SHOWMAN'S CAMPAIGN

THE WILDEST ROUND ROBIN OF BED HOPPING TO SPRING FROM THE SCREEN SINCE "LA RONDE"

AND SO TO BED

STARRING
HILDEGARD KNEF • LILLI PALMER • DALIAH LAVI • NADJA TILLER
PETER VAN EVCK • DANIELE GAUBERT • ALEXANDRA STEWART

MEDALLION PICTURES CORPORATION RELEASE

exhibitor's campaign manual

MEDALLION PICTURES CORPORATION • 200 West 57th Street, New York 19, N. Y. • JUdson 2 3636-7 8
CAST
(In order of appearance)

Hildegard Knef.................. Call Girl
Thomas Fritsch.................. Scholar
Alexandra Stewart.......... Professor's Wife
Martin Held.................. Professor
Dalith Lavi.................. Secretary
Peter van Eyck.............. Boss
Nadja Tiller............... Boss' Wife
Peter Partner.............. Student
Daniele Gaubert.......... French Girl
Angelo Santi................. Bellhop
Lilli Palmer.................. Actress
Paul Hubschmid............ Diplomat

CREDITS
Producer.................. Stadthalle Films
Director............... Alfred Weidenman

SYNOPSIS
LILIO (Hildegard Knef), an expensive call girl is induced to attend a party of young adolescents in order to seduce HANS, one of their innocent friends. Attracted by his youth, LILIO goes all the way, HANS believing he made a conquest. Seeking to extend his amorous proficiency, he is provided with a perfect opportunity when his teacher's attractive and lovely young wife (Alexandra Stewart) helps him with his homework.

Her husband (Martin Held) is a most dignified and respectful headmaster and on his one trip to an alumni meeting he meets CLAUDIA (Dalith Lavi) an accommodating and attractive secretary whose story we now follow as she toils away in a huge enterprise headed by the boss (Peter Van Eyck). Seeking a personal secretary he induces CLAUDIA to work overtime until this relationship comes to a quick end and we follow the restless boss as he visits his ex-wife CHARLOTTE (Nadja Tiller), hoping to rekindle an old spark. His nightly stay proves a failure and once again they part and CHARLOTTE seeks diversion with a young student as she becomes his "patroness."

The student is unfaithful however, when he meets pretty FRANCOISE (Daniele Gaubert) the daughter of a French General. FRANCOISE is attracted however, to the handsome bellhop OCTAVIANO (Angelo Santi), who represses his desires by praying to Mount Vesuvius whenever a confrontation takes place.

OCTAVIANO is discovered in a compromising situation and as he is being discharged by the management a new registrant appears. She is a celebrated actress (Lilli Palmer), who immediately engages him for a bit part in her new film.

When the film is completed she leaves for a personal appearance tour but on the train discovers that she has no bedroom accommodations. Overhearing her plight a handsome diplomat (Paul Christian) offers and she accepts, his drawing room. The art of diplomacy is quite evident as he makes himself indispensable to her many requirements.

The next day we follow the diplomat to a lush bar where at the other end is the charming but expensive LILIO. A quick maneuver and the meeting between them is solid as we come to the full cycle ending as we began, casting men and women in roles of their own choosing, hoping at all times to escape their routine lives with clandestine adventure.

RUNNING TIME: 112 MIN.

TWO DIFFERENT CAMPAIGNS

"And So To Bed" is being given two approaches to its advertising.

The first and foremost campaign is the cartoon approach, which should be the more successful of the two. The use of cartoon caricatures in an ad have been found to be both attractive and interesting to the average movie-goer. The caricatures in newspaper print seem to pop out on a page more than the ordinary photographic ads. Since this picture is a natural for this type of advertising, we feel, for the best possible results, select the cartoon series.

The second approach is the hot campaign. This should be used if your theater is conducive to those who prefer a more seductive, arty campaign. The silhouette figures are startling and effective. These ads will leave nothing to the imagination of the viewers.

Whichever campaign you choose, you can be sure your box office results will be a huge success.

SCENE MATS

Hildegard Knef, who plays Lilo the call girl, tries to teach a young student, played by Thomas Fritsch, the art of love-making in the Medallion Pictures release "And So To Bed."

Lilli Palmer is romanced by a handsome diplomat played by Paul Hubschmid in the Medallion Pictures release, "And So To Bed."

Dalith Lavi and Martin Held carry on just one of the affairs in "And So To Bed."

Alexandra Stewart rendezvous secretly with one of her husband's pupils in "And So To Bed."

Daniele Gaubert is just one of the European beauties appearing in "And So To Bed."
AND SO TO BED

GARDE KNEF • LILLI PALMER • DALIAH LAVI • NADJA TILLER
PETER VAN EYCK • DANIELE GAUBERT • ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE
SPRINGS ARE BUSTING OUT ALL OVER!

AND SO TO BED

STARRING
HILDEGARD KNEF - LILLI PALMER - DALIAH LAVI - NADJA TILLER
PETER VAN EYCK - DANIELE GAUBERT - ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE

MAT 202
116 LINES
2 COL.

THE WILDEST ROUND ROBIN OF BED HOPPING TO SPRINGS FROM THE SCREEN SINCE "LA RONDE"

AND SO TO BED

STARRING
HILDEGARD KNEF - LILLI PALMER - DALIAH LAVI - NADJA TILLER
PETER VAN EYCK - DANIELE GAUBERT - ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE

MAT 201
65 LINES
2 COL.

SPRINGS ARE BUSTING OUT ALL OVER!

AND SO TO BED

STARRING
HILDEGARD KNEF - LILLI PALMER - DALIAH LAVI - NADJA TILLER
PETER VAN EYCK - DANIELE GAUBERT - ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE

MAT 303
3 COL. X 176 LINES
AND SO TO BED
STARRING
HILDEGARD KNIEF • LILLI PALMER
DALIAH LAVI • NADJA TILLER
PETER VAN EYCK • DANIELE GAUBERT
ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE

ADVANCE TEASER CAMPAIGN

THE WILDEST ROUND ROBIN OF BED HOPPING TO SPRING FROM THE SCENE SINCE "LA RONDE"

AND SO TO BED
STARRING
HILDEGARD KNIEF • LILLI PALMER • DALIAH LAVI • NADJA TILLER
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MEDALLION PICTURES CORPORATION RELEASE

MAT 100-A

MAT 306
3 COL. X 176 LINES

MAT 100
EACH AD 1 COL. X 28 LINES
Hildegard Knief, known to all as Lila, in the film "And So To Bed," tries to tell one of her clients, "Never on Wednesday."

SCENE MAT 1-G

Medallion Pictures Corporation Release

MAT 203
100 LINES
2 COL.

Dalilah Lavi, one of the many stars in "And So To Bed," rejects her boss' offer for dinner, played by Peter Van Eyck.

SCENE MAT 1-F

Medallion Pictures Corporation Release

MAT 305
3 COL. X 140 LINES
IT'S NO SECRET THAT EVEN THE EUROPEANS ARE WHISPERING ABOUT THE AFFAIRS IN...

AND
SO
TO
BED

STARRING
HILDEGARD KNIF - LILLI PALMER - DALIAH LAVI - NADJA TILLER
PETER VAN EYCK - DANIELE GAUBERT - ALEXANDRA STEWART
MEDALLION PICTURES CORPORATION RELEASE

MAT 102     70 LI.

MAT 205     2 COL. X 107 LINES

MAT 304     3 COL. X 200 LINES
FULL COLOR ACCESSORIES

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30-SECOND Radio and TV spots available, and can be ordered directly from Medallion Pictures N.Y. office.