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# SHOWMANSHIP GUIDE

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ROGER VADIM'S

## DANGEROUS LOVE AFFAIRS (Les Liaisons Dangereuses)

ASTOR PICTURES presents

### "DANGEROUS LOVE AFFAIRS"

(Les Liaisons Dangereuses)

WHICH AFFAIR WAS MOST DANGEROUS?



—At the ski lodge  
with Cecile?

*oui!*



—At the beach  
with Marianne?

*oui!*



—At home in Paris  
with his own wife?

*whee!*

Roger Vadim's uncut  
masterpiece—every  
controversial scene intact!

Not recommended for the immature.

ASTOR PICTURES presents

JEANNE MOREAU and GERARD PHILIPPE in "LES LIAISONS DANGEREUSES"

A FILM OF  
CONTEMPORARY  
LIFE BY ROGER VADIM

BASED UPON  
THE FAMOUS  
NOVEL BY CHODERLOS DE LACLOS · ROGER VAILLAND · A MARCEAU-COCINOR PRODUCTION

THEATRE NAME

The picture  
with the  
famous  
"bottoms up"  
scene!

AD B301—122 LINES X 3 COLS.—366 LINES

ASTOR  
PICTURES  
presents

### "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)

ROGER VADIM'S UNCUT MASTERPIECE

SOME SAY IT'S OVERWHELMINGLY MORAL...  
OTHERS CHARGE IT'S PORNOGRAPHIC, LEWD!



Time  
Magazine  
says:  
"It's  
orderly,  
intelligent,  
wickedly  
funny;  
clearly  
Roger Vadim's  
best  
film."

Not recommended  
for the immature.

ASTOR PICTURES presents

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A FILM OF  
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THEATRE NAME

AD B204—102 LINES X 2 COLS.—204 LINES

## THE MOST CONTROVERSIAL PICTURE OF OUR TIME!

### AN ASTOR RELEASE



# ADVERTISING

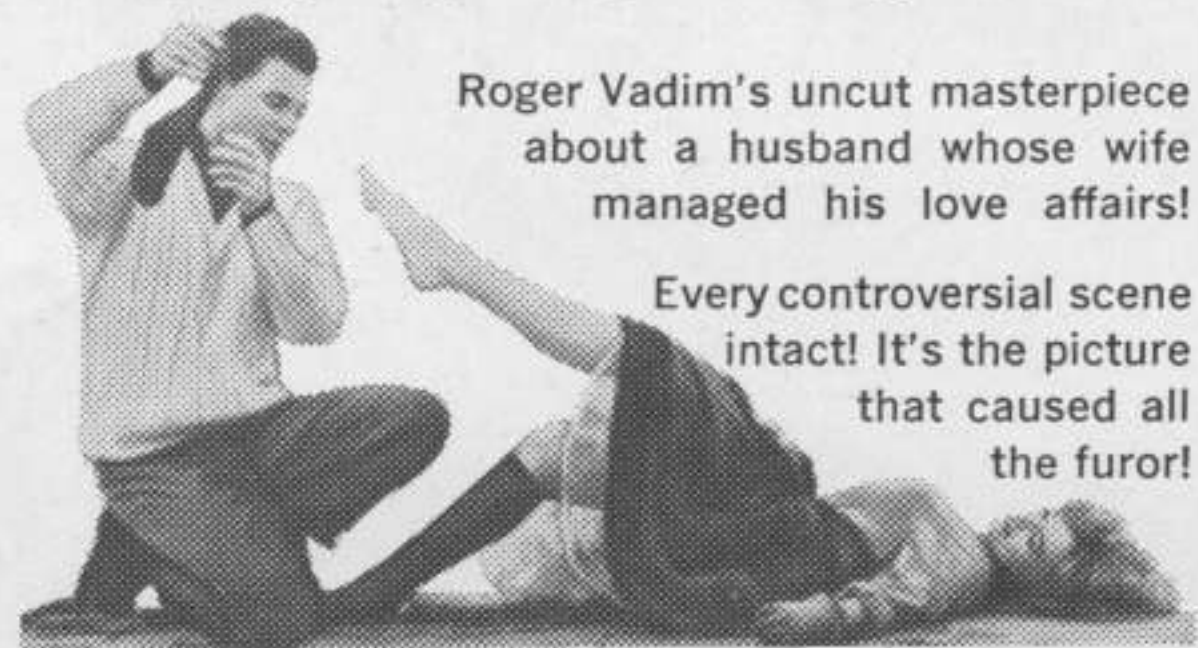
How French can  
the screen get?



*oooh-la-la!*

ASTOR PICTURES presents

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)



Roger Vadim's uncut masterpiece  
about a husband whose wife  
managed his love affairs!

Every controversial scene  
intact! It's the picture  
that caused all  
the furor!

ASTOR PICTURES presents  
JEANNE MOREAU and GERARD PHILIP in "LES LIAISONS DANGEREUSES"  
A FILM OF CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS - ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION  
NOT RECOMMENDED FOR THE IMMATURE

THEATRE NAME

The picture  
with the  
famous  
"bottoms up"  
scene!

AD B201—88 LINES X 2 COLS.—176 LINES

*oui...  
oui...  
whee!*

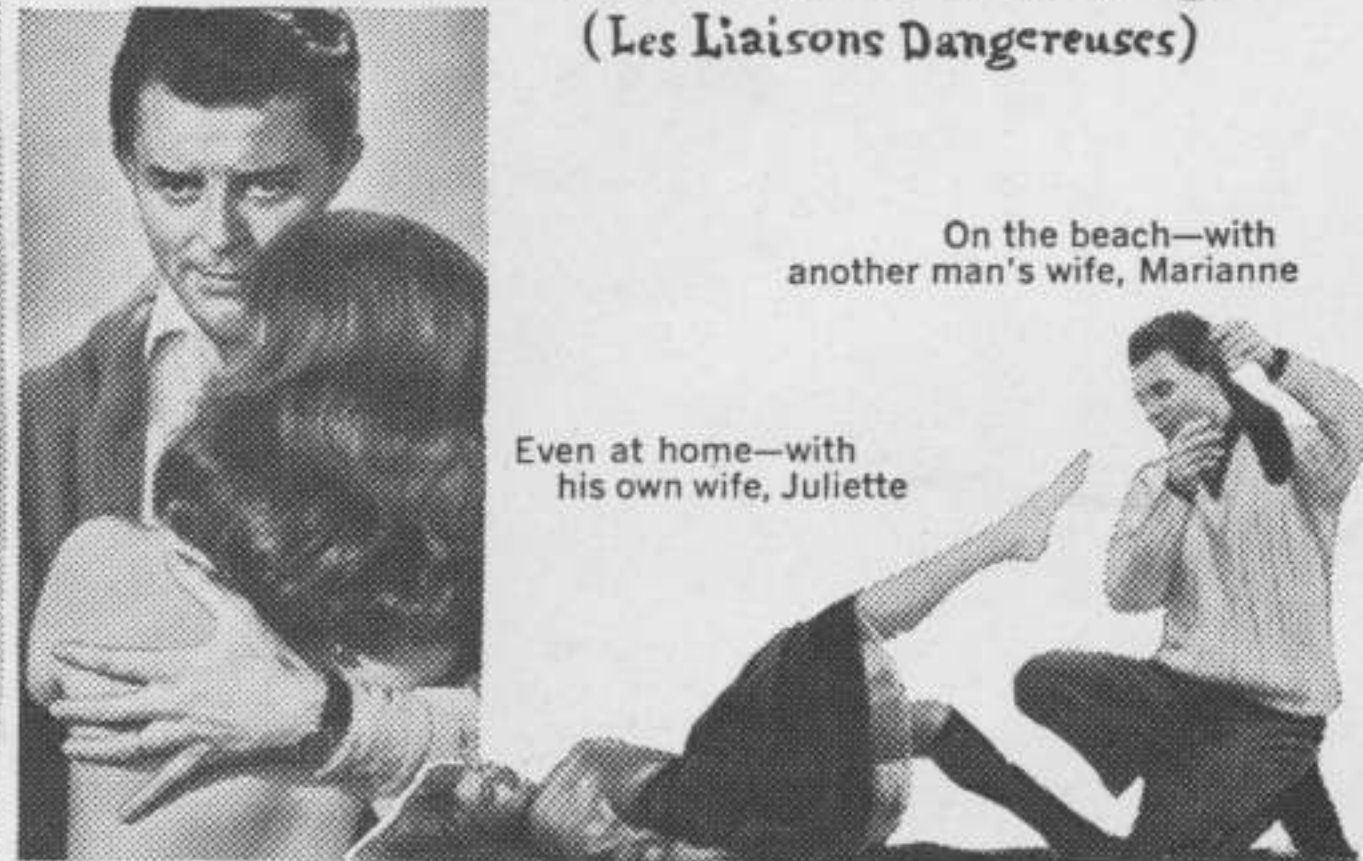
In the ski lodge—with another  
man's fiancée, Cecile



ROGER VADIM'S  
uncut masterpiece that  
explores just how "French"  
the screen can get!

ASTOR PICTURES presents

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)



On the beach—with  
another man's wife, Marianne

Even at home—with  
his own wife, Juliette

ASTOR PICTURES presents  
JEANNE MOREAU and GERARD PHILIP in "LES LIAISONS DANGEREUSES"  
A FILM OF CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS - ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION  
NOT RECOMMENDED FOR THE IMMATURE

THEATRE NAME

The picture  
with the  
famous  
"bottoms up"  
scene!

AD B205—85 LINES x 2 COLS.—170 LINES

Also available in 117 Lines x 3 Cols.—351 Lines—Ad B303

### COMPOSITE MAT SPECIAL

AD B205 AD B103

AD B102 AD B206

AND SCENE CUTS 1A & 2A

ASTOR PICTURES presents

## "DANGEROUS LOVE AFFAIRS"

(Les Liaisons Dangereuses)

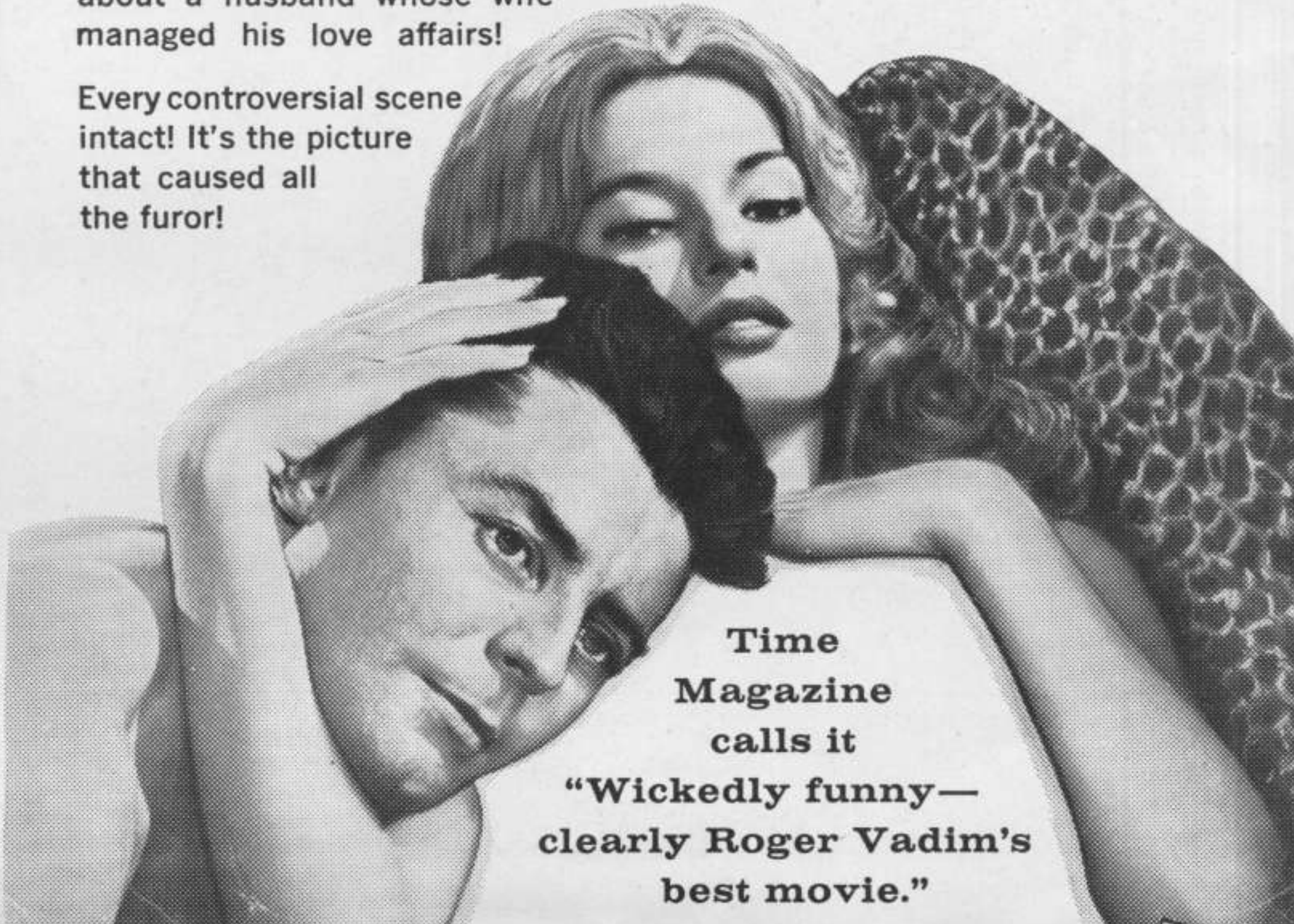
ROGER VADIM'S UNCUT MASTERPIECE

*oooh-la-la!*

HOW FRENCH CAN THE SCREEN GET?

Roger Vadim's uncut masterpiece  
about a husband whose wife  
managed his love affairs!

Every controversial scene  
intact! It's the picture  
that caused all  
the furor!



Time  
Magazine  
calls it

"Wickedly funny—  
clearly Roger Vadim's  
best movie."

ASTOR PICTURES presents

JEANNE MOREAU and GERARD PHILIP in "LES LIAISONS DANGEREUSES"  
A FILM OF CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS - ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION

THEATRE NAME

The picture  
with the  
famous  
"bottoms up"  
scene!

AD B305—117 LINES X 3 COLS.—351 LINES

*oooh-la-la!*

HOW FRENCH CAN  
THE SCREEN GET?

ASTOR PICTURES presents

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)



ROGER VADIM'S  
UNCUT MASTERPIECE!  
NOT RECOMMENDED  
FOR THE IMMATURE

The picture  
with the  
famous  
"bottoms up"  
scene!

ASTOR PICTURES presents  
JEANNE MOREAU and GERARD PHILIP in  
"LES LIAISONS DANGEREUSES"  
A FILM OF CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS - ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION

THEATRE NAME

AD B101—86 LINES

ROGER VADIM'S

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)

An ASTOR Release • Not recommended for the immature.

THEATRE NAME

AD B103—29 LINES

ROGER VADIM'S

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)

An ASTOR Release • Not recommended for the immature.

THEATRE NAME

AD B102—19 LINES



oooh-la-la and a oui, oui, whee!

HOW FRENCH CAN  
THE SCREEN GET?

ASTOR PICTURES presents

## "DANGEROUS LOVE AFFAIRS"

(Les Liaisons Dangereuses)

No wonder the French government didn't  
want to export it—no wonder the Ameri-  
can censor wanted to cut it.

"Roger Vadim's best film" (Time Magazine)  
—with every controversial scene intact

In the ski lodge —  
with another man's  
fiancee, Cecile

Even at home —  
with his own wife,  
Juliette

On the beach — with  
another man's wife,  
Marianne

Not recommended  
for the immature.

ASTOR PICTURES presents  
JEANNE MOREAU and GERARD PHILIPPE in "LES LIAISONS DANGEREUSES" A FILM OF  
CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS  
DIALOGUE BY ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION

THEATRE NAME

The picture  
with the  
famous  
"bottoms up"  
scene!

AD B302—111 LINES X 3 COLS.—333 LINES

oooh-la-la!

HOW FRENCH CAN THE SCREEN GET?  
The sensational story of a handsome  
husband whose wife arranged his  
love affairs! No wonder the French  
government didn't want you to see it!

ASTOR PICTURES presents

ROGER VADIM'S UNCUT MASTERPIECE!

## "DANGEROUS LOVE AFFAIRS" (Les Liaisons Dangereuses)

NOT RECOMMENDED FOR THE IMMATURE

ASTOR PICTURES presents  
JEANNE MOREAU and GERARD PHILIPPE in "LES LIAISONS DANGEREUSES" A FILM OF  
CONTEMPORARY LIFE BY ROGER VADIM BASED UPON THE FAMOUS NOVEL BY CHODERLOS DE LACLOS  
DIALOGUE BY ROGER VAILLAND - A MARCEAU-COCINOR PRODUCTION

The picture  
with the  
famous  
"bottoms up"  
scene!

THEATRE NAME

AD B203—84 LINES X 2 COLS.—168 LINES

ROGER VADIM'S

## "DANGEROUS LOVE AFFAIRS"

(Les Liaisons Dangereuses)

An ASTOR Release - Not recommended for the immature.

THEATRE NAME

AD B206—20 LINES X 2 COLS.—40 LINES

## EXPLOITATION IDEAS

Write immediately for 16-page booklet which includes a series  
of exploitation ideas designed to focus public attention on your  
engagement. These include music and other merchandising  
tie-ins, street stunts, contests, lobby displays and ticket-selling  
promotions which you can use effectively in your city.



Epic Records and MGM Records  
have issued albums. Decca also  
has issued a single 45 r.p.m. titled  
"Marianne," theme from "Dangerous  
Love Affairs," with special chorus.  
These can be of tremendous help  
with disc jockeys, music stores, etc.



### RADIO SPOTS:

Three one-minute radio spots and  
one 30-second radio spot—all live  
—available for your engagement.

WIRE  
ASTOR  
PICTURES

## ACCESSORIES AND POSTERS IN FULL COLOR

1-SHEET 40 x 60 22 x 28 SET OF 4 11 x 14's

PLUS EXCITING SCREEN TRAILER  
ORDER ALL MATERIAL FROM  
NATIONAL SCREEN



Jeanne Moreau is starred as the  
scheming wife of a diplomat in  
"Dangerous Love Affairs" (Les  
Liaisons Dangereuses) opening  
..... at the ..... Theatre.  
Scene-mat 1C



Jeanne Valerie plays a seductive  
young high school girl in "Dan-  
gerous Love Affairs" (Les Liai-  
sons Dangereuses) opening ....  
at the ..... Theatre.  
Scene-mat 1B



Annette Stroyberg Vadim por-  
trays a chaste young married  
woman in "Dangerous Love Af-  
fairs" (Les Liaisons Dangereus-  
es) opening ..... at the .....  
Theatre.  
Scene-mat 1A



Gerard Philippe, as a suave French diplomat, tries to convince  
another man's wife, played by Annette Stroyberg Vadim, that he  
cannot live without her love, in a scene from the provocative new  
French film "Dangerous Love Affairs" (Les Liaisons Dangereuses)  
opening ..... at the ..... Theatre.  
Scene-mat 2A



ASTOR PICTURES presents  
**JEANNE MOREAU** and **GERARD PHILIPPE**  
 in  
**DANGEROUS LOVE AFFAIRS**  
 (Les Liaisons Dangereuses)

with  
 ANNETTE VADIM JEANNE VALERIE SIMONE RENANT  
 JEAN-LOUIS TRINTIGNANT NICHOLAS VOGEL BORIS VIAN  
 Directed by ROGER VADIM  
 Inspired by the novel, "Les Liaisons Dangereuses," by Choderlos De Laclos  
 Screen Play by Roger VAILLAND, Roger VADIM, Claude BRULE  
 Dialogue by Roger VAILLAND  
 Photography by Marcel GRIGNON  
 Sets by Robert GUISGAND  
 Music by THELONIOUS MONK and JACK MURRAY

**CAST OF CHARACTERS**

Valmont ..... Gerard Philippe  
 Juliette ..... Jeanne Moreau  
 Cecile ..... Jeanne Valerie  
 Marianne ..... Annette Vadim  
 Volange ..... Simone Renant  
 Danceny ..... Jean-Louis Trintignant

**SYNOPSIS:**

Valmont and Juliette de Merteuil are man and wife, rich and respected members of glittering French society. Both in their thirties, they enjoy a mutual pact of sexual freedom and total truth. Juliette is planning to leave her American lover but when she hears that he is planning to propose marriage to young Cecile Volanges, she decides to have her revenge. She hatches a plot and expects her diplomat husband to help her carry it out—since Valmont is, first and foremost, Juliette's accomplice. They live a happy life in which they observe no rules but to enjoy themselves.

At Megeve, Valmont accedes to Juliette's request that he seduce Cecile. Meanwhile, he meets Marianne, a virtuous young woman, happily married, with whom he falls deeply in love. Sensing danger, Marianne returns to Paris. Valmont now makes Cecile his mistress. He swears to his wife that he will seduce Marianne and then abandon her at once, in an effort to convince his wife that he is not really in love with Marianne.

In Paris, he quickly gains his ends. But, instead of keeping the promise he made to his wife, he goes off with Marianne. For once, Juliette feels herself threatened, manages to get Valmont back to Paris, and forces him to send a telegram to Marianne breaking off the relationship. Juliette then informs Danceny, a student madly in love with Cecile, of Cecile's escapade with Valmont. This results in a tragic end for Valmont. Juliette is disfigured when she tries to burn the incriminating letters on their lives.

Background to the film: 180 years after the publication of "Les Liaisons Dangereuses," the first daring best seller in French literature, Choderlos De Laclos's characters are now let loose in present-day Paris.

**WOMAN'S DESIRE FOR FREEDOM TO LOVE  
 EXPLORED IN "DANGEROUS LOVE AFFAIRS"**

With his "Dangerous Love Affairs" (Les Liaisons Dangereuses), Roger Vadim has eclipsed even the notoriety which accompanied the series of films in which he directed his former wife, Brigitte Bardot. His latest film was a cause celebre in France even before it hit Paris screens, following a series of delays while the French government weighed the advisability of permitting its release. It has for more than a year been denied an export license for American showings until Astor Pictures finally won permission to release the controversial film, which opens at ..... Theatre beginning .....

Adapted from the famed 18th century novel of the same name by Choderlos de Laclos, but in modern dress and settings, "Dangerous Love Affairs" is the story of a French diplomat and his wife, monied and respected, whose mutual pact of sexual freedom embraces even their helping each other plan their extra-marital affairs.

What interested Vadim most was to show the conflicts between society and the liberty of the individual, mainly through women. He had, in "And God Created Woman," presented an 18-year-old girl, pure though sensual, who was trying to emancipate herself on a physical and moral plane, faced by the taboos imposed by her stratum of society. In "Dangerous Love Affairs," it is a woman of thirty who is in conflict with other taboos imposed by the upper class milieu in which she lives.

Vadim points out that the woman in "Dangerous Love Affairs," played by Jeanne Moreau, is beautiful, wealthy and apparently free. But this is not true, since her social obligations force her to hide her so-called liberty. Though her husband, played by Gerard Philippe, can be open about the affairs he embraces, she must conceal her own. This lack of true liberty engenders a need for power over others and, since she is thwarted in this urge, she needs to find a means of wielding this power. This she manages through the complicity of her husband.

Vadim has said that the aspect of the book which most attracted him to filming his adaptation of "Les Liaisons Dangereuses" is that, in helping arrange affairs for each other, the diplomat and his wife plot them as if they were actually military generals. Vadim found himself fascinated by this extraordinary analysis of the mechanism of love and, in his film, shows the weaknesses of the husband and wife when the husband truly finds love in one of the "campaigns." This begins to destroy the relationship of the married couple and leads to their mutual destruction.

**SHORTS:**

Roger Vadim's controversial "Dangerous Love Affairs" (Les Liaisons Dangereuses), opening ..... at the ..... Theatre is rapidly closing in on the all-time boxoffice champions in France and was seen by more than one million people in its first-run engagement in Paris alone. The popularity of the film closely parallels the success of the novel by Choderlos de Laclos, upon which it was based. The book was published 180 years ago, was the sensation of France and became the first daring best-seller in French literature. The film version, which director Vadim updated, stars Jeanne Moreau and Gerard

Philippe. The film is being released by Astor Pictures.

\* \* \*  
 French critics and film-goers have tabbed Annette Stroyberg Vadim "another Brigitte Bardot" and audiences here will have a chance to decide for themselves when Roger Vadim's controversial "Dangerous Love Affairs" (Les Liaisons Dangereuses) opens ..... at the ..... Theatre. A former model, the Danish-born Annette Stroyberg Vadim, like Bardot was at one time married to Roger Vadim, who launched both girls on their film careers. An Astor Pictures release, "Dangerous Love Affairs" stars Jeanne Moreau and Gerard Philippe.

**"DANGEROUS LOVE AFFAIRS"  
 WITTY AND PROVOCATIVE**

(Prepared Review)  
 (Running Time: 106 Minutes)

Roger Vadim's "Dangerous Love Affairs" (Les Liaisons Dangereuses), which opened yesterday at the ..... Theatre, is a provocative and typically French look at a segment of society without spiritual values. It is also a saucy and entertaining film that is going to be talked about for many months.

The picture already has created a sensation and controversy in France, where the DeGaulle Government, perhaps stung by Vadim's satirical film portrait of a French diplomat, forbade its export for a year and a half. While the film is a tongue-in-cheek look at immoral people and immoral deeds, it remains, however, essentially moral in its viewpoint.

As one might expect, when Vadim looks at love and morals, there are shocking elements, but because the director's approach is tasteful and moral, only the ultra-sensitive or completely humorless person will be offended. The film must rank as the best to date from Vadim, who also directed "And God Created Woman," starring his discovery and ex-wife Brigitte Bardot.

"Dangerous Love Affairs" tells the story of a wealthy and handsome rogue, who happens to be a French diplomat, and his wife. The couple agrees to grant each other complete freedom. In fact, they even help to plan extra-marital affairs and then report them to each other in detail.

Jeanne Moreau, as the wife, proves once again that she is one of the most versatile and talented personalities on the international film scene.

Gerard Philippe is completely captivating as the diplomat, who uses a rakish charm and continental polish to captivate the women in his life. And there are very many women in this rogue's life!

Annette Stroyberg Vadim, who like Bardot is a Vadim protege and his ex-wife, plays Marianne, a young married woman who struggles to retain her virtue in the face of Philippe's elaborate campaign of seduction. Annette serves notice that she is ready to challenge Bardot in the glamour department and she can act as well. Mark this young lady down as a star of the future.

Another attractive newcomer is young Jeanne Valerie who plays a precocious school girl who finds herself involved in love affairs with three different men at once.

Another plus factor is a captivating jazz score by Thelonious Monk and Jack Murray, which manages to underscore each subtle change of mood taken by the film.

Vadim's tasteful direction keeps the film from becoming bawdy and his camerawork is a joy to the eye. Above all, because he has endowed his film with wit and sensitivity, we may be shocked or we may laugh at what his characters are doing, but we never condone their immorality. He has succeeded in exposing the unattractiveness of evil without ever preaching.

While "Dangerous Love Affairs" is not a film for the immature, it is highly recommended film entertainment for adults, who may well leave the theatre exclaiming: "How French can they get!"

**ACCESSORIES**  
 ALL IN COLOR

ASTOR PICTURES presents  
**"DANGEROUS LOVE AFFAIRS"**  
 (Les Liaisons Dangereuses)  
 WHICH AFFAIR WAS MOST DANGEROUS?  
 —At the ski lodge with Cecile?  
*oui!*  
 —At the beach with Marianne?  
*oui!*  
 —At home in Paris with his Own Wife?  
*whee!*  
 Roger Vadim's uncut masterpiece—every controversial scene intact!  
 Not recommended for the immature.  
 ASTOR PICTURES presents  
 JEANNE MOREAU and GERARD PHILIPPE in "LES LIAISONS DANGEREUSES"  
 PRODUCED BY CHODERLOS DE LACLOS, ROGER VAILLAND, A MARCEAU COCINOR PRODUCTION  
 The picture with the famous bottom-up scene!

40 x 60  
 1-SHEET

22 x 28

*oui...oui...whee!*  
 ROGER VADIM'S uncut masterpiece that explores just how "French" the screen can get!  
 ASTOR PICTURES presents  
**"DANGEROUS LOVE AFFAIRS"**  
 (Les Liaisons Dangereuses)  
 In the ski lodge—with another man's fiancée, Cecile  
 On the beach—with another man's wife, Marianne  
 Even at home—with his own wife, Juliette  
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