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Campaign Manual

The heat of the summer came...and exposed
all the bold and secret passions of
young innocence!..

A daring study in male and female
intimate behavior!!!



Heat of the Summer

starring

PATRICIA KARIM

the "Scorcher"

Released thru

AJAY FILM COMPANY / MANHATTAN FILMS INTERNATIONAL

Distributed by

AJAY FILM COMPANY

247 PARK AVENUE, NEW YORK 17, N. Y.
MUrray Hill 7-7800

MANHATTAN FILMS INTERNATIONAL

1920 SO. VERMONT AVENUE, LOS ANGELES, CAL.
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Heat of the Summer

The Theme . . .

ROBERT arrives from the city to take over a vineyard which he has inherited on the death of his Grandfather.

At the farm he is met by Magali, an attractive young blonde who is employed as the maid-of-all-work. Although they are the only persons living on the farm, their relationship is impersonal.

However, Magali has taken a liking to young Robert and coaches him in the work of running the vineyard, hoping that he will want to settle there permanently. They visit a neighbouring farm to purchase a horse they need for ploughing, where Robert catches the eye of the farmer's daughter, Lina, a buxom redhaired beauty.

Lina likes Robert's city clothes, his snappy sports car and his lean looks. She visits him and forms an intimate acquaintance culminating with frequent visits to a nearby deserted beach. Magali can see that she is losing Robert and does her utmost to keep him interested in the vineyard, whilst Lina persuades him to sell it and leave with her for the City.

The two young girls come to loggerheads and after a tussle on the beach, Lina is severely chastised by Magali. In the meantime Robert has come to his senses, for he decides to stay with the vineyard and Magali . . . as for Lina . . . THE HEAT OF THE SUMMER is over.

CAST

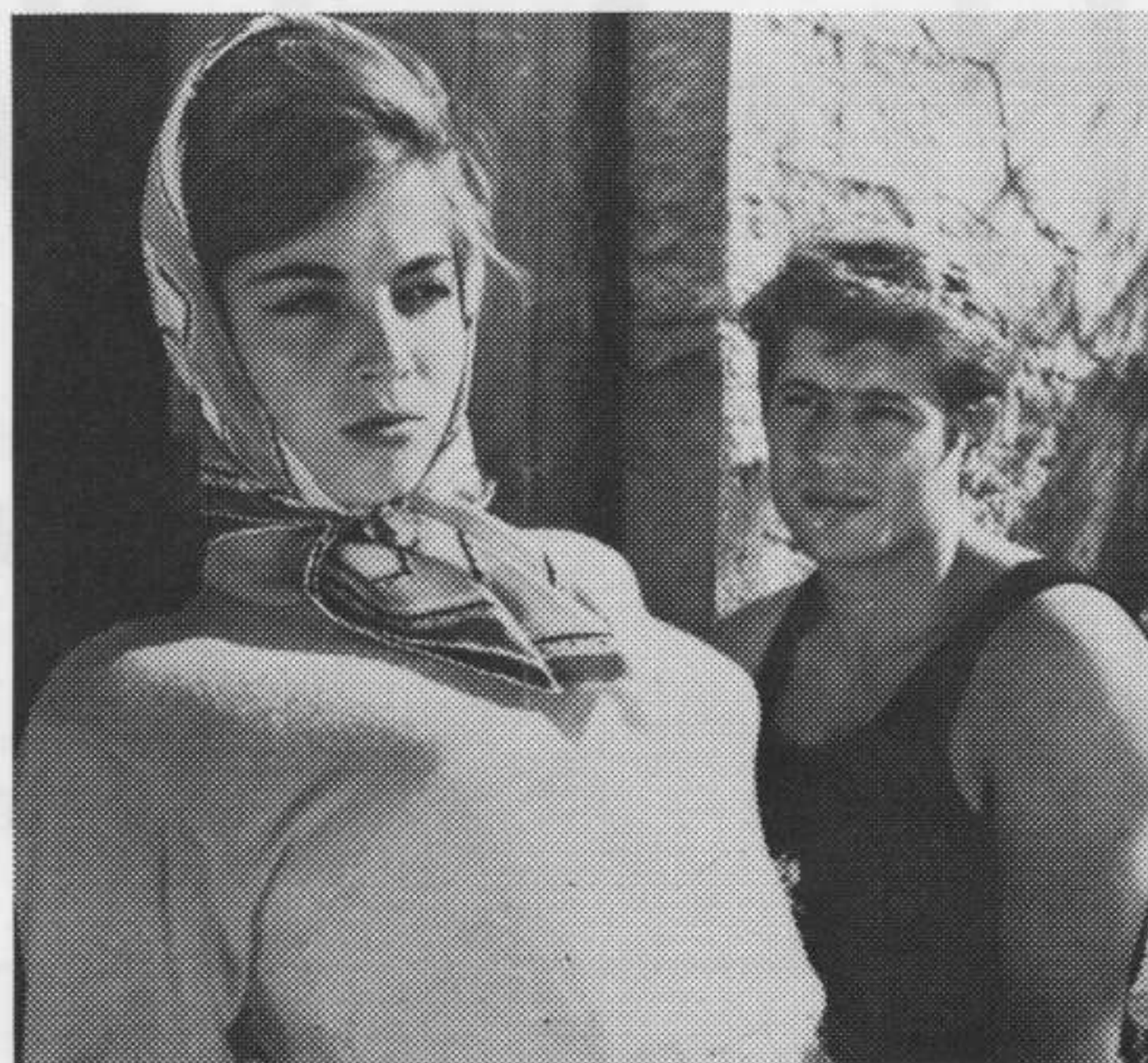
CREDITS

Patricia Karim	Lina	Directed by	Louis Felix
Yane Barry	Magali	Produced by	Lola Kohn
Michel Bardinet	Robert	Script	Paule Delsol & Gilles Siry
Claude Sainlouis	Paul	Adaptation	Gilles Siry
Janine Massina	Germaine	Music	Fernand Clare

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RUNNING TIME: 83 minutes



SCENE MAT 2A

Titian-tressed Patricia Karim, known as "The Scorcher," gives Michel Bardinet food for thought in HEAT OF THE SUMMER, Ajay and Manhattan's film coming to the Theatre.

PUBLICITY



SCENE MAT 1A

Patricia Karim, "The Scorchers," displays some of her charms as she meditates in HEAT OF THE SUMMER, Ajay and Manhattan's film now showing at the Theatre.



SCENE MAT 1B

Yane Barry cringes with fear as she is stalked by a lustful farmer in HEAT OF THE SUMMER, Ajay and Manhattan's film now playing at the Theatre.

"HEAT OF THE SUMMER" OPENED AND SCORCHED THE SCREEN

(Review)

"Heat of the Summer," starring the sensational new French actress, Patricia Karim, opened yesterday at the Theatre. The plot of "Heat of the Summer" revolves around the torrid passions of a teenage love triangle, but the big story in the film is sultry, searing Patricia Karim who presents all her credentials, for all to see, and gives sufficient reason as to why a French newspaperman gave her the soubriquet, "The Scorchers."

Miss Karim is that indeed. She is one of the most exotic females ever to have left France and it is humbly suggested here that Brigitte Bardot had better look to her towel for Pat Karim means to give her a run for the title of sex symbol to the world.

Co-starring in the film with handsome Michel Bardinet and petite, blond Yane Barry, Pat snares the acting honors while treating the audience to a generous view of her torso, the measurements of which are, 39-26-37.

Michel Bardinet settles on a farm in the south of France and no sooner does he do so than he becomes involved in a tangle of passion with both Miss Karim and Miss Barry.

In this case Miss Barry is the wounded one since she had a prior claim on Bardinet before the sexy Miss Karim moved in.

Miss Barry tries to arouse Bardinet by dallying with another young man in the village but to no avail, he remains hopelessly entangled with Pat Karim.

This situation boils all through the summer and provides some of the sexiest beach scenes ever to have passed a censor's shears until Miss Barry and Miss Karim do battle over their man in a tempestuous fight scene.

We won't reveal the ending, but the "Heat of the Summer" passes over and peace and tranquility return to the south of France.

The film is released by Ajay and Manhattan Films.

"HEAT OF SUMMER" SET TO RAISE THERMOMETER AT LOCAL PREMIERE

(Advance)

If the temperature is rising, it isn't surprising, it's simply because "Heat of the Summer," starring France's sensational new sex export, Patricia Karim, is set to have its local premiere at the Theatre on

With this picture Miss Karim, who has been dubbed "The Scorchers," by French newspapermen, serves notice on Brigitte Bardot that she means to topple the sex queen from her throne.

"Heat of the Summer," a torrid tale of tangled teenage passion, permits Miss Karim to amply display her well-rounded talents as a sultry, sly temptress and sex symbol.

Measuring 5 feet 6 inches in height, Pat Karim presents this tale of the tape measure—39-26-37. Reason enough for a French newspaperman to have described her as, "the lustiest, bustiest wench ever to have filled a screen."

The film is released by Ajay and Manhattan Films.



"HEAT OF THE SUMMER" WARMS UP LOCAL SCENE

(current)

If you've been feeling hot under the collar lately the reason might be the presence of the torrid French actress, Patricia Karim, currently appearing in the tempestuous film, "Heat of the Summer" at the Theatre.

Miss Karim, who is also called "The Scorchers," is providing a plethora of pulchritude as the sensual, searing temptress in the film which deals with the surging passions of a summer in the south of France.

The type of girl who could raise a storm in any season, Pat Karim measures a lusty 39-26-37 and displays most of those figures during the course of the tempestuous love scenes of the film, "Heat of the Summer."

Pat, whose ambition is to replace Brigitte Bardot as the international symbol of femininity, and was recently called "the lustiest, bustiest wench ever to fill a screen," is probably the reason for the heat wave that seems to have hit this town since the film first opened.

"Heat of the Summer" also stars Michel Bardinet and Yane Barry as partners to the three-sided situation which grips a small town and threatens to shred it asunder. But the real reason for the heat wave is undoubtedly Pat Karim in some of the most searing love scenes ever to escape the unkind cut of a censor's shears.

To add to the heat content Miss Karim's five-foot six-inch frame, already amply endowed by nature with curves in the proper places, is topped by a flame-red head of hair that adds a great deal to her reputation as "The Scorchers" and is undoubtedly responsible for that "hot under the collar" feeling being experienced by many since the arrival of her film.

The film is released by Ajay and Manhattan Films.

MORE CATCHLINES

THE BOLD AND SECRET PASSIONS OF YOUTH!

A DARING STUDY OF INTIMACY!

THE LUSTIEST-BUSTIEST WENCH EVER TO FILL A TOWEL!

39-26-37 INCHES OF SEARING SEX APPEAL!

THE SCORCHER IS IN TOWN!

SHE COULD RAISE A STORM IN ANY SEASON...SUMMER OR WINTER!

BARDOT BEWARE!...THE SCORCHER IS HERE!

SULTRY, SLY, SEXY, SHE SEARS THE SCREEN!

TEENAGE PASSION...IN THE HEAT OF THE SUMMER!

THE PASSIONS OF YOUTH EXPOSED!

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THEATRE

AD 204

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Heat of the Summer

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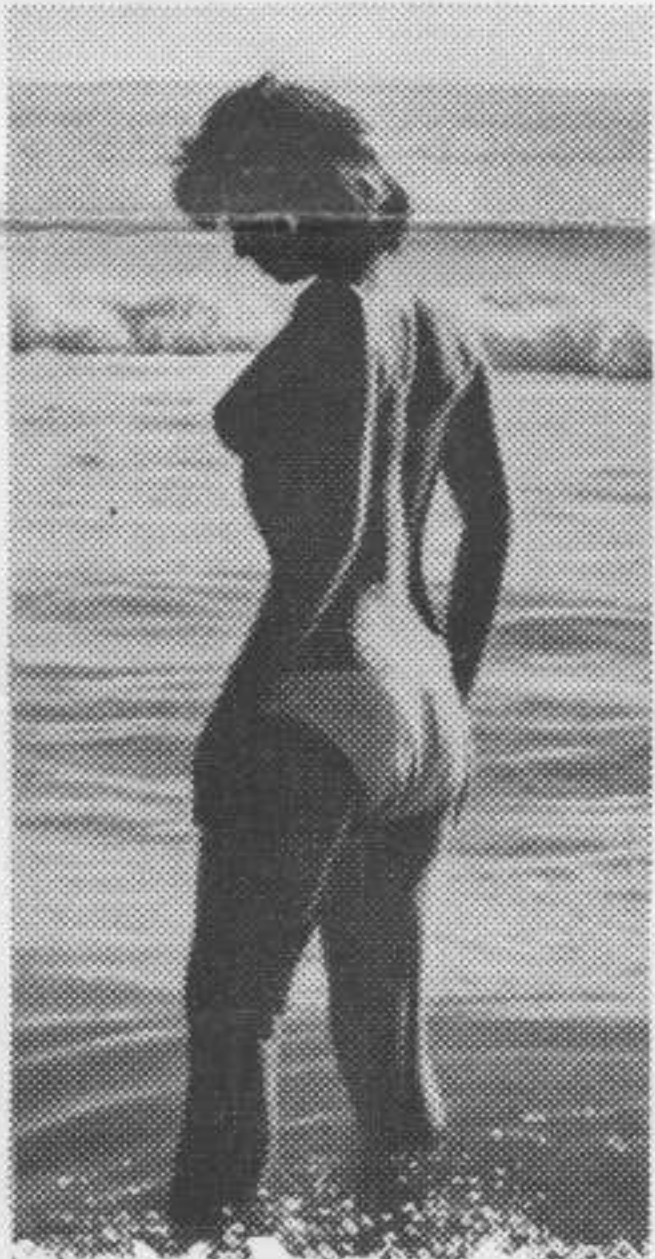
PATRICIA KARIM
the "Scorcher"

Released thru
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THEATRE

AD 301

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Heat of the Summer



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KARIM**
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THEATRE

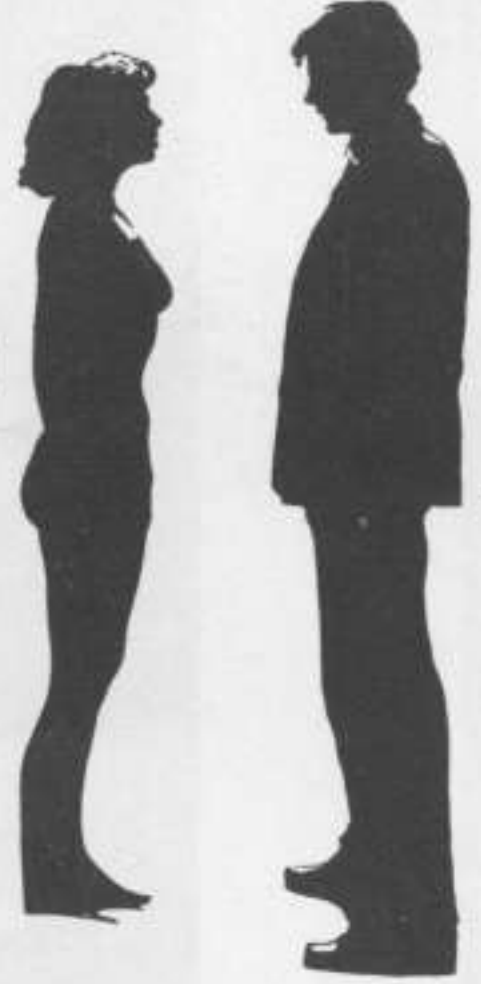
AD 102

Bold and secret passions!..
Heat of the Summer

THEATRE

AD 101

The heat
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THEATRE

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AD 202



PATRICIA KARIM *the "Scorcher"*

Heat of the Summer

THEATRE

AD 201

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Heat of the Summer



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AD 203

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