

New Theatre For The King Square

"The Strand" to be Erected Next Spring on North Side of King Square by F. G. Spencer—Includes Apartment House Extension

A new theatre, capable of seating 1,500 persons, is to be erected, at a cost of about \$100,000, by F. G. Spencer on the north side of King Square. The site is located between the Park Hotel and the La Tour Apartments and on the vacant property in the middle of the block. It is expected that construction will be commenced in the spring.

The front of the lot facing on the street is forty by forty feet, and on the ground floor, this will be devoted to the entrance and lobbies, with smoking room, rest room, etc., opening off the foyer. The upper portion of the front building will be used as an extension to the La Tour Apartments.

The theatre itself will be located to the rear of the entrance on a lot 70 by 115 feet, with an extra exit through the lane running from Sydney street. The theatre will be on a level with the street.

and the main floor will be reached without the use of stairs. Balconies will provide additional seating capacity and boxes will add to the comfort of patrons. While the theatre is being built mainly as a motion picture house, the stage and other facilities will be adequate to provide for any other form of theatrical attraction which the owners may wish to introduce and which may be included in the house policy after the war.

The name of the new theatre will be "The Strand," and Mr. Spencer says that it will be without a peer east of Montreal. He will leave for the United States in a few days to study the latest developments in theatre construction.

Buy In Your Home Town, the Slogan

Provincial Retailers Adopt Motto; Big Rally Closed Last Evening With Banquet

"Buy in Your Own Home" is the newly adopted slogan of the New Brunswick Retail Merchants' Association.

BANDSMEN WANTED
For the 244th Overseas Battalion
"KITCHENER'S OWN"
For full particulars write the Bandmaster, Staff-Sergeant Dawson, 197 Peel St., Montreal.

Brunswick Retail Merchants' Association. After enjoying a sail on the harbor and an inspection of the port facilities yesterday afternoon, the delegates reviewed a parade of the local merchant delivery vehicles, each decked with an appropriate motto. That carried on A. O. Skinner's car was selected by the judges as the best and adopted as the official motto.

The closing function of the provincial rally was a banquet at Bond's restaurant at 6:30 o'clock last evening. A. O. Skinner presided and with him at the head table were the provincial president and the guests of honor.

The first toast on the programme was to the Allies, proposed by Lieutenant-Colonel J. L. McAvity and responded to by Lieutenant-Colonel Guthrie, both of whom were received with cheers and heard with close attention.

A toast to the city of St. John was proposed by E. A. McSwiney of Moncton and responses were given by Mayor Hayes, Commissioners Russell, Wisniewski and Fisher.

W. B. Jonah of Moncton proposed The Retail Merchants' Association and A. Murray of Fredericton responded. Chairman Skinner next proposed a toast to Major Corbett which was honored with three rousing cheers. Major Corbett spoke briefly of work which is being done in France by the C.A.M.C. The concluding toast of the evening, Our Guests, was proposed by F. W. Daniel and responded to by J. McNeill. President Murray then proposed a

toast to the president of the local association, A. O. Skinner, which was honored with three rousing cheers.

It was decided that the association adopt as its motto the prize-winning inscription which was on the delivery van of A. O. Skinner—Buy in Your Home Town.

During the evening solos were sung by Walter D. Pidgeon, W. C. DeWolfe, of

St. Stephen, and A. P. Dwyer. Steve Matthews was also heard in two humorous readings. D. Arnold Fox was accompanist and orchestra also being in attendance.

Force of Habit
On the occasion of the death of a chief of one of the department of bur-

caus was dashing madly down the street when he was stopped by a friend, who asked:

"Why the deuce are you in such tearing hurry?"

"I am going," explained the clerk

"to the funeral of my chief, and there is nothing he hates like unpunctuality."

Callers
Of course they will take a cup of tea, and naturally you are anxious it should be "just so."
Pin your faith to KING COLE next time, and see how well it will serve you.

KING COLE TEA

"You'll like the flavor"

Mutt and Jeff—Jeff May be Short on Geography But He's Long on Class

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Sir Sam Hughes Is Returning

Due From England This Week; Major Allen's Battery in France; To Fill Kilties First; News of the Soldiers

Major General Sir Sam Hughes, accompanied by Sir Max Aiken, who has been the minister's chief confidential

agent in England since the outbreak of the war, are expected to arrive in Ottawa about the end of the week.

Cabled Congratulations.
A cablegram was sent yesterday to General Sir Julian Byng, commanding the Canadian army corps in France, by Premier Borden, to the effect that he and his colleagues received with deepest appreciation tidings of the splendid gallantry and resourcefulness of the Canadian army corps under the former's command in the recent fighting.

Now In France.
A report has been received in the city to the effect that Major Allen's battery, No. 7 Siege, now No. 167, has crossed

to France, having moved on September 10.

Winter Quarters.
An announcement comes from Valcartier to the effect that the 182nd Battalion will be quartered in Sussex for the coming winter, and that the 145th will be broken up and stationed in various towns on the North Shore.

Recruiting Plans.
The outlook at the present time is that, as soon as the Kilties battalion is recruited up to full strength, a big recruiting campaign will be launched to fill the ranks of the 145th, the 182nd and the 160th. Judging from this it is not likely that the military authorities will authorize another unit for New Brunswick at present.

Harry Frye, of Boston, who was passing through the city yesterday en route to a hunting trip in the Adirondacks, changed his mind, and signed on with the 242nd Forestry Battalion. Mr. Frye, although a resident of the United States, is an Englishman by birth.

Casualties.

The names of three New Brunswick men appear in the midnight casualty list: Wounded, Lieutenant Norman H. Wetmore, Bloomfield; Alexander Petrie, Mill Bank; and Stanley Lutes, Berry's Mills.

Word has been received in Newcastle to the effect that Bombardier George Milton Mason, who went overseas with the 5th Battery, in 1914, is dangerously ill from a gunshot wound in the ankle, and is in the second Australian General Hospital, Boulogne.

Sir Hugh Graham of the Montreal Star, has contributed the sum of \$1,000 to the funds of the 236th Kiltie Battalion.

C. E. Kingston Jones, son of C. D. Jones, of this city, has enlisted with an Ontario unit. Mr. Jones is an employee of the department of interior, Ottawa.

RECENT WEDDINGS

Robert William McKim, of Wickham, Queens county, and Miss Susanna Carlisle, of this city, were united in marriage last night by Rev. B. H. Nobles at his home, 41 Peters street. They were unattended. In the course of a day or two Mr. and Mrs. McKim will leave for their future home at Wickham, where the groom is a prosperous farmer.

A pretty wedding took place at the residence of Miss Evelyn Peters in Lingey yesterday afternoon when Miss Nathalie Arthur was united in marriage with Norman Graves Reinicker, assistant engineer of the New York Edison Co. Rev. F. S. Bertram officiated at the ceremony.

In St. John the Baptist church yesterday afternoon, Rev. Francis J. McMurray united in marriage Timothy White and Miss Frances Quinn. Mr. and Mrs. White left for their new home in Toronto last evening.

Edward Keating of Newcastle and Miss Irene Johnston of Bathurst were united in marriage in St. Mary's church, Newcastle, yesterday morning by Rev. P. W. Dixon.

John G. Perry and Ethel I. Bernard both of Salmondale, Queens county, were united in marriage at the residence of the bride's cousin, Mrs. Worden, 68 St. Patrick street, yesterday afternoon by Rev. R. T. McKim. The bride and groom returned to their home in Salmondale after the ceremony.

The wedding of Whitney Beasley of the C. P. R. staff, Montreal, to Miss Effie Glena, daughter of Mr. and Mrs. Elijah Sison took place yesterday at the Baptist church in Andover, Rev. J. S. McFadden performing the ceremony. Miss Bessie Kilburn was the bridesmaid and Edward Armstrong acted as groomsmen. Mr. and Mrs. Beasley will reside in Montreal.

David H. McInerney of East St. John and Miss Alice May Fletcher of St. Martin's were united in marriage yesterday at the Zion Methodist parsonage. The ceremony was performed by Rev. Thomas Hicks.

Miss Elizabeth May Little and James Garfield Bovaire were united in marriage in Trinity church last evening by the pastor, Rev. L. R. Sherman. The bride was given away by her brother, James A. Little. Miss Annie Bovaire of Providence, R.I., sister of the groom, was bridesmaid, and Percy G. Giguere of Hampton supported the groom. After the wedding a reception was held at the home of the bride's mother, Mrs. W. J. Darragh, 214 Duke street.

Krumbles



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KRUMBLES, the most popular of whole wheat foods, tastes specially good to folks who want a change of breakfast foods.

Whole Wheat—all the wheat, including the phosphates, mineral salts, and the bran that are so beneficial to the system, so doctors say—prepared by the exclusive Krumbles method.

Notice how the sweetness and flavor of Krumbles come out more and more as you chew it.

Made in Toronto, Canada.

In the WAXTITE package—10c.

Look for this signature.

W. K. Kellogg



W. K. KELLOGG CEREAL CO., Toronto.

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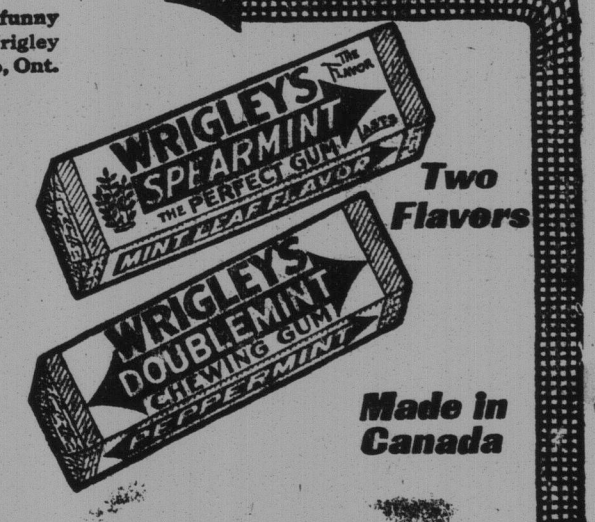
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are three big reasons. And the Value it gives in long-lasting, beneficial enjoyment is a point that people appreciate. The air-tight package keeps the flavor and quality as fine as when made in the wonderful Wrigley factories.



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