

Advertisement for the feature film 'Ben Hur'



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Object:	Advertisement for the feature film 'Ben Hur'
Description:	The leaflet features a framed illustration of a Roman-style arena, spectators and a group of chariot racers on their horse-drawn chariots arriving in the arena. The Cyrillic letters above announce: 'Ben Hur – a sound film'.
Comment:	Although the film was announced as having a soundtrack, it was actually a silent film since sound recording in film production and sound reproduction in cinemas were only introduced in subsequent years. The film was directed by Fred Niblo and released in 1926.
Date:	Not before 1926
Location:	Unknown
Country:	unknown or Yugoslavia (contemporary) Yugoslavia (historical)
Type:	Leaflet
Keywords:	540 Commercialized Entertainment > 546 Motion Picture Industry 440 Marketing > 447 Advertising
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Archive:	Jugoslovenska kinoteka (Collection Fototeka) , Inv. No.: Commercial material 50
Editor:	Karl Kaser
Permalink:	https://gams.uni-graz.at/o:baci.1074