

THE BATTLE OF THE SOMME

"The Greatest Moving Picture in the World"

THE ONLY ORIGINAL, AUTHENTIC WAR PICTURES TAKEN ON THE BATTLEFIELD

HAPPY HOUR JANUARY 23
ONE DAY ONLY :: TUESD'Y,

SCALE OF PRICES

Matinee: Children 15c.
Adults 25c.
Evening: All Seats 25c.

SCHEDULE OF SHOWS

Matinee at 3.30 Sharp
Evening, 1st Show at 7 Sharp
2nd " 8.30 "

Premier Lloyd-George

"See that this picture which is in itself an epic of self-sacrifice and gallantry, reaches every one. Herald the deeds of our brave men to the ends of the earth. This is your duty and this is your mission."

"I am convinced that when you have seen this wonderful picture every heart will beat higher in sympathy with its cause and purpose, which is no other than that every one of us at home and those abroad shall see what our men at the front are doing and suffering for us, and how their achievements have been made possible by the sacrifices at home. Be up and doing also! See that this picture which is in itself an epic of self-sacrifice and gallantry reaches every one. Herald the deeds of our brave men to the ends of the earth."

"LADIES! I feel that no word is necessary to urge upon you the importance of throwing in the whole ardor and strength of your invaluable aid." "Mothers, Wives, Sisters, Affiliated Ones—your hearts will beat, your voices speak in honor and glory of the living and the dead. You are great and powerful. This is your mission!"



Sir Douglas Haig

COMMANDER IN CHIEF OF THE BRITISH FORCES AT THE FRONT.

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 Expeditionary Forces of the British Dominions beyond the seas. And the subtitles and explanatory notes on the film were edited and corrected by Sir Douglas Haig himself. As the film stands it is official, and must not be tampered with or cut. If it shows something of the horror of war, it shows more of British heroism.

SIR DOUGLAS HAIG.

Everything Just as it Occurred at the Beginning of the "Big Push"

What Publishers Say About the "Battle of the Somme" Films

"The Battle of the Somme" film is being played under the auspices of the leading newspapers of Canada, including the Montreal Star, Toronto Daily World, Ottawa Citizen, London Advertiser, Quebec Chronicle, Halifax Chronicle, Calgary Herald, Vancouver Province, St. Thomas Journal, Kingston Standard, Windsor Record, Belleville Intelligencer, Brantford Courier, Guelph Mercury, Cobalt Nugget, Owen Sound Sun, Stratford Beacon, Welland Telegram, and others. As an indication of the way newspaper editors and publishers regard this film, the following letters are reprinted here:

ST. THOMAS JOURNAL

"The writer had the pleasure of witnessing a private showing of the official British War Office motion pictures, 'The Battle of the Somme,' in Toronto recently, through the courtesy of your office and desires to commend you for bringing such wonderful films into Canada. They will give more enlightenment to Canadians of the actual war conditions on the western front in one hour than volumes of books. In fact, not to see these pictures is to know nothing of 'The Battle of the Somme.' They give one the feeling of an awe-stricken, unmovable unit in the fighting forces. You get all the thrills of the charges but the roar of the guns."

"Yours very truly,
"THE JOURNAL PRINTING CO., LIMITED,
St. Thomas, Ont.
"S. M. Bradley, Advertising Manager."

BRANTFORD COURIER

"Having been afforded an opportunity of witnessing the private showing of the moving picture, 'The Battle of the Somme,' I feel it is due you to express my appreciation. In this respect it is only necessary to say that they surpass in vividness and life interest anything I have ever seen in moving pictures."

"Sincerely yours,
"J. A. POWELL,
"Business Manager, The Brantford Courier."



"I have today seen the film of 'The Battle of the Somme' of July 1st, 1916, together with the pictures showing the preparations leading up to the great attack. Like the other guests who were invited to the private view this morning, I have been tremendously impressed with them."

"It is not enough to say that this is the greatest series of moving pictures ever shown. Other pictures no doubt are equal, or even more perfect, in photography. These pictures, however, transcend the ordinary or even the extraordinary moving picture film. They grip the mind and heart by a sense of their tremendous reality. Nothing that one has read, however extensively one may have read concerning the war, can bring its action, its heroisms, and its tragedies so near as these moving scenes taken at the front of the British lines."

"I am glad to have seen them. I hope thousands and tens of thousands of others will see them. They are 'strong medicine,' but it is strong medicine that the nation needs; and I really believe that these pictures should be a great aid towards recruiting and in stimulating a truer realization of the nature and extent of the struggle in which our empire is engaged."

"Yours very truly,
"J. H. WOODS,
"Editor, Calgary Herald."

TORONTO WORLD

"Allow me to congratulate you upon your enterprise in securing the wonderful official picture of 'The Battle of the Somme.' I had seen reports of it in the British papers, and at your invitation was present at the private showing at the Regent Theatre here last week. It is so far superior to former war films, as to leave no comparison."

"The World is very glad to have been able to make arrangements with you to show it in Toronto as a supplementary news feature of the big story of the day, in fact, the big story of the century."

Yours faithfully,
"H. J. MACLEAN,
"Managing Director, Toronto World."

All records have been broken. There never was such a film.

Playing all day long, October 16 to 21, from 9 a. m. till 11 p. m. without ceasing, "Battle of the Somme," packed the Regent Theatre, Toronto, for six days to a total business of \$10,760. It beat all

previous records in Montreal by \$2,000, with 15c and 25c prices at the Imperial Theatre. All Calgary records were broken in the week of October 23 at the Allen Theatre. Attendance records set by "The Birth of a Nation," "The Battle Cry of Peace," or any other attraction were totally eclipsed.

"The Battle of the Somme" is the film of the century. Sir Douglas Haig, British Commander in the field, guarantees its authenticity; the King advises the people to see it; Lloyd George says it is their duty to do so.

There never was a film with such a backing. There never was a film with such an appeal. There never was a film with such a "punch." The screen is like a big plate-glass window overlooking the battlefield—the mighty battle of the Somme.

Please Notice:---Three Complete Shows---Matinee at 3.30; Evening at 7 and 8.30 Sharp---Please Notice
Doors Open at 6.30. Come Early and Secure a Seat