THE TURBULENT STORY OF AN EMPIRE AFLAME!

Medea de Novara

in

CARLOTTA
The Mad Empress

with

CONRAD NAGEL
LIONEL ATWILL
DUNCAN RENALDO

PRODUCED AND DIRECTED BY
MIGUEL CONTRERAS TORRES

CAMPAIGN SHEET

A RENOWN (HOLLYWOOD) PRODUCTION
RENOWN PICTURES
CORPORATION LIMITED
54-58 WARDOUR STREET, LONDON, W. 1

presents

MEDEA DE NOVARA

as

CARLOTTA
THE MAD EMPRESS

with

CONRAD NAGEL ★ LIONEL ATWILL ★ DUNCAN RENALDO

LENGTH 6450 ft. RUNNING TIME 72 mins. CERT. 'U' REGD. No.

THE STORY

In an attempt to found a new empire across the seas, Napoleon the Third offers the throne of Mexico to Ferdinand Maximilian, brother of Emperor Francis Joseph of Austria, and his wife, Carlotta, daughter of King Leopold of the Belgians.

To the innocent, royal romanticists the prospects of this adventure prove irresistable. They leave Europe and set forth to become Emperor and Empress of Mexico, little realising the appalling fate in store for them.

In the splendour and magnificence of their palace in the capital, the royal couple declare their determination to govern wisely and justly.

But there is revolution in the air, and it soon becomes clear to Maximilian and Carlotta that their presence, and that of Napoleon's troops on Mexican soil, is bitterly resented by a large proportion of the people.

As revolt breaks out and spreads the threat to the throne increases rapidly.

Then suddenly comes a thunderbolt. Napoleon, as a result of increasing commitments in Europe, is forced to recall his troops from Mexico. He orders Maximilian and Carlotta to return with them.

When Napoleon rejects Maximilian's appeal against this decision, Carlotta herself goes to Europe in a vain attempt to plead their cause. She even visits the Vatican to ask the Pope to use his influence.

Failure to achieve her mission, and realisation of the fate which must await her beloved husband in Mexico, brings Carlotta to madness.

Meantime, Maximilian, with all the loyal Mexican troops he can raise, decides to stake everything on one battle with the revolutionists.

The result is a decisive victory for the latter. Maximilian himself is made prisoner and shot. He goes to his death with the name of Carlotta on his lips.

THE CAST

Empress Carlotta..............................................MEDEA DE NOVARA
Emperor Maximilian........................................CONRAD NAGEL
Marshal Bazaine..............................................LIONEL ATWILL
Emperor Napoleon the Third..............................Guy Base: Post Empress Eugenie...........................................Evelyn Brent
Colonel Lopez..................................................Duncan Renaldo
President Abraham Lincoln..............................Frank McGlynn, Sr.

Produced and Directed by
Miguel Contreras
TORRES
A Renown (Hollywood) Production

FOREWORD

Truth, it has been said, is stranger than fiction. "Carlotta, The Mad Empress" is a film which supports the saying to the hilt.

For here is a picture which tells the story of one of the strangest chapters in history—the story of an adventure which began gaily and happily and ended in tragedy and death.

The story of Maximilian and his wife, Carlotta, made Emperor and Empress of Mexico by Napoleon the Third in his ill-fated bid to found an empire across the Atlantic, has been the subject of dozens of books.

The film has been brought to the screen with dignity and dazzling lavishness of setting. It is a powerful, romantic love story, packed with drama and excitement, and beautifully acted by a superb cast.
A STORY OF TERRIFIC DRAMATIC INTENSITY!

THE STORY OF A ROYAL BEAUTY WHO WAS BROUGHT TO MADNESS!

Only matched in the splendour and magnificence of its settings by the strangeness and dramatic intensity of the story it tells, "Carlotta, The Mad Empress" is a film of fascinating interest and outstanding entertainment value.

Starring the beautiful Meade De Novara, this new Renown (Hollywood) Production, produced and directed by M. C. Torres, tells the amazing story of Ferdinand Maximilian and his wife, Carlotta, whom Napoleon the Third made Emperor and Empress of Mexico, in a fantastic attempt to found an empire overseas.

What a glorious future was spread before the royal couple! In romantic Mexico a great people is crying for an Emperor, to give them good government and to end revolution.

Guarded by Napoleon’s troops, Maximilian and Carlotta will be able to govern as they were born to govern! Thus begins an adventure which brings Maximilian to the firing squad and Carlotta to madness.

"Carlotta, The Mad Empress" tells brilliantly the whole extraordinary story. It is a tale compounded of passion and romantic dreams, of the intrigues of kings and sudden death.

In addition to Meade de Novara, who gives a touching and faithful portrait of the ill-fated Carlotta, the film presents a fine cast of players, all carefully selected on the basis of ability and physical resemblance to the historical personages they portray.

As the Emperor Maximilian, Conrad Nagel gives a first-rate portrayal of a kindly, sympathetic, high-minded man determined to bring peace and unity to revolution-corn Mexico, but misunderstood, betrayed, and finally sent to his death.

His military chief, Marshal Bazaine, is robustly played by Lionel Atwill. Others in the cast are Guy Bates Post as Napoleon the Third, Evelyn Brent as the Empress Eugenie, Duncan Renaldo as Colonel Lopez, and Frank McGlynn, Sr., as Abraham Lincoln.

The climactic battle scenes have been filmed on a spectacular scale. Indeed, the entire production has been made with an eye to lavish and dazzling background.

TENSE DRAMA AND SPECTACULAR BATTLE SCENES IN NEW FILM!

A powerful and romantic love story, told against a background of dazzling brilliance, is presented in "Carlotta, The Mad Empress," showing at the Cinema next/this week.

All the more remarkable because it happens to be a true story—the story of an Emperor and Empress brought, respectively, to violent death and madness—the picture stars the poignantly beautiful Meade De Novara. She is supported by a strong cast headed by Conrad Nagel, Lionel Atwill, and Duncan Renaldo.

"Carlotta, The Mad Empress," is the story of the Emperor Maximilian and Empress Carlotta of Mexico who find themselves pawns of Napoleon the Third in his amazing attempt to found an empire in central America in the 19th century.

Napoleon outlines a glorious future for the royal couple in romantic Mexico. There they are to live in splendour in the magnificent palace of Chapultepec, guarded by Napoleon’s soldiers who already hold the country captive.

To the royal romanticists it is a dazzling prospect. And thus begins an adventure which ends in tragedy and death.

Produced against opulent, lavish backgrounds, "Carlotta, The Mad Empress" is packed with exciting and dramatic incident and action. In the realistic battle scenes which provide the climax of the story, the film rises to heights of excitement rarely achieved on the screen. These battle scenes are bitter, spectacular.

As Carlotta, the gentle, loving royal beauty doomed to madness, Meade De Novara gives a memorable performance. No less moving and sincere is Conrad Nagel as her husband, the ill-fated Emperor Maximilian whose earnest efforts to bring about peace and unity in a country aflame with revolt, result in his death before a firing squad.

Other outstanding performances are given by Lionel Atwill as Marshal Bazaine; Guy Bates Post as Napoleon the Third; Evelyn Brent as the Empress Eugenie; Duncan Renaldo as Colonel Lopez; and Frank McGlynn, Sr., as Abraham Lincoln.

"Carlotta, The Mad Empress," beautifully produced and directed by M. C. Torres, is a film you should not miss.

WOMEN WILL FIND "CARLOTTA" OF PARTICULAR INTEREST

Women filmgoers will be specially interested in "Carlotta, The Mad Empress," the powerful new drama at the......cinema. In the first place it tells the remarkable story—a true story at that—of a woman’s devotion to her husband and of the madness which strikes her when she fails in her attempt to save him from a terrible fate.

Secondly, Meade de Novara, in the title role of Carlotta, wears a number of wonderful dresses. Some of them are literally breathtaking in their richness and loveliness. The film itself is lavishly mounted, with dazzling settings, and opulent, exotic backgrounds.

Meade de Novara herself is one of the screen’s most beautiful women, and she gives a compelling performance in a film which women audiences will love.

The film tells the amazing true story of Maximilian and Carlotta, whom Napoleon III made Emperor and Empress of Mexico in his mad gamble to found an empire across the seas. But when they arrive in Mexico they find themselves in a country torn by revolution. The royal court is a hot-bed of intrigue. The very soil itself is blood-drenched.

The courage of Maximilian and Carlotta in these circumstances is strikingly shown. And the battle scenes which form the climax are exciting and spectacular. The film was directed by M. C. Torres against an authentic Mexican background.

EXPLOITIPS

GOWN SHOPS: Carlotta of Mexico, whose dramatic story is told in "Carlotta, The Mad Empress," has been rated the best-dressed Empress in history.

Beautiful Meade de Novara, who plays Carlotta, wears a number of beautifully gown in the film. Here is a chance to tie-up with high-class gown shops.

Use the line: CARLOTTA WAS THE BEST-DRESSED EMPRESS IN HISTORY. OUR DISPLAY OF THE LATEST EXCLUSIVE MODELS—THE BEST VALUE IN TOWN.

CLASSIFIED AD. STUNT: The name Carlotta is not a common one. Here’s a stunt that will arouse curiosity and interest. A week prior to playdate put an ad in the classified section of your local newspaper. Word it: IS YOUR NAME CARLOTTA? THE FIRST SIX/TWELVE LADIES WHOSE NAME IS CARLOTTA TO APPLY AT THE BOX-OFFICE OF THE...........CINEMA BEFORE (Day and Date) WILL HEAR SOMETHING TO THEIR ADVANTAGE.

Give guest tickets for "Carlotta, The Mad Empress." Then get your local paper to run a story of explanation, giving names of the successful Carlottas.
RENOWN PICTURES Presents
The Turbulent drama of an Empire aflame!

MEDEA de NOVARA in
"CARLOTTA
The Mad Empress"
with LIONEL ATWELL, CONRAD NAGEL
DUNCAN RENALDO

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She sacrificed her life and a throne to save the man she loved!
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The fantastic story of the greatest double-cross in history!
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They fought to save an empire . . . and their love!

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Showmen! Get behind this outstanding picture with extra advertising, publicity, and exploitation! For here is a subject which deserves special treatment—a tremendous drama, sumptuously mounted, a fascinating true story told with dignity and taste against a sweeping canvas.

It has drama, emotional conflict, a highly spectacular climax, and a deeply moving ending. Here, in short, is a film for audiences of all types.

But be sure to let your audiences know all about it well in advance. To this end use your screen (slides); use your newspapers, contact all local civic dignitaries, plug the picture through every avenue open to you.

It will pay dividends at your box-office.