

Document Citation

Title	Emmanuelle
Author(s)	
Source	<i>Columbia Pictures</i>
Date	1974
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	8
Subjects	Kristel, Sylvia (1952), Utrecht, Netherlands
Film Subjects	Emmanuelle, Jaeckin, Just, 1974

Merchandising and Advertising Manual

X was never like this.

X has never been known for its elegance. Or for its beautiful people. Or for its intelligent story line. Or for its lush photography. X has been known for other things.

At Columbia Pictures we're proud to bring you a movie that will change the meaning of X. A movie that begins with the sensual and takes it places X has never been before.

But let us begin at the beginning.

The story. An X film that has one.

Emmanuelle began as an autobiographical novel about a young married French girl living in Bangkok.

It deals with the fun and games of the chic, monied class. And the sexual excursion that takes her from innocence to fulfillment.

The novel was banned by the President of France in 1963. It was published illegally and sold over a million copies in 17 languages.

The novel was the basis of our movie.

In July of 1974, the new government of France lifted the ban and allowed Emmanuelle to be exhibited for the first time.

2½ million Frenchmen in 14 weeks.

In the first 14 weeks after its release, over 2½ million Frenchmen (and women) stood in long lines to see Emmanuelle.

Today, it is the most popular film in France. Eclipsing even "The Sting" in a matter of months. It is today the biggest film in French cinema history.

What's the most sensual part of your body?

The answer is not your calf, your breasts, your thigh, the nape of your neck, or even your genitalia. The most sensual part of your body is your mind. And that's the key to Emmanuelle.

Alain Cuny • Sylvia Kristel • Marika Green in Emmanuelle
A film by Just Jaeckin with Daniel Sarky • Jeanne Colletin • Christine Boisson music Pierre Bachelet
A Co-production of TRINACRA FILM • ORPHEE PRODUCTIONS • Distributed by COLUMBIA PICTURES



Where there is beauty there is no shame.

While the film may shock some, Emmanuelle is far more sensual, much more erotic than it is obvious.

The photography is lush. Sometimes vivid and shocking, sometimes soft and innocent, always brilliant. The look is not what people have come to expect in an X-rated film.

Nor are the stars.

Sylvia Kristel is innocent, charming, untouched. And certainly the most beautiful thing to come out of Europe in years. Alain Cuny, her mentor, is one of the most celebrated Shakespearian actors in France.

The physical beauty of the cast is worth the price of admission alone. The film has been called "a sexual Vogue."

X you can take your wife to.

The intelligence of the story, and the elegance with which it is handled result in a film that doesn't make you fidget in the explicit scenes, or slink down into your seat.

And after the film is over you don't find yourself making a hasty departure while scrupulously avoiding eye contact.

The joy of Emmanuelle.

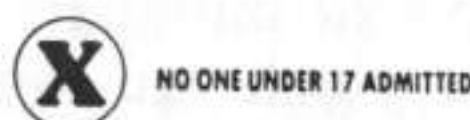
Emmanuelle is sensual, but she's elegant ... she's fantasy, but she's fun, but most important she leaves you with a singular lack of guilt.

This extraordinary film has the ability to allow all of us to look unflinchingly into the face of pure sensuality for perhaps the first time. And this is the clue to its overwhelming popularity and success.

It's the first film of its kind that lets you feel good without feeling bad.



*Lets you feel good
without feeling bad.*



MAT NO. 504 - 5 Col. x 185 LINES = 925 LINES

ALSO AVAILABLE AD MAT 402 4 COL. X 201 LINES = 804 LINES AND AD MAT 502 5 COL. X 200 LINES = 1000 LINES

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EXPLOITATION

Hailed by critics around the world for its artistry and tasteful treatment of eroticism, "Emmanuelle" is summed up perfectly by the advertising copyline created for it—"X Was Never Like This." That also sums up its box office potential. First a huge record-breaker overseas, "Emmanuelle" has now

proven its sensational U.S. appeal with a record-smashing early opening. We learned that the total mature audience—from college-age to 35 and over—is not only enthusiastically receptive to the film but will turn out in droves. Here is a suggested showmanship campaign to reach them.

START WORD OF MOUTH WITH SCREENINGS

The distinctive artistry and eroticism of "Emmanuelle" are sure to be spoken about by all who see it. Therefore, start generating the sure-fire impact of word-of-mouth through a program of screenings for opinion-makers of print media, radio and TV. Your screening list should include TV and radio commentators and talk show hosts and hostesses; newspaper columnists as well as entertainment editors; editors and writers for local magazines covering the arts; underground newspapers and magazines. Make an extra special effort to get representatives of college newspapers and radio stations to your screenings as well as members of the faculty in the film department, the literature department and the French language department. Also send invitations to heads of student councils, fraternities and other groups. Here is a sample letter of invitation:

Dear (editor, etc.)

It isn't often that I as a theatre manager can recommend a motion picture that reaches to the limits of a daring theme with honesty, sensitivity and artistry. Such a film is "Emmanuelle," coming to my theatre on _____.

"Emmanuelle" is frankly an erotic-art film, produced in France where it has been hailed by critics and has also broken all box office records. I have enclosed some material to familiarize you with the film.

It is my pleasure to invite you and a guest to a special advance screening of this unique attraction on (date) at (time) in the _____ Theatre. I'm sure you will want to be among the first to experience what I believe will be among the most talked about films of the year.

Sincerely,
Theatre Manager

YOUR COLLEGE CAMPUS CAMPAIGN

Take advantage of the huge potential college audience for "Emmanuelle" by directing a special promotional effort in and around campuses. One idea for generating excitement is to schedule a special midnight preview on a Friday or Saturday night which you can advertise on heralds distributed on campus and everywhere students and faculty congregate. Post heralds on bulletin boards, in college book shops, coffee houses. Also advertise and publicize the preview in college newspapers and where possible over college radio stations. Be sure to invite college media representatives and faculty heads to the preview. Add a personal touch by having a member of your staff deliver invitations to screenings as well as publicity material by hand.

POSTING CAMPAIGN

The imaginatively intriguing display material created for "Emmanuelle" gives you the perfect tool for an all-out posting campaign, especially around campuses. Concentrate on book stores, coffee shops, beer parlors, fraternity houses and every other place students meet.



1 SHEET

ENTERTAINMENT FILM CLIPS

Special entertainment clips suitable for TV and designed for news shows (with reviews) and talk and variety shows are available from Columbia Pictures Field Promotion Department.

TRAILER

A theatrical trailer suitable for showing with PG and R rated attractions is available now through National Screen Service. The trailer is basically "copy" provocatively and tastefully telling the story of "Emmanuelle." It's already proved itself a superior selling tool so be sure to use it.

RADIO SPOTS

30 second and 60 second spots highlighting the "X was never like this" campaign and 30 and 60 second review spots are now available from National Screen.

TIE IN WITH MUSIC PROMOTION

The provocative sound track music from "Emmanuelle" is being released on the Warners-Reprise label with a major promotion set to kick off February 1. Contact your Warners record distributor and map out a campaign to cross-plug the album and the film with displays in record shops and music departments of variety and chain stores. Use the erotica quiz designed for "Emmanuelle" as the basis for contests in music stores with prizes including the album and passes. A single based on the film's theme song will also be released by Reprise. Play it as intermission music in your theatre and associated theatres and use it and the sound track album as prizes in all your promotions.

A CONTEST-PROMOTION TIEING IN EROTIC THEME OF "EMMANUELLE"

Especially designed for readers of college and underground newspapers, here is an amusing and intriguing quiz on erotica that can form the basis for a newspaper contest-promotion. Announce the contest in newspapers as follows:

THE DAILY NEWS

THEATRE OFFERS PASSES IN "EMMANUELLE" CONTEST

In conjunction with its forthcoming engagement of "Emmanuelle," hailed as a classic erotic art film in France, the _____ Theatre is offering free passes to readers of this newspaper who enter a contest centered on the film's theme of erotica. Readers who submit correct answers to the quiz below will be eligible for a drawing for 25 free passes. Entries should be sent to this newspaper in care of "Emmanuelle" contest. "Emmanuelle," a Columbia Pictures release opens its engagement on _____ at the _____ Theatre.

"EMMANUELLE" EROTICA QUIZ

1. Greek Goddess of erotic love and beauty.
Answer: _____
2. A French Revolutionary and author who thought his erotic exploits would never be remembered.
Answer: _____
3. A literary light and friend of G.B. Shaw who's best known today for his erotic autobiography. "My Life and Loves."
Answer: _____
4. A beast whose ground up horn is reputed to bestow astounding erotic powers.
Answer: _____
5. An Italian gentleman of the 18th century who ended his days as a librarian, reminiscing about his extraordinary erotic adventures.
Answer: _____
6. Spanish painter-sculptor who used a bull god figure in his famed erotic art.
Answer: _____
7. This Spanish rake wound up in Hell for his erotic troubles but no doubt thought it all worth it.
Answer: _____
8. The Indian text book of erotic art.
Answer: _____
9. An everyday cosmetic appliance invented way back by Egyptian courtesans to advertise their wares.
Answer: _____
10. Written in 1748, this classic erotic tale of a wench who loved too well and too often is still a best seller.
Answer: _____

ANSWERS: 1-Aphrodite 2-Marquis DaSade
3-Frank Harris 4-Rhinoceros 5-Casanova 6-Picasso
7-Don Juan 8-Kama Sutra 9-Lipstick 10-Fanny Hill

TIE-IN WITH PAPERBACK NOVEL

A paperback novel of "Emmanuelle" featuring a cover depicting a scene from the film and other movie stills is now being distributed in book stores and book outlets everywhere by Dell Publications. Dell is fully aware of the big openings of the film and is getting behind a



major promotion for the paperback. Contact you local Dell distributor and work together in getting book store representatives to screenings and afterward setting up displays everywhere books are sold. Remember, the history of books that are tied in with controversial hit films is that they too become huge best sellers. Drive that point home to book reps and you'll get front window displays.

MAKE YOUR ENGAGEMENT A MIND-STICKER

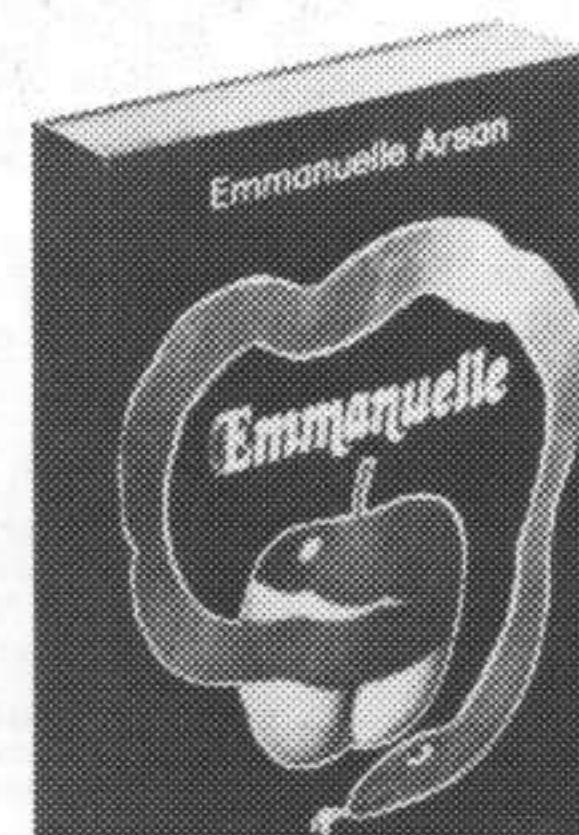
Take advantage of the intriguing catch-line used in "Emmanuelle" ads- "X Was Never Like This" - by having the words and the film's logo printed on inexpensive stickers that you can paste up all over town.

DISTRIBUTE SPECIAL COPY HERALD

One of the most effective tools used to help make "Emmanuelle" a record-breaking hit in its early opening was this copy ad that had special appeal to the 35 and over audience who turned out in huge numbers. By making the ad into a herald with your playdate information printed on the reverse side, you have a selling piece with proven super-impact. Distribute the heralds in your theatre and all associated theatres as well as away from your theatre around shopping centers and in music and book stores where the paperback novel and sound track albums are being promoted.

TIE-IN WITH CURRENT EROTIC BOOK BEST SELLERS

Tie in the erotic-art theme of "Emmanuelle" with the current biggest items on bookdealers shelves — erotic books, for a promotion in the following manner. Invite the managers of large, reputable book stores and book outlets of variety and department stores to your advance screenings so they can judge the quality of the film for themselves. After the screening, suggest a promotion which would highlight a window display of current best sellers with an erotic theme and posting material of "Emmanuelle," along with an announcement of a contest offering free passes to the book store's patrons. The contest would be based on the erotica quiz on this page of your press book which you would print in herald form along with your playdate information. The heralds would be distributed to patrons by clerks. A drawing would be held at the store from among the correct entries with 25 or so winners picked.



PUBLICITY

THIS IS "EMMANUELLE"

COLUMBIA PICTURES
and
TRINACRA FILMS
Present
A JUST JAECKIN FILM

Emmanuelle

Starring
ALAIN CUNY
SYLVIA KRISTEL as Emmanuelle
MARIKA GREEN in the Role of Bee
with
DANIEL SARKY
JEANNE COLLETIN
CHRISTINE BOISSON

Produced by YVES ROUSSET-ROUARD
Directed by JUST JAECKIN
Written by JEAN-LOUIS RICHARD
Based on the Internationally Best-Selling Novel
by Emmanuelle Arsan
A Co-Production of TRINACRA FILMS and
ORPHEE PRODUCTIONS
Filmed in Eastmancolor on Locations in
Bangkok, Thailand
A Columbia Pictures Release in the U.S. and
Western Hemisphere

The Cast

Emmanuelle SYLVIA KRISTEL
Mario ALAIN CUNY
Bee MARIKA GREEN
Jean DANIEL SARKY
Ariane JEANNE COLLETIN
Marie-Ange CHRISTINE BOISSON
Girls SAMANTHA, GABY BRIAN

The Production Staff

Produced by YVES ROUSSET-ROUARD
Directed by JUST JAECKIN
Screenplay by JEAN-LOUIS RICHARD
Based on the
novel by EMMANUELLE ARSAN
Director of photography .. RICHARD SUZUKI
Music and Song by PIERRE BACHELET
Film editor CLAUDINE BOUCHET
Art director BAPTISTE POIROT

Running Time: 1 hr., 32 min.

"EMMANUELLE" SET TO OPEN

"Emmanuelle," described by film critics as "the most erotic film to come from France," will begin an exclusive engagement on (date) at the (theater) in (community/city).

The new motion picture, which has broken existing boxoffice records in Paris, London and at the Paris Theater in New York, stars Dutch actress Sylvia Kristel in the title role, her first major film appearance. Also starred are French film favorite Alain Cuni, and Marika Green, and featured in the cast are Daniel Sarky, Jean Colletin and Christine Boisson.

"Emmanuelle" is a contemporary romantic drama which delves into the amoral private lives of French diplomats and their spouses stationed in the Far East and the sensual awakening of a young French wife in their social set. The motion picture was filmed in Eastmancolor on locations in Bangkok, Thailand.

In Paris, the film has broken boxoffice records set by "Last Tango in Paris" and "The Sting," has exceeded all audience records in London, and is being shown to record crowds in Canada.

A Columbia Pictures release, "Emmanuelle" was produced by Yves Rousset-Rouard and directed by Just Jaeckin from a screenplay based on the international best-seller by Emmanuelle Arsan. The motion picture is rated X.



EM-1 Columbia Pictures Dutch actress Sylvia Kristel is starred in the title role of "Emmanuelle" as a French diplomat's young wife who undergoes a sensual awakening when she joins him and the colony of French socialites in Bangkok, Thailand.

ABOUT THE STORY...

The motion picture "Emmanuelle," described by European film critics as a masterpiece of eroticism, was based on a 1957 novel written by a French author named Emmanuelle Arsan and the book is thought to be somewhat autobiographical. Only the publisher knows the true identity of Emmanuelle Arsan, despite the fact that a woman by that name was interviewed by the press and magazines abroad. Fifty-million Frenchmen can be wrong, as the latest Parisian guessing game is: Is she royalty, the mistress of a public official or a diplomat's wife, the last of which is the novel's heroine and the motion picture's pivotal character.

The novel, which has been sold in the millions throughout Europe and is now in paperback form in the United States, was first published in France by Eric Losfield and it brought the wrath of Charles de Gaulle upon the publication. Not only was the book banned, but Losfield was hauled into court on a charge of offending public morality. When he walked out, he had been fleeced of his fortune from the book's immense underground sales, had lost publishing business and his civil rights. If the Bastille still had been standing, he might have ended up there as did one of his writing predecessors, Comte Donatien-Alphonse-Francois Sade, better known by his nom de plume — the Marquis de Sade.

Now that de Gaulle is gone, there has been a new look at life in France, so "Emmanuelle" is sold openly and even advertised—for the movie, its attractive young heroine pictured provocatively wearing only stockings, a skirt and pearls. Rapidly climbing on the book sales charts and portending a popularity as immense as "Emmanuelle," are author Arsan's three other books—"Against Virginity," "News from the Erosphere" and "The Hypothesis of Eros." Publisher Losfield, incidentally, has found a new job. He's working for author Arsan's new publisher.

As for the Mme. Arsan rumors floating around Paris, they have been compounded to a blood relationship with a Count, a cousin at least, and the most-repeated—that she is half-French, half-Asiatic and truly the wife of a French diplomat. In the novel, Emmanuelle is the half-Eurasian, French-speaking wife of a diplo-

mat stationed at the French embassy in Bangkok, Thailand. Author Arsan's knowledge of the Thai people, customs and surroundings are in evidence throughout her descriptive passages. It is obvious from that knowledge that she was able to write with more authority than a mere visitor to that Far East land. The book and the screenplay for "Emmanuelle" differ only on her foreign forbears and in the screen version she is a pure-bred Parisienne, played by Dutch actress Sylvia Kristel.

ABOUT THE FILM...

"Emmanuelle" is the thought-provoking tale of a young woman's awakening as a true sensualist. Emmanuelle (SYLVIA KRISTEL) is the 19-year-old wife of a French diplomat who is stationed at the embassy in Bangkok, Thailand. He is Jean (DANIEL SARKY), dapper, darkly handsome, charming, a bon vivant and incurable romanticist. Emmanuelle is tall, willowy of figure, with gamin-like features, crisply cut hair, and totally in love with her husband. She has joined him at his luxurious home in Bangkok and is immediately drawn into the circuit of rich, bored French women who make no secret of their extra-marital affairs, nor of their bisexual tastes in their structured lives.

As a young innocent, Emmanuelle becomes the target for both men and women alike, and her free-thinking husband encourages her to explore all sensual avenues. At first, Emmanuelle is content with her husband's love and love-making, but then is led to experiment elsewhere—first

by an even younger girl, Marie-Ange (CHRISTINE BOISSON), which prompts Emmanuelle to fantasize, and then allows herself to be seduced by Ariane (JEANNE COLLETIN), an older but still-beautiful woman.

At her husband's urging to seek a love-life in any manner which her body dictates, Emmanuelle experiences an awakening which is culminated in a physical attraction to a svelte, aloof beauty, Bee (MARIKA GREEN), an archeologist working at nearby ruins. Emmanuelle pursues Bee and they have an affair, but Bee does not wish to continue the relationship.

Crushed, Emmanuelle returns to her husband and in turn is pursued by the amorous Ariane, with whom she resumes a relationship. At a party, Emmanuelle meets an aging Frenchman, Mario (ALAIN CUNY), whose reputation for complete and total erotic freedom is well-known in the French social colony. At the urging of friends as well as Jean, Emmanuelle is induced to spend two days with Mario while her husband is out of the city.

Emmanuelle dines with the charming Mario, hears his philosophy on living life to its fullest, then accompanies him on a bizarre tour of Bangkok's back streets, with physical interludes at an opium den, a boxing match at a gambling room, and is finally taken to Mario's quarters where he prepares her for the ultimate in sensual experience. She is certain she will emerge a complete woman.

"Emmanuelle" received an X Credential from the British Film Board, and an X Rating in the United States.



EM-34 Sylvia Kristel submits to the schooling of Alain Cuni to become the complete sensualist and accompanies him to his quarters in the climactic scene from "Emmanuelle". Columbia Pictures

WHO IS SYLVIA, WHAT IS SHE?

She is Sylvia Kristel, the title star of "Emmanuelle," called the most successful erotic film in the history of the French cinema, a forthcoming Columbia Pictures release in the United States and Canada.

A comparatively unknown and inexperienced young film actress, Sylvia Kristel is a fragile, wide-eyed beauty of face and figure, who has helped to pack over 1,000,000 ticket buyers into 25 theaters in Paris since the film's release in August (1974). Now, lines of patrons are queuing up for blocks to see the film at London's Prince Charles Theatre.

Two years ago, Sylvia Kristel was a convent-reared secretary in a foundry works research project in Holland. Last year, in London as the Dutch representative for a television magazine, she was voted Miss TV Europe and it got her appearances in three motion pictures in The Netherlands.

With the lifting of the ban on the controversial "Emmanuelle," Sylvia Kristel has become the darling of Parisians and her gamin-like quality is capturing the fancy of the British and Americans as well.

The consensus among French, British and American film critics is enthusiastic over "Emmanuelle" and its leading lady. The

conservative Sunday Times in London called it what most critics echoed: "The most successful erotic film in the history of the French cinema," as over a million attendees already had concurred. In France, they hailed Mlle. Kristel as an eponymous heroine, a moist-mouthed mixture of exoticism and sensuality, and the Yorkshire Post observed that the new film "puts 'Last Tango' in the shade."

American critic Liz Smith of Cosmopolitan Magazine says, "Sex done with taste and beauty. A lush, erotic atmosphere." Archer Winston of the New York Post says of "Emmanuelle"... "This picture can be legitimately classed as aphrodisiac in effect, not embarrassing for mixed company."

La Kristel herself is comparatively calm about all the fuss over a film, which incidentally pretends to make millionaires of both producer Yves Rousset-Rouard and director Just Jaeckin.

She is a faithful reader. Her English, learned she says from movies on television, is excellent. She tried everything when she left school—teacher-training, waitress, secretary—14 jobs in two years. She says she got bored very easily. She's still only 21.

Now a successful and sought-after actress, she acquired her

ambition to enter films when she met a well-known French film director.

"I knew nothing about the cinema," she reflects. "I just watched a lot of old Hollywood movies on TV. But I wanted to be Marlene Dietrich, you know, waiting 20 seconds before saying anything. This director asked me to play a novice prostitute. My boyfriend cautioned me and he was right. When I got to Paris, there was no role in his film, just a proposition."

"My father advised me not to become emotionally involved with producers or directors and I never will. You may want to be a little in love, but the moment you get too close, it's over. Make your way to the top in bed? I believe the opposite is true."

Since being starred in "Emmanuelle," Sylvia has appeared in a forthcoming release, costarred with French favorite, Jean Trintignant, and early next year will appear in a high-budget science fiction film.

Would she consider again appearing au naturel in a sequel to "Emmanuelle?"

She is firmly against appearing in any new erotic film. What can you do for an encore to surpass "Emmanuelle"? she counters slyly.

What, indeed.

X
was
never
like
this.

Ad Mat No. 202 2X50 = 100 Lines

X was never like this.

Emmanuelle



*Lets you feel good
without feeling bad.*



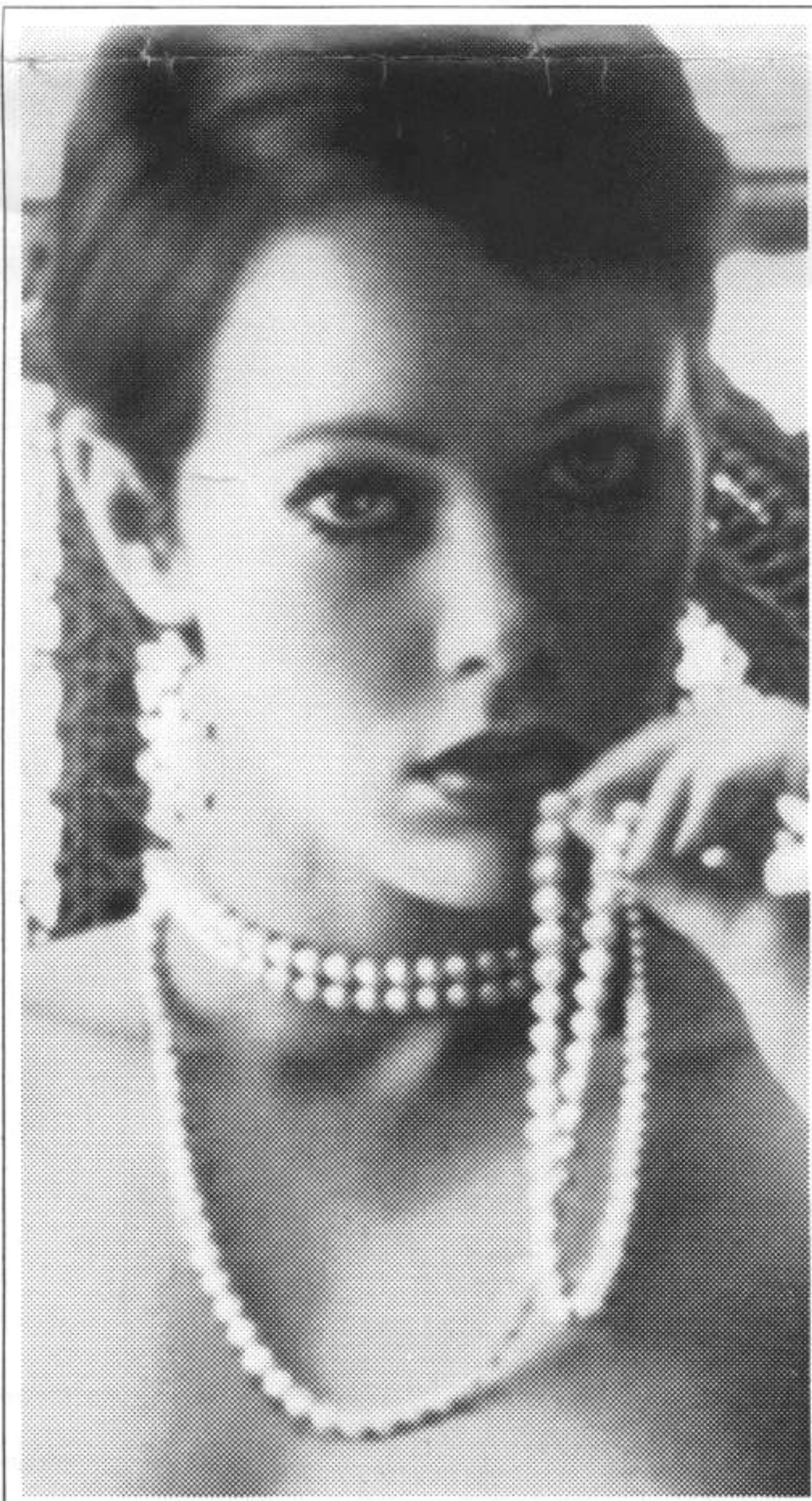
NO ONE UNDER 17 ADMITTED

A Co-production of TRINACRA FILM • ORPHEE PRODUCTIONS • Distributed by COLUMBIA PICTURES

Ad Mat No. 201 2X50 = 100 Lines

X was never like this.

Emmanuelle is sensual, but she's elegant. Emmanuelle is fantasy, but she's fun. But most important she leaves you



with a singular lack of guilt. This extraordinary film allows all of us to look unflinchingly into the face of sensuality for perhaps the first time. And that's the clue to its overwhelming popularity. It's the first film of its kind that lets you feel good without feeling bad.

Emmanuelle



*Lets you feel good
without feeling bad.*

Alain Cuny • Sylvia Kristel • Marika Green in *Emmanuelle*
A film by **Just Jaeckin** with Daniel Sarkozy • Jeanne Colletin • Christine Boisson (in the role of Bee) from the book D'Emmanuelle
A Co-production of TRINACRA FILM • ORPHEE PRODUCTIONS • Distributed by COLUMBIA PICTURES



NO ONE UNDER 17 ADMITTED

Ad Mat No. 401 4X125 = 500 Lines



was never like this.

"The X-rating has been honestly earned, but without descents to activities that disgust the queasy.... This picture can be legitimately classed as aphrodisiac in effect, not embarrassing for mixed company."

"The exotica includes a Thailand boxing match, with kicks, and a feat of cigarette smoking that can only be described as open-ended or bizarre."

— *New York Post*, Archer Winsten

"Voluptuous sophistication with gorgeous sexual couplings."

— *Village Voice*

"The entire French colony, including our heroine, her husband, and every other French man or woman on the scene, devotes full time to fornication."

— *New York Magazine*, Judith Crist

"Glossy, erotic."

— *New York Daily News*

Emmanuelle is sensual, but she's elegant.

Emmanuelle is fantasy, but she's fun.

But most important, she leaves you with a singular lack of guilt.

And that's the clue to its overwhelming popularity.



Emmanuelle



Lets you feel good without feeling bad.

"Emmanuelle is a thinking man's X; a very specialized how-to film; a stylish sex trip across the skies from Paris to Thailand, down Bangkok's canals, and through the senses of perhaps the most physically beautiful cast of top-caste women ever assembled in one film."

— *After Dark*, Norma McLain Stoop

"Sex done with taste and beauty. A lush erotic atmosphere."

— *Cosmopolitan*, Liz Smith

"France's top box-office blockbuster... centers on a pretty wife of a young member of the French Embassy who spends nearly all of her time in a variety of couplings... a succession of lesbian bouts... a trip to an opium den where she is raped, then to a prize fight where she is the prize."

— *New York Times*, A. H. Weiler


Alain Cuny • Sylvia Kristel • Marika Green in **Emmanuelle**
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NO ONE UNDER 17 ADMITTED

X
**was never
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Emmanuelle

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without feeling bad.*


X
NO ONE UNDER 17 ADMITTED

A Co-production of TRINACRA FILM • ORPHEE PRODUCTIONS • Distributed by COLUMBIA PICTURES

Ad Mat No. 205 2X37 = 74 Lines

X
**was never
like this.**


Emmanuelle

 *Lets you feel good
without feeling bad.*


X NO ONE UNDER 17 ADMITTED Distributed by COLUMBIA PICTURES

Ad Mat No. 204 2X14 = 28 Lines

X
**was never
like this.**



Emmanuelle

 *Lets you feel good
without feeling bad.*

Distributed by COLUMBIA PICTURES **X**
NO ONE UNDER 17 ADMITTED

Ad Mat No. 103
1X50 = 50 Lines

X
**was never
like this.**

**Emmanuelle is sensual,
but she's elegant.
Emmanuelle is fantasy,
but she's fun.
But most important, she
leaves you with a
singular lack of guilt.
And that's the clue to
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Emmanuelle

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X
NO ONE UNDER 17 ADMITTED

“The X-rating has been honestly earned, but without descents to activities that disgust the queasy....This picture can be legitimately classed as aphrodisiac in effect, not embarrassing for mixed company. “The exotica includes a Thailand boxing match, with kicks, and a feat of cigarette smoking that can only be described as open-ended or bizarre.”
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Ad Mat No. 403 4X125 = 500 Lines

X
**was never
like this.**

Emmanuelle



X
NO ONE UNDER 17 ADMITTED Distributed by COLUMBIA PICTURES

Ad Mat No. 102
1X14 = 14 Lines

X
**was never
like this.**

Emmanuelle



Ad Mat No. 101
1X100 = 100 Lines

ALSO AVAILABLE IN 5 COLUMN AD

X was never like this.

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without feeling bad.

Alain Cuny • Sylvia Kristel • Marika Green in Emmanuelle
A film by Just Jaeckin with Daniel Sarky • Jeanne Collet • Christine Boisson music Pierre Bachelet
A Co-production of TRINACRA FILM • ORPHEE PRODUCTIONS • Distributed by COLUMBIA PICTURES



NO ONE UNDER 17 ADMITTED

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lobby and store displays;
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X was never like this.

Emmanuelle is sensual, but she's elegant. Emmanuelle is fantasy, but she's fun. But most important she leaves you with a singular lack of guilt.

This extraordinary film allows all of us to look unflinchingly into the face of sensuality for perhaps the first time. And that's the clue to its overwhelming popularity. It's the first film of its kind that lets you feel good without feeling bad.

Emmanuelle



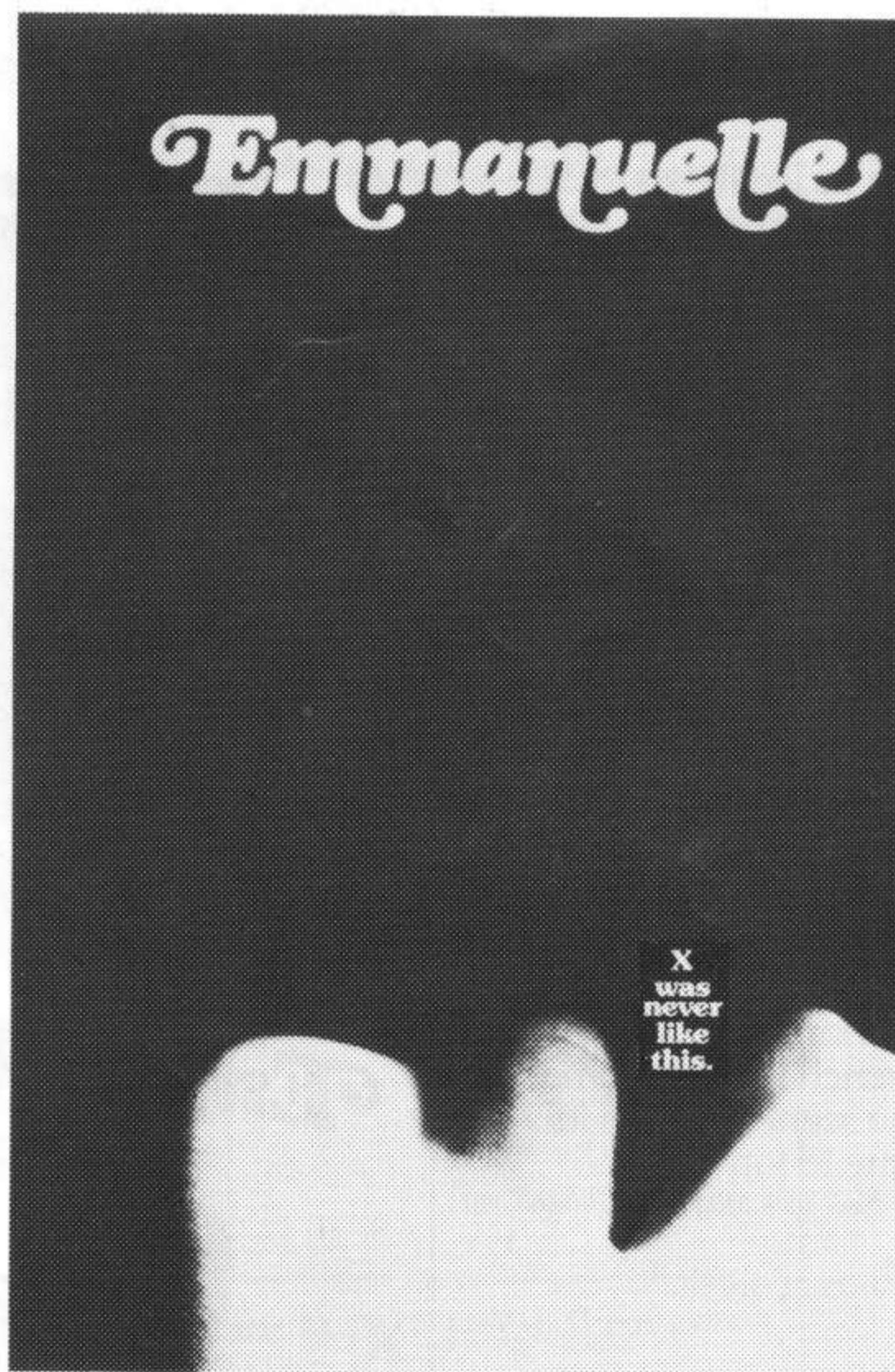
Lets you feel good
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