NOEL COWARD

The world's most versatile man in one of the most original and fascinating dramas ever conceived, in which a dead man roams the streets of Manhattan... seeking someone to love him... to weep for him!

The New York Times called it: "A distinctly exhilarating event in the cinema... enormously entertaining."

BEN HECHT and CHARLES MacARTHUR present

THE SCOUNDREL

with JULIE HAYDON • HOPE WILLIAMS
ROSITA MORENO • MARTHA SLEEPER

Written, directed and produced by Ben Hecht and Charles MacArthur. Lee Garmes, Photographer and Associate Director. A Paramount Re-Release.

T HE A T R E

MAT 301

3 COLS. × 125 LINES... 375 LINES
9 inches... 27 inches

One of the ad mats available. See inside pages for others →
World-Famous Noel Coward Portrays ‘The Scoundrel’

Noel Coward, one of the most prolific and talented people in the history of the entertainment world, is popularly supposed to be a man who dashes off hit plays and music as a sort of afterthought between around-the-world jaunts on tramp steamers.

Yet the facts of the meteoric Coward career show that no one but an indefatigable worker could be the leader of the English speaking theatre at thirty-five; could have written and produced more than twenty plays in the past decade; could have had four plays running simultaneously in London and yet have accepted engagements of those performances and even written the music and lyrics for all of his musical productions.

Not content even with these brilliant achievements, Coward turned his talents to motion pictures. His first film was Paramount's Hecht-MacArthur production, “The Scoundrel,” which is making a return bow next . . . at . . . . . Theatre. Hailed by critics as “imaginatively conceived and enthralling production,” “The Scoundrel” is set in cosmopolitan Manhattan and tells the unusual story of a literary Casanova, a man who ruthlessly trespasses the love offered him by a sensitive, lovely girl. Then death teaches him that a man for whom no one weeps has no rest for his soul. Julie Haydon portrays the girl to whom he returns in a desperate effort to earn her tears.

Credit

Many Broadway Notables Are in ‘The Scoundrel’

A witty, pungent and brilliantly original story of “smart people” and their amours is contained in the Ben Hecht-Charles MacArthur production, “The Scoundrel,” which Paramount brings back next . . . . to . . . . . Theatre. The unusual melodrama stars Noel Coward, internationally famous composer and stage star, and was hailed by the New York Times critic as “a distinctly exhilarating event in the cinema.”

The story of “The Scoundrel,” which plays members of New York's most sophisticated literary set, was almost entirely recruited from notables of the Broadway stage, since the film was produced in the East. They include Julie Haydon, who scored a tremendous hit in the stage play, “The Glass Menagerie,” Stanley Ridges, Hope Williams, Martha Sleeper, Rosita Moreno, Edward Giannelli and the evergreen Alexander Woollcott, in what is probably his own screen appearance.

‘Scoundrel’ Called Entertaining, Witty

When three such brilliant and talented men as Ben Hecht, Charles MacArthur and Noel Coward get together for the purpose of turning out a motion picture, something unusual is to be expected — and something unusual was delivered when “The Scoundrel” was released by Paramount some years ago.

Written, directed and produced by Hecht and MacArthur, “The Scoundrel” stars Noel Coward and was his very first film under contract with the studio. Hailed by the New York Times critic as “Extraordinarily entertaining, witty and bizarre, containing some of the most dazzling writing that this column has ever heard on the screen,” other critics went on from there to tell the world that “The Scoundrel” was extraordinary entertainment that discriminating movie-goers would be sure to enjoy.

Beginning next . . . the . . . . . Theatre is offering its patrons the opportunity to see this drama about a literary Casanova who flirts with life, but returns after death to find one woman who will mourn his passing.

Coward, of course, has the title role and that of “The Scoundrel” a man to be hated and then pitied. One of the stage’s most outstanding actors, Coward is also composer and a genius of the contemporary theatre. Fans have seen film adaptations of his plays, “Blithe Spirit,” “Private Lives,” “Cavalcade” and “Design for Living,” to name a few. He is also the author of “Brief Encounter,” “In Which We Serve” and “This Happy Breed,” all of them outstanding motion pictures.
Drama

...daring, unusual!

A dead man... roaming the streets of Manhattan, seeking love... begging for tears!

Ben Hecht and Charles MacArthur present

Noel Coward
The world's most versatile man as

The Scoundrel

with Julie Hayden, Hope Williams, Rosita Moreno, Martha Sleeper

Theatre

2 COLS. x 100 LINES... 200 LINES 7 inches... 14 inches MAT 203

8 x 10 stills also available

Noel Coward
The world's most versatile man in

The Scoundrel

with Julie Hayden, Hope Williams, Rosita Moreno, Martha Sleeper
Written, directed and produced by Ben Hecht and Charles MacArthur. Lee Garmes, Photographer and Associate Director. A Paramount Re-Release.

Theatre

2 COLS. x 28 LINES... 56 LINES 2 inches... 4 inches MAT 201

Daringly Original!

Noel Coward
The Scoundrel

with Julie Hayden, Hope Williams, Rosita Moreno, Martha Sleeper
Written, directed and produced by Ben Hecht and Charles MacArthur. Lee Garmes, Photographer and Associate Director. A Paramount Re-Release.

Theatre

100 LINES 7 inches MAT 102
COMBINATION ADS FOR TWO-IN-ONE SHOWINGS OF "THE SCOUNDREL" and "CRIME WITHOUT PASSION"

The combination ads reproduced here are similar to those used by theatres which have played "The Scoundrel" in combination with "Crime Without Passion."

We are making mats of these ads available to you in the event that you might wish to take advantage of these theatres' successful experience in the merchandising of these films.

Order mats by number from
NATIONAL SCREEN SERVICE

Two of the most unusual films ever made. Written, directed and produced by the celebrated Ben Hecht and Charles MacArthur.

Noel Coward in The SCOUNDREL
Claude Rains in CRIME without PASSION

"A distinct cinematic achievement...clever and exciting!" — TIMES

"Enormously entertaining, witty and dazzling!" — TIMES

PARAMOUNT RE-RELEASES
THEATRE

2 COLS. x 50 LINES...100 LINES
MAT 205

All BEN HECHT - CHARLES MacARTHUR show!

Noel Coward

The SCOUNDREL

Claude Rains

CRIME without PASSION

PARAMOUNT RE-RELEASES
THEATRE

2 COLS. x 25 LINES...50 LINES
MAT 204

Two of the most unusual films ever made. Written, directed and produced by the celebrated Ben Hecht and Charles MacArthur.

Noel Coward in CRIME without PASSION
Claude Rains in CRIME without PASSION

"A distinctly exhilarating event...entertaining, witty and striking melodrama!" — HERALD TRIBUNE

PARAMOUNT RE-RELEASES
THEATRE

2 COLS. x 75 LINES...150 LINES
MAT 206