Why did Mona Kent do it?

For love? For fame? Or just for kicks?

"The Sin of Mona Kent"
The pulsating story of young innocence—and old desires!

Starring Sandra Donat and Johnny Olsen

Produced and directed by Charles J. Hundt

Aster release
PUBLICITY AND ADVERTISING

“The Sin of Mona Kent,” Opening Here, Exposes Woman’s Conflicting Passions

A penetrating examination of a woman’s conflicting passions and emotions is carried out in “The Sin of Mona Kent,” at Cities, Inc., motion picture release coming.

In the role of Miss Mona Kent, is the attractive actress Sandra Donat, in the title role as a Midlands woman who comes to New York to make her way in the big city and finds herself prey to many temptations.

Miss Donat, a “playgirl,” discovers by playgroups, a fascinating beauty who makes a starting motion picture debut in the part of the girl who loves some of her illusions, as well as some of her innocence, in her efforts to gain a place for herself in the theatrical world and in a man’s heart.

The scenes behind “The Sin of Mona Kent” are probed deeply as she makes her way from Greenwich Village to Times Square to Long Island high society.

The three men in the New York life of Miss Kent are depicted by Vic Ramos, Gil Branden and Allan Frank. They play the roles, respectively, of a Greenwich Village artist, who tries to gain a portrait of Mona; a young photographer, who wants to use her as a model in a series of magazine layouts, and an aging columnist, who will play a part in her life.


Charles L. Johnson directed “The Sin of Mona Kent” from an original story by Dick Brighton. Paul Fanning served as associate director and Robert H. Lillis was director of photography and Lee Allardice was editor. The attractive women’s fashions in the film were designed for the actress, Mr. Mor.

The piano solo, “Tobacco,” was written by Michael Marlo and Patrick Welch, who also arranged the music once by Cordell Jacobson. “Mona” is likely to get the grueling solo of song, with girl’s name for titles, such as “Marie,” “rete,” “Laura” and “Dinae.”


“MONA” THEME JOINS ALL- GIRL HIT PARADE

Girls’ names make hit song titles and the latest is “Mona,” the title song for the new DeLuxe color motion pictures, “The Sin of Mona Kent,” an Astor Pictures release opening at the, Theatre.

The title song “Mona,” a tune written by Michael Marlo and Patrick Welch, joins the all-girl hit parade that includes “Humphrey,” “Hass,” “Pammy,” “Mona,” “Maureen,” “Renee,” “Molly,” “Jenny,” “Frances” and “Estelle.”

The song is featured prominently in “The Sin of Mona Kent,” a film drama of a country girl in the big city that introduces Sandra Donat, a Playgroup magazine “playgirl,” in the title role. The film was produced and directed by Charles J. Rycht from an original story by Dick Brighton.

Featured in the cast is Mona Kent, the title role, is played with charm and style by Johnny Olsen, who also plays several other parts.

“PLAYGROUP” DEBUTS AS NEW FILM’S STAR

One of the loveliest “playgirls” ever discovered by Playgroup magazine, Sandra Donat, makes her motion picture debut in the sensational new Astor Pictures release, “The Sin of Mona Kent,” which opens at the, Theatre.

The playgirl, Sandra Donat, plays the title role of a country girl and in the big city in the new screen drama, which was filmed in color by DeLuxe.

Johnny Olsen, New York radio and television personality, is featured in the new production, which also has Vic Ramos, Gil Branden, Allan Frank, Joy Vissa and Bertram in important roles.

Charles J. Rycht produced and directed “The Sin of Mona Kent,” from an original story by Dick Brighton.

THE STORY

Johnny Olsen (himself), popular New York radio and television interviewer, is tracking down the real story of Mona Kent, the glamorous Broadway star, by questioning some of the people who “knew her when.”

Furly by piece, he gathers together the story for Astor Pictures.

To begin with, Mona Kent is not her real name. She is Elvira Kowalski (Sandra Donat), a midwestern farm girl.

Johnny Olsen, with a man’s determination, enters into a contract for a Broadway try-out. The naive girl soon receives a letter notifying her that she is a winner and will be a try-out, provided she sends $5 to defray the expenses of her trip to New York. Her hard-pressed family scrounges together the money, plus a small additional amount to live in Manhattan for a week, and it is not long before Elvira boards a bus for the big city.

The excitement of the trip, her first away from home, is almost too much for Elvira but her spirits soon take a nosedive. The contest, it turns out, is a fraud; the contest headquarters is empty and the “organization” has not even left any forwarding addresses. She is homeless, jobless and minus her family’s $100.

For a moment, Elvira is totally discouraged and decides to return home. But the next moment, she gathers her courage together again and, feeling that she has come too far to give up now, she determines to stick it out and make her way to Broadway.

Returning to New York, she finds a chance to live and, naturally, gravitates toward Greenwich Village. After considerable searching, she finds an apartment to share. Her roommates turn out to be Janice Lane (Joy Vissage), an aspiring girl with her eye on Broadway who had come to the big city much earlier and had failed to make the grade. Janice is still hoping to reach the big time but has no money and a few lines of publicity in the influential gossip column written by Stephen Gregory (Allan Frank).

Next, Elvira begins diligently to make the job-hunting rounds. After several unsuccessful days, she is returning to her new home when she sees Eddie Logan (Vic Ramos), a young painter, playing chess in the park with a friend. When Elvira’s first attempt to shame move for Eddie, he gets up, grasps her arm and propels her towards her own apartment and goes in with her. There, Eddie explains he has been watching Elvira for days and determines to paint a picture of her in the nude. Elvira refuses but tells Eddie she desperately needs a job. Eddie helps her get a job as a waitress in a Fashionable girl’s club.

At the nightclub, Elvira meets Stephen Gregory, who tells her that Elvira Kowalski is not a name that goes with Broadway success addresses. Noting that Elvira’s looks, and, on the bottle of “Kent Gin,” she immediately changes her name and, as “Mona Kent,” she agrees to go to a week-end party at Janice’s apartment that night. When she arrives, Gregory is not there and Mona feels out of place with Gregory’s glamorous friends.

While she’s swimming alone in the empty swimming pool, Mona decides to do something to attract attention; she jumps on the diving board, rips off her outer clothing and dives in. To the young man’s amazement, she slips off her underwear, and, as if by magic, all her lines of pictures of Mora evading the surf. Later, she meets Jerry and the two become quite friendly after he proposes not to use the beach place again.

Meanwhile, Mona’s acting career progresses. She gets more and more parts in the summer theatre and the last of the season he set a date to go to the beach place in the winter. But the show doesn’t make it. So Mona returns to her apartment with Janice and, once more, begins making the rounds of those agents, casting directors and talent scouts agents, without success. Finally, Mona goes back to her job as a hair-stylist and, renewing relations with Eddie, agrees to pose for the painting he wants. Meanwhile, Jerry turns up and convinces Mona to pose for him in a series of park photographs for which he has a purchaser. Then, Mona meets Gregory again and the latter proposes to her—but Mona thinks the offer is only jesting; after all, she has two young men more than a little interested in her.

But Mona discovers that the two young men aren’t "suckers"! Eddie has sold the studio rights to a calendar company to get the money to marry Janice, her roommate, and Jerry is selling the beach pictures he had taken of Mona. So she resolves to go away and meet her at the beach. There, they come together, getting what each wants: she will become Mrs. Stephen Gregory and he will conquer a great and glamorous Broadway star named Mona Kent!
Posters

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The pulsating story of young innocence and old desires!

SANDRA DONAT with JOHNNY OLSEN
PRODUCED AND DIRECTED BY CHARLES J. HUNDT AN ASTOR RELEASE

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