"hypnotic
...It grabs you and carries you along into a tale that is off-beat and spiritually mysterious. Call it insidiously hypnotic. Say it is shrewdly done to shock...there is a weird fascination about this French film made in Mexico. You should be ready for surprises, which is certainly what you get in this film!"
— Bosley Crowther, N. Y. Times

Press Raves

“This is a film of fresh insight, and it makes you know it not once but time after time. The experience is notable!”
—Archer Winsten, N. Y Post

“An unusually good film...Full of symbols and subtleties, and it is beautifully acted!”
—William K. Zinsser, N. Y. Herald Tribune

“A very unusual love story...The principals are uniformly superb. Michele Morgan makes a fascinating widow and Gerard Philipe an excellent medical wastrel!”
—John McCarten, The New Yorker

MICHELE MORGAN
GERARD PHILIPE

The Proud and the Beautiful

From a story by Jean Paul Sartre
Directed by Yves Allegret

A KINGSLEY INTERNATIONAL RELEASE
**The Proud and the Beautiful**

From a story by Jean Paul Sartre

Directed by Yves Allegret

A Kingsley International Release

**The Cast**

Nellie  
Georges  
Don Rodrigo  
Anna  
Tom  
The doctor  
CARLOS LOPEZ MOCETEZA

**The Credits**

Directed by YVES ALLEGRET  
From a Story by JEAN PAUL SARTRE  
Script by JEAN AURENCH and PIERRE BOST  
Dialogue by JEAN AURENCH and JEAN LOUZOY  
Music by PAUL MISRAKI  
Director of Photography ALEX PHILLIPS

A KINGSLEY INTERNATIONAL RELEASE

Running Time: 94 minutes

**Synopsis**

Forced to abandon their vacation tour because of the sudden illness of her husband, Tom (Andre Toffel), Nellie (Michele Morgan) manages to get him off the bus they have been traveling on in Mexico. They are in an inland village, grimy, poor, heat-ridden. Fear and loneliness mount in Nellie as she tries to get help for her husband. To add to her trouble, a thief steals her money.

The town's only doctor (Carlos Lopez Mocetxea) befriends her, but struggles vainly to save her husband whose illness continues to worsen.

Meantime her attention is attracted to a young Frenchman, Georges (Gerard Philippe), who is drinking his life away in this remote town. She senses there is more to this man than the drunken delinquent he appears to be. Later she is to learn that he was a brilliant doctor who decided to drink to drown out a feeling of guilt that he was responsible for his own wife's death in childbirth.

The strange illness which attacked the husband kills him quickly. It turns out to be meningitis and a deadly epidemic begins to cut down the population.

Georges helps Nellie in the burial of her husband. In her despair she accepts the help of the consciencious barista owner, Don Rodrigo, thus crowning the jealousy of his fiery sweetheart, Ann (Michele Cordoue), One of her cruel ways of providing amusement for his bar customers is to force Georges to dance until exhaustion for his daily bottle of whiskey. Later on she is barely to escape from a satyric attempt by him to rape her.

Nellie attempts to help Georges out of the degradation he has fallen into, as her feelings for him deepens.

To save her from the epidemic, Georges sobers up sufficiently to give her a spinal injection of serum and to repeat the same for the doctor.

Later Georges recovers enough of his ambition to assist in the meningitis epidemic, with the help of Nellie, who has fallen for him completely.

In her heart when she faces all the realities of her life in this village, she realizes that she never truly loved her recently dead husband. She knows that wherever the road leads she must stay with Georges.

**"Proud and Beautiful" Yields Hit Music**

*(Reader)*

Motion pictures made abroad are increasing in importance as a source of popular music in this country.

A case in point is the music from the new film coming to the Theatre, "The Proud and the Beautiful," co-starring Michele Morgan and Gerard Philippe, which, while it is in French with English subtitles, was made in Mexico.

Latin-American in flavor, the music is called simply, "Themes From the Proud and the Beautiful," and consists of two numbers, "Waltz Theme" and "Manuelito's Theme." It was written specially for the film by Paul Misrahi.

These companies have already put out records on the music: Columbia, which waxed the music from the sound track; Kapp records which did Ray Ventura and his Orchestra.

**BEAUTIFUL.** Michele Morgan co-stars with Gerard Philippe in the unusual love story "The Proud and the Beautiful," based on a story by Jean Paul Sartre. A Kingsley International release, the film opens at the Theatre. The French film shot in Mexico has just been selected in Venice for the Cesar Award.

**Michele Morgan Defies Parents To Be Film Star**

*(Reader)*

If Michele Morgan, the lovely French film star, had listened to the advice of her parents, she would never have gone into the theatrical profession and become the accomplished star she is today.

It is a long and tricky road that has taken Michele from her first effort at acting at 15 to the virtuoso acting in the picture which has made her one of the top actresses, "The Proud and the Beautiful," which opens at the Kingsley International release which opens at the Theatre.

In this film, in which she is co-starred with Gerard Philippe, Michele goes through a series of realistic acting projections as the love story set in a town in Mexico unfolds. No wonder, for the film is based on a story by realist Jean Paul Sartre, a famous French playwright who has won for young Michele Morgan who too is a stickler for realism.

Therefore to make "The Proud and the Beautiful," Michele, as did Gerard Philippe and the other French principals, went to Vera Cruz, there, on location, the film was shot by prize-winning photographer, Alex Phillips.

Despite the thrill in the film of a near-rape, an injection with a hypodermic syringe and operation on babies, firing of a gun, the very real heat, and falling in love with Gerard Philippe as a bearded French director whom she has to redeem, Michele manages nevertheless to be quite glamorous looking as well as convincing.

In her first year at a dramatic school in Paris, in which she enrolled against parental objections, she won an acting contest. The prize was a film role opposite Charles Boyer in "Gribouille," which was remade later in Hollywood under the title of "The Crying Game".

One of France's great stars, Michele Morgan is well-known also to American audiences for her appearances in such films as the classic "Symphonie Pastoreale," "Joan of Paris," "The Fallen Idol" and "The Seven Deadly Sins."

**"Proud and Beautiful" Based on Sartre Story**

*(Reader)*

Jean Paul Sartre, founder of existential philosophy, who is one of the foremost of current French writers, has written the story for the film of "The Proud and the Beautiful." Jean Paul Sartre's book thus based the realistic love story opening at the Theatre. "The Proud and the Beautiful," starring Michele Morgan and Gerard Philippe, the film was shot in Mexico.
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"hypnotic..."

It grabs you and carries you along into a tale that is off-beat and spiritually mysterious. Call it insidiously hypnotic. Say it is shrewdly done to shock... there is a weird and withering fascination about this French film made in Mexico. You should be ready for surprises, which is certainly what you get in this film."—Crowther, N.Y. Times

"An unusually good film. A story of two disenchantment people, neither wanting pity or even daring to hope for affection—there is a curious pathos in their relationship. A stark movie that does not spare the viewer."—Sinser, Herald Tribune

"A very unusual love story... The principals are uniformly superb. Michele Morgan makes a fascinating widow and Gerard Philipe is excellent!"—John McCarten, New Yorker Magazine

The Proud & Beautiful

Directed by Yves Allegret • From a story by Jean Paul Sartre
Int'l. Prize of Venice Biennial • Filmed in Vera Cruz

3 Cols. x 107 lines—321 Lines
3 Cols. x 7½ Inches

"It grabs you and carries you along into a tale that is off-beat and spiritually mysterious. Call it insidiously hypnotic. Say it is shrewdly done to shock... there is a weird and withering fascination about it."—Crowther, N.Y. Times

"A very unusual love story... The principals are uniformly superb. Michele Morgan makes a fascinating widow and Gerard Philipe is excellent!"
—John McCarten, New Yorker Magazine

"Visualized in starkly realistic style... this picture is well worth experiencing."—Crowther, N.Y. Times

2 Cols. x 45 Lines—90 Lines
Mat N.Y. 208

"It very unusual love story... performances are superb."—The New Yorker

The Proud & Beautiful

Directed by Yves Allegret • From a story by Jean Paul Sartre
Int'l. Prize of Venice Biennial • Filmed in Vera Cruz

3 Cols. x 55 Lines—115 Lines
3 Cols. x 3¼ Inches
also available: 2 Cols. x 36 Lines—72 Lines
2 Cols. x 2½ Inches

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3 Cols. x 36 Lines—72 Lines
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A film of mood and character... never were lovers so charged with tension and torment... so fearful... of their own passions.

The Proud & Beautiful

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Mat N.Y. 207
Mat N.Y. 208
Mat N.Y. 206
Mat N.Y. 209
ACCESSORIES

"hypnotic
A girl you can't help but admire... she
is a woman of power and strength. She
people, and she is often the victim of her
own desires. She is a woman who knows
what she wants and she goes after it with
a passion that is both beautiful and
dangerous."

Michele Morgan and Gerard Philipe
The Proud and the Beautiful

"it grabs you and carries you along

Michele Morgan and Gerard Philipe
The Proud and the Beautiful

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The Proud and the Beautiful

Michele Morgan and Gerard Philipe

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