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*One  
Woman...*

Living Two  
Kinds of Love...

Loving Two  
Kinds of Men!

THE YEAR'S STRANGEST, MOST ABSORBING DRAMA!

GAINSBOROUGH PICTURES LTD., Presents

# Madonna of the Seven Moons

From the Novel by  
Margery Lawrence

*starring*

PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC

*with*

PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing

Produced by R. J. Minney • In Charge of Production: Maurice Ostrer

A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

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MADONNA OF THE SEVEN MOONS (1F)

FASCINATING Phyllis Calvert plays two memorable roles in the Universal release, "Madonna of the Seven Moons," a Gainsborough picture.

## HUSBAND, WIFE SEEN IN DRAMA

(Current)

Less than half a decade ago Phyllis Calvert, star of the Universal release, "Madonna of the Seven Moons," now at the Theatre, appeared in a play at the "Q" Theatre, London, with a young actor, Peter Murray Hill. Their meeting led to romance and they were married at the end of the run. Since that day they have never appeared together in a film or play.

In "Madonna of the Seven Moons," however, husband and wife are seen together for the first time on the screen.

Stewart Granger and Patricia Roc are co-starred with Miss Calvert in the sensational Gainsborough picture.

## Florentine Splendor Is Love-Drama Background

(Current)

Few films of recent years have had such luxurious settings to amplify story value as the new Gainsborough picture "Madonna of the Seven Moons," now at the Theatre. Rome and Florence in their pre-war splendor of ancient palaces and beautiful mansions together with the picturesque market squares, cobbled streets and canals of the Bohemian quarter gave Art Director Andrew Mazzei a fine opportunity for designing spacious and luxurious sets.

Mr. Mazzei, who has lived in Italy for a number of years, was able to reconstruct the most colorful aspects of Rome and Florence from drawings he made himself on the spot before the war. One of the elaborate sets includes his Florence square and cafe.

High, leaning buildings with attractive cafes, balconied windows, an artistic bridge over a sluggish canal, numerous cul-de-sacs, narrow glimpses of Florence—all leading off from a church square made this composite set one of the most ambitious and realistic ever to be built in a studio.

On this set a spectacular carnival was staged with hundreds of gaily garbed merrymakers surging through the streets following the gigantic figures decked with

# Secret of Woman's Double Romance Told In Factual 'Madonna Of The Seven Moons'

## Arresting Problem Film Has Three Famous Stars

(Advance)

"Madonna Of The Seven Moons," trumpeted as one of the year's most throbbing love dramas, comes to the Theatre. The Gainsborough picture, released by Universal, is the story of a beautiful Italian woman who is suffering from schizophrenia. She is driven by her dual personality to forsake the happiness of marriage and wealth with a cultured and adoring husband, to go to a lover who heads a gang of Florentine thieves.

It is with such a companion in an exciting life together that the heroine, enacted by Phyllis Calvert, tastes of forbidden sensations until death brings her back to her true love in a final emotional scene.

Advance reports herald "Madonna Of The Seven Moons" as one of the cinema's great love stories.

With Miss Calvert in the lead role as Madonna, the film also stars Stewart Granger and Patricia Roc. John Stuart portrays Madonna's wealthy and honored husband, whom she leaves for her lover, Granger. Miss Roc plays the role of Madonna's devoted daughter whose frantic search for her vanished mother provides the film with moments of high suspense.

### Strong Motivations

Although the plot hinges on the psychological angle, similar in some respects to the motivation of other highly successful films during the past year, the story of Phyllis Calvert's descent into the thieves' market of Florence, in quest of love, is said to detour sharply from the psycho classification. Instead, the screenplay by Roland Pertwee delves into the revelation of a woman's heart torn in twain by her conflicting loves.

Seen in important supporting roles are Peter Glenville, Nancy Price, Reginald Tate and Jean Kent.

"Madonna of the Seven Moons," taken from the novel by Margery Lawrence, was directed by Arthur Crabtree and produced by R. J. Minney. Maurice Ostrer was in charge of production.

## FILM BASED ON SCHIZOPHRENIA

(Advance)

Starring Phyllis Calvert, Stewart Granger and Patricia Roc, the Universal release, "Madonna of the Seven Moons," comes to the Theatre. The film is a romantic and highly exciting drama adapted from Margery Lawrence's novel. It tells of the tragic story of a girl frightened by a terrible experience in youth so that she develops schizophrenia (split mind). Her illness takes the form of separating her personality into two quite different types of women.

The story of "Madonna of the Seven Moons" is set in Italy before the war—peaceful, richly colored Italy—the Italy of beautiful mansions, historic buildings and picturesque quarters. Florence and Rome were reconstructed for the setting of this romantic story and backgrounds ranged from the cloistered calm of a Convent School in the country to the streets of Florence at carnival time.

Miss Calvert has the role of this dual-personality in the Gainsborough picture. Arthur Crabtree directed.

## Synopsis

(Not for publication)

Madonna (Phyllis Calvert), a young Italian girl, is brutally attacked by a wayfarer. The tragic experience warps her mind so that she develops a dual personality.

Years later, she is happily married to Giuseppe (John Stuart) and bears a daughter, Angela (Patricia Roc), who is schooled in England. During vacation, Madonna, who has avoided the modern world, is affected strangely by Angela's homecoming and disappears, leaving behind a cryptic sign of the "Seven Moons" scrawled in lipstick on a mirror.

Giuseppe tells Angela that her mother, on three previous occasions following a nervous shock, had disappeared in the same manner.

Determined to trace her mother, Angela goes to Florence where she enlists the aid of three friends, Logan (Peter Murray-Hill), Nesta (Dulcie Gray), and Sandro (Peter Glenville), to help in the search.

Meanwhile Madonna has reverted to her second personality and has re-joined her lover, Nino (Stewart Granger), to whom she had returned on each previous occasion. Madonna and Angela are unaware that Nino is the brother of Angela's false friend, Sandro.

Nino, a Florentine thief, leaves Madonna at his tavern while he and his gang go out to steal during a carnival.

Meanwhile, Sandro lures Angela to the same tavern and drugs her. When Madonna inadvertently interferes with Sandro's plans, he stabs her, and Angela recognizes the dying woman as her mother.

Discovering that Angela left her hotel with Sandro, her friends track the pair to the tavern to rescue her. The dying Madonna is taken to Giuseppe's home where, as a priest administers last rites, she passes from this earth.

## The Credits

GAINSBOROUGH PICTURES LTD.

presents

### "MADONNA OF THE SEVEN MOONS"

From the novel by

Margery Lawrence

starring

PHYLLIS CALVERT  
STEWART GRANGER  
PATRICIA ROC

with

Peter Glenville—John Stuart  
Nancy Price—Reginald Tate  
Jean Kent

Screenplay by Roland Pertwee

Director of Photography: Jack Cox; Art Direction: Andrew Mazzei; Music and Lyrics: Louis Levy; Incidental Music: Hans May.

Directed by

Arthur Crabtree

Associate Producer: R. E. Dearing

Produced by

R. J. Minney

In Charge of Production:  
Maurice Ostrer

A GAINSBOROUGH PICTURE

A

UNIVERSAL RELEASE

## The Cast

Madonna (Maddalena and Rosanna)	Phyllis Calvert
Nino	Stewart Granger
Angela	Patricia Roc
Sandro	Peter Glenville
Giuseppe	John Stuart
Ackroyd	Reginald Tate
Logan	Peter Murray-Hill
Nesta	Dulcie Gray
Evelyn	Alan Haines
Mrs. Fiske	Hilda Bayley
Millie	Evelyn Darvell
Madame Barucci	Nancy Price
Vittoria	Jean Kent
Tessa	Amy Veness

## Movie Inspired by Daring Love Story

(Advance)

One of the most daring love stories brought to the screen in the last decade is said to be enacted in "Madonna of the Seven Moons," Universal release due at the Theatre. Phyllis Calvert, Stewart Granger and Patricia Roc are co-starred.

The romance of Granger, in the role of a handsome Italian thief, and Miss Calvert, as his companion, carries much the same flavor as the pre-censorship love making of Rudolph Valentino or Ramon Novarro.

"Madonna of the Seven Moons," a Gainsborough picture, was adapted from the highly sensational novel of the same name by Margery Lawrence.



MADONNA OF THE SEVEN MOONS (2B)

TRUE ROMANCE is returned to the screen by Phyllis Calvert and Stewart Granger in the Universal release, "Madonna of the Seven Moons."



# Phyllis Calvert Given Audience Ovation For Daring Dual-Personality Portrayal



MADONNA OF THE SEVEN MOONS (2D)

FABULOUS PHYLLIS CALVERT has two of the season's most colorful roles in the dramatic Universal release, "Madonna of the Seven Moons."

## Emotional Picture Stars Lovely Phyllis Calvert

(Current)

Winning high favor with American moviegoers is lovely Phyllis Calvert seen recently in "The Man in Grey" and now appearing in the sensational Gainsborough picture, "Madonna of the Seven Moons," at the Theatre. Co-starred with Miss Calvert in the vivid Universal release are Stewart Granger and Patricia Roc. The

story was adapted from the daring novel by Margery Lawrence.

London-born Phyllis, who plays both Maddalena and Rosanna in "Madonna of the Seven Moons," began her career as a dancer, making her stage debut at the age of 10, later abandoning dance teaching ideas for a musical comedy role in "She Shall Have Music." Joining a repertory company she saved money for a chance to get to the London stage. An injury nearly deprived Phyllis of a successful career when she dived into a swimming pool and hurt her back.

### OBSTACLES OVERCOME

The actress struggled on with her career but all her money went into doctor's bills. When she was playing at York Repertory, she slipped from a 10-foot rostrum and thought that her professional life was ended. The doctors told her, however, that her fall had cured the previous injury to her nerves.

Phyllis finally made her stage debut in "A Woman's Privilege." The critics hailed her as a promising discovery. Soon Maurice Ostrer's talent scouts from Gainsborough Pictures reported a "find" and Phyllis made her first film, "They Came By Night."

War intervened to prevent Phyl-

lis appearing in a series of Noel Coward shows and she went back home to become an A.R.P. warden. Later, she was engaged to appear in "Charley's Big-Hearted Aunt."

Since then the star has been winning recognition in such films as "Inspector Hornleigh Goes to It," "Kipps," "The Young Mr. Pitt," "The Man in Grey," "Fanny By Gaslight," "2,000 Women" and "Madonna of the Seven Moons."

Produced by R. J. Minney, the new picture was directed by Arthur Crabtree. Maurice Ostrer was in charge of production.

## Glamorous Star's War Record Told

(Current)

Phyllis Calvert, who co-stars with Stewart Granger and Patricia Roc in the Universal release, "Madonna Of The Seven Moons," now at the Theatre, was an air raid warden in London all during the war, working during the days and patrolling at night.

Miss Calvert has a dual role in "Madonna of the Seven Moons" which is a Gainsborough picture directed by Arthur Crabtree.

## Romantic Phenomenon Is Revealed in Love Drama

(Review)

"Madonna Of The Seven Moons," story of a beautiful but emotionally afflicted woman, whose dual personality drives her from the sanctity of her wealthy home to her thieving lover, opened yesterday at the Theatre.

Audience enthusiasm over the film was unanimous. To this observer, it is tops, with superior acting and story piling up a growing tension in the lives of five principals.

Walter Winchell, who wastes little mention on offerings below the standout level, commented on "Madonna of the Seven Moons": "It records the heart beats of a taut and throbbing drama. The cast show-cases some of England's top grease paint dazzlers."

### Opinion Justified

Winchell's comment is justified by the picture, which is presented by Gainsborough and released by Universal. The film boasts some top stars. It is all drama, "taut and throbbing." For those who like serious drama, or matters which bare the human heart, few movies will surpass this one.

Stars of "Madonna" are Phyllis Calvert, portraying the wealthy woman suffering from schizophrenia; Stewart Granger, as her thief-lover, (and he does a terrific role); and Patricia Roc, who plays the role of the woman's wondering but adoring daughter.

All of these turn in excellent performances, as also do several others in the cast, including Peter Glenville, John Stuart, Nancy Price, Reginald Tate and Jean Kent.

Taken from the novel by Mar-

gery Lawrence, the story was scenarized by Roland Pertwee.

Direction by Arthur Crabtree is topnotch. Jack Cox' photography of the scenes in Florence, Rome, and the Italian countryside is more than exciting. R. J. Minney produced "Madonna Of The Seven Moons," with R. E. Dearing as associate producer. Maurice Ostrer was in charge of production.

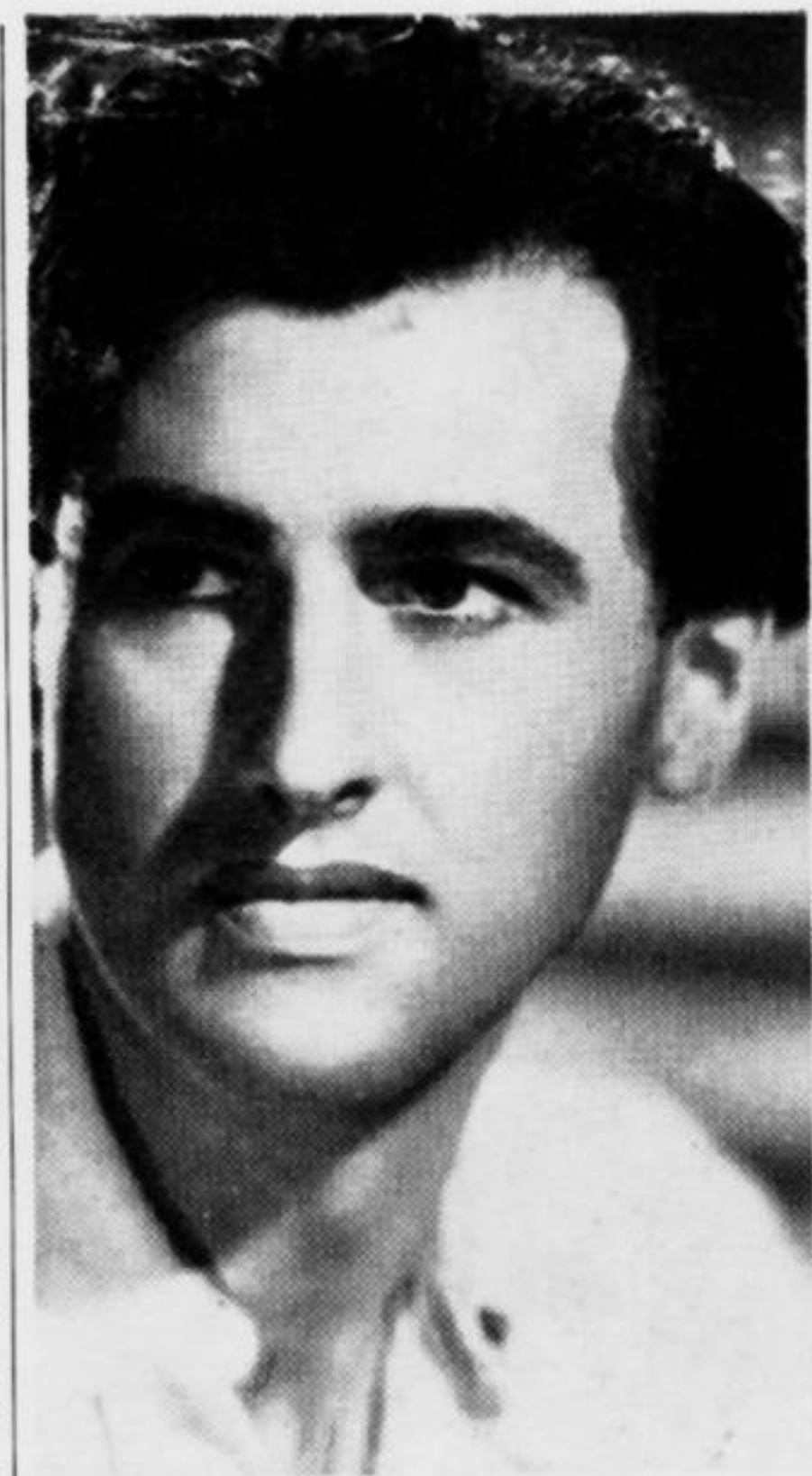
## Director Known As Soft-Spoken Yorkshireman

(Current)

Movie director Arthur Crabtree, whose most important achievement, "Madonna of the Seven Moons," is now at the Theatre, is known as a "soft-spoken Yorkshireman," to Phyllis Calvert, Stewart Granger and Patricia Roc who are co-starred in the new Gainsborough picture.

To studio insiders, Crabtree is known as a director who handles his stars sympathetically and shows gentle humor in his work. He appears to be a mild-mannered man, but behind this mild manner is a determination which shows itself on the set when he persists in shooting a scene over and over again until he is perfectly satisfied with the result.

"Madonna of the Seven Moons" is a Universal release.



MADONNA OF THE SEVEN MOONS (1G)  
DYNAMIC STEWART GRANGER is starred in the Universal release, "Madonna of the Seven Moons."

## 2 MOVIE STARS HAVE SAME NAME

(Current)

Stewart Granger, who stars in the Universal release, "Madonna Of The Seven Moons," now at the Theatre, changed his real name because he knew he never could become a star with it.

Born James Stewart, the actor made the switch when he went on the stage, because another James Stewart already had hit the headlines.

"With Jimmy already up there at the top and me just starting at the bottom, I knew one of us would have to change his name," Granger said, "and I knew who that one was before I even thought of arguing about it!"

Phyllis Calvert and Patricia Roc are Granger's co-stars in "Madonna of the Seven Moons" which is a Gainsborough picture.

## Film Sensation Directed By Celebrated Cameraman

(Current)

In the cellar at 65 Wycliffe Road, Shipley, Yorkshire, England, five year old Arthur Crabtree once helped his mother develop her negatives from an old-fashioned plate camera. Recently, Crabtree directed the important Gainsborough picture, "Madonna of the Seven Moons." Released by Universal, the sensational new film is playing currently at the Theatre.

Starting the movie business as "clapper boy" in 1929, Crabtree worked on many of Alfred Hitchcock's early films and formed a valuable friendship with the great director. Later, seeking Hitchcock's advice about his future, the director advised him to join Gaumont-British.

At Gaumont-British Studios, he became operator for many famous cine-photographers. He was the man behind the camera on most of Jessie Matthews' famous musical films. It was director Michael Powell who "borrowed" Crabtree from Gaumont-British and gave him a chance to photograph a film on his own.

Thus Crabtree stepped up from operator to the top position, a film photographer usually called "the cameraman".

In the late '30's Crabtree transferred to Gainsborough Pictures and photographed "Uncensored," "King Arthur was a Gentleman," "The Man in Grey" and "Fanny by Gaslight." More recently he was assigned to direct "Madonna of the Seven Moons."

Taken from the novel by Margaret Lawrence, the new film has Phyllis Calvert, Stewart Granger and Patricia Roc as its stars. Roland Pertwee was the scenarist and the picture was produced by R. J. Minney. Maurice Ostrer was in charge of production.



MADONNA OF THE SEVEN MOONS (1E)

UNFORGETTABLE romance in the Universal release, "Madonna of the Seven Moons," is furnished by Phyllis Calvert and Stewart Granger.





MADONNA OF THE SEVEN MOONS (1C)

ATTRACTIVE PATRICIA ROC is co-starred with Phyllis Calvert and Stewart Granger in the new Universal release, "Madonna of the Seven Moons," a Gainsborough picture.

## MOVIE PRODUCER WOULD IMPROVE LOVE ON SCREEN

(Current)

Modern screen love is becoming superficial, according to Maurice Ostrer, noted movie-maker in charge of production during the filming of "Madonna of the Seven Moons" playing currently at the Theatre. Characters in current pictures seem determined to mask their real feelings, Ostrer observes.

In appraising recent romantic screen offerings, Ostrer points out that present day film lovers seem to tease each other gently and avoid speaking of their innermost thoughts. This modern interpretation of love in the movies has evolved gradually through a succession of changes in its presentation. Red-blooded screen love went out when talking films came in. Horseplay and "rough stuff" took its place, to be displaced in turn by hopeless love and later by whimsicality.

### Reactions Noted

The public, however, is beginning to respond quickly to a scene in a play or a film which dares to be genuine. Ostrer, who studies the opinions of film-goers closely, has decided to bring true romance back to the screen.

The story he chose was "Madonna of the Seven Moons" — a subject Hollywood had hesitated to consider because it was too daring. Producer R. J. Minney and Director Arthur Crabtree entered wholeheartedly into Ostrer's plan.

The love story of Nino and Rosanna in "Madonna of the Seven Moons" gave them the chance for which they had waited. Five vivid love scenes which take one back in mind straight to the heyday of Valentino were written into the script for Phyllis Calvert and Stewart Granger. The result is a fine, strong, human love story with the accent on romance in the grand manner.

"Madonna of the Seven Moons" is definitely a film for filmgoers who enjoy a good love story, well told and beautifully acted by co-stars Miss Calvert, Granger and Patricia Roc. Adapted from the novel by Margery Lawrence, the Gainsborough picture is released by Universal.

# New Screen Dramatization of Revealing Romantic Novel Co-Stars Stewart Granger

## Audiences Laud Star in 'Madonna of Seven Moons'

(Current)

Admirers of movie star Stewart Granger are acclaiming his appearance in "Madonna of the Seven Moons," current attraction at the Theatre. Granger, who portrays Nino, the Florentine thief, is co-starred with Phyllis Calvert and Patricia Roc in the arresting Gainsborough picture. The film was adapted from Margery Lawrence's novel of the same title and is a Universal release.

London-born Granger's real name is James Stewart, a name he changed for obvious reasons when he adopted a screen career. The actor was educated at England's Epsom College and began training as a doctor. He gave this up in favor of the stage, training at the Webber Douglas School of Dramatic Art and following this with repertory work in Hull and Birmingham. Later, Granger was put under contract to Basil Dean and played leading parts in "Sun Never Sets" at Drury Lane, with Vivien Leigh in "Serena Blandish" and with Flora Robson in "Autumn."

### Appears on Screen

After Granger was given a film test he became the juvenile lead in "So This is London." He has since appeared in "Conway," "Thursday's Child," "The Man in Grey," "The Lamp Still Burns," "Waterloo Road," "Love Story" and "Madonna of the Seven Moons."

The popular star is married to Elspeth March with whom he played for two years in repertory. He served in the Black Watch at the beginning of the war but was invalided out. He is an outdoor man, fond of riding and boxing.

Granger's performance in "Madonna of the Seven Moons" is considered one of his best. Arthur Crabtree directed the unusual picture and Maurice Ostrer was in charge of production.

## ACTRESS PLAYS DIFFICULT DUAL ROLE IN MOVIE

(Advance)

When authoress Margery Lawrence some seasons ago offered her story "The Madonna of Seven Moons" to Hollywood, it was rejected for the reason that there was no star courageous enough to play the leading role. Greta Garbo, reportedly, was among the famous stars who refused to play the part of a mother of a seventeen year old girl.

Phyllis Calvert, herself younger than other noted stars, had no qualms about accepting the difficult role of Maddalena in the film which was made in England by Gainsborough and comes to the Theatre. Patricia Roc plays her daughter. Maurice Ostrer of Gainsborough who bought the screen rights, awarded the top role to Miss Calvert after building her up to stardom in such parts as Robert Donat's sweetheart in the "Young Mr. Pitt," the hapless Clarissa in "The Man in Grey" and the title role in "Fanny By Gaslight."

Released by Universal, "Madonna of the Seven Moons" has Stewart Granger in the role of Nino. Arthur Crabtree was the director.



MADONNA OF THE SEVEN MOONS (2A)

EMOTIONAL romantic drama in the Universal release, "Madonna of the Seven Moons," is contributed by Stewart Granger and popular Jean Kent.



MADONNA OF THE SEVEN MOONS (1B)

DANGEROUS RIVALS are Rosanna and Vittoria, portrayed by Phyllis Calvert (L) and Jean Kent in the Universal release, "Madonna of the Seven Moons," a Gainsborough picture.

## Film Deals with Human Experience

(Current)

When novelist Margery Lawrence was living in Italy she met and became friends with an Italian doctor who told her in confidence of a strange case of schizophrenia (split-mind) which he had been called upon to treat. The girl, an Italian, had suffered a shock in her girlhood with the result that she developed the disease known to the medical profession as schizophrenia. She had been treated by the most famous alienists and doctors but could not be cured.

### NOVEL INSPIRED

Miss Lawrence was greatly interested in the case history of the girl and the result was her sensational novel from which the film "Madonna of the Seven Moons" was adapted. Maddalena, the role played by Phyllis Calvert in the film, is therefore based on life as is that of the patient's second personality, Rosanna.

Stewart Granger and Patricia Roc are Miss Calvert's co-stars in the film which is now at the Theatre. A Gainsborough picture, the production was directed by Arthur Crabtree and is a Universal release.

Seen in important supporting roles in the widely-discussed picture are such talented performers as Peter Glenville, John Stuart, Nancy Price, Reginald Tate and Jean Kent. Roland Pertwee wrote the screenplay.

## ACTOR'S CAREER HIGHLIGHTED BY DRAMATIC HITS

(Current)

Attracting special attention as one of the chief players in the new Gainsborough picture, "Madonna of the Seven Moons," playing currently at the Theatre, is capable Peter Glenville. Glenville has the colorful role of Sandro in the arresting Universal release which co-stars Phyllis Calvert, Stewart Granger and Patricia Roc.

Glenville was born in London, and is the son of Dorothy Ward and Shaun Glenville. He distinguished himself at his public school, Stonyhurst, by playing Lt. Hibbert in one of the first amateur productions of "Journey's End." While training for the Law at Christchurch College, Oxford, he won great praise for his roles as "Hamlet" and "Richard III" and played "Puck" in Reinhard's production at Oxford of "A Midsummer Night's Dream."

### Seen on Stage

Leaving Oxford, Glenville decided on a stage career and played a season at Stratford, spent a year with the Margate Repertory Company, appeared in Sunday shows in London and in "The Taming of the Shrew" at the Old Vic. Later he appeared in four West-End plays, each of which, at one time, was the only London production running during the blitz. For a year he appeared with Emyln Williams in "The Light of Heart," followed by "The Doctor's Dilemma" with Vivien Leigh.

Glenville's screen career began when he was first given a contract by Warner Brothers and appeared in "His Brother's Keeper" followed by "Danger for Two." For Gainsborough Pictures he has appeared in "Uncensored" and "Madonna of the Seven Moons."

In private life, dark-haired, blue-eyed Peter Glenville is a lover of music, plays the piano and is a keen concertgoer.

## Accidents Lucky For Noted Movie Star

(Current)

Phyllis Calvert, co-starred with Stewart Granger and Patricia Roc of the Universal release, "Madonna of the Seven Moons," now at the Theatre, ended her acting career and started it again through serious accidents.

Phyllis had just begun her stage career when she plunged into a swimming pool one afternoon and seriously injured her back.

Partially paralyzed, she continued studying drama and working to pay doctors' bills, when one day she fell ten feet on a stage and once more injured her spine.

Rushed to her doctor, she was told the fall had cured the previous injury to her pinched nerves.

"Madonna of the Seven Moons," in which Miss Calvert has the title role, is a Gainsborough picture directed by Arthur Crabtree.



# Patricia Roc Co-Starred in Graphic New Film Chronicle of Woman with Two Souls

## Young Actress Scores in 'Madonna of Seven Moons'

(Current)

Although she has been a film star for several years, American audiences are just beginning to hear of pretty, brunette Patricia Roc. The reason for this is that until recently Pat's talents were devoted exclusively to British films—one of which, "Madonna of the Seven Moons," now is playing at the Theatre.

Unlike Hollywood producers, British film makers rarely ballyhoo either their stars or pictures with the usual Yankee fanfare. They follow a policy of letting the public discover for itself whether or not it likes a star or film.

Hence it wasn't until Miss Roc came to Universal Studio in Hollywood to play one of the leads in Walter Wanger's "Canyon Passage," that American moviegoers began to talk about her.

### Role Is Important

Miss Roc, who is co-starred with Stewart Granger and Phyllis Calvert in "Madonna of the Seven Moons," was born in London. Her father is a naturalized Dutchman. Patricia was educated in London and Paris and trained at the Royal Academy of Dramatic Art. At the beginning of 1937 she appeared at the Ambassador Theatre in "Nuts and May" and, as a result, was taken to the Joinville Studios in Paris for a film test. Her first film was "Rebel Son" with Harry Bauer, and among her other films are included "The Gaunt Stranger," "Missing People," "A Window in London," "Let the People Sing," "Millions Like Us," "2,000 Women," "Love Story," and "Madonna of the Seven Moons."

Patricia is married to a doctor. She is a keen outdoor girl and fond of riding, swimming and ice-skating. Her indoor hobbies are painting and cooking. In appearance the young star is slender, dark, with very blue eyes and an engaging smile.

"Madonna of the Seven Moons,"

## Star Portrays 2 Women in Drama

(Current)

The two unforgettable characters in the Margery Lawrence novel, "Madonna of the Seven Moons," are portrayed by Phyllis Calvert in the Universal release of the same name which is now at the Theatre. The first character is Maddalena, respected and deeply religious wife of Guiseppe Labardi, a wealthy Italian merchant. The second is that of Rosanna, an identity Maddalena assumes when she leaves home suffering from loss of memory.

Rosanna is a wild, romantic, unprincipled girl involved with an Italian crook. The contrast between the two personalities and the rich colorful background of Florence in carnival time, provide Miss Calvert with the finest role of her career. "Madonna of the Seven Moons," a Gainsborough picture, was directed by Arthur Crabtree.

adapted from the novel by Margery Lawrence, was directed by Arthur Crabtree. The Gainsborough picture is a Universal release and Maurice Ostrer was in charge of production.



MADONNA OF THE SEVEN MOONS (1A)  
ACCLAIMED for her spectacular success in the Universal release, "Madonna of the Seven Moons," is Phyllis Calvert, famous British star.

## FACTUAL LOVE MALADY BASIS OF FILM STORY

(Advance)

"Madonna of the Seven Moons," latest Gainsborough picture starring Phyllis Calvert, Stewart Granger and Patricia Roc, is the first film to introduce a woman suffering from schizophrenia, or dual personality, as its central character. Based upon a factual case as it is, the film is likely to arouse great interest and discussion both in the medical profession and the general public. Directed by Arthur Crabtree, the production is released by Universal and comes to the Theatre.

The study of this disease from which Maddalena, the heroine of "Madonna of the Seven Moons," suffers has advanced considerably in recent years and doctors generally claim that many people hitherto considered to be criminally inclined are in fact suffering from dual personality.

### Examples Cited

When, however, the affliction is shown in its more serious form, as in the case of Robert Louis Stevenson's famous story of Dr. Jekyll and Mr. Hyde, and in the case of Maddalena, the Italian girl round whom "Madonna of the Seven Moons" revolves, it is found that the person concerned is usually completely unaware of the second personality and can pass from one to another without knowledge of the change. The disease is very often brought on by severe injury, great mental or physical suffering or some powerful shock. So Maddalena, in the new Gainsborough film, is able to change from the stately, religious wife and mother to the romantic, hot-blooded mistress of an Italian thief with no recollection in her mind of her other self when once the change is made.

Adapted from the novel of the same name by Margery Lawrence, "Madonna of the Seven Moons" was produced by R. J. Minney. Roland Pertwee wrote the screenplay and Maurice Ostrer was in charge of production.



MADONNA OF THE SEVEN MOONS (2C)

VIVACIOUS PATRICIA ROC is co-starred with Phyllis Calvert and Stewart Granger in the new Universal release, "Madonna of the Seven Moons."

## Star Studies Psychiatry To Perfect Screen Role

(Advance)

Phyllis Calvert, who stars in the Universal release, "Madonna of the Seven Moons," currently at the Theatre, takes her work as seriously as any actress on the screen.

When she learned she would portray a woman suffering from schizophrenia — dual personality — in "Madonna Of The Seven Moons," Phyllis spent a month of research on the subject and another two months making daily trips to a psychiatric institution to study cases involving psychoses, including schizophrenia, paranoia and the various neuroses.

### LEARNS ABOUT HITLER

One of the most interesting cases she studied was of Adolf Hitler, who was a paranoiac—a person who feels that the entire world is against him. Medical records of the case, discovered in Germany, were put at her disposal to help her studies.

Miss Calvert's role in the arresting new film is considered her best. The star appears as two distinctly opposite characters.

The fascinating and unusual story was adapted for the screen from Margery Lawrence's novel which deals with the case history of a mentally afflicted Italian girl. Roland Pertwee authored the brilliant screenplay, said to be a masterpiece of cinema writing.

Stewart Granger and Patricia Roc are Miss Calvert's co-stars in "Madonna of the Seven Moons." The Gainsborough picture was directed by Arthur Crabtree.



MADONNA OF THE SEVEN MOONS (1H)

SENSATIONAL is the performance of lovely Phyllis Calvert who portrays two distinctly different women in the Universal release, "Madonna of the Seven Moons," in which she is co-starred with Stewart Granger and Patricia Roc. The sensationally daring new Gainsborough picture was directed by Arthur Crabtree.



MADONNA OF THE SEVEN MOONS (1D)

TALENTED JEAN KENT appears prominently in the provocative and fascinating new Universal release, "Madonna of the Seven Moons."

## Injury Leads To Success in Films

(Current)

Jean Kent, who has a prominent role in the Universal release, "Madonna Of The Seven Moons," now at the Theatre, obtained her first stage break because her mother suffered a serious accident.

Jean's mother, a ballet star, was appearing at the Theater Royal at Bath, England, when she tore a ligament in her leg. Jean, only twelve years old, took over the spot and completed the tour successfully.

Jean has a leading part with co-stars Phyllis Calvert, Stewart Granger and Patricia Roc in "Madonna of the Seven Moons" which is a Gainsborough picture.

Other cinema notables in the large cast include Peter Glenville, John Stuart, Nancy Price and Reginald Tate. Roland Pertwee wrote the convincing screenplay for the film which is based on Margery Lawrence's novel of the same title. Arthur Crabtree directed and Maurice Ostrer was in charge of production.



# SHOWMANSHIP

## HAUNTING VOICE

This is a stunt which can be worked in conjunction with the showing of your trailer. Get a girl, preferably one who has had radio experience, to make a record for you in a haunting, mysterious voice, of the following copy . . . I AM THE MADONNA OF THE SEVEN MOONS, MEET ME HERE NEXT FRIDAY! . . . that's all. This record can be played just before you start your trailer. Give it plenty of volume so that it is effective. It is important that the moment the voice ceases, you put your trailer on immediately. The two things should be closely connected to be effective.

## "SCHIZOPHRENIA"

Start word-of-mouth advertising weeks in advance of your showing by planting this one word "Schizophrenia" (meaning split-mind or dual-personality). It is the basis of the story of "Madonna of the Seven Moons." Plant it in radio quiz programs, personal columns, want ads and hand bills. The word will open avenues for discussion and appeal to the great feminine characteristic . . . curiosity. Run ad just before opening offering to prove a case of "Schizophrenia" in "Madonna of the Seven Moons."

## 'SOCKO' LOBBY BOARD

Build this interesting "7 PHASES OF ROMANCE" cut-out lobby set-piece for advance display. Two planes are necessary the first being a large silver questionmark (as shown) with each "phase" of the moon and a cut-out hole for each, through which still can be seen. The back plane carries star heads and billing. Six arrows, pointing to stills, are labeled, Womanhood, Home, Husband, Motherhood, Lover and Rival. The seventh, labeled Fate, points to another question mark.



## STREET BALLY STUNT



Here is a good street ballyhoo that should cause plenty of comment. Idea is to convey the phenomenal dual personality (Schizophrenia) which is the basis of the plot of "MADONNA OF THE SEVEN MOONS."

You can get the idea over by dressing a woman in a fashionable

gown in front and a gypsy costume in back or vice-versa . . . and showing her with two different faces! This is accomplished with masks, one of which is the face of a beautiful, refined woman, the other the face of a wild, but striking Gypsy type. One of the masks is worn over the face in the normal manner and the other attached to the back of the head! There should be some resemblance in the masks, altho' this is not absolutely necessary. It should be a comparatively simple matter to locate someone in your city who makes masks as a hobby, an ad in the newspaper will probably bring you several of them. Important thing to bear in mind is to have the masks well done. A cheap, amateurish attempt will only succeed in defeating the idea you are trying to put over.

Several days prior to your opening have the woman walk your busy thoroughfares with a sign on her back which reads . . .

"I AM A VICTIM OF SCHIZOPHRENIA (DUAL PERSONALITY). FOR THE MOST AMAZING ADVENTURE YOU'VE EVER HAD! FOLLOW ME TO 'MADONNA OF THE SEVEN MOONS' AT THE RIVOLI."

## 7 MOON EARRINGS

Here's a Jewelry tie-up that should mean good window and counter displays on the picture in addition to ad tie-ups in your local newspapers. The item is, and should be featured as, the "Madonna of the Seven Moons" Earrings. Contact the distributors early for the name of your local dealers. One and two column mats of still number 40, shown in the illustration, are available for your use. Contact, LERICK, INC., 302 Fifth Ave., New York City.



## YOUR 'MOON' TEASERS

Plug the title with this set of 5 teaser ads. Also have them reproduced as Display Cards for your lobby and stair cases for a couple of weeks before your playdates. Order the set early from your local National Screen Service Exchange. Ask for Exploitation mat MSM. No. 1. (two are illustrated on next page)



MSM T.3



MSM T.4



MSM T.5

## MEDICAL PROFESSION

"MADONNA OF THE SEVEN MOONS" has as its central character, a woman who is a victim of SCHIZOPHRENIA. This will be of special interest to every medical man in your town. Let them know about it with a letter which comes from the manager of the theatre. You can easily obtain a mailing list from the classified telephone directory. Here is a sample letter which can be used as is, or it can be changed to suit your locality.

Dear Doctor:—

As a medical man, you will, I believe, be interested to learn that a case of the rare, but not unknown, disease called SCHIZOPHRENIA is about to appear in Blanktown! Yes, soon a woman will be stricken with this strange malady . . . and nothing anyone, not even you, can do will relieve her . . .

You will find her case history to be one of the strangest and most exceptional ever to come to your attention. I am sure that when you know more about the victim of this amazing phenomena you will feel, as I do, that never before has a more sensational, nor a more convincing case history, been brought before the world! The victim is known as the "MADONNA OF THE SEVEN MOONS" and you can visit her at the Strand Theatre next Friday!

Very Sincerely Yours,

(Managers Signature)

Manager Strand Theatre.



# ACCESSORIES

## TEASE 'MOON' SYMBOL



MSM T.1

The Symbol, shown in the accompanying illustration, figures very prominently in the story, and is extremely important in the development of the plot. It should be used as the basis for an extensive teaser exploitation campaign which is outlined below.

From the drawing shown here, it will be a comparatively simple procedure for your sign shop to make up a stencil of the Seven Moons, which should be used to plaster the town with the Symbol. Get it on fences, abandoned bill boards, on telephone poles, on old buildings, and on the mirrors in your washrooms, in fact any place where it can be easily seen and read. This is the first step in the campaign and should be done three weeks in advance.

About two weeks ahead of your opening, stencil the Symbol on the windows of your box office, and on the glass in your display frames, both out front and in the lobby. Arrange for your cashier, and usherettes to wear silver painted cardboard cut-outs of the Symbol as brooches on their tunics and blouses. Make a deal with prominent stores around town for the privilege of having the Symbol stencilled on their windows, and for the use of small paper stickers, to be affixed to all packages.

A week in advance try and locate scrap pieces of linoleum from firms who handle this commodity, and have them cut up into various sizes and shapes. Stencil the Symbol, the picture title, and the opening date on each one of them. Scatter these pieces of linoleum around your lobby and let them stay there, they will help considerably in driving home the message that something unusual is coming to your theatre.

Three or four days ahead of your opening day, a second stencil which reads . . . MADONNA OF THE SEVEN MOONS . . . should be added to the first stencil of the Symbol which you have placed around the theatre. If you desire you can add the words . . . STARTS FRIDAY.

Day before opening send a man around town with stencilled pieces of linoleum, similar to those mentioned above, and have him drop them on the sidewalks of the main thoroughfares all over town.



MSM T.2

## FLASH 22x28



EIGHT 11x14s

WINDOW CARD



## OTHER LOBBYS

ORDER  
ALL  
ACCESSORIES  
FROM YOUR  
LOCAL  
NATIONAL  
SCREEN  
SERVICE  
EXCHANGE



14 x 36

DISPLAY  
YOUR  
TRAILER  
EARLY

## 6x9 HERALD

ORDER THROUGH YOUR LOCAL  
NATIONAL SCREEN SERVICE

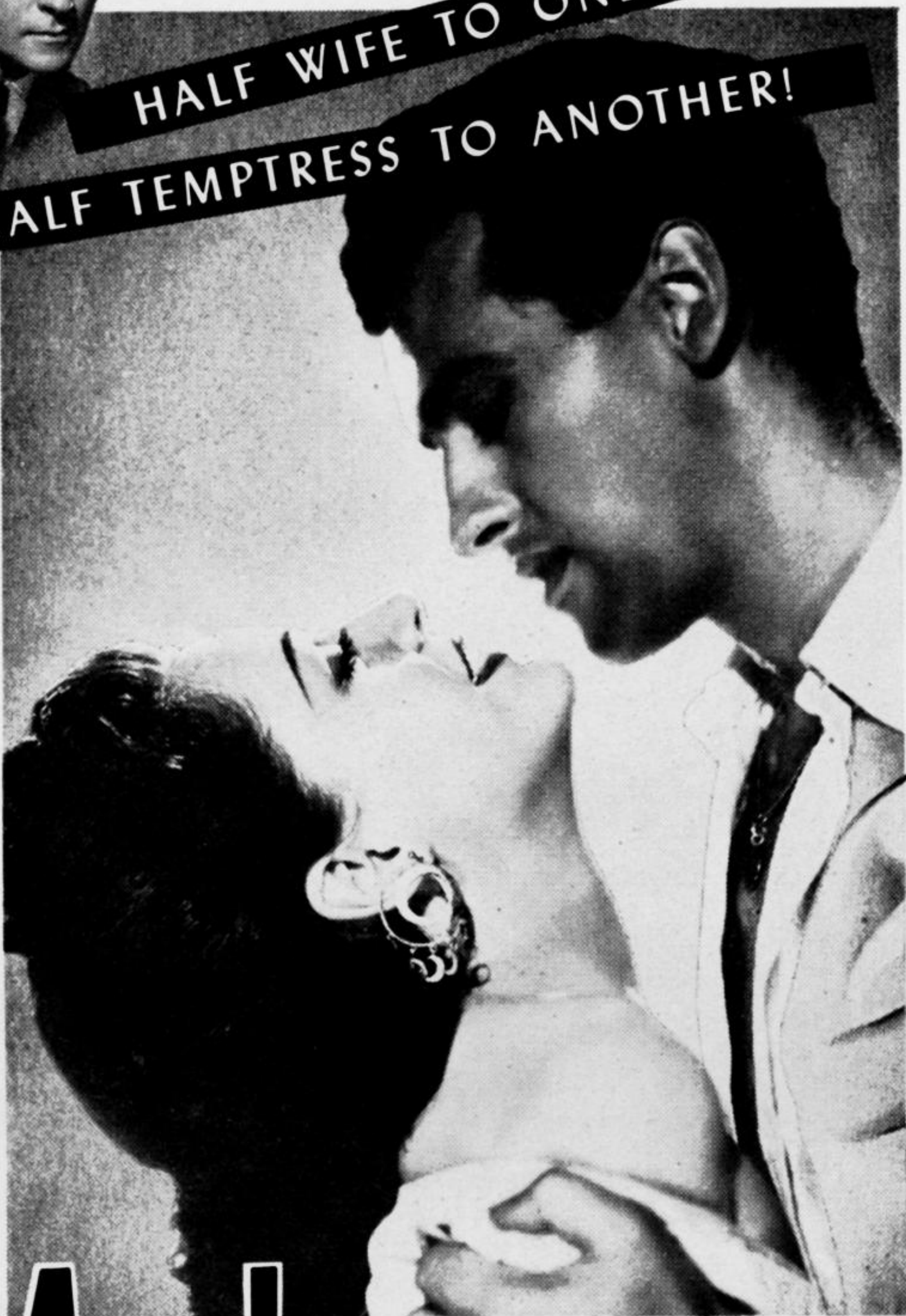


46/488





HALF WIFE TO ONE MAN...  
HALF TEMPTRESS TO ANOTHER!



The Year's  
Strangest, Most  
Absorbing  
Drama!



GAINSBOROUGH  
PICTURES LTD.,  
Presents

# Madonna of the Seven Moons



From the Novel by  
Margery Lawrence

*Starring*

PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

401

Ad No. 401—4 Col. Mat  
Page A



ONE WOMAN... Living  
Two Kinds  
of Love!

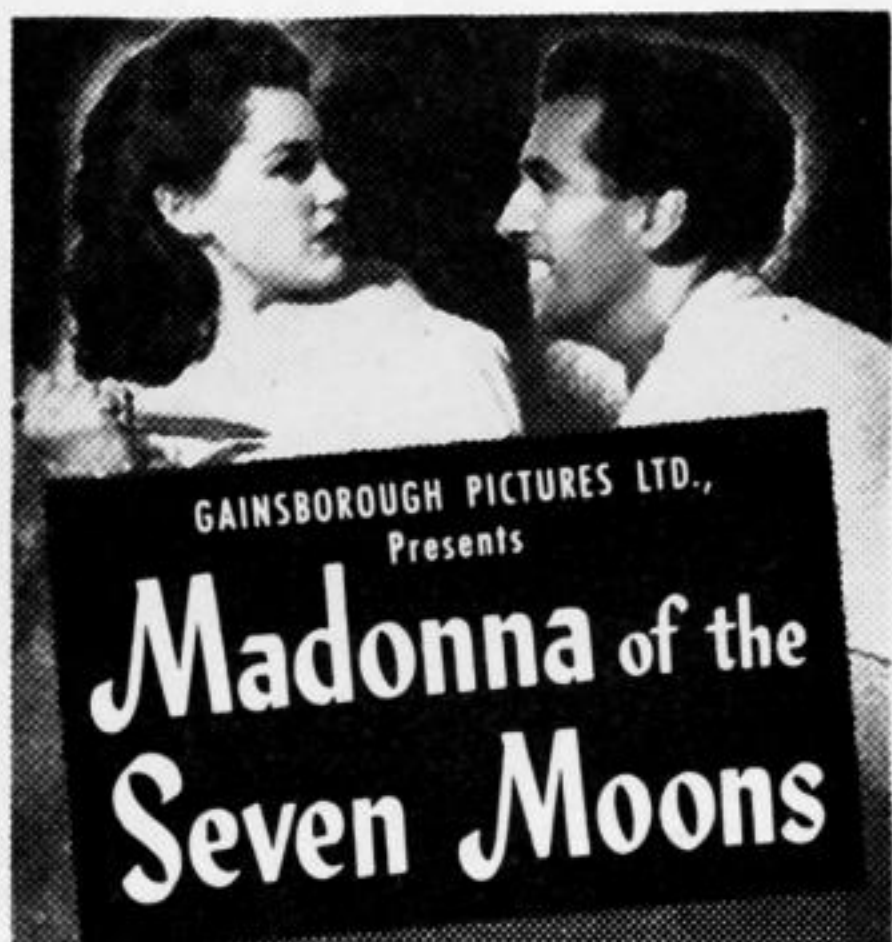
GAINSBOROUGH  
PICTURES LTD.,  
Presents

## Madonna of the Seven Moons

Starring PHYLLIS CALVERT  
STEWART GRANGER  
PATRICIA ROC  
with PETER GLENVILLE  
JOHN STUART NANCY PRICE

A GAINSBOROUGH PICTURE 107  
A UNIVERSAL RELEASE

Ad No. 107—1 Col. Mat



GAINSBOROUGH PICTURES LTD.,  
Presents  
**Madonna of the  
Seven Moons**

Starring  
PHYLLIS CALVERT STEWART GRANGER  
PATRICIA ROC with PETER GLENVILLE JOHN STUART

A GAINSBOROUGH PICTURE 105  
A UNIVERSAL RELEASE

Ad No. 105—1 Col. Mat



GAINSBOROUGH PICTURES LTD  
Presents  
**Madonna  
of the  
Seven  
Moons**

Starring PHYLLIS CALVERT STEWART GRANGER  
PATRICIA ROC with PETER GLENVILLE JOHN STUART  
A GAINSBOROUGH PICTURE A UNIVERSAL RELEASE

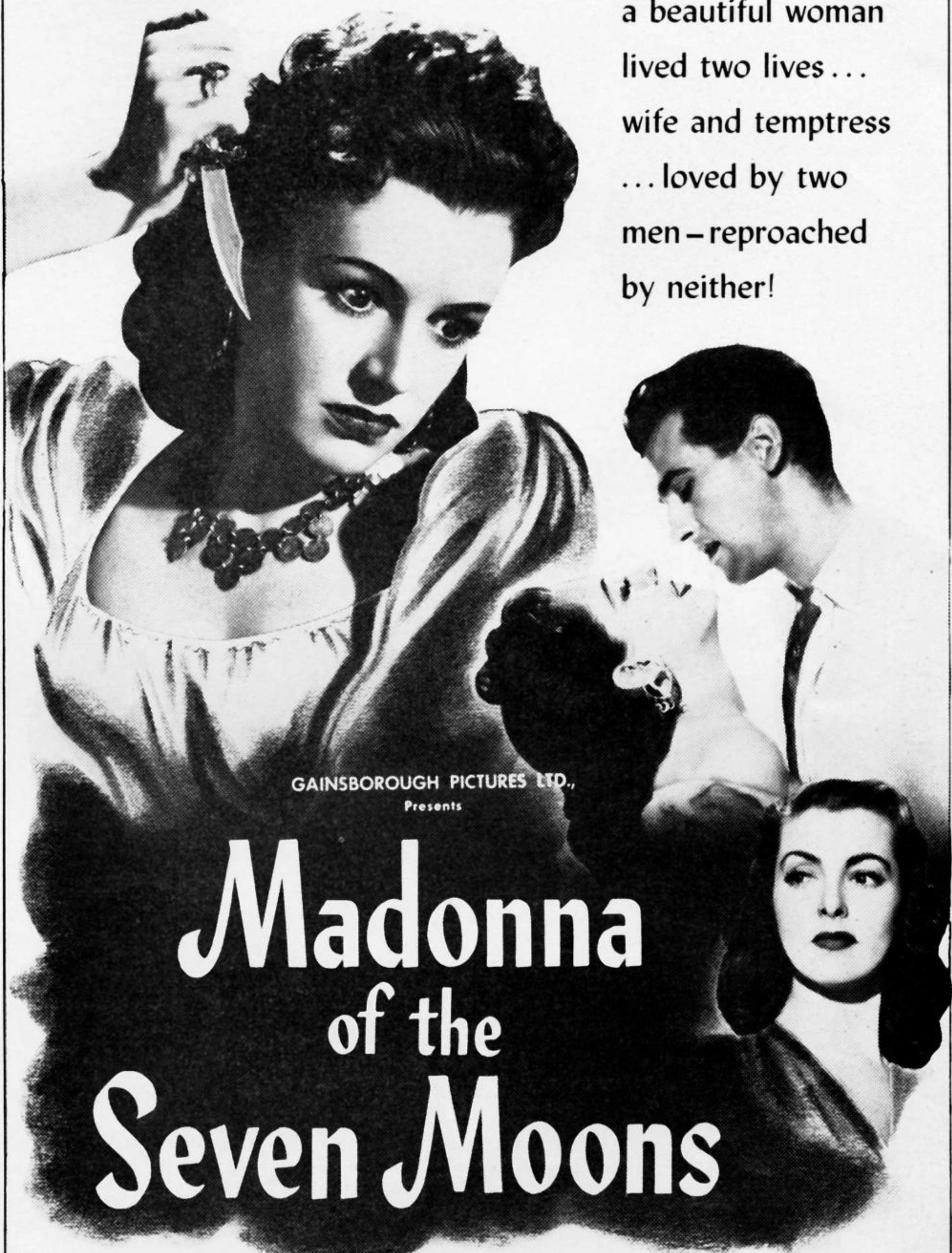
104

Ad No. 104—1 Col. Mat



Under the Spell of  
this Strange Symbol...

a beautiful woman  
lived two lives...  
wife and temptress  
...loved by two  
men—reproached  
by neither!



GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

Starring

PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
with PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing • Produced by R. J. Minney  
In Charge of Production: Maurice Ostrer • A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 303—3 Col. Mat

303

Page B



ONE WOMAN... Living  
Two Kinds  
of Love!



GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

Starring PHYLIS CALVERT  
STEWART GRANGER  
PATRICIA ROC  
with PETER GLENVILLE  
JOHN STUART NANCY PRICE  
REGINALD TATE JEAN KENT

From the Novel by Margery Lawrence  
A GAINSBOROUGH PICTURE  
A UNIVERSAL RELEASE 108  
Ad No. 108—1 Col. Mat



The year's  
strangest,  
most  
absorbing  
drama!

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

Starring  
PHYLIS CALVERT STEWART GRANGER  
PATRICIA ROC  
with PETER GLENVILLE JOHN STUART NANCY PRICE

A GAINSBOROUGH PICTURE 106  
A UNIVERSAL RELEASE  
Ad. No. 106—1 Col. Mat

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

Starring  
PHYLIS CALVERT STEWART GRANGER  
PATRICIA ROC with PETER GLENVILLE JOHN STUART  
NANCY PRICE JEAN KENT REGINALD TATE

A GAINSBOROUGH PICTURE 103  
A UNIVERSAL RELEASE  
Ad No. 103—1 Col. Mat

IN THIS BEAUTIFUL BODY...  
lived TWO Women!

FIERY TEMPTRESS...

RESPECTED WIFE!



GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

Starring  
Phyllis CALVERT Stewart GRANGER Patricia ROC  
with PETER GLENVILLE JOHN STUART NANCY PRICE  
REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 304—3 Col. Mat

Page C

304



*One Woman...  
Living Two  
Kinds of Love...*

**THE YEAR'S STRANGEST, MOST ABSORBING DRAMA!**

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

*From the Novel  
by Margery  
Lawrence*

starring **PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC**  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 205—2 Col. Mat

205

GAINSBOROUGH PICTURES LTD., Presents

# Madonna of the Seven Moons

*From the Novel by Margery Lawrence*

Starring **PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC**  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 202—2 Col. Mat

202

WINCHELL says: "...TAUT AND THROBBING DRAMA."

GAINSBOROUGH PICTURES LTD., Presents

# Madonna of the Seven Moons

Starring **PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC**

A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 201—2 Col. Mat

201

**SHACKLED...**  
to one man  
by marriage...

**ENSLAVED...**  
by another's  
LOVE!

It opens the door  
to a woman's  
deepest emotions!

GAINSBOROUGH PICTURES LTD.  
Presents

# Madonna of the Seven Moons

*From the Novel by Margery Lawrence*

starring  
**PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC**  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE


Ad No. 302—3 Col. Mat

302

Page D



HALF WIFE  
TO ONE MAN...  
HALF TEMPTRESS  
TO ANOTHER...



GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

*From the Novel by Margery Lawrence*

*Starring* PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE  
JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee  
Directed by Arthur Crabtree  
Associate Producer: R. E. Dearing  
Produced by R. J. Minney  
In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE  
A UNIVERSAL RELEASE 109  
Ad No. 109—1 Col. Mat

UNDER THE SPELL OF THIS STRANGE  SYMBOL...



a beautiful woman lived  
two lives...wife and  
temptress...loved by two  
men—reproached by neither!

GAINSBOROUGH  
PICTURES LTD.  
Presents

# Madonna of the Seven Moons

*From the Novel by Margery Lawrence*

*Starring*  
PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee · Directed by Arthur Crabtree · Associate Producer: R. E. Dearing · Produced by R. J. Minney  
In Charge of Production: Maurice Ostrer · A GAINSBOROUGH PICTURE · A UNIVERSAL RELEASE

Ad No. 301—3 Col. Mat

301

SHACKLED...  
to One Man  
by Marriage...

ENSLAVED...  
by Another's  
LOVE!



GAINSBOROUGH  
PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

*starring* PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

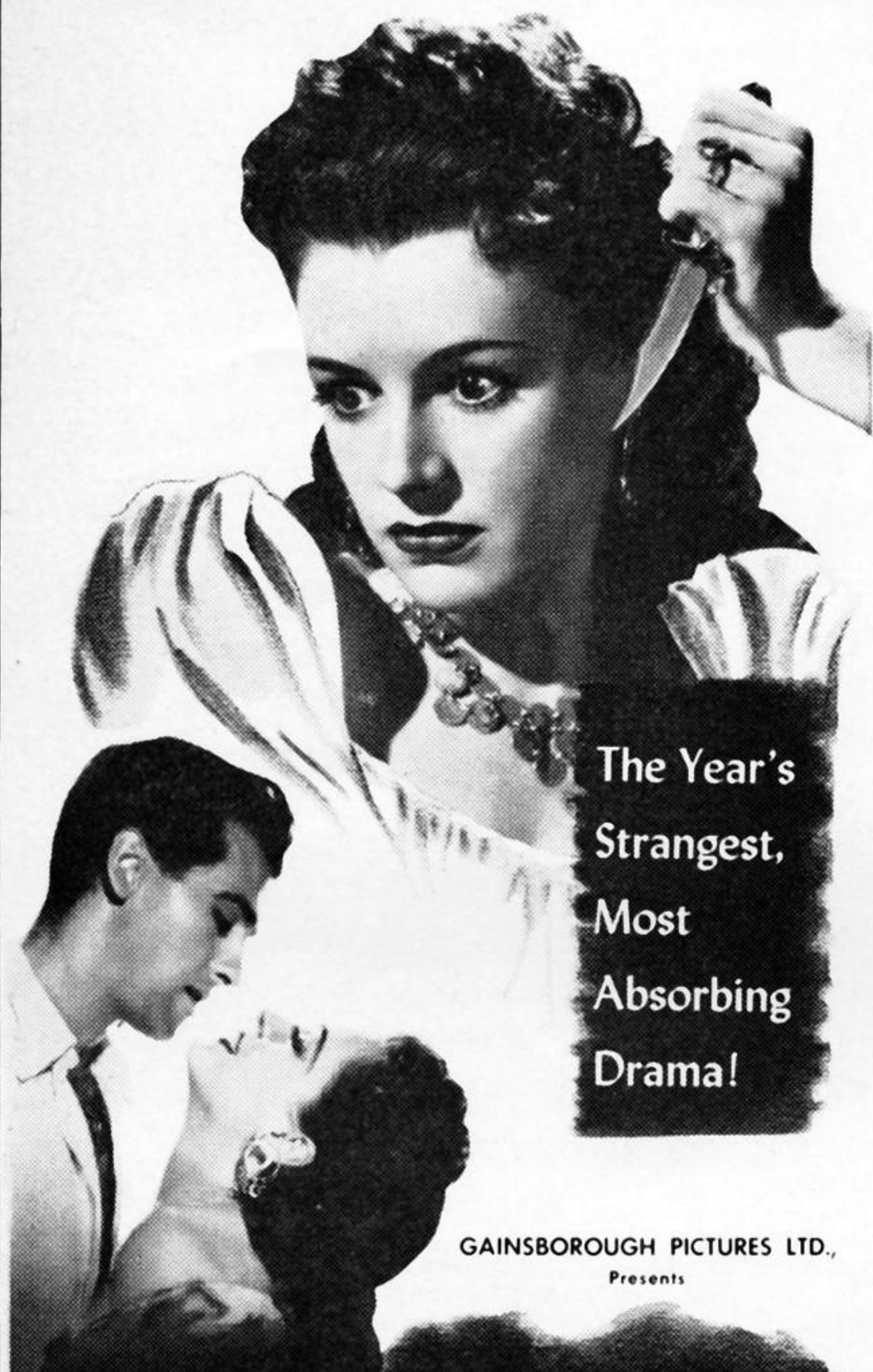
A GAINSBOROUGH PICTURE · A UNIVERSAL RELEASE

204

Ad No. 204—2 Col. Mat



*One Woman....* Living Two Kinds  
of Love... Loving Two Kinds of Men!



The Year's  
Strangest,  
Most  
Absorbing  
Drama!

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

*Starring* PHYLLIS CALVERT STEWART GRANGER  
PATRICIA ROC *with* PETER GLENVILLE JOHN STUART  
NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

209

Ad No. 209—2 Col. Mat

HALF WIFE to one man...  
HALF TEMPTRESS  
to another!



WALTER WINCHELL says:  
"...taut and throbbing drama."

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

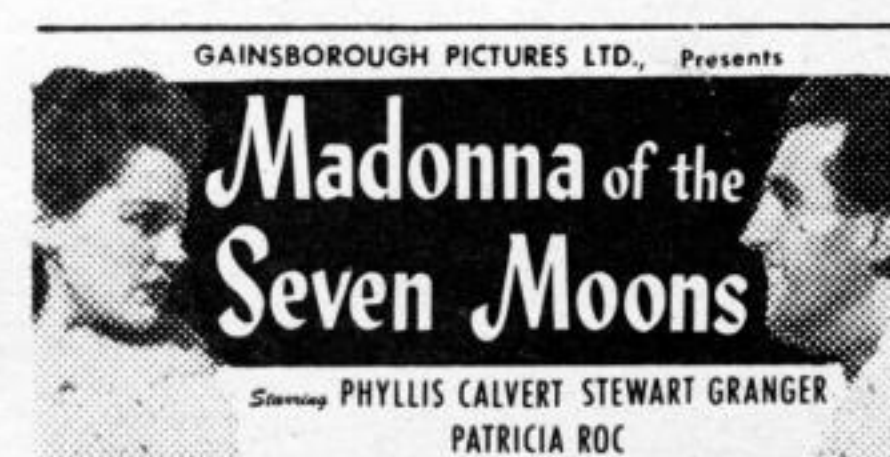
From the Novel by Margery Lawrence

*Starring*

PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing 208  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 208—2 Col. Mat



A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

102

Ad No. 102—1 Col. Mat



**SHACKLED...** to One Man  
by Marriage...

**ENSLAVED...** by Another's  
LOVE!

It opens the door  
to a woman's  
deepest emotions!

Walter Winchell says:  
"...taut and  
throbbing drama."

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

*Starring* PHYLLIS CALVERT STEWART GRANGER  
PATRICIA ROC *with* PETER GLENVILLE JOHN STUART  
NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing 206  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

Ad No. 206—2 Col. Mat

WINCHELL says: "...TAUT AND THROBBING DRAMA."

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

*Starring*  
PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

203

Ad No. 203—2 Col. Mat

IN THIS  
BEAUTIFUL BODY  
lived TWO Women!

FIERY TEMPTRESS!

RESPECTED WIFE!

The strangest drama  
that ever stepped from  
the broken shackles  
of a woman's soul!

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

From the Novel by Margery Lawrence

*Starring*  
PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
*with* PETER GLENVILLE JOHN STUART NANCY PRICE REGINALD TATE JEAN KENT

Screenplay by Roland Pertwee • Directed by Arthur Crabtree • Associate Producer: R. E. Dearing  
Produced by R. J. Minney • In Charge of Production: Maurice Ostrer  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE 207

Ad No. 207—2 Col. Mat

GAINSBOROUGH PICTURES LTD.,  
Presents

# Madonna of the Seven Moons

*Starring* PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC  
A GAINSBOROUGH PICTURE • A UNIVERSAL RELEASE

101

Ad No. 101—1 Col. Mat



# SPECIAL ADVERTISING STILLS

Six 8x10 photos of the key art use in this pressbook ad campaign. Excellent material for making lobbies, blow-ups, and special ads. Available at your National Screen Service branch.



## Madonna of the Seven Moons

GAINSBOROUGH PICTURES LTD.,  
Presents  
**Madonna of the  
Seven Moons**

From the Novel by Margery Lawrence

Starring **PHYLLIS CALVERT STEWART GRANGER**  
**PATRICIA ROC** with **PETER GLENVILLE JOHN STUART**  
**NANCY PRICE REGINALD TATE JEAN KENT**



**HELD  
OVER!**

## Madonna of the Seven Moons

Starring  
**PHYLLIS CALVERT STEWART GRANGER**  
**PATRICIA ROC**  
with **PETER GLENVILLE JOHN STUART NANCY PRICE**

GAINSBOROUGH PICTURES LTD., Presents  
**Madonna of the Seven Moons**  
Starring **PHYLLIS CALVERT STEWART GRANGER PATRICIA ROC**



16 p # 25126

# POSTERS



**TWENTY-FOUR SHEET**

COLOR DESCRIPTION: Figures in full color on blue background. Title in yellow. Cast names in white. Display lines in red on yellow.



**SIX SHEET**



**ONE SHEET**



**THREE SHEET**

ORDER ALL ACCESSORIES FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE