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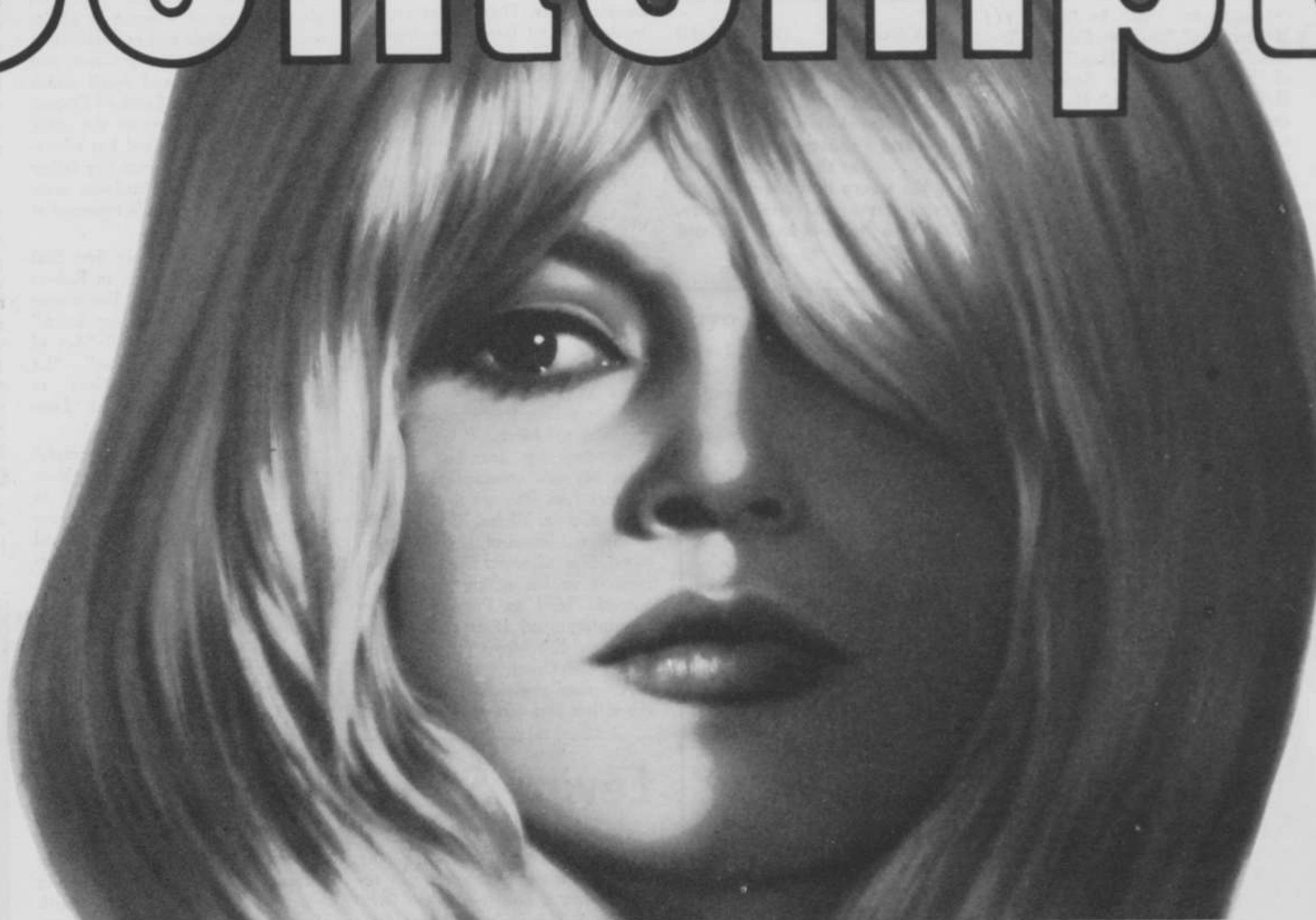
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JOSEPH E. LEVINE presents

BRIGITTE BARDOT · JACK PALANCE

Contempt!



Co-starring
MICHEL GEORGIA FRITZ
PICCOLI · MOLL · LANG

Produced by
CARLO PONTI

A Film by
JEAN-LUC
GODARD

Based on the novel by
ALBERTO
MORAVIA

IN COLOR
AND FRANSOPE

AN EMBASSY
PICTURES RELEASE

EXHIBITORS' SHOWMANSHIP MANUAL

Publicity

'Contempt' Offers Closeup Of Rome's Film Colony

(General Advance)

Joseph E. Levine's "Contempt," which opens at the Theatre through Embassy Pictures release is based on what was probably the most startling book to come out of Italy in recent years—Alberto Moravia's "A Ghost at Noon." In a glaring closeup of Rome's notorious, Hollywood-on-the-Tiber film colony, filmed in color and Franscope, it details a scathing story of intrigue, romance and conflict during the making of an epic motion picture in Italy.

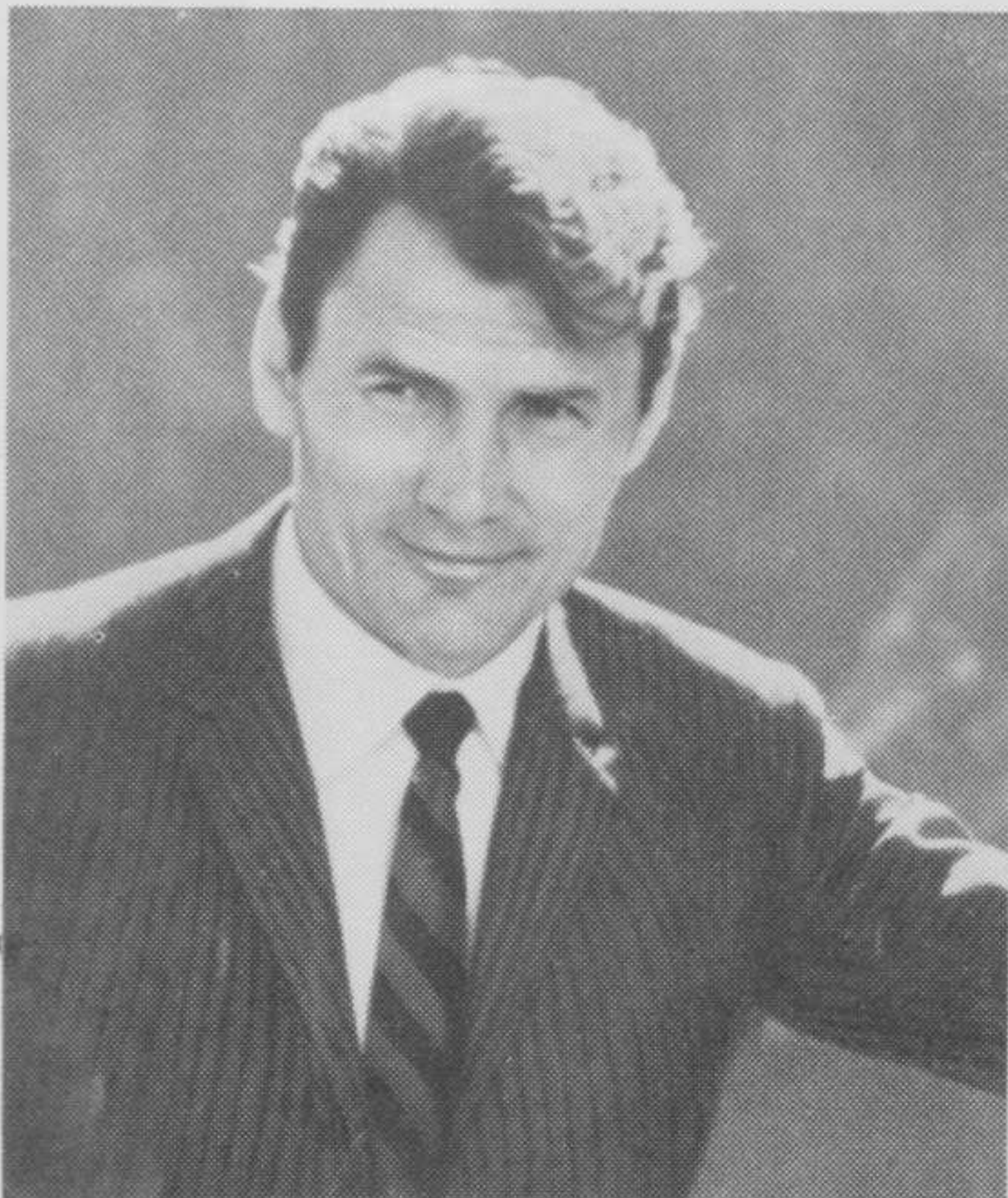
The brilliant "new wave" French film-maker Jean-Luc Godard directed "Contempt" for producer Carlo Ponti. The film has Brigitte Bardot and Jack Palance starring in their first film together, with pioneer Hollywood film director Fritz Lang, playing himself in his screen acting debut. The noted French stage and film star Michel Piccoli and lovely German-Italian actress Georgia Moll head the cast of international personalities.

In her most challenging role to date, Miss Bardot plays a devoted wife whose marriage is suddenly shattered when her husband, a screen writer played by Piccoli, goes to work for a ruthless American producer, portrayed by Palance.

The setting for the romantic drama is Rome and Capri where Palance's super spectacle, "The Odyssey," is being filmed. Scenes from the film within the film serve as a psychological parallel to the behind-the-scenes dramatic situation. The legend of Ulysses, Penelope and Penelope's suitors in "The Odyssey" mirrors the conflict between the screen writer, his wife and the producer.

For the first time in her career, lovely blond Brigitte Bardot is seen in a short dark hairdo in "Contempt." During the Capri sequences, the story allows her to appear in the familiar long, natural blond tresses which helped to make her a universal sex symbol.

For Jack Palance "Contempt" is his second film about film people. He scored brilliantly in the role of the destroyed Hollywood actor in Clifford Odets' "The Big Knife." Interestingly enough, in that film he was in conflict with a despotic movie producer, a role not unlike the one he plays in his latest movie.



Still CO-48

Jack Palance plays an American producer who is passionately attracted to the wife of a screenwriter, portrayed by Brigitte Bardot, in "Contempt" opening at the Theatre through Embassy Pictures release. The Joseph E. Levine presentation was directed by Jean-Luc Godard and is based on Alberto Moravia's best-seller "A Ghost At Noon." It was filmed in color and Franscope on-location in Rome and Capri and co-stars Michel Piccoli, Fritz Lang and Georgia Moll.

U. S. Audiences To Meet Piccoli

American audiences will get their first full look at handsome young French actor, Michel Piccoli via his first co-starring film appearance in Joseph E. Levine's "Contempt," opening at the Theatre, through Embassy Pictures release.

Considered one of the most remarkable stage actors of his generation, Piccoli has been given a most remarkable assignment in "Contempt": he is married to Brigitte Bardot and he doesn't like it. The film co-stars Jack Palance, Fritz Lang and Georgia Moll, and is in color and Franscope.

Piccoli made his theatrical debut in Paris where he has appeared in over fifty plays. With a group of fellow-actors he once produced several plays and starred in them. He has also been a member of the famous Renault-Barraut Troupe and has appeared with various other theatre companies, including Jean Vilar's National People's Theatre. Recently he has become one of his country's outstanding television actors.

He has been making motion pictures since the end of World War II, being directed by the leading talents in the industry. Never, he says, has he had a role like the one of Paul, in "Contempt." As originally created by best-selling novelist Alberto Moravia and developed by director Jean-Luc Godard, who adapted the book for the screen, Paul is a tormented dreamer, who has both lost and found his identity . . . who both wants and rejects it.

"As I see it," says Piccoli, "he is a character out of *Marienbad* trying to play a character in an American western."



Still CO-72

Michel Piccoli plays a screen writer and husband of Brigitte Bardot in "Contempt," Embassy Pictures release filmed in color and Franscope and opening at the Theatre. He wears this black hat in every scene of the drama, filmed on-location in Rome and Capri.

35 Minutes of Love

Brigitte Bardot and Jack Palance are the principals in the longest bedroom scene ever recorded on film in Joseph E. Levine's "Contempt" opening at the Theatre through Embassy Pictures release. The torrid sequence runs a full 35 minutes and was filmed in color and Franscope under the direction of Jean-Luc Godard.

Both stars are enrobed in bathtowel for the scene which was shot in the bedroom of a new penthouse apartment in Rome's residential Parioli section.

Based on the Alberto Moravia novel, "A Ghost At Noon," "Contempt" co-stars Georgia Moll, Michel Piccoli and veteran film director Fritz Lang.

Villa For Rent

For \$1,000 a month you can rent a 300 year old Roman villa that is falling apart. 251 Via Appia Antica, used as a movie location for Brigitte Bardot's new film "Contempt" which opens at the Theatre, through Embassy Pictures release, has other recommendations than its crumbling red brick walls. Greta Garbo, D'Annunzio and Mussolini are all supposed to have slept there, although not at the same time. And if you run out of sugar, you can always borrow a cup from your nearest neighbor, Gina Lollobrigida.



Still CO-73

Brigitte Bardot stars with Jack Palance in Joseph E. Levine's "Contempt" which co-stars Michel Piccoli, Georgia Moll and Fritz Lang and opens at the Theatre through Embassy Pictures release. She's shown here in the bedroom which is the setting for a sensational thirty-five minute love scene—one of the highlights in the film drama, based on Alberto Moravia's best-seller "A Ghost At Noon." The production was filmed in color and Franscope on-location in Rome and Capri.

Mat 34

Bardot's 'Contempt' Role Most Challenging To Date

"I'm tired of being only a 'sex symbol.' I'm an actress too," states Brigitte Bardot, one of the most popular and famous movie queens in motion picture history.

That Miss Bardot's histrionic ability is not at all in doubt is evidenced by her most challenging role to date in Joseph E. Levine's "Contempt" which opens at the Theatre through Embassy Pictures release.

For the past ten years, the boudoir, the bath towel and the bed-sheet have been Brigitte Bardot's stock in trade. She has no complaints on that score; her playful disrobing in such films as "And God Created Woman," "The Bride is Much too Beautiful" and "The Night Heaven Fell" has earned her millions as well as international fame.

Yet, acceptance as a serious actress has managed to elude her until recently. Three years ago she made her first foray as a dramatic actress in Clouzot's "The Truth." The following year she appeared in Louis Malle's "A Very Private Affair," and a new image of her as an actress of wide dramatic range began to emerge.

Finally, in "Contempt," she feels she has succeeded in surplanting the "old image" at proving herself an actress—and not just a glamorous face and figure.

In the romantic drama, based on Alberto Moravia's best-selling novel "A Ghost at Noon," she appears in the role of a loving young wife whose marriage is suddenly shattered when her writer-husband accepts an assignment from an American film producer.

Directed by Jean-Luc Godard from his own screenplay, the film co-stars Jack Palance in the role of the producer, Michel Piccoli as the bewildered husband, veteran Hollywood film director Fritz Lang as himself in his acting debut, and Georgia Moll as Palance's secretary-interpreter. It was filmed, in color and Franscope, on location in Rome and Capri.

A former model, Brigitte Bardot began her film career when she was

eighteen. She appeared in a number of costume pictures and romantic comedies before she burst on the international scene in "And God Created Women," directed by her first husband, Roger Vadim. Overnight, she became a universal sex symbol and the initials BB became famous.

Her long blond hair, her well-known pout, her marvelous figure, her coyness and mischievousness on the screen earned her the title of "sex kitten" in the press of the world. The sensuality she projected in her film roles was regarded as new and exciting in its simplicity and disarming in its innocence. Her romances were faithfully followed by millions; she became an international figure, and to many a symbol of her generation.

Contrary to the public image of her, the actress is essentially a serious-minded woman who has always taken an interest in affairs outside the movie and entertainment world. She is a wise investor, and owns real estate and retail stores in Paris and in the South of France. She is also an expert on the stock market, having received her education in high finance from her father who is a successful business man. Her estimated wealth is reported at \$5 million.

Miss Bardot made her first film in Italy, nine years ago, in Robert Wise's "Helen of Troy." Her screen credits include "Crazy for Love," "The Girl in the Bikini," "Act of Love," "Nero's Mistress," "La Parisienne," "Babette Goes to War," "Doctor at Sea" and "Love on a Pillow."

Upon completion of "Contempt," she was signed to star with Anthony Perkins in "A Ravishing Idiot" to be filmed in England. The actress is fluent in English and Italian and has also carved a career for herself as a successful singer and recording artist.

When filming commitments allow, she lives either in her elegant apartment on the Left Bank of Paris, or in her sunny villa at St. Tropez in the South of France.

Georgia Moll 'Contempt' Co-Star

Georgia Moll has never yet played a gangster's girl-friend. "By the time I was born," she says, "they weren't called 'molls' any more, anyway." Currently co-starring with Brigitte Bardot, Jack Palance, Fritz Lang and Michel Piccoli in Joseph E. Levine's "Contempt," Georgia will be remembered by American audiences who saw her starred in "The Quiet American." In color and Franscope "Contempt" opens at the Theatre, through Embassy Pictures release.

At five, Georgia wanted to be a poet. At six, a journalist. At ten, an actress. Instead she became a model, and worked for some of Rome's leading couturiers. By 1955 she had become one of the favorite cover-girls in the Italian press and was noticed by producer Carlo Ponti. He and Goffredo Lombardo signed her to an important screen contract and she made her debut in "Never Trifle With Women." Many more movies followed before director Joseph L. Mankiewicz, who was later to make "Cleopatra," cast her in the film he was making then, "The Quiet American."

For Georgia this was a giant step forward. Following the movie's reception, in a single year, she appeared in six films. In 1961 she demonstrated her talent as a comedienne, playing the subtle title role in "Naked Laura." The next year she again appeared in an American movie and took the opportunity of being in this country to study at Lee Strasberg's Actor's Studio. Back in Rome, last year she launched the Italian TV program, "Canta Tutto."

Georgia speaks five languages and apparently says no in all of them, for she is still unmarried.



Still CO-71

Georgia Moll, one of Europe's most promising young actresses, is cast in the role of Jack Palance's multilingual secretary in Joseph E. Levine's "Contempt," film drama starring Brigitte Bardot and opening at the Theatre. The Embassy Pictures release was filmed in color and Franscope.

Mat 1D

Levine Serves Sex And Art

To observers of the cinema scene who have been bemoaning the dearth of movie sex queens in recent years, a clutch of films from Joseph E. Levine's Embassy Pictures this year offers striking evidence to the contrary.

Exhibit A is Levine's "Contempt" opening at the Theatre, starring Brigitte Bardot in the film version of Alberto Moravia's best-selling novel "A Ghost At Noon" about life in Rome's notorious movie colony. Jack Palance, Fritz Lang, Michel Piccoli and Georgia Moll co-star in the romantic drama, filmed in color and Franscope and directed in Italy by France's Jean-Luc Godard, brilliant "new wave" filmmaker.

The lovely BB is one of the biggest attractions in movie history.

Exhibit B is tall, shapely Sophia Loren, one of the world's leading beauties, who is co-starred with Marcello Mastroianni in "Yesterday, Today and Tomorrow," another Levine-Embassy offering.

Exhibit C comes in the shape of lovely Carroll Baker, of "Baby Doll" fame, who stars as a glamorous film star in the Levine production of Harold Robbins' best-selling novel, "The Carpetbaggers" released through Paramount Pictures.

Last but not least in the sex queen sweepstakes is 18-year-old Catherine Spaak, a newcomer to American audiences, who is starred in three Levine presentations — Alberto Moravia's "The Empty Canvas," "The Easy Life" and "Crazy Desire."



Still CO-68 **Mat 2B**
Brigitte Bardot and Jack Palance star in Joseph E. Levine's "Contempt" opening at the Theatre through Embassy Pictures release. The drama, directed by Jean-Luc Godard and produced by Carlo Ponti, was filmed in color and Franscope on-location in Rome and Capri.

'Contempt' Director Works By Instinct

Jean-Luc Godard, director of Joseph E. Levine's "Contempt," starring Brigitte Bardot and Jack Palance and opening at the Theatre through Embassy Pictures release—doesn't believe in rule books when it comes to movie-making.

A daring innovator and graduate of France's "new wave" school of film-making, the brilliant 33-year-old director and former film critic is all for "shooting off the cuff."

By that Godard means taking liberties with the script, revising, inventing, changing and improvising as he goes along, to make "a living, breathing film."

"Too many directors today," he says, "are not directors but traffic policemen. They are sworn to the script, the written word, and are fearful of using their own imagination. Of course a script is important but a director must also be free to create from his own intelligence and experience."

Armed with his theories and a sense of determination, three years ago Godard set out to make his first feature film. "Breathless" was shot on a shoestring budget of \$60,000 from a bare outline of an idea. American actress Jean Seaberg and French actor Jean-Paul Belmondo were the starring players in the drama recounting the last days of a gangster and his girl-friend.

The film became a prize-winning

international success and Godard was acclaimed a fresh new talent of distinct originality. Unafraid to experiment, he made other movies using what critics came to call the "truth camera" technique, a method of storytelling combining the candidness and spontaneity of the newsreel.

"Film techniques are constantly changing," Godard maintains. "The rule book has gone out the window. Each director must work by instinct, by what is right for him."

The director says that his technique of departing radically from a screenplay or using no screenplay at all sometimes irritates or baffles actors who are accustomed to strict adherence to the script. "But I try to explain my methods to them in advance so they are prepared," he adds. "Often, having to improvise helps them to understand the character and gives them certain personal insights into their roles not given in the dialogue."

On the theory that his and the scriptwriter's concept of the characters and the story may not always be in harmony, Godard will leave out whole sections of the script or change it completely moments before the cameras start turning. This is even true when he is directing from his own screenplay as in the case of "Contempt" which he adapted from the best-selling novel by Alberto Moravia, "A Ghost At Noon."

Lang Plays Lang In 'Contempt'

"Utterly shameless."

So said Fritz Lang, pioneer Viennese and Hollywood film director, describing his screen acting debut in Joseph E. Levine's "Contempt," which opens at the Theatre through Embassy Pictures release.

Based on Alberto Moravia's best-selling novel "A Ghost at Noon" the film drama stars Brigitte Bardot and Jack Palance. Lang, French actor Michel Piccoli and lovely Italian-German actress Georgia Moll head the cast of international supporting players. Jean-Luc Godard directed the film, in color and Franscope, from his own screen adaptation.

What Lang finds "shameless" about his initial acting assignment is the fact that he plays himself in the picture.

For, in one of the most unusual casting gambits in recent years, the 74-year-old monocled director was signed to play a 74-year-old monocled director named Fritz Lang.

"A shameless display of ego, isn't it?" Lang said. "Well, at least the director can't say I didn't understand the character I was asked to play."

The idea for Lang to play Lang originated with 33-year-old "new wave" director Godard, who considers him one of the greatest filmmakers in the world. As a former film critic for a number of leading French magazines, Godard often cited Lang for his trail-blazing contributions and influence on modern moviemaking.



Mat 1C **Still CO-74**
Fritz Lang

For "Contempt" Godard needed someone to play a famous old German director whom Jack Palance, in the role of a despotic American producer, hires to direct an epic film version of Homer's "Odyssey."

Who else but Lang? thought Godard, and broached the idea to the famous director. Lang agreed.

Lang's masterpieces are many: "The Spider" (1919), "The Three Lights" (1921), "Dr. Mabuse" (1922), "The Niebelungen" (1924), "Metropolis" (1926), "The Spies" (1928), "M" and "The Will of Dr. Mabuse" (1932).

Among his extraordinary American films are: "Fury" (Spencer Tracy) and "You Only Live Once" (Henry Fonda). Also: "Western Union," "Hangmen Also Die," "The Ministry of Fear," "The Woman in the Window," and many others. In 1961, Lang returned to Germany to direct "The Thousand Eyes of Dr. Mabuse," a modern sequel to his memorable "Mabuse" films of the silent area.

Movie Within Movie

Joseph E. Levine's "Contempt," the Brigitte Bardot—Jack Palance starrer opening at the Theatre through Embassy Pictures release will feature two movies for the price of one.

The romantic drama will include scenes of a movie epic based on Homer's "Odyssey."

As in the novel "A Ghost At Noon" by Alberto Moravia on which the film is based, the movie-within-the movie mirrors a dramatic parable for the story's control conflict.

Fast color film stock and heavy make-up will highlight the sequences from the "Odyssey" in contrast to the low-key mood of the film proper. The audience will actually be seeing two films, one modern, the other classic, yet both closely related by moral and emotional content.

"Contempt" co-stars Michel Piccoli, Fritz Lang and Georgia Moll. It was filmed in color and Franscope.

'Contempt' Filmed On Location At Colorful Rome And Capri Sites

(Production Story)

When lovely Brigitte Bardot blew into Rome with cyclonic force to star in Joseph E. Levine's "Contempt" which opens at the Theatre through Embassy Pictures release, she was plagued and pursued by a pack of persistent "paparazzi." These notorious free-lance photographers make their living by taking photos of celebrities and selling them to magazines and newspapers. Considering the theme of her upcoming film production, this seemed most fitting, since "Contempt" provides an unrelenting closeup of Rome's movie colony—a behind-the-scenes drama of romance and intrigue during the filming of an epic motion picture.

Based on "A Ghost At Noon", Alberto Moravia's best-selling novel, "Contempt" co-stars Jack Palance, Fritz Lang, Michel Piccoli and Georgia Moll. It was directed by the brilliant young French filmmaker Jean-Luc Godard from his own screenplay.

To keep the paparazzi at bay, producer Carlo Ponti assigned two strapping bodyguards to Miss Bardot. The film's shooting schedule listing the location sites was termed "top secret." The actress entered and left her hotel through the service entrance, wearing dark glasses and a dark wig. But her privacy

was short-lived. After three days, the paparazzi discovered the ruse and waited in front of the service entrance each morning to follow her to the "secret" set. The beautiful blond actress countered by moving into an apartment offered to her by friends. But the paparazzi found her and gathered beneath Miss Bardot's window from morning to night, chanting for her to appear. Neighbors finally complained and the police were called in. At last, it appeared the problem was solved—the crowds were dispersed.

Director Godard, a fast believer in authenticity, took his cameras into the streets, piazzas and villas of Rome. To achieve a sense of spontaneity, he often improvised as he went along. "For the director, the written word can only serve as an outline," he explained. "He must change and invent as he goes along to give vitality to his characters and story."

Throughout the first part of "Contempt," filmed in color and Franscope, Director Godard uses soft, diffused colors and the "news-reel" technique which won him wide acclaim in his first film, "Breathless." All of these scenes were shot in and around Rome using authentic backgrounds to stress what Godard calls the "external or visual truth" of the story.

The second half of the film was shot in Capri during the filming of scenes in "The Odyssey." Here Godard changes to sharp, contrasting colors—deep blues, bright reds, golden yellows. The violent colors, he says, accentuate the classic quality of the legend and gives an "inner or moral truth" to the story.

Shooting entirely on location, the company set up lights and cameras in a number of picturesque places. A sprawling renovated villa on the tree-lined Via Appia became Jack Palance's luxurious villa in the film. A new penthouse apartment in Rome's residential Parioli section, with a magnificent view of the city, was converted into an elaborate movie set to represent the apartment of Miss Bardot and Piccoli. It was in the bedroom of this apartment that the stars, both enrobed in bath towels, performed in one of the longest and most unusual love scenes recorded on film.

Other locations included the Via Appia, the EUR Exhibition Pavilion, an old movie theatre in the colorful Trastevere area and a portion of Italy's new "autostrada" highway.



Still CO-70 **Mat 1A**
Brigitte Bardot waits at the bedroom door while Michel Piccoli telephones in this scene from Joseph E. Levine's film drama "Contempt," Embassy Pictures release opening at the Theatre. Jack Palance co-stars in the color and Franscope production, directed by Jean-Luc Godard.

BB Blond Brunette In 'Contempt'



Still CO-Spec-1 **Mat 2A**
Brigitte Bardot is blond and brunette in Joseph E. Levine's "Contempt," co-starring Jack Palance and opening at the Theatre through Embassy Pictures release. She is pictured here as she appears in the drama, which was filmed in color and Franscope. Jean-Luc Godard directed.

Brigitte Bardot goes brunette for the first time in her career in "Contempt" opening at the Theatre through Embassy Pictures release. However the situation is only temporary.

In her current film, BB alternates between brunette and her natural blond. For the first part of the film drama Brigitte is seen as a blond in the role of the wife of a film writer whose marriage is shattered when her husband accepts an assignment from an American producer, portrayed by Jack Palance.

In the second half of the movie she switches to a dark wig. Jean-Luc Godard, who directed the film

from his own screenplay, says the change is symbolic of the internal change in the girl's characterization. "It is a device to underscore the complete metamorphosis in the relationship of husband and wife," he explained.

Says BB of the hair change: "I liked the wig very much. It helped me with the part by making me feel like the different woman I was supposed to be."

Based on the novel by Alberto Moravia, "A Ghost at Noon," "Contempt" was filmed in color and Franscope on location in Rome and Capri. Georgia Moll, Michel Piccoli and veteran film director Fritz Lang are co-starred.

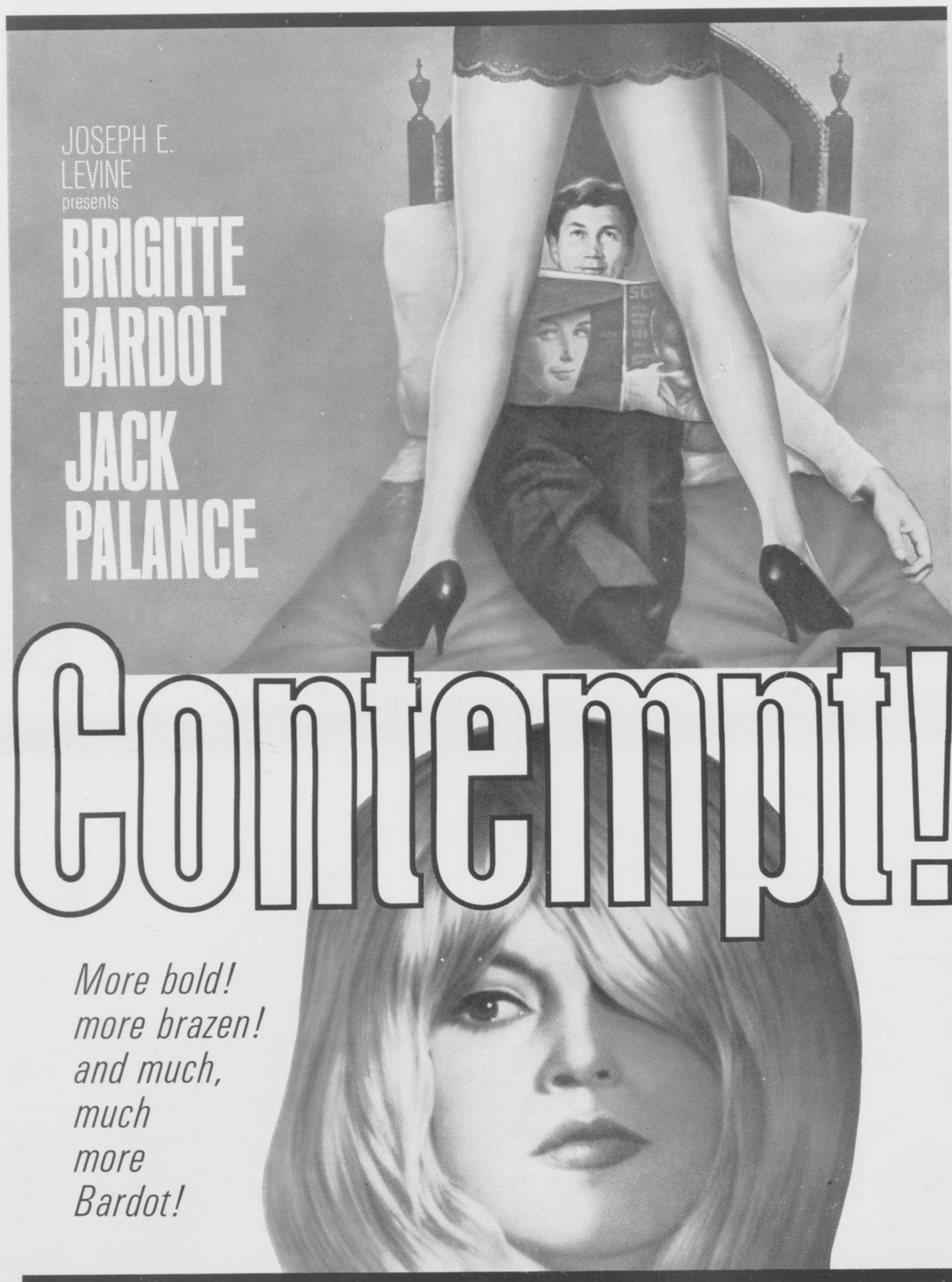


Hollywood artist Sam Norkin depicts the stars of Joseph E. Levine's "Contempt" opening at the Theatre through Embassy Pictures release. Brigitte Bardot is approached by Jack Palance as her husband, Michel Piccoli observes from his spot on the bed.

Available as 2 Col. Mat 2X or 3 Col. Mat 3X

advertising

JOSEPH E.
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**BRIGITTE
BARDOT**
**JACK
PALANCE**



Contempt!

*More bold!
more brazen!
and much,
much
more
Bardot!*

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A Film by
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Based on the novel by
ALBERTO MORAVIA
IN COLOR
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PICTURES RELEASE

Co-starring
MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG

T H E A T R E

MAT 502 — 5 col. x 14¼ inches (1000 lines)

BARDOT AT HER BOLD, BARE AND BRAZEN BEST!

JOSEPH E. LEVINE presents
**BRIGITTE
BARDOT**
**JACK
PALANCE**



Contempt!

Produced by **CARLO PONTI**
A Film by **JEAN-LUC GODARD** • **ALBERTO MORAVIA** • IN COLOR AND FRANSCOPE
AN EMBASSY PICTURES RELEASE

T H E A T R E

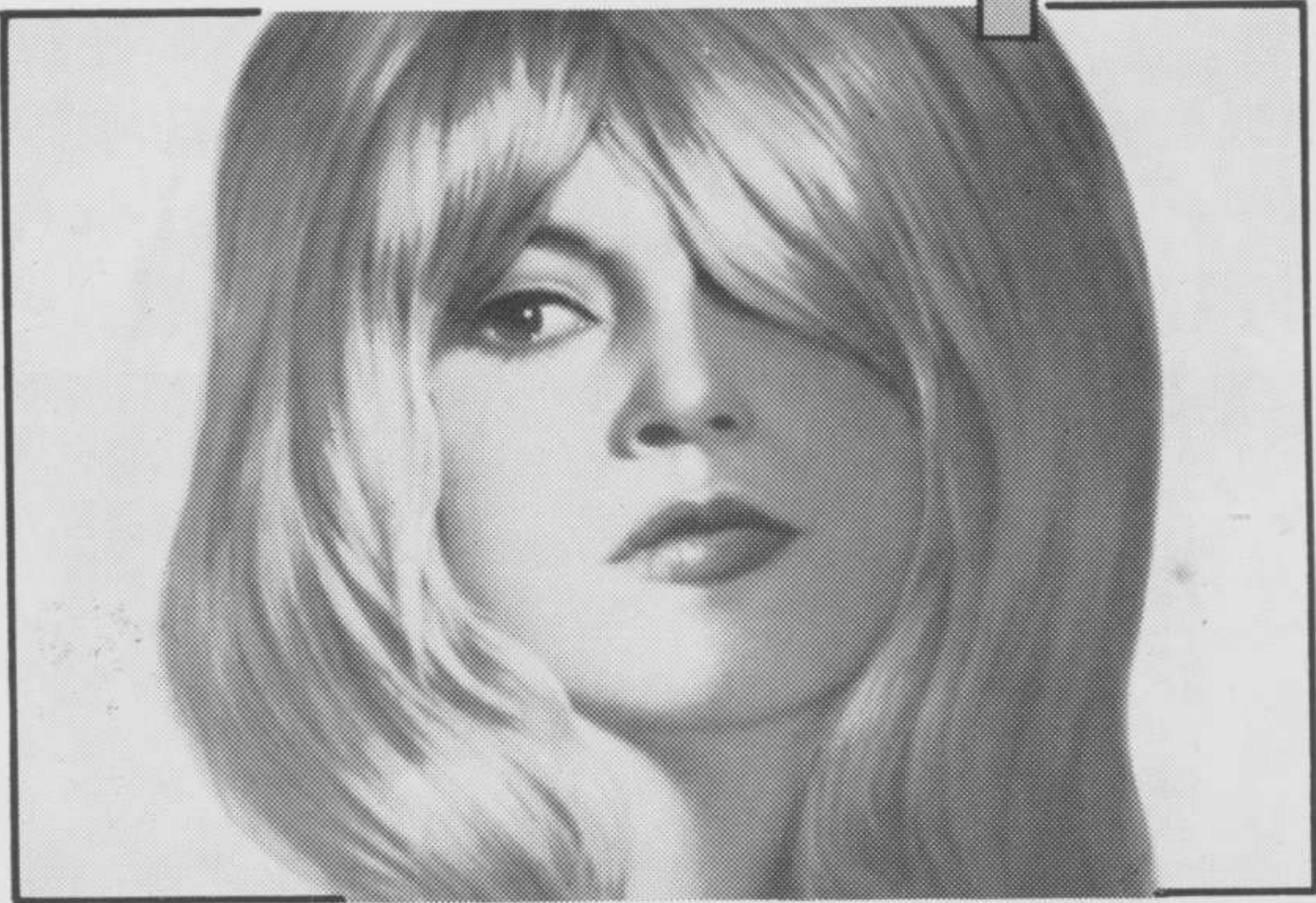
MAT 301 — 3 col. x 6 inches (252 lines)



**More bold!
More brazen!
and much, much
more Bardot!**

JOSEPH E.
LEVINE
presents
**BRIGITTE
BARDOT**
**JACK
PALANCE**

Contempt!



Produced by **CARLO PONTI**
AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSCOPE

T H E A T R E

MAT 304 — 3 col. x 13¾ inches (579 lines)

JOSEPH E. LEVINE presents
BRIGITTE BARDOT • JACK PALANCE



Contempt!



**More bold!
More brazen!
and much, much
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Produced by **CARLO PONTI**
A Film by **JEAN-LUC GODARD** • **ALBERTO MORAVIA** • IN COLOR
AND FRANSCOPE
AN EMBASSY PICTURES RELEASE

T H E A T R E

MAT 204 — 2 col. x 7½ inches (200 lines)

Bardot
at her
bare, bold
and brazen
best!

JOSEPH E. LEVINE presents

BRIGITTE BARDOT · JACK PALANCE



Contempt!

Co-starring MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG Produced by CARLO PONTI A Film by JEAN-LUC GODARD · ALBERTO MORAVIA · AN EMBASSY PICTURES RELEASE IN COLOR AND FRANSOPE

T H E A T R E

MAT 303 — 3 col. x 9½ inches (399 lines)

MORE BOLD! MORE BRAZEN! AND MUCH, MUCH MORE BARDOT!

BRIGITTE BARDOT · JACK PALANCE



Co-starring MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG A Film by JEAN-LUC GODARD · ALBERTO MORAVIA

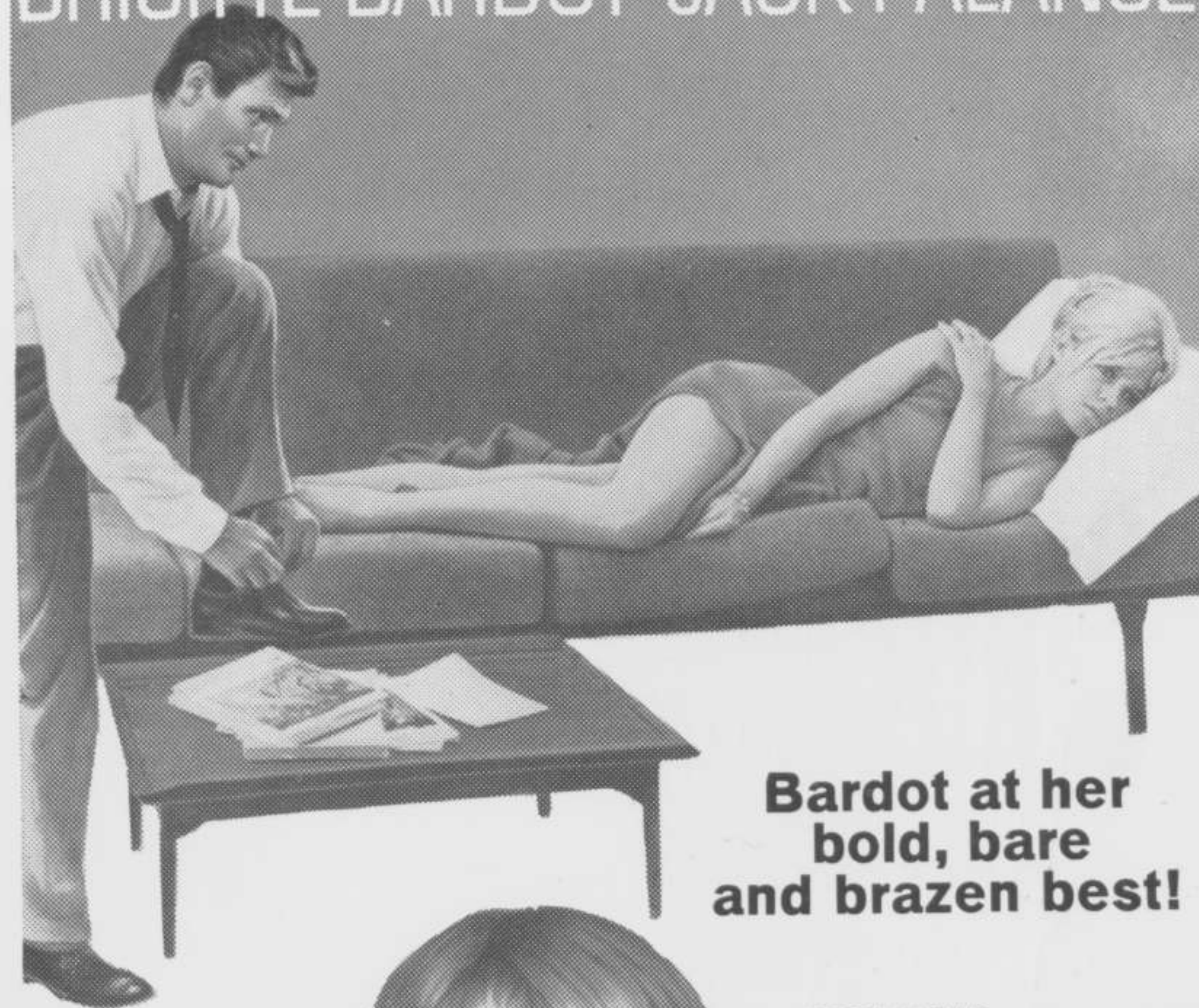
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AN EMBASSY PICTURES RELEASE

T H E A T R E

MAT 501 — 5 col. x 7½ inches (500 lines)

BRIGITTE BARDOT · JACK PALANCE



Bardot at her
bold, bare
and brazen best!

JOSEPH E. LEVINE presents

Contempt!

Co-starring MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG Produced by CARLO PONTI A Film by JEAN-LUC GODARD · ALBERTO MORAVIA · AN EMBASSY PICTURES RELEASE IN COLOR AND FRANSOPE

T H E A T R E

MAT 302 — 3 col. x 7½ inches (300 lines)

JOSEPH E. LEVINE presents

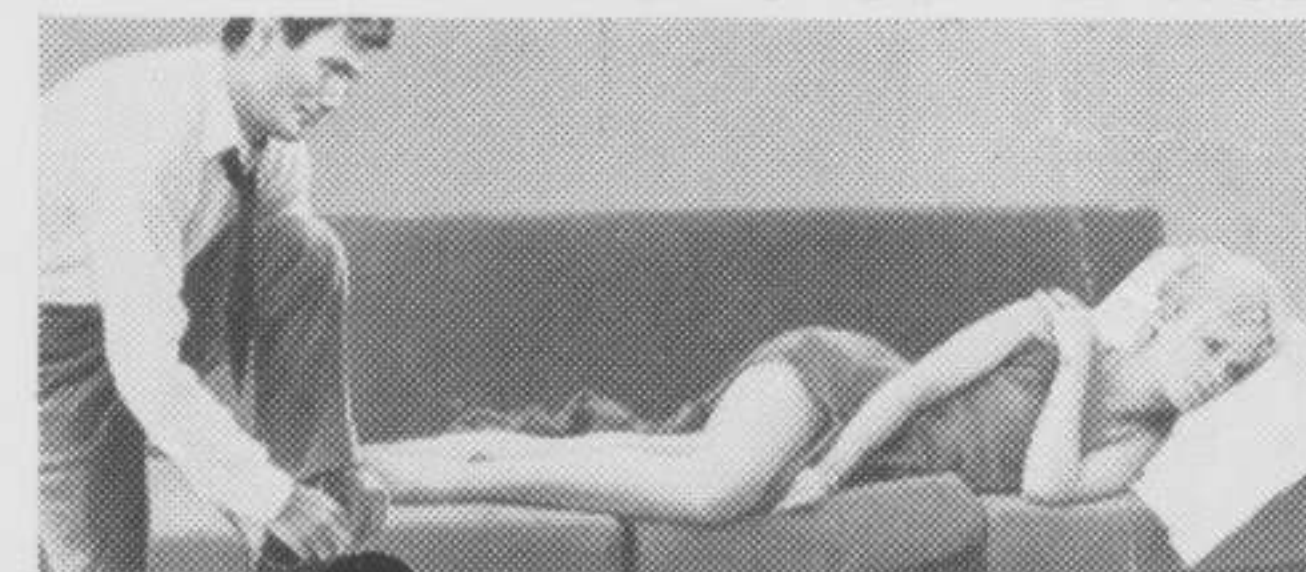
Contempt! Contempt! Contempt!



Bardot
at her
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BRIGITTE BARDOT · JACK PALANCE



Contempt!

Co-starring MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG Produced by CARLO PONTI A Film by JEAN-LUC GODARD · ALBERTO MORAVIA · AN EMBASSY PICTURES RELEASE IN COLOR AND FRANSOPE

T H E A T R E

MAT 203 — 2 col. x 5½ inches (150 lines)

KICK OFF YOUR 'Contempt' CAMPAIGN WITH THIS SIGNET MOVIE-EDITION!

A special movie-edition of Alberto Moravia's best-selling novel "A Ghost At Noon" — with the "Contempt" title — will serve as an invaluable exploitation aid in promoting the film and stars.

This Signet edition, published by New American Library, features art of Brigitte Bardot and Jack Palance on its 4-color cover. The back cover is also a strong sell for "Contempt".

New American Library has gotten extraordinary national distribution for the paperback via its 800 wholesalers from coast to coast. The book will land in over 100,000 retail outlets — each a ready and waiting exploitation ally!

All Signet distributors have now received a special bulletin from the publisher on the "Contempt" movie-title edition suggesting that they cooperate with local exhibitors on mutually beneficial promotions. So that Signet can time its approach to local book distributors, Embassy Pictures notifies the publisher of every upcoming "Contempt" playdate, including yours.

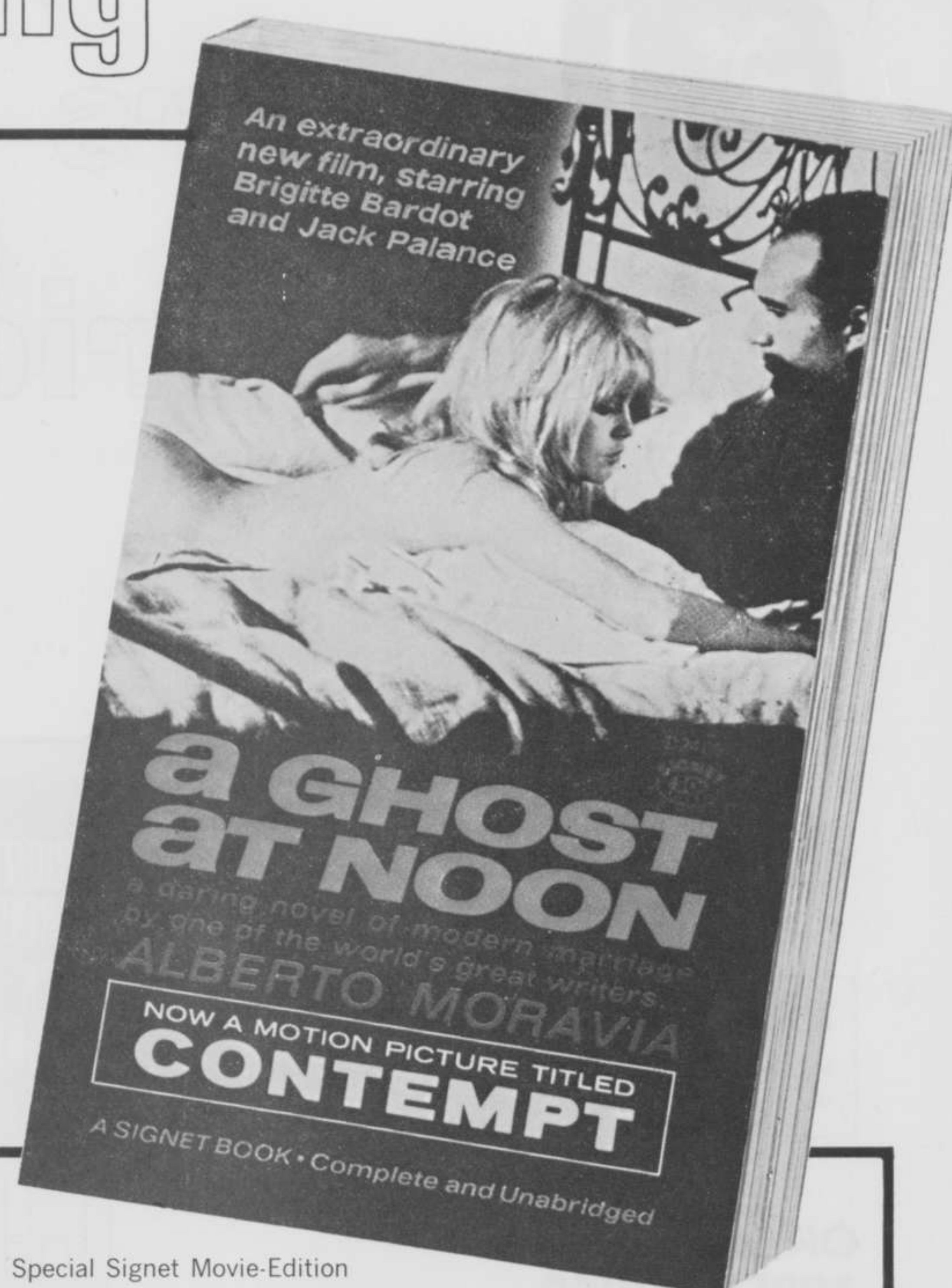
Contact your local Signet distributor and work to set up the following tie-ins:

- Make up special rack cards and posters for display at local paperback retailers. Encourage Signet salesmen to get your "See the Movie — Read the Book" message all over town by offering them guest tickets or by setting up a special screening of "Contempt".
- If trucks are used by distributors, make tie-in banners with theatre and playdate credits.
- Promote a quantity of paperbacks for contest prizes and promotional gifts to important radio/TV and newspaper representatives.
- Attempt to secure an additional quantity of paperbacks for giveaways to first patrons on opening day. As an incentive for these, offer Signet an advance lobby display on the stunt, plus, of course, mention in your newspaper ads.

SIDELIGHTS TO SIGNET TIE-IN

BOOK BALLY: An always successful street stunt is the walking book! Send out an attractive model, garbed in colorful "Contempt" book covers that carry your theatre and playdate credit. Perhaps this gal can also be used to take around the gift promotional editions to press and broadcasters.

MORAVIA DISPLAYS: Work with leading local book stores for giant window displays on Alberto Moravia and his many best-sellers. Offer the stores special signs, stills, posters and accessories listed in this pressbook.



Special Signet Movie-Edition

For further information about the distribution of this paperback, contact: HAL ROBINSON, Independent News Co.
575 Lexington Avenue
New York, N. Y. Telephone: EL 5-6300.

retailer tie-ins

TOWELS!

An important highlight in "Contempt" has Brigitte Bardot and Michel Piccoli together for a thirty-five minute love scene — each enrobed in a towel. Capitalize on this by contacting leading department stores in town to develop a towel tie-in. Supply the store with appropriate stills for a lively in-store display and provide materials for a tie-in window. A great crowd-stopper would be to have a "live" model in the store window, garbed in a towel as Brigitte is in "Contempt". Copy might read: "This is how Brigitte Bardot is dressed for her 35 minute love scene in 'Contempt' — now playing at the State Theatre. You can be just as alluring in one of our lovely, soft towels. Visit the 6th floor and see!"

Similar copy and art will make a tremendously effective newspaper ad.



CO-EXP-1



CO-EXP-2

SPORTS CARS

A number of scenes in "Contempt" show Brigitte Bardot and Jack Palance driving an open sports car, as pictured here. Put these stills to work for you with local sports car dealers.

- Set up windows and in-store displays, using stills and posters.
- If the location warrants, blow up stills for an extra special eye catcher.
- Don't neglect those promotion minded car rental agencies.
- Use of the still in a newspaper ad could be a valuable plus for your "Contempt" campaign. Be certain, however, that there is no endorsement.



CO-EXP-3

GOOD START WITH MOBIL GAS

Mobil gas stations around town should provide well-trafficked spots for special "Contempt" displays. Utilize the stills showing Brigitte Bardot and Jack Palance in front of a Mobil gas pump to make up tie-in display cards. A 30x40 blow-up of one of the stills will make an especially effective display that will catch the eye of everyone driving through. Provide copy that ties in your title, theatre and playdate.



CO-EXP-4

BARDOT IN BED



The Brigitte Bardot still (GN-COL-33) showing the star curled up in bed will make a tremendously effective advance and current lobby blow-up. Put up an eye-catching display in your lobby with the following copy:

"Come On In! Brigitte Guarantees You Won't Be caught Napping!"

BEDDING RETAILERS: This same still can also work for you with local retailers selling beds and bedding. Go for window and in-store displays with stills, posters and tie-in copy.

TRAVEL TIE-INS

"Contempt" was filmed on location in Rome and Capri — two of Italy's most beautiful spots, each of great interest to tourists. Use this as the basis for local tie-ins with travel agencies and airline offices. Approach the important outlets in your downtown area and in hotel lobbies. Utilize stills and posters for tie-in displays with copy that reads: "You, too, can visit beautiful Rome and Capri where Brigitte Bardot and Jack Palance filmed 'Contempt'. Let us make the arrangements for your vacation trip. But before you leave, be sure to travel to the State Theatre to see 'Contempt'."

BB MEANS BIG BUSINESS!

Brigitte Bardot is internationally known as BB. Her tremendous following always means Big Boxoffice. Make sure everyone in your area knows that BB is the star of "Contempt" and that she can be seen in her newest and most exciting role at your theatre.

Stress BB in all promotions and exploitation and cover your lobby with advance BB displays and Blow-ups.

BB MEANS BOLD AND BRAZEN!

PAST PERFORMANCE CONTEST

Set a Past Performance Contest calling for a list of Brigitte Bardot's **bold & brazen** films. Earliest postmarked correct lists win guest tickets or other promoted prizes. If you do not use contest as a write in, either to your theatre or to a DJ, you can set a Ballot Box in your lobby to receive the entries. Cooperating merchants can have Ballot Boxes in their stores with coupons in their ads. (See publicity story on page 2.)

BB MEANS BLONDE AND BRUNETTE!

BB 'LOOK-ALIKE' CONTEST

The fact that BB appears in "Contempt" as both a Blond and Brunette can serve as the springboard for an unusual approach to a **BB Look-Alike Contest**. Entrants who submit photos may be either Blond or Brunette and should be judged on how closely they resemble Brigitte Bardot, as seen in "Contempt." Most desirable sponsorship for the contest would be a local newspaper which would publish pictures of entrants while the contest is going and, of course, finally do a "winners" story with their photos. As an alternative to actual sponsorship, the contest may be run through the theatre, with a "see-board" in the lobby.

Press releases should then be sent to all daily newspapers and radio/TV stations in town and the winner's photo serviced to all media when she is selected. Having the finals take place on stage, perhaps emceed by a leading local disc jockey or personality, is an additional approach to be pursued. Promote the contest with a large advance lobby display picturing both Blond and Brunette Bardots.

BB MEANS BRIGITTE'S BOYS!

BB'S LEADING MEN

How many of BB's co-stars can your area's moviegoers name? A lively newspaper, especially a weekly, should go for this one by printing two lists, one of the male stars and another of the films. Entrants would have to correctly match the leading man to his respective Bardot film.

ART STILLS

These provocative elements from the ad campaign are available as 8x10 black & white glossy stills. Enlarge them and use for tie ins around town as well as for lobby and theatrefront displays.

Order now from
DONALD L. VELDE, INC.
311 West 43 Street
New York, N.Y. 10036 • LT-1-6040



CO-ART-3



CO-ART-1



CO-ART-2



CO-SPEC-1



BEAUTY SALONS

The fact that BB is seen as both blond & brunette in "Contempt" is the perfect springboard for tie-ins with one or more local beauty salons. Copy like this will make lively, eye-catching newspaper display ads and/or displays with a leading beauty salon or a department store anxious to promote its salon:

Brigitte Bardot is Bold as a Blond, Brazen as a Brunette in "Contempt."
Blond or Brunette, you too can be beautiful . . . Beauty is our business!
See Pierre for your Bardot Bun.
See "Contempt" for your Bardot fun.
Now, Bijou Theatre.

The special Brigitte Bardot blonde-brunette still CO-SPEC-1 should be perfect for beauty salon displays or ads. However, should the still be used, be careful that tie-in copy does not contain an actual indorsement of any establishment or product.

merchandising

LIVE **Radio Spots**

FREE

**Bardot
Open End
Interview
For TV**

**60 and 20
Second
TV
Spots**

OPEN END INTERVIEW: Brigitte Bardot is not only fascinating to watch, she's candid and provocative to hear. . . Here's an eight minute open-end interview with her that you can give to a local TV personality. Used as a feature or a filler on his or her show, it is a sure draw. Offer it exclusively to one show and suggest that the station use plenty of self-promos as well as newspaper advertising to plug this **guest shot** type of programming, in which Bardot appears to be chatting with a local TV personality in your area. Film is 16mm, ready-to-run, with script included.

TV SPOTS: 60-second and 20-second television spots have been prepared for "Contempt". They're packed with the Bardot Brand of boxoffice excitement.

Order all TV accessories from: Exploitation Department, Embassy Pictures Corp., Time & Life Building, 1271 Sixth Avenue, New York, New York 10020

60 SECONDS: See Brigitte Bardot and Jack Palance in Joseph E. Levine's "Contempt"! See Bardot as you have never seen her before! More Bold! More Brazen! And Much, Much More Bardot! "Contempt" — based on the exciting novel by Alberto Moravia. See "Contempt" and learn why Bardot is known the world over! "Contempt" opens at the Theatre. This is Bardot at her Bold, Bare and Brazen Best! In a story of tangled lives in modern society; "Contempt", produced by Carlo Ponti in color and Franscope. You'll see more of Bardot than ever before in "Contempt"! See "Contempt"! Starring Brigitte Bardot and Jack Palance. An Embassy Pictures release! Starts at the Bijou Theatre.

30 SECONDS: See Brigitte Bardot and Jack Palance in "Contempt". See Bardot as you never saw her before! More Bold! More Brazen! And Much, Much More Bardot! Joseph E. Levine presents "Contempt" opening at the Theatre. This is Bardot at her bold, bare and Brazen Best! In "Contempt" also starring Jack Palance! "Contempt"! Produced by Carlo Ponti in color! See "Contempt"! An Embassy Pictures release. Starts at the Bijou Theatre.

20 SECONDS: See "Contempt"! Joseph E. Levine presents Brigitte Bardot and Jack Palance in "Contempt". More Bold! More brazen! and Much, much more Bardot! "Contempt" opens at the Theatre. See Brigitte Bardot and Jack Palance in "Contempt" produced by Carlo Ponti, and based on the exciting novel by Alberto Moravia. See "Contempt"! in color. An Embassy Pictures release. Starts at the Bijou Theatre.

10 SECONDS: See Brigitte Bardot and Jack Palance in Joseph E. Levine's "Contempt"! See Bardot at her bold, bare and brazen best! In color —An Embassy Pictures release. Starts at the Bijou Theatre.

Production Trailer

This fast-paced trailer highlights all the excitement and drama of the feature with provocative scenes showing Bardot, **Bardot** and **Bardot!** Show it at least a week in advance of your playdate and crossplug it wherever you can.

Order now from **DONALD L. VELDE, INC.**,
 311 West 43 Street, New York, N.Y. 10036 • LT-1-6040

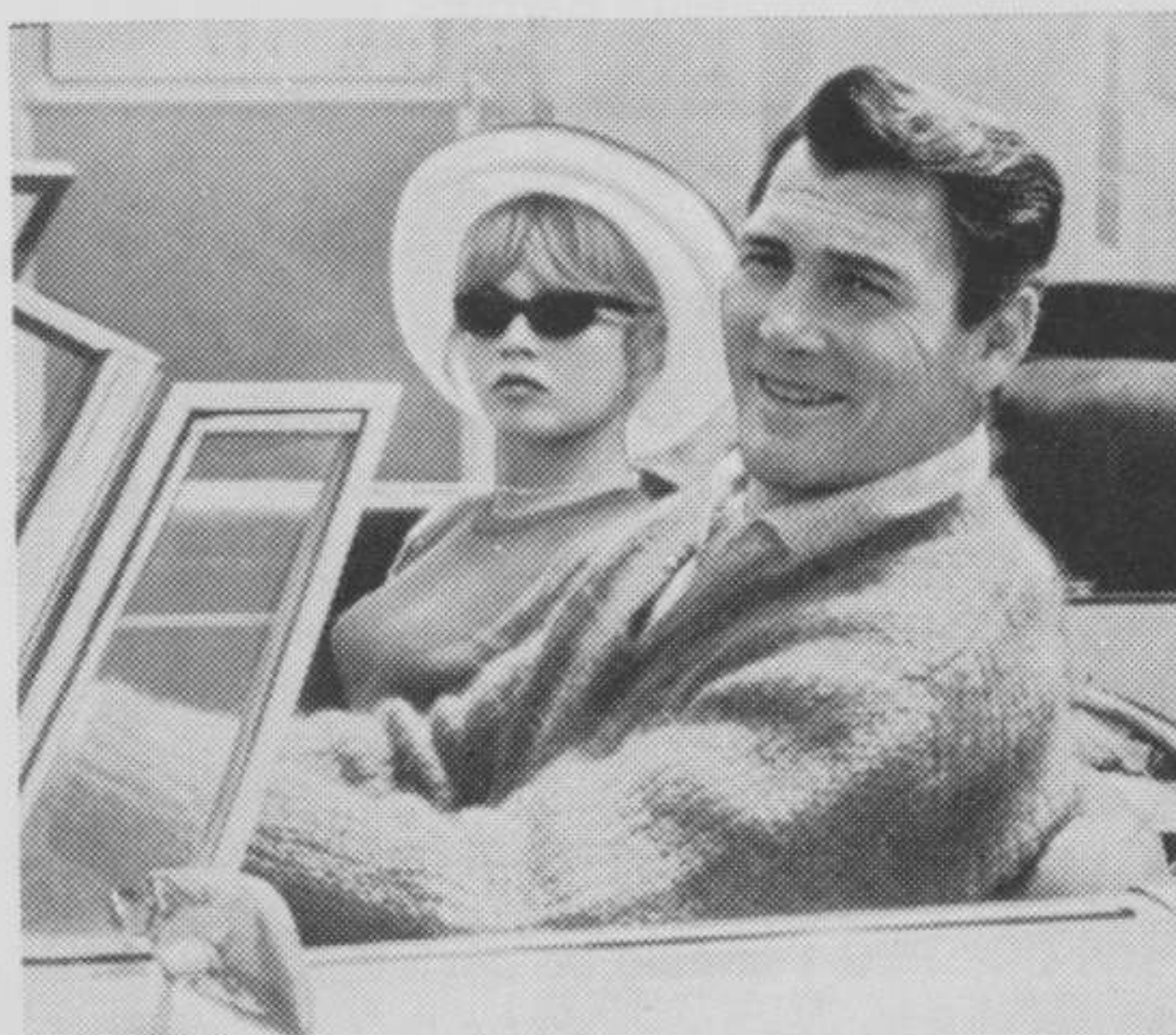
Composite Special Mat No.1



MAT 201 — 2 col. x 2 inches (56 lines)



MAT 102
 1 col. x 2 1/4 inches (30 lines)



MAT 202 — 2 col. x 3 1/2 inches (100 lines)



MAT 101
 1 col. x 1 inch (14 lines)

posters and accessories

MORE BOLD! MORE BRAZEN! AND MUCH, MUCH MORE BARDOT!

BRIGITTE BARDOT · JACK PALANCE

JOSEPH E. LEVINE presents

Contempt!
Contempt!
Contempt!

Co-starring MICHEL PICCOLI · GEORGIA MOLL · FRITZ LANG
A Film by JEAN-LUC GODARD · ALBERTO MORAVIA
Produced by CARLO PONTI
IN COLOR AN EMBASSY PICTURES RELEASE

22 x 28

ALSO AVAILABLE
SET OF 11 x 14'S AND
BLACK & WHITE STILLs

**ORDER ALL
ACCESSORIES**
TRAILERS · STILLs · PRESS BOOKS
AD & SCENE MATS
FROM
DONALD L. VELDE, INC.
311 WEST 43RD STREET
NEW YORK, N. Y. 10036 • LT 1-6040

JOSEPH E. LEVINE presents
BRIGITTE BARDOT · JACK PALANCE

Contempt!

*More bold!
more brazen!
and much,
much
more
Bardot!*

MICHEL · GEORGIA · FRITZ
PICCOLI · MOLL · LANG
Produced by CARLO PONTI
JEAN-LUC · ALBERTO
GODARD · MORAVIA
IN COLOR AN EMBASSY PICTURES RELEASE

40 x 60

Bardot is the
body beautiful...
she knows it...
and she
shows it!

JOSEPH E. LEVINE presents
BRIGITTE BARDOT · JACK PALANCE

Contempt!

MICHEL · GEORGIA · FRITZ
PICCOLI · MOLL · LANG · GODARD · MORAVIA
Produced by CARLO PONTI
JEAN-LUC · ALBERTO
GODARD · MORAVIA
IN COLOR AN EMBASSY PICTURES RELEASE

1 SHEET

Cast

Camille Javal	BRIGITTE BARDOT
Jeremy Prokosch	JACK PALANCE
Fritz Lang	FRITZ LANG
Paul Javal	MICHEL PICCOLI
Francesca Vanini	GEORGIA MOLL

Credits

Produced by	CARLO PONTI
Directed by	JEAN-LUC GODARD
Scenario, Adaptation & Dialogue by	JEAN-LUC GODARD
Based on the novel by	ALBERTO MORAVIA
Cinematography	RAOUL COUTARD
Editing	AGNES GUILLEMOT

AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSOPE
A Joseph E. Levine Presentation

Synopsis

(Not for publication)

To please his wife Camille (Brigitte Bardot), Paul Javal (Michel Piccoli), a struggling dramatist, accepts an assignment to write a screenplay for American film producer Jeremy Prokosch (Jack Palance). The young couple are very much in love and Paul's new job gives Camille a sense of security and well-being she has never known.

Camille is coldly aloof to Jeremy, who is obviously attracted to her. Paul and Camille move into their new luxury apartment where suddenly, and for seemingly no reason at all, Camille begins to regard him with contempt and refuses to sleep with him.

At first, Paul believes Camille is jealous of Jeremy's secretary (Georgia Moll). To his great anguish, Camille declares she no longer loves him but will continue to live with him. He is determined to find the cause of Camille's contempt and regain her love.

Jeremy invites the couple to stay at his villa in Capri during the filming of his latest movie, "The Odyssey." The famous director Fritz Lang (played by himself) and Paul are collaborating on the screen adaptation which Lang is directing.

Paul discovers Jeremy kissing Camille, who is aware that her husband has been watching them. She then allows Jeremy to make love to her. When Paul tells her of having seen them kissing, Camille openly admits she stopped loving him because she felt that he was pushing her into an affair with Jeremy for the sake of furthering his career. Paul protests in vain.

Camille suddenly departs for Rome with Jeremy who is returning for business reasons. She had planned to leave her husband and take a job as a secretary but on the trip back to Rome fate changes the plans of them all.

Special

Contempt

Advertising Supplement

NOT SINCE "AND GOD CREATED WOMAN"
SO MUCH BARDOT...so much of the
magic, the mystery, the animal magnetism
that has made her the screen's
most exciting woman!

JOSEPH E. LEVINE presents
BRIGITTE BARDOT
and JACK PALANCE

CONTEMPT

Co-starring MICHEL PICCOLI / GEORGIA MOLL / FRITZ LANG
Produced by
CARLO PONTI / In a film by JEAN-LUC GODARD / Based on the novel by ALBERTO MORAVIA / AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSOPE

THEATRE



MAT 320 — 3 COL. x 76 = 228 LINES

BARDOT AT HER BOLD, BRAZEN BEST...

Reveling in
Rome...
cavorting in
Capri...jolting
even the jaded
international jet-set
in her pursuit
of love!

JOSEPH E. LEVINE presents
BRIGITTE BARDOT
JACK PALANCE



Co-starring MICHEL PICCOLI / GEORGIA MOLL / FRITZ LANG
Produced by
CARLO PONTI / In a film by JEAN-LUC GODARD / Based on the novel by ALBERTO MORAVIA / AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSOPE

THEATRE

MAT 321 — 3 COL. x 104 = 312 LINES

BARDOT AT HER BOLD, BRAZEN BEST...

Reveling in
Rome...
cavorting in
Capri...jolting
even the jaded
international jet-set
in her pursuit
of love!

JOSEPH E. LEVINE presents
BRIGITTE BARDOT
JACK PALANCE



Co-starring MICHEL PICCOLI / GEORGIA MOLL / FRITZ LANG
Produced by
CARLO PONTI / In a film by JEAN-LUC GODARD / Based on the novel by ALBERTO MORAVIA / AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSOPE

THEATRE

MAT 220 — 2 COL. x 69 = 138 LINES

Available From: DON VELDE
311 West 43rd Street,
New York 36, New York
LT 1-6040

NOT SINCE "AND GOD CREATED WOMAN"
SO MUCH BARDOT...so much of the
magic, the mystery, the animal magnetism
that has made her the screen's
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JOSEPH E. LEVINE presents
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CARLO PONTI / In a film by JEAN-LUC GODARD / Based on the novel by ALBERTO MORAVIA / AN EMBASSY PICTURES RELEASE
IN COLOR AND FRANSOPE

THEATRE



MAT 420 — 4 COL. x 105 = 420 LINES



**"BARDOT HAS NEVER BEEN
SO NAKED OR SO BEAUTIFUL
IN NAKEDNESS!"**

— The New Yorker

**"THE MOST
EXTRAVAGANT
DISPLAY OF
BARDOT NUDITY
YET SEEN!"**

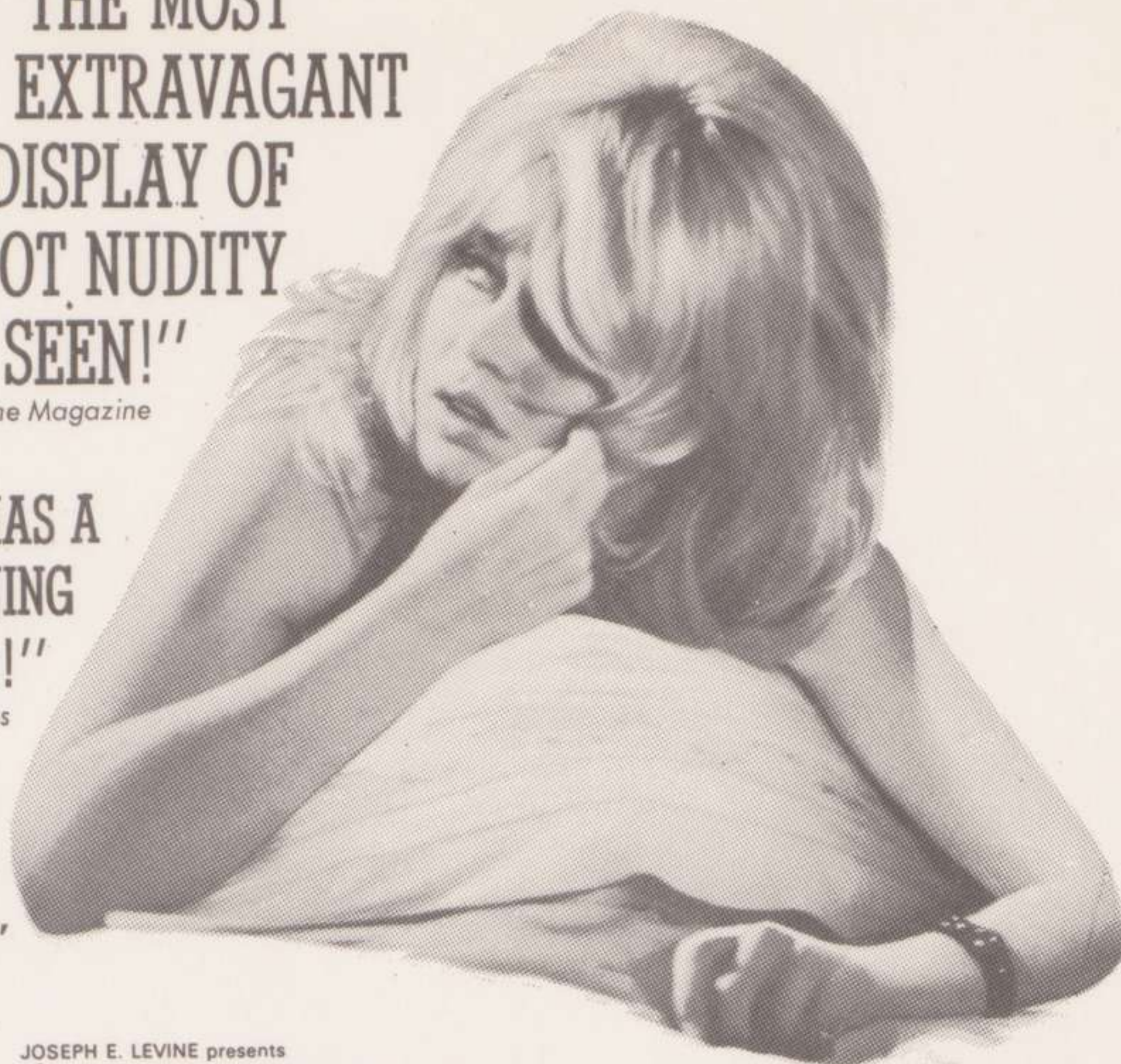
— Time Magazine

**"BARDOT...HAS A
PENCHANT FOR SUNNING
HERSELF IN THE NUDE!"**

— N. Y. Times

**"OFFERS BARDOLATORS ANOTHER
OPPORTUNITY TO VIEW THE SPECTACLE
OF THEIR HEROINE IN THE
ALTOGETHER...A LOVELY EYEFUL!"**

— Playboy Magazine



JOSEPH E. LEVINE presents

**BRIGITTE BARDOT and
JACK PALANCE**

Contempt

Co-starring
MICHEL PICCOLI / GEORGIA MOLL / FRITZ LANG

Produced by
CARLO PONTI / In a film by
JEAN-LUC GODARD / Based on the
novel by
ALBERTO MORAVIA / AN EMBASSY
PICTURES
RELEASE

IN COLOR AND FRANSOPE

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2ND 1,000 - \$4.50

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HA.6-1150

Name _____

Town _____

Quantity _____

Playdate _____

Signature _____

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- EXHIBITOR MUST SPECIFY SHIPPING CARRIER -**