

Document Citation

Title	Francis 1
Author(s)	
Source	<i>Films Vog, Les</i>
Date	
Type	exhibitor manual
Language	English
Pagination	
No. of Pages	1
Subjects	Fernandel (1903-1971), Marseille, Bouches-du-Rhône, France
Film Subjects	François Premier (Francis 1), Christian-Jaque,, 1936

FERNANDEL and "FRANCIS The FIRST" will be HAILED by Your Patrons... BOXOFFICIALLY!

There will be no time for mirth-control after you book this film, the laughingest, screwiest, side-splittingest role of his career. It combines the chuckles of "Mons. Beaucaire" with the shriekable antics of a "Connecticut Yankee in King Arthur's Court".

lp # 36736

WASHINGTON, D. C. TIMES-HERALD

Fernandel Proves Wonderful Jester In Hipp Comedy

By ERNIE SCHIER

UNTIL "Francis the First" moved into the Hippodrome the other day, we had no idea that Fernandel, the horse-faced French comedian, was such a funny fellow. In the past, in either straight or comedy roles, he has always been an actor worth noting, but in the farcical "Francis the First," it becomes clear that here is a man whose talents make him obvious heir to the mantle of buffoonery left ownerless by the death of France's great clown, Raimu.

As an example of what we mean, the Hippodrome's current importation is one of the few foreign language films that has no need of English titles.

THIS is largely due to the actions and manner of Fernandel. A mixture of Charlie Chaplin and Bob Hope, his performance needs little interpretation. Ugly without peer, his whole demeanor exudes good humor. As though to say, "I know I look like this and it must cause you a good deal of pain to look at me, but I can't help it so let's make the best of it, eh?"

And in no time at all you find yourself thinking, "Why this chap's face isn't at all as often-

sive as I thought, and he's really the most obliging fellow I've ever met."

The story of "Francis the First" will set a little bell ringing in the head of anyone who has ever read the works of Mark Twain. Paul Pekete is credited with the story for this one, but to most Americans it will recall "A Connecticut Yankee in King Arthur's Court."

FERNANDEL plays a ham actor who aspires to the lead role in a comic opera called "Francis I." To give him self-confidence he has a hypnotist send him on an imaginary trip back to France during the reign of Francis. Complete with traveling bag and a volume of Webster's dictionary he arrives in the medieval court to astound the good people with his talents and knowledge.

When he finally comes out of his trance, Fernandel finds that the star of the show has recovered and he is not to have his big chance after all. So disappointed is he that he goes off into another coma and the picture fades out with his triumphant return to the past.

FROM THE NATION'S CAPITOL... CRITICS WHO SAW THE PREMIERE of "FRANCIS The FIRST" said:

"This is the sheerest fantasy, and it becomes hilariously funny"...

—WASH. EVE. STAR

BUT "FRANCIS The FIRST" HAS ENGLISH TITLES

...AND THE HARD-BOILED TRADE PRESS also SPOKE ITS PIECE on FERNANDEL in "FRANCIS The FIRST"

"Delightful French comedy with a different twist to the story... many hearty laughs throughout... Fernandel portrays complete mastery of the screen."

—The EXHIBITOR

"This Fernandel is a very funny fellow, indeed."

—SHOWMAN'S TRADE REVIEW

"A good bet... modern light comedy which can be understood without any knowledge of French."

—BOX OFFICE

B. F. GARNER and NOEL MEADOW Present...

Fernandel

French Comedy Star of "The Well-Digger's Daughter" and "Harvest" IN

FRANCIS I

A ROMANTIC COMEDY
OF ROGUISH ERRORS
FRENCH DIALOGUE
ENGLISH TITLES

DO YOU GET THIS PICTURE?

A Package-Deal like...
Charlie Chaplin..Bob Hope..
Red Skelton.. All rolled into one!

THAT'S what the critics call FERNANDEL
Star of "The Well-Digger's Daughter"

"France's answer to RED SKELTON"..
—WASH. DAILY NEWS

"A mixture of Charlie Chaplin and Bob Hope"..
—WASH. TIMES HERALD

Write, 'phone or wire for booking in your territory

VOG FILM CO.

NOEL MEADOW, Exclusive American Representative
229 West 42nd STREET, NEW YORK 18, N. Y.

'PHONE Longacre 5-7763

CABLE: VOGLAZAR • European Office: B. L. GARNER
101, Rue Saint Lazare, Paris-9 • TRI. 77-44