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# SHOWMANSHIP MANUAL



## ROCCO AND HIS BROTHERS

ASTOR PICTURES' NEW SUCCESS!



# ADVERTISING

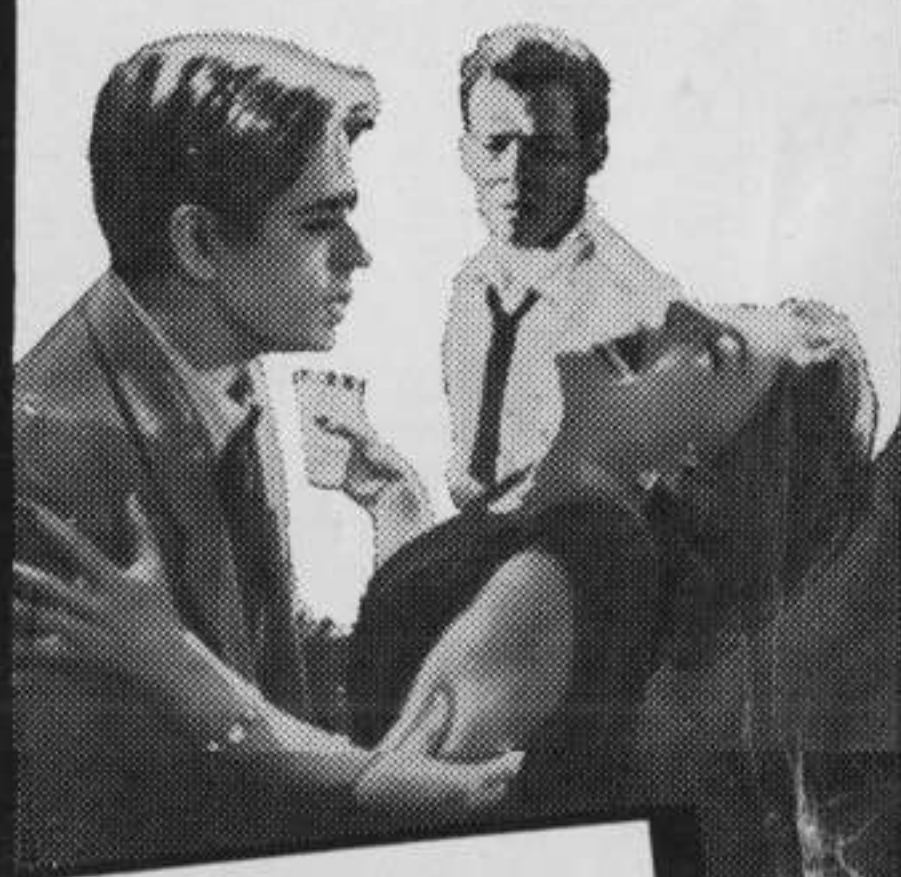
**THE STORY OF ROCCO AND HIS BROTHERS...**  
makes a motion picture so uniquely fresh and powerful that  
it has already earned twenty-seven international film prizes!

**Simon** was bold and  
careless. He wanted  
Nadia for what  
she was, wonderful  
but wanton!

**Rocco** played a  
waiting game. He  
fell in love with  
the woman  
Nadia could be!

**Vinnie** would  
battle any obstacle  
that threatened  
to take Ginetta  
from his arms!

**Savagery and  
sacrifice;  
love and lust,  
portrayed with  
a rare realism  
and frankness  
that you will  
never forget!**



ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed by Luchino Visconti, Produced by Goffredo Lombardo

RECOMMENDED ONLY FOR MATURE ADULTS

TOGETHER FOR THE FIRST TIME!  
THE 3 HOTTEST NEW SCREEN STARS  
CLAUDIA CARDINALE - ALAIN DELON - ANNIE GIRARDOT

"ROCCO AND HIS BROTHERS"

AN ASTOR RELEASE - Produced by GOFFREDO LOMBARDO - Directed by LUCHINO VISCONTI - WITH ALAIN DELON - RENATO SALVATORI - ANNIE GIRARDOT - KATINA PAXINOU - ROGER HANIN - PAOLO STOPPA and SUZY DELAIR - CLAUDIA CARDINALE - A TITANUS-LES FILMS MARCEAU CO-PRODUCTION

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SET YOUR LOCAL REVIEWS  
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### RAVES FOR ROCCO AND HIS BROTHERS

"is a bold crosscut of 'life  
in the raw'. The film's  
impact is tremendous,  
the acting excellent!"

### MORE RAVES FOR ROCCO AND HIS BROTHERS

"is not recommended  
for the squeamish or  
the easily shocked!"

LOWELL E. REDELINGS  
Citizen-News

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**DARING**  
in its realism  
**STUNNING**  
in its impact  
**BREATH TAKING**  
in its scope

ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

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ONLY  
FOR  
MATURE  
ADULTS

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TOGETHER FOR THE FIRST TIME!  
THE 3 HOTTEST NEW SCREEN STARS  
YOU'VE BEEN READING ABOUT!

CLAUDIA  
CARDINALE



ALAIN  
DELON



ANNIE  
GIRARDOT



ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

RECOMMENDED ONLY FOR MATURE ADULTS

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**ONE BROTHER WANTED HER FOR WHAT SHE WAS — THE OTHER FOR WHAT SHE COULD BE!**



Rocco... who wanted to marry her.

Vinnie... he kissed her first.

Simon... he loved and hated her.

Ciro... who couldn't be tempted.

**TOGETHER FOR THE FIRST TIME! THE 3 HOTTEST NEW SCREEN STARS**  
CLAUDIA CARDINALE • ALAIN DELON • ANNIE GIRARDOT

ASTOR PICTURES presents  
**ROCCO AND HIS BROTHERS**  
Directed by Luchino Visconti, Produced by Goffredo Lombardo  
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••PLEASE STAY... I'LL NEVER LET YOUR BROTHER TOUCH ME AGAIN...••

**All the ugly passions...and the beautiful...All the greatness that has won this motion picture Twenty-Seven International Film Awards!**

You'll never forget  
ASTOR Pictures  
**ROCCO AND HIS BROTHERS**  
Directed by Luchino Visconti, Produced by Goffredo Lombardo  
RECOMMENDED ONLY FOR MATURE ADULTS

"ROCCO AND HIS BROTHERS" AN ASTOR RELEASE - Produced by GOFFREDO LOMBARDO - Directed by LUCHINO VISCONTI - ALAIN DELON • RENATO SALVATORI • ANNIE GIRARDOT • KATINA PAXINO • ROGER HANIN • PAOLO STOPPA and SUZY DELAIR • CLAUDIA CARDINALE • A TITANUS LES FILMS MARCEAU CO PRODUCTION

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**THE PICTURE THAT HAS WON ACCLAIM ALL OVER THE WORLD!**



*Daring in its realism, breathtaking in its scope, with the love episodes, the violence, the fight scenes, the murder that made the nation gasp!*

Together for the first time — the three hot, new stars you've been reading about  
CLAUDIA CARDINALE  
ALAIN DELON  
ANNIE GIRARDOT

ASTOR PICTURES presents  
**ROCCO AND HIS BROTHERS**  
Directed by LUCHINO VISCONTI • Produced by GOFFREDO LOMBARDO  
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"ROCCO AND HIS BROTHERS" AN ASTOR RELEASE - Produced by GOFFREDO LOMBARDO - Directed by LUCHINO VISCONTI - ALAIN DELON • RENATO SALVATORI • ANNIE GIRARDOT • KATINA PAXINO • ROGER HANIN • PAOLO STOPPA and SUZY DELAIR • CLAUDIA CARDINALE • A TITANUS LES FILMS MARCEAU CO PRODUCTION

Ad 307—94 lines x 3 cols.—282 lines

**ONE BROTHER WANTED HER FOR WHAT SHE COULD BE — THE OTHER FOR WHAT SHE WAS!**



The film sensation that is winning critical acclaim all over the world!

ASTOR PICTURES presents  
**ROCCO AND HIS BROTHERS**  
Directed by LUCHINO VISCONTI • Produced by GOFFREDO LOMBARDO  
RECOMMENDED ONLY FOR MATURE ADULTS

Ad 201—97 lines x 2 cols.—194 lines



You'll probably love Rocco and His Brothers. You may hate it. But we guarantee you won't be indifferent to it.

Its searing intensity jumps from the screen as if the theatre is too small to hold it. Everywhere critics have acclaimed it. It has won twenty-seven major world-wide film awards.

Its acting is magnificent. It features Alain Delon, Annie Girardot, Claudia Cardinale—the three newest stars that have skyrocketed to greatness.

The events of its story could have happened to the family next door. But no Hollywood movie maker would dare to tell this story so frankly, so brutally. It combines shocking strength with the tenderest of insight, starting a tear in one scene, forcing a gasp

ASTOR PICTURES presents

# ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

in the next. This is strong fare for an immature mind—so we suggest you do not bring the children.

But if you see no other motion picture this season, see Rocco and His Brothers. It is truly different.

Ad 308—145 lines x 3 cols.—435 lines

## DIFFERENT...

ROCCO AND HIS BROTHERS...DIFFERENT...ROCCO AND HIS BROTHERS...EXPLOSIVE...ROCCO AND HIS BROTHERS...SEARING POWER...ROCCO AND HIS BROTHERS...27 WORLD-WIDE FILM AWARDS...ROCCO AND HIS BROTHERS...CRITICAL ACCLAIM EVERYWHERE...ROCCO AND HIS BROTHERS...DARING...ROCCO AND HIS BROTHERS...MAGNIFICENT ACTING...ROCCO AND HIS BROTHERS...THREE NEWEST STARS, ALAIN DELON, CLAUDIA CARDINALE, ANNIE GIRARDOT...ROCCO AND HIS BROTHERS...BRUTAL...ROCCO AND HIS BROTHERS...TENDER...ROCCO AND HIS BROTHERS...MEMORABLE!

SEE IT!

ASTOR PICTURES presents

# ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO  
RECOMMENDED ONLY FOR MATURE ADULTS

Ad 207  
95 lines x 2 cols.  
190 lines

**NEW ORLEANS** has never seen a picture quite like **ROCCO AND HIS BROTHERS**. It hits like an **EXPLOSION** with raw, searing power that jumps from the screen like a charge of plutonium! It has won critical acclaim everywhere — has received twenty-seven major motion picture awards.

Its story, its events could have happened to the family next door. But this picture could never have been filmed in this country—no Hollywood producer would have **DARED**. It features **MAGNIFICENT PERFORMANCES** by the three new stars who have skyrocketed to greatness — **ALAIN DELON • CLAUDIA CARDINALE • ANNIE GIRARDOT**.

It combines **BRUTALITY** with **TENDERNESS**, shocking toughness with sensitive insight. We suggest that you don't bring the children—this is not entertainment for the immature. You'll probably love Rocco and His Brothers... you may hate it...but this we **GUARANTEE**: you will not be indifferent to it. You'll use Rocco and His Brothers as a **YARDSTICK** with which to judge other pictures from now on. You'll remember it always as a **DIFFERENT** motion picture experience.

ASTOR PICTURES presents

# ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

Ad 309—150 lines x 3 cols.—450 lines



CRITICS EVERYWHERE ACCLAIM THIS BRILLIANT PICTURE!

## ROCCO AND HIS BROTHERS

AN ASTOR RELEASE RECOMMENDED ONLY FOR MATURE ADULTS

Ad 101—30 lines x 1 col.

DARING in its realism  
STUNNING in its impact  
BREATH-taking in its scope

## ROCCO AND HIS BROTHERS

AN ASTOR RELEASE RECOMMENDED ONLY FOR MATURE ADULTS

Ad 103—20 lines x 1 col.

An ASTOR Release

## ROCCO AND HIS BROTHERS

RECOMMENDED ONLY FOR MATURE ADULTS

Ad 102—10 lines x 1 col.

## COMPOSITE MAT SPECIAL

(NOT ILLUSTRATED HERE) INCLUDES:

ADS 101, 102, 103, 104, 202, 204 AND PUBLICITY SCENES



## WHY WOMEN "IDENTIFY" SO STRONGLY WITH THE LOVES OF ROCCO AND HIS BROTHERS

Acclaimed the world over for the frankness and realism of its unique love stories, "Rocco and His Brothers" has already earned for itself 27 Film Awards . . . and the especial patronage of legions of women.

Inevitably, women—from teenhood on up, from every walk of life, from the various nations and continents—completely identify with the experiences of these youths and the women who enter their lives.

For here are the unusual love stories and conflicts of four compellingly handsome and virile young men, whose encounters with the girls and women of the city unalterably affect their relationship with the world . . . and with each other.

Here each of the brothers finds one girl he wants above all others. Two of them want the same girl, and each of the brothers fights for his woman in his own way.

Here is the courageous story of the mother of this embattled brood, desperately trying to keep their world from bursting apart.

Here, finally, is all the variety of love that one woman can know in a lifetime—love that inspires, love that torments, love without reservation. It is a motion picture that particularly belongs to women . . . and to any man who understands them.

ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO



RECOMMENDED  
ONLY FOR  
MATURE ADULTS

"ROCCO AND HIS BROTHERS" AN ASTOR RELEASE - Produced By GOFFREDO LOMBARDO - Directed By LUCHINO VISCONTI - ALAIN DELON - RENATO SALVATORI - ANNE GIRARDOT - KATINA PAKINO - ROGER HANIN - PAOLO STOPPA and SUZY DELAIR - CLAUDIA CARDINALE - A FRANKS LES FILMS MARSEAU CO PRODUCTION

## THE SENSATIONAL WINNER OF 27 WORLD-WIDE FILM AWARDS



A love story—as wild, as tender as any ever screened.

One brother wanted  
her for what she  
was—the other for  
what she could be!



ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

RECOMMENDED ONLY  
FOR MATURE ADULTS

"ROCCO AND HIS BROTHERS" AN ASTOR RELEASE - Produced By GOFFREDO LOMBARDO - Directed By LUCHINO VISCONTI - ALAIN DELON - RENATO SALVATORI - ANNE GIRARDOT - KATINA PAKINO - ROGER HANIN - PAOLO STOPPA and SUZY DELAIR - CLAUDIA CARDINALE - A FRANKS LES FILMS MARSEAU CO PRODUCTION

Ad 302—110 lines x 3 ccls.—330 lines

SUGGESTED  
FOR  
WOMAN'S  
PAGE

Ad 205  
145 lines x 2 cols.  
290 lines

## THE SENSATIONAL WINNER OF 27 WORLD-WIDE FILM AWARDS



One brother wanted her  
for what she was . . . the  
other for what she could be!

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

RECOMMENDED  
ONLY FOR  
MATURE ADULTS

"ROCCO AND HIS BROTHERS" AN ASTOR RELEASE - Produced By GOFFREDO LOMBARDO - Directed By LUCHINO VISCONTI - ALAIN DELON - RENATO SALVATORI - ANNE GIRARDOT - KATINA PAKINO - ROGER HANIN - PAOLO STOPPA and SUZY DELAIR - CLAUDIA CARDINALE - A FRANKS LES FILMS MARSEAU CO PRODUCTION

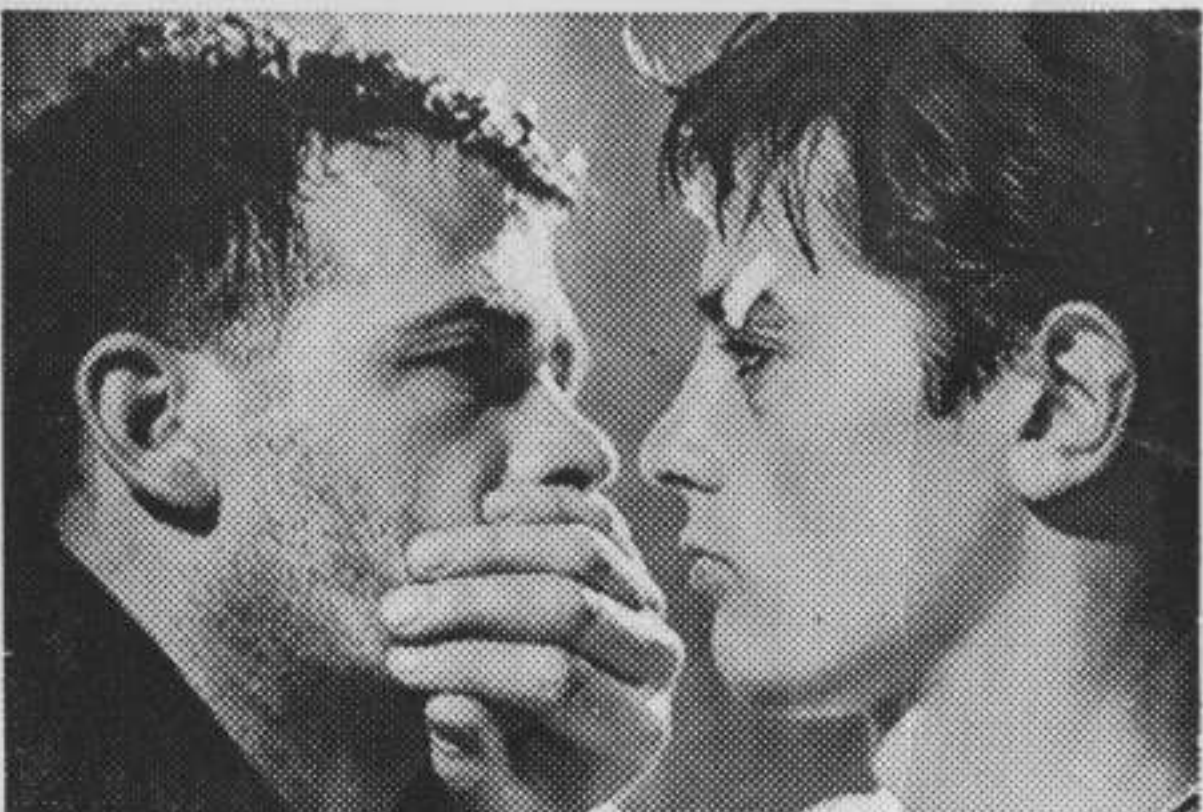
Ad 206  
90 lines x 2 cols.  
180 lines

(Also available in  
3 cols. x 135 lines—  
405 lines—Ad 301)



A love story—as wild, as tender as any ever screened.

ONE BROTHER  
WANTED HER FOR WHAT  
SHE WAS—THE OTHER  
FOR WHAT SHE COULD BE!



ASTOR PICTURES presents

## ROCCO AND HIS BROTHERS

Directed By LUCHINO VISCONTI • Produced By GOFFREDO LOMBARDO

RECOMMENDED ONLY  
FOR MATURE ADULTS

Ad 306—100 lines x 3 ccls.—330 lines



# PUBLICITY

## BILLING

Rocco and His Brothers	100%	Annie Girardot	40%
An Astor Release	50%	Katina Paxinou	—
Produced by		Roger Hanin	40%
Goffredo Lombardo	40%	with Paolo Stoppa and	
Directed by		Suzy Delair	40%
Luchino Visconti	40%	and with Claudia Cardinale	40%
with Alain Delon	40%	A Titanus—Les Films	
Renato Salvatori	40%	Marceau Co-Production	20%

## THE CAST

Rocco	Alain Delon	Ginetta	Claudia Cardinale
Simone	Renato Salvatori	Vincenzo	Spiros Focas
Nadia	Annie Girardot	Ciro	Max Cartier
Rosaria	Katina Paxinou	Luca	Rocco Vidolazzi
Morini	Roger Hanlin	Ivo	Corrado Pani
Boxing Impresario	Paola Stoppa	Ciro's Fiancee	Alessandra Panaro
Luisa	Suzy Delair	Laundry worker	Claudia Mori

Directed by LUCHINO VISCONTI, Story by LUCHINO VISCONTI—VASCO PRATOLINI—SUSO CECCHI D'AMICO, Screen play by LUCHINO VISCONTI—SUSO CECCHI D'AMICO—PASQUALE FESTA CAMPANILE—MASSIMO FRANCIOSA—ENRICO MEDIOLI, Music by NINO ROTA, Director of Photography GIUSEPPE ROTTUNO, Film Editor MARIO SERANDREI, Cameramen NINO CRISTANI—SILVANO IPPOLITI—FRANCO DELLI COLLI, Scene Designer, MARIO GARBUGLIA, Costumes PIERO TOSI, Make Up GIUSEPPE BANCHELLI, Hair Stylist VASCO REGGIANI. An Italian-French coproduction by TITANUS, Rome—LES FILMS MARCEAU, Paris. The story of "Rocco and His Brothers" was inspired by the novel "The Bridge of Ghisolfia" by Giovanni Testori.

## ROCCO AND HIS BROTHERS

### (SYNOPSIS)

Rocco and His Brothers is a tender, yet incredibly powerful story of an impoverished rural widow and her five sons who migrate from a small village in southern Italy to Milan in search of a better life.

The film begins with the arrival in Milan of Rosaria Parondi (Katina Paxinou) and four of her sons—Simone (Renato Salvatori), Rocco (Alain Delon), Ciro (Max Cartier), and Luca (Rocco Vidolazzi). The fifth and eldest son, Vincenzo (Spiros Focas), has been living in the city for some time and, although not steadily employed, has become engaged to a girl named Ginetta (Claudia Cardinale).

The arrival of the Parondi family coincides with a party celebrating the engagement of Ginetta and Vincenzo. But the possessive and matriarchal Rosaria, unwilling to share her sons with anyone, causes a scene in Ginetta's home and upsets both the party and the engagement. The family then settles down in a basement apartment in a poor section of the city.

Handicapped by their lack of skills, the boys are forced to work as day laborers—shoveling snow, delivering laundry, construction hands, and so on. The family, it seems, is finding it difficult to realize its dream of a better life.

Largely through the influence of Vincenzo, Simone and Rocco are given a chance to join an amateur boxing club, in return for which they receive a certain expense allowance. Simone finds the sport to his liking. Rocco, while talented, dislikes the entire idea. Ciro will have nothing to do with fighting, and Luca is but a lad.

Introduced into the lives of the family is a prostitute named Nadia (Annie Girardot). Her effect on Simone is electrifying and he is soon smitten by her to the detriment of both his health and character and is exposed to the most vile elements of the city's life. He turns to petty thievery to provide cash and baubles for Nadia.

Rocco is called into the service and, upon being mustered out in a small town near his post, meets Nadia. She has been in jail for over a year. Rocco is kind to her and through him, she resolves to attempt a new life. Their relationship blossoms into love.

Rocco comes home to find a dejected Simone, a married Vincenzo, Ciro working in an automotive works, Luca an urchin of the streets, and Rosaria distraught over the marriage of Ginetta and Vincenzo, but delighted over her occupancy of a rent-free apartment provided by the municipal government.

Unable to find steady work, Rocco joins the boxing club and enjoys significant success. His work, in fact, is much superior to Simone's. In the interim, he actively courts and is the most important factor in the life of Nadia. However, a friend of Simone's tells him of Rocco's and Nadia's love. For brothers, it is taboo regardless of the circumstances—to have anything to do with a woman who at one time was a mistress of one or the other. Simone is incensed and, in an ambivalent reaction of both anger and love for Rocco, determines to teach his brother a lesson.

In a brutally powerful scene, Simone rapes Nadia while Rocco, restrained by hoodlum friends of Simone's, is forced to watch. Nadia, screaming her defiance, nevertheless responds to the rapist's animal lust, thus learning her fate is somehow tragically entwined with that of Simone's. His carnality fulfilled, Simone turns to Rocco and provokes a shocking and bloody fight during which Rocco, in his great compassion for his brother, turns the other cheek and accepts an unmerciful beating.

Rocco and Nadia are finished. She takes up with Simone who, again, cheats and steals to support them. They move in with Rosaria who, despite her dislike of Nadia, wants her sons near her. Eventually, under Rosaria's prodding, Nadia leaves Simone and goes out on the streets once again. A desperate Simone steals a large sum of money and is discovered. Rather than see Simone punished, Rocco and Ciro agree to pay back the money, the payments to be made by Rocco from his earnings as a professional fighter, a career to which he reluctantly agrees. The two brothers give Simone a certain sum of money with the proviso he leave the city forever. Simone, to all appearances, plummets into the underworld.

Rocco becomes a "name" fighter, Ciro falls in love, Vincenzo settles down in a family life of his own, Luca is a confused, but optimistic observer of all which goes on around him, and Rosaria, although anxious about Simone, enjoys her status as the mother of a neighborhood hero, Rocco.

Simone, by now a pitiable figure, learns from others of Nadia's activities. He is determined to see her and, when told where she "operates," goes out into the night to find her.

Rocco is booked for his most important professional fight. An idol of the crowd, he enters the ring a heavy favorite. Unaccountably, he submits to a systematic beating, much to the bewilderment of his brothers and friends. He seems about to lose.

Simone, in the meantime, has located Nadia and a "client" in a lakeside park near the city. His presence terrifies Nadia and drives her customer away. Simone attempts to reconcile with her, but Nadia bitterly repudiates him. In a rage and a foggy realization Nadia is at the root of his depravity, he murders her in a chilling scene which, in effect, purges his guilt.

In the interim, Rocco has rallied and knocked out his opponent. A joyous celebration at home follows during which a happy Rosaria holds forth over her brood. But into this jubilant scene comes the fugitive and desperate Simone. Against the agonized wishes of all, Ciro notifies the police.

Rosaria is crushed. Nothing has gone as she intended. Vincenzo is gone from her forever, as is Simone. Rocco is trapped in a career he detests. Ciro is ostracized because of his decision to report Simone—a decision he made to save Simone from himself. It is only in the boy Luca the family sees hope. He—of all the Parondis—will return in dignity to their native village and know the illusive better life.



LOVE ON A BUS. Upon his release from military service, Rocco (Alain Delon) falls in love with Nadia (Annie Girardot), who has repudiated Rocco's brother Simone and tries to turn her back on a shady past. Scene cut D

## Critics & Audiences Hail New Film "Rocco and His Brothers,"

"Rocco and His Brothers," the eagerly-awaited film which arrives on..... at the ..... Theatre for a ..... engagement, has been hailed in Europe as "a work of sustained fascination."

Produced and directed by the celebrated Luchino Visconti, "Rocco and His Brothers" has enjoyed a phenomenal reception in New York City and abroad, where it has out-grossed the fabulously successful "La Dolce Vita," also in current release in the United States by Astor Pictures, and the strongest contender for the next Academy Award.

"Rocco and His Brothers" tells the story of a rural widow and her five sons in their violent readjustment to urban life. Relentlessly and powerfully, the film examines each facet of the emotion-riddled interrelationship of the rural family and the city people with whom they become entwined.

"In one way or another, 'Rocco' is the story of every family who ever packed up and headed off to an unknown new life," Everett Crosby, president of Astor Pictures, says in describing the film. "The picture is literally fused with the essence of every possible human emotion."

Winner of the 1960 Venice Film Festival and 26 other international film awards, "Rocco and His Brothers" stars Alain Delon, Renato Salvatori, Annie Girardot, Katina Paxinou, Roger Hanin and Claudia Cardinale, currently one of the leading film stars of Europe.

As with "La Dolce Vita," a number of scenes cut from the European version have been restored for the film's run in the United States.

## "OSCAR" RULES UNFAIR, SAYS ASTOR CHIEF

Franklin F. Bruder, chairman of the board of Astor Pictures, has petitioned the American Academy of Motion Picture Arts and Sciences for an immediate change of rules in its consideration of foreign films. Astor Pictures has given 1961 release to the Italian-made "La Dolce Vita" and "Rocco and His Brothers," both heavy award winners in Europe. Bruder contends that the Academy rules are unfair, in that only one film from a specific foreign country can be nominated for an "Oscar."

"Rocco and His Brothers," which won this year's Italian version of the "Oscar," opens a ..... engagement at the ..... Theatre on .....



PLAYERS IN PRIZE-WINNING FILM. Katina Paxinou plays the mother in "Rocco and His Brothers," while her sons are portrayed by Renato Salvatori (Simone); Max Cartier (Ciro); Alain Delon (Rocco); and Spiros Focas (Vincenzo). The girls are played by Annie Girardot (Simone's friend) and Claudia Cardinale (Vincenzo's wife). Scene cut A

## "ROCCO AND HIS BROTHERS" ONE OF YEARS BEST FILMS

### (Prepared Review)

"Rocco and His Brothers," the supercharged film from Astor Pictures which opened at the ..... Theatre yesterday for a ..... engagement, comes here garlanded with laurels that are richly deserved. Winner of 27 major awards, this film is properly bracketed with "La Dolce Vita" as the big cinema achievements from Italy this year.

This strong and surging drama is a deeply moving experience, magnificently directed by Luchino Visconti, and acted so perfectly that one cannot summon up a word of criticism for anyone. In a narrative that blends warmth and violence, compassion and shock, "Rocco and His Brothers" tells of an impoverished widow and her five sons who migrate from a village in Southern Italy to the Northern city of Milan in search of a better life. In tracing the family relationships and the individual problems and emotion-riddled conflicts, director Visconti handles the material with hard-hitting, uncompromising realism.

There are numerous compelling plot threads, all of them pointing up how the various members of the family adjust to the new and alien environment. The principal one, however, has to do with the clash between two of the brothers, Rocco and Simone, over a street-walker whose own story is part of the overall pattern.

A victim of monstrous jealousy over his long-abandoned flame's newly-found love with the saintly Rocco, the vicious Simone creates a number of family situations fascinatingly horrible. The girl is the catalyst of most of the woes wrought by Visconti in this steaming crucible of ugliness, tenderness and blasted relationships. Visconti has fashioned a film that scorches like a flame thrower. Even in those scenes where there is relative tranquility, he leaves the suggestion that a storm is brewing, that lightning will strike.

In the strongest single sequence, for instance, the sequence in which the vicious brother rapes the reformed prostitute and budding sweetheart before the gentle Rocco's eyes and then slugs it out with the poor fellow all through the gaunt and ugly night — the reality of the defilement is so powerfully saturated with the emotional dam-burst of the brothers that the sequence is one raw experience, a vast tangle of cold fact and hot feeling, which is what all strong experience usually is.

It is with this sensitive understanding that the whole film is played. Alain Delon, as the sweet and loyal Rocco, the brother who emerges from deep pain to shoulder the burden of his wayward brother and the family responsibilities, is touching and honest. Renato Salvatori, as the brutal brother, fills the screen with the anguish of a tortured and stricken character. His raw and restless performance is overpowering and unforgettable. Annie Girardot is likewise striking as the piteous prostitute. As the warm, superstitious mother, volcanic Katina Paxinou gives the finest performance of her brilliant career. The rest of the cast is uniformly excellent in this powerful motion picture which must not be missed.

## KATINA PAXINOU, "ROCCO" STAR, IS FIRST LADY OF GREEK STAGE

Katina Paxinou, remembered by American filmgoers for her Academy Award-winning performance as Pilar in Hemingway's "For Whom the Bell Tolls," is winning fresh plaudits from critics and audiences for her dramatic portrayal of the mother in "Rocco and His Brothers." The consensus in movie trade circles is that Miss Paxinou is in line for another "Oscar" for her brilliant acting in this widely-hailed film, coming to the ..... Theatre on ..... for a ..... engagement.

A native of Greece, the vital Miss Paxinou initially studied to become a singer. However, she soon discovered she was more interested in the dramatic aspects of opera than in the music. With her husband, actor Alexis Minotis, she helped found the Greek National Theatre, where their extensive repertoire ranged from classics to modern drama. They were soon established as the Lunt and Fontanne of Greece, with Miss Paxinou emerging as the First Lady of the Greek Theatre.

Miss Paxinou's international stock rose with a triumphant tour of Great Britain and Europe in Sophocles' "Electra." Later she scored a huge success in London, during World War II, as Mrs. Alving in "Ghosts," marking her first appearance playing a role in English.

Her American stage debut was in Ibsen's "Hedda Gabler" and she since has captivated Broadway in "The House of Bernarda Alba," "Sophie" and, with the National Theatre of Greece, in "Electra" and "Oedipus Tyrannus." She returns from Greece this fall to star in a new Broadway play, "Garden of Sweets."

In addition to "For Whom the Bell Tolls," Miss Paxinou has appeared in other Hollywood films, notably in Eugene O'Neill's "Mourning Becomes Electra."

It is generally agreed that this unique actress has topped a series of great acting achievement with her exciting performance in "Rocco and His Brothers." The Astor Pictures release casts her as a courageous peasant mother who comes to the city with her four sons, her hope for a better life for her family unwavering in the face of mounting trials and complications.

## "Rocco And His Brothers" For Fans Of Rugged Action

Fans of two-fisted action will find plenty in Astor Pictures' prize-winning film, "Rocco and His Brothers," opening at the ..... Theatre on ..... for a ..... run.

A powerful film which traces the adjustment of a rural family to city life in present day Italy, "Rocco and His Brothers" delivers violent action more realistic than any previously seen on the screen. For fans who want movies to show something as it really is, this film should prove extremely rewarding.

It is assumed that the film's volatile director Luchino Visconti, saved shooting the prize fight sequences until all other scenes had been filmed. The vigorous ring action involving the principal actors in the movie allows the blood to flow in a manner no make-up can duplicate.

Just as powerful and realistic is the tough-up administered to Annie Girardot, who plays a reformed prostitute graphically attacked by one of the brothers, dumped in mud and savagely beaten.

The import from Italy comes to the U. S. bearing more honors and prizes than any previous foreign entry. It won the 1960 Silver Ribbon, Italy's equivalent of our "Oscar," as the best film of the year. In addition, "Rocco and His Brothers" has won some 26 other awards throughout Europe.

Also significant is the fact that "Rocco and His Brothers" is even out-grossing the enormously popular "La Dolce Vita" in every European engagement.

"Rocco and His Brothers" stars Alain Delon, Renato Salvatori, Annie Girardot, Paola Stoppa, Katina Paxinou, and Claudia Cardinale, currently the number one motion picture actress in Europe.



## "ROCCO AND HIS BROTHERS" ANOTHER HIT

"Rocco and His Brothers," the internationally-acclaimed film which opens at the ..... Theatre on ....., is the second tremendous box-office champion to be released by the new Astor Pictures International company. The prize-winning Italian motion picture follows Astor's earlier blockbuster, "La Dolce Vita," generally favored as the leading contender for the next Academy Award.

Having been established only two years ago, Astor Pictures not only has phenomenal winners in its first two releases, but it has already branched out into an international organization for the financing, co-production and acquisition of the finest foreign and domestic pictures.

The success of "La Dolce Vita" has convinced foreign producers that the Astor organization is successfully fulfilling its mission to make a place in the commercial theatre for the big, important foreign pictures which so rightly deserve to be given wider audiences than are reached in the small houses specializing in films from abroad.

"La Dolce Vita" continues to play to capacity audiences and is expected to gross \$11,000,000. "Rocco and His Brothers" is following in its footsteps and, in most instances, is even outgrossing "La Dolce Vita."

As Astor moves into the big time in a comparatively short span since its start, Douglas Netter, president of the company, announces that Astor has developed and is putting into operation new concepts of distribution and merchandising and has gained the complete confidence of both foreign producers and domestic exhibitors.

Astor has established relationships with leading producers of Italy, France, England and Japan, Netter said. The company will acquire only the best productions from these companies, he added, and, at the same time, will finance and co-produce with top stars. Next on the Astor agenda is "Lugano," which will be produced in Italy next year at a cost of \$3,500,000. In addition, three pictures will be made in Hollywood and another in Brazil.

## 'Rocco' Alain Delon New Matinee Idol

Alain Delon, who has the title role in "Rocco and His Brothers," prize-winning Astor Pictures film opening on ..... at the ..... Theatre for a ..... engagement, is exciting more attention than any other young actor in Paris and is expected to be the next matinee idol of this country as well. He is being hailed as "the James Dean of France" in the French press since his performance as Rocco topped other of his recent popular screen appearances.

It is certain that Delon will not be coming to Hollywood for a while, since his commitments for French and Italian films will keep him busy for at least the next year and a half. Among his upcoming roles are such spectacular ones as Oli Ihmel Hussein in "Lawrence of Arabia" and the name part in "The Travels of Marco Polo."



**NEW IDOL.** Alain Delon, newest matinee idol in Europe, is on his way to similar adulation in this country because of his performance as Rocco in "Rocco and His Brothers," which has resulted in Delon having been signed for starring roles in several more spectacular films. Scene cut C



**PENSIVE.** Annie Girardot, who plays Nadia in "Rocco and His Brothers," reflects on her tawdry life after serving a jail sentence for soliciting, and is determined to start a new life because of Rocco's belief in her. Scene cut B

## "Rocco and His Brothers" Opens New Era in Film-making

by COFFREDO LOMBARDO

(Producer of "Rocco and His Brothers," opening at the ..... Theatre on .....)

I don't think it can be denied that until "Rocco and His Brothers," no Italian film ever treated the subject of the emigration of the essentially agrarian southerners to the north.

In the treatment submitted to me by director Luchino Visconti, it was obvious Visconti planned to approach the subject in a serious manner.

As a result, a film of the proportion of "Rocco and His Brothers" was hardly an easy thing to do. We knew it, of course, but neither Visconti or myself could foresee the truly staggering difficulties we did encounter.

The first step was to make a lengthy study of the project. And I must say, in complete honesty, Visconti himself felt it necessary to "age" his ideas in order to arrive at a final concept which would be satisfying to his taste and which would also meet the demands of an artistic, spectacular production.

Let me say here I personally object to the attitude of some producers who, when they make an important film with no concessions to boxoffice attraction, assume the air of heroes who have made the great sacrifice—i.e., they make a film to which the masses will go only when they feel impelled to improve their "culture." I believe a film, with the possible exception of comedy, can be highly artistic and at the same time a rich, fully enjoyable show.

The difficulties and obstacles encountered were many and varied. The bulk of them were as a direct consequence of the particular nature of the film itself. I don't wish to appear sensational or to hand down an indictment, but "Rocco and His Brothers" caused a considerable furor.

I suppose this is understandable. Every filmmaker has at one time or another encountered that portion of the public attitude which assumes making a movie is nothing but a gay lark. It is an attitude which accepts comedy or farce, but which fails to comprehend an attempt to document real life situations as they occur in our civilization.

When such an attempt is made, one notices a pronounced vacuum in the atmosphere. Those asked to collaborate find all sorts of excuses to avoid being a part of something they believe should not be done.

Our "Rocco and His Brothers" troupe was welcomed cordially to Milan and was assured complete cooperation. And having said this to express my gratitude to all those who collaborated in making the film, I must add that during the actual filming, we were often

made aware of the vacuum mentioned above.

For example, the last crucial scene of the film—the scene in which Simone kills Nadia—was to be shot at the Milan seaplane base. Visconti obtained all the necessary permits to shoot at that particular locale and ordered work to start on the construction of an appropriate set.

What he did not know was that a few months before, at the very same spot, a young lady was actually killed during a rendezvous with her lover. So, the city fathers rose in arms against the idea of Visconti shooting the scene in the same locale. They reasoned that the film was immoral and would bring only further shame to Milan.

Visconti, a Milanese himself, and a very famous one, objected violently. He called a press conference and explained his point of view. For awhile, the matter became a cause celebre in the newspapers. The people of Milan accused city officials of exerting pressure and censorship on filmmaking.

Finally, Visconti withdrew and shot the scene at Capo Portiere, some 70 kilometers from Milan. His attitude, after a noble effort, was that the situation could never be resolved in Milan.

Today, filmmakers find themselves required to once again take up similar defenses. It is difficult to convince the public a film neither comical or farcical is not, in effect, "against" anyone.

The making of "Rocco and His Brothers" is an important and objective study of a social—and therefore historical—reality of Italy. As such, it was not easy to create the family depicted in the film. The family for our film had to look in every respect as would a family coming from Lucania in the south and arriving by very slow "express" in Milan's immense railroad station.

Then, it was necessary to describe the milieu of the southerners in Milan; not simply in the terms of folklore, but with full dramatic impact. But before shooting this milieu, we had to discover it, put it together from the many bits and pieces and from hints given here and there.

I believe a valid and concrete contribution to films must say something new. Visconti has always done this and I am convinced "Rocco and His Brothers" opens a new chapter in Italian cinema.

Finally, I think "Rocco and His Brothers" is important because, like a book, it is a witness of its time.

## Milan Indignant

City fathers of Milan, Italy, turned down director Luchino Visconti's request to film the rape and murder scene in "Rocco and His Brothers" at the city's seaplane base. Contention was that it would "degrade" the area.

## NEW STAR

His zingy performance as Rocco in "Rocco and His Brothers" has made a number one European box office star of handsome young Alain Delon. The 25-year-old is up for starring roles in one film after another.

# EXPLOITATION



## "ROCCO" RECORD PROMOTION

RCA-Victor International has issued a handsomely-packaged LP album of the music composed by Nino Rota for "Rocco and His Brothers." Working with the distributor in your area, this can be used effectively by disc jockeys giving air play to the album, or portions of it, to promote your engagement of the movie. Also, along with stills and display material sent to you by Bill Doll and Company, the album can be displayed in record store windows well in advance of your playdates as an interest-arousing trailer for your attraction.

## OTHER EXPLOITATION SUGGESTIONS

"Rocco and His Brothers" is an ideal title for a wide variety of tie-ins with stores and products, and can be utilized in window and counter displays in newspaper ads, and on delivery trucks.



### Suggested copy for a tie-in with a men's clothing store:

**ROCCO AND HIS BROTHERS\***

..... Clothing Store has a variety of smart clothes designed to accommodate a wide variety of tastes, sizes and budgets . . .

\*You'll meet "Rocco and His Brothers" in the exciting Astor Pictures' prize winning film coming to the ..... Theatre on .....



### Suggested copy for a tie-in with an Italian restaurant:

**ROCCO AND HIS BROTHERS\***

would surely enjoy the way we prepare their favorite native dishes. . . . But for that matter, everybody raves about the way we make (name of special entree)

\*Plan on dinner at the .....before you meet ROCCO AND HIS BROTHERS in the exciting Astor Pictures' prize-winning film opening at the ..... Theatre on .....


Plan similar tie-ins with travel agencies, airlines, department stores, shoe stores, drug stores, book shops, and others.



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