DESIRE SMOLDERED WITHIN HER AND Erupted AS BLAZING PASSION IN THE ARMS OF "THE LOVEMAKER"

starring BETSY BLAIR in her first role since "MARTY"
with Jose Suarez • Yves Massard and introducing DORA DOLL voluptuous new personality
Directed by Juan Bardem

DISTRIBUTING CORPORATION
SYNOPSIS

In a small, provincial Spanish town, life appears to move at a leisurely, untroubled pace along the "Calle Mayor" or, Main Street. To Federico, (Yves Massard), a young writer visiting his best friend Juan (Jose Suarez), the town seems refreshingly charming after the bright lights and bustle of Madrid.

Juan introduces Federico to his cronies, a group of young men whose usual headquarters are the billiard rooms of the "recreation center," the Miami Bar, and a house of doubtful repute run by Madame Pepita (Lila Kedrova). Here Juan passes the time with Toniz (Dora Doll), a sympathetic lady of easy virtue, explaining to Federico that this is the only kind of female companionship available to a bachelor. In the narrow provincialism of the town, to make a "date" with a "respectable" girl is considered equal to a proposal of marriage.

Gradually, Federico begins to discern an underlying boredom and frustration in the town's life, brought about by antiquated customs that are even harsher on its young women—who are not permitted to work, and must sit by helplessly, waiting for a marriage proposal.

A living symbol of the fate of the girl who gets passed by is Isabelle, (Betsy Blair) a quiet, gentle girl who has reached thirty-five without landing a husband. Already branded a hopeless old maid by the backward townspeople, she nevertheless continues to exhibit her fading beauty along with the younger girls on the Calle Mayor, hoping desperately that an eligible bachelor will take notice.

Bored with their usual pastimes, Juan's friends conceive of a cruel practical joke for their entertainment. The idea is for one of them to pretend to fall in love with Isabelle, announce their engagement publicly, and then reveal it as a hoax at the town's annual Grand Ball. Because he is new to the town, Juan is chosen to be the "fiacre," and to Federico's horror, he accepts the role because he is afraid to antagonize his cronies. The "joke" works only too well. Isabelle is carried away by Juan's sudden attentions, and soon falls deeply in love with him. The town looks with wonder at this "miracle," and it becomes understood that Isabelle will soon be married.

Disgusted by his friend's part in the vicious masquerade, Federico urges Juan to confess his true feelings to Isabelle. Conscience-stricken, and yet too cowardly to face his victim, Juan refuses, and disappears from the town on the day of the Grand Ball.

Unaware of the tragedy about to befall her, Isabelle slips into the empty ballroom, dreaming of the triumph she will enjoy that night with Juan at her side for all the town to see. It is here that Federico finds her, and, as kindly as he can, reveals the whole story. He urges her to accompany him to Madrid to escape the town's laughter, but Isabelle, stunned by the collapse of her dreams and hopes, is no longer listening.

As Federico boards his train to leave the town, Isabelle walks out into the pouring rain, her eyes filled with tears, blind to the traffic in the street, and indifferent also to the "jokesters" watching from the shelter of a nearby arcade, doubled up with laughter at the spectacle of the victim of their most successful caper.
She could see the long years ahead of her.
She could see unwarmed nights racing into unloved years.
Then suddenly she saw Juan...
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starring BETSY BLAIR

in her first role ever "SARTY" with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


2 col. x 81 lines—(162 lines) AD MAT 203

The strange and emotional story of an unloved girl consumed by desire!
She needed... The LOVEMAKER!
She wanted... The LOVEMAKER!
She FOUND... The LOVEMAKER!

"THE LOVEMAKER"

starring BETSY BLAIR in her first role ever "SARTY"

with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


2 col. x 70 lines—(140 lines) AD MAT 204

she cried for love and ached with desire... until her passion was answered by...

"The Lovemaker"

starring BETSY BLAIR

in her first role ever "SARTY" with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


2 col. x 42 lines—(84 lines) AD MAT 205

she cried for love and ached with desire... until her passion was answered by...

"The Lovemaker"

starring BETSY BLAIR

in her first role ever "SARTY" with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


2 col. x 21 lines—(42 lines) AD MAT 206

The strange and emotional story of an unloved girl consumed by desire!
She needed... The LOVEMAKER!
She wanted... The LOVEMAKER!
She FOUND... The LOVEMAKER!

"THE LOVEMAKER"

starring BETSY BLAIR in her first role ever "SARTY"

with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


2 col. x 34 lines—(68 lines) AD MAT 102

3 col. x 65 lines—(195 lines) AD MAT 302

UNLOVED, UNWANTED ALONE.
her smouldering desire burst into flames when she met...

"THE LOVEMAKER"

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in her first role ever "SARTY" with Joe Sevey, Tom Howard and introducing DORA DOLL, voluptuous new personality.


1 col. x 64 lines AD MAT 101

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