

# AN AWE-INSPIRING SPECTACLE

HAPPY HOUR, TUESDAY, NOVEMBER 7th

## Instructive Display in a London Theatre

"Daily News," December 30th, 1915  
An entranced audience assembled at the Empire Theatre yesterday afternoon—by special invitation—to see the new films of our soldiers and sailors training and fighting on land and at sea—a series which will be available to the public today and onward. It was a magnificent show—"The New Army in the Making" and "The Sure Shield of Britain and Empire"—this second part being of course the Grand Fleet at its grim and silent work in the North Sea.

Mr. Balfour closed his address with: "That is the lesson I desire to inculcate this afternoon, and if what you see with your eyes, after I have left this stage, gives you a clear, concrete image of the general and abstract truths which I have to the best of my ability tried to lay before you this afternoon, I shall feel that this entertainment is even more than an entertainment—that it is a deep and vital lesson to all who are interested in the future of mankind." (Loud cheers.)

But when, to the lift of a deep-sea chanty, the "Iron Duke" steamed grimly across the screen to change in a flash to the quarter-deck of Jellicoe's famous flagship with the Admiral himself standing there, with his great grim bulldog, and welcoming us all on board—then the undivided attention of the great audience was gripped and held, and they cheered again and again.

And so it was to the end, through all of the thrilling North Sea scenes—the battleships, cruisers, the torpedo craft, the mine-sweepers and the swift and gall-like seaplane. It was all so good and so fine and so confident that it stirred everybody to get up and sing lustily "Rule Britannia!" and to cry good luck and good hunting to Jack in his great task.

"The Morning Advertiser," December 30th, 1915  
It has been by permission of the Admiralty and the War Office that this "grand revue of the activities of His Majesty's naval and military forces" takes its place as an unimpeachable portraiture of "Britain Prepared." The Kinemacolor, Juro, Gaumont and Kinetograph are remarkably diversified and extraordinarily vivid. The Kinemacolor process reproduces in the natural colours, and most picturesquely, the singularly effective groups of battleships and cruisers under weigh escorted by destroyers, the Dreadnought class, incidents in the daily life on board "Big Lizzie," and the sunlit cruise of the latest light cruisers and super-Dreadnoughts. Broadside salvos from the Battleships wind up the brilliant Kinemacolor films.

"Daily Chronicle," December 30th, 1915  
Mr. Balfour again voiced the gratitude of the entire nation at the great work of our glorious Navy in a speech yesterday at the Empire Theatre, on the first representation of the official Army and Navy Films. The First Lord of the Admiralty had a distinguished audience, including Sir John Simon, Lord Derby, Lord Halsbury, Mr. Masterman, Mr. McKinnon Wood, Sir Edward Cook, Mr. J. Rodge, M. P., and Colonel A. Lee, M. P. The whole of the especially invited company were given the first public view of a series of some of the most wonderful pictures ever seen.

Matinee at 3.15

Children 10c. Adults 25c.

Take the Children to see the Great British Fleet

## "BRITAIN PREPARED"

A Grand Kinematograph Review of the Activities of His Majesty's Naval and Military Forces in Ten Smashing Reels



UNDER THE PATRONAGE OF

THEIR MAJESTIES KING GEORGE V AND QUEEN MARY

## Kitchener's Army Machine on the Screen

"The Globe," December 30th, 1915  
The pessimist is hardly a desirable person, yet it would have done one's heart good yesterday to see as many of him as possible packed between the walls of the Empire Theatre. The one occasion was the first public presentation of the official films of the New Army in England and the Grand Fleet (or a portion of it) at sea. As Mr. Balfour said (the established a notable precedent by attending to deliver an address), the exhibition is more than an entertainment. And most earnestly must one reiterate that.

It is only on seeing these films that one realizes the full nature of the effort England has made. We have become accustomed to a war going on all round us in the strictest secrecy. Here in England nearly 3,000,000 utter civilians have been turned into soldiers yet so swiftly and silently does Kitchener's wonderful machine work that one is only faintly aware of what is going on.

And now at last through the Great Eye of the cinema we are shown almost minutely how a huge army has been made in a year and a half. No one knew before it could be done and it is hardly too much to say that it is only on seeing these pictures that one comprehends that it has been done.

All this army-making, however, would have been useless, even impossible, but for the Navy. That Grand Fleet disappeared the night war began, but the cinema's Great Eye found it, and now we see the marvel before our eyes. Mr. Balfour spoke very earnestly in this connection. The magnitude of the task the Navy has accomplished is not yet even faintly understood, he declared. It is right that it should be known; upon it the destinies of the Allies eventually and finally depend. It was for this reason that he gave every facility for the films to be taken. The result is a series of pictures incredibly fine—a spectacle which it is difficult to look on without a tightening of the throat.

Everybody must see these pictures. They ought to be shown at the schools. They must certainly be sent to our Allies; then we should hear no more of Russia's great heart growing cold. . . . And how we should glory in knowing that the spectacle (could it so be) had seared the eyes of even one Hun!

"Pall Mall Gazette," December 30th, 1915  
The film, a very long one, is divided into nineteen sections, in the making of which four different cinematograph firms have been engaged. For this work they have had the permission and encouragement of the Admiralty and the War Office.

The film covers every possible phase of life in the Navy and the Army.

"Evening News," December 29th, 1915  
Mr. Balfour said the films were big with lessons for us and for the World.

Evening at 8 sharp

15c and 25c. Reserved Seats 35c.

Last Seven Rows Reserved

Secure Seats Early at Dickson & Troy's Drug Store  
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