

Document Citation

Title	Times gone by
Author(s)	
Source	<i>Italian Film Export</i>
Date	
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	5
Subjects	Lollobrigida, Gina (1927), Subiaco, Abruzzan, Italy
Film Subjects	Altri tempi (Times gone by), Blasetti, Alessandro, 1952

ONE OF THE VERY BEST OF ALL "OMNIBUS PICTURES"

San Francisco Chronicle

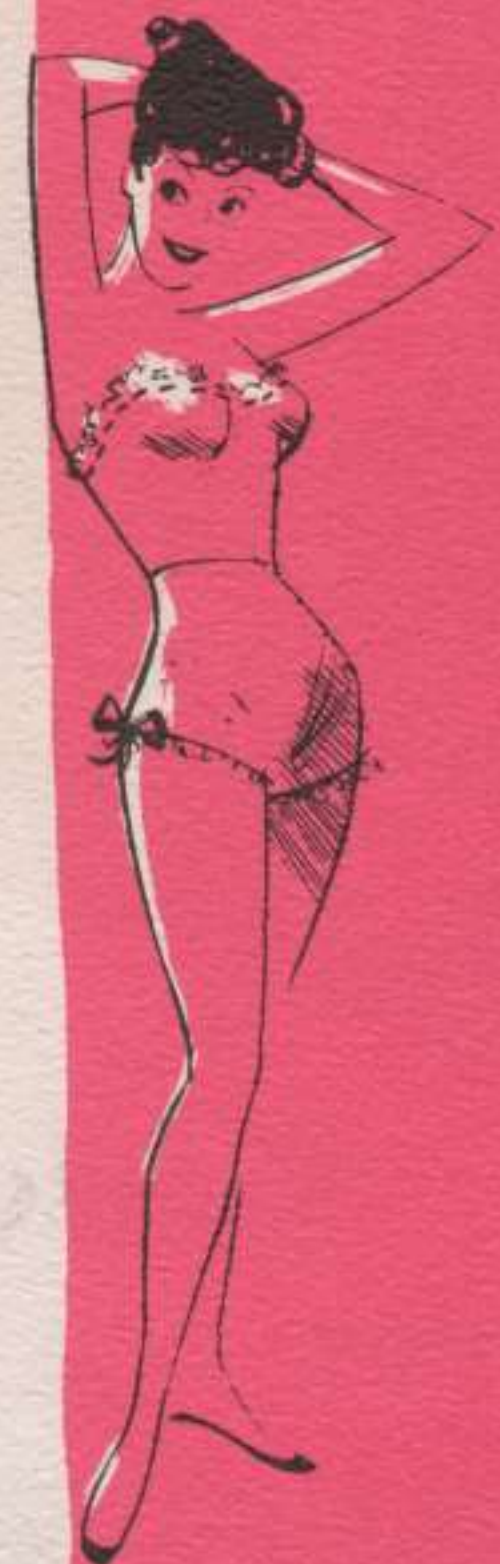


PRE-TESTED :

FIVE RECORD BREAKING MONTHS at the Beverly-Canon, Los Angeles

13 WEEKS at the Vogue Theatre, San Francisco

MAT 301



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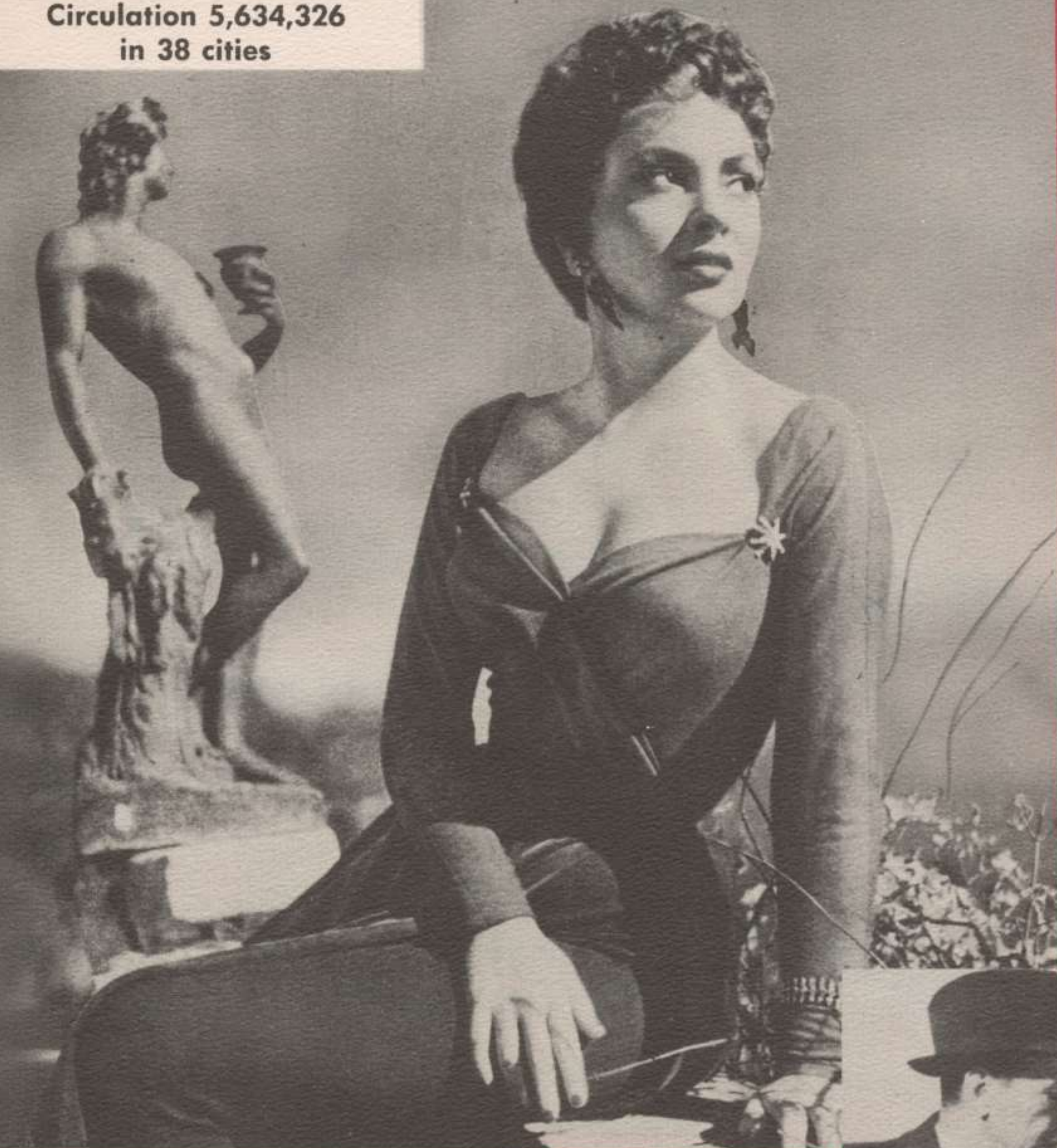
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Circulation 5,634,326
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Humphrey Bogart says:

'She's Terrific!'



ORCHID NO. 1:

"Gina Lollobrigida—unlike a lot of our stars who can't do anything, including act—makes her own wigs if she has to, sews her own costumes, puts on her own makeup, and even touches up her own false eyelashes if nobody's around to help her."

ORCHID NO. 2:

"She's smart."

ORCHID NO. 3:

"She's got a sense of humor . . . she's terrific!"

"TIMES GONE BY"
STARS ITALY'S MOST
PUBLICIZED BEAUTY
GINA LOLLOBRIGIDA

"Director Alessandro Blasetti, the man who made "Times Gone By", put the story of Gina Lollobrigida into a nutshell when he said: "Gina is Italy's first anatomic bomb. May there be many more like her!"

United Press story

LOUELLA PARSONS: "Gina Lollobrigida . . . the sexiest actress since Silvana Mangano".

HEDDA HOPPER: "Gina Lollobrigida, hottest girl in Europe".

EARL WILSON: "Gina Lollobrigida, a beautifully busty Italian gal is the most promising film star in Europe. She's one of God's nobler works."

HUMPHREY BOGART . . . in AP Interview "She's a doll!"

WITH Humphrey Bogart, Gina Lollobrigida studies lines for forthcoming "Beat the Devil." She'll be seen this month and next in two Italian imports—"Times Gone By" and "Young Caruso" (IFE).



TIMES GONE BY IS

A CRITICS' PICTURE..AN ADULT PICTURE..YOUR KIND OF PICTURE!

L. A. Herald & Express

"Rollicking Session in New Omnibus Film."

"'Times Gone By' is as beguiling as a very cold glass of champagne . . . deliciously worldly people in deliciously worldly situations."

Los Angeles Examiner

San Francisco Call-Bulletin

"'Times Gone By' . . . a nostalgic film of great charm."

"'Times Gone By' is unusual, charming film fare and we recommend it to all discriminating theater fans."

San Francisco News

MOTION PICTURE HERALD

"The six stories presented are flavored with continental appeal . . . Love, infidelity and controversy are the main themes. Sometimes the situation and dialogue are amusing and witty, sometimes sad and melodramatic, but mostly they are filled with a lusty passion. The picture probably restricts itself to an adult audience that must have a broad and European outlook."

Chicago Sun-Times

"A handsome film . . . its grace and style and humor are distinctly its own."

"Blasetti has done a magnificent job to prove with this film that things were more passionate, humorous, adventuresome, terrifying and tuneful in the last century."

San Francisco Chronicle

FILM DAILY

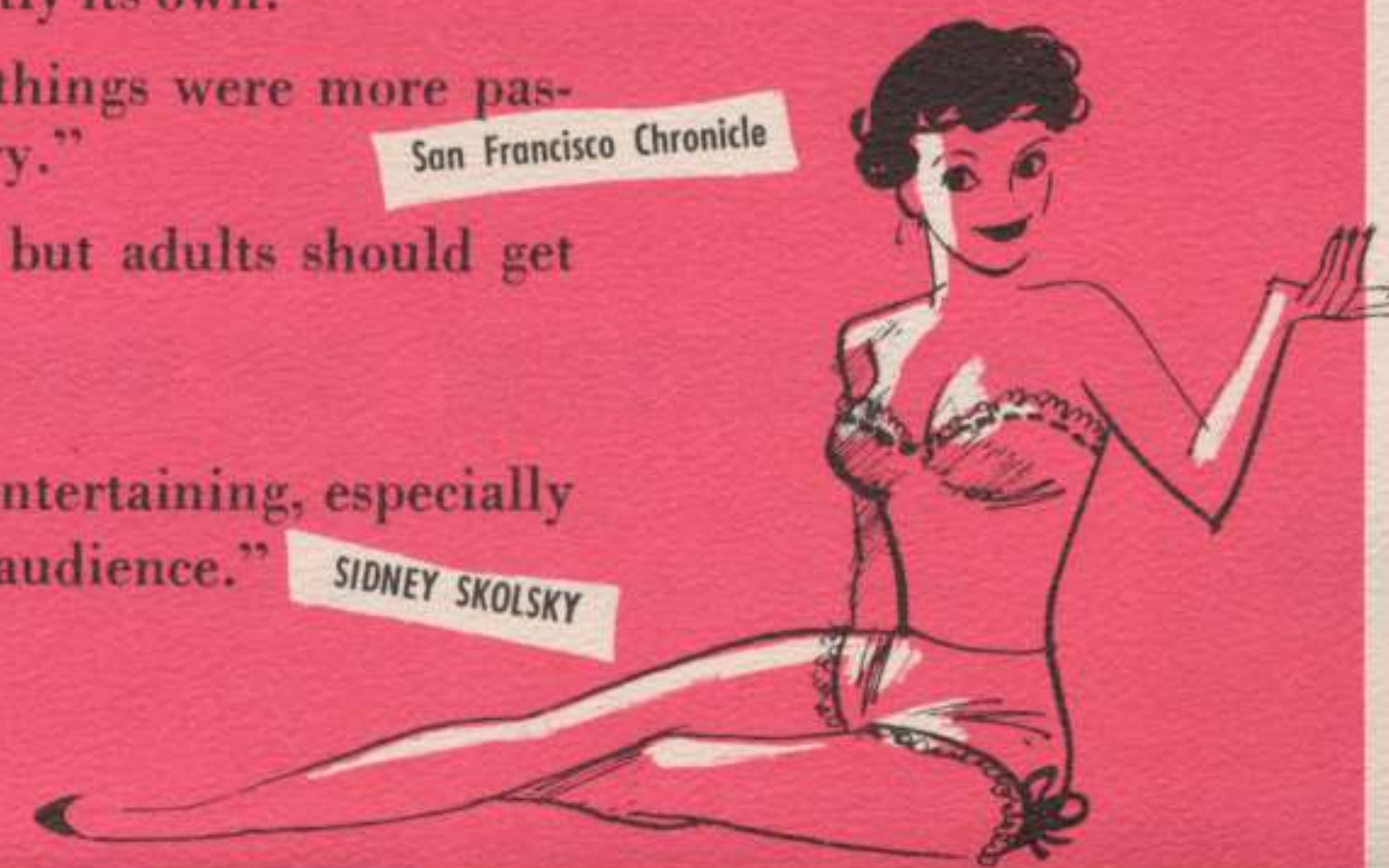
"This production is undoubtedly risqué by American standards but adults should get quite a kick from the humorous situations and witty English titles."

VARIETY

"High entertainment value."

"Recommend the Italian movie "Times Gone By" . . . It's very entertaining, especially the last episode with Gina Lollobrigida who doesn't need 3-D to reach the audience."

SIDNEY SKOLSKY



THEATRE arts

Accent on the Omnibus

FOR REAL sophistication, the Italians as a movie-making nation are beginning to rival the French. The latest impressive item, *Times Gone By* (IFE), is a charmingly conceived film designed by its director, Alessandro Blasetti, to delve into the past and reveal the classic traits of the Italian people through some of their best turn-of-the-century literature as well as through popular songs and a ballet. The scheme for presenting this potpourri is clever: a vendor of old books hands his customers volume after volume as nostalgically he urges the romantic and genteel past against the harsh, violent and disillusioning present.

One subtlety of the film, whose form is six unrelated episodes, is that beneath a certain old-world leisure and elegance there lurk an emotionalism and even a violence that compare as well as contrast with corresponding modern traits. In "The Idyll," which tells of first love as it comes to two children, the social class is the wealthy upper crust, while in "Less Than a Day," about a lover and his married mistress, who can spare him only a fleeting visit, and in "The Vise," a psychological drama of adultery, the social class is the comfortably well-off "middle." Yet, in "A Question of Property" and "The Trial of Phryne," one gets two strong whiffs of the very heart of society.

The perceptive costuming and sincere, if humorous, romanticism of the "first affair" in "The Idyll" make a fetching combination. "Less Than a Day" is excellently acted by Alba Arnova, a ballerina who could hardly have more wit in her toes than she displays here off them. The marital drama, "The Vise" by Luigi Pirandello, is a bit somber, reminding us of an outdated acting style; at the same time, this style is one

pens to them). "A Question of Property" is so daring that it must be seen, not discussed. It is also hilarious. But the masterpiece of the lot—and it stands with any short film ever made—is "The Trial of Phryne," a comedy phenomenal for purity of form and depth of meaning.

Gina Lollobrigida and Vittorio de Sica are most fortunate selections for the leads: a peasant woman brought to trial for poisoning her mother-in-law, and the lawyer called at the last minute to defend her. As the latter declares in his grandiloquent and superbly funny summation, his client is indisputably guilty of the poisoning (she admits it) as well as of yielding herself to an endless succession of men. Married to a husband who seems to be the village idiot, the young woman seems to be the village prostitute. But besides being extremely beautiful, she is sublimely simple-minded in that she seriously believes her body is proper reward for all "good Christians." This is the most risqué of a set of risqué stories, but, miraculously, it does not offend.

The lawyer gets his client off by an inspired oration on the theme of a classical sinner named Phryne, who is said to have stood condemned before the ancient Athenian court, the Areopagus, but whose advocate had the wit (knowing the pagan veneration for physical beauty) to tear off her robe and reveal her form. Believe it or not, she was pardoned, and so is her namesake in the present case. Assuredly, here was a most difficult issue to bring off convincingly, and it could have been done only in an exaggerated comedy. But the improbable has been richly accomplished. Miss Lollobrigida virtually has a magical way of projecting the sex and artlessness of the accused and is, of

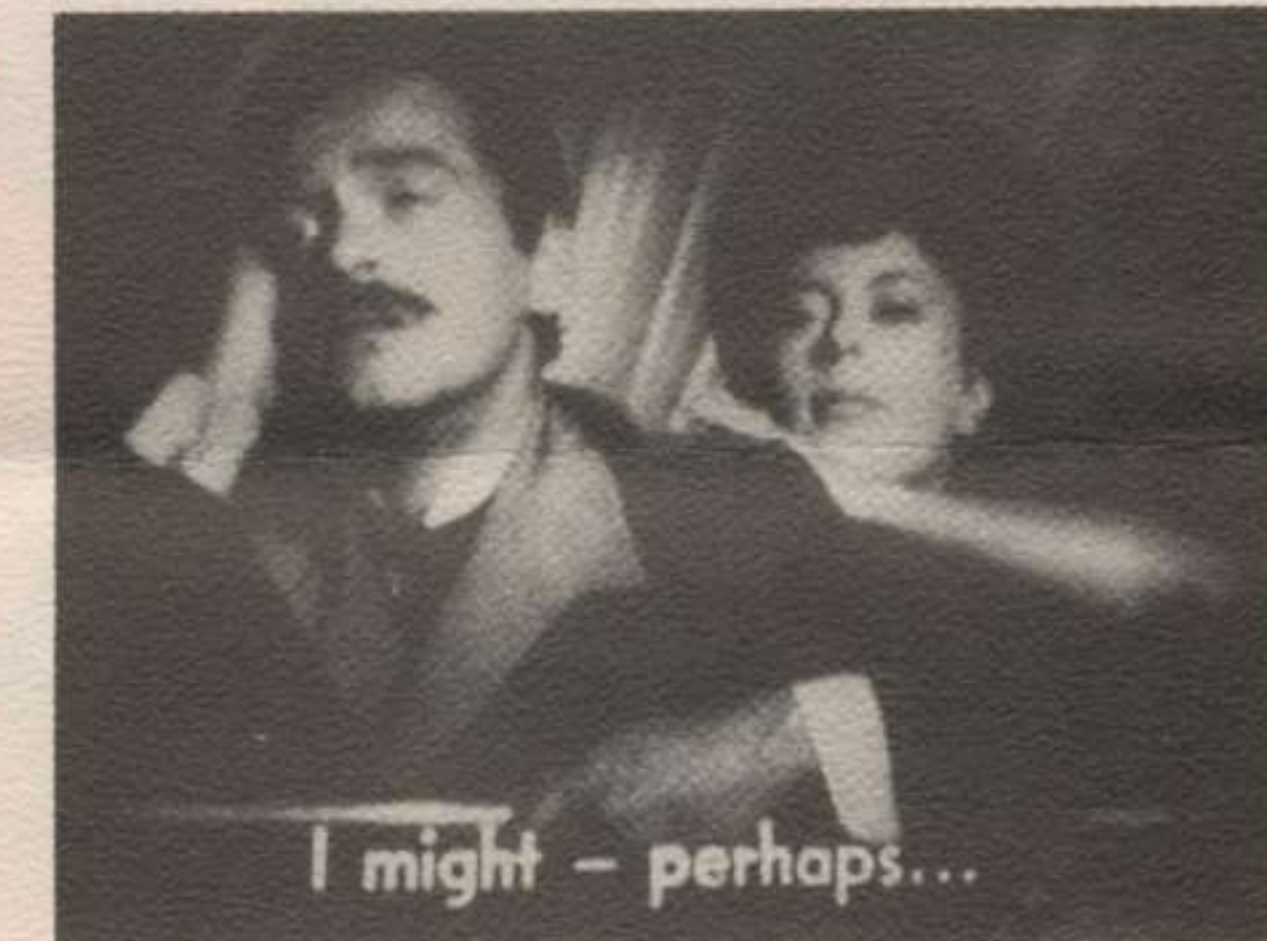
The AMERICAN WEEKLY



All
this
and
talent,
too



LIFE



San Francisco Chronicle

'TIMES GONE BY'

HAPPIER DAYS in Italy—those of the romantic Nineteenth Century—are captured in six separate episodes in the fine Italian film, "Times Gone By," which will open at the Vogue for its first regular American run beginning Wednesday. Above are three principals in the film's star-loaded cast. Aldo Fabrizi (top) plays a second-hand book dealer whose browsing through volumes by famous Italian authors threads together the film's diversified stories. The delightful summit of the episodes is reached in a final scene which has beautiful Gina Lollobrigida (center) accused of a flock of marital infidelities and Vittorio De Sica (bottom) defending her with hilarious eloquence as her lawyer.

"T.G.B." FIRST PIC IN FIVE YEARS TO PLAY 3 WEEKS

HELD OVER! 2nd BIG WEEK! EXCLUSIVE SHOWING
LUSTY! EARTHY! SAUCY!



GINA LOLLOBRIGIDA VITTORIO DE SICA AND Aldo Fabrizi
TIMES GONE BY

BRANDT'S APOLLO-42 St.
Between 7th & 8th Avenues • Continuous to 4 A. M. • LO 5-3700

Available as 2 Col. x 50 Lines (100 Lines) MAT 206

Here's what Martin Levine, General Manager of Brandt Theatres, has to say:

"Times Gone By", which we are playing at our Apollo Theatre direct from its six week New York premiere engagement at the Guild Theatre, has been doing such an outstanding business that that I am writing to tell you we are holding over this outstanding grossing attraction for a third week. This will be the first picture to play three weeks at the Apollo in the last five years.

"Everybody who has come in to see the picture has had a solid good time and it is wonderful to hear the comments of a completely satisfied audience. We have played this picture to all types of people and I am certain you can successfully play it in every type of theatre."

"TIMES GONE BY"
IS GAY FILM GEM

Graced with as excellent a cast as has appeared in a movie in a long time, and directed by one of the outstanding directorial talents of Italy today, "Times Gone By" makes its local bow at the Theatre.

Beautiful, curvaceous Gina Lollobrigida, who has shot up to international popularity, shares stellar honors with several others, including the great Vittorio De Sica, who has won fame as both director and actor. In this case he is an actor. Alessandro Blasetti directed "Times Gone By," an omnibus film recount-

ing a sextet of stories, released by I.F.E. Releasing Corp.

Each story is in a different mood, laid around the turn of the century, ranging through sexy and sly gaiety, comedy, drama, satire and musical nostalgia.

With a ballet number as a prelude, the sequences in "Times Gone By" are composed of the following episodes:

"The Trial of Frine," is an outrageously funny story of an adulteress who is acquitted of murder through the extraordinary glibness of her attorney. He succeeds in convincing a jury that her womanly charms are part of the country's natural not-to-be-destroyed resources. The episode stars Gina Lollobrigida and De Sica.

Salty peasant humor is dished up in "A Question of Property," while in the Pirandello story, "The Vise," a taut drama of a jealous husband and an unfaithful wife is told. Amedeo Nazzari and Elisa Cegani are starred.

A frothy style of humor is unfolded in "Less Than A Day," in a piquant comedy of a secret tryst between a jealous lover and a naughty but nice young man. Protagonists are Alba Arnova, who also is the ballerina in the ballet sequence, and Andrea Checchi.

In "The Idyll," a tender story of childhood romance and a boy's first kiss is charmingly told, and in "A Pot-Pourri of Songs," musical nostalgia takes us back to a

REVEALING! JEALOUSY! FIRST LOVE! ECSTASY! EARTHY! SONGS!

6 UNBLUSHING STORIES!
The Loves and Morals of
TIMES GONE BY

An Adult Film SEXtette!

Presenting VITTORIO DE SICA
GINA LOLLOBRIGIDA
Aldo Fabrizi
Barbara Florian
Alba Arnova
and
CORPS de BALLET
of the
ROME OPERA THEATRE
directed by
Alessandro Blasetti

T H E A T R E

3 Col. x 75 Lines (225 Lines)

MAT 301

IFE RELEASING CORPORATION

presents

"TIMES GONE BY"

with: Vittorio de Sica, Gina Lollobrigida, Aldo Fabrizi, Amedeo Nazzari, Alba Arnova, Enzo Staiola and the CORPS de BALLET of the Rome Opera Theatre

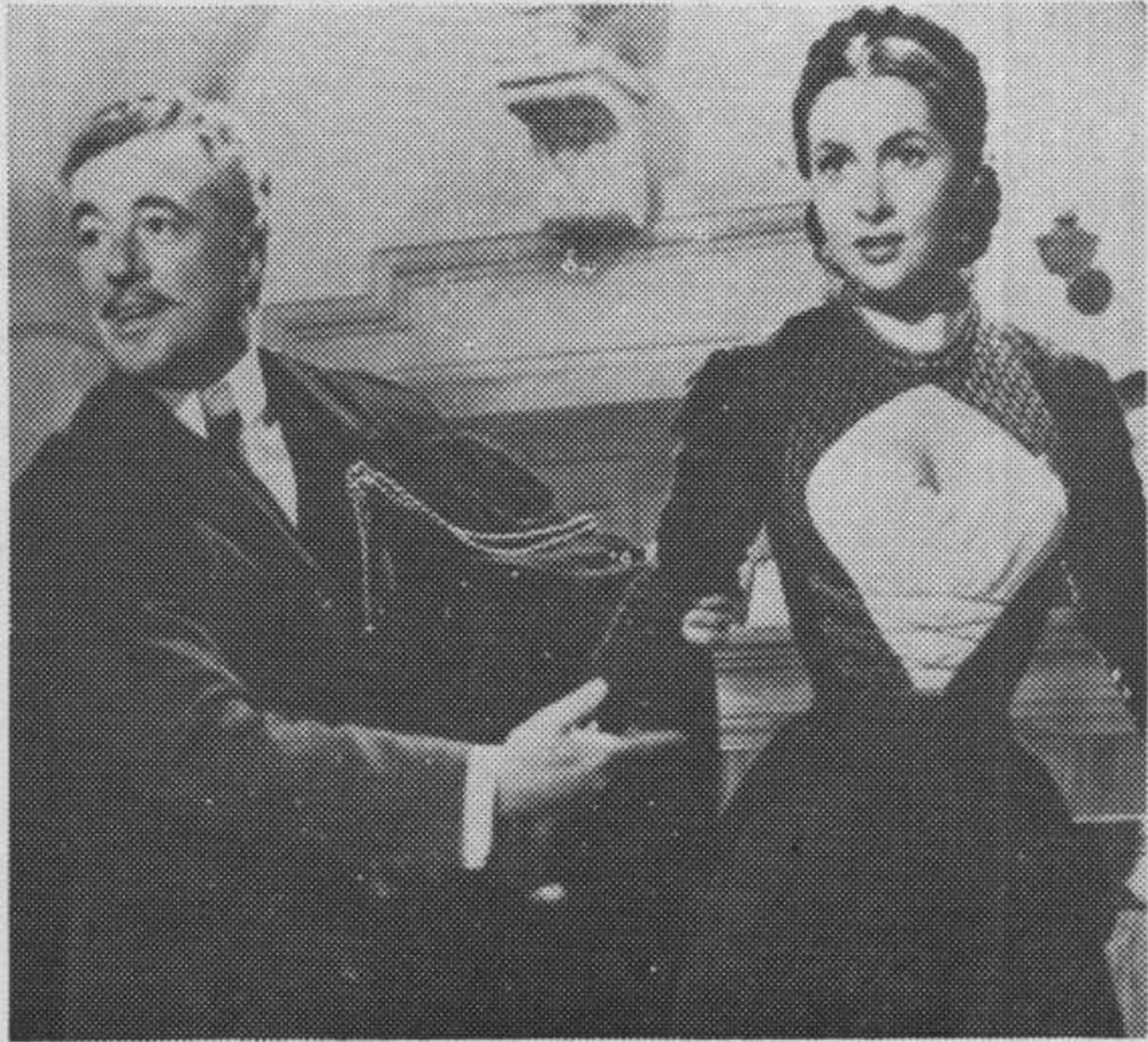
CREDITS

Director.....	Alessandro Blasetti		
Producer.....	Carlo Civallo		
Writers.....	O. Biancoli	B. Rondi	A. Mazzetti
	A. Blasetti	A. Continenza	F. Mercati
	V. Brancati	I. Dragosei	T. Vasile
	G. Carancini	V. Marinucci	G. Zucca
	S. Cecchi D'Amico		
Photography.....	Carlo Montuori		
Photography for "THE TRIAL OF FRINE" only.....	Gabor Pogany		
Music.....	Alessandro Cicognini		
Sets.....	Franco Lolli		
Editor.....	Mario Serandrei		

A CINES PRODUCTION

quieter and perhaps more romantic day.

The stories, however, are tied together through the medium of a bookseller and a boy to whom he tells stories. These roles are enacted by the popular Aldo Fabrizi and Enzo Staiola, who won fame as the youngster in "The Bicycle Thief."



STILL TG-60

MAT 2B

BOLD AND HILARIOUS is this scene from "Times Gone By," the new omnibus film release from I.F.E. which stars Gina Lollobrigida and Vittorio De Sica. The scene is from the much talked about courtroom sequence in which De Sica wins an acquittal for his lovely client, Gina Lollobrigida, who is charged with murder.



STILL TG-11

MAT 1C

SAUCY Alba Arnova is a stellar attraction in the frothy and unusual omnibus film, "Times Gone By," which arrives at the Theatre. The new I.F.E. release co-stars Gina Lollobrigida and Vittorio De Sica.



STILL TG-38

MAT 1B

BEAUTIFUL Gina Lollobrigida is starred in the sparkingly funny courtroom sequence in the omnibus film, "Times Gone By," opening at the Theatre. Co-starred in the I.F.E. release is Vittorio De Sica.

ADVERTISING

The scene everybody is talking about!



"HIGHLY RECOMMENDED!"
—Cue Magazine

"This reviewer cannot recall a playlet more frank and funny than this outrageous skit about a lawyer's defense of a lusty murderess whose fatal weakness has been that she couldn't say no!"

—Bosley Crowther, Times

"In toto, as grownup as any thing even Europe has sent us lately!"

—Post

The Loves and Morals of
TIMES GONE BY

An I.F.E. Release

T H E A T R E

starring
GINA LOLLOBRIGIDA
VITTORIO DE SICA

3 Col. x 75 Lines (225 Lines)

AD 304

☛ This reviewer cannot recall a playlet more FRANK and FUNNY than this outrageous skit about a lawyer's defense of a lusty murderess whose fatal weakness has been that she couldn't say no! Bosley Crowther, N.Y. Times

Engrossing...film has wit, charm... FIRST RATE! Parents' Magazine

DARING MASTERPIECE . . .
Lollobrigida has a **MAGICAL** way of projecting sex . . . De Sica achieves a performance of the first order.

Theatre Arts Magazine



The Loves and Morals of
Times Gone By

GINA LOLLOBRIGIDA • VITTORIO DE SICA
Aldo Fabrizi • Barbara Florian
Alba Arnova and CORPS de BALLET of the ROME OPERA THEATRE
Directed by ALESSANDRO BLASETTI An I.F.E. Release

2 COL. X 78 LINES (156 LINES)

MAT 205



2 COL. x 15 LINES (30 LINES)

MAT 201

An unusual motion picture achievement!

6 unblushing stories in a perfect blend of sex, sentiment and sophistication told in the frank continental manner!



The best of the omnibus stories!

The Loves and Morals of
Times Gone By

starring **GINA LOLLOBRIGIDA**
VITTORIO DE SICA

Aldo Fabrizi Barbara Florian
Alba Arnova
and
CORPS DE BALLET
of the
ROME OPERA THEATRE
Directed by
ALESSANDRO BLASETTI
An I.F.E. Release

T H E A T R E

3 COL. X 86 LINES (258 LINES)

MAT 311



"Gina Lollobrigida is much too alluring to be judged by ordinary standards."
—Herald Tribune
"HIGHLY RECOMMENDED!"
—Cue

TIMES GONE BY
An I.F.E. Release

T H E A T E R

1 Col x 50 Lines (50 Lines) MAT 111



1 Col. x 15 Lines (15 Lines) MAT 101



1 Col. x 16 Lines (16 Lines) MAT 109

GINA LOLLOBRIGIDA



"ONE OF THE BIG REASONS WHY AMERICA HAS TAKEN ITALIAN FILMS TO ITS BOSOM!"

—Holiday Magazine

The loves and morals of

"TIMES GONE BY"
An I. F. E. Release

T H E A T R E

1 col. x 100 lines (100 lines)
MAT 104

A

RARE MOTION PICTURE ACHIEVEMENT

TIMES GONE BY

A perfect blend of sex,
sentiment and sophistication
IN THE CONTINENTAL MANNER

including . . .

**LESS THAN A DAY**

Alba Arnova and Andrea Checchi in a piquant comedy of a secret tryst between a jealous lover and a naughty but nice young married woman.

**A QUESTION OF PROPERTY**

An hilarious earthy rural duel over the possession of a piece of "property", with Arnolda Foa and Folco Lulli.

**THE IDYLL**

A delightful childhood romance, a boy's first kiss—and some innocent misconceptions about how babies are made.

**A POT-POURRI OF SONGS**

A melodic collation of the popular songs of the turn of the century—lightly threaded together by the mimed account of a youthful courtship and marriage, with Barbara Florian and Elio Pandolfi.

**THE VISE**

Pirandello's searching story of an unfaithful wife and the husband who may or may not suspect her infidelity, with Elisa Cegani and Amedeo Nazzari.

**THE TRIAL OF PHRYNE**

Gina Lollobrigida and Vittorio De Sica in the hilarious court proceedings whereby a gorgeous hussy wins acquittal from charges of adultery and murder through the pleadings of a lawyer who is wise in the ways of the world . . . and men.

ORDER AD AND SCENE MATS, STILLs, WINDOW CARD AND TRAILER FROM I. F. E.