

● FOUR WAYS OUT

**FOUR WAYS
OUT**

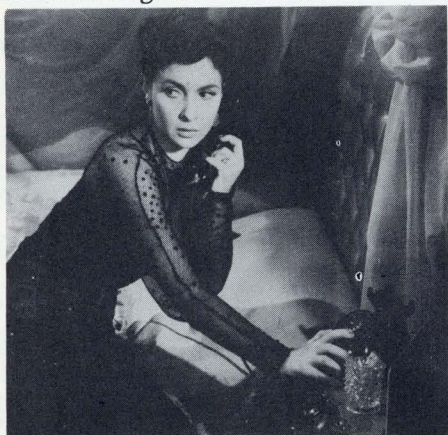
with **GINA
LOLLOBRIGIDA**

GINA LOLLOBRIGIDA FILM ON TV

American Dialogue Picture, "Four Ways Out," Voted Best Italian Film of the Year

Gina Lollobrigida in English Language Film on Channel ____

Gina Lollobrigida stars in "Four Ways Out," voted the Best Italian Film of the Year, _____ day at _____ on Station _____, Channel _____. The dialogue of this National Telefilm Associates TV film is in English.



In Rome, four men hold up the cashier's office at a football stadium and get away with the money. The first man (Renato Baldini) goes to the apartment of Daniela (Gina Lollobrigida), the woman he loves. Though she has previously "given him the gate" and now lives in style, Daniela lets him in.

The second man (Fausto Tozzi) and his wife first buy a toy for their child with the money and then plan to move to the country. The third robber (Paul Muller), an artist, wants to leave the country with his share of the loot and makes plans to be smuggled out on a boat.

When the fourth man is traced to his home by the police, he makes a desperate attempt to escape. What happens to each of these men and the sources which bring them to justice creates an exciting climax.

Included in the cast of this National Telefilm Associates tv film is Tamara Lees.

★ ★ ★ ★ REVIEWS ★ ★ ★ ★

Advance Review:

Gina Lollobrigida is at her loveliest in "Four Ways Out," a searing story of fugitives done with the realistic touch often found in Italian films. Voted the best Italian Film of the Year. "Four Ways Out" in American dialogue, opens with four men holding up a football stadium in Rome. After escaping the police they go their separate ways. The first man goes to the apartment of his ex-sweet-heart, played by Gina Lollobrigida, who no longer cares for him. He hopes that his share of the loot will make him welcome though she now lives in high style in a lavish apartment.

The second plans to use his money to provide a home for his wife and child in the country. Another man plans to leave the country with his share of the take, and the fourth and youngest of the thieves returns to his mother. As each of these fugitives seeks a way out of a man trap, he finds his own doom in an exciting climax. "Four Ways Out" combines the best of American suspense films with the realistic technique of the Roman cinematographers.



SHORT TAKES

GINA PREFERS EUROPE

Gina Lollobrigida is one of Hollywood's brightest stars yet she has never made a film there. Her picture "Four Ways Out," which is in American dialogue will be seen on Station _____, _____ day at _____, was made in Rome. Hollywood producers wooed and won her with plum roles in "Trapeze" and "Hunchback of Paris" but these pictures were shot in Europe. They still have not been able to entice the gorgeous Gina to their West Coast studios.

BEAUTY HAS A BUSINESS HEAD

The girl who found a curved line was the straightest way to the top, Gina Lollobrigida, has a single minded devotion to movie making in every detail. The beautiful star of "Four Ways Out," which will be telecast _____ day at _____ on Station _____, Channel _____, will argue with cameramen, still photographers, dress designers and make-up experts on any point of disagreement rather than placidly accept their suggestions. Most all of these technicians will finally admit she was right. Gina has an excellent clothes sense. In fact, many of the clothes she wears are of her own design.

MEDIC TO MANAGER

Dr. Milko Skofic, gave up the practice of medicine to become the manager of his wife, Gina Lollobrigida, the star of "Four Ways Out" which will be telecast _____ day at _____ on Station _____, Channel _____. He recently observed that the medical profession is just as exasperating as theatrical management, and recalled a woman who came in to complain of a pain recurring every five minutes. When he asked her how long it lasted, she replied, "at least a half hour."

★ ★ ★ ★ HIGHLIGHT LISTING ★ ★ ★ ★

Four men hold up the cashier's office of a football stadium in Rome. Each man uses his share of the loot differently: the first man tries to win back his former sweetheart, the second plans to move his family to the country, the third arranges to leave the country and the last takes the money home to his mother. *Gina Lollobrigida.*

SYNOPSIS



TRAPPED

and

THERE
ARE
ONLY...

FOUR WAYS OUT

GINA LOLLOBRIGIDA

Running time: 77 minutes



FOUR WAYS OUT

GINA LOLLOBRIGIDA

Synopsis

The action of the film takes place in Rome. As the picture opens, four men are holding up the cashier's office of a football stadium. After a chase by the police, they get away.

The First Man goes to his sweetheart's apartment with his share of the loot. He feels that now he has money he will be welcomed — even though he was previously "given the gate" when he suffered a crippling accident. Gina is living in style, has a lavish apartment and fine clothes. She doesn't need money and doesn't want him. Nevertheless, Gina takes him in, lets him caress her, and invites him to wash up and change his clothes. At the first opportunity, Gina 'phones the police and the man is captured. **ONE WAY OUT!**

The Second Man and his wife plan to move to the country. On their way to the railroad station they stop to buy a doll for their baby girl. When the conductor is collecting fares, they find they spent their small change on the doll, and the conductor questions the large bill offered. This arouses panic, and after jumping off the train and running until exhausted, the man commits suicide. **TWO WAYS OUT!**

The Third Man is an artist. The police are on his trail as they now know his identity. He makes arrangements to be smuggled out of the country by boat. At the appointed rendezvous, the crew takes his money and murders him. **THREE WAYS OUT!**

The Fourth Man is the youngest. The police finally trace him to his home and he tries to escape by climbing out of a window onto a ledge of the apartment house — ten stories high. When he knows he can't get away, he threatens to jump. He is coaxed by his mother to return, and gives himself up to the police. **FOUR WAYS OUT!**

On-the-air Announcements

10 Seconds

Four men hold up the cashier at a football stadium and get away with the money. This stark story of men wanted . . . by their women . . . by the police, **FOUR WAYS OUT**, will be shown _____ day at _____ on this station.

10 Seconds

Four men are wanted by the police for a robbery and each seeks a different escape in **FOUR WAYS OUT**, _____ day at _____ on this station. Gina Lollobrigida stars in this exciting film.

20 Seconds

Gina Lollobrigida stars in an award winning Italian film, **FOUR WAYS OUT**, _____ day at _____ on this station. After a robbery, four thieves go their separate ways to spend the loot and escape the police. One tries to win back his ex-girlfriend with the money; another takes his wife to live in the suburbs; a third plans to leave the country; the last goes home to his mother. . . yet each way out proves to be a trap. Don't miss the stark realism of **FOUR WAYS OUT**.

20 Seconds

The stark, realistic story of four men fleeing from the police after a robbery will be telecast _____ day at _____ when this station presents **FOUR WAYS OUT**. One of the men goes to visit the woman he loves, played by beautiful Gina Lollobrigida, hoping that his money will make him welcome. Though she lives in lavish style and doesn't need him, Gina takes him in. But he, like the other three robbers, comes to final justice from unexpected sources.

SLIDE

This 2"x2" promotion slide or telop is available free of charge four weeks prior to playdate. Order by number from the NTA Promotion Department in New York.



SHOWMANSHIP

Create New Interest In This Feature Film With Showmanship Devices for "Four Ways Out"

Varied methods of merchandising your feature film will pre-build and maintain an audience. Though these suggestions may not be completely adaptable for your station, perhaps they may serve to remind you of other ideas. Good exploitation depends more on ingenuity than on dollars.

Handbills are an inexpensive, often overlooked means of promotion for feature films. Printed by the offset process, several thousand can be made up for twenty or thirty dollars. Distribution can be accomplished through reciprocal tie-ins with local department stores as package stuffers; with exchange deals with local newspapers; distribution by school-boys or in station mail. One station, WREX-TV in Rockford, Ill., prepared a particularly unusual piece in the form of an invitation, simulating engraved printing and listing the features for the following weeks. Sponsor, an automobile dealer assisted in distribution by placing invitation under windshield wiper of all cars serviced or sold.

Pop-corn bags, imprinted with feature-film schedule can be an effective means of promoting your station's feature film schedule. The cost is small, the results can be large. Distribute them by making them available at no cost to pop-corn machine operators; to super-markets, groceries and other locations where pop-corn is sold or vended. Bags of pop-corn sent to local newspapermen can garner additional attention and space.

Station KPHO-TV in Phoenix utilized a traveling billboard to herald product when it rented space on an entire bus highlighting station's programming. Bus painted in station colors traveled a different route every day carrying program message into every part of the city. If this is not feasible in your area, perhaps posters (usual size 21x27 inch) can be purchased on bus sides or Railway-Express trucks.

Program logs printed up by the station offer an inexpensive means of feature film promotion. If a station is in a town served by "anti-tv" newspapers, such a publication is often the only way to disseminate program information. One station in order to convince a local newspaper to carry program logs, began to sell ads in their publication. After several weeks, the newspaper, losing revenue, got the idea; and started such a service—whereupon the station discontinued its own publication.

STILLS

Order your 8" x 10" glossy photos four weeks prior to playdate from the NTA Promotion Department in New York. Additional star heads and production shots are available on request for special promotions.



WO-P1



WO-P2



WO-P3

MAT ADS

TV's BEST...TONIGHT



**GINA
LLOLLOBRIGIDA**
WXXX channel 00
TONIGHT at 0:00

WO-M201

TV's BEST...TONIGHT



**GINA
LLOLLOBRIGIDA**
WXXX channel 00
TONIGHT at 0:00

WO-M102



TONIGHT at 0.00 P.M.
WXXX channel 00

WO-M101

One-column and two-column ad mats, as well as other sizes, are available to assist you in promoting and merchandising this fine feature. Order by number, four weeks prior to playdate from the NTA Promotion Department in New York. Cooperation in creating special layouts will be readily extended by our Art Department.



NATIONAL TELEFILM ASSOCIATES, INC.

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