

THE BATTLE OF THE SOMME

"The greatest moving picture in the world"

Will Be Presented By The London Advertiser at

The LYRIC THEATRE FOR THE WEEK OF NOVEMBER 6

SOME BRITISH COMMENTS

"The public should see these pictures that they may have some idea of what the army is doing and what war means."—**The King.**

"If the exhibition of this picture all over the world does not end war, God help civilization. See that this picture, which is itself an epic of self-sacrifice and gallantry, reaches everyone. Mothers, wives, sisters and affianced ones, your hearts will hear, your voices speak in honor and glory of the living and the dead."—**Mr. Lloyd George.**

"The Battle of the Somme," which was shown to a distinguished gathering at the Scala Theatre yesterday, is the greatest moving picture in the world, the greatest that has ever been produced."—**London Evening News.**

"Not the glory of war do the pictures predict, but war—in all its grim, murderous reality and hideous ruin, relieved from utter repulsiveness by the heroic companionship and cheerful suffering of the human soul overshadowed and dwarfed by the gigantic powers of destruction around them."—**London Daily Telegraph.**

"The pictures are extraordinarily realistic. They show all the grim horrors of war. The men are seen to leap from their trenches. The camera spares nothing, and indeed shows that some of the poor fellows did not get beyond the parapet before being struck."—**London Morning Post.**

"So vivid are the pictures that you almost hear the word of command that sends the men scrambling over the parapets of the trench."—**The Liverpool Courier.**

"The most wonderful films ever taken."—**The Illustrated London News.**



BRITISH SOLDIERS MARCHING TO THEIR POSITIONS TO OPEN SOMME ATTACK.

"The film of the Big Push, officially known as 'The Battle of the Somme,' is the greatest success in point of public appreciation that the cinematograph has ever known. Five firms who print positives are engaged in turning out copies, the biggest order ever given in filmdom. There has never been anything like this in the history of the moving picture."—**London Weekly Dispatch.**

"If anything were needed to justify the existence of the cinematograph, it is to be found in the wonderful series of films of the opening of the British attack on the Somme, July 1. In years to come, when historians wish to know the conditions under which the great offensive was launched, they will only have to send for these films—for we take it as a matter of course that a number of copies of them will be preserved in the national archives."—**The London Times.**

[EDITED BY SIR DOUGLAS HAIG.]

These wonderful pictures comprise the first war film to be allowed out of England without coming before the British censor. They were released for public exhibition as a tribute to the heroism of the British army, including the expeditionary forces of the British Dominions beyond the seas. And the sub-titles and explanatory notes were edited and corrected by Sir Douglas Haig himself. As the film stands it is official, and has the approval of the highest authorities. If it shows something of the horror of war, it shows more of British heroism.

BEGINNING MONDAY AFTERNOON, NOVEMBER 6th,
The London Advertiser will present the most remarkable moving picture which has ever been produced, being an actual photographic official record of the British victory at the Somme, commencing on July 1st, 1916, with a comprehensive view of the awful bombardment on June 29th and 30th which preceded the infantry advance. The Advertiser in showing these sensational pictures does so in the confident belief that they graphically illustrate the biggest "news story" of the day and record in imperishable form, for all loyal British folk to see, the glory of our soldiers and the sacrifices they are making for us and for the cause of humanity and civilization.

THE BATTLE OF THE SOMME PICTURES portray the most important British engagement on land in the present war, and the greatest in point of men, material and preparations in all her 2,000 years of struggle for liberty and justice. Since Julius Caesar landed on her shores, down through 2,000 years of history, this battle, with its huge guns, its expenditure of millions of shells and of thousands of lives, is the greatest of Britain's single efforts on land, and its significance for the Empire and for the world is not second to Waterloo. It broke the deadlock on the western front and marks the turning of the tide.

THE WEEK'S PERFORMANCE at the Lyric Theatre will start at 2 o'clock Monday, Nov. 6, and continue every afternoon and evening all week. The film requires an hour and a quarter to show. By this means the greatest possible number of people will be able to see this wonderful picture, and to encourage this a popular price of 25c will be charged for admission. Suitable music will accompany the pictures, and the people of London and district who take this opportunity will have an experience they will never forget, being second only to that of those who took part in the battle.

THE FILM OF "THE BATTLE OF THE SOMME" consists of 5,500 feet of action. All superfluous matter was carefully cut by the film editors of the British Topical Committee, acting under authority of the war office. Sir Douglas Haig states that the picture is correct and authentic as it now stands, and the British Government have decreed that once released for exhibition it must not be tampered with, even though it show the horrors of war as well as the heroism. The soldiers have suffered and sacrificed—it is for us to bear witness to their honor and glory. "If this film does not end war, God help civilization," declared Mr. Lloyd George.

THE PICTURES OF "THE BATTLE OF THE SOMME," released by the war office for public exhibition in honor of Britain's heroes at the front, created a perfect sensation in England and throughout Great Britain. A million people saw them in London alone during the first few days. Fifteen hundred copies of the film have been printed, the greatest order since the invention of the motion picture. The first copy to arrive in London will be given its initial presentation Monday afternoon, Nov. 6, at 2 o'clock, under the auspices of The London Advertiser.

Commencing Monday, November 6, at The Lyric Theatre
Performances from 2 o'clock until 11 o'clock. Price--25 Cents