A Spicy Story of a Free and Easy Gal and a Gay Guy

...OUT FOR A GOOD TIME!

PICKFORD—LASKY PRODUCTIONS Presents

IDA LUPINO

Matinee Scandal

Adapted from One Rainy Afternoon

FRANCIS LEDERER
ROLAND YOUNG
HUGH HERBERT
From the secrets of a woman's love life comes this story of a free and easy lady!

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INTRIGUE... LOVE—THRILLER... PASSION... SUSPENSE... SESTACY!

Released this FAVORITE FILMS COPY

2 COL. AD. MAT 202

THE STORY
Philippe Martin, a handsome but insignificant Parisian actor who aspires to stardom, is carrying on a secret flirtation with Yvonne, pretty wife of the Minister of Justice.

They make a practice of meeting in moving picture theatres, after the feature has begun, and make a point of leaving before the lights are turned on.

At one of these meetings, they are accidentally separated in the dark and Philippe, fired by a love scene in the film, tenderly kisses his neighbor, whom he has every reason to believe is Yvonne.

A horrified shock. A resounding slap. An uproar. Anxious to avoid a scene, the lovely stranger is a Monique Poullet, daughter of a prominent Paris newspaper publisher—regrets her outburst. But it is too late. Urged on by a number of militant ladies from the Paris Purity League, the police intervene.

Rival publishers are only too glad to play up the case in their newspapers, featuring exaggerated and highly colored accounts of the incident.

Most disturbed of all by the scandal is Monique's excitable fiancé, Count Alfredo Donovan.

The publicity causes Philippe to be dismissed from the cast of a show for which he had been rehearsing a very unimportant part.

Appearing before the Correctional Tribunal, Philippe pleads love at first sight and emerges a very romantic figure.

Monique pays his fine and Maillot, the producer, who fired him, re-hires him at a tremendous salary, because all Paris is suddenly swarming around his box-office demanding seats to see the "man of the hour."

A mad Government—conducts chivalry at an ice-skating palace—success. After a series of side-splitting complications and misunderstandings, Philippe wins up in a blaze of glory on the opening night of the show—for the surprise novelty number in which he sings "One Rainy Afternoon" not only proves a sensation, but plays Monique right into his arms.

THE STAFF
Original Story "Monique Sans Gène" by Preussburger and Rene Pajol
Photography and Dialogue Stephen Marshouse Avery
Musical Directors Al Newman and Morrie Gerhardt
Cameraman Peeverall Marley
Music Ralph Irene
Production Manager Charles Wooster
Assistant Director Percy Ford
Sound Paul Neal
Film Editor Margaret Chance

3 COL. AD. MAT 302

PUT THIS SMASH AD CAMPAIGN TO WORK... IT WILL SELL THE PICTURE

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1 COL. AD. MAT 104

1 COL. AD. MAT 102

The Places They Met Became Whispered Secrets

IDA LUPINO
Matinee Scandal
FRANCIS LEDERER ROLAND YOUNG HUGH HERBERT
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2 COL. AD. MAT 201
ENIGUE...

THOSE THEY MET... BECAME WHISPERED SECRETS!

PASSION...

FROM THE SECRETS OF A MAN'S GIGOLIFE COMES THIS STORY!

SUSPENSE...

FREE AND EASY MEN AND WOMEN IN SEARCH OF HIDDEN ROMANCE!

LOVE THRILLS...

EXPOSING THE HEART OF A WOMAN -- AND THE SELFISHNESS OF A MAN-ABOUT-RICHES!

ECSTASY...

THEIR SECRET LOVE... THEIR SECRET MEETINGS LEFT AN ALL-CONSUMING FIRE BURNING IN THEIR SOULS!
Paris "Props" Hard to Find

But Found, They Strike an Authentic Note In "Matinee Scandal"

[ADVANCE FEATURE]

Although the "prop" department of a major studio is a busy place, it is the place where almost every possible description, whether right on the set or right on the stage at the end of every possible description, whether right on the set or right on the stage. It is the place where the 20th Century-Fox production of "Matinee Scandal," the gay Pickford-Lasky comedy starring Frances Lederer, is set in motion when the romantic Czech classi...".

Theatre -- there's always a sense of the old and one of the new, according to Irving Sinder, master of the "props".

"We get along right until we can't get along right until we can't get along right until we can't...".

Stamps by Piano

"Each was so small that, to the untrained eye, it looked like a picture -- but when the picture crossed the Atlantic, the picture was lost to the European audience. It is just these small things that contribute to the authenticity of the production, and make the difference. Often, details that are so small are the key to understanding a period. Hence, no detail, no matter how small, is left out by Sinder, who had ran...".

"Requested "You-Mam"" -- "The Yodelling "You-Mam"'s whose "Matinee Scandal" are playing the role of "You-Mam"'s in the New York and Chicago area, are in the picture. They had been chosen because of their resemblance to the pictures and their ability to move with ease in the picture. They were brought to the studio in the hope that they might be able to move..."

FunHisLifeWork

Joseph Cowshard, veteran character and romantic actor, who stars in the romantic comedy "Matinee Scandal," which is being released through the new studio, has been an actor for more than 63 of his 67 years. He made his stage debut at the tender age of 4, in one of the "Black Crook" melodramas of the era. Born in New York City, Cowshard appeared in every type of production on the legitimate and vaudeville stages, but he was nearly 30 before he scored his first big Broadway success in a play entitled "Nights," which established him as a brilliant comedian.

He consistently refused film offers until the advent of the "talkies." He made his screen debut in 1930 in "Dixiana." Some of his subsequent successes include "Page Miss Glory," "The Irish in Us," "Naughty Marietta," and "Mister Angel." As "Music in the Air," "Matinee Scandal" is a nostalgic and romantic comedy. The other members of the cast include Francis Lederer, Joseph Cowshard, Erik Rhodes, and Donald MacKenzie. The performance of each actor is unique, and their chemistry creates a delightful and entertaining experience for the audience.

Ida Lupino Child of Real Royal Family of the Stage

Petite Blonde Was Trained For Acting Career While a Little Girl

[BIOPGRAPHICAL FEATURE]

Violet-eyed Ida Lupino belongs to the real royal family of the theatre.

For four centuries, the forebears of the pretty blonde actress, who comes to the stage as Frances Lederer's leading lady in "Matinee Scandal," have been the stars of the London stage.

The little girls studied Juliet, Cleo-"mille and other stdard heroines of the stage. At ten, Ida was up in a simple child's role. At twelve, she was a..."

Roland Young Studied Architecture, But Stage Lure Proved Too Great

[BIOPGRAPHICAL FEATURE]

If Roland Young had followed his original bent, the theatre and film worlds would have lost one of their most valued commodities.

The actor, who comes to the attention of "Matinee Scandal," is the Pickford-Lasky comedy starring Frances Lederer, is born in London, the son of a leading architect, who planned to have him follow in his footsteps. With this end in view, R..."

shorts

Ronald V. Lee, who handled the megaphone on "Matinee Scandal" at the Broadway and then on the film, is the one who directed the picture. He also directed "Hollywood a Go Go," which is now going into production. Today he is one of the foremost directors in filmmaking."

Membership in the World Peace Federation, headed by Frances Lederer, star of Pickford-Lasky's "Matinee Scandal," has been too much for the Men's League ever to discover from all over the world."

Ida Lupino, who plays Frances Lederer's leading lady in Pickford-Lasky's "Matinee Scandal," showed an early interest in acting. She was 12 years old when she made her first appearance on the stage. She is a natural actress, born to be a star."

Stephen Marshorne Avery, who directed the Pickford-Lasky comedy "Matinee Scandal," won the M.C.O.'s award for his work on Lasky's "production, "The Spanish Bride." Today he is the..."

Ira Hitler, who is currently appearing with Frances Lederer in the Pickford-Lasky's "Matinee Scandal," is busy writing a book entitled "The Pretzel Bander's Daughter.""
Hugh Herbert Has Been On First Lap of World Tour for 23 Years

(BIOGRAPHICAL FEATURE)

Hugh Herbert has been making a circuit around the world for 23 years. But so far he hasn’t been able to get beyond the steamship office.

In Hollywood he got his break at least a dozen times,” explains the comedian who is one of the comedy quintet (Ibid Young, Erik Rhodes, Joseph Cawthorn and Donald Meek) who supports Francis Lederer in “Matinee Scandal” on stage at the Theatre.

“Hand-Picked Extras In Film

Former Favorites Form Background In ‘Matinee Scandal’

(BIOGRAPHICAL FEATURE)

The era of ordering extras and bit players over the phone, ‘like groceries,’ is rapidly giving way to a clinic in Hollywood.

The new trend is toward selecting each atmosphere player with a minimum of care, and one of the first major producers to recognize this trend was twofold.

By choosing its own casting department, twofold has available 22,000 players qualified for roles that run the entire gamut of cinema needs. Each of these personalities is personally known to Robert Webb, casting director, and all have been personally interviewed by many times. In his files are accurate records of their work, kept up to date by checking their performance.

All Roles Individually Cast

After casting the hand-picked and popular ex-studio players, Francis Lederer, in the starring role of this gay Parisian romance, and Caine in the leading lady, they carefully select his comedy counterparts. The result of this “Matinee Scandal” is a clean-cut, well-rounded production which, with its originality and form, is sure to please, and can be paired with any other production which might be placed in a box office with it.

Many Old Favorites

Most single “extras” used in the film, although certain scenes called for an entire company of extras in the background, are not used in the studio cast, all of which were selected through personal qualifications.

There are the thousands of actors and actresses called, more than a score were written in the casting ledger before another appearance of an earlier set, and many still are needed. For instance, a very pretty lady who is known to the studio as “Fannie Scandal” unassailably.

The comedian who is the former wife of the late Rudolph Valentino will appear in a role which is reminiscent of the last great star’s personality. Virginia Vale, who did many stage and silent films with Mr. Pickford, will play “Rickey” and cinema palz were nicated.

Hugh Herbert

1 COL SCENE MAT 1-C

Lederer Has Film Role In “Matinee Scandal”

(BIOGRAPHICAL FEATURE)

Although film fans will hear his singing voice on the screen for the first time in “Matinee Scandal,” Francis Lederer will be known to the stage world for his musical comedy which comes to the Theatre as a singer that Francis Lederer first won stage fame.

The gay, dark-eyed, romantic Czech whom Mary Pickford and Jesse Lasky chose as the star of “Redistribution” began his stage career in his native Prague, appearing first in standard and classical dramas and later going into operetta.

A natural singer, Lederer never took a lesson in his life. In my country,” he explains, “it is an natural to sing as it is to breathe.” His singing voice has a flexible range from baritone to tenor.

Going to London, Lederer made his first appearance away from home in a light opera called “Meet My Sister.” His success was instantaneous, and the acclaim he won in that production brought him one of the best roles in the London production of “The Cat and the Fiddle.” Then he went to Berlin for Max Reinhardt’s production of “Wonder Bar.”

A few years ago, he came to America in the idyllic “Autumn Crocus,” and captured New York in the role he had created the previous season in London. Hollywood immediately offered him a contract, and he made his screen debut in “Men of Two Worlds” for RKO. Lederer most appeared under the Paramount banner in “The Pursuit of Happiness,” and again for RKO in “Manhattan Madness.” His greatest screen success, though, was “The Gay Deco- tion,” which lased heavily for Fox, and in “Young Mr. Pickford” to make pictures for release through Famous Players-Lasky.”

Of his role in this gay Parisian comedy, Lederer says that the only requirements which serve a handsome young Frenchman in a major role is a darkened movie theatre, Lederer says. “I am delighted with it. I think it is probably the best role written for the screen.”

Francis Lederer’s Lido Lunops 1 COL SCENE MAT 1-D

A Glamorous New Film Personality

Films fans will meet a glamorous new personality when Pickford-Lasky’s “Matinee Scandal” comes to the Theatre with Francis Lederer and a great cast. She is the lovely Countess Liev de Mairay, the Countess turned to charity, and was it at one of those that she deepened Trouville. That he introduced her to Hollywood talent circles who brought her to the film capital. She has green-grey eyes and blonde hair, is 5 feet 7 inches tall and weighs 128 pounds. She plays piano, rides, plays tennis and skills superbly well, and is accomplished linguist and writer. Her new screen role is released through Favorite Films.

Lederer Won’t Borrow Book Or Accept Theatre Tickets

It’s The Handsome Czech Who Pays and Pays and Pays, First, Last and Always

A vivid personality portrait of Francis Lederer, charming star of “Matinee Scandal,” was released through Famous Players-Lasky. Francis Lederer will not borrow a book, nor accept a complimentary theatre ticket, although he is both an omnivorous reader and an ardent devotee of the stage and screen. “I believe the least a person can do for an author is to buy his book,” explains the romantic film star, “and if we didn’t purchase the books, we wouldn’t have the theatre and cinema as we have them today.”

Lederer is a far cry from the conventional picture of the “typical” movie star.

His extra-professional activities (and he firmly believes in finding relief from his busy life by living his own profession) include such interests as world peace, unemployment relief, international law, and the Boy Scout movement. He is also an essential appeal for the star, who was a scoutmaster in his native Czechoslovakia and is now sponsor of Troop 48 of Hollywood.

Between pictures he spends dark, and sometimes wet, by motoring through Southern California, studying early California and Spanish architecture.

A Versatile Gentleman

Particular hobbies with the handsome, dark-eyed screen hero are mid- dling in clay and painting on canvas. In his reading, he favors historical, military and social works, and is a diligent reader of newspapers and magazines. In his 1,300 volume library there are not more than 100 books of fiction aside from the classics.

The biographies, the historical works, and the classics are a stimulus, just as modern fiction is a stimulant to others, he says.

With Lederer, world peace is not a big hobbiest for an all-consuming cause. He is president of the World Peace Federation, which has a million members in all parts of the world, and in this capacity, he has addressed congresses and social functions.

A Perfect Specimen

He is a man of unusual off-ice for any star in Hollywood. His business staff occupies a suite in the Plaza Hotel.

Physically, Lederer is a perfect example of the all-around athlete. He can handle, oven six-feet and weighs 150 pounds. A tennis player and a social football player, he has a unique and systematic exercise in his completely.

He eats half as much as the average man, he enjoys his other smokes or not. A fastidious dresser on the screen, he has a comfortable look before style. He employs a chauffeur- driver almost always, he drives his own car and dresses himself.

He is extremely generous and keeps all gifts received. He can drive a car that will start every day. The humor is gay, his manner modest.

IN THE JUG AGAIN

Francis Lederer, Roland Young and Hugh Herbert in a hilarious scene from Pickford-Lasky’s Matinee Scandal at the Theatre.

2 COL SCENE MAT 2-C
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