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"ONE OF THE BEST!"

— Redbook

"Out of this world! Full
of fun and surprises!"

— N. Y. News

Vittorio
DE SICA
Isa
MIRANDA
Gino
CERVI



"The Flesh Is Weak"

"XXXX NOT PERMITTED
IN HOLLYWOOD FILMS"

— N. Y. Post

Previews

Credits

Mishkin International Films Inc.
presents

"The Flesh Is Weak"

a Fauno Film

Written by Aldo de Benedetti
Directed by Calro L. Bragaglia
Photography by Arturo Gallea
Music by Nino Rota

Cast

Adriano Lari VITTORIO DE SICA
Maria Lari ISA MIRANDA
Guglielmi GINO CERVI
Madame Guglielmi Dina Galli
Caretaker Luigi Almiranti

distributed by
Distinguished Films Inc.

Synopsis

Adriano Lari (Vittorio De Sica) is mistakenly declared to be dead. Believing this a wonderful opportunity to escape his debts and hum-drum way of life, he prevails upon his beautiful wife, Maria (Isa Miranda) to keep the truth a secret, and collect his large insurance policy. The two leave town on a spree such as they never could afford before.

During their travels they run into Adriano's former boss, Guglielmi (Gino Cervi). Adriano manages to pass himself off as his brother.

It develops that Guglielmi, unknown to Adriano, had been seeking Maria's favors for many years, both before and after her marriage to Adriano. Believing Adriano to be only a brother-in-law, Guglielmi reveals much about their past to Adriano.

Now he believes Maria to be a widow, Guglielmi is determined to have her for his own. When Maria stalls him, Guglielmi tries to get Adriano to help him in conquering Maria's resistance. Adriano is furious, but since he cannot reveal his true identity, he is forced to stand by and watch Guglielmi make advances.

After many amusing complications, the picture reaches a completely unexpected, different kind of conclusion "not permitted in Hollywood films." — *N. Y. Post*.

Husband, Wife and
Lover Find a New
Design For Living
(and Loving) —
"Gay-with only an
occasional nod to
the Johnston office"

— *Newsweek*

"GAY! CAPTIVATING!
Filled with
situational
touches"

— *N. Y. Mirror*

"An old Flame pursues
the Wife passionately.
High Comedy!"

— *N. Y. Compass*

"Funny Indeed!"

— *Seventeen*



"The Flesh Is Weak"

"XXXX NOT PERMITTED
IN HOLLYWOOD FILMS"

— *N. Y. Post*

NEW DE SICA FILM



2 Col. Scene Mat 2-A

Vittorio De Sica • Isa Miranda • Gino Cervi arrive in "The Flesh Is Weak," tomorrow at the Theatre.

Husband, wife and lover find a new design for living (and loving) "Gay — with only an occasional nod to the Johnston office." — Newsweek

"One of the BEST!" — Redbook

Vittorio Isa Gino
DE SICA • MIRANDA • CERVI
"The Flesh Is Weak"
"Out of this world! Full of fun and surprises!" — N. Y. News

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NEW DE SICA FILM

The new Vittorio De Sica film, "The Flesh Is Weak," co-starring Isa Miranda and Gino Cervi, is coming to the Theatre soon.

De Sica, famed for his direction of such hits as "Bicycle Thief" and "Shoe Shine" has been equally acclaimed for his portrayal in this new Italian comedy by the national magazine and New York critics.

Beautiful Isa Miranda plays the part of a woman who can't decide between her husband and her lover. The three find a solution in a new design for living not permissible in Hollywood films.

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"Out of this world!" — N. Y. News
"ONE OF THE BEST!" — Redbook

Vittorio Isa Gino
DE SICA • MIRANDA • CERVI
"The Flesh Is Weak"

Ad Mat No. 202

2 Cols. x 20 Lines

"ONE OF THE BEST!" — Redbook
"The Flesh Is Weak"
Vittorio De Sica • Isa Miranda

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"Gay! Captivating!" — N. Y. Mirror
"Out of this world!" — N. Y. News

Vittorio Isa
DE SICA • MIRANDA
"The Flesh Is Weak"
"One of the BEST!" — Redbook

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Designed by
Ben Adler

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