDIOS

Where would Bond be without Philips?



ER MOORE AS JAMES BOND AND MARY STAVIN AS KIMBERLEY JONES IN A SCENE FROM 'A VIEW TO A KILL

Special software was written to enable the products to play their roles.

There was Philips light when special light was needed. And other innovative products as the Philishave play a major part in the film.

It's not without reason that Philips is part of the action from the beginning of "A View To A Kill" to the final credit, as James Bond's impeccable taste is known around the world.

We hope you will enjoy the film, as much as we enjoyed working with the film crew.

James Bond. The sure sign of great film entertainment.

Philips. The sure sign of innovation.

PHILIPS



OMEGA

SELECTED BY JAMES BOND

Omega Seamaster Professional.
Self-winding chronometer
in stainless steel,
water-resistant to 300 m/1000 ft.
Swiss made since 1848.



Ω
OMEGA
The sign of excellence

My name is Seamaster, Omega Seamaster.

The legendary secret agent James Bond is back, in a high-drama, high-living and high-style adventure : GoldenEye. On the wrist of the new agent 007 will be an Omega Seamaster Professional diver watch – not just a precious timepiece, but also a valuable life saver.



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