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 LEBERER
ROLAND YOUNG
HUGH HERBERT
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, presaged by a false scene in the film, tenderly kisses his neighbor, whom he has every reason to believe is Yvonne, but in truth is his husband's clerk. A misunderstanding. An uproar. Amused to see a scene, the lovely stranger—she is Monique Palene, daughter of a prominent Paris newspaper publisher—endeavors to soothe him. 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. The story is reported by all the rivals of Monique's excitable fiancé, Count Alfred Donatelli.

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

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

Monique pays his fine and Marlot, the producer, who fired him, rehires him at a tremendous salary, because all Paris is suddenly swarming around his benefactor demanding seats to see the "man of the hour."

A mad courtship—conducted chiefly at an ice-skating rink—is ensued. After a series of side-splitting complications and misunderstandings, Philippe wins back a woman 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 "Messieur Sens Gene" by Pressburger and Rene Pujol; Photoplay and Dialogue by Stephen Morehouse Avery; Musical Directors Al Newman and Merrill Graedel; Cinematographer Jesse/Marley; Music by Ralph Irwin; Production Manager Charles Wooster; Assistant Director Pappy Bred; Sound Paul Neal; Film Editor Margaret Clancy.
SCANDAL...
WHAT 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!

ECSTACY...
THEIR SECRET LOVE...
THEIR SECRET MEETINGS
LEFT AN ALL-CONSUMING
FIRE BURNING IN THEIR
SOULS!
Paris 'Pops' Hard to Find

But Found, They Strike an Alert Note In

"Matinee Scandal"

(ACTOR'S STATEMENT)

Although the "prop" of the piano department in the department store at the back of 5"56th Street, Manhattan, may be a hit of a million and one odds and回去正是 got every possible description of every piano, when you come right down to it, the pianos which you're playing on are no better than the pianos which you're playing on in the store. And if you compare them to the "Matinee Scandal," you'll find that there's always a thousand and one things missing, as compared to your favorite property.

Stamps by Piano

Each of the pianos, by the way, is a different one, and the pianos of the various stores will certainly be noticed by the audience. It is just these little details, and every detail about the authenticity of a production, and making it look like a genuine book, that make the show endearing to the public.

Respected "Yo-Ma"

"Yo-Ma" is the term for the person who is always dressed in the latest fashion, but is always a little bit ahead of the times. "Yo-Ma" is a name that is always associated with the "Matinee Scandal." They are always the first to try out new fashions, and they are always a step ahead of the fashion world.


Ilsa Lupino Child of Real Royal Family of the Stage

Petite Blonde Was Trained for Acting Career While a Little Girl

(BIOGRAPHICAL FEATURE)

Violet-eyed Ilsa Lupino before the real royal family of the theatre.

Four centuries, the forebears of the pretty blonde actress, who comes to the "Matinee Scandal"

Theatre, have been a part of the entertainment world. In the case of Ilsa Lupino, her family goes back to the 1500s, but she was born in New York, and her parents, Stanley Lupino, today one of Britain's most popular actor-playwrights, and Connie Meredith, for many years a Continental stage favorite, were on tour.

Ilsa's professional training began when she was seven, under the able guidance of her parents. She made a fully equipped miniature stage upon which she acted to her younger sister, Rita, learned the fundamentals of acting.

The little girls studied Juliet, Cai-

Lapis and other standard heroines of the stage. At ten, Ilsa was up in a company of three young leading ladies. Performances were

Roland Young Studied Architecture, But Stage Lure Proved Too Great

(BIOGRAPHICAL FEATURE)

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

The actor, who comes to the "Matinee Scandal" in the role of "The Last of Mrs. Cheyney," was born in London, the son of a leading architect, who planned to have him follow in his footsteps. With this end in view, Roland was educated at Schoolton, Don-

A
da University College in London. He was very active in college theatricals and considerable celebrity in the province. It was his work in the London hit, "Im-

proper Peter," that brought him to the attention of American producers, and made his New York debut in "Handle Waiters," winning immediate recognition as one of the theatre's leading light comedians.


SHORTS

Rollo V. Lee, who handled the magazine on "Matinee Scandal" at the

broadway actor and stage manager for before coming to Hollywood a few years ago. Today he is one of the foremost directors in the world. Ilsa Lupino, who played the leading lady's leading lady in Pickford-Lasky's comedy, "Matinee Scandal," showed Theatre, wears a diamond solitaire on her engaged

ring. But it doesn't mean what you think it means. The sparkler is simply a gift from her father, celebrating her engagement for this important role.

Fun His Life Work

Joseph Cotton, veteran charac-

ter actor who is one of the comedy stars of Pickford-Lasky's "Matinee Scandal," has been an actor for 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, Cotton appeared in every type of production on the legitimate and vaudeville stages, but he was nearly 30 before he scored his first big Broadway suc-

cess in a play entitled, "Nature," which established him as a brilliant character actor.


An exotique replica of the famous Palais de Glace in Paris was made for the ice-skating scene in Pick-

ford-Lasky's "Matinee Scandal," starring Francis Lederer at the

theatre. The stars of the film are considering teaming them in another film.

FRANCIS LEDERER AND ILSA LUPINO ARE PROVEN A PERFECT ROMANCE TEAM IN PICKFORD-LASKY'S "MATINEE SCANDAL" THEATRE. BUT WHEN THE FILM COMES TO THE THEATRE, THE STAR OF THE FACES. LIDERER ARE CONSIDERING TEAMING THEM IN ANOTHER FILM.

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Hugh Herbert Has Been On First Lap of World Tour for 23 Years

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

"I’ve booked passage at least a dozen times," explains the comedian who is one of the comedy quintet (Roland Young, Erik Rhodes, Joseph Cawthorn and Donald Meek are the others) which supports Francis Lederer in "Matinee Scandal." This steamship tour has been in progress for quite some time now.

Hugh Herbert

Born in Binghamton, N. Y., he was brought up and educated in New York City. He began his professional career as a stock company actor, eventually landing on Broadway, where he distinguished himself as a comedian. He also shone as an author of plays and vaudeville sketches, and as a play director.

In Hollywood he gravitated back to acting and scoring immediately in characterizations. Under the tutelage of his brother, he is one of the busiest character actors in Hollywood, and in constant demand by all the majors.

A Gardner, Too


Herbert’s favorite hobby is gardening. "I love to read," the classics particularly, and plays golf and golf. Fishing and swimming are also hobbies with him for recreation. He has recently been engaged in writing an opera entitled "The President’s Daughter." He believes the keynotes of happiness is successful domesticity. Herbert is 5 feet 9 inches and weighs 170 pounds.

Lederer Has Film Role In "Matinee Scandal"

Although film fans will hear his singing voice on the screen for the first time in "Matinee Scandal," Francis Lederer’s stage fame has been the talk of the world for the past few years. He began his stage career in his native Prague, appearing first in standard and classical drama and later going into operetta.

A natural singer, Lederer never took a lesson in his life. "In my country," he explains, "it is as 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 presentation of "The Cat and the Fiddle." Then he went to Berlin for Max Reinhardt’s production of "Pinter Bar.

A few years later, he came to America in the role of a Spanish Count and captured New York in the role he had created the previous season in London. Hollywood immediately sensed him away from Broadway, and he made his screen debut in "Man of Two Worlds" for RKO. Lederer next appeared under the Paramount banner in "The Pursuit of Happiness," and again for RKO in "Manhattan Madness." His greatest screen success, however, was "The Gay Deception," in which he played the part of a student and by 1943, when Lederer recently joined Mike Goldwyn’s studio, he had made his screen debut in "Gay Deception," which brought him to the star of the Pickford-Lasky production of "Theatrical.

Of his role in this gay Parisian comedy, Lederer says: "The gay Parisian is a fascinating character who has no hitches that any but the richest can afford. He is the son of a rich man and on his twenty-first birthday he is given a car and doesn’t know what to do with it. And I had to train myself to drive the car very fast.

"I am in love with it. I think it is the most sensible thing one can do before the camera."}

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" the Pickford-Lasky comedy at the Theatre, released through RKO Pictures.

Francis Lederer will not borrow a book or accept a complimentary theatre ticket, although he is both an observant 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 patronize the box- offices, we wouldn’t have the theatre and cinema as we have them today.

"Lederer is a far cry from the conventional picture of the "spatial" movie star.

His extra-normal activities (and he firmly believes in finding relaxation in fields remote from his own profession) include such interests as world peace, unemployment relief, international law, and the Boy Scout movement. The latter has an especial appeal for the star, who was a scoutmaster in his native Czechoslovakia and is now sponsor of Troop 48 in Hollywood.

Between pictures he spends days, and sometimes weeks, touring Southern California, studying early California and Spanish architecture.

A Venetian Gent

Particular hobbies with the handsome dark-eyed screen hero are modelling in clay and painting on canes. In his reading, he favors historical periodicals, as he is a diligent reader of newspapers and magazines. In his 8,000 volume library there are more than 100 books of fiction aside from the classics.

"To me the biographies, the historical works, and the classics are the most stimulating. After all, the soil is a stimulant to others," he says.

With Lederer, world peace is not a slogan, but an all-consuming cause. He is president of the World Peace Federation, with half a million members in all parts of the world, and in this capacity, he has addressed countless civic and social bodies.

A Perfect Specimen

He maintains the largest office of any star in Hollywood. His business staff comprises a suite of eight typists.

Physically, Lederer is a perfect specimen. Tall and lean, he stands an even six-feet and weighs 170 pounds. "I engage in regular exercise," he says, "and I have a systematic exercise in his completely—

He eats half as much as the average man, and he has a passion for soups, especially cream soups. He never drinks a milkshake, even while making a film. He is extremely picky about his food, and is a big fan of wine."

His humor is gay, his manner mod- est.

IN THE JUG AGAIN

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