## Document Citation

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He's not the world's greatest lover... but 8th place is not bad!

woody allen's
what's up tiger Lily?
in COLOR

Now honestly, would I LIE to you?

from AMERICAN INTERNATIONAL
WARNING: This material may be protected by copyright law (Title 17 U.S. Code)

AMERICAN INTERNATIONAL
presents
WOODY ALLEN'S
what's up tiger lily?
in color

THE THEME
"WHAT'S UP TIGER LILY?"

The world's motion picture screens have been virtually monopolized by thrilling international spy dramas. Film audiences have been captivated by spine-tingling, seat-rending, eye-popping adventure, romance, wild chases and furious hand-to-hand mayhem. Diabolical intrigue has become a way of life for millions of theatre-goers.

And now, the international spy thriller to end all such hair-raising dramas, American International's "What's Up Tiger Lily?" - a provocative question with a built-in answer. Here's a spy melodrama that's so far out it's far East. It's loaded with Japanese characters, sex and Karate. And any similarity to persons living or dead is impossible.

"What's Up Tiger Lily?" is the 'strange interlude' of the spy dramas. As our heroes and heroines flex their muscles and indudge in violent action, Woody Allen, star of "What's New Pussycat," tells in the American vernacular, exactly what they're thinking. And what they're thinking is hardly printable and practically unpublishable.

And now, wait until you see those exotic oriental beauties in seductive love scenes. Like stimulating as a Japanese community bath. There's just got to be a Tiger in Lily's tank.

To sum it all up in an Oriental couplet, this picture is a howling, screaming case of international intrigue. We'll all die laughing. But can you think of a better way to die? Or can you?

CREDITS

James H. Nicholson and Samuel Z. Arkoff
present
A Henry G. Saperstein-Reuben Bencovitch Production
of
Woody Allen's
"WHAT'S UP, TIGER LILY?"

Associate Producer: Woody Allen
Executive Producer: Henry G. Saperstein
Production Manager: Jerry Goldstein
Editorial Supervisor: Richard Krazne
Music Editor: Jack Lewis
Title Conception by UPA
Title Sequence by Murakami-Wolf, Phil Norman
An American International Release
Running Time: 80 minutes

CAST

Starring: Mie Hone, Akiho Watabayashi
"Aid and Abetted by: Woody Allen
With Special Guest Appearance and
Title Song and Score
Written and Performed by THE LOVIN' SPOONFUL
(Exclusive Recording Artists for Kama Sutra Records)
Woody Allen's Career Is Fantastic Success Story

Woody Allen, described by Ebony Magazine as the hottest comic of the year, has been getting better and the reviews of his latest film, "What's Up, Tiger Lily?" have been excellent. Allen's versatile career includes writing, directing, acting, and producing. He has also been active in theater and television. "What's Up, Tiger Lily?" is his latest film and it has received positive reviews.

LOVIN' SPOONFUL ROCK 'N ROLLERS LADLE OUT TUNES FOR RIOTOUS "SPICY "TIGER DRAMA."

Bringing a sassy sound and lively dance to the stage, Lovin' Spoonful performs a rock and roll sound that is off the beaten music track. Their latest album, "What's Up, Tiger Lily?" has been praised by critics and audiences alike.

WLW'S CAREER LIKE CAT QUESTIONARE

Comedy idol, Woody Allen, is often called the 'hottest funnyman in the business' by Esquire Magazine. Labeled recently on the set of "What's Up, Tiger Lily?" coming on to the stage, Allen's career as a professional is beginning to sound like a questionaire as he's been asked many questions. His latest film, "What's Up, Tiger Lily?" has been described as a fast-paced, non-stop entertainer.

FAMOUS COMIC Woody Allen is seen here in traditional deep thought and meditation as he dreams up material and materializes his visions. Woody Allen, as "What's Up, Tiger Lily?" which he is presenting at the Theatre next. 1 COL SCENE MAT 1-C

PLAYBOY'S PLAYGIRL IN "WHAT'S UP, TIGER LILY?"

Chita Lee, exotic oriental accent, is the film's main attraction. Playboy Magazine names her the "What's Up, Tiger Lily?" playboy girl of the week. 1 COL SCENE MAT 1-F

ROLE IN "WHAT'S UP TIGER LILY?" WINS Mie James Bond Lead

If you should ask beautiful Japanese actress Mie James Bond Lead what she thinks of Woody Allen's film, "What's Up, Tiger Lily?", she'd give him a "thumbs up!". As the leading lady in the movie, Mie James Bond Lead is expected to be one of the biggest box office hits of the year. 1 COL SCENE MAT 1-I

THROWNS IN TIGHT: What's our hero doing when he looks at a picture on his phone?

The answer is here! Our hero, Mie James Bond Lead, is looking at a picture on his phone. He's taking a selfie and showing it to his friends. He's also getting ready for his next scene. Mie James Bond Lead is known for his charm and good looks, and he always looks great on screen. 1 COL SCENE MAT 1-D
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ADVERTISING CAMPAIGN

WOODY ALLEN STRIKES BACK!

...IN THE WILDEST COMEDY OF THE YEAR!

He's not the world's greatest lover... but 8th place is not bad!

S SEE and HEAR
THE LOVIN' SPOONFULs NEW HIT "POW"

WOODY ALLEN'S WHAT'S UP TIGER LILY?

...IN COLOR

A HENRY G. SAPERSTEIN ENTERPRISE PRODUCTION - AN AMERICAN INTERNATIONAL PICTURE

©1966 American International Pictures
AD MAT 407
4 col x 7 — 392 Lines

A HENRY G. SAPERSTEIN ENTERPRISE PRODUCTION - AN AMERICAN INTERNATIONAL PICTURE

©1966 American International Pictures
AD MAT 306
3 col x 5½ — 220½ Lines
WOODY ALLEN STRIKES BACK!

WOODY ALLEN STRIKES BACK!

IT'S ALL ABOUT LIFE... LOVE...FUN...and that (sigh) thing we all crave but can't mention in motion picture advertising!

WOODY ALLEN'S WHAT'S UP TIGER LILY?

IT'S A HILARIOUS PLOT TO GET IN THE PENTAGON'S PLANS...

A HAPPY FILM FOR PEOPLE WITH 36-36-36 VISION... OR AT LEAST ONE EYE!

A HAPPy FILM FOR PEOPLE WITH 36-36-36 VISION... OR AT LEAST ONE EYE!

FROM YOUR LOCAL NATIONAL SCREEN SERVICE BRANCH
Woody Allen Strikes Back!

Try Woody Allen's sure-fire technique of how to make love without getting a headache?

Are you getting more loving—but enjoying it less?

Am I making love to you, or is it just a passionate wrestling in the bed?

Passions plaything, Woody Allen, uninhibitedly extrapolates on life...Love...and other important and vital subjects including the hysterical but happy answer to civilization's most poignant problem—"Does making love give you a violent headache?"...or "Do you get acid indigestion from hanky-panky?"

It's a hilarious film for farsighted people with 36-24-36 vision!
AD CAMPAIGN

WOODY ALLEN STRIKES BACK
He's not the world's greatest lover... but 8th place is not bad!

WOODY ALLEN STRIKES BACK IN THE WILDEST COMEDY OF THE YEAR!
or how to make love without getting a headache!

AMERICAN INTERNATIONAL presents
WOODY ALLEN'S
whats up tiger Lily?
in COLOR

"SEE and HEAR!" THE LOVIN' SPOONFULS NEW HIT "POW"

AMERICAN INTERNATIONAL presents
WOODY ALLEN'S
whats up tiger Lily?
in COLOR

WHO SAID WE WOULDN'T DARE?!?
...let passion's plaything WOODY ALLEN strike back!

AMERICAN INTERNATIONAL presents
WOODY ALLEN'S
whats up tiger Lily?
in COLOR

©1966 American International Pictures
AD MAT 201
2 col x 7½ — 203 Lines

©1966 American International Pictures
AD MAT 203
2 col x 9½ — 259 Lines

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COMPLETE AD-CAMPAIGN ON A SINGLE MAT.
ORDER FROM NATIONAL SCREEN SERVICE.

WHICH ONE HAS THE SUKIYAKI? This is the question befuddling secret agent, Tatsuya Mitashii, and his features bear an indelible tell-tale clue to his quondary. Nothing is really solved by Mitashii in American International’s “What’s Up Tiger Lily?” coming to
the THEATRE, but who cares. His adventures with Mie Hama, Eiko Wakabayashi and Kumi Mizuma are intriguingly delightful and spontaneous to say the least. 2 COL. SCENE MAT 2-A

WOODY ALLEN STRIKES BACK! IN THE WILDEST COMEDY OF THE YEAR!

WOODY ALLEN STRIKES BACK! IN THE WILDEST COMEDY OF THE YEAR!

SPECIAL MAT No.C1

AD-PUB MAT

WOODY ALLEN STRIKES BACK! IN THE WILDEST COMEDY OF THE YEAR!

WOODY ALLEN STRIKES BACK! IN THE WILDEST COMEDY OF THE YEAR!

BENTON CARD COMPANY, INC.
TELEPHONE 850-1661

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EXPLOITATION CONTESTS

1. Sell your newspaper on running a “Comedian of the Year” layout, naturally featuring WOODY ALLEN. Select a still from your set and cut into portions as per a jigsaw puzzle. The paper runs a portion each day with clues pointing to the identification. For a variation they can run a one day contest with pieces of the photo scattered thru the paper, and clues located elsewhere. Winners receive promoted prizes for proper identification.

2. Tie in your radio station with a Casanova memory quiz as part of “WHAT’S UP TIGER LILY?” Each day the station selects an old lover such as Valentino, or Gable, etc., giving clues as to the identity. Woody Allen is also a candidate in the lineup. Listeners are invited to call the station and identify the Casanova of the day. Winners receive theatre guest tickets.

3. Conduct a radio contest for the best recipe on “HOW TO MAKE A CHINESE FORTUNE KOKIE”. In the movie Woody Allen’s “Kookie” turns out to be former playmate China Lee, who is quite a dish, so a “Kookie” recipe contest is a natural.

4. Hang a radio contest on quaint sayings as per “What’s New Pussyfoot?” “What’s Up Tiger Lily?” etc. The persons submitting the highest number of “in” sayings written on post cards are winners.

5. Set up a record giveaway contest on the recording of “POW!” as done by the Lovin’ Spoonful in “WHAT’S UP TIGER LILY?”

FREE TELEVISION TRAILERS
Sell the “IN” crowd the “high camp” theme of "WHAT’S UP TIGER LILY?" with these sensational television spots. They are available in 60/20 & 10 second lengths and are all contained on one reel. ORDER THEM FREE FROM YOUR LOCAL AMERICAN INTERNATIONAL EXCHANGE.

FREE RADIO SPOTS
Funny man Woody Allen’s side remarks in answer to the question of “WHAT’S UP TIGER LILY?” are contained in comic form on these specially produced series of radio spot announcements. They are a must in your campaign and should be scheduled for saturation selling for greatest effect. In both 60 and 30 second lengths, they are FREE on one 45 rpm record. Order direct from your local American International Exchange.

BALLYHOO

1. Stage a Tiger Lily Rickshaw Sweepstakes in your town with the D.J.’s of one radio station challenging the D.J.’s of another station to a race. The D.J.’s “work out” in advance of the race giving daily progress reports. Race is staged on opening day of “WHAT’S UP TIGER LILY?” and all merchants participate in giving prizes to winner. Race course could be from the station to the theatre if distance is same, or perhaps handicaps could be added to compensate for route. Perhaps D.J.’s could even construct Rickshaws much in the fashion of the soap box derby. Properly presented this ballyhoo would be a tremendous promotion for your engagement with everyone having fun along the way.

2. Tie in with Pontiac “Tigers” for local promotion. Car dealers to run special newspaper ads with a “WHAT’S UP TIGER LILY?” tiein, offering free theatre tickets to all who take a demonstration ride. Possibly dealers would paint a special car with tiger stripes, and feature tiger costumed girl for complete tiger theme promotion.


SCREENINGS
Arrange special advance screenings for your “Talk It Up Groups,” consisting of barbers, beauticians, cab drivers, civic clubs, etc. Over a period of weeks tie in with radio station and various D.J.’s are hosts for various groups. The D.J.’s give promotion to screenings and invitations are given to those who send in a postcard to d.j., in answer to the question “WHAT’S UP TIGER LILY?”

Set up Special Old Boy Scout Screenings for “Good Scouts” only. (They must be acceptable to entertainment for the mature.) Obtain a listing from your local Boy Scout headquarters and send out invitations to a special “Good Scout Nite” screening for all Scout officials. Arrange for news coverage and promote a giveaway item for the attending “Good Scouts”. Could perhaps arrange the screening at an odd hour and possibly serve coffee & donuts, etc.

MUSIC-RECORD TIE-UP

The tie-in with your local Music-Record stores is a natural and the original sound track album done by The Lovin’ Spoonful in Woody Allen’s “WHAT’S UP TIGER LILY?” opens the door. The Lovin’ Spoonful are “hot” right now so contact your local MGM record distributor and enlist his support for window displays, counter cards and utilize record albums as prize giveaways.