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"LIGHTS UP WITH CHEVALIER'S
ELECTRICITY"

—WALTER WINCHELL

"Socko!"
—VARIETY

"A delicious farce!"

— N. Y. TIMES

"Chevalier is the perfect boulevardier... it titillates."

— N. Y. WORLD-TELE & SUN

"Jaunty in manner and voice, Chevalier is devilish." — NEW YORKER

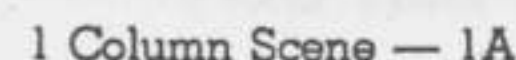
"Has the LUBITSCH
TOUCH." — Bill Leonard,
WCBS

MAURICE
Chevalier
A ROYAL AFFAIR
LE ROI

with ANNIE DUCAUX · SOPHIE DESMARETS
and ALFRED ADAM

A DISCINA RELEASE

**N. Y. POST
CBS
NEWSWEEK
M. P. DAILY**



From Jean

You cut your diamonds with so much skill and patience that every little facet sparkles. Picasso once said to me: "A calling is something one doesn't learn." That wonderful sentence comes back to me whenever I think of you.

"A ROYAL AFFAIR"
"LE ROI"
(ENGLISH TITLES)

"A ROYAL
"LE ROI"
FRENCH FARCE (ENGLISH TITLES)
make fun at kings, sto
thrive. I

**"A ROYAL
"LE ROI"**

FRENCH FARCE (ENGLISH TITLES)

Only in a democracy can one poke fun at kings, statesmen and politicians, or only in a democracy can a sense of humor thrive. In the past, the spirit of the Frenchman has always transcended the tyranny of oppressors. Such defiance cannot be quelled, and perhaps because of this gallic wit remains unsurpassed in its flavor and subtlety. From what country but ante-bellum France could come a story like "LE ROI". This bouffon farce is broad burlesque at its satirical best. No person nor institution, from monarch to matrimony, is free from its deliberately social thrusts.

In a vein of travesty, the visit of a mythical king to a neighboring democracy under a pretext to malign gently the frivolity of royalty, the hypocrites of a democracy. A King who does not distinguish between a snob and an ex-seamstress, and a woman who

In a vein of travesty, the visit of royalty serves as a pretext to malign gently the democracy. A actress as distressed of politicians, and the class distinctions of his head, an ex-seamstress hide the fact that his crown rests uneasy on his snob, and an ex-seamstress as she is beautiful, a democrat who is at heart a snob, and make one of the most impudent, and amusing comedies of the 20th century.

LE ROI was written in 1908 by de Flers, Caillavet and Arene at a time when Paris still held fresh from memory of the state visit of a certain monarch from Eastern Europe. The Republican populace turned out in droves to do homage to royalty. Society went into handsprings over a young man, whose affairs of heart became so involved with his affairs of state that the ministry tottered. The play was a huge hit in Paris. For years American producers were sorely tempted to bring it to this country. One and all decided not to change it, that its wit was too sophisticated and its comedy too continental. What could be more candid than Bourdier's proposition to Therese Marxix. In 1917, during the last war, George M. Cohan and Sam Harris finally produced the play here. With Leo Ditrichstein as the star, it was one of the most successful plays ever presented on Broadway. Americans then as now, could appreciate the spectacle of democracy vainly flattered by the pressure of royalty. Liberty, it has been said is a woman, and a visiting king, the lady's lover. If this be true, then it explains why a bored and world-weary ruler finds pleasure in the company of the deputy's wife. For she treats him as an ordinary man, not as a sovereign—while he woos her like a queen.

CUE SAYS:
"A Royal Affair
French with En
ing Gall

CUE SAYS

"A Royal Affair" at the Normandie, in French with English titles, is a frothy and amusing Gallic comedy of polite seduction—with Maurice Chevalier playing a rakish King of a mythical kingdom on amorous holiday in France. M. Chevalier receives nice support from a large cast that includes the lovely Annie Ducaux, Sophie Desmares and Alfred Adam.

—JESSE ZUNSER

ROYAL AFFAIR. A (98m. Disc.)
French; Eng. titles. Get
with
comedy. After a search of ro-
king
Annie
Alfred

ROYAL AFFAIR. A—(98m. Disc.)
(50) In French: Eng. titles.
amusing, adult comedy, with
Maurice Chevalier a rakish king
visiting Paris in search of ro-
mance. Well acted, with Annie
Ducaux, Sophie Desmarets, Alfred
Adam.

A Boudoir Farce that is a Royal Blush.
and rollicking boudoir farce in
the Clair and Ernst Lubitsch.

A Boudoir Farce that is a Royal Blush.
A ribald, risqué and rollicking boudoir farce in
best tradition of Rene Clair and Ernst Lubitsch.

NEW YORK, THURSDAY, MARCH 9, 1950

"A Royal Affair"

with Maurice Chevalier, Annie Ducaux,
Sophie Desmarets.

Discina Int'l 98 Mins.

FIRST FRENCH ENTRY OF NOTE THIS YEAR. CHEVALIER IN TOP FORM. GAY, SAUCY, RISQUÉ COMEDY PACKS BUBBLING MERRIMENT. GOOD FOR LONG MONETARY HAUL.

DIRECTION: Smart. **PHOTOGRAPHY:** Good.

First French entry of note to date this year, "A Royal Affair" in addition to the sure-fire attraction of Maurice Chevalier is also a gay, saucy, risqué and very delightful comedy that packs much bubbling merriment all the time, whether Monsieur Paris is involved or when the other characters are having their moments.

It is light, frothy stuff with plenty of those touches, absent of late, that cause the eyebrows to lift and evoke hearty response. To briefly rate "A Royal Affair," it's a top comedy in the French manner. It's good for a long, monetary haul. That French writing, acting and directing talents

can make light of what might elsewhere be considered questionable themes and subject matter, is once again most tastefully and satirically delineated here.

With his familiar verve and spirited application, Chevalier plays as a king of a place called Cerdania who visits France and during the course of his stay meets up with a former mistress who is at the moment in process of changing hands a few times from the Prime Minister to a Senator, has a rendezvous with her, and later spends an amorous night with the wife of an ambitious politician whose net gain at the conclusion is a cabinet post.

The entire proceedings are played for
gags and laughs with sudden surprises and
a general air of frivolity. It's a good show
and it's going to be around for some time.
Chevalier sings, too.

CAST: Maurice Chevalier, Annie Ducaux, Sophie Desmarets, Alfred Adam, Jean Wall, Robert Murzeau, Robert Vattier, Felix Paquet, Henry Charrett, Francois Joux, Delaitre.

CREDITS: A Michel Safra-Andre Paule Production; Adapted and directed by Marc-Gilbert Sauvajon; From the play by R. De Fliers, A. De Caillavet, E. Arene; Photography, Robert Le Febvre; Music, Jean Marion; Sets, Andre Boutie.

The Royal Rake on the make . . .
The King can do no wrong!

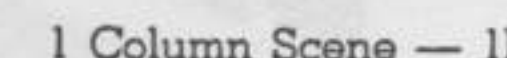
Maurice Chevalier Starred
In "A ROYAL AFFAIR"

Maurice made his American debut with the Ziegfeld Follies in 1929. He had an act of his own in that fabulous show called Songs from My Repertoire. It is essentially the act he brought back to New York in 1947. The theatrical census of 1929 doesn't record how many people saw and heard him then. But Box office experts declare that no less than 75,000 people thought the Henry Miller Theatre in 1947.

Chevalier's first and perhaps most memorable film was "THE INNOCENT OF PARIS." "THE LOVE PARADE" quickly made Chevalier's out-thrust lip, the straw hat and cane and engaging strut popular with American moviegoers. "THE BIG PONG," "THE SMILING LIEUTENANT" and "FOLIES BERG-RES" were other film vehicles in which Chevalier scintillated before he came to Broadway in 1934 to do a one-man show for Charles Dillingham. He faced the Hollywood cameras for the last time in 1935, this time as Prince Danilo in "THE MERRY WIDOW," then returned to France to found the Actors Hospital and be made the Actors Legion of Honor.

After the war, he was named a Knight of the

After the war, he came out of retirement appeared at the ABC Music Hall in Paris, where the tumultuous acclaim which greeted his return proved he was still the idol of the French Capital. He recently completed a successful tour of Belgium and Scandinavia and made his first post-war appearance at the Millers Theatre where he achieved a tremendous success with his one-man show. He returned to France where he made his first post-war film — Rene Clair's "GOLDEN SILENCE." Another successful tour followed in England and Belgium. His latest film a "A ROYAL AFFAIR" (LE ROI) completed last year, marks his return to musical comedy.



The Rex with Sex who reigns supreme in boudoirs
The delightfully daring farce of a royal playboy's
amours.

A ROYAL AFFAIR
(LE ROI)

From the celebrated play by
R. DE FLERS, G. A. DE CAILLAVET AND E. AREN
ADAPTED and DIRECTED BY

By
MARC-GILBERT SAUVAJON

THE CAST

MAURICE CHEVALIER **THE KING**
 ANNIE DUCAUX Therese Marnix
 SOPHIE DESMARETS You You
 ALFRED ADAM Bourdier
 Jean Wall LeLorrain
 Robert Murzeau Blond
 Robert Vattier Marquis de Chamarande
 Felix Paquet Gabriel, Postmaster General
 Henry Charrett Corneau, Minister of Commerce
 Francois Joux Rivet
 Delaire Count Martin

Production designed by
 GUY de GASPARIS

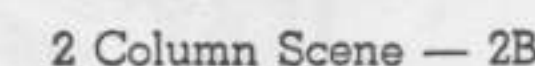
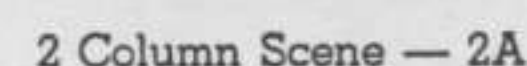
Production designed by
GUY de GASTYNE

Sets
ANDRE BOUTIE
A. 2. 1.

JEAN MARION
A MICHEL SAFRA-ANDRE PAULVE PRODUCTION

Director of Photography
ROBERT LE FEBVRE

Music
JEAN MARION



The daring story of a King who
woo every woman like a Queen.

"AS TASTY AS FRENCH PASTRY!" *N. Y. DAILY NEWS*

**"LIGHTS UP WITH CHEVALIER'S
ELECTRICITY"**
—Walter Winchell

**"Jaunty in manner
& voice, Chevalier
is devilish."**
—NEW YORKER

HE'S BACK!
As gay and romantic
as in "Merry
Widow" and
"Love Parade"

**Maurice
Chevalier**
**A ROYAL
AFFAIR**
(LE ROI)
with ANNIE DUCAUX • SOPHIE DESMARETS
and ALFRED ADAM

A DISCINA RELEASE

Ad No. 320

MAURICE CHEVALIER
BACK AGAIN IN HIS FIRST GAY
MUSICAL-COMEDY SINCE "LOVE PARADE"
AND "MERRY WIDOW"!

**A ROYAL
AFFAIR**
(LE ROI)
A DISCINA RELEASE

Ad No. 322

HE'S BACK!
As gay and romantic
as in "Merry
Widow" and
"Love Parade"

**MAURICE
CHEVALIER**
"A ROYAL AFFAIR"

He sings 3 new
frothy songs!
You'll love every
minute of it!

**MAURICE
CHEVALIER**
in
**"A ROYAL
AFFAIR"**
(LE ROI)
A DISCINA RELEASE

Ad No. 319

**"It's the Chevalier of old on
the Normandie screen!"**
—News

**"A frothy film farce . . . the
Normandie customers will
exit laughing!"**
—Post

**MAURICE
CHEVALIER**
**A ROYAL
AFFAIR**

Ad No. 321

**"Chevalier is roguish and
charming . . . gay and devil-
ish as ever!"**
—Compass

**"Chevalier is the perfect
boulevardier . . . his spirit is
fresh and young!"**—World-Tel.

**MAURICE
CHEVALIER**
**A ROYAL
AFFAIR**

Ad No. 329

**ROYAL
RAVES
FOR**
**MAURICE
CHEVALIER**
"A ROYAL AFFAIR"

**"It's the Chevalier of
old on the Normandie
screen! He's delight-
fully entertaining!
This French comedy
is as tasty as French
pastry!"**
—News

**"A frothy film farce
. . . the Normandie
customers will exit
laughing!"**
—Post

**"Chevalier is roguish
and charming . . . gay
and devilish as ever!"**
—Compass

**"Chevalier is the per-
fect boulevardier . . .
his spirit is fresh and
young!"**—World-Telegram

**"Frothy and amus-
ing!"**
—Cue

Ad No. 326

**"LIGHTS UP
WITH CHEVALIER
ELECTRICITY!"**
—Walter Winchell

2nd WEEK!
**Maurice
CHEVALIER**
in
"A Royal Affair"
(LE ROI)

**"GAY, AMUSING,
ADULT COMEDY
WELL ACTED!"**
—Cue
Magazine

A DISCINA RELEASE

Ad No. 327

DISCINA INTERNATIONAL FILMS CORPORATION
250 WEST 57th STREET, NEW YORK 19, N. Y.

PHONES: PLAZA 7-5484-5-6

"Lights up with Chevalier electricity!"
—Walter Winchell

**"Gay amusing,
adult comedy!"**
—Cue

**MAURICE
CHEVALIER**
"A Royal Affair"

Ad No. 328

**MAURICE
CHEVALIER**
**A ROYAL
AFFAIR**

Ad No. 325