

February 7, 1971

CINEPIX NEWS CONFERENCE and  
LOVE IN A 4 LETTER WORLD PREMIERE

OUTLINE PLAN FOR PROMOTION & PUBLICITY

STRATEGY

The premiere of Love is to be used as a focal point to tell the Cinepix story in Toronto, as well as to kick off this film. The expectation is that there will be in interaction between the two basic events; a press conference and a theatre reception, which will have a synergistic effect. In other words, the total effect of both events should be greater than the sum of the effect of the two events taken singly. An impact, hopefully strong enough to crack Toronto reserve towards Canadian film making.

PRESS CONFERENCE

The principle here is that Canadians will be more interested in Cinepix product if they know more about the Company behind it. It's a good story, after all.

A lot of lip service has been paid by the Toronto press to Canadian made films. This will test their integrity. Never before has any company been in a position to announce at one time, not one, but several Canadian made feature films.

With due regard to John Dunning's admonition not to exaggerate any aspects of the Cinepix story, it still seems reasonable to announce production of Black Mass, beginning next month and update information about Heads or Tails, It Ain't Easy, and Initiation, all of which will shortly play Toronto and points west.

Additionally, there are perhaps four projects in various stages of pre-production which could be discussed. Beyond the particular movies to be mentioned, there may be questions about the effects of the Kalvex deal.

#### PREMIERE

The plan is to fill the theatre for an opening night and make of it something special. Kleig lights and red carpet may be old hat, but they still attract attention and make those with passes feel good. In order to provoke greater word-of-mouth, we will have a special party for "hip influentials". Their arrival at the theatre to occupy special seats may be expected to excite interest among the others present. Famous Players is responsible for decorating the theatre, and for obtaining the Kleig light and carpet. They also have responsibility for a mike and spotlight, in order that the show's stars may be properly introduced from the stage.

They're to obtain flowers for any women stars we may have. These would appear to be Kayle Churnin (who has agreed to co-operate) and Helen White. Candy Green is doubtful at this time and we're not counting on her. It is hoped that the dress of the special guests in the cordoned off section will create attention.

#### THE PARTY

As seen by John Dunning, the object here is to display a certain openness of dress, with the view in mind of creating an event which will get covered by the press and, as mentioned, bowl over the crowd at the theatre. There is at present no controversy surrounding the film, and Orval Fruitman doesn't particularly want it, or he's in trouble with the censors. So a nice line has to be walked between the arresting and the arrestable.

The principal gimmick calculated to get press and TV coverage is the huge water bed - certainly the world's largest and sexiest. Toronto has no high circulation press, such as Montreal has, where risque pictures are de rigueur. Rather we have a "family" oriented press, where to go over the line of good taste means oblivion. And every Torontonionian is sure what good taste is. They just "know", don't you know.



Some clarification of our direction is required here. One could hire complete nudes (from Le Strip), and doubtless cause a certain stir, but harkening back to the desire of the company to get a good theatre (remember you rejected the Victory Burlesk as a location) and pronounce Love a "fine" picture, I admit to some confusion about the degree to which your directives are to be followed in shaking up Toronto.

#### CINEPIX IMAGE

I can appreciate the impatience of Cinepix world beaters, but just possibly incremental gains are what will, after a bit, turn on Torontonians. I was once retained by Hefner and from that acquaintance I learned a few lessons. What happened to Playboy magazine was that Hefner printed a dirty book on slick paper. The upwardly mobile middle America suddenly discovered that they could display a dirty book on their coffee tables, because it was printed on expensive paper and, after all, contained thoughtful articles - for anyone 'thoughtful' enough to want to thumb through the book.

What Rapport has been trying to encourage here is the notion that Torontonians are ready for some slick cinema sex, made by our own kind. The very notion that Canadians - those nice guys - would pull a fast one like that privately delights a lot of people. What is needed is for a few notables to say it's o.k. for us to express approval, and suddenly it could become the "in" thing in English speaking Canada.



French Canadians have suffered no such cultural restraints, so the problem in Quebec is essentially different. There, it seems, one must be "significant". Only the critics would admit to wishing anything like that in films here. But someone has to tell us, the public, it's o.k. to enjoy Cinepix product.

It's fun, and everybody's doing it!

It was with that in mind that we would compose our invitation list. And that appreciation would distinguish our communication about the Cinepix product.

In other words, we would neither exaggerate the artistic merit of the films, nor defend them against allegations of smut. We'd just ask what's wrong with sex? Isn't it great that Canadians are as sexy as the Swedes, .. maybe sexier.

We think we can do that, and get a response. We think to do it requires some humour .. maybe even subtlety. We want to be good natured about it all at any rate. In essence, we feel our billboard approach "Second Sexiest Canadian" captures the essence of this approach.

Already some publicity miles have been made. Recent magazine articles have reflected this attitude. We want to make the right moves so that anyone taking it all too seriously in print, or on the air, looks like a prude.

JUST THE FACTS, MAM

So much for philosophy. The facts are that the press conference, subject to your approval, is scheduled for Thursday February 25th at 5 p.m. Location we suggest is the hotel suite of Messrs. Dunning & Link. A small bar, some tasty food, and not more than a dozen or so press/broadcast types, carefully selected for maximum favourable reaction.

As for the party, we've reserved the Town House, which is just across the street from the Nortown theatre. It has ample space, the price is right, and parking is nearby at the theatre lot. To avoid the cost of feeding our guests, a decision has to be made whether to hold the affair before or after the screening.

If before, we're looking at 7-9 p.m., with screening at 9:15. The bar would close at 8:50 p.m. Objections are that this is quite a short drinking time to allow of the fun and games of the costumes, the water beds and other activities.

Alternative is a screening at 8:30, with the party to follow at, say 10:15 to 1 a.m. Objections might be that some of the non VIP premiere guests might take it amiss not to have tickets to the party and try to crash, causing some embarrassment. I would appreciate your views on this. I favour the after the screening approach.



PROMOTION MATERIALS

Arrangements have been made for dissemination of thousands of Love buttons to "kids" through boutiques, schools and hangouts. Famous is considering handing them out at their theatres. One-sheets are to be posted on hoardings. The circular and rectangular pamphlets about Love are to be used as programs at the premieres. First nighters also get buttons. Cinepix Story kits go to everyone at the premiere and party. They contain reprints of the Saturday Night piece and other appropriate propaganda.

London Records is providing albums for give aways at the party. Cinepix is providing one-sheets and stills for use in record stores around Toronto. London is also to encourage co-op deals with Toronto radio. Orval likes the idea of a "a date with Andre Lawrence" and is pushing this at CKFH radio, with a view to tying them up in a contra promotion.

ADVERTISING

Cinepix is figuring out an ad budget. In addition to the usual ads, we had thought to run "teaser ads" but we await the budget to see if they can be countenanced.

We think it would be rather cheeky to run little ads that just say "Andre Lawrence - He Tries Harder". The idea, of course, being that/<sup>if</sup>the billboards have the desired effect of generating word-of-mouth, readers of the three Toronto newspapers will get a laugh from the double entendre. Even if



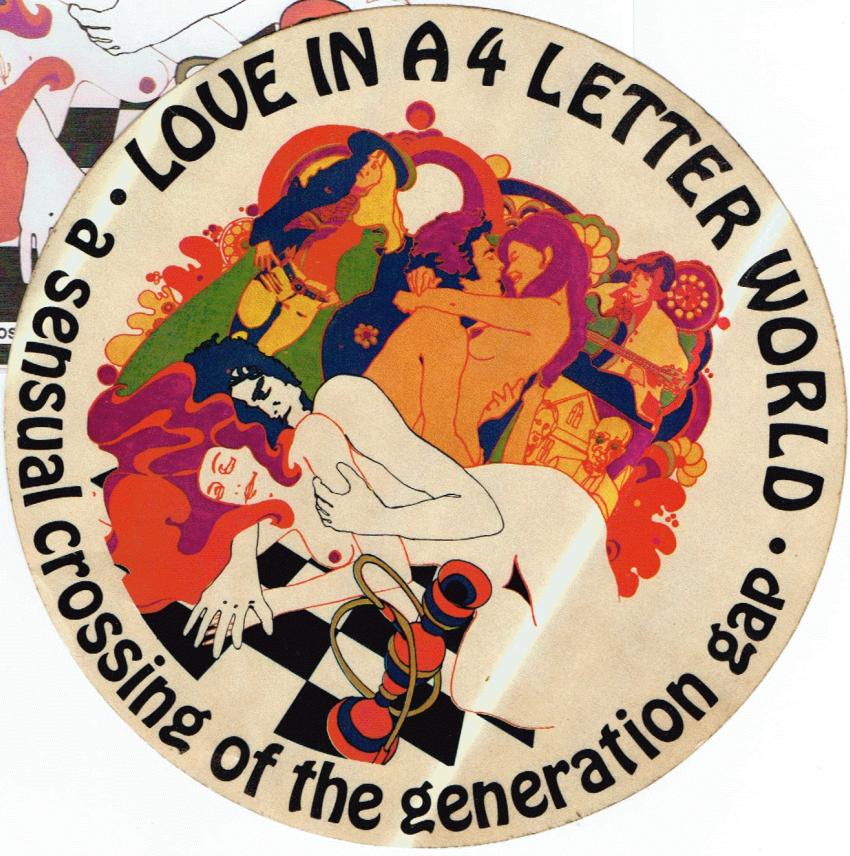
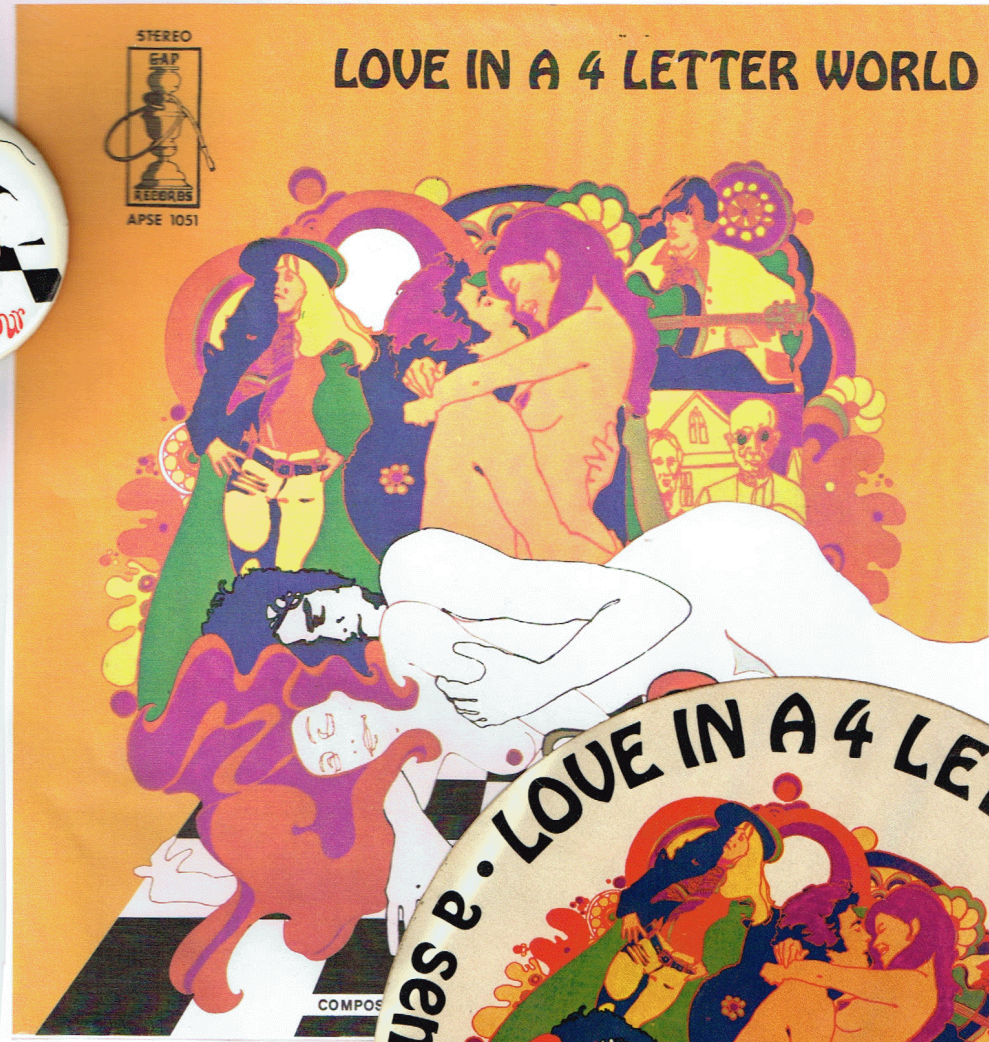


Love Button



# LOVE IN A 4 LETTER WORLD

Album Give-Away



Circular Pamphlet About "Love"

**PROMOTION MATERIALS**



they missed the boards, the line is a good teaser.

#### COMMUNICATIONS

Now that we have finally cleared teh Andre Lawrence log jam, we can confidently go after radio and TV interviews for him and other stars. We have adequate biogs now on the Cinepix principals, as well as stars of Love. We even have good pictures.

Those who attend the press conference will receive a kit of background materials, magazine reprints, biogs, press releases, etc., along with pictures. Similarly, those at the party will receive both Love and Cinepix materials.

We propose to superstat (blow up) certain stills from the movie and use them as decor, along with one-sheets, at the Town House. We'll have some signs done along the line of "Bed is not the place for smoking."

We'll arrange for sexy models to hostess our party and inveigle the folks onto the bed for amusement. We'll be playing the Love music, of course, and likely looping the 16 mm film of Love, which will play, without sound, throughout the party.

We are checking other possibilities. A nude to walk through the party. A comic to write and deliver topical gags about cinema.

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Perhaps a sculptor to create a study of Andre Lawrence  
at the party. (She's nude, he's dressed.)

Women's Lib pickets all over the place, etc. etc.

Rapport has never gone short on provocative ideas.

rapport

Public Relations, 20 Toronto Street, Toronto 1, Ont.  
Telephone 364-5213.

FRANK DUCKWORTH, president





**CINEPIX inc.** 57 Bloor st. west - Toronto Ont. Canada - Tel (416) 964-7373 - Telex 06 219860

NEWS CONFERENCE: 5 P.M. THURSDAY, FEBRUARY 25

CONTACT: ORVAL FRUITMAN - 964-7373

President John Dunning, other Cinepix officers and the stars of "Love In A Four Letter World" will be available for interviews 5 p.m. Thursday, February 25 at Mr. Dunning's Sutton Place suite.

"Love" has its premiere performance that evening at the Nortown Theatre, 875 Eglinton Avenue West, at 8:15 p.m. A party follows for special guests. Should you decide to cover as a news event, please enquire for press credentials.

Next feature to go before the cameras, with the working title "The Devil Is Among Us", will be discussed by Mr. Dunning.

Following "Love" it is planned that Toronto audiences will next see these other Cinepix productions: Initiation, Heads or Tails, L'Amour Humaine, and It Ain't Easy (working title). Other films are in various stages of pre-production and planning.

Present at the conference will be Messrs. Dunning and Pariser of Cinepix, Montreal; Orval Fruitman, Cinepix Office Manager in Toronto and the following stars of "Love In A Four Letter World: Andre Lawrence, Helen White & Kayle Chernin. Love's Producer Arthur Voronka and Director John Sone will also attend.

Attached please find background on the company and on

LOVE IN A FOUR LETTER WORLD.

The following actors and actresses are available for interviews re "LOVE IN A 4 LETTER WORLD" which has its Toronto premiere February 25 at the Nortown Theatre.

ANDRE LAWRENCE - 2ND SEXIEST CANADIAN

Born at 3:30 p.m., February 22, 1939 in Montreal. (His passion is astrology.)

Attended primary and secondary schools in Montreal but is self-taught beyond that level. At the age of 17 he entered the Air Force as a photographer and returned to Montreal at 20 years of age. He began an intense program of self-education, studying music and theatre. He did his first serious play with Percy Rodriguez. During this period Mr. Lawrence briefly attended the National Theatre School.

He has worked closely with the National Film Board and has performed in several CBC plays in both French and English.

At 23 he left for Europe, travelling to London, Paris and Rome where he appeared in some 20 films. It was in France that he played in the lead role of the TV series, 'Thibault' which ran 26 episodes.

During his eight year stay in Europe he appeared in two films with Gina Lollobrigida and played in major productions with such well-known personalities as Stephen Boyd & Catherine Deneuve.

While in London, André appeared in a highly acclaimed teleplay produced by the BBC.

More recently he has co-starred with Ann-Margaret in "The Pleasure Seekers", a 20th Century Fox production.

Upon his return to Montreal, this versatile performer starred in the Cinépix production "Love in a 4 Letter World" and has recently completed that company's latest film, "You Know it Aint Easy" (working title).

In his spare time he enjoys fast cars, horses and music with a preference for the classics.

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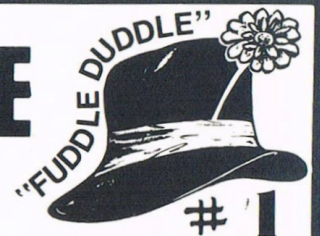
**ANDRÉ LAWRENCE**

the second

**SEXIEST CANADIAN**

STARRING IN

**LOVE IN A 4 LETTER WORLD**





ANDRE LINK, Vice-President, Cinepix (Age 38)

Born in Hungary, André Link spent most of his early life in France. In Paris, he studied law. Upon arrival in Canada in 1954, he went to work with International Film Distributors, working his way up from assistant booker to salesman. He joined Cinepix in 1963 after the company had been in business for only a year. In addition to his extensive travels in search of film product for Cinepix distribution, he has demonstrated his production skills as co-producer in all of Cinepix's productions.

ORVAL FRUITMAN

Born in Toronto and educated in Toronto and Montreal, Orval Fruitman began his 25 year career in the film industry with Columbia pictures in Toronto and went to Montreal with Columbia as booker and office manager. After some time with Empire Universal he joined Allied Artists as their Ontario sales representative and subsequently came to Cinepix, where he is now their general sales manager in Toronto.

ALFRED PARISER

Born in New York, Alfred Pariser received his B.A. at John Hopkins University in Baltimore, Maryland, where he majored in both Fine Arts and Business Administration. Thereafter, he received a Doctorate of Laws at New York University, where he specialized in theatrical Law. Upon graduation, he joined the Legal Department of United Artists Corporation. In 1966, Alfred joined the Business Affairs Department of the William Morris Agency, where he supervised the theatre and motion pictures departments. After three and a half years he joined the American Broadcasting Companies as General Attorney for ABC Pictures Corp., a subsidiary which produced feature films for theatrical release. In October 1970, he emigrated to Canada to join Cinepix. He is married to the former Barbara Spectos of Montreal and they have an infant son.

HELEN WHYTE

Helen Whyte came to films via the theatre. She studied dramatic art for five years and then took her talents to the Dominion Drama Festival and the Expo Theatre, among others. From the theatre she moved into TV where she did commercials for Omega Productions. Helen Whyte started in feature films with the lead role in "RAINY DAY WOMAN" and shortly thereafter was cast in the role of Vera Haven in "LOVE IN A 4 LETTER WORLD".

KAYLE CHERNIN

Kayle Chernin, a graduate from Eli Rill Acting Studio, was a supporting actress in "GOIN' DOWN THE ROAD", directed by Donald Shebib. She played in various television shows such as "WOJECK", "FESTIVAL", "ANTHOLOGY SERIES".

She also performed in the play "ROSENCRATZ AND GUILDENSTERN ARE DEAD", and has worked with the Theatre Toronto Workshop.

Versatile, she has done film editing, drama teaching and freelance writing for the Toronto Telegram.

Kayle plays Sam, a leading role in "LOVE IN A 4 LETTER WORLD".

JOHN SONE

John Sone was born in Toronto and is an honour graduate from Ryerson Polytechnical Institute in Radio and Television Arts.

He has worked as a freelance writer for CBC radio and television and as a Production Director and a Vice-President of Baker Advertising Ltd. in Toronto, specializing in television commercials which have won awards for their originality.

Mr. Sone is director and co-author of the screen play "LOVE IN A 4 LETTER WORLD".

He recently finished directing "YOU KNOW IT AIN'T EASY", which will be released shortly by Cinépix.

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SYNOPSIS

"LOVE IN A 4 LETTER WORLD"

Harry Haven, a film editor, has watched the growing outspokenness of youth's rebellion with interest and profit, using their battle with authority as the grist for documentary TV films. He becomes more detached and critical of the new world around him as well as of his family.

The passion in his marriage has cooled and Vera, his wife, has erotic dreams in a world without Harry. Susan, their 18 year old daughter, is becoming more assertive as her natural adolescent rebellion grows. This pattern is destroying a relationship with her father that was once close and affectionate.

Suddenly, Harry's life is confronted with reality; two hip, young guys, Walt and Pierre, open a music store next to his home and studio and they are soon joined at the store's back apartment by a young hippie girl named Sam. Pierre begins dating Susan and Walt becomes aware of Vera's repressed sexuality and assuages his growing appetite for Vera with Sam. Their lovemaking is free and uninhibited.

Harry, aware of the goings on, prohibits Susan from seeing the boys and, one night in search of his daughter, attends a wild party at the music store. Someone slips a drug into his drink and Harry takes off on a bizarre trip where his sexual frustrations are primitively revealed. The following morning Susan leaves home after a final confrontation with Harry. Finding this the last straw, Vera berates Harry as an unfeeling, callous fool and retires from his life. In a last attempt to recover Susan from the boys and the music store he gets beaten and humiliated.

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In an attempt to turn back the clock, Harry goes off to consummate a love affair with Louise, a female co-worker and professional virgin. But being drunk, gross and terribly out of date, he fails. He makes an attempt at suicide but fails at this as well.

Vera has decided to make her move and goes to the music store on the pretext of looking for Susan, when in reality she is attracted by Walt's young virility. She sees him as a means of unleashing the biological urges repressed for so many years.

Harry, attempting to return home, is delayed by a passing parade and then by a sidewalk preacher. Walt engages Vera sexually. Pierre, disgusted with Walt's behaviour, prevents Susan from discovering her mother when she returns to the store. He and Susan leave to start a life elsewhere. Walt appears from the back room, and confronting Sam, throws her her sleeping bag and sends her back to the street. He then returns to Vera and the sensual awakening they have discovered.

Harry is left with the preacher who asks him for a donation. Harry has no money and the preacher and his girl leave "to go home". Harry is left alone without a home to go to.

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THE DEVIL IS AMONG US

JEAN BEAUDIN, Director

Jean Beaudin was born in Montreal in 1939. He completed his secondary schooling there and then went on to Zurich where he studied Fine Arts for five years and design for another two.

In 1965 he returned to Montreal and began working at the National Film Board as a director/film-maker. He has made twenty-five educational films. His first fiction film was 'Vertige' which was selected as the Best Film Over Thirty Minutes at the Canadian Film Awards in Toronto in 1969. Jean's next film, 'Do It Yourself', was a satire on the world of the scientist. His most recent film 'Stop', a ninety minute feature, will be released shortly.

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ANDRE CARON, Script Writer

André Caron was born in Montreal in 1944. Presently he is with the National Film Board as a writer, translator and director. He began his career in the industry early and has enjoyed a wide range of experience; he has acted in some ten plays and has worked as assistant director and production manager in others. He has written short films for the CBC and the Underground Film Center. Andre has also written three plays for the CBC and has had another of his works played at the Centre du Theatre d'Aujourd'hui.





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**FOR INFORMATION ONLY**

**CINEPIX**

Invites You To A

**HOT PANTS PARTY IN THE WORLD'S LARGEST WATER BED**

Following the Premiere of the new Canadian Feature Film

**"LOVE IN A FOUR LETTER WORLD"**

Nortown Theatre, 875 Eglinton Avenue West (corner of Bathurst St.)

8:15 sharp

Directed by Torontonians JOHN SONE

And Starring

**ANDRE LAWRENCE** — "The Second Sexiest Canadian"

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**ONLY THOSE WHO PRESENT THIS INVITATION WILL BE ADMITTED**

Your Timetable: 8:15 p.m. LOVE IN A FOUR LETTER WORLD (PREVIEW)  
10:00 p.m. HOT PANTS PARTY

Please R.S.V.P. now with the code words: "LOVE IN A FOUR LETTER WORLD"

Phone 964-7373

This Invitation is good for two, and must be presented at the door of the King David Room of the Town House, west across the street from the Nortown, at 831 Eglinton Avenue West (entrance on Peveril Hill).

Wear your wildest things, hot pants, see-throughs or minis; anything that will identify you with the free and uninhibited spirit of the movie. Expect the unexpected when you enter the world's largest, most sensual bed.

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Parking available next to the Theatre — enter via Bathurst St.  
south of Eglinton Ave.

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Hot Pants Fashion Show by MARILYN BROOKS  
Water Beds courtesy of MITCH MARKOWITZ





Minus their shoes, guests frolic on water beds at party after the premiere of film *Love in a 4 Letter World*. —Globe and Mail, Harry McLorinan

## 200 at 'hot pants party in a water bed' following Metro premiere of Canadian film

By LEONE KIRKWOOD-

It was what the sociologists might have called a multi-tribal confab.

The people at the party were from the fashion, theatrical, production and communications world.

Two hundred were invited and almost all seemed to have accepted the invitation to the party after the premiere showing of the Canadian film *Love in a 4 Letter World* at the Nortown Theatre.

The party was billed as a hot pants party in a water bed. The guests wore what they wanted—long evening dresses, hot pants, knickers, pantsuits, crocheted dresses.

But although there was no mandatory rule about what they wore, they were expected to do something about the 20 water beds spread out on the floor in the King David Room of Town House Caterers, across a side street from the theatre.

With the exception of an uninhibited few, who danced and rolled around the beds, the guests restrained themselves at first.

But their inhibitions vanished after several trips to one of the two bars serving free liquor.

A few hugged each other thoroughly on the beds while others jumped around them and called to friends backed

five and six deep at the two entrances to the sections containing the beds.

Lights flashed on and off and hot, rock music belted from loudspeakers.

At one time, someone tried to welcome the guests: "Ladies and gentlemen, you are welcome to this party given by Cinemax," a voice said and then paused for a comma. The music started up

again and people re-struggled to the bars. The voice fell silent.

Among the partygoers was Andre Lawrence, billed by promoters of the film as the second sexiest Canadian.

And the first?

Orville Fruitman, general manager of Cinemax, which owns the film, chuckled: "Why the fuddle-duddle man, of course."

The party started at 10 p.m. immediately after showing of the film. The guests straggled in but by 10:30, they had all had drinks, were screaming at old friends and introducing themselves to strangers.

Few cared to commit themselves about the film.

Mr. Fruitman asked one man what he thought about the movie. The man smiled broadly, dropped an arm around Mr. Fruitman's shoulder and said with delight: "Why, there's the bar."