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Film Subjects	Love story, Hiller, Arthur, 1970

PARAMOUNT PRESS BOOK AND MERCHANDISING MANUAL



*Love means
never having to say
you're sorry—*

PARAMOUNT PICTURES PRESENTS
Ali MacGraw • Ryan O'Neal



The Year's
#1
Best Seller

A HOWARD G. MINSKY-ARTHUR HILLER Production

Starring **John Marley & Ray Milland**



Written by ERICH SEGAL Directed by ARTHUR HILLER Produced by HOWARD G. MINSKY Executive Producer DAVID GOLDEN Music Scored by FRANCIS LAI IN COLOR A PARAMOUNT PICTURE

SOUND TRACK ALBUM AVAILABLE ON PARAMOUNT RECORDS GP ALL AGES ADMITTED Parental Guidance Suggested

4 COLS. x { 137 LINES 550 LINES
9 3/4 inches 39 inches

MAT 401

THE STORY (Not For Publication)

A lone figure sits in the bleachers in the skating rink in Central Park. He is Oliver Barrett (RYAN O'NEAL), a young lawyer just beginning a career in New York.

He recalls his student days and one in particular, when he went to the Radcliffe College library to borrow a book. He meets an impudent librarian—Jenny (ALI MacGRAW)—whom he ends up taking out for coffee. They aren't exactly a perfect match: Oliver actually is Oliver Barrett IV, with a hall at Harvard named for his grandfather and a consuming interest in ice hockey; Jenny's last name is Cavilleri—she's an Italian from Rhode Island, where her father is a baker and her main interests are Mozart and Bach.

Yet something happens to them. Jenny goes to see Oliver play hockey and he turns up at a concert to hear her play the harpsichord. Oliver's infatuation mystifies his roommate, Ray Stratton (WALKER DANIELS), just as his intense distaste for his father (RAY MILLAND) puzzles Jenny. Their relationship progresses. They become lovers; they realize they are in love.

Jenny talks of going off to France the following year and studying with Nadia Boulanger. For her, their affair is something which must end because she is poor and from Rhode Island and he is practically Mayflower stock and wealthy. Oliver sees no such objection. He asks her to marry him.

They drive to the Barrett estate, where Oliver's mother (KATHERINE BALFOUR) tries to ease the tension between father and son. Nevertheless, Oliver's unconcealed contempt for his father sets everyone on edge, especially Jenny, who finds it hard to hate anybody so completely.

Later, Oliver lunches with his father and asks him what he thinks of Jenny. His father asks him to wait, infuriating him. Oliver is undeterred by his father's threat to cut off his money if he goes ahead with the marriage.

Oliver and Jenny go to Rhode Island and meet Phil (JOHN MARLEY), Jenny's father. He is thrilled by the match, but disturbed that Oliver's parents are cutting off all ties with their son. He also is disturbed at their decision not to have a Catholic wedding, but to marry themselves. However, he is somewhat mollified when he learns that such a service is legally binding with the Harvard chaplain present to officiate.

Oliver and Jenny are married shortly before he enters Harvard Law School. They have no money and Jenny has to work to pay tuition and rent. Oliver goes to see Dean Thompson (RUSSELL NYPE) for a scholarship, but the Dean is unable to comprehend a Barrett needing money. Oliver and Jenny take up residence in a virtual slum. And in the summers they both work at a camp on Cape Cod. They are happy.

Oliver is graduated third in his class and is appointed to the Law Review. They move to New York and Oliver starts work with a law firm.

Shortly after their move, Oliver learns from Dr. Shapely (SYDNEY WALKER) Jenny is dying. Reeling with the unbelievable news, he goes home, but does not tell Jenny the truth.

Oliver plays squash with his former roommate, Ray, who notices he is off his usual game, but Oliver won't explain his lack of concentration. Later that day, after he has picked up airline tickets for their Christmas vacation in Paris, Oliver returns home. Jenny tells him that she has seen Dr. Shapely and now knows the truth.

Jenny loves to watch Oliver skate and he does at Wollman Rink—just for her. Afterwards, having hot chocolate—still attempting to keep their spirits high—Jenny weakly requests to be taken to the hospital.

Jenny goes to Mount Sinai and Oliver visits his father in Boston, asking for money, but reticent to tell him why he needs it. His father who would like a reconciliation with his son, writes him a check, yet money can only ease Jenny's pain. Oliver returns to the hospital and speaks to Jenny about their past hardships and tender moments together. Jenny asks him to hold her very tightly—she dies.

In shock, Oliver leaves the hospital and finds his father waiting outside. It is hard for the older man to say, but he offers his help and apologies. Oliver repeats words he had heard from Jenny about the meaning of love and goes off to the park.

A lone figure sits in the bleachers in the skating rink.

CAST

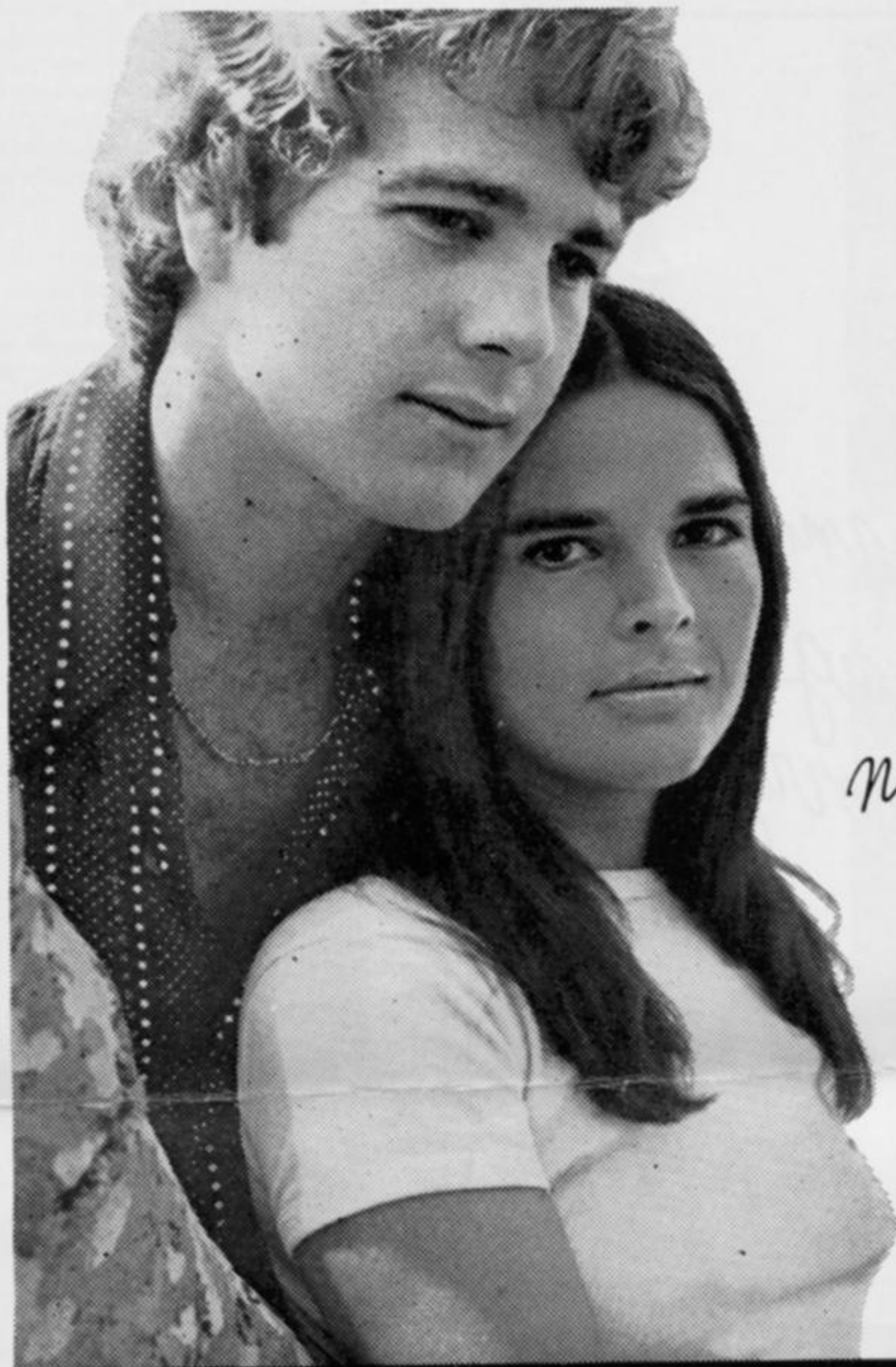
Jenny Cavilleri	ALI MacGRAW
Oliver Barrett IV	RYAN O'NEAL
Oliver Barrett III	RAY MILLAND
Mrs. Oliver Barrett III	KATHERINE BALFOUR
Phil Cavilleri	JOHN MARLEY
Dean Thompson	RUSSELL NYPE
Dr. Shapely	SYDNEY WALKER
Dr. Addison	ROBERT MODICA
Oliver's Roommates:	
Ray	WALKER DANIELS
Hank	TOM LEE JONES
Steve	JOHN MERENSKY
Rev. Blauvelt	ANDREW DUNCAN
Tommy the Doorman	BOB O'CONNELL

CREDITS

Produced by HOWARD G. MINSKY; Directed by ARTHUR HILLER; Written by ERICH SEGAL; Music by Francis Lai; Executive Producer, David Golden; Director of Photography, Dick Kratina; Art Director, Robert Gundlach; Sound, Jack Jacobson; Hairstylist, William Farley; Make-Up, Martin Bell; Key Grip, Ed Quinn; Set Decoration, Phil Smith; Unit Production Managers, Steven Skloot, Sal Scoppa; Editor, Robert C. Jones; Assistant Director, Peter Scoppa; Costume Design, Alice Manouagian Martin, Pearl Somner.

RUNNING TIME 100 MINUTES

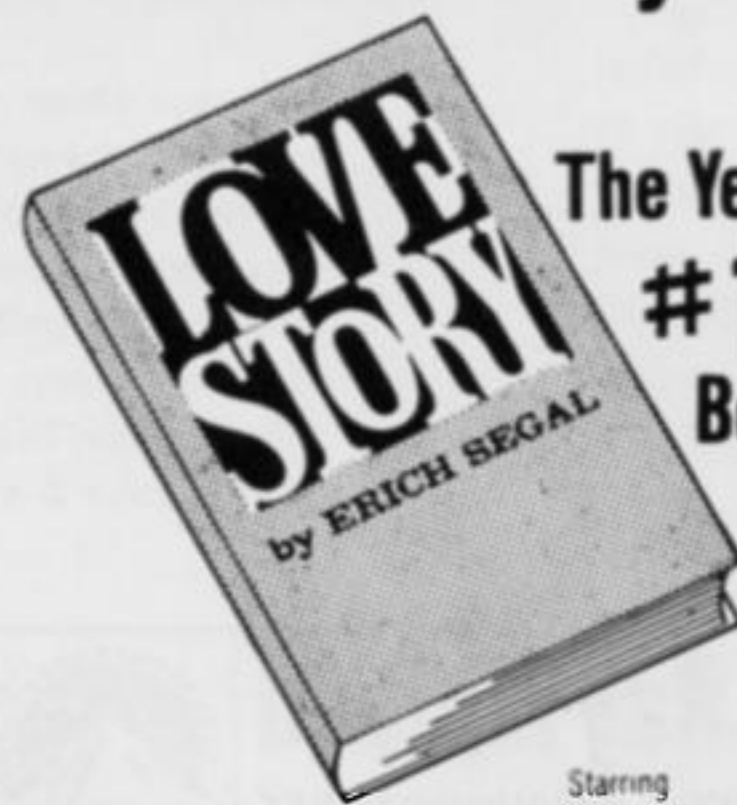
ADVERTISING



*Love means
never having to say
you're sorry—*

PARAMOUNT PICTURES PRESENTS

Ali MacGraw • Ryan O'Neal



The Year's
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Best Seller

A HOWARD G. MINSKY-ARTHUR HILLER Production

Starring **John Marley & Ray Milland**

Written by
ERICH SEGAL

Directed by
ARTHUR HILLER

Produced by
HOWARD G. MINSKY

Executive Producer
DAVID GOLDEN

Music Scored by
FRANCIS LAI

SOUND TRACK ALBUM AVAILABLE ON PARAMOUNT RECORDS



ALL AGES ADMITTED
Parental Guidance Suggested



IN COLOR

A PARAMOUNT PICTURE



4 COL. x { 150 LINES 600 LINES
10 3/4 inches 43 inches

MAT 402

love means
never having to say
you're sorry—

PARAMOUNT PICTURES PRESENTS
Ali MacGraw • Ryan O'Neal

LOVE STORY
by ERICH SEGAL
The Year's #1 Best Seller

A HOWARD G. MINSKY-ARTHUR HILLER Production

Starring **John Marley & Ray Milland** Written by ERICH SEGAL Directed by ARTHUR HILLER
Produced by HOWARD G. MINSKY Executive Producer DAVID GOLDEN Music Scored by FRANCIS LAI IN COLOR A PARAMOUNT PICTURE
SOUND TRACK ALBUM AVAILABLE ON PARAMOUNT RECORDS GP ALL AGES ADMITTED Parental Guidance Suggested

3 COL. x { 117 LINES 351 LINES
8 7/8 inches 25 1/8 inches **MAT 301**

ABOVE AD ALSO AVAILABLE IN

3 COL. x { 133 LINES 400 LINES
9 1/2 inches 28 1/2 inches **MAT 302**

3 COL. x { 150 LINES 450 LINES
10 3/4 inches 30 1/4 inches **MAT 304**

3 COL. x { 167 LINES 501 LINES
12 inches 35 7/8 inches **MAT 303**

4 COL. x { 168 LINES 676 LINES
12 inches 24 inches **MAT 403**

4 COL. x { 175 LINES 700 LINES
12 1/2 inches 50 inches **MAT 404**

4 COL. x { 200 LINES 800 LINES
14 1/4 inches 28 1/2 inches **MAT 405**

5 COL. x { 200 LINES 1000 LINES
35 5/8 inches 52 5/8 inches **MAT 501**

5 COL. x { 240 LINES 1200 LINES
95 5/8 inches 47 7/8 inches **MAT 502**

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LOVE STORY
by ERICH SEGAL
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SOUND TRACK ALBUM AVAILABLE ON PARAMOUNT RECORDS GP ALL AGES ADMITTED Parental Guidance Suggested

2 COL. x { 100 LINES 200 LINES
7 1/8 inches 14 1/4 inches **MAT 202**

ABOVE AD ALSO AVAILABLE IN

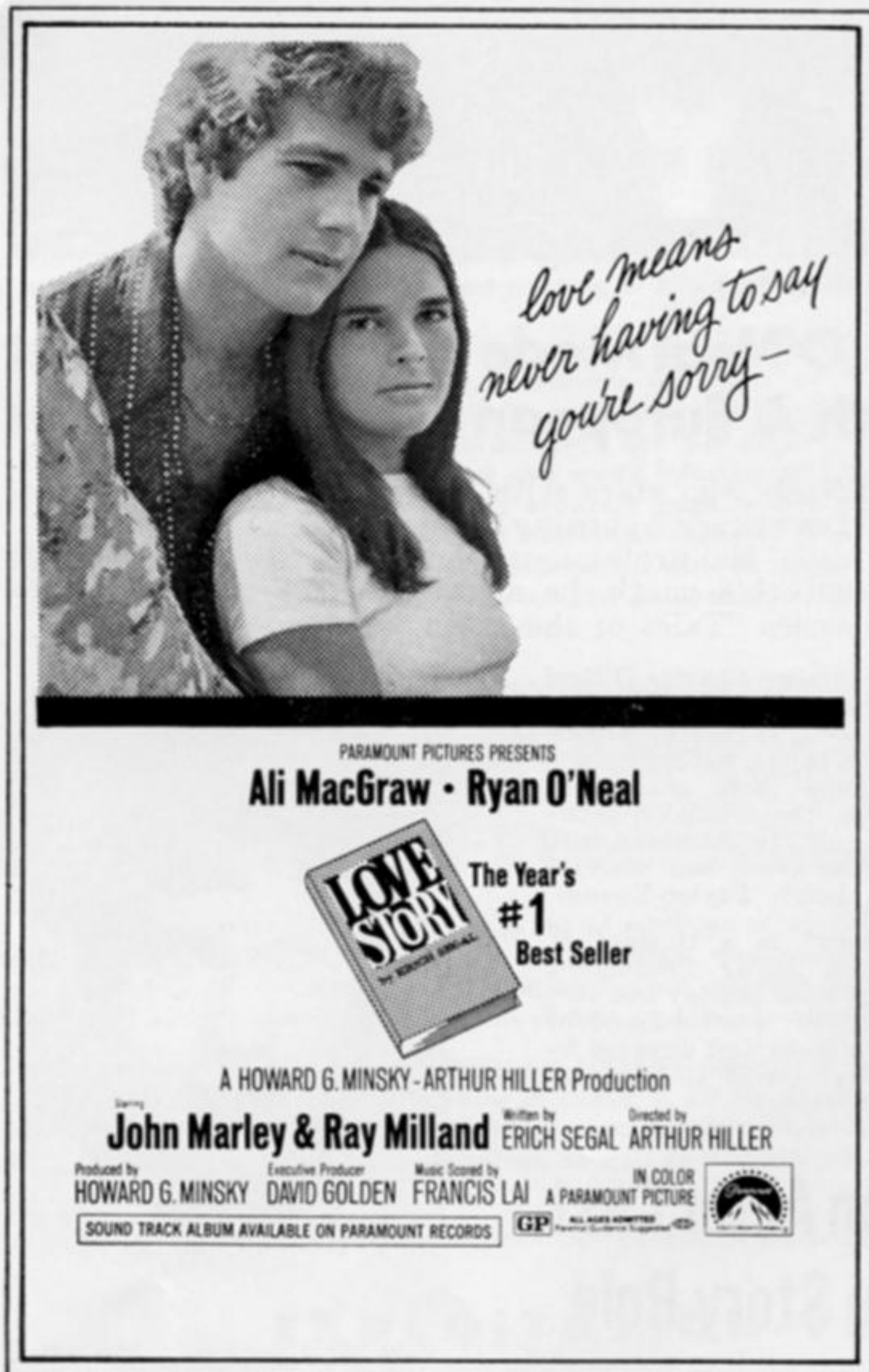
2 COL. x { 125 LINES 250 LINES
9 inches 18 inches **MAT 203**

2 COL. x { 150 LINES 300 LINES
10 3/4 inches 21 1/2 inches **MAT 204**



All advertising in this press book, as well as all other advertising and publicity materials referred to therein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of Code for Advertising, Motion Picture Association of America, 522 Fifth Avenue, New York, N.Y. 10036.

All distributors subscribing to the Code are pledged to include the seal, and the rating when required in their advertising. Exhibitors are urged to retain the seal (shown above), in approved ads. Keep the rating tag prominently displayed when indicated. This is particularly important today. National research has proven that the majority of movie-goers want this guide.



2 COL. x { 80 LINES 160 LINES
5 3/4 inches 11 3/8 inches **MAT 201**

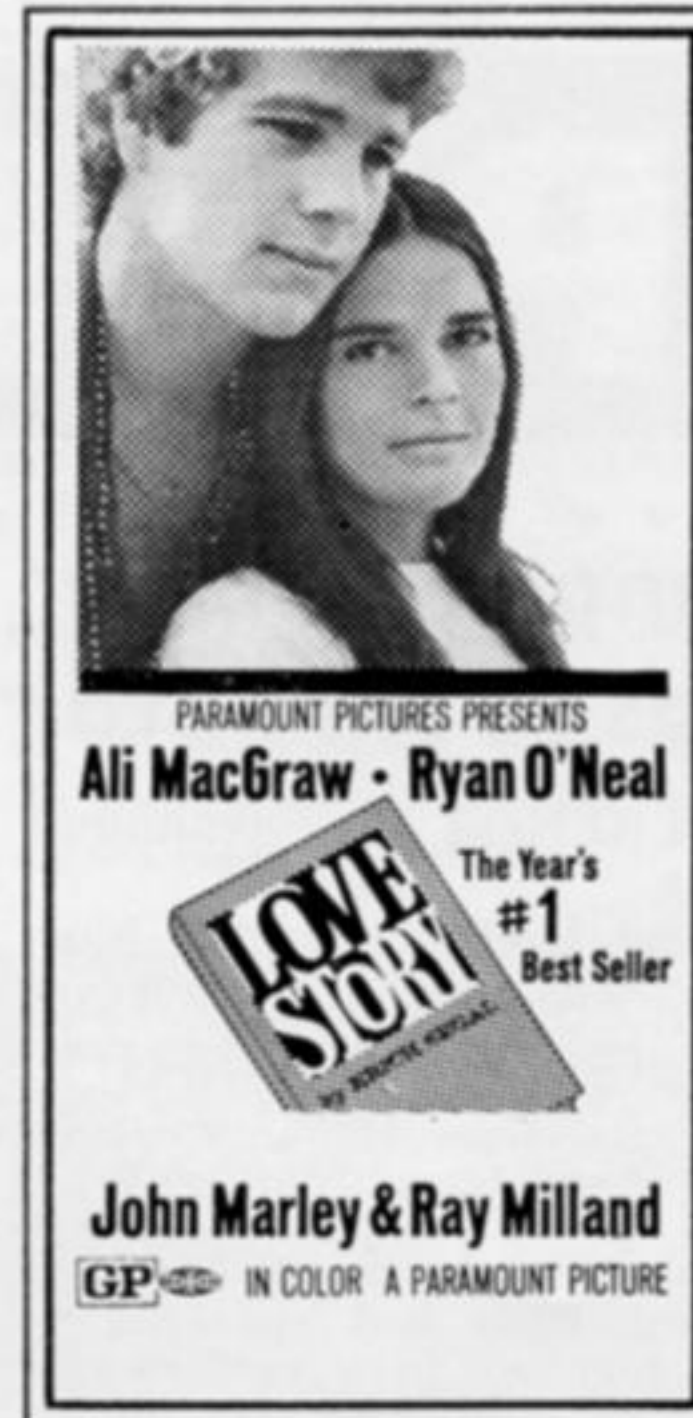


28 LINES 2 inches

**BOTH MIDGETS
ON MAT 101**



14 LINES 1 inch



1 COL. x { 50 LINES
3 1/2 inches **MAT 102**

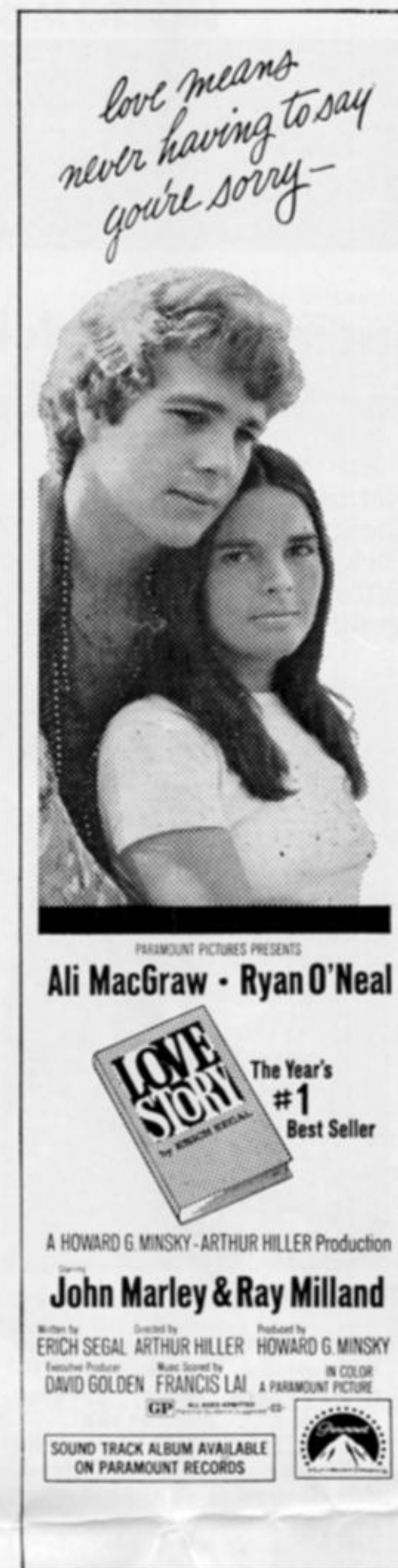
COMPLETE CAMPAIGN MAT

(ORDER SPECIAL MAT #1)

Consists of Ad Mats

101 • 102 • 201

And Publicity Mats 1B • 1A • 2B



1 COL. x { 100 LINES
7 1/8 inches **MAT 103**

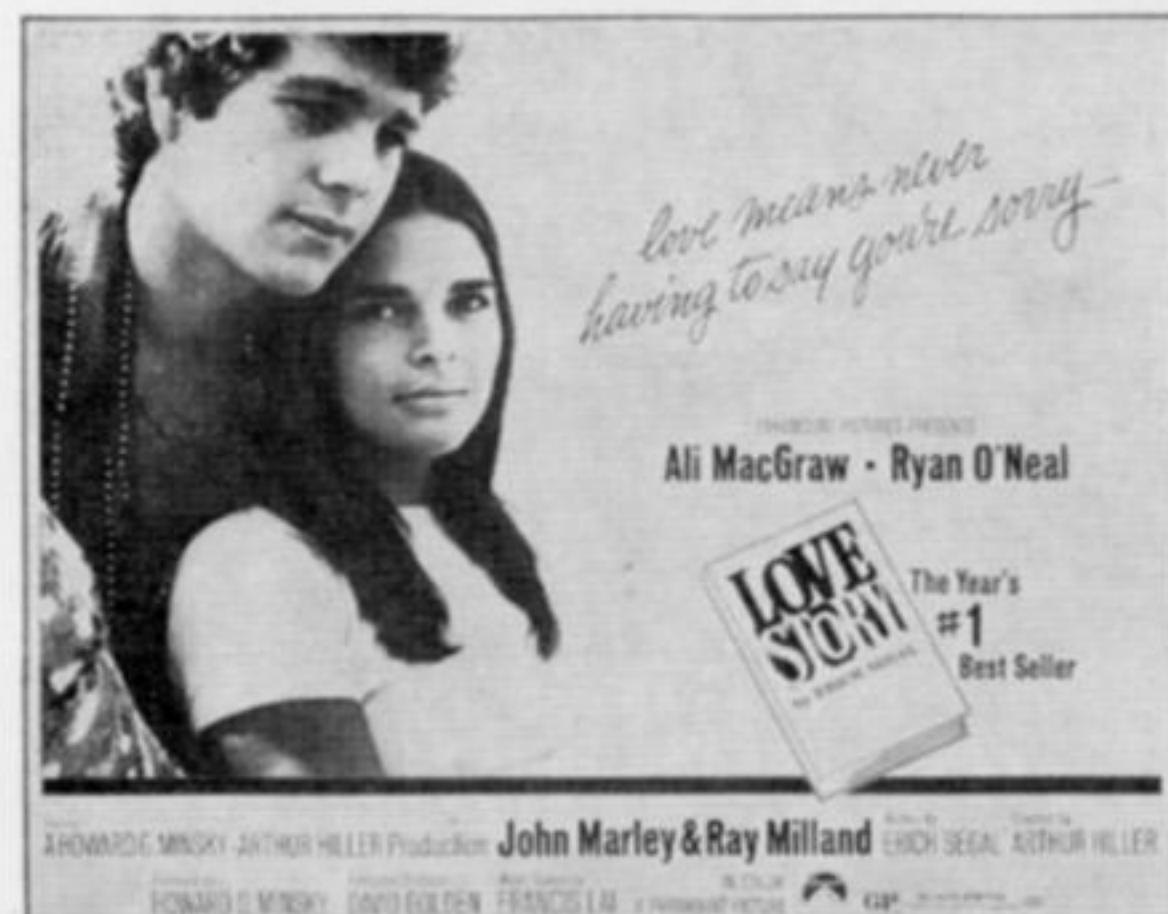
POSTERS and LOBBIES

Also Available: WINDOW CARD • SET OF EIGHT 11 x 14's

14 x 36 INSERT CARD • BLACK AND WHITE STILLs

SET OF 10 COLOR STILLs • 30 x 40 POSTER • 40 x 60 POSTER

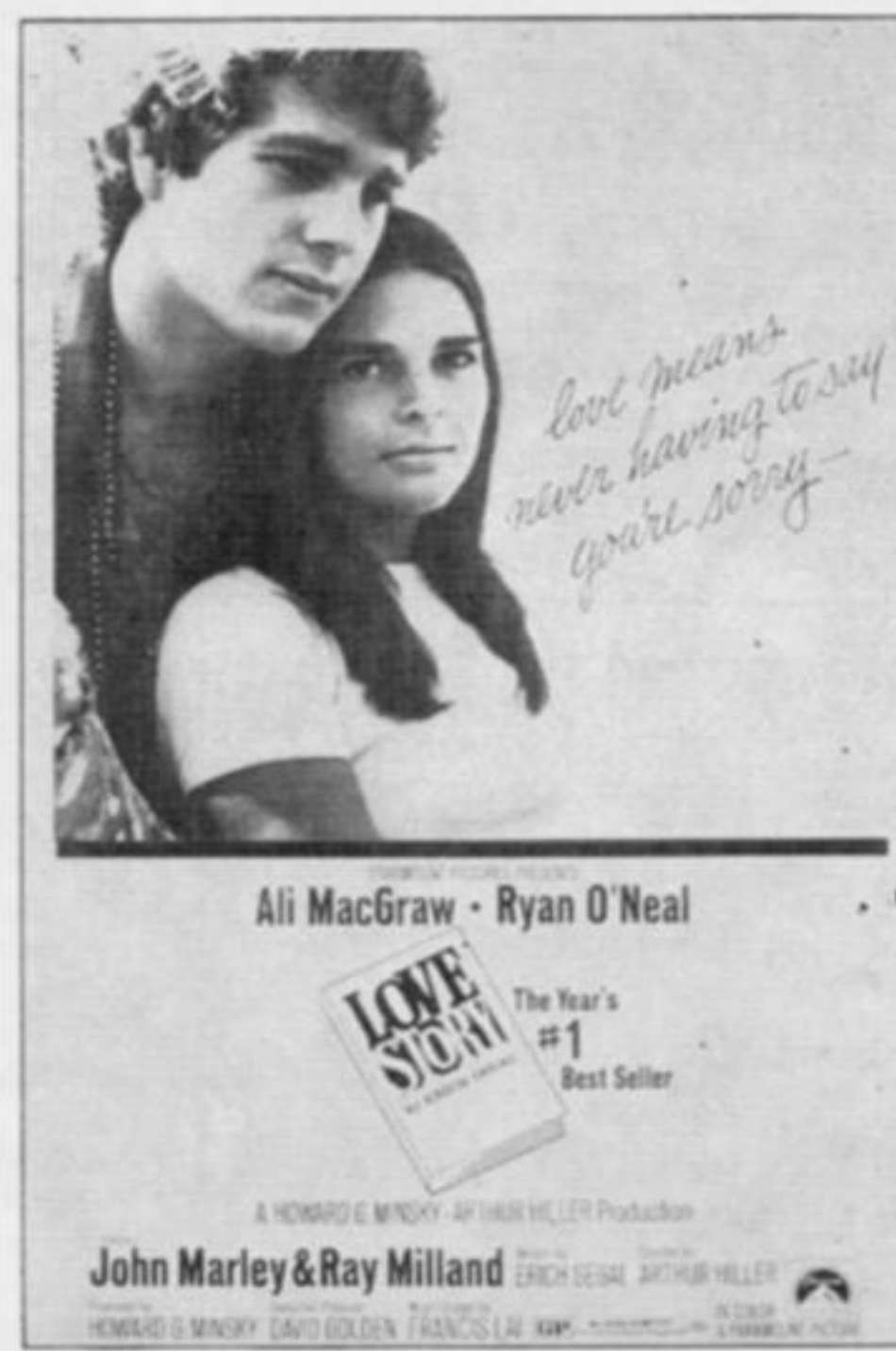
(Order from National Screen Service • See Coupon on Back Cover)



22 x 28 LOBBY CARD



SIX SHEET



ONE SHEET



THREE SHEET

PUBLICITY

Successful Model Exchanged Fashion For Successful Career as A Film Star

Ali MacGraw, starring with Ryan O'Neal in Paramount Pictures' "Love Story," opening in color at the Theatre, was born and raised in Westchester County, New York. She attended Wellesley College, where she studied art history and dramatics and acted in several Shakespearean productions.



Still #LS-5 Mat 1A

Ali MacGraw stars with Ryan O'Neal in Paramount Pictures' "Love Story," opening in color at the Theatre. Also starring John Marley and Ray Milland, the Howard G. Minsky-Arthur Hiller Production, based on Erich Segal's screenplay, deals with two young college students from widely different backgrounds who fall in love.

By coincidence, Miss MacGraw knew "Love Story" author Erich Segal when she was a student at Wellesley and he was studying at Harvard. They had appeared on stage together in a performance of "Much Ado About Nothing." Furthermore, she was responsible for the art work while he composed the music for the production.

A successful fashion model appearing on the covers of Mademoiselle, Harper's Bazaar and Glamour, Miss MacGraw chose to forsake this career when director Larry Peerce and producer Stanley R. Jaffe selected her for the role of Brenda Patimkin in Paramount's film version of the Philip Roth novella "Goodbye Columbus."

After the enormous success of the film, Miss MacGraw was deluged with script offers, but she took her time in deciding upon another film. However, she chose "Love Story" as her next venture as soon as she finished reading it.

"Love Story" is a Howard G. Minsky-Arthur Hiller Production, also starring John Marley and Ray Milland. The film was produced by Howard G. Minsky and directed by Arthur Hiller. David Golden was executive producer.



Still #LS-3 Mat 1C

Ali MacGraw and Ryan O'Neal portray two young college students from widely differing backgrounds who fall in love in Paramount Pictures' "Love Story," opening in color at the Theatre. Based on a screenplay by Erich Segal, the Howard G. Minsky-Arthur Hiller Production also stars John Marley and Ray Milland.

Author Erich Segal Leads A Double Life

At the age of 32, Erich Segal, author of Paramount Pictures' "Love Story," opening in color at the Theatre, has one foot firmly planted in each of two very different worlds.

A graduate of Harvard, Segal is an associate professor of Classics and comparative literature at Yale and has written several scholarly works including "Euripides, A Collection of Critical Essays" and "Roman Laughter: The Comedy of Plautus." Segal also is the author of "The Yellow Submarine," the Beatles' animated film, as well as the author of the original screenplay for the Paramount production starring Ali MacGraw and Ryan O'Neal.

Segal showed his screenplay to the William Morris Agency where Howard G. Minsky, the film's producer, was working as head of the film department. Segal's story of two college students with widely differing backgrounds, who fall in love, intrigued Minsky. He resigned his post at William Morris and purchased the screen rights.

"Love Story," a Howard G. Minsky-Arthur Hiller Production, also stars John Marley and Ray Milland. The film's director was Arthur Hiller and David Golden was executive producer.

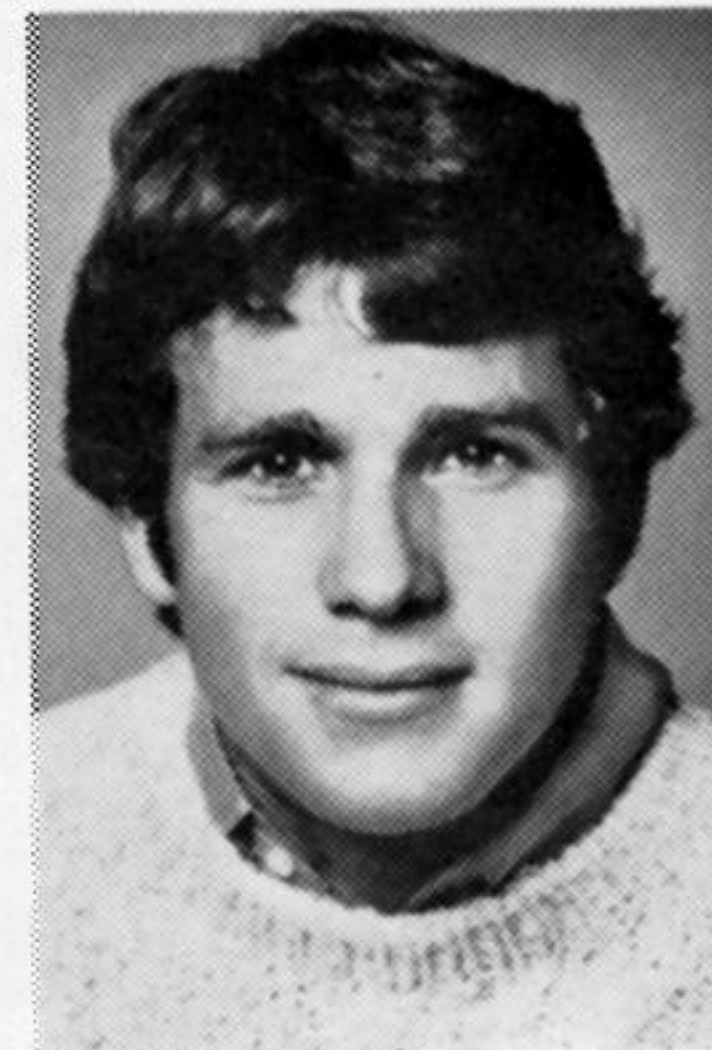
Acting is not Ali MacGraw's exclusive interest. She currently is starred with Ryan O'Neal in Paramount Pictures' "Love Story," opening in color at the Theatre. Among her hobbies she lists horseback riding and tennis—although she considers herself unathletic. Miss MacGraw sees herself as an incurable romantic and devotes much of her time to painting and sketching. She creates books filled with poems and drawings which she sends to her friends and is fond of all kinds of music, with the emphasis on Mozart and Simon and Garfunkel. "Love Story," a Howard G. Minsky-Arthur Hiller Production, also stars John Marley and Ray Milland. The film, based on Erich Segal's screenplay, was produced by Howard G. Minsky and directed by Arthur Hiller. David Golden was executive producer.

Ryan O'Neal Made His Acting Debut With A European Television Series

Ryan O'Neal, who stars with Ali MacGraw in Paramount Pictures' "Love Story," opening in color at the Theatre, made his professional debut on German television where, despite his youth, he appeared in 39 episodes of the European series "Tales of the Vikings."

The son of writer Charles O'Neal and actress Patricia Callaghan, O'Neal appeared on several American television series, before rocketing to national fame as Rodney Harrington in the television series "Peyton Place." He remained with the series five years and married his co-star, Leigh Taylor-Young.

"Love Story" is a Howard G. Minsky-Arthur Hiller Production, also starring John Marley and Ray Milland. The film was produced by Howard G. Minsky and directed by Arthur Hiller. David Golden was executive producer.



Still #LS-4 Mat 1B

Ryan O'Neal stars with Ali MacGraw in Paramount Pictures' "Love Story," opening in color at the Theatre. Also starring John Marley and Ray Milland, the Howard G. Minsky-Arthur Hiller Production, based on Erich Segal's screenplay, deals with two college students from widely differing backgrounds.

Veteran Actor Cast In Love Story Role

To play the demanding role of Ryan O'Neal's father in Paramount Pictures' "Love Story," starring Ali MacGraw and O'Neal, scores of eligible actors were interviewed. The part eventually went to Academy Award-winning actor Ray Milland, a distinguished veteran of both stage and screen.

Milland received an Academy Award as Best Actor for his stunning portrayal of an alcoholic in Billy Wilder's "Lost Weekend." Other Milland hits include "Dial M for Murder" and "Golden Earrings." He also appeared on Broadway several seasons ago in the very successful suspense play, "Hostile Witness." In addition to his work on stage and screen, Milland starred for many years in his own television comedy series.

"Love Story," opening in color at the Theatre is a Howard G. Minsky-Arthur Hiller Production, also starring John Marley. The film, based on Erich Segal's screenplay, was produced by Howard G. Minsky and directed by Arthur Hiller. David Golden was executive producer.

The shooting schedule for Paramount Pictures' "Love Story," starring Ali MacGraw and Ryan O'Neal, included locations at Cambridge, Mass. and the Boston area as well as various sites in and around New York City. "Love Story," a Howard G. Minsky-Arthur Hiller Production opening in color at the Theatre, also stars John Marley and Ray Milland. The film, based on a screenplay by Erich Segal, was produced by Howard G. Minsky and directed by Arthur Hiller. David Golden was executive producer.



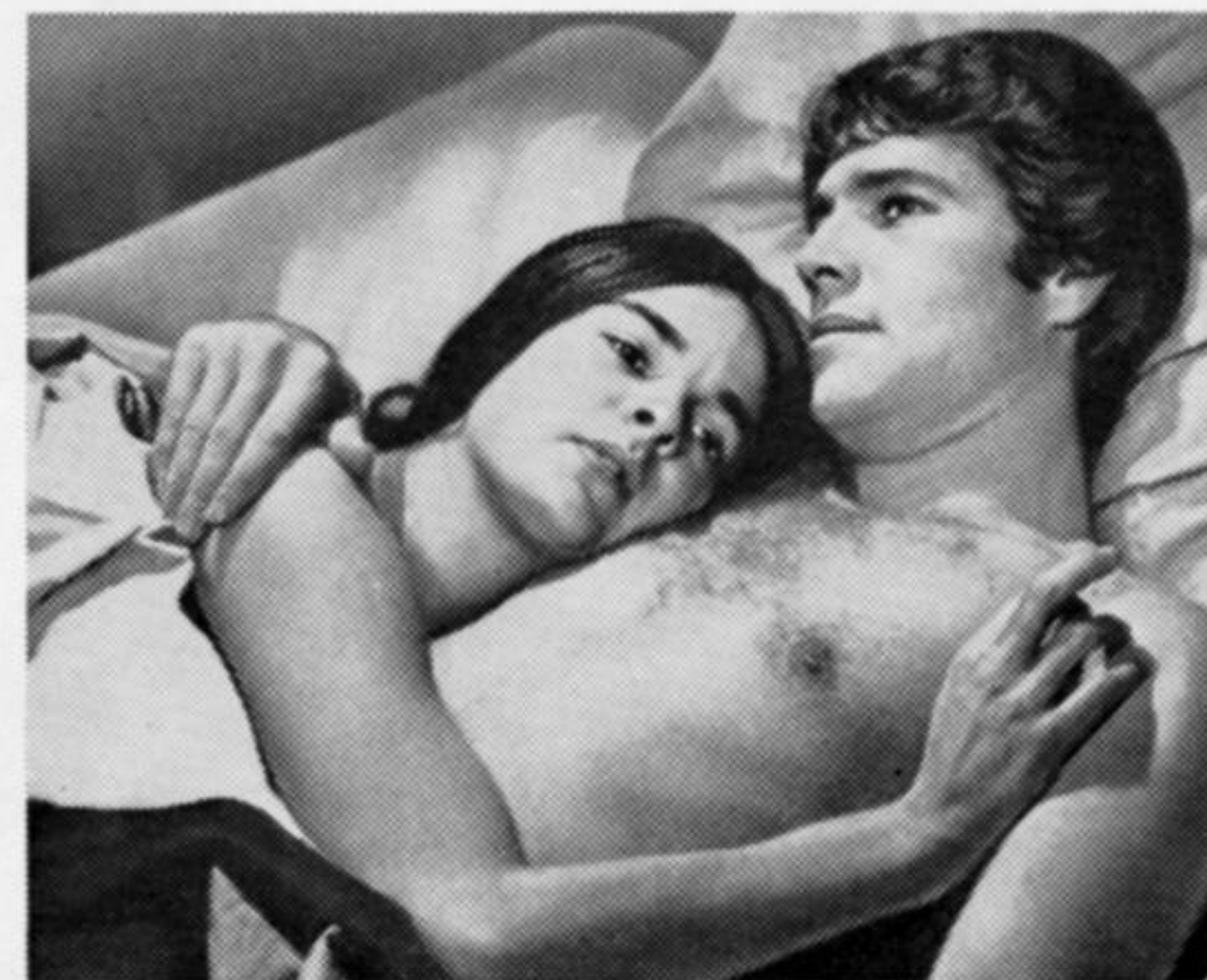
Still #LS-2

Mat 2B

Ryan O'Neal (left) and Ray Milland in a scene from Paramount Pictures' "Love Story," opening in color at the Theatre. The film, starring Ali MacGraw and O'Neal, deals with two college students from widely differing backgrounds who fall in love. The Howard G. Minsky-Arthur Hiller Production, based on a screenplay by Erich Segal, also stars John Marley.

OFFICIAL ADVERTISING BILLING

Paramount Pictures Presents	25%
ALI MACGRAW RYAN O'NEAL	Size at our discretion
in	
LOVE STORY	100%
A HOWARD G. MINSKY-	
ARTHUR HILLER PRODUCTION	35% ht. & wd. of title
Starring	
JOHN MARLEY	Same size as ALI MACGRAW
and RAY MILLAND	
Written by ERICH SEGAL	35% ht. & wd. of title
Directed by ARTHUR HILLER	
Produced by HOWARD G. MINSKY	
Executive Producer—DAVID GOLDEN	
Music Scored by FRANCIS LAI	
In Color	25%
A Paramount Picture	25%
"GP"—ALL AGES ADMITTED • Parental Guidance Suggested	25%



Still #LS-1

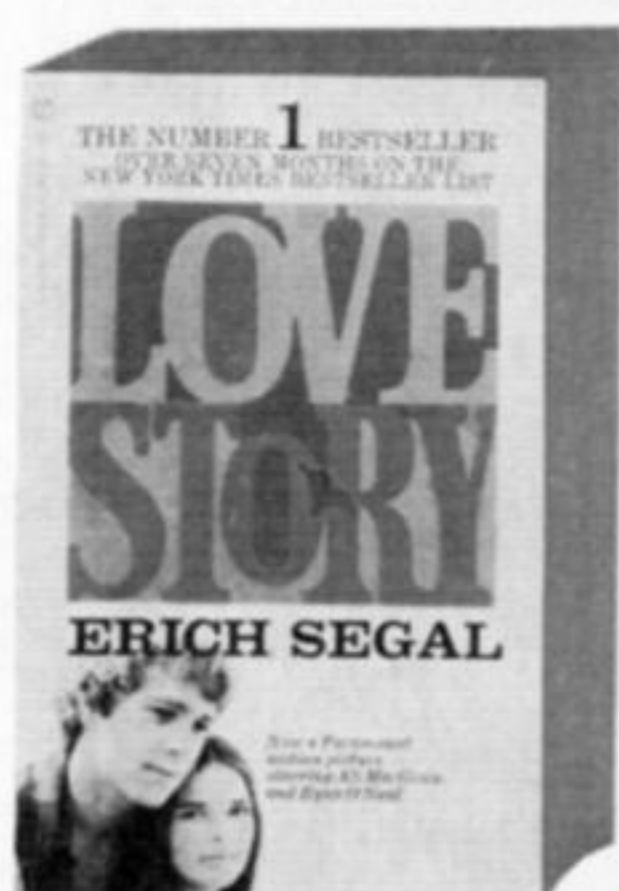
Mat 2A

Ali MacGraw and Ryan O'Neal in a scene from Paramount Pictures' "Love Story," opening in color at the Theatre. The story of two college students from widely differing backgrounds who fall in love, the Howard G. Minsky-Arthur Hiller Production, based on Erich Segal's screenplay, also stars John Marley and Ray Milland.

EXPLOITATION

LOVE STORY BOOK PROMOTION

NEW AMERICAN LIBRARY has published a record-breaking 4,350,000 copies of LOVE STORY, under its Signet banner. This soft-cover publication of the number one best-selling novel by Erich Segal, constitutes the largest first printing of any book in the history of publishing.



The cover of the LOVE STORY paperback features the photo of ALI MAC-GRAW and RYAN O'NEAL which is Paramount's key film ad art. Complete cast and credit information is included on a separate page within the book. NEW AMERICAN LIBRARY is supporting this publication with an unprecedented advance and point-of-sale promotional campaign.



The company recently concluded a series of mailings to all major paperback book wholesalers which included sample book covers, posters and review reprints. The point-of-sale merchandising efforts include such specialty items as rack cards and window streamers (illustrated above), floor and counter book bins and counter cards.

Work closely with the NEW AMERICAN LIBRARY contact in your area and assist him in setting up major counter and window displays in all the leading book stores. He, in turn, should be able to supply you with an amount of complimentary books for distribution to radio, t.v. and newspaper representatives, as well as a quantity for special media promotions.

EXPLOITATION TIPS

TELEVISION STATION PROMOTION—Have one of your local t.v. stations that programs late afternoon movies present a "tribute to LOVE STORY week" during the week of the film's local opening. For this promotion the station would program daily a film with a strong romantic story line such as "An Affair to Remember", "Beloved Infidel", "Wuthering Heights." The announcements about the LOVE STORY tribute should be made at least two weeks in advance with viewers asked to send in their name and address with the words LOVE STORY on a postcard. For each day of the "tribute" a card would be selected with the lucky viewer winning a soundtrack album, paperback book and two tickets to the film.

SUPERMARKET TIE-IN—Interest one of your local supermarket chains in a promotion proclaiming, as an example: "Another Wonderful 'LOVE STORY': A&P And Its Customers." This catch-line can be imprinted on the stores shopping bags and snipes could be made for distribution throughout their stores and also on their delivery trucks. A LOVE STORY motion picture display with stills, books, etc., should be in each store with a box in front of it offering customers an opportunity to win a limited number of passes in a drawing to be held following the film's opening.

RADIO STATION TIE-IN—In connection with radio stations, you can attempt to have a major radio station in your market dedicate an entire day (preferably the opening day of LOVE STORY) to popular love songs over the years. The selection of songs could encompass a number of centuries, beginning with "Greensleeves" up to the present day contemporary rock numbers. With the thousands of love songs written throughout the years, the radio station should have no problem programming a full day of "LOVE STORY" broadcasting. Naturally, the "theme" from LOVE STORY would be programmed at staggered intervals throughout the day. At the time of the LOVE STORY theme's performances, a pair of passes or a soundtrack album could be given away to a lucky listener.

GREAT MOTION PICTURE LOVE STORIES CONTEST—Many films have been made concerning either factual or fictionalized versions of great love stories. For instance, there have been three versions of "Romeo and Juliet," which is considered by many to be the greatest love story of all time. On behalf of LOVE STORY, you can hold a newspaper or radio contest, inviting readers or listeners to submit a list of these Great Love Story films, with the longest list winning free tickets to the opening of LOVE STORY at your theatre. Several of these films and the lovers concerned are: "Black Orpheus" (Orpheus and Euripides), "Beloved Infidel" (F. Scott Fitzgerald and Sheila Graham), "The Virgin Queen" (Queen Elizabeth and Sir Walter Raleigh), "Antony & Cleopatra" (Marc Antony and Cleopatra).

MATERIALS CHECK LIST

REGULAR THEATRE TRAILER (Order from local National Screen Service)

TEASER TRAILER (Order from local National Screen Service)

FREE: COLOR TV SPOTS Available in a FULL SET of TV SPOTS specially created to reflect the mood of the film. (Order from local National Screen Service)

FREE: RADIO SPOT ANNOUNCEMENTS Available in a FULL SET of Radio SPOTS dynamically created for maximum boxoffice sell. (Order from local National Screen Service)

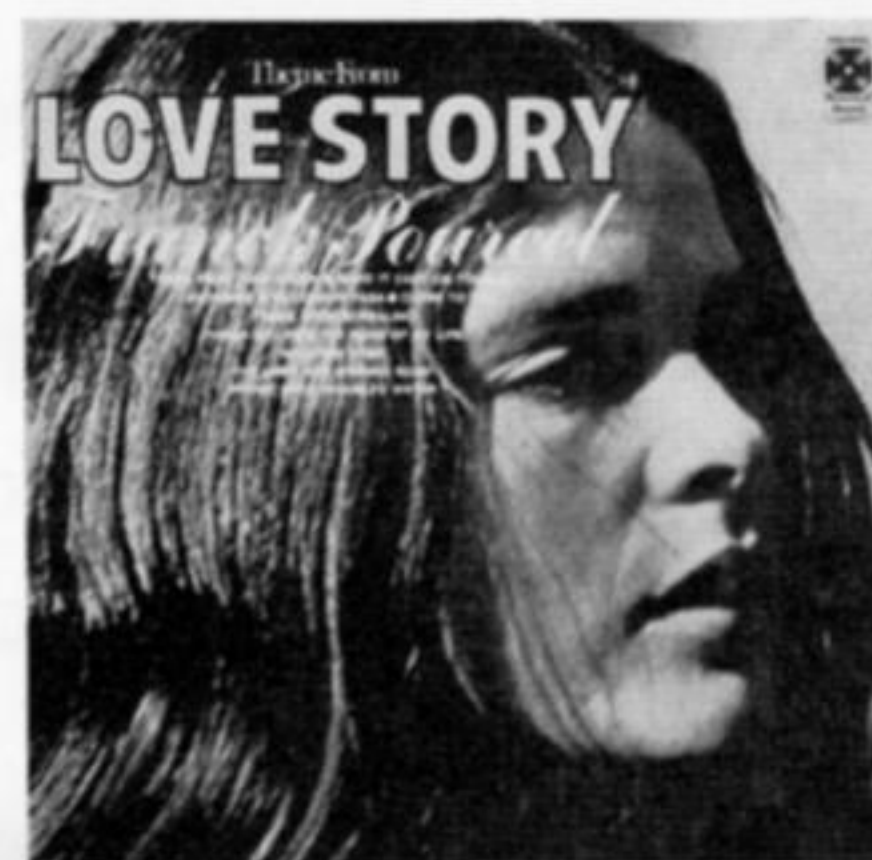
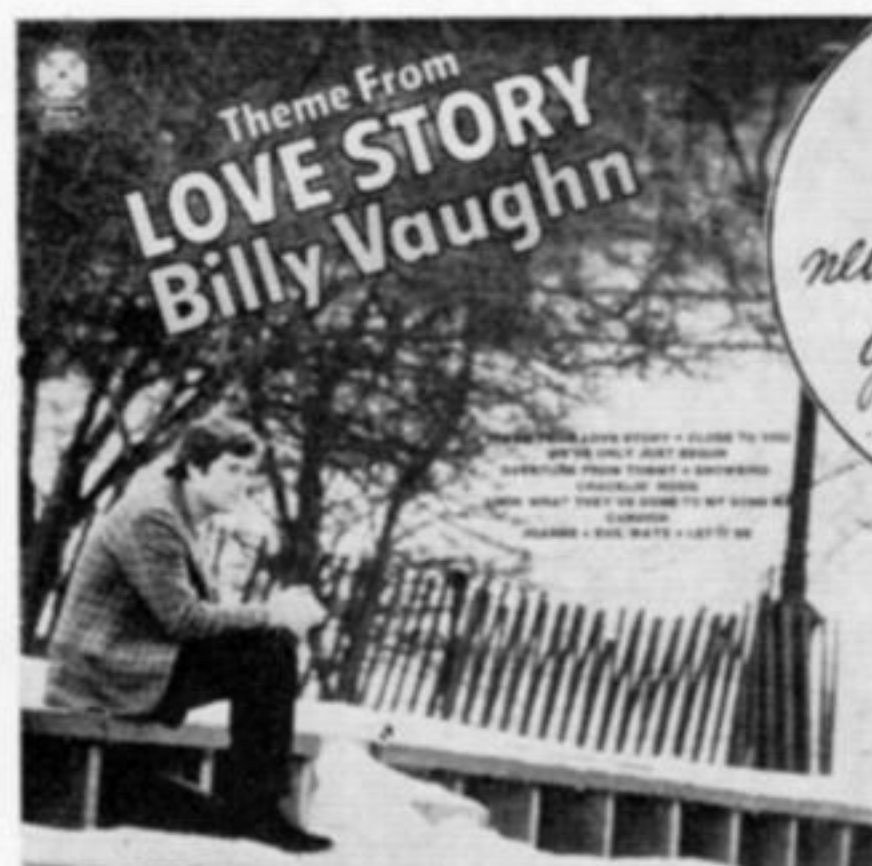
SET of FULL COLOR STILLs: (Order from local National Screen Service)

DELUXE HI-RISE STANDEE

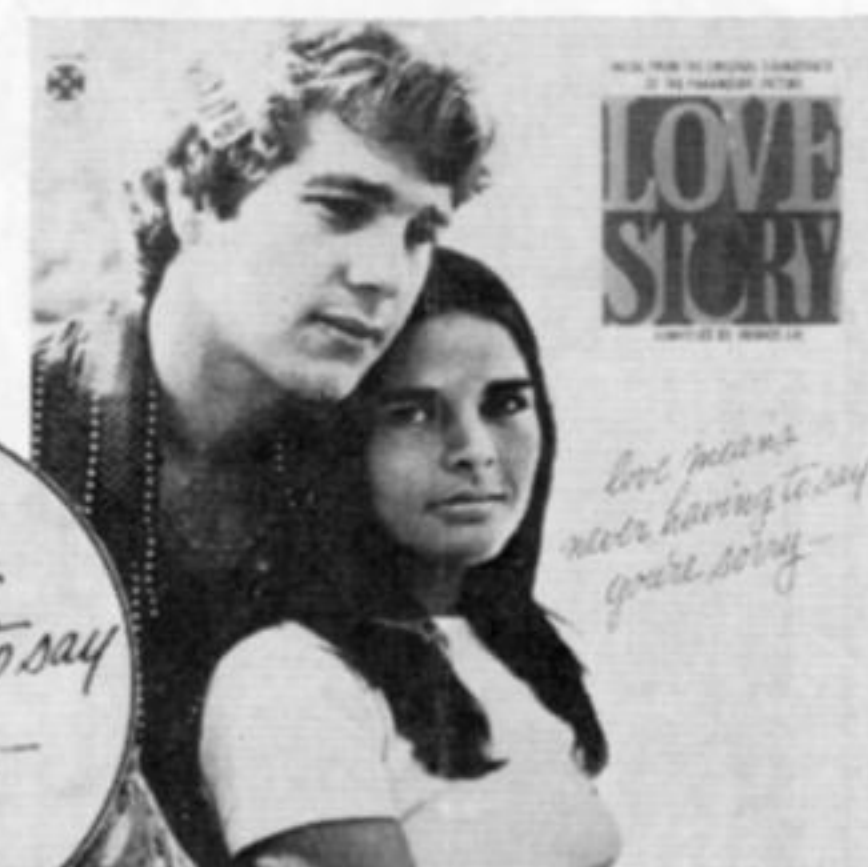
It's off the floor and attention-arresting. This eye-level standee is an effective advertising promotional piece. Budget-priced—only \$9.95. Hi-rise re-usable extension pole—\$1.50. (Order from your local branch of National Screen Service.)

LOVE STORY MUSIC PROMOTION

PARAMOUNT RECORDS has released three important albums containing the Francis Lai music from LOVE STORY. Most valuable, exploitation wise, among these albums is the soundtrack from the film. This record is handsomely packaged in a jacket featuring the basic LOVE STORY ad on the front cover and cast and credit information on the back cover. The other two albums from Paramount Records feature the "theme from LOVE STORY" as the centerpiece, among orchestrations of other leading contemporary songs. The orchestras of BILLY VAUGHN and FRANK PURCELL perform magnificently on these two albums. The front cover of the Purcell album features a full color headshot of ALI MAC GRAW while the Vaughn presentation shows RYAN O'NEAL on the front cover in the closing scene from the film.



Love means never having to say you're sorry.



To support your local promotion, PARAMOUNT RECORDS is supplying special kits to 500 of the top phonograph record retailers throughout the United States and Canada. These kits include album covers from all three records, window streamers, several stills from the film and special buttons (illustrated here) for record store clerks reading: "love means never having to say you're sorry."

Contact your local PARAMOUNT RECORDS representative to arrange for the various local promotions that will mean so much to the merchandising of the film. Among the various activities that should be included in your local campaign are store window and counter displays incorporating the Paramount Record material with LOVE STORY posters and stills, and the giveaway of albums on local radio and t.v. stations.

The following is a list of regional PARAMOUNT RECORDS marketing representatives, who along with your local distributor, can assist you in making the most of this very valuable tie-in.

PARAMOUNT RECORDS FIELD MARKETING MANAGERS/REGIONAL MEN

MR. JACK BOYTE 1633 West Pratt Blvd.-Apt. 2S Chicago, Ill. 60626 312-761-8965	MR. KEN REUTHER 3000 Gentilly Blvd. Apt. 154 New Orleans, La. 504-943-2980	MR. JIM WARDLAW 1548 Darwin Lane Tucker, Ga. 404-939-7455	Paramount Record Dist. (office) 6430 Sunset Blvd. Hollywood, Cal. 90028 213-461-4811
MR. PAUL ELLIS 31900 N. Marginal Rd. Apt. 201 Willowick, Ohio 44094 216-944-2113	MR. ED SPACEK 2363 Dunloe Drive Dallas, Texas 75228 214-DA 8-4723	MR. CLINT WILSON 777 Edgewood Mill Valley, Cal. 415-388-3438 or 415-924-0377 (service)	MR. BOB WARDLAW 1199 Murfreesboro Rd. (home) Nashville, Tenn. 37130 615-834-0061
MR. STEVE HOLLIS Tenby Chase-Apt. G-42 Delran, N.J. 08075 609-461-8343	MR. DAVE VAUGHN 428 Range Lane Cahokia, Ill. 62206 618-332-1236	MR. GENE BLOCK Paramount Record Dist. 6430 Sunset Blvd. Hollywood, Cal. 90028 213-461-4811	Paramount Record Dist. (office) 1605 Hawkins St. Nashville, Tenn. 37203 615-244-1784
MR. DON MASTERS 11 Meadowbrook Road Saugus, Mass. 01906 617-233-1753	MR. DICK HUGHES 3754 Randolph (home) Oakland, Cal. 94602	MR. STU YAHM 17431 Hamlin St. Van Nuys, Cal. 91406 213 343-6008	

As well as the albums indicated above, three 45 rpm single records are in release that also will be of considerable assistance in making LOVE STORY a well known property by the time it opens in your city. Paramount Records has released a single of the LOVE STORY theme as performed on the film soundtrack by Francis Lai. Additionally, RCA VICTOR RECORDS is distributing the "Theme from LOVE STORY" as performed by HENRY MANCINI and his orchestra, and COLUMBIA RECORDS has a single version of the Theme by PETER NERO. The importance of these three singles should definitely not be overlooked, and should become an integral part of your overall LOVE STORY music promotion.

"LOVE STORY"

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