ONLY THE FRENCH WOULD DARE FILM
A PICTURE LIKE "Dedee"!

Dedee

STARRING SIMONE SIGNORET

WITH BERNARD BLIER, MARCEL PAGLIERO, DALIO

Presented by NOEL MEADOW and DAVID KAY - Directed by Yves Allegret - From the story by Astabe

A SACHA GORDINE Production
Hard-Hitting Campaign
Socks 'Dedee' Across
At Bryant, New York

New York's Bryant Theatre at the Crossroads of the world in Times Square thought so much of the exploitation possibilities of "Dedee" that the biggest and most elaborate front in the theatre's history heralded the opening of this realistic drama! And "Dedee" didn't let 'em down!

Here are the highlights of the Bryant's campaign—all of which can be duplicated locally!

Front and Lobby: The eye-stopping front (photographs, left) were made directly from the Press Book ads and posters. The center panel used the art on the Press Book cover as its main feature. Two pieces of art at top left and right are stills SS-5 and DS-20 (also available as Scene Mats 2A and 1B). The big inside panel extending into lobby utilized art from the Press Book cover. Big art at bottom left is Art Still One (also available as scene mat 1A). The Winchell quote on the bottom of this page was featured at top right of front.

An additional highlight of this front was a 40x60 made from Page 45 of widely-read Glance Magazine (September issue) which praises "Dedee" for its daring theme and extraordinary realism. Since the Glance page (illustrated at left) is a solid rave for "Dedee" the Bryant merely used a blowup of the page as is with the name of the publication superimposed over the second paragraph in red ink.

Stunts: Sultry Simone Signoret was selected by a New York University fraternity as "The Girl we would most like to relax with after exams." Similar routine can be worked in any situation.

Other "Dedee" stunts which can be used locally include a street ballyhoo of a girl in tight attention-getting dress with placard on back reading, "Think I'm something? Wait'll you see Simone Signoret (the French Jane Russell) as 'Dedee.'" A one-day contest for newspapers or heralds on the "sultry stare" angle can use photographs or copy about sultry Hollywood stars. Object is to identify stars and copy links them to Simone Signoret.

The cost of a front like the Bryant's should be considered in relation to the fact that these displays are real ticket-sellers. Veteran showmen know that this type of appeal pulls 'em in and packs 'em in.

Sell Simone Signoret

"The French version of Jane Russell!" — Walter Winchell
"A majestically buxom actress!" — Alton Cook, N.Y. World Telegram
"Looks what she's made out to be!" — Basley Crowther, N.Y. Times
Suggested Copy Changes

Copy panels in the ads on these pages can be cut out and the following copy substituted where feasible:

Every man was her man of the hour...
and every minute was made for love!

ONCE YOU HAVE KNOWN DEDEE...
ONCE YOU HAVE KISSED HER...
YOU WILL KNOW WHAT LOVE IS!

* * *

Dedee was a woman to love...
Dedee was made for love...

* * *

IS THIS WOMAN EVIL?
SEE HER FRANK AND UNUSUAL STORY
—AND DECIDE FOR YOURSELF!
Drama of Love
Wins Critics' Praise

"Dedee is quite a girl!"

That seems to be the consensus of critical opinion both here and abroad when "Dedee," the story of a waterfront cafe enter-

In Paris and New York
Go Wild for "Dedee;"
Pic to Open Here

Directly from its long run in Paris, the widely-distributed French film "Dedee," played in packed houses, the film will have its premiere showing here starting . . . . at the ... Theatre. "Dedee" stars Simone Signoret and Marcel Lagiu, the latter of "Opia City" fame, and features Bernard Blier and Dallo. It was directed by Yves Allégret and its setting and costumes were created by Georges Wakhevitch.

Tell Us the Story:

"Dedee" was written by Arleche, and adapted for the screen by Jacques Siguel and Yves Allégret. It tells of a beautiful

French girl whom the back-

wash of a联盟 war has tossed up and stranded on the shores of the Antwerp waterfront scene. The film depicts her frantic effort to escape her world of depravity and set herself free.

The French of Antwerp consid-

ered "Dedee" too daring to be shot in their city, consequently replotted the waterfront, often termed the seagull in Europe, had to be shot in Flandes to make the realistic film.

Villain!

Dallo is slated over the fact that the critics have described the character he portrays in "Dedee" as the new film coming . . . . to the . . . . Theatre, as "one of the most despicable to walk across a motion picture screen." Some of Dallo's past characterization were of pretty weak guys but they helped to establish him as a top-rank actor. Dallo is now of the belief that the worse he gets the better he gets (cinematically speaking, of course).

Simone Signoret plays the title role in "Dedee," which Yves Allégret di-

rected.

The Cast

Dedee Simone Signoret
Hero Bernard Blier
Francisco Marcel Piaglio
Maria Dallo
Germanie Jane Marden

The Credits


Story Treatment

(Not for Publication)

The story is set against the colorful but lawless Antwerp waterfront where Dedee (played by Simone Signoret) works as an entertainer in one of the most lowly cafes. Her struggle to get free of that seedy envir-

On the Waterfront

In Paris and New York
Go Wild for "Dedee;"
Pic to Open Here

Directly from its long run in Paris, the widely-distributed French film "Dedee," played in packed houses, the film will have its premiere showing here starting . . . . at the ... Theatre. "Dedee" stars Simone Signoret and Marcel Pagliero, the latter of "Opia City" fame, and features Bernard Blier and Dallo. It was directed by Yves Allégret and its setting and costumes were created by Georges Wakhevitch.

Tell Us the Story:

"Dedee" was written by Arleche, and adapted for the screen by Jacques Siguel and Yves Allégret. It tells of a beautiful

French girl whom the back-

wash of a union war has tossed up and stranded on the shores of the Antwerp waterfront scene. The film depicts her frantic effort to escape her world of depravity and set herself free.

The French of Antwerp consid-

ered "Dedee" too daring to be shot in their city, consequently replotted the waterfront, often termed the seagull in Europe, had to be shot in Flandes to make the realistic film.

Villain!

Dallo is slated over the fact that the critics have described the character he portrays in "Dedee" as the new film coming . . . . to the . . . . Theatre, as "one of the most despicable to walk across a motion picture screen." Some of Dallo's past characterization were of pretty weak guys but they helped to establish him as a top-rank actor. Dallo is now of the belief that the worse he gets the better he gets (cinematically speaking, of course).

Simone Signoret plays the title role in "Dedee," which Yves Allégret di-

rected.

The Cast

Dedee Simone Signoret
Hero Bernard Blier
Francisco Marcel Piaglio
Maria Dallo
Germanie Jane Marden

The Credits


Story Treatment

(Not for Publication)

The story is set against the colorful but lawless Antwerp waterfront where Dedee (played by Simone Signoret) works as an entertainer in one of the most lowly cafes. Her struggle to get free of that seedy envi-

ment and live her life in happiness with the man she loves (played by Marcel Pagliero) is told as only a French film could tell it.

Despite the help she gets from her lover and the owner of the cafe where she works (Bernard Blier's role), fate is against her. Her boyfriend-contractor (played by Dallo) intervenes, and Dedee's background of passion and crime ties her inevitably to the life of a waterfront entertainer.

On the Waterfront

In Paris and New York
Go Wild for "Dedee;"
Pic to Open Here

Directly from its long run in Paris, the widely-distributed French film "Dedee," played in packed houses, the film will have its premiere showing here starting . . . . at the ... Theatre. "Dedee" stars Simone Signoret and Marcel Pagliero, the latter of "Opia City" fame, and features Bernard Blier and Dallo. It was directed by Yves Allégret and its setting and costumes were created by Georges Wakhevitch.

Tell Us the Story:

"Dedee" was written by Arleche, and adapted for the screen by Jacques Siguel and Yves Allégret. It tells of a beautiful

French girl whom the back-

wash of a union war has tossed up and stranded on the shores of the Antwerp waterfront scene. The film depicts her frantic effort to escape her world of depravity and set herself free.

The French of Antwerp consid-

ered "Dedee" too daring to be shot in their city, consequently replotted the waterfront, often termed the seagull in Europe, had to be shot in Flandes to make the realistic film.

Villain!

Dallo is slated over the fact that the critics have described the character he portrays in "Dedee" as the new film coming . . . . to the . . . . Theatre, as "one of the most despicable to walk across a motion picture screen." Some of Dallo's past characterization were of pretty weak guys but they helped to establish him as a top-rank actor. Dallo is now of the belief that the worse he gets the better he gets (cinematically speaking, of course).

Simone Signoret plays the title role in "Dedee," which Yves Allégret di-

rected.

The Cast

Dedee Simone Signoret
Hero Bernard Blier
Francisco Marcel Piaglio
Maria Dallo
Germanie Jane Marden

The Credits


Story Treatment

(Not for Publication)

The story is set against the colorful but lawless Antwerp waterfront where Dedee (played by Simone Signoret) works as an entertainer in one of the most lowly cafes. Her struggle to get free of that seedy envir-

ment and live her life in happiness with the man she loves (played by Marcel Pagliero) is told as only a French film could tell it.

Despite the help she gets from her lover and the owner of the cafe where she works (Bernard Blier's role), fate is against her. Her boyfriend-contractor (played by Dallo) intervenes, and Dedee's background of passion and crime ties her inevitably to the life of a waterfront entertainer.
POSTERS

USE THESE POSTERS!

The posters and lobbies on this page have been especially designed for maximum impact and eye-stopping value! Put them to work!

One-sheets mounted on compo-board can be spattered in empty store windows or tacked on poles for use in vacant lots!

Poster layouts can be copied locally in smaller size to serve as special heralds!

LOBBIES

INSERT CARD 22 x 28

22 x 28