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# NEWS

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## ARTKINO PICTURES INC.

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FOR IMMEDIATE RELEASE

"IVAN THE TERRIBLE"  
BREAKS ALL RECORDS  
FOR SOVIET FILMS HERE

Sergei Eisenstein's "Ivan The Terrible", epic Soviet film biography of Ivan IV, has broken all attendance records not only at the Stanley Theatre here, which is devoted exclusively to Russian films, but at the World Playhouse in Chicago, a first-run house for other foreign product, as well as for American films.

In the first week of its run at the Stanley, where it opened March 8, "Ivan The Terrible" was seen by over 32,000 people, topping by 2,500 the previous record for the 625 seat house (Stone Flower). Audience figures for the second weekend were well over the 11,000 mark of the first weekend.

At the World Playhouse in Chicago, where it opened on March 15, "Ivan The Terrible" broke all opening weekend house records for any film ever shown at the theatre, including such top grossers among foreign and art films as "Moonlight Sonata" and "Mayerling".