Select Attractions, Inc.
presents

George Takes the Air

with the R.A.F.

starring GEORGE FORMBY

with POLLY WARD · GARRY MARSH

Directed by ANTHONY KIMMINS
SHOWMEN HOWLED FOR COMEDIES NOW THEY CAN HOWL AT THE GREATEST COMEDY OF THE YEAR "GEORGE TAKES THE AIR" with the R.A.F.

• CAST •

GEORGE FORMBY
Polly Ward
Garry Marsh
Julian Mitchell
Jack Hobbs
C. Denier Warren
Michael Shelley
Hal Gordon
Irene Szyt
Frank Leighton
Joe Cunningham
Jack Melot
Elliot Makeham
Gracie
Peggy
Commanding Officer
Sergeant Major
Cricketing Captain
Sir Philip
Adjutant
Nobby
Anna
Bob Bullock
Sergeant of Guard
Bomber Pilot
Gardener

Credits
Associate Producer
Original Screen Story
Music
Lyrics
George Formby
Harry Giford
Fred E. Cliffe
Harry Parr-Davis
Scenario and Dialogue
Editor
Photography
Production
Director
A B.S.B. PRODUCTION
released by
ANTHONY KIMMINS
SELECT ATTRACTIONS, INC.
1501 Broadway—New York, N. Y.

"SWINGING" INTO ACTION

The conch of the United States has begun but there is no cause for alarm—for the com¬
petitors have been captured only with the help of a骨架, a sheepish and ingratiating smile, and a stock of gags that are tried and true laugh provokers. "Let a young man with a funny face—his name, George Formby. He is England's foremost star and he has mounded the number-one star position held in Britain for many years by the great comedians, Gracie Fields. "It's more than just an uptick to steal the hearts of Fields-fans but George with his upbristling bend of fun and his hystorical facial expressions, has quietly crept up behind Gracie and overshadowed her at the finish line. Now he is the undisputed champion of British screen making rapid strides in his conquest of comedy honors on these shores. This last Formby picture presented here was "Let's Go Do It" and the enthusiastic laughter emanating from theatres showing this film were prolonged and prolonged. Now, those same audiences and millions more will have a chance to see George perform in his greatest and most hilarious comedy, the Select Addition presentation of "George Takes The Air" scheduled to open at the Theatre on for a days run.

• SHORTS •

Polly Ward, the leading lady in the Select Addition comedy, "George Takes The Air." 1-Cell Star Cut or Mat No. 2

"HIT TUNES IN FILM"

The movie-going public will be delighted with the three new songs which George Formby sings in his latest and most hilarious picture, "George Takes The Air," selected attraction which is coming to the theatre in the near future. The three songs, "It's In The Air," "You Can't Fool Me," and "Our Sergeant Major" are all sung by Formby.

THE STORY OF "GEORGE TAKES THE AIR"

George, rejected by the R.A.F. because he can't tell his right hand from his left, bemoans his fate to his sister, Anne. Her fiancé, Bob, a dispatch rider from the Air Ministry, is granted leave and comes directly to see Anne. He changes into a "civvy" and leaves his uniform on George's bed. Unable to resist the burning temptation, George dons the outfit and struts before the mirror. As he smooths the wrinkles in a pocket, he finds an Air Ministry letter addressed to Bob's superior officer and marked: URGENT. He rushes out to find Bob but the boy has gone to see his mother. George, anxious to serve his country, determines to deliver the letter himself. Without stopping to change clothes, he boards Bob's motorcycle and dashes off to headquarters.

George delivers the letter with a flourish. Then, he is ordered to take the Commanding Officer to Glenbridge Aerodrome where a test of a new high-powered plane is to be held. After a hectic and hilarious ride, George de¬

pasts the Commanding Officer at Glenbridge and starts to head for the "Sergeant Major's Revenge." George tries to explain but the Ser¬

geant Major refuses to listen. Thus, by accident, George is in the R.A.F.

He is the butt of the practical jokes of his buddies but this is offset by the attention and smiles of Peggy, the Sergeant Major's beautiful daughter. Things go from worse to impossible when George continues to get further and further into the bad graces of the Sergeant Major. Peggy discovers the truth about George and tries to help him but she is too late to save him from his final and most breath-taking escapade, George, hiding from the Sergeant Major, crops into the cockpit of the plane which is scheduled for the test. He pulls a lever and the plane zooms into the air.

The visiting Air Ministry official is thrilled by the plane's performance. Enamored about the prowess of its pilot. After a hair-raising sequence in the air, George manages to land the plane safely. He is received with cheers, plaudits, and com¬
gratulations but—best of all—his flight is explained and the Commanding Officer orders George to report for duty—a full-fledged flyer of the R.A.F.
“George Takes The Air” Stars George Formby Comedy Sensation Of The Year

[Advance Feature]

There’s an invasion of these tiny airships, or what the United States is calling airships, and that is where they come from, and where they go up and down in the sky with fun and shells loaded with laughs. This new comedy sensation is a one-man airship. It has been called a “George Formby Circus,” and it is a circus.

GEORGE FORMBY

George Formby, the star comedian and the laugh sensation of the Select Attitude, "George Takes The Air." 1-Col. Star Cast or Mat No. 6

For Fun In The Air

[Advance Short]

In George Formby’s latest and funniest film, currently being released by RKO, the background for the star’s humorous utterances is all fun and gaiety and gaiety. The RKO-Funny-Faced Formby plays the role of a go-between who has stumbled into the wrong position. First, he is rejected by the RKO-Funny-Faced Formby as a right hand man for his right hand man; then, he is rejected by the RKO-Funny-Faced Formby as a right hand man for his right hand man. The role of the go-between is played by the RKO-Funny-Faced Formby, who has stumbled into the wrong position. George Formby, the star comedian and the laugh sensation of the Select Attitude, "George Takes The Air." 1-Col. Star Cast or Mat No. 6

Goofy George

[Current Feature]

Thrills and laughs are scattered in the latest Select Attitude, "George Takes The Air," a real show stopper even by George Formby’s standards. Goofy George is the new sensation of the screen.

Outside Looking In

A little gambler between Julian Mitchell and George Formby in the Select Attitude comedy, "George Takes The Air." 24-Col. Scene Cast or Mat No. 8
CRITICISMS REACH NEW HIGH

For

"GEORGE TAKES THE AIR"

ROOKIE'S ROMANCE

N. Y. HERALD-TRIBUNE:

"The new film 'GEORGE TAKES THE AIR' is a testament to high courage and an abiding sense of humor. It was made during the last year with the co-operation of the R. A. F. on actual flying fields, but it passes up the war for laughs. With the popular comedian, George Formby, in the starring role and a slap-stick serial climax, it is amusing in its own right. As a gesture of bravery and gaiety it is superb."

—Howard Barnes

Hose Play

N. Y. TIMES:

"'GEORGE TAKES THE AIR' is a fast and crazy farce... it should not be overlooked."

—BOSLEY CROWTHER

Funny-Faced Formby

N. Y. DAILY NEWS:

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"Good Comedy... several catchy tunes... Formby's pantomime is very effective... good supporting roles."

—DOROTHY MASTERS

N. Y. World-Telegram:

"Genuinely funny... you'll laugh often... you will like George Formby enormously..."

—WM. BOEHNEL

P. M. (NEW YORK):

"An enchanting picture... it gets you... Formby is an ingratiating chap... Recommended."

—CECELIA AGER

CUE:

"The heartiest laughs in town... George Formby is laying audiences in the aisles 5 times a day at the Little Carnegie... a giggles-genius with an ingratiating smile and an irrepressible sense of the ridiculous... roars of laughter propelled by his (Formby's) antic ditties... If you want laughs and plenty of them, George is the lad for you and 'George Takes The Air' is the picture for you... a fine supporting cast helps out enormously under Anthony Kimmins lively direction."

—JESSE ZUNSER

GLOBE & MAIL (TORONTO):

"So you want to laugh? Okay, make a couple of dates to see George Formby in 'George Takes The Air'... the audience howled with merriment... the general idea of this review so far is that I'm sold 100 per cent on George Formby. He's the most refreshing laugh-purveyor the screen has brought us in years... by all means see 'George Takes The Air' soon, because you won't know what people are talking and laughing about if you don't."

—Roly Young

FILM DAILY

"Should get plenty of laughs... amusing throughout with several particularly hilarious sequences climaxded by a sequence that should get heavy laughs from any audience."

GEORGE FORMBY and Paddy Ward in the Select Attraction coodnersions, 'George Takes The Air'.
1-Col. Scene Cut or Mat No. 3

George Formby and his bud light some fun in the Select Attraction, 'George Takes The Air'.
1-Col. Scene Cut or Mat No. 4

George Formby, star of the latest Select Attraction presentation, 'George Takes The Air', in the comedy sensation of the year.
2-Col. Star Cut or Mat No. 5
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