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—Judith Crist, World Journal Tribune

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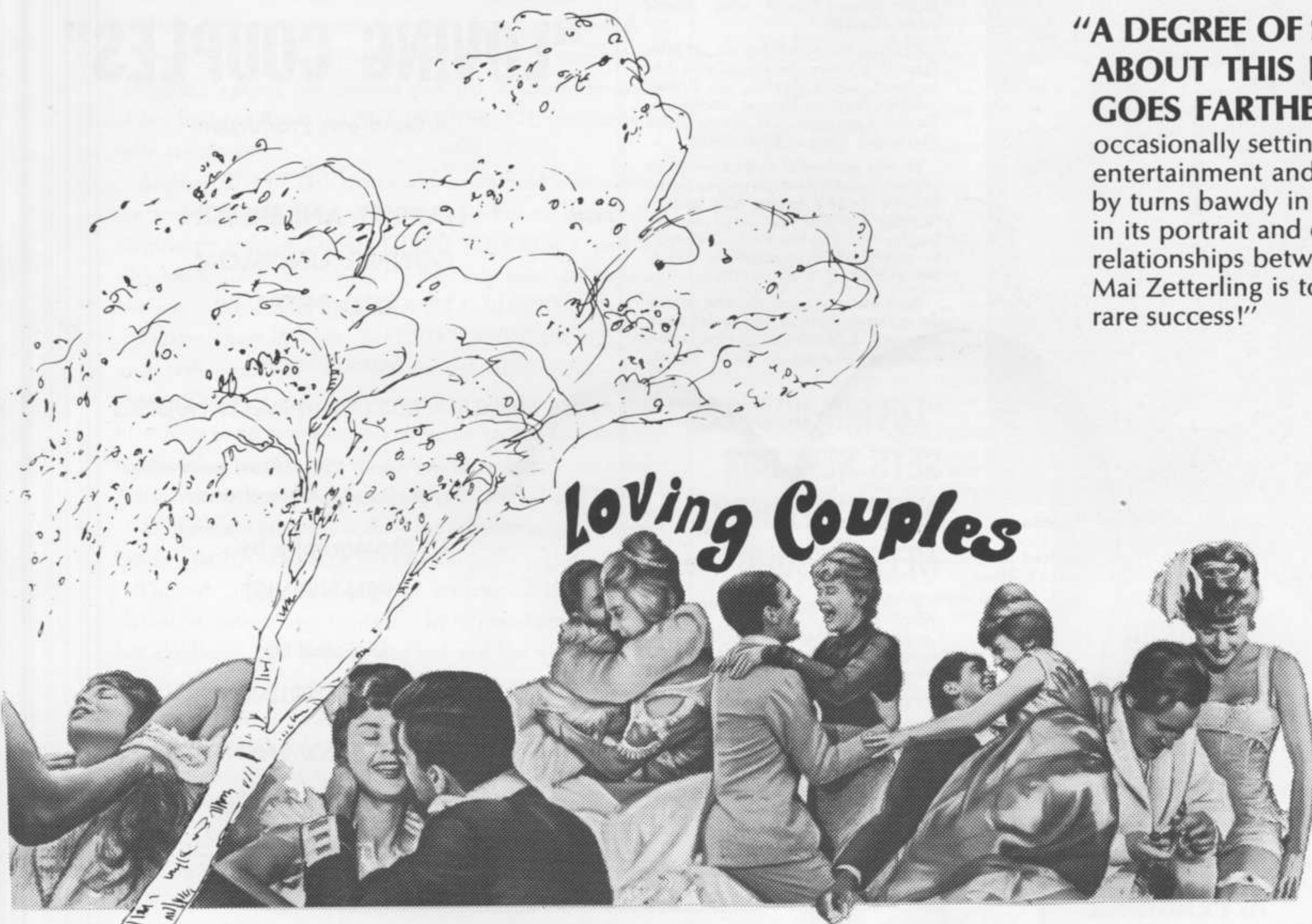
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Loving Couples



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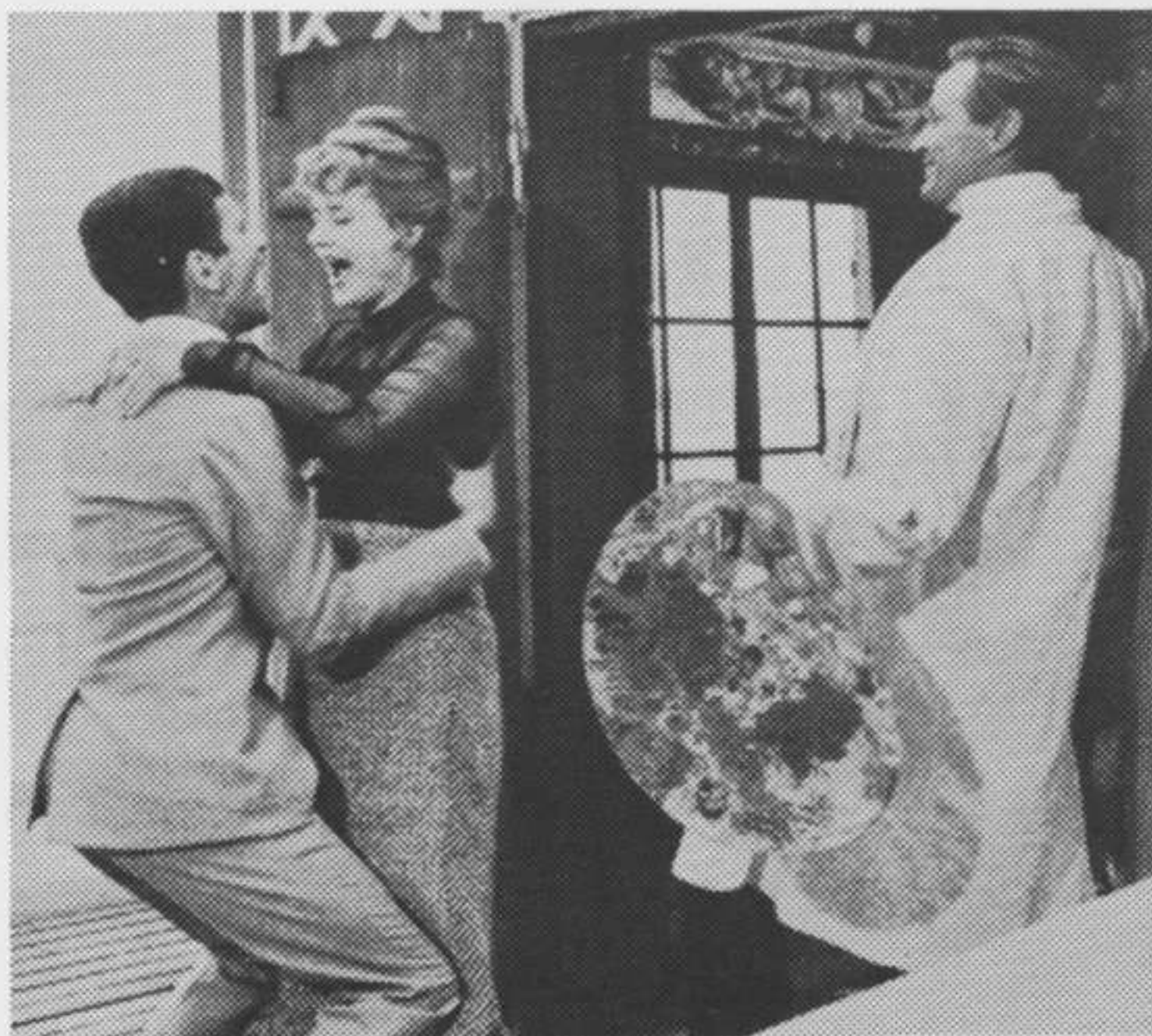
—William Wolf, Cue Magazine

Distributed by
Harold Wiesenhal
Prominent Films
120 East 56th Street, N.Y. • 421-3770

"LOVING COUPLES" IS LOVED BY ALL

New York And Foreign Press Reviews Launch 'Couples'

"Loving Couples," a film drama with which Mai Zetterling, the internationally-renowned acting star, makes her debut as a director, has received exceptional acceptance by New York film critics. Presented by John Nasht, the film is distributed by Harold Weisenthal, executive vice president of Prominent Films.



Love for one and all in "Loving Couples," released by Prominent Films. The Swedish drama will soon be seen at the Theatre, on It was directed by the famed international actress, Mai Zetterling. MAT 2B

FIRST FILM DIRECTED BY MAI ZETTERLING TO HAVE PREMIERE

"Loving Couples" Coming To Local Theatre Following Triumphant American Premiere

"Loving Couples," a Swedish drama which is the first film to be directed by Mai Zetterling, the international acting star, will have its local premiere at the Theatre following the current attraction there, it was announced today by the theatre and Harold Wiesenthal, executive vice president of Prominent Films, the distributor.

Presented by John Nasht, "Loving Couples" features Harriet Andersson, Gunnel Lindblom, Gio Petre, Anita Bjork and Gunnar Bjornstrand. Miss Zetterling, who does not herself appear in the film, collaborated on the script with her husband, David Hughes, the British novelist.

Prominent Films is currently releasing the highly successful "The Shop on Main Street."

"Loving Couples" is based on the seven-volume Swedish novel, "The Misses von Pahlen," by Agnes von Krusenstjerna.

Both the novel and the film depict the collapsing moral and social class structure of Sweden, beginning in the period at the start of World War I.

AMERICAN PREMIERE OF "LOVING COUPLES" SPARKED BY MAI ZETTERLING APPEARANCE

Mai Zetterling, the Swedish acting star, who has turned movie director, arrived in New York for promotional activities in connection with the American premiere of "Loving Couples," the first film under her direction, which opened recently.

The film, a John Nasht presentation distributed by Prominent Films, was produced in Sweden and stars Harriet Andersson and Eva Dahlbeck. Her appearance at the opening added an exciting inspiration to a glowing premiere.

"Night Games," the second film to be directed by Miss Zetterling, was well-received at the current Venice Film Festival by critics and judges. The public was barred from viewing the film by Festival officials, who thought it too daring.

The movie is based on Miss Zetterling's own first novel, which will be published here in November by Coward-McCann.

"Loving Couples" deals with disintegrating moral standards in Sweden and lowering social barriers around the time of World War I.

The company currently is releasing "The Shop On Main Street," the highly-praised Czech film, among other pictures.

"Loving Couples," for which Miss Zetterling wrote the script with her husband, David Hughes, the British novelist, features Harriet Andersson, Gunnel Lindblom, Gio Petre, Anita Bjork and Gunnar Bjornstrand.

Hugely successful and currently in release in both Sweden and in Great Britain, (where critics also raved) "Loving Couples" is based on the long novel, "The von Pahlen Sisters," by Agnes von Krusenstjerna, which was published in seven volumes.

Both the novel and the film depict the collapsing moral and social class structure of Sweden, beginning in the period at the start of World War I.

"LOVING COUPLES" SETS NEW BOX OFFICE OPENING WEEK RECORD

A new opening week box office record was established by "Loving Couples," the Mai Zetterling-directed Swedish drama at the American premiere of the film.

The Prominent Films release out-grossed such champ grossers as "The Shop On Main Street" and Alfred Hitchcock's "Torn Curtain."

The box office take was \$24,198, it was announced by Harold Wiesenthal, executive vice president of Prominent Films.

CREDITS

JOHN NASHT

presents

"LOVING COUPLES"

A Sandrews Production

with

HARRIET ANDERSSON

GUNNEL LINDBLOM

GIO PETRE

Screenplay by

MAI ZETTERLING and DAVID HUGHES

Based on the novel, "The Misses von Pahlen"
by Agnes von Krusenstjerna

Photography by

SVEN NYKVIST

Directed by

MAI ZETTERLING

RELEASED BY PROMINENT FILMS

Running Time: 113 Minutes

Please Note:

"LOVING COUPLES"

Is Available In Both:

- ENGLISH
DIALOGUE!
- ENGLISH
SUBTITLES!



One pair of loving couples in the Prominent film "Loving Couples," directed by Mai Zetterling. The Swedish drama opens soon at the Theatre. MAT 1A

"LOVING COUPLES"

SYNOPSIS

(Not for Publication)

Three young women in a Stockholm hospital are awaiting the births of their children. . . .

It is 1915. With the war, moral barriers are lowering, and social changes in Sweden are rising. . . .

The women awaiting childbirth are dissimilar in backgrounds and temperaments, but their lives have touched.

There is Adele (GUNNEL LINDBLOM), a malcontent, struggling against her servant position, bearing the baby of her husband Tord (BENGT BRUNSKOG), conceived in spite and anger;

Angela (GIO PETRE), an eighteen-year-old aristocrat of the von Pahlen family, who looks forward to having the illegitimate child of Thomas (HANS STRAAT), a widower who has left her and who has previously been the lover of her aunt, Petra von Pahlen (ANITA BJORK);

Finally, there is Agda (HARRIET ANDERSSON), gay and irresponsible, the wife-model of Stellan (JAN MALMSJO), a homosexual artist who has accepted a large lifetime stipend to marry her to cover up the fact that the forthcoming child is not his but a lover of Agda — aristocratic young Bernhard Landborg (HEINZ HOPF).

All three are attended in their acouchements by Dr. Jacob Lewin (GUNNAR BJORNSTRAND).

Through individual flashbacks we learn that Adele had chafed at patronizing treatment by higher-born people in her childhood, and that she has had and lost a lover in her girlhood.

Angela, sent to a girls' school, after the death of her parents, has had a Lesbianic encounter with a teacher.

Agda was seduced during her pre-adolescence by a lecherous older man. . . .

Now the three girls are at a "mid-summer" party on the aristocratic estate of Mr. and Mrs. Landborg (FRANK SUNDSTROM and EVA DAHLBECK).

Adele and her husband are servants on the estate. Angela is a guest. Agda is there to work as a model for Stellan, the artist.

It is on this occasion of the "rising of the mid-summer's sun" that Angela, in a strike against the "double-standard," has the beginning of her affair with Thomas, her aunt's former lover; that Adele becomes pregnant by her unwilling husband Tord, and Agda is cooperative in her own seduction by Bernhard Landborg.

High-born Mrs. Landborg, seeking a personal upset of the male-dominated society she finds herself in, seeks some sort of liaison with Stellan, the artist.

Adele erupts with accusations against her "superiors," and Angela confides her pregnancy to her Aunt Petra, who reacts with the declaration that "the baby will be ours." . . .

Now, in the hospital in Stockholm, Agda, Angela and Adele await the births of their babies . . . and review their lives.

MAI ZETTERLING, INTERNATIONAL ACTRESS-TURNED DIRECTOR-SCENARIST NOVELIST BRINGS NEW EXCITEMENT TO THE SCREEN WITH "LOVING COUPLES"

Swedish-Born Beauty Becomes Director

Mai Zetterling, who achieved international stardom as an actress, is well on her way towards prominence in two additional careers.

The Swedish-born acting beauty has now moved out from in front of the cameras to become a director. Her first feature film is "Loving Couples," for which she and her English novelist-husband, David Hughes, write the screenplay.

"Loving Couples" is based on the important Swedish novel written by Agnes von Krusenstjerna and published in seven volumes titled, "The Misses von Pahlen." The story deals with the collapsing moral structure in Sweden and the descending of social barriers just before World War I.

"Loving Couples" will have its local premiere at the . . . theatre on . . . released by Prominent Films.

It stars, among other Ingmar Bergman "repertory players," Harriet Andersson and Eva Dahlbeck. Miss Zetterling herself is a Bergman product, having acted in a story by him in her first Swedish film, "Frenzy," ("Torment" in America), in 1943. It was the start of her international career as a film actress.

Since then, she has appeared with Danny Kaye in "Knock on Wood" and with Peter Sellers in "Only Two Can Play."

Soon she will emerge as a novelist, with publication of her first book here scheduled for November by Coward-McCann. It is called "Night Games," and it will be published simultaneously in England and in Sweden.

She has also made a film of "Night Games," for which she wrote the screenplay and directed. Invited as the Swedish entry to compete at the Venice Film Festival this year (1966), "Night Games" caused a furore among the officials. The officials restricted showings only to the judges and necessary Festival officials and barred the public on the grounds that the sex scenes depicted were too inflammatory.

A feminist and an independent woman herself, Miss Zetterling says that "Loving Couples," in short, is "about women." From one view, it is an attack on the domination of women by men and an assault on the double standard.

Miss Zetterling was born in 1925 in the small provincial town of Vasteras, Sweden, where her father made hats. Part of her childhood was spent in South Africa.

At the age of 16, in Stockholm, she appeared for the first time on the stage. Obviously talented, she was accepted at 17 as a pupil at the training school of the Royal Dramatic Theatre.

After numerous successes, both on the stage and on the screen in Sweden, she came to England to act on the stage and in motion pictures. She has appeared in many roles in plays by Ibsen and Chekhov in England. Her first motion picture role in England was in "Frieda."

Recently she began making documentary films with her husband, with whom she lives in a 12-room house in Hampshire. One of her documentaries, "The War Games," won a Golden Lion first prize at the Venice Film Festival in 1963.

David Hughes is her second husband. Her first was the dancer, Tutte Lemkow, by whom she has two children. The marriage ended in divorce.

At the time she had this to say on marriage: "It is the method by which society keeps going, but what is the use of a method which breaks down so often?"

Having said this, she married Hughes, and they have had ten compatible years.

Women Directors Of The Screen

Among the ranks of women directors joined by Mai Zetterling, director of "Loving Couples" now at the . . . Theatre, a Prominent Film release, are such names as Agnes Varda, Ida Lupino, Muriel Box, Jacqueline Audry, Joan Littlewood, Dorothy Arzner, Frances Marion, Vera McCord, Leni Riefenstahl and Shirley Clarke.



The touch of love in the Swedish drama, "Loving Couples" now at the . . . Theatre. The Prominent film was directed by Mai Zetterling, famed international actress. MAT 2A

CAST

Agda	HARRIET ANDERSSON
Adele	GUNNEL LINDBLOM
Angela	GIO PETRE
Petra	ANITA BJORK
Dr. Jacob Lewin	GUNNAR BJORNSTRAND
Mrs. Lewin	INGA LANDGRE
Stellan	JAN MALMSJO
Ola Landborg	FRANK SUNDSTROM
Mrs. Landborg	EVA DAHLBECK
Bernhard Landborg	HEINZ HOPF
Thomas	Hans Straat
Tord	Bengt Brunskog
Mr. Macson	Toivo Pawlo
Mrs. Macson	Margit Carlqvist
Peter	Jan-Erik Lindqvist
Lilian	Barbro Hiort Af Ornas
Alexandra	Marta Dorff
Bess	Lissi Alandh

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screenplay by MAI ZETTERLING and DAVID HUGHES • based on the novel "The Misses von Pahlen" by Agnes von Krusenstjerna
photography by SVEN KYKVIST • directed by MAI ZETTERLING • released by PROMINENT FILMS

T H E A T R E

AD 501 — 5 COL. X 129 — 645 LINES

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T H E A T R E

AD 401 — 4 COL. X 127 — 508 LINES

The New York Times. In Sweden

By JOANNE STANG

ONE autumn afternoon in 1953, Mai Zetterling checked into a four-room Plaza Hotel suite for four hours between planes. Then a pale blonde of 28, feminine but with a Dietrich-like suggestion of steel vertebrae, she was a genuine Imported European Actress, on her way to Hollywood to film "Knock on Wood" with Danny Kaye. Waiting alone, "an hour in each room to amortize what it must be costing the studio," she had plenty of time to contemplate her probable future under the palm trees. "My prognosis was correct in almost every respect. I made the picture and went straight back to a London theater to do Ibsen's 'A Doll's House,' leaving behind several contract offers, and what people kept calling 'good money.' For that I earned a reputation as a freak in Hollywood, but I can't say I've ever regretted it."

Last week Miss Zetterling was back at the Plaza, in perhaps the same velvety suite, as a director, screenwriter and novelist. Her first feature film, "Loving Couples," had just opened in Manhattan; a novel entitled "Night Games" is to be published in the U.S. in November, and a film she made from that novel had just caused a much-headlined furor at the Venice Film Festival.

"Night Games" is a study of a young man with a mother

fixation, and while Miss Zetterling admits she expected some reaction, because "in Italy the mother figure is very much the Madonna," she was stunned by the intensity of the opposition to a public showing. "Apparently it was the Venice City Council which did not want the picture shown in any form. It is all so political that I almost do not want to know what is going on. I know 'Night Games' contains scenes which some people might consider erotic, but the hysteria which prevailed for the two weeks before the film was finally shown to the press and jury was astonishing."

"When you are making a picture you don't think about reactions. You just go ahead and do what you believe in. Actually, many people who got to see the film were terribly disappointed. I guess they thought they were going to view a bit of pornography, but of course they were not. It's a very, very moral story, really. A week later in Venice a frothy film was exhibited which showed a lot of nudity purely for nudity's sake, and caused no stir whatsoever. I suppose the crux is that my film was made in Sweden primarily for a Swedish audience. We are Protestants and we don't have the problems which Catholic countries have. That's really what it boils down to, I'm afraid."

"Of course the utterly ironic thing is that now the film has been sold throughout the world. On the one hand I deplore and abhor this kind of publicity, which is so wrong and seems so unreal to me. But one might also say that the film never would have been talked about to this extent, and would never have been sold so widely, if it had not been for that upheaval. I can only hope it is also being sold because people feel it has some merit."

Perfect Match

Miss Zetterling was here with her husband, English novelist David Hughes, whom she married 10 years ago and with whom she wrote both "Night Games" and "Loving Couples." The partnership is obviously eminently satisfactory, both personally and professionally, and her conversation is laced with such references as "with David's help," and "without David, I never could have . . ."

"I began to have a declining interest in performing some years ago. I'd started acting in Stockholm when I was 14 and had left school. Since I came from a working-class background, it was absolutely necessary for me to go to work, and acting was an instinctive move away from a shopgirl existence." At 17, she was accepted by the training school of the Royal Dramatic Theater. Then began a career on the stage and in such movies as the 1947 "Torment," which Ingmar Bergman wrote and Alf Sjöberg directed, and in an early Bergman-directed film, "Music in the Dark." She appeared in English films too — "Frieda," "Quartet," and with Peter Sellers in "Only Two Can Play." In the British theater she acted in plays by Ibsen, Chekhov and Anouilh. "It all seemed very promising, but I found myself compro-

misning more and more. Between the worthwhile plays, I found myself doing much less worthwhile movies, movies I really loathed. Also, I'm not the extrovert actress type, one who loves parties and clothes and all that hullabaloo. I never fit in in that way.

"As my interest in acting waned, my appreciation of the cinema as a medium and an expression began to grow. Naturally I saw a lot of films and read a lot of literature about them. As an actress, I had been horrified many times by directors who weren't careful with their jobs, people with vast reputations who never even bothered to do their homework, so to speak. It shocked me a lot."

"Little by little I began to realize that making films was what I wanted to do. By then I had met David and we married. He's had a great part in my growth. I had no personal security before, but this is an extremely good marriage and I became very strong because of it. It takes a lot of strength to break up a life you've been pursuing and start something else from scratch, but I said let's try to make films and David was very much with me. He agreed it's worth everything to do what you really want to do. Also, I had come to a point in my life where I said no more compromise, thank you, and this makes you feel very strong as well."

Starting Small

The Hugheses drew up a five-year plan which began with documentaries, because "I had ideas for some, and because you cannot start straightaway with feature films." When asking initially for advice from those in the profession, she recalls a lot of people smiling at her in a patronizing way, as if her ambitions were quite

It's Easier to Play 'Loving Couples'



Mai Zetterling, director
The mother was no Madonna

dippy, but finally she made contact with a man named Rex Moorfoot at the BBC. She gave Moorfoot an idea for a documentary which they ultimately titled "The Polite Invasion," the story of Sweden's genteel infusion into Lapland, and Moorfoot advanced part of what was a very small budget, just enough to cover the expenses of Miss Zetterling, Mr. Hughes and two cameramen.

"Actually it was ideal," she said. "I got to learn the craft from the beginning, working with very few people and planning every aspect of the film myself. We shot it in January 1960 in a tiny town called Jookmook, in Lapland, and of course I had to first read every book on the Lapps that I could find, then ask everyone there every kind of impertinent question in order to get my material. While I was doing that, David was teaching himself how to use the sound equipment. The BBC was so pleased with the results that we did three more documentaries for them. Then I did a 50-minute independently financed feature film about two small boys called 'The War Game,' which won a first prize at the Venice Film Festival in 1963."

Miss Zetterling then turned to "Loving Couples," which was based on a complicated, seven-volume family saga — "The Misses von Pahlen" by Agnes von Krusenstjerna. "It

was an enormous undertaking. The story is a sometimes intensely lyrical, but often naive account of the changing social structures in Sweden about the time of World War I, and the beginnings of equality for women. It took me four and a half months to simply write the synopsis, which finally persuaded a Swedish film company to let me do the whole project."

The film has several startlingly explicit scenes—a panorama of aberrations; an on-screen birth; and, for those bored with sex by human beings, sex by a pair of terriers. Miss Zetterling feels she has limited the sex to what supports the story. "If you are doing a film in which the main characters are obsessed by sex, worried by it, frightened by it, then you have to show it, to deal with it. I think sex is only wrong in films if it is used to deliberately titillate the audience, or for blatantly commercial reasons."

"But I also believe it is much more disgusting to see the kind of picture 'which doesn't hurt anyone,' in which you watch an actor and actress just snuggling and kissing those great big sloppy kisses, instead of having a relationship in which there is real

emotional involvement. That to me is embarrassing, pitiful, and completely pointless."

The Hugheses go next to Greece, where they hope to sit in the sun and finish a screenplay which Miss Zetterling will translate into a film in Iceland next May. Normally they are at home in a country house in Hampshire, England, where she "cooks, gardens and writes, but not in that order." Miss Zetterling has two children by a previous marriage to ballet dancer Tutte Lemkow—Etienne, 21, and Louis, 19.

The suggestion that movie-making might eventually become a profitable as well as an exciting venture stirred a lot of merry laughter. "We don't think of 'lucrative' at all in our family," Miss Zetterling said. "You would be staggered to learn how little money is gleaned from making a film in Sweden. What we have there is great freedom instead. Money-making is not why we're in this business, I assure you, but then I've had my fill, through acting, of that kind of money. To me it is so meaningless, what that money can buy. What is really important is to do what you creatively feel, and that is what makes you rich."

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T H E A T R E

AD 303 — 3 COL. X 96 — 288 LINES

"EROTIC SHOCKS!"
—Cameron, N.Y. News

"A FASCINATING FILM!"
—Crist, World Jour. Trib.

"SHOCKING! BOLD!"
—Weiler, N.Y. Times

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(AN ADULT MOTION PICTURE FROM SWEDEN)

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AD 201 — 2 COL. X 20 — 40 LINES

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photography by SVEN KYKVIST • directed by MAI ZETTERLING • released by PROMINENT FILMS

T H E A T R E

AD 302 — 3 COL. X 85 — 255 LINES

"SHOCKING! BOLD!"
—Weiler, N.Y. Times

"BAWDY!"
—Winsten, N.Y. Post

"EROTIC SHOCKS!"
—Cameron, N.Y. News

"A FASCINATING FILM!"
—Crist, World Jour. Trib.

"AN EXCITING FILM!"
—Wolf, Cue Magazine

Loving Couples

(AN ADULT MOTION PICTURE FROM SWEDEN)

directed by MAI ZETTERLING
released by PROMINENT FILMS

T H E A T R E

AD 202 — 2 COL. X 30 — 60 LINES

"A FASCINATING FILM!"
 Stunning! Frank! Bold and beautiful...
 artistry, taste and style. Has much of the
 moods of Bergman...a Fellini-like
 fascination. Has beyond all the sexuality of
 the 'Tom Jones' eating scene, a blood
 curdling perverseness that is the ultimate
 'Lolita' thrill! Flawless roles!"
 —Judith Crist, World Journal Tribune

**"BOLD IN PRESENTING
 FACETS OF AMOUR, ILLICIT
 AND OTHERWISE!"**
 A reflection of moral decay...
 starkly, often erotically revealed!
 Miss Zetterling succeeded in shocking
 us with an arresting, serious drama
 that proves she knows the directorial
 craft and is a welcome addition
 to it!"
 —A. H. Weiler, New York Times



Loving Couples

(AN ADULT MOTION PICTURE FROM SWEDEN)

JOHN NASHT presents A SANDREWS PRODUCTION "LOVING COUPLES" with HARRIET ANDERSSON
 GUNNEL LINDBLOM • GIO PETRE • ANITA BJORK • GUNNAR BJORNSTRAND • EVA DAHLBECK
 screenplay by MAI ZETTERLING and DAVID HUGHES • based on the novel "The Misses von Pahlen" by Agnes von Krusenstjerna
 photography by SVEN KYKVIST • directed by MAI ZETTERLING • released by PROMINENT FILMS

T H E A T R E

AD 301 — 3 COL. X 79 — 237 LINES

"AN EXCITING FILM!"
 It throbs with compassion, humor,
 maturity, and boldness of concept
 with emphasis on various viewpoints
 toward life and sex. It is a pleasure
 to welcome Miss Zetterling as a
 fresh, new force in cinema!"
 —William Wolf, Cue Magazine



Loving Couples


(AN ADULT MOTION PICTURE FROM SWEDEN)

directed by MAI ZETTERLING • released by PROMINENT FILMS

T H E A T R E

AD 204 — 2 COL. X 50 — 100 LINES

**"BOLD IN PRESENTING
FACETS OF AMOUR, ILLICIT
AND OTHERWISE! A REFLEC-
TION OF MORAL DECAY...STARKLY,
OFTEN EROTICALLY
REVEALED! SHOCKING
...ARRESTING, SERIOUS
DRAMA!"** —Weiler, New York Times



Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
directed by MAI ZETTERLING • released by PROMINENT FILMS

T H E A T R E

AD 203 — 2 COL. X 46 — 92 LINES

"A FASCINATING FILM!"
—Crist, World Jour. Trib.

"EROTIC SHOCKS!"
—Cameron, N.Y. News

Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
"SHOCKING! BOLD!"
—Weiler, N.Y. Times

"BAWDY!"
—Winsten, N.Y. Post

"BOLD FACETS OF AMOUR!"
—Weiler, N.Y. Times

"AN EXCITING FILM!"
—Wolf, Cue Magazine
directed by MAI ZETTERLING
released by PROMINENT FILMS

T H E A T R E

AD 105 — 1 COL. X 63 LINES

"SHOCKING! BOLD!"
—Weiler, N.Y. Times



Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
"EROTIC SHOCKS!"
—Cameron, N.Y. News

AD 104 — 1 COL. X 55 LINES

(TEASER)

"SHOCKING! BOLD!"
—Weiler, N.Y. Times

Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
directed by MAI ZETTERLING
released by PROMINENT FILMS

T H E A T R E

AD 101 — 1 COL. X 31 LINES

"BOLD FACETS OF AMOUR!"
—Weiler, N.Y. Times

Loving Couples
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directed by MAI ZETTERLING
released by PROMINENT FILMS

T H E A T R E

AD 102 — 1 COL. X 31 LINES

"A FASCINATING FILM!"
—Crist, World Jour. Trib.

Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)



"AN EXCITING FILM!"
—Wolf, Cue Magazine

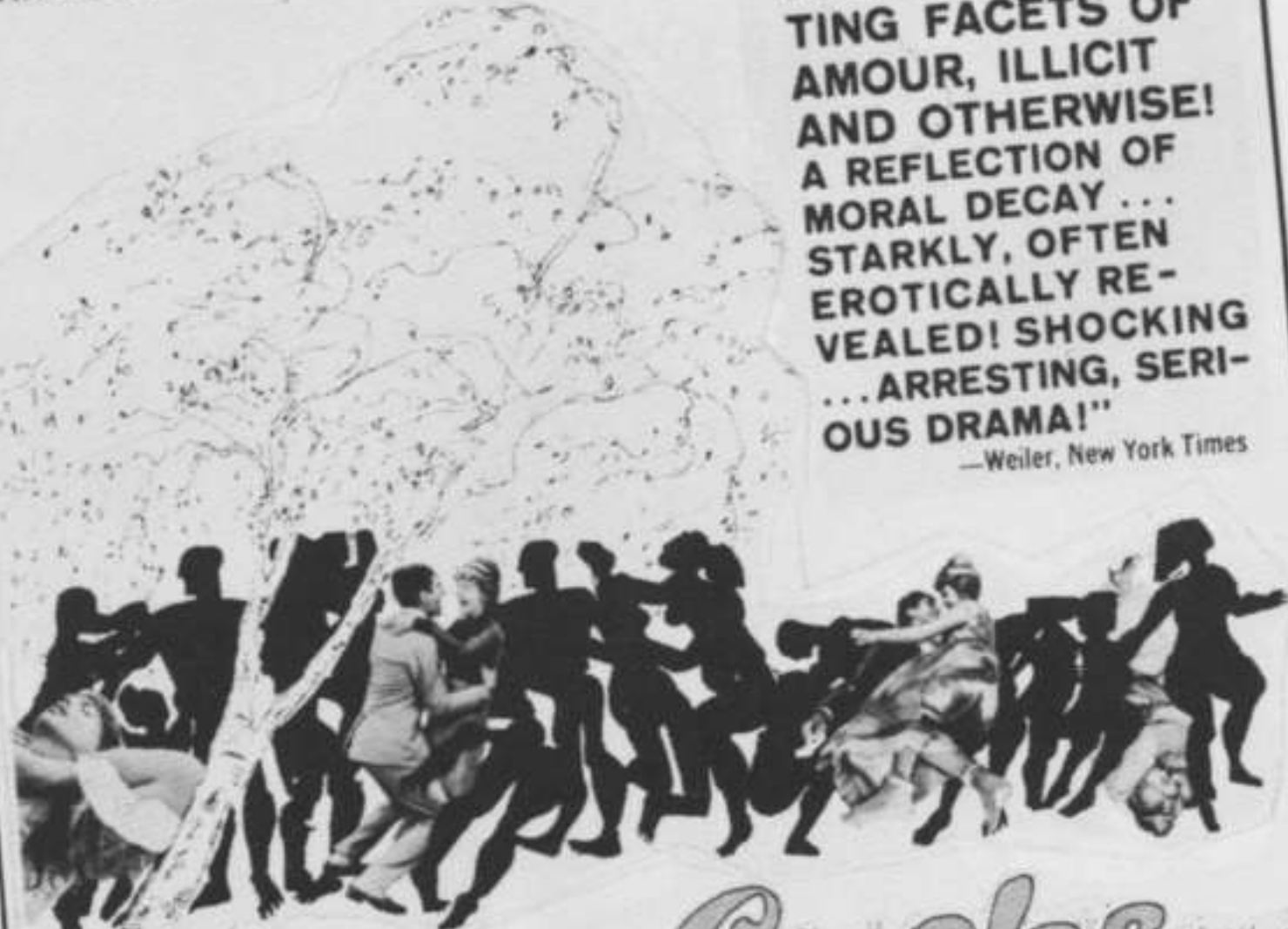
AD 103 — 1 COL. X 53 LINES

(TEASER)

POSTERS

"A FASCINATING FILM! STUNNING! FRANK! BOLD AND BEAUTIFUL! HAS MUCH OF THE MOODS OF BERGMAN... A FELLINI-LIKE FASCINATION!" —Judith Crist, World Jour. Trib.

"BOLD IN PRESENTING FACETS OF AMOUR, ILLICIT AND OTHERWISE! A REFLECTION OF MORAL DECAY... STARKLY, OFTEN EROTICALLY REVEALED! SHOCKING... ARRESTING, SERIOUS DRAMA!" —Weiler, New York Times



Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
IN ENGLISH

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"A DEGREE OF SEXUAL OPENNESS ABOUT THIS PICTURE THAT GOES FURTHER THAN MOST, OCCASIONALLY SETTING NEW MARKETS FOR ENTERTAINMENT AND PICTORIAL FILMS... BAWDY!" —Winsten, New York Post

40 x 60

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"A FASCINATING FILM!"
Stunning! Frank! Bold and beautiful... artistry, taste and style. Has much of the moods of Bergman... a Fellini-like fascination. Has beyond all the sexuality of the "Tom Jones" eating scene, a blood curdling perversion that is the ultimate "Lolita" thrill! Flawless roles!
—Audits Crit, World Journal Tribune

"EROTIC SWEDISH FILM IS SERIES OF SHOCKS!"
Leaves nothing to the imagination! The acting is excellent. Shows great boldness—the breaking down of moral and social codes and the indulgence by upper and lower classes in flagrant abnormal sexual practices!
—Earl Cameron, New York Daily News

"BOLD IN PRESENTING FACETS OF AMOUR, ILLICIT AND OTHERWISE!"
A reflection of moral decay... starkly, often erotically revealed! Miss Zetterling succeeded in shocking us with an arresting, serious drama that proves she knows the directorial craft and is a welcome addition to it!
—A. H. Weiler, New York Times

"A DEGREE OF SEXUAL OPENNESS ABOUT THIS PICTURE THAT GOES FURTHER THAN MOST,"
occasionally setting new markets for entertainment and pictorial films. It is by turns bawdy in its humor, bitter in its portrait and extremely earnest in the relationships between men and women. Mai Zetterling is to be congratulated on her rare success!
—Arthur Winsten, N.Y. Post

"AN EXCITING FILM!"
It throbs with compassion, humor, maturity, and boldness of concept with emphasis on various viewpoints toward life and sex. It is a pleasure to welcome Miss Zetterling as a fresh, new force in cinema!
—William Wolf, Cur Magazine

In English!



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1-SHEET

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Loving Couples
(AN ADULT MOTION PICTURE FROM SWEDEN)
IN ENGLISH


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11x14 LOBBIES
(4)

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PRINTED IN U. S. A.

Distributed by Harold Wiesensthal

PROMINENT FILMS, INC. 120 East 56th Street, N.Y. 421-3770

Loving Couples

R a d i o A n n o u n c e m e n t s

ANNOUNCER: 30 seconds

Everyone is talking about the most honest and frank motion picture from Sweden. Now in its.....(week or month), "LOVING COUPLES" has been heralded by all critics. The Times says: "Bold in presenting facets of amour, illicit and otherwise!" World-Journal Tribune raves with "Fascinating! Stunning! Bold and beautiful." See this year's most stunning film, see "LOVING COUPLES" now at the.....theatre, (address.)

ANNOUNCER: 30 seconds

"LOVING COUPLES" is: "An exciting film - it throbs with humor and boldness with emphasis on various viewpoints toward life and sex," says Cue Magazine. "A fascinating film! Bold and beautiful," raves the World-Journal Tribune. The Times says "LOVING COUPLES" is "Bold in presenting facets of amour, illicit and otherwise." The Post adds: "LOVING COUPLES" is a film with "a degree of sexual openness that goes farther than most!" See "LOVING COUPLES" now at the.....theatre, (address.)

Distributed by Harold Wienthal

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