

"ANIMAL CRACKERS"

When in Southern California visit **UNIVERSAL STUDIOS TOUR**
AN MCA COMPANY

*The Original, Uncensored, Unrivaled,
Classic of Comedy Classics!*

the 4 MARX BROS.



**"The Marx Bros.
at their peak...
so hurrah for
Captain Spaulding—
and everyone
else on hand."**

—JUDITH CRIST,
NEW YORK MAGAZINE

**"The humor is timeless...
there is no funnier movie
than ANIMAL CRACKERS
for children and adults,
now playing in America."**

— GENE SHALIT
WNBC-TV and the
NBC-TV NETWORK

"ANIMAL CRACKERS"



with

LILLIAN ROTH A UNIVERSAL RE-RELEASE

*In glorious
Black & White*

G GENERAL AUDIENCES
All Ages Admitted

THEATRE

PRESSBOOK



UNIVERSAL
CITY STUDIOS

Captain Jeffrey Spaulding	GROUCHO MARX
The Professor	HARPO MARX
Signor Emanuel Ravelli	CHICO MARX
Horatio Jamison	ZEPPPO MARX
Arabella Rittenhouse	LILLIAN ROTH
Mrs. Rittenhouse	MARGARET DUMONT
Roscoe Chandler	LOUIS SORIN
John Parker	HAL THOMPSON
Mrs. Whitehead	MARGARET IRVING
Grace Carpenter	KATHRYN REECE
Hives	ROBERT GREIG
Hennessey	EDWARD METCALF
Six Footmen	THE MUSIC MASTERS

Directed by VICTOR HEERMAN; Screenplay by MORRIE RYSKIND; Based on the Musical Play by GEROG E. KAUFMAN, MORRIE RYSKIND, BERT KALMAR, HARRY RUBY; Photographed by GEORGE FOLSEY; Continuity, PIERRE COLLINGS.

(Not For Publication)

Mrs. Rittenhouse's (MARGARET DUMONT) party marks the opening of the social season with many famous guests attending such as Captain Spaulding (GROUCHO MARX), his secretary, Horatio Jamison (ZEPPPO MARX), Signor Ravelli (CHICO MARX) and his partner, The Professor (HARPO MARX).

There is to be an unveiling of a \$100,000 painting yet two socialites who feared the event would take the edge off their own social plans have the painting removed and substitute a phony.

Arabella Rittenhouse (LILLIAN ROTH) and her fiancé, John Parker (HAL THOMPSON), a struggling artist, want to substitute John's own painting for the original and if it goes unnoticed, then he will gain notoriety and fame.

When the original painting is unveiled, the lights suddenly go out and when they're turned back on, the painting is missing. Hives the Butler (ROBERT GREIG) is worried that the police will suspect him because of his criminal record so he goes to return the painting but it is gone!

Having switched the original with John's painting, Arabella is relieved for her mother's sake that the original wasn't stolen and when she has Ravelli get the original, it too is gone. The Professor finally gives up the painting which at the time is thought to be a phony.

With the aid of Captain Spaulding, a meeting takes place and once again The Professor pulls from his baggy clothes a painting which is supposed to be the original but upon closer inspection is found to belong to John. Thus John has gained the status of genius and the fame that he desired.

RUNNING TIME: 97 Minutes FILM RATIO: 1:33 x 1 M.P.A.A. RATING: G

© 1974 UNIVERSAL PICTURES RE-RELEASE

PRINTED IN USA

THE WHOLE COUNTRY IS CHEERING!

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—MARILYN BECK,
NEW YORK TIMES
SYNDICATE

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PAGE 3

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THEATRE

AD MAT NO. A 302

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THEATRE

AD MAT NO. 204

Ad Mat No. 204 - 2 Col. x 8-3/4" - 244 Lines

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PAGE 5

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AD MAT NO. 201

Ad Mat No. 201 - 2 Col. x 4" - 98 Lines

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THEATRE

AD MAT NO. 202

Ad Mat No. 202 - 2 Col. x 5-3/8" - 152 Lines

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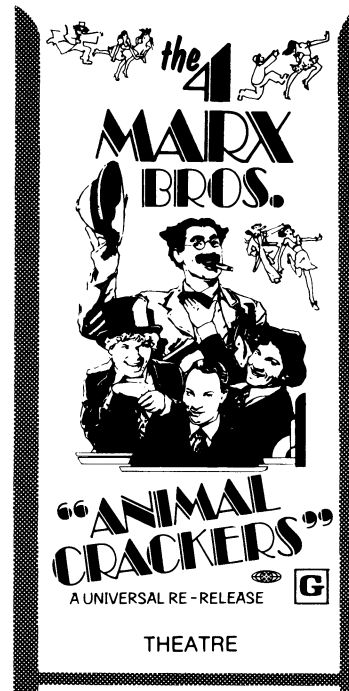
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THEATRE

AD MAT NO. 203

Ad Mat No. 203 — 2 Col. x 7" — 196 Lines



AD MAT NO. 103

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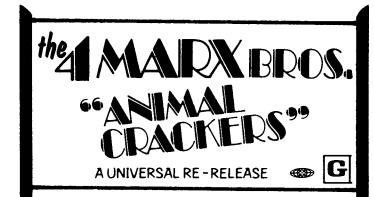
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COMPOSITE MAT

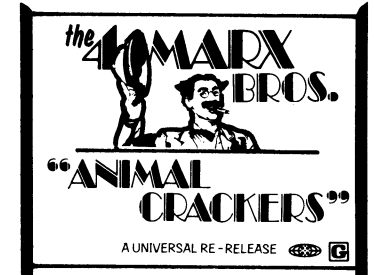
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Scenes (1-B) (2-B)

TWO MIDGETS ON MAT 101



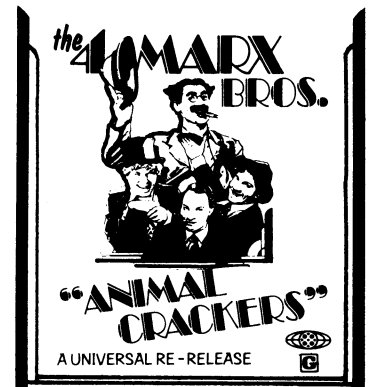
AD MAT NO. 101



Ad Mat No. 101

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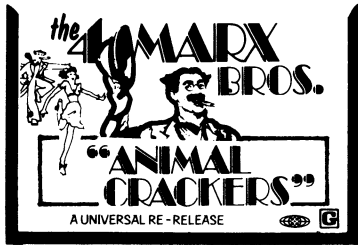
1 Col. x 1½" — 20 Lines



AD MAT NO. 102

Ad Mat No. 102

1 Col. x 2" — 28 Lines



SPECIAL
MAT NO. 2



FOR DIRECTORIES SPECIAL MINI MATS ON ONE MAT

"ANIMAL CRACKERS" BECOMES A SCREEN COMEDY CLASSIC

"Animal Crackers," the Marx Brothers 1930 screen comdey now accorded the status of classic, opens at the Theatre.

The Universal, an MCA Company, re-release stars the Marx Brothers (Groucho, Harpo, Chico, and Zeppo) with Lillian Roth, and is directed by Victor Heerman. The comedy classic was based on the screenplay by Morrie Ryskind of the musical play by George S. Kaufman, Morrie Ryskind, Bert Kalmar and Harry Ruby.

"Animal Crackers" has as its central characters, a famed African explorer with unheard of tales, his secretary, a curly-blond musician and his partner along with many socially prominent people.

The comedy was especially significant in the Marx canon in that it introduced Groucho's most famous character, that of Captain Spaulding, whose song was to become the theme of his "You Bet Your Life" television program for 14 years.

Each of the Marx Brothers had an assistant director assigned to him. Four small cells were constructed on the sound stage for the madcaps to repair to once they had finished a scene. Heerman was unable to control the Marx's inability to rise early and with some other extra work, the film ran over budget.

The late Margaret Dumont, grande dame in seven of the thirteen screen comedies made by the Marx Brothers, played a wealthy woman in society having a party to kick off the social season. To make the party extra special, a \$100,000 painting was to be unveiled.

"I was told they (Marx Brothers) needed an actress with dignity and poise to lend a legitimate dramatic

balance to their comedy. After three weeks as Groucho's leading lady, I nearly had a nervous breakdown. But I don't regret a moment of it. I just love those boys."

Lillian Roth, who played in the 1930 classic as Margaret Dumont's daughter and fiancée of a struggling artist, had been facing rough times with her career and alcoholism, yet eventually the dark-eyed actress-singer brought herself out of that world and into one that was more satisfying to herself and her career. When she overcame her addiction, Ralph Edwards made her victory known to the world in a "This Is Your Life" broadcast. Her autobiography, "I'll Cry Tomorrow," was made into a movie and after touring night clubs, Lillian retired to her home in Fort Lauderdale, Florida.

#

A separate book could be written about the ad libs of Groucho Marx to supplement the volumes on the famed Marx Brothers.

Groucho, who stars with Chico, Harpo and Zeppo in "Animal Crackers," the Universal re-release of a 1930 Paramount picture, opening at the Theatre, tells his favorite story.

It occurred when his madcap brothers one evening decided to leave him alone on the stage. Surprised, Groucho was at a loss for words until Margaret Dumont, the stately

grande dame of seven of the Marx's 13 screen comedies, made her entrance from the wings.

"Ah, Mrs. Rittenhouse," Groucho said off the top of his head, "won't you . . . er . . . lie down?"

#

Add Lillian Roth to the list of actresses who were unable to play a scene with Groucho Marx without "breaking up."

The actress whose tragic life story was told in the autobiographical best-seller "I'll Cry Tomorrow" co-starred with the Four Marx Brothers in the Universal re-release of Paramount's 1930 "Animal Crackers," opening at the Theatre.

At one point in the comedy with music, Groucho tells Lillian that it must have been Rembrandt who stole a fake painting from a mansion.

When Lillian protests that Rembrandt is dead, Groucho says, "Then it's murder."

"I would break up every time," Lillian wrote. "I couldn't restrain myself. That crouch, the cigar, those eyebrows."

Victor Heerman directed "Animal Crackers" from a screenplay by Morrie Ryskind based on the Broadway hit musical by George S. Kaufman, Morrie Ryskind, Bert Kalmar and Harry Ruby.

"ANIMAL CRACKERS" RELEASED AFTER 18 YEAR ABSENCE

"Animal Crackers" was forced out of exhibition when the first period of copyright expired in 1956. Three years later, the film was acquired by MCA Inc. in a package of early Paramount Pictures and there were intermittent negotiations over a period of many years with the estates of some of the deceased owners of the Broadway musical.

An accord was finally worked out between Irving Lazar, representing other George S. Kaufman properties, and Henry H. (Hi) Martin, President of Universal Pictures, in New York during the past months.

Although "Animal Crackers" has not been legally shown in the United States for 18 years, possibly longer, foreign rights to the picture have always been and continue to be extant.

The 1930 screen comedy now accorded the status of a classic, was the second motion picture made by the antic Broadway comedians and one of five they contracted to make for Paramount Pictures. The movie was directed by Victor Heerman with the screenplay by Morrie Ryskind and based on the musical play by George S. Kaufman, Morrie Ryskind, Bert Kalmar and Harry Ruby.

HARPO MARX CHOOSE TO MAINTAIN SILENT

The mystery of Harpo Marx's silence during his career as a performer in vaudeville, musical comedies and motion pictures still puzzles biographers of the mad Marxes.

"Animal Crackers," the Universal, an MCA Company, re-release of the 1930 Paramount Picture starring the Four Marx Brothers, and opening at the Theatre, was the madcap comedians' second film.

In it, Harpo wore a blonde wig — — the red one didn't photograph light enough in black and white — — and made audiences throughout the world laugh.

The most frequently offered explanation of Harpo's muteness is that when he joined Groucho and Gummo in a vaudeville act written by their uncle Al Shean, of Gallagher and Shean, and after the act had opened, it was found that there were no lines for him. Harpo solved the problem by playing a voiceless clown, relying on facial expressions and non-vocal sounds to achieve his comical effects.

Apocryphal or not, the story went the rounds during the making of "A Night in Casablanca" that David Loew offered Harpo an extra \$55,000 in salary just to utter one word — "Murder" — — in the course of the movie.


Harpo declined. "No, why break with tradition? Let history remember Harpo the mute, not Harpo the Gabbler."

#



All advertising in this press book, as well as all other advertising and publicity materials referred to herein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to:

**Director of Code for Advertising
Motion Picture Association of America
522 Fifth Avenue
New York, New York 10036**



MOTION PICTURE ASSOCIATION OF AMERICA



Art Connoisseur Louis Sorin is baffled by the antics of Harpo Marx, center, and Chico Marx at the piano during a musical program in "Animal Crackers," a re-release by Universal, an MCA Company, of a Paramount Picture, starring the Marx Brothers (Groucho, Harpo, Chico, and Zeppo) with Lillian Roth. The comedy was directed by Victor Heerman from a screenplay by Morrie Ryskind.

(Still No. 1268-131)



African explorer, Groucho Marx, creates excitement at a house party given by Margaret Dumont, right, in "Animal Crackers," a re-release by Universal, of a Paramount picture, starring the Marx Brothers (Groucho, Harpo, Chico, and Zeppo) with Lillian Roth. The comedy was directed by Victor Heerman from a screenplay by Morrie Ryskind.

(Still No. 1268-86)



Margaret Dumont, left, and rival society leader Margaret Irving are baffled by the didoes of Harpo and Chico Marx at a house party in "Animal Crackers," a re-release by Universal of a Paramount Picture also starring Groucho and Zeppo Marx with Lillian Roth. The comedy was directed by Victor Heerman from a screenplay by Morrie Ryskind.

(Still No. 1268-27)



Disruptive guests at a social house party are the Marx Brothers (from left, Chico, Groucho, Harpo, and Zeppo), in "Animal Crackers," starring the Marx Brothers with Lillian Roth. The Universal re-release of a Paramount Picture was directed by Victor Heerman from the screenplay by Morrie Ryskind.

(Still No. 1268-A)



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Social leader Margaret Dumont is appalled when a musical recital turns into a boxing match between her guests, from left, Chico Marx, Groucho Marx, the famous African explorer, and Harpo Marx, in "Animal Crackers," a re-release by Universal, an MCA Company, of a Paramount Picture, starring the Marx Brothers (Groucho, Harpo, Chico and Zeppo) with Lillian Roth. The 1930 comedy was directed by Victor Heerman of a screenplay by Morrie Ryskind.

(Still No. 1268-111)



Groucho Marx gets so carried away by telling his own rhetoric that he seizes, to the consternation of Margaret Dumont, the leg of a house party guest in "Animal Crackers," a Universal re-release, an MCA Company, of a Paramount Picture, starring the Marx Brothers (Harpo, Groucho, Chico, and Zeppo) with Lillian Roth. The 1930 comedy was directed by Victor Heerman from a screenplay by Morrie Ryskind.

(Still No. 1268-130)



Margaret Irving, a society leader is unable to understand the strange conduct of Harpo Marx, whom she suspects of having stolen a valuable painting in "Animal Crackers," a re-release by Universal, an MCA Company, of a Paramount Picture, starring the Marx Brothers (Groucho, Harpo, Chico, and Zeppo) with Lillian Roth. The 1930 comedy was directed by Victor Heerman from the screenplay by Morrie Ryskind.

(Still No. 1268-124)



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(Still No. 1268-B)



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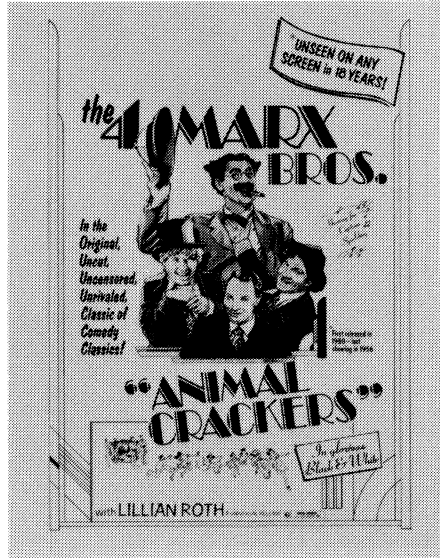


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(Still No. 1268-B)

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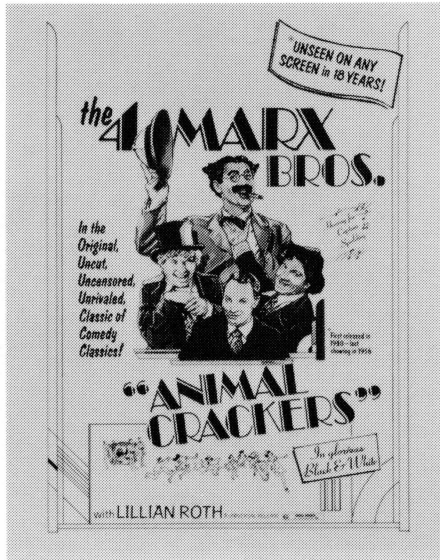
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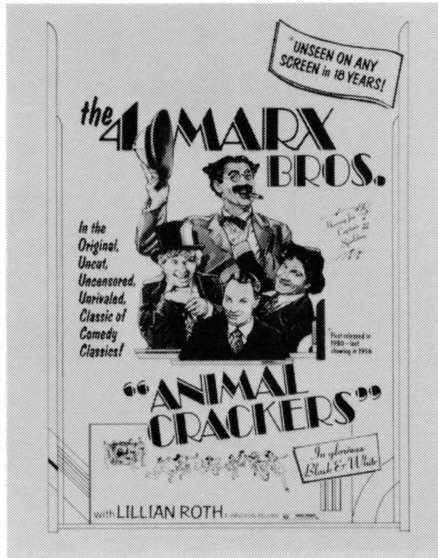
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