From CHICAGO...MACAO
...from HONG KONG
THE KILLERS CAME!

Watching
FOR THE MAN CALLED
EDDIE DARROW

Waiting
for the woman
whose kiss
would mark him
for their bullets!

She's the kind
that cost a
man too
much...
in loot,
in lives,
in love!

Forbidden

Starring
TONY CURTIS · JOANNE DRU
LYLE BETTGER · MARVIN MILLER

DIRECTED BY RUDOLPH MATÉ · SCREENPLAY BY WILLIAM SACHSEIM AND GLAN DOUG · PRODUCED BY TED RICHMOND · A UNIVERSAL INTERNATIONAL PICTURE

THEATRE

MAT No. 401

ADVERTISING · PUBLICITY · EXPLOITATION
PUBLICITY

"Forbidden" Fills Screen With Edge-Of-Seat Thrills

(Review)

Edge-of-the-seat suspense filled for honors with some of the most exciting romantic scenes to come out of Hollywood in recent months as Universal-International unveiled "Forbidden" yesterday at the venue of various stars.

This time the title is a bit misleading, not in the sense that "Forbidden" is a film about passion and desire, but rather that it is a film about the forbidden, the secret, the hidden. The story is of a woman who is forbidden to love, forbidden to marry, forbidden to be herself.

But the film is more than just a love story. It is a story of courage, of endurance, of the human spirit's fight against the forces of evil. And it is a story of hope, of redemption, of the possibility of a better future.

The film is a masterpiece, and it is a fitting tribute to the memory of the great director, whose name is "Forbidden".

Miss Dru Most Discovered of Screen Stars

Cecil

Hollywood says glamorous Joanna Dru, currently co-starring with Tony Curtis and Lyle Bettger in Universal-International's "Forbidden," at the Theatre, has the most discovered figure in the movies. It all began when Joanna was about to escape from her tempestuous past, but had been modelling taking advantage of her fame. As she walked down the street, she was seen by her fashion designer, who was taken to a new level by her. From that day on, Joanna's career took off.

Joanna Dru is very much out-of-bounds for Tony Curtis in the Universal-International melodrama "Forbidden," which is set in the dangerous background of Morocco. Lyle Bettger, the third co-star, has staked out his claim for Miss Dru, which makes Tony's interest veryv eracious.

Tony Takes Teen-Agers' Counsel For His Film Career

(Advance)

Though thousands of hobby-savers aren't aware of it, they are guiding the life of popular Tony Curtis with their letters. Co-starring with Joanna Dru and Lyle Bettger in the Universal-International melodrama "Forbidden" which opens at the theatre, Curtis freely admits that the advice he's received by typing letters sends him to Hollywood in 1948.

"Frankly," he claims, "I believe my fans got me the breaks I'm enjoying today. I got my first starring role in "The Prince Who Was a Thief."" Because this studio executive discovered I was getting as much fan mail as some of their established stars.

Among the many changes in his life that Tony attributes to such letters is an interesting story. One fan even sent him a picture of a book she had written about him, which he then sent to his agent.

Betty Best As Heel Not Hero

(Advance)

Lyle Bettger, who specializes in villainy on the screen, never thought he'd win a popularity award for his dastardly deeds in pictures. But it happened when the actor began his role in Universal-International's "Forbidden," in which he is co-starring with Tony Curtis and Joanna Dru. Bettger could not have been happier.

The film was shot in the district of Sinister Macao, where the co-stars, Joanna Dru and Lyle Bettger, were starred in the underworld of Macao, itself.

Betty Best As Heel Not Hero

An eye-catching wardrobe decision to be found in Universal-International's romantic melodrama "Forbidden," in which Tony Curtis and Joanna Dru and Lyle Bettger, was found under the world of Macao, itself.

"FORBIDDEN" (2-A)

"FORBIDDEN" (1-A)

"FORBIDDEN" (1-C)

"FORBIDDEN" (2-B)

Credits

Universal-International Presents "FORBIDDEN"

TOM CURTIS, JOANNE DRU, LYLE BETTLER, WITH

MARBEL MILLER

Directed by Edmund Maple
Screenplay by William Sylk and Col Davis
Produced by Ted Richmond
Art Directors: William Denson, A.B.C., Art
Director: Harold E. Hayman, Set Decorators:
Harold E. Lovell, Sound: Leslie L. Carey and
Lyle D. Sibley, Costume Design: Milton Curtis,
A.C.E., Bloom: Bill Thomas, Hair Stylist:
Mayo McQ, Set Stylist: Antonio Gebbia, Asst.
Director: John Sherron, Music: Frank Skinner.

Cast

Edwin Dorsey
TONY CURTIS, SARA CURTIS, BARKER

JOANNE DRU, JUSTIN KELLER, LYLE BETTLER, CLIFF CHAMBERLAIN

MARBEL MILLER, ALAN DANSER, VICTOR BEN YUNG

Synopsis

(Not for Publication)

Chased by a Chinese racketeer, Barker (EDWIN DORSEY) is forced to find and return Christine Lawrence (JOANNE DRU), a girl he had been trying to locate. (TONY CURTIS) arrives in Macao to protect the girl (MARBEL MILLER) to see if she performs the ways of her Chinese Club Darrow saves from Bene (VICTOR BEN YUNG), placed at the Liberty

Monacing Miller is American Character

As far as Marbel Miller is concerned, the movie is a success. The popular film character actor, who has been under the influence of lovely Joanna Dru and Lyle Bettger in "Forbidden," is described as a "hiding," at the

Theatre, was one of Hollywood's favorite Oriental types. Hiding in an old Chinese temple, worn out by the heat, the character actor was seen in a scene from "Golden Horde," in which he played the part of an American daughter named Cliff Chamberlain.
EXPLOITATION

BUILD THIS LOBBY SET-PIECE

For a big advance flash that sells the valuable elements of romance and excitement, have your sign shop build this lobby set-piece. It consists of three panels. The center panel is built out about eight inches in relief of the two side panels. Hang Chinese head curtains (the kind used in many Chinese restaurants) on either side of the panel. Panel on the left also has a Chinese head curtain hanging down one side. Panel on the right is treated with a representation of a door-way and suggestion of brickwork. String a couple of Chinese lanterns from lobby ceiling so they hang directly in front of the display as indicated in the accompanying sketch. Stills used are Nos. 154A, 33AD and 22. Order from Exploitation Dept., Universal Pictures Co., 445 Park Ave., New York 22, N. Y.

 PROMOTE THE SONG

The song, "You Belong To Me," by Pee Wee King, Red Stewart and Chilton Price, is featured by Manny Van Doren in the nightly club sequence. The number is published by Holgasway Music, Inc., and distributed by Keys Music, Inc., 144 W. 56th St., New York 19, New York. It has been consistently featured in one of the most popular spots on the Hit Parade and has been recorded by the following artists:

Jo Stafford—Columbia
Patti Page—Mercury
Dee Marti—Capitol
Jan Garber—Capitol
Mickey Katz—Capitol
Rita Reys—MGM
Terry Tucker—MGM LP
Joyce Timmons—Vanguard
Tommy Hayden—Actor
Homer & Jethro—Actor
Wally Alcazar—Actor
Bunny Walker—Actor
Sally Sweetland—Pam
Helen Foster—Republic
Grady Martin—Decca
Georgia Auld—Coral
Annie Laurie—Chalk
Buddy Lucas—Jubilee
Verne Garrett—Broadway
Corbett Hardcase—Royale
JaneStamp—Tops
Fats Nolan—Herald
Tab Smith—United
Gloria Craig—Horizon
Kathy Steele—Ave Hi
Henry Jerome—Lenn-Wurtz ET
Dolly Dawn—Thompson ET
Earl Sheldon—Williams ET

See that your disc jockeys get some of these recordings and go after music shops for window tie-ups based on title sheets which are available. Also . . . supply your music shops with blow-ups of still No. P-4 illustrated here. ORDER THIS STILL FROM EXPLOITATION DEPARTMENT, UNIVERSAL PICTURES CO., INC., 445 PARK AVENUE, NEW YORK 22, NEW YORK.

DEPARTMENT STORE KIMONOS

The Chinese kimonos worn in the picture suggest the basis for a tie-up with this type of merchandise. Go after your department store for a special promotion on kimonos, involving windows, ads and perhaps a display of their most beautiful types of kimonos on some merchanise . . . As a part of this tie-up, get stores to supply kimonos for your venders, cashier and doormen.

Window Shade Display

For this one the sign shop paints a window shade on a flat background or else mounts a practical window shade inside of a window frame. Cut a hole in the shade and add arrow and lettering as indicated in the sketch. Mount the display in a corner of your lobby. Mount one sheet or two at 22 x 28 and place this a few feet behind the window shade.

CANDID CAMERA records set of EIGHT OFF-STAGE STILLS

Take your customers behind the scenes in picture making with this set of OFF-STAGE STILLS. Set consists of eight 8 x 10” taken by still cameraman on location, on sound stages, in dressing rooms, etc. All are informal shots that have caught the stars in play and in moments of relaxation. Candid human interest angles should be of interest to editors. And they're great for a 30 x 60 lobby display. ORDER SET OF EIGHT OFF-STAGE STILLS ("FORBIDDEN") from EXPLOITATION DEPT., UNIVERSAL PICTURES CO., 445 PARK AVENUE, NEW YORK 22, N. Y.

FREE RADIO TRANSCRIPTION

This platter records TEN SPOTS, each a showman's pitch that highlights all the excitement and suspense in "Forbidden." There are three 1-minute, two 20-second, three 15-second, two 15-second announcements. All allow time for theatre signature. In ordering be sure to mention title of the picture, "Forbidden." Order from Radio Department, Universal-International Studios, Universal City, California.
FREE TV TRAILERS

THREE TV TRAILERS ARE AVAILABLE... one 1-minute trailer and two 20-second trailers, Printed on 16 mm. film, they do a tremendous job in relation to the TV time segments used... ORDER FREE OF CHARGE from JEFF LIVINGSTON, EASTERN AD MGR., UNIVERSAL PICTURES, 445 PARK AVE., NEW YORK 22, N. Y... Please specify name and address of station on which you plan to use trailers.

'SELOP' OR SLIDE

$5 without theatre copy... $7.50 with theatre name and playdate... $10.00 with theatre copy and station identification... Theatre copy and station identification can be added only on the 'Telop'. Be sure to mention whether you want SLIDE or 'TELOP'. Order direct from... QQ TITLE CARD CO., 1234 SIXTH AVE., NEW YORK, N. Y. Use the 'Telop' or Slide as the titlepiece for your TV TRAILERS, or simply as a 10 second 'I-D' spot.

TEASING THE TITLE!

Plaster the town with the snipe illustrated herewith. Use same copy for teaser ads or display lines purchased in the classified section.

SUGGESTED COPY FOR LIVE RADIO SPOTS

1 MINUTE
ANNOUNCER: "From Chicago, Macao, Hong Kong, the hired killers come... watching for the man called Eddie Barrow... waiting for the woman whose kiss would mark him for their bullets... From reel to reel the excitement mounts as the motion picture FORBIDDEN grips you in its climax of hard bitten action, extreme excitement, nerve snapping suspense... and Great GREAT entertainment... When you see FORBIDDEN you'll travel to the fabulous island of Macao, last outpost of intrigue... You'll see Tony Curtis in his most dramatic role, as the kind of man who's out of bounds for any kind of woman... JOANNE DRU as the girl he trailed from a penthouse in Chicago to the back streets of the Orient... LYLE BETTGER as chief of Macao's underworld... with blonde MAMIE VAN DOREN as the cafe singer on the street of forbidden delights... Here's a picture that will thrill you through and through when you meet Tony Curtis and the forbidden woman he pursued for ten thousand crooked miles... It's daring... it's thrilling... it's FORBIDDEN!"

30 SECONDS
ANNOUNCER: "You're on the street of forbidden delights... on the fabulous island of Macao, last outpost of intrigue... Along its crooked miles you'll meet the man who's out of bounds for any kind of woman... the woman whose kiss spells trouble... the man who's chief of the Orient's underworld... and the Chicago blonde who sings of forbidden love... It's FORBIDDEN... starring Tony Curtis, Joanne Dru and Lyle Bettger, with exciting Mamie Van Doren... It's the motion picture that will thrill you through and through... New romantic excitement is yours with... FORBIDDEN!"

15 SECONDS
ANNOUNCER: "Chicago to Hong Kong to Macao... For ten thousand miles of excitement, you'll follow the saga of an explosive love story in the motion picture FORBIDDEN... starring Tony Curtis... whose love was out of bounds for any kind of woman... Joanne Dru, whose kiss was an invitation to murder... Lyle Bettag... Mamie Van Doren... FORBIDDEN!"
He's the kind of man who takes anything he wants... and she's the kind of woman who wants his kind of man!

Forbidden

Tony Curtis - Joanne Dru

Lyle Bettger - Marvin Miller

Directed by Rudolph Mate - Screenplay by William S. Irish and Elia Kazan

Produced by Ted Richmond - A Universal International Picture

Even this burning kiss could not erase her crime from the death warrant that he carried!

Forbidden
Bargain Composite Mat — Only 35¢

EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT

**Forbidden**
Only her kind of woman could give him his kind of love!

TONY CURTIS
JOANNE DRU
LYLE BETTERG

A UNIVERSAL INTERNATIONAL PICTURE
MAT No. 203
Ad Mat No. 203—2 Col. x 3 1/4 — 96 Lines

"FORBIDDEN" (2-A)

He's the kind of man who takes anything he wants . . . and she's the kind of woman who wants his kind of man!

FORBIDDEN

STARRING
TONY CURTIS
JOANNE DRU
LYLE BETTERG

A UNIVERSAL INTERNATIONAL PICTURE
MAT No. 103
1 Col. x 1 — 28 Lines

FORBIDDEN

A UNIVERSAL INTERNATIONAL PICTURE
MAT No. 106
1 Col. x 7 — 98 Lines

FORBIDDEN

A UNIVERSAL INTERNATIONAL PICTURE
MAT No. 201
2 Col. x 1 — 28 Lines

FORBIDDEN

A UNIVERSAL INTERNATIONAL PICTURE
MAT No. 102
1 Col. x 1 — 14 Lines

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used in this Pressbook Ad Cam-
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OF WOMAN
COULD GIVE
HIM HIS KIND
OF LOVE!

HIS KISSES WON HER ... FROM THE MAN WHOSE
bullets bought her!

UTILITY MAY NO. 1
ACCESSORIES

Only her kind of woman could give him his kind of love!

Forbidden
TONY CURTIS JOANNE DRU
LYLE BETTERG MARVIN MILLER

SIX SHEET

14 x 36

THREE SHEET

Order Trailer, Slide and all Your Accessories from your National Screen Service Exchange.

TWO 22 x 28's

Style A

Style B

THEATRE IMPRINT

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