Cartouche
A SHOWMANSHP CAMPAIGN FROM
THE SHOWMANSHP COMPANY
The Racy, Robust Story...

Jacques De Mandy (Richard Basehart), nobleman, gambler and swordsman, has been unjustly accused of murdering a prince and hunted ruthlessly by his enemies. He wants to get revenge and clear his name. Disguised, he crosses the frontier with a group of strolling players, among whom is the fascinating actress, Violante (Patricia Roc).

A trap set for Jacques by his deadly foe, Vaubranche, nephew of the murdered prince, fails through a romantic ruse by Violante.

Jacques wins the sympathy of the strolling players, joins their group and does actor's work. Although he wears a mask, and takes the name of "Cartouche," his outstanding sword style is recognized in a performance before the gentry, plunging him into a series of thrilling escapades.

With the help of Violante, Jacques learns that Vaubranche himself was guilty of murdering his uncle, the prince, in order to inherit his fortune.

In a dramatic climax, Jacques and Vaubranche have a thrilling duel to the death on the stage of a theatre. Jacques finally kills his hated accuser and is able to drop his assumed name and regain his rightful title—and the love of Violante.

The Lusty Men...Their Fiery Women

Jacques De Mandy ("Cartouche") ................................................. RICHARD BASEHART
Donna Violante .............................................................. PATRICIA ROC
Vaubranche ................................................................. MASSIMO SERATO
Marchese di Salpiere ...................................................... AKIM TAMIROFF
Lucilla ................................................................. ISA BARZIZZA
Pedante ................................................................. CESIO BERNARDI
Tiranno ............................................................... NINO MARCHETTI
Leandro ............................................................... ALDO DE FRANCHI
Capitan Spaventa ......................................................... VANDO TREE

Bringing the Picture to You...

Directed by ............................................................... STEVE SEKELY
Produced by .......................................................... JOHN NASHT
Screen Play by .......................................................... LOUIS STEVENS
Based on a treatment by ................................................... TULIO PINIELLI
Director of Photography .............................................. MASSIMO DALLAMANO
Musical Score by .......................................................... BRUCE MONTGOMERY
Musical Director .......................................................... PHILLIP MARTELL
Production designed by ........................................................ GIANCARLO BARTOLINI-SALIMBENI
Assistant to the Producer .............................................. ALLAN FURLAN
Production Manager ...................................................... VIERI RIGAZI
Assistant Director .......................................................... LUCIANO SACHBASTI
A VENTURINI-NASHT PRODUCTION

"HIDE IN MY CLOSET," lovely Patricia Roc tells the dashing adventurer, "Cartouche," in the RKO adventure drama of the same name at the Theatre. Richard Basehart, who plays "Cartouche," is trying to elude the police in this scene, after being falsely accused of murder.

"BEAUTIFUL ACTRESS," played by Patricia Roc, calmly faces a wrathful soldier in this scene from RKO's adventure drama, "Cartouche," now at the Theatre with Richard Basehart in the title role. Miss Roc plays one of a group of players who befriend Basehart, unjustly accused of murder.

SOME FANCY DUELING is engaged in by Richard Basehart, right, as the dashing "Cartouche," in the RKO movie of the same name at the Theatre. Beautiful Patricia Roc counters in this adventure drama, set in a fabulous era.

HELD AT BAY by the dashing "Cartouche," knife character of the RKO adventure drama at the Theatre, is Massimo Serato, cast as the villain of the piece. Richard Basehart stars as "Cartouche" and lovely Patricia Roc is co-starred.
ROBUST, ROMANTIC 'CARTOUCHE' EXCITING STORY OF AMAZING ERA

All the color and pageantry of the age of Louis XVI come to life in IKO's 'Cartouche,' which opened yesterday at the... Theatre.

Starting Richard Basehart and Patricia Roc, "Cartouche" is the exciting story of one of the most colorful and dramatic periods of France's history. The film is a thrilling adventure, alive with color and action, and is the perfect entertainment for a rainy evening.

"CARTOUCHE" (Adventure)

Richard Basehart, as the colorful adventurer, relates the story of the romance and intrigue that took place in France during the reign of Louis XVI. The film is a thrilling adventure, alive with color and action, and is the perfect entertainment for a rainy evening.

"CARTOUCHE" was photographed in France, and the beautiful scenes were shot in the famous studio of Pathé, the French film production company.

"CARTOUCHE" was directed by Richard Basehart and produced by Selig Poliwood. The movie stars Richard Basehart and Patricia Roc.

"CARTOUCHE" was photographed in France, and the beautiful scenes were shot in the famous studio of Pathé, the French film production company.

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The film is a thrilling adventure, alive with color and action, and is the perfect entertainment for a rainy evening.
MEN feared his sword...  
WOMEN feared his kiss!
the man who came back... with revenge in his heart!

RICHARD BASEHART  
PATRICIA ROC
in CARTOUCHE

Upstairs and downstairs and in my lady's boudoir... the finest swordsman in all the world IS NO STRANGER TO LOVE

RICHARD BASEHART  
PATRICIA ROC
in CARTOUCHE

MEN feared his sword...  
WOMEN feared his kiss!

RICHARD BASEHART  
PATRICIA ROC
in CARTOUCHE

MEN feared his sword...  
WOMEN feared his kiss!
Upstairs and downstairs and in my lady's boudoir...
the finest swordsman in all the world is no stranger to love!

JOHN NAHET PRESENTS
RICHARD BASEHART
PATRICIA ROC
in
CARTOUCHE

with
AKIM TAMIROFF
ISA BARZIZZA
and MASSIMO SERATO

Distributed by STEVE SEGAL
Directed by JOHN MANNY

MAD TUCO
1 col. x 71 lines (1/4 in. x 7/8 in.

man of mystery...man of courage...
WHO IS CARTOUCHE?

RICHARD BASEHART
PATRICIA ROC
in
CARTOUCHE

with AKIM TAMIROFF
ISA BARZIZZA
and MASSIMO SERATO

Distributed by STEVE SEGAL
Directed by JOHN MANNY

MAD TUCO
1 col. x 71 lines (1/4 in. x 7/8 in.

HELPLESS HENCHMAN of Akim Tamiroff faces the wrath of his boss in this scene from RKO's swashbuckling costume drama "Cartoouche," now at the Theatre. Richard Basehart as the daring swordsman known only as "Cartouche," co-stars with Patricia Roc.

MAD TUCO

THRILLING CLIMAX in RKO's adventure drama "Cartouche," at the Theatre, comes as Richard Basehart, right, disarms and outwits his villainous enemy played by Massimo Serato, left. Basehart plays the title role and gorgeous Patricia Roc co-stars with him.
WHO
IS CARTOUCHE?

a clowning actor in
a traveling troupe
a French nobleman
fleeing for his life
a servant in the
royal household
or the world’s most
daring swordsman

RICHARD BASEHART
PATRICIA ROC
in CARTOUCHE

with
AKSM TAMKOFF
ISA BARZIZZ and MASSIMO SERATO

Directed by STEVE BEARKY - Produced by JOHN NASSERT
Screen Play by IONA EVANS

MEN feared his sword.
WOMEN feared his kiss!

RICHARD BASEHART
PATRICIA ROC
in CARTOUCHE

with

MEN feared his sword.
WOMEN feared his kiss!
**Beauty Shops**

Promote "Cartouche" by tie-ins with beauty shops. A still or two of Patricia Roc illustrating the pom-pom-pour wig, accompanied by each copy as this, should do it:

"THE GLAMOROUS POMPADOUR...Inspired by the hair style of the 18th Century as seen in "Cartouche," this Romantic Adventure Film is Now Playing at the Hollywood Theatre."

**Pretty Girl**

This sure-fire idea will awaken interest in "Cartouche" all over town. Set a pretty girl in a pom-pom-pour wig and shawl to parading the main drag, carrying a board sign with copy such as this:

"GI SAYS..."CARTOUCHE"...Story of a Wicked Age and a Wonderful Romance! Set in Scenes of Splendor! Now Playing at the Hollywood Theatre."

**Perfume Tie-In**

Publicize "Cartouche" with a perfume tie-in at the local drug store. Set a glamorous still of Patricia Roc on the perfume counter, adding each copy as this:


**Drawing Contest**

Start a drawing contest. Always popular, in your local newspaper. Offer readers the opportunity to win a glamorous Eighteenth Century costume worn by the stars of "Cartouche." Offer prizes for the best entries, encourage originality by suggesting readers paste actual bits of fabric to figures of the stars. Have your paper's fashion editor be the judge.

**Make-Up Table**

Put a small mirrored dressing table in the lobby, with samples of Patricia Roc, and the aesthetic of a co-operating druggist. Involve patrons to sit down and try the cosmetics, comparing their lips or eyes to those of Patricia Roc, who was recently picked as a top world beauty by a movie magazine. A blonde pom-pom-pour wig for them to try on makes a fine gimmick.
POSTERS
ORDER FROM NATIONAL SCREEN SERVICE

WOMEN were afraid of his kiss
MEN were afraid of his sword!

RICHARD BASEHART
PATRICIA ROC
CARTOUCHE

1 SHEET

SEE
THE WORLD'S
GALANT
WARRIOR
facing
for his
life...
fighting
to clear
his father's
name!

RICHARD BASEHART
PATRICIA ROC
CARTOUCHE

3 SHEET

WOMEN were afraid of his kiss
MEN were afraid of his sword!

RICHARD BASEHART
PATRICIA ROC
CARTOUCHE

6 SHEET

ACCESSORIES

WHO
is
CARTOUCHE?
1. Unending love in
a serving room
2. French ambassador
king me for his
lady
3. A scene in the
"Great Hall"

22 x 28

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