Charles COBURN
Tallulah BANKHEAD

Ernst LUBITSCH'S
A ROYAL SCANDAL
“A ROYAL SCANDAL” PROVIDES SAUCY FUN
Amorous Escapades of Catherine the Great Not Found in History Books

Tallulah Bankhead Plays The Russian Empress In Sparkling Comedy on Channel

Tallulah Bankhead creates a sensation in the Imperial Russian Court when she stars in the 20th Century-Fox—NTA comedy release, “A Royal Scandal,” today, at ______ p.m., on Station __________, Channel ________.

As the empress looks for companionship to keep her from being lonely on her throne, her courtiers are busy plotting to overthrow her. Among those involved in intrigue is her Chancellor (Charles Coburn), who is trying to arrange an alliance with France for the good of his country.

The Chancellor and the French Ambassador, Marquis de Fleury (Vincent Price), are discussing their approach to Her Majesty when young lieutenant Alexei Chernoff (William Eythe) bursts in to inform the Czarina of a plot against her life. Despite the Chancellor’s assurances that the assassins have been taken care of, Catherine is flattered by the young lieutenant’s loyalty and she promotes him to a captain.

Alexei’s fiancée, Anna (Anne Baxter), warns him about keeping an evening appointment with the Czarina. When he meets Catherine she plays up her loneliness and rouses his sympathy. The next day Alexei is a colonel and Anna is sent away for “a rest.”

The Czarina hopes her patronage will turn Alexei to romantic channels, but instead he takes his promotions seriously and begins submitting reports. When he sees one of his documents in the wastepaper basket, the young officer suspects the gossip he has heard about Catherine is true.

Torn between his love of country and the glamorous Czarina, Alexei turns from a romantic to a revolutionary for a saucily rich finish to three wonderful days and three wonder-filled nights.

New York Times:
The prospect of seeing Tallulah Bankhead play Russia’s fabled Catherine the Great should assure a right royal attendance for “A Royal Scandal.” For Miss Bankhead is certainly the actress whom no other would seem more likely for the role of the empress renowned for her connivings and her daises with gentleman friends.

Motion Picture Herald:
When Tallulah Bankhead discovers an impetuous young officer alarmed over her safety has ridden three days and three nights without a stop, he’s in. Catherine of Russia is on her amorous way again.

“A Royal Scandal,” therefore is a comedy geared high to fun and the double entendre.

Central attention, of course, is focused on Miss Bankhead. She is tailor-made for the role, plays it for all it contains and renders unto Catherine what was Catherine’s, which was plenty.

Chiefly in support with the kind of performance it is now established custom to expect from him is Charles Coburn as the diplomatic, and occasionally dishonest, chancellor.

Preview in a projection room where the audience indicated it had fun by laughter and cluckles. Reviewer’s Rating: Good.

New York Herald Tribune:
.... Miss Bankhead is a roughish “other woman” as she goes on the prowl for a handsome young officer and loses him away from his maiden-waiting. The best scene is the one in which the Czarina attains her purpose in a silk-and-satin boudoir with champagne to match, a fine background for the predatory Bankhead manner.

SHORT TAKES

Tallulah Revels In First Comedy Role
Tallulah Bankhead, famed as a television comedienne, found considerable opposition when she wanted to break into lighter entertainment. After eight spectacular years as the toast of London, Tallulah signed a Hollywood contract and motion picture producers seemed determined to cast her as a sultry exotic. Then, as now, Tallulah spurned monotony. When Ernst Lubitsch offered her the role of Catherine the Great in “A Royal Scandal,” to be seen __________ day at ________, on Station ________, she was immediately interested and was launched on a new career—in comedy.

Don’t Fence Her In
A spacious people, the Russians—and so it was only fitting that for Ernst Lubitsch’s “A Royal Scandal,” to be telecast ________ day at ________ p.m., on Station ________, the amorous, glamorous Catherine the Great, portrayed by Tallulah Bankhead, should have a truly spacious regal bed. Built on a dais, the bed is nine feet long, seven feet wide with a headpiece twelve feet high.

Film Visit Home
Mischer Auer, who was born in Russia, left home when he was 12 and had never been back—even on the screen—till he was cast in “A Royal Scandal,” which can be seen ________ day at ________ on Station ________. After playing garrulous Greeks, frenzied Frenchman, irritable Italians, peripatetic Poles and, even a few slightly-mad Russians on the American scene, producer Ernst Lubitsch decided to cast the Russian-born comedian as a Russian in a Russian setting. Mischa plays the keeper of the imperial gates behind which the gay amours of Catherine the Great take chaotic form.

HIGHLIGHT LISTING

There are merry goings-on at the Russian Imperial Palace when the amorous Catherine the Great bestows her patronage on a dashing young lieutenant, hoping to turn him to romantic channels. However, more revolutionary than romantic, the officer becomes involved in court intrigue in this saucy, sparkling Lubitsch comedy. Tallulah Bankhead, Charles Coburn, Anne Baxter, William Eythe, Eva Gabor.
SYNOPSIS

Intrigue at the court of Catherine the Second of Russia (TALLULAH BANKHEAD). This nothing new and this morning finds his Excellency, the Chancellor (CHARLES COURN), forming a new plot for the good of his country. His problem is to convince Catherine that Russia needs an alliance with France. Varjakovsky, Commander of the Palace Guard and current favorite of Her Majesty, is opposed to the plan and must be removed before the arrival of the French Ambassador. He is interrupted in his planning by the sound of a harsh, cursing fowl of Russian which he recognizes to be Catherine. She is dispensing with Varjakovsky herself. There is a new disturbance—this time in the courtyard. A young lieutenant, Alexei Chernoff (WILLIAM EYTHE), attempting to reach the Czarina, is being hauled off to the guardhouse. He begs that his message be sent to her Fancie, the Countess Anna Jaschikoff (ANNE BAXTER), an attendant to Catherine. At this moment the French Ambassador, Marquis de Fleuré (VINCENT PRICE), arrives and the guard draws out. When he returns, Alexei is gone. The Chancellor and the Marquis are discussing their approach to Catherine when Alexei bursts through a secret door in the wall and demands to be taken to the Czarina. At this point, Anna enters and is stunned to find Alexei there. He is entrusted to her care.

During the Ambassador's ensuing audience with Her Majesty, Alexei again bursts upon the scene, warning her of a plot against her life being made by her generals in the Western Army. Despite the Chancellor's statement that they 'have been taken care of, Catherine is impressed and flattered by the lieutenant's loyalty. She makes him a captain, gives him Varjakovsky's suite.

That evening, in spite of the Chancellor's and Anna's friendly warnings, Alexei keeps an appointment with Catherine. She waves off his attempts to go over a report he has made on the Western Army and questions him about his life. She is dispensing to discover how he is in love and orders him back to his regiment. When he remarks that was what the Chancellor thought, she changes her mind. She will not have the Chancellor dominating her! Catherine plays up her loneliness and enlists his sympathy. She is touched by his understanding and commands him to kiss her. He comes out of the kiss with wide open eyes like Alice in Wonderland.

By the next day he has been made a colonel. Catherine honors his request to take care of the peasant situation and sends him off to write some edicts.

When Catherine learns Alexei is affiliated to Anna, the young Countess is called in and told she needs a rest. She is to return to her parents. Anna, fully aware of Catherine's motives, dalles her in a stormy scene.

In the meantime, General Basky, leader of a group desiring Catherine's removal, has succeeded in drawing Alexei to one of his banquets. When Varjakovsky arrives, he leads Alexei away from the officers to tell him a story about the Czarina. The result is a bleeding Varjakovsky and a thwarted group of generals who had hoped to win Alexei to their side.

Alexei takes his fury to Catherine. She is annoyed rather than insulted by what she hears. Then, when she becomes furious with Alexei for creating this scandal, he becomes supreme to that there may be some truth in Varjakovsky's story. The final crushing blow to his faith in her is the discovery of one of his reports in the wastebasket.

He joins with the generals and at dawn the next morning, he enters Catherine's bed-chamber to inform her of his plans to replace her with an unceremoniously dumps her in the wastebasket. As she pleads with him, loud cheers are raised in the courtyard. The Chancellor enters to inform Catherine that the rebellion has been quelled. She rejoins him, composition and has Alexei taken away.

Anna goes to plead Alexei's cause but only makes matters worse. She is banished to the Crimea. Alexei is brought before Catherine and she reads his death warrant. Annoyed that he is as willing to die for her as he was to protect her, she gives him an hour to think up a good reason for her not to sign the document. The Chancellor at last succeeds in getting an audience for the Marquis. The Frenchman's betrothy puts her in a good mood. Unconsciously, she tears up Alexei's warrant and to a well-timed query by the Chancellor, tells him to do whatever he likes with Anna. She has found in the Frenchman someone who understands her loneliness.

A ROYAL SCANDAL

Cast

The Czarina .................. Tallulah Bankhead
Chancellor .................. Charles Coburn
Anna .................. Anne Baxter
Alexei .................. William Eythe
Marquis de Fleuré ............... Vincent Price
Captain Salkov .................. Mischa Auer
General Rasky .................. Sig Ruman
Malakoff .................. Vladimir Sokoloff
Drunken General .................. Mikhail Rasumny
Berle .................. Grady Sutton
Countess Demidoff ............... Eva Gabor
Wassilkoze .................. Egon Brecher

Credits

Directed by .................. Otto Preminger
Produced by .................. Ernst Lubitsch
Screen Play by ............... Edwin Justus Mayer
Adapted by .................. Bruno Frank
From a Play by ............... LaJo Biro and Melchior Lengyel
Director of Photography .... Arthur Miller, A.S.C.

Ernst Lubitsch's

with VINCENT PRICE

A ROYAL SCANDAL

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Directed by OTTO PREMINGER • PRODUCED BY ERNST LUBITSCH
SCREEN PLAY BY EDWIN JUSTUS MAYER • ADAPTED BY BRUNO FRANK
FROM A PLAY BY LAJO BIRO AND MELCHIOR LENGYEL

20TH CENTURY - FOX

TV FILM RELEASE

Running time: 94 minutes
On-the-air Announcements

10 Seconds
You’ll blush. You’ll laugh and you’ll love every minute of the saucy, spicy comedy, A ROYAL SCANDAL, starring Tallulah Bankhead, ________ day at ________ on this station.

10 Seconds
The hush-hush story of Catherine the Great and a handsome lieutenant of the Hussars, A ROYAL SCANDAL, will be on this station ________ day at ________. Don’t miss this fascinating chapter — you won’t find it in any history book.

20 Seconds
Have you heard the scandal about the glamorous queen and the handsome lieutenant who obeyed her every command . . . with pleasure? It’s the saucy, spicy A ROYAL SCANDAL and you’ll learn about an incident not found in the history books. Tallulah Bankhead stars as the lonely, amorous Czarina, Catherine the Great, with Anne Baxter as the lady-in-waiting whose heart couldn’t wait ________ day at ________ on this station.

20 Seconds
The dazzling life of a lonely queen creates a scandal—A ROYAL SCANDAL — ________ day at ________ on this station. You’ll blush, you’ll laugh and you’ll love every minute of this romantic comedy starring Tallulah Bankhead as Catherine the Great. The Czarina promotes a handsome young lieutenant hoping that her patronage will turn his mind to romantic channels—but instead his thoughts turn to revolution.

On-the-air promotion is one of the most effective, yet least costly tools available to your station, to help build and hold audiences. Used in conjunction with the announcements above, these compelling slides, especially designed for TV, will be sure attention-getters. Schedule these slides often and with increasing frequency up to telecast time. This slide is part of a strip of unmounted slides available free-of-charge from the NTA Promotion Department in New York. Telops are also available at cost for those stations not having slide facilities.
Exploitation Tips For Your Campaign To Attract Widest Audience For "A Royal Scandal"

Some showmanship ideas are as old as Barnum, some so new that they will be created by you on receipt of the film. We hope the following suggestions will serve as a springboard for your station's exploitation campaign. Since we are anxious to learn about new methods you may devise to merchandise this show, please let us know about any of your own successful promotions.

A man parading in a court jester's costume could carry a sign stating, "I thought I was funny but wait until you see A ROYAL SCANDAL, ___day at ___ on Station ___._"

Invite the public to meet the queen. Use a gag invitation to the queen's court as a give away or mailing piece. Its novelty makes certain it will be read. Send it as a special invitation to critics, or run it off in quantity by offset method.

Car cards rate high in exploiting your picture. The picture's title lends itself to some good gag copy for the cards: "Shhhh! There's 'A Royal Scandal' on Station ___, ___ day at ___ p.m. It's Saucy! It's Spicy! It has that Lubitsch touch!"

The colorful story of "A Royal Scandal" lends itself to innumerable stunts. For instance:

A girl, dressed as a queen, carries signs as she distributes handbills. Copy on the front sign reads, "I Started a Scandal on Channel _____." The rear sign states, "It's 'A Royal Scandal' on Station ______."

Perhaps you can work out a tie-up with your local drug and department stores or beauty parlors on Lanvin's "Scandal" perfume. Contact your local dealers and arrange for windows, ads and bottles of perfume for prizes on a local, live show.

STILLS

A complete set of 86 glossy 8" x 10" stills—one for each of the features in the "Rocket '86" package—will be mailed to each station upon request. In addition, the production photos shown below are available from the NTA Promotion Department in New York. Star portraits and other action stills will also be provided for special promotions.
TV's BEST...TONIGHT

SHE GAVE THE WORLD SOMETHING TO WHISPER ABOUT...

And Lubitsch gives you something to remember!

TALLULAH BANKHEAD • COBURN • BAXTER • EYTHE

A ROYAL SCANDAL

WXXX channel 00
TONIGHT at 0:00

M102

M101

One column and two-column ad mats are available, free-of-charge to assist your station in advertising and promoting this fine feature. A set of mats for each of the features in the "Rocket 86" package will be sent to each station upon request. Other sizes are available from the NTA Promotion Department in New York.

National Telefilm Associates, Inc.