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L. M. LEONIDOFF

of the

Moscow Art Theatre



as

CZAR IVAN

"A Land-Mark in the Art of the Motion Picture"

"CZAR IVAN THE TERRIBLE"

(or Wings of a Serf)



"Ivan the Terrible"—vivid filming, rich background.

—*Boston Transcript.*

"Ivan the Terrible" is a shocker. I've never seen anything quite like it. The lights and shadows, the perfection of cast are astounding. It is a tremendous production.

—*W. Ward Marsh, Plain Dealer Cleveland, Ohio.*

"Czar Ivan the Terrible"—a milestone of film-making. Czar Ivan the Terrible comes to America after creating a sensation on the continent. Paris went wild over it. Germany admired it. "Ivan the Terrible" is an extraordinary motion picture. You will not see better acting in years of film going.

—*Frederick James Smith Liberty Magazine.*

This picture has never been surpassed in technical excellence, direction, and superb performances. You should walk a mile to see it.

—*Photoplay.*

It supplies one of the best cinema shows of the last few months.

—*Richard Watts, Jr. N. Y. Herald-Tribune.*

Unusually good acting, unusually good direction. It is never without interest.

—*John S. Cohen, Jr. N. Y. Evening Sun.*

A worthy picture.

—*Mordaunt Hall N. Y. Times.*

"Czar Ivan the Terrible is a great picture. Its enactment, its photography, and its sets are a glory to behold.

—*Evening World.*

Produced in U. S. S. R.

By

Sovkino of Moscow

"IVAN THE TERRIBLE" —With one accord the Press of all countries has announced the startling appearance of this brilliant luminary among the scattered firmaments of the cinematic world. There is no doubt about it—it is a luminary of the very first magnitude. It is this solitary splendor of "Ivan the Terrible" that makes its comparison with other pictures a futile and irrelevant task.

"IVAN THE TERRIBLE" is unique—Because it tells the story of one of the most extraordinary human personalities—a monster of sadistic cruelty, a devout Christian, a shrewd businessman, a statesman, and a dreamer, all combined; because it shows this character of the Mad Ages enacted by an artist, Leonidoff, who for the sheer force and subtlety of his analysis and creative interpretation has no equal on the screen; and because taken as a whole "Ivan the Terrible" not only re-creates a thrilling page of Russian past, but itself makes cinematic history.

Entertainment value—unusual. Dramatic interest of story—excelling. Acting—superb. Photography—excellent. General comment—the consensus of opinion is that "Czar Ivan the Terrible" is the most remarkable that the screen has so far afforded, and that the acting of Leonidoff and the cast has seldom, if ever, been equalled in motion pictures. A wonderful film.

—*Special Report of the National Board of Review of Motion Pictures.*

Magnificently performed by the Moscow Art Players "Czar Ivan the Terrible" stands as an extraordinary production.

—*N. Y. Eve. Post.*

In my opinion "Czar Ivan the Terrible" ranks high among the best motion pictures of our time. In pictorial effectiveness, histrionic power and compelling truth of characterization it has hardly ever been equalled.

—*Max Reinhardt.*

Will eclipse its predecessor "Potemkin." L. M. Leonidoff's portrayal of the Czar is impeccable. Splendid direction.

—*Exhibitors' Daily Review.*

Probably the outstanding picture of the winter.

—*The Film Bulletin.*

The Russian masterpiece—"Czar Ivan The Terrible" is having so successful a run at the Cameo Theatre that Amkino will certainly extend the market.

—*Arthur James Motion Pictures Today.*

