

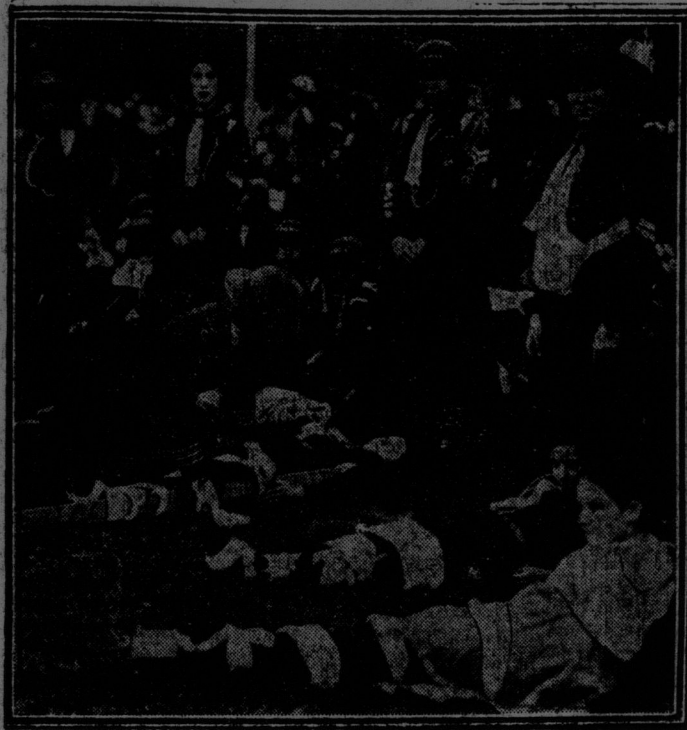
The Evening Times ★ Star

PAGES 9 TO 16

ST. JOHN, N. B., TUESDAY, AUGUST 22, 1916

SIXTEEN PAGES

SKILFUL WORK BY ENGLISH GIRL GUIDES



Bandaging the splint bandaging at a recent gathering of Girl Guides in London recently, when Miss Baden-Powell reviewed the girls.

THE BRITISH LEADER

Frederick Palmer Writes of Sir Douglas Haig

Frederick Palmer, brilliant American war correspondent in Europe, wrote as follows from the British Headquarters in France, just before the launching of the big drive:

No military leader is more averse to publicity or works more silently than Sir Douglas Haig. To those who are impatient for the offensive his answer is patience and yet again patience, while the new munition factories begin to pro-

duce and he continues his building. His generals say that he never tells them his plans, only what they are to do.

Few know him.

Probably not one out of ten of the millions under his command would recognize him if they saw him. Not given to reviews or any kind of display, this quiet and studious Scotsman was the choice of the progressive, practical, driving element of the army as the one fit by equipment, training and experience to succeed Sir John French. At fifty-five he is nine years younger than Sir John, and ten years younger than Joffre or von Hindenburg.

There is a story that he entered the army as the result of a boyish wager. He went through Oxford with distinc-

KRUMBLES COMING TO NEW BRUNSWICK

Krumbles, "all wheat, ready to eat," will be introduced to New Brunswick households within the next few weeks by one of the biggest advertising campaigns yet put on in New Brunswick by any commercial house. "It's a good thing and the people ought to know about it, and when once they know, they will realize its outstanding value," said one man who knew all about "Krumbles."

Krumbles is a Canadian food, prepared in one of the most hygienic and modern factories in Toronto. To enable New Brunswickers to obtain the benefits of this new whole wheat food, all prepared for eating, the W. K. Kellogg Cereal Company of Toronto are putting on throughout New Brunswick a campaign of modern advertising and sampling.

"Krumbles" is described as a new whole wheat food with "the delicious flavor originated by the Kellogg Toasted Corn Flake Company." Although wheat has been known for years as the most perfectly balanced grain food in the world, yet nobody knew how to make it delicious until Krumbles was discovered as a breakfast food. The advertising matter which will educate people to the value of Krumbles is distinct in that it brings the value of the food before the public in terse sentences, which aptly describe the characteristics of the food. "The more you chew Krumbles the sweeter it tastes," is one of the advantages claimed for this new food.

New Brunswick will be covered by T. C. MacIver, sent to the province from Toronto.

W. K. Kellogg Cereal Company put up a number of very valuable cereal foods. They are: Wheat Krumbles, Wheat Flakes, Wheat Biscuits, Rice Flakes, Bran Flakes, and Drinkett. The last is a coffee substitute, powdered from a cereal, and is a fast winner with the children.

tion before he entered the Military School at Sandhurst. His choice of arm was the cavalry, which has had so little to do so far in this war. But no soon-er had he received his commission, later in life than most officers because of the time he had spent at Oxford, than he set out with the thoroughness of the student to master every branch of his profession.

Not a Brilliant Man

"It was in Berlin in the trenches that I met Captain Haig who was studying German and the German army," said an Englishman. "I was struck by his industry—not a brilliant man, perhaps, but a sound and well balanced one. A little hesitant of speech, what he did say went to the heart of things." He studied the French army, too, and the history of all campaigns with the systematic thoroughness that he applied to everything. It was the same with his pastimes as his profession. Whether he had talent for it or not he made himself a first-class golf player, though the form which he developed did not excite the envy of the professionals.

Like General Joffre he sleeps long hours. A rested mind is a clear mind for responsibilities. Like von Hindenburg, he never reads fiction. When reading has not to do with his profession he reads serious books and monographs and quarters. Even during the battle of Ypres, when it was touch and go with disaster, he slept as soundly as Joffre during the battle of the Marne.

At a crisis of the retreat from Mons he remarked as quietly as if he were giving a direction to an aide:

"We shall have to hold on here for a while if we all die for it."

Scottish Sense of Humor

There is never any fastidious about these modern scientific soldier organizers. Again during the retreat, when a certain general became somewhat demoralized, Sir Douglas took him by the arm and walked up and down with him in silence until he was over his fit of nerves on that terrible August day. Those who work with him know that his sign of anger is a prolonged silence of a telling kind. He has a temper, but does not let it get past his lips, they say. He has, too, a keen sense of humor with a Scottish flavor.

The impression he leaves is that of a

IN these days of fashionable hosiery it is possible to express one's taste in the selection of what is pleasing. Penmans offer you everything asked of hosiery. Your dealer will show you what you want.

Penmans Hosiery
THE STANDARD OF EXCELLENCE



Also makers of underwear and sweater-coats

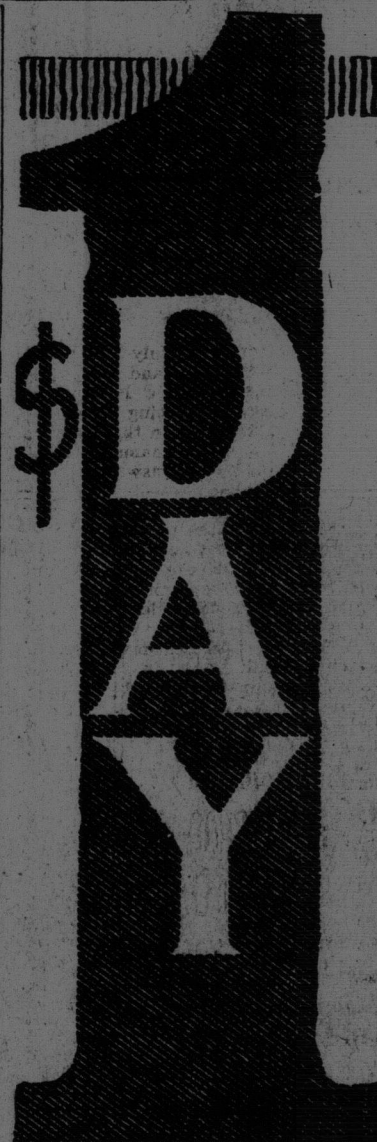
Penmans Limited - Paris

Gold Soap

TO SATISFY the demand for Gold Soap and other Procter & Gamble products, big factories have been erected in Hamilton, Canada. Canadians are shrewd buyers. They recognize the unusual value offered in the big, good cake of Gold.

Other P. & G. products made in the Hamilton Factories include Ivory Soap, P. and G.—The White Naphtha Soap, Sopade and Pearlina.

Gold Soap
The Big, Good Laundry Soap



DOLLAR DAY IS BARGAIN DAY

At The *Rexall Store*
100 King Street
SEE OUR WINDOW

MARY GORDON 75c. DJER KISS 35c. JOHNSON'S 25c.
TALCUM 60c. TALCUM 27c. LINIMENT 16c.

SPECIAL OFFER

Here is a bargain you can't afford to miss: We will sell any three of the following 25c. articles for 50c. on Dollar Day. Sort them as you wish:—Talcum Powder, Tooth Paste, Cold Cream, Skin Soap, Shaving Soap, Tooth Brush, Flaramye Cream.

DOLLAR SPECIALS

RED RUBBER HOT WATER BOTTLES
Guaranteed for 2 years. Regular \$1.50.....\$1.00 on Dollar Day

FOUNTAIN PENS
Regular price, \$1.25.....Regular Price, \$1.25
\$1.00 on Dollar Day

HAIR BRUSHES
Any \$1.50 Hair Brush in our Store for.....\$1.00 on Dollar Day
1 Bottle Rexall Hair Tonic.....\$1.00
1 Jar Rexall Shampoo Paste.....25c.

Both for \$1.00 on Dollar Day

VISIT OUR FOUNTAIN ON DOLLAR DAY



THE POPULAR PLACE OF REFRESHMENT

Stationery

1 lb. Lined Writing Paper.....21c.
60 Sheet Lined Writing Tablet.....15c.
25 Lined Envelopes.....7c.
25c. Box Paper and Envelopes.....17c.

100 Bland's Iron Pills.....17c.

1 lb. Absorbent Cotton.....33c.

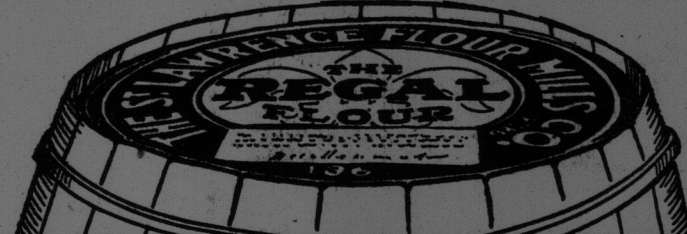
The Ross Drug Company, Ltd.
100 King Street

SUCCESSFUL SALE

Miss Frances McNally, Miss Duval, Miss Ryan, all of Brantford, Ontario, held a bean supper and candy sale at Brown's Flat on Saturday. Mrs. J. F. Bullock, of St. John, and Mrs. McNally, Kouchi.

of Fredericton, poured, and were assisted in the serving by young ladies of the summer colony. About \$70 was handed to the patriotic fund as the fruits of their efforts. The affair was held on the grounds of Miss McNally's cottage, Kouchi.

"KEATING" YOUR WINTER THINGS before you put them away. Furs, Blankets, Woollen Clothing, Carpets, Curtains—everything subject to damage by moth—preserved by "Keating." Undry it will not injure the most delicate fabric—and it is effective.
Tins 10c., 25c., 50c.
HAROLD F. RITCHIE & CO., Limited
Sole Agents—TORONTO—for Canada



THE right kind of flour makes the right kind of Bread.
With **REGAL FLOUR** you not only get quality, but you get quantity as well.

THE ST. LAWRENCE FLOUR MILLS COMPANY, LIMITED
MONTREAL