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# YOUR SHOWMAN'S MANUAL ON

• • • •

## "LIKE 'RIFI',

IT IS ABUZZ WITH GENUINE FRENCH COLOR AND CHARACTER. THE PICTURE INJECTS ENOUGH SEX TO REASSURE FOREIGN FILM FANS THAT THEY ARE NOT WITNESSING A DOCUMENTARY!"

—Winsten, N. Y. Post

## "STARKLY REAL...

LAST YEAR, THE CUSTOMERS WERE ENTHRALLED WITH THE AUTHENTICITY PERMEATING A SAFE-CRACKING CAPER IN THE FILM EDITION OF HIS (AUGUSTE LE BRETON) NOVEL, 'RIFI', AND 'RAZZIA' SEEMS JUST AS STARKLY REAL... AN EXCURSION THROUGH THE PARISIAN LOWER DEPTHS THAT IS CHILLINGLY REVELATORY... SHOCKING EFFECTS!"

—Weiler, N. Y. Times

## "SHARP AND ENGROSSING...

AN EXPERT CAST GIVES THE NEW FRENCH MOVIE AN AIR OF VAST EXCITEMENT. HAS AN UNHOLY FASCINATION... THE IMPACT OF THE DETAIL OF THE PROCEDURES IN EACH INSTANCE IS STUNNING. NOTHING MUCH IS LEFT TO THE IMAGINATION!"

—Pihodna, Herald Tribune



## "ROUGH AND TUMBLE EXCITEMENT...

MAINTAINS A RELENTLESS HOLD ON ITS TENSION!"

—Cook, World Tele-Sun

## "HARD-HITTING, SHOCKINGLY REALISTIC!"

—Zunser, Cue Magazine

# RAZZIA\*

\*IT CRACKLES  
WITH  
EXCITEMENT!

Starring **JEAN GABIN** with MAGALI NOEL  
(of "Rifi" and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!

2 col. x 157 lines (314 lines)

MAT 202

## ANOTHER SHOCKER\*

• • • •

BY

THE

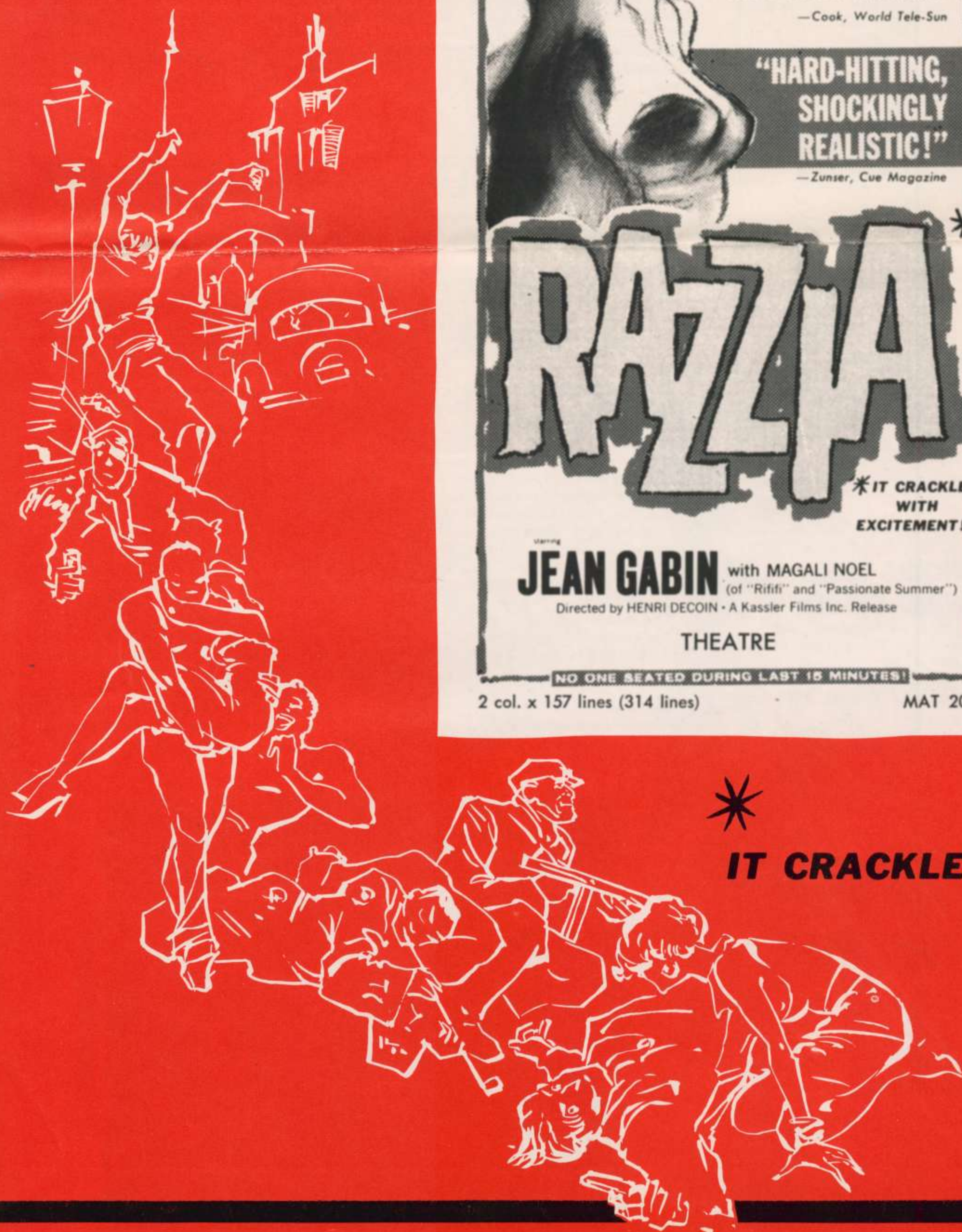
AUTHOR

OF

"RIFI"



**IT CRACKLES WITH EXCITEMENT!**



# KASSLER FILMS, INC.

251 WEST 42nd ST., NEW YORK 36, N. Y. • LO. 3-1435



SYNOPSIS

(Not for Publication)

Henri Ferret (JEAN GABIN) returns to France from America, where he worked with the American gangster, "Big" Rosillo. He joins up with Liski (DALIO), French drug boss, who needs a "strong man" lieutenant to keep his far-flung narcotics syndicate "in line." Liski arranges for Ferret to open a cafe, Le Troquet, as a front for the police. The staff for the cafe includes a pretty cashier, Lisette (MAGALI NOEL), who soon becomes Ferret's mistress.

Ferret's work in France now begins. Mimile, a railway employee and "carrier" of drugs for the syndicate, decides to quit. He is liquidated by the syndicate's hired killers, "The Catalan" (LINO VENTURA) and Bibi (ALBERT REMY). Ferret meets Birot (ARMONTEL), chemist working for the gang, who refines the drugs from their raw state (opium, heroin, morphine, etc.), and Birot's wife, Solange (JACQUELINE POREL). Marcel, another "carrier" who crosses the gang, is also liquidated, whereas Li-Chang, who runs an opium joint supplied by the gang, is roughed up so that he understands he must increase his purchases of the stuff.

Liski becomes worried when the police grab a huge shipment of heroin in Le Havre and even Ferret is beginning to be suspected by him of defecting, like so many of the others. One pusher, Lea (LILA KEDROVA), herself a drug addict, shows Ferret how the traffickers work in various places—opium and marijuana joints, small bistros, cafe-restaurants, subways, etc.—but she becomes too unreliable in her frequent candid outbursts, and is marked for liquidation by Liski via his paid assassins. The police, informed of the attempt to wipe out the pathetic Lea, lie in wait for the killers. An encounter with them leaves two of the police dead, with the pair of thugs on the lam.

Seeking refuge in Ferret's cafe, they demand he take them to Liski who has to help them out of the mess that he engineered. Liski gives them keys to a hideaway in the suburbs and Ferret drives them there.

Again the police have somehow been notified. Soon the narcotics squad has the house surrounded. The two killers decide to shoot it out.

But their implacable enemy is not only outside, but also inside the chateau with them... Henri Ferret...

In a general "razzia," everybody, including Liski, is rounded up.

But is he the real head? And will this same pattern of violence and drug trafficking go on despite this latest crackdown?

While Ferret's romance with Lisette blossoms in this violent milieu, there is a raid by the narcotics squad on Ferrat's cafe, and he is briefly held along with the others rounded up there.

CAST AND CREDITS

Kassler Films, Inc. presents  
JEAN GABIN

in "RAZZIA"

from the novel, "Razzia sur la Chnouf," by AUGUSTE LE BRETON (author of "Rififi")  
with DALIO, MAGALI NOEL (of "Rififi")

Adaptation.....HENRI DECOIN and MAURICE GRIFFE  
Dialogue.....AUGUSTE LE BRETON  
Music.....MARC LANJEAN  
Photography.....PIERRE MONTAZEL  
Settings.....RAYMOND GABUTTI  
English Titles.....HERMAN G. WEINBERG

Directed by HENRI DECOIN  
A Gaumont production - A Kassler Films release

Henri Ferret .....JEAN GABIN  
Lisette .....MAGALI NOEL  
Liski .....DALIO  
"The Catalan" .....LINO VENTURA  
Bibi .....ALBERT REMY  
Leroux .....PIERRE LOUIS  
Lea .....LILA KEDROVA  
Decharme .....ALAIN NOBIS  
Birot .....ARMONTEL  
Solange Birot .....JACQUELINE POREL  
Auguste Le Breton .....HIMSELF

Note: "RAZZIA," which deals with the international traffic in drugs, is French slang for "all out raid," "dragnet" or "crackdown."  
"RAZZIA" is currently being used by the U. S. Bureau of Narcotics to instruct its agents in the methods of drug traffickers.

RUNNING TIME: 104 minutes

Legion of Decency Rating: B



Mat 2A—Taking her place alongside Brigitte Bardot and other French glamour girls, Magali Noel comes into her own as a full-fledged siren as she co-stars with Jean Gabin in "Razzia," opening on ..... Theatre.

(Advance Feature)

EXOTIC FRENCH GAL STARS IN "RAZZIA"

Magali Noel, who co-stars with Jean Gabin in "Razzia," opening next ..... Theatre, is coming into her own as a dramatic actress.

The exotic French star, born in Turkey, boasts a varied background, including ten years of study of the violin at the Cesar Franck Conservatory in Paris, a debut at the age of 15 as a classical ballerina, and a stage career that began with a smash success in the French production of Peter Ustinov's "Love of Four Colonels."

Coming to the movies as the moll in "Rififi," then playing the romantic young sister-in-law in "Passionate Summer," Miss Noel now is Gabin's fiancée in "Razzia," the shocker by the author of "Rififi," which is being hailed as one of the best foreign films of the past year.

Directed by Henri Decoin, from a script by Auguste Le Breton (the gangster-turned-novelist who wrote "Rififi" and appears as himself in one sequence of "Razzia"), "Razzia" is a Gaumont Films production released in the U. S. by Kassler Films, Inc.

(Advance Story)

NONE SEATED DURING LAST FIFTEEN MINUTES OF "RAZZIA"

Because of the unexpected twist ending to "Razzia," the new shocker by the author of "Rififi" starting ..... Theatre, the theatre's management has announced that no patrons will be seated during the last fifteen minutes of the feature.

Starring Jean Gabin and Magali Noel (of "Rififi" and "Passionate Summer"), "Razzia," written by Auguste Le Breton and directed by Henri Decoin, reveals the inner workings of the international drug syndicate.

The dodges of the drug traffic shown in the film are so ingenious and so accurate that the U. S. Treasury Dept. has acquired two prints of the film to show to its narcotics agents in order to familiarize them with the type of intrigue they will come up against in their work.

(Advance Story)

"RAZZIA" SET FOR LOCAL PREMIERE

The local premiere of "Razzia," the new shocker by the author of "Rififi," starring Jean Gabin and Magali Noel, will take place on ..... Theatre, it was announced today by the theatre management.

An unparalleled expose of the Paris underworld and the international police methods of tracking down the worldwide drug syndicate, "Razzia" was written by Auguste Le Breton and directed by Henri Decoin. The details of underworld maneuvers grow out of the author's own experiences prior to turning novelist, it is reported.

Co-starring with Gabin, Magali Noel, the sultry siren of "Rififi" and "Passionate Summer," here comes into her own as a full-fledged dramatic actress. She appears as a cashier in a nightclub run by Gabin, and soon becomes his mistress, in one of the most daring love scenes the French have ever filmed.

To quote *Time* magazine, "Razzia" is a "shocking picture of Paris vice, rarely, if ever before, depicted so realistically."

WINCHELL COINS A WORD FOR IT!

The action of "Razzia," the new shocker by the author of "Rififi," now at the ..... Theatre, is so sensational that famed columnist Walter Winchell was moved to coin a new word for it. He wrote: "Razzia is a razzia-matazzia of sex and violence."

(Holdover Story)

"RAZZIA" PLAYS ANOTHER WEEK AT

The new shocker by the author of "Rififi," "Razzia," starts its second week's engagement at the ..... Theatre on .....

Local audiences have manifested their enthusiasm for "Razzia" on a scale equal to that in New York, where the *Post* characterized the new import as "like 'Rififi,' abuzz with genuine French color and character."

Starring Jean Gabin and Magali Noel, "Razzia" is a Kassler Films release, directed by Henri Decoin from the script and novel of the same name by August Le Breton.



Mat 1A—Magali Noel is the exciting new French star who appears with Jean Gabin in "Razzia," the new shocker by the author of "Rififi," now at the ..... Theatre. (Note: This still is not from the picture.)



Mat 2B—Jean Gabin and Magali Noel are the lovers in "Razzia," the new shocker by the author of "Rififi," now current at the ..... Theatre.



EXPLOITATION

**BUILD A FRONT** with the title treatment, the stills, the posters and other accessories. Stills Nos. RR5, RR1, R2, RR4 and RR3 (the seduction sequence) make a terrific display, as do Nos. R21, RR7, RR2 and RR6 (the rape sequence). Stress the use of the film by the Department of the Treasury Bureau of Narcotics, if you think it will help in your situation. Stress "No One Seated During Last 15 Minutes."

**SELL "NO SEATING** during last 15 minutes" in your publicity in the press and on the air—**AND STICK TO THE POLICY.** Patrons will be all the more

enticed if they are kept waiting in line, rather than allowed in during the last 15 minutes of the feature.

**CONTACT YOUR LOCAL DISK JOCKEYS** and ask them to play Rayven's "La Chnouf," which is the theme music of "Razzia" (original title, "Razzia sur la chnouf"). Disk jockeys have received six different recordings of it, by the following artists on the indicated labels: Les Elgart (Columbia), Ray Bloch (Coral), Leo Souris (Decca), Eddie Barclay and Ralph Marterie (Mercury), and Coleman Hawkins (Vik).



Mat 1B—Veteran Jean Gabin plays the head troubleshooter of the international drug gang, in "Razzia," new shocker by the author of "Rififi," opening on ..... Theatre.

Another **SHOCKER** by the Author of "RIFIFI"

**RAZZIA**

\*IT CRACKLES WITH EXCITEMENT!

THEATRE

2 col. x 47 lines (94 lines)

MAT 208

Another **SHOCKER** by the Author of "RIFIFI"



An excursion into the twisted back-alleys of the Paris underworld!

**RAZZIA**

starring **JEAN GABIN** with **MAGALI NOEL** (of "Rififi" and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!

2 col. x 115 lines (230 lines)

MAT 207

"LIKE 'RIFIFI'"

IT IS **ABUZZ** with genuine French color and character!"  
—N. Y. Post

"**RAW, RED CINEMATIC MEAT**—a shocking picture of Paris vice rarely, if ever before, depicted so realistically!"  
—Time Magazine



**RAZZIA**

\*IT CRACKLES WITH EXCITEMENT!

with **JEAN GABIN** **MAGALI NOEL** (of "Rififi" and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!

2 col. x 67 lines (134 lines)

MAT 203

Another **SHOCKER** by the Author of "RIFIFI"



An excursion into the twisted back-alleys of the Paris underworld...



**RAZZIA**

\*IT CRACKLES WITH EXCITEMENT!

starring **JEAN GABIN** with **MAGALI NOEL** (of "Rififi" and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!

3 col. x 98 lines (294 lines)

MAT 301



Another SHOCKER by the Author of "RIFI"FI

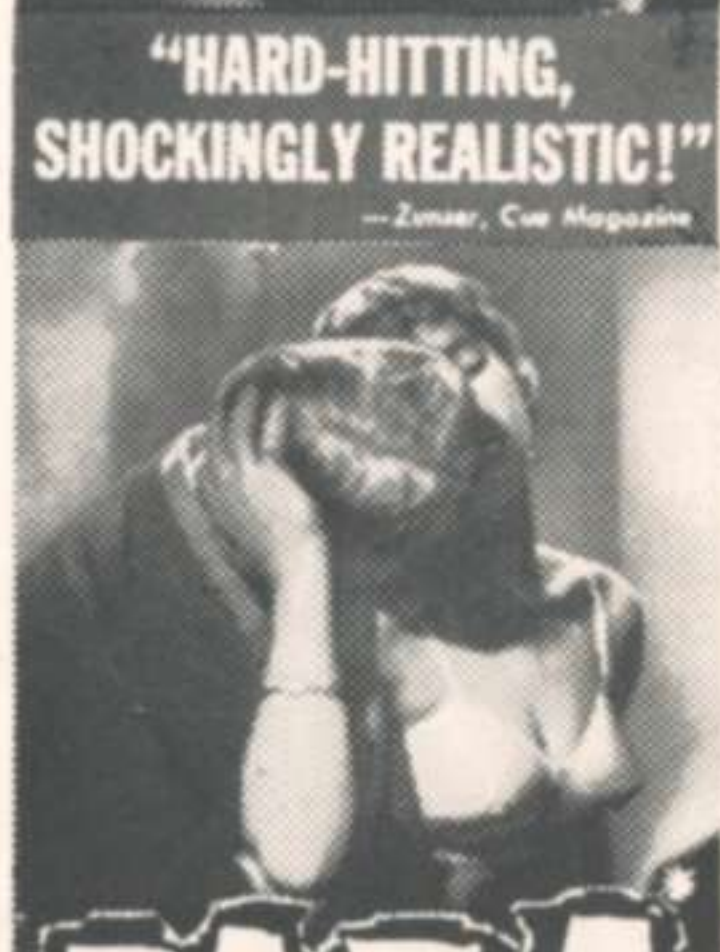


THEATRE

2 col. x 62 lines (124 lines)

MAT 205

**"RAW, RED  
CINEMATIC  
MEAT!"** —Time  
Magazine



**RAZZIA**

\*IT CRACKLES WITH EXCITEMENT!

starring  
**JEAN GABIN** • **MAGALI NOEL** (of "Rifi"fi  
and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!  
1 col. x 129 lines (129 lines) MAT 103

Another SHOCKER by the Author of "RIFI"FI



THEATRE

1 col. x 20 lines (20 lines) MAT 101

Another SHOCKER by  
the Author of "RIFI"FI



**RAZZIA**

\*IT CRACKLES WITH EXCITEMENT!

starring  
**JEAN GABIN** • **MAGALI NOEL** (of "Rifi"fi  
and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!  
1 col. x 106 lines (106 lines) MAT 102

Another SHOCKER by the Author of "RIFI"FI



starring  
**JEAN GABIN** \*IT CRACKLES  
WITH EXCITEMENT!

with **MAGALI NOEL** (of "Rifi"fi and "Passionate Summer")  
Directed by HENRI DECOIN • A Kassler Films Inc. Release

THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!  
2 col. x 71 lines (142 lines) MAT 201

Another SHOCKER by the Author of "RIFI"FI



\*IT CRACKLES WITH EXCITEMENT!

THEATRE

2 col. x 47 lines (94 lines) MAT 206

**"LIKE 'RIFI'FI', IT IS ABUZZ**  
with genuine French color and character!" —N.Y. Post



THEATRE

NO ONE SEATED DURING LAST 15 MINUTES!  
2 col. x 33 lines (66 lines) MAT 204

## ACCESSORIES

Tremendous action Trailer  
1-sheet  
22 x 28  
11 x 14s (Set of 4)  
8 x 10 Stills (Set of 34—including 30 flat)  
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Scene mats  
Pressbooks

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