Fourth Indian Officer To Receive The V. C.

SILK'S DEVOTION TO MASTER

Stirring Deeds of Dusky Heroes Who Fought With Greatest

Owing to the limited time at our dis-posal, it was impossible to reconnoure the ground in a satisfactory manner, and the ground in a satisfactory manner, and little was known of the exact position of the German line beyond the fact that it was somewhere on the opposite ridge about 1,500 yards distant.

The ground to be covered by the assaulting force was devoid of cover, rose slightly for the first five hundred yards, then dipped towards the German position, which commanded the whole line of advance.

cause the brigade on its right was crowding it out.

The murderous nature of the fire can be guaged by the fact that, when the bottom of the slope was reached, at a point some 900 yards from the start, the commanding officer, Major Willans, had been wounded, also Captain Radford, Lieut. Bainbridge had been knocked out by an asphyxiating shell, and Captain Mahon had been hit in the knee, but refused to report himself wounded and carried on until the end of the attack.

In the face of these losses, the attack was pressed to a point about eighty yards from the German trenches.

Here, Major Duhan, Captain Mackie and Captain Banks, of the Guides, who was attached to the regiment, were all killed, as were also Subadar Badawa Singh and Jemadar Kirpa Singh. Among the wounded at this point were Subadar Fatch, Jang Bahadar, Jemadars Ugajir Singh, Hayst Khan and Kala Khan.

Cantain Banks's orderly a Sikh pamed

Khan.

Captain Banks's orderly, a Sikh named Bhan Singh, had been severely wounded in the face early in the action. In spite of this he insisted on following Captain Banks till he was

Danger of Annihilation.

CANADIAN PACIFIC Farm Laborers **EXCURSIONS** AUGUST 17th

AUGUST 24th

WINNIPEG GOING......\$12.00 RETURNING \$18.00 NOTE—Beyond Winnipeg half cen per mile to points East of McLeod Calgary and Edmonton. W. B. HOWARD, D.P.A., C.P.R., ST. JOHN, N.B.

Something Choice in Groceries

Carpenter's Imperial Preserved Figs Carpenter's Imperial Fig Jam

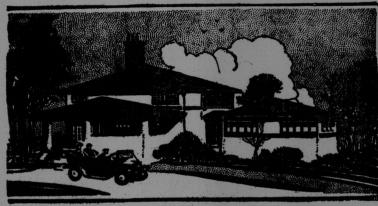
These are the choicest products of the Fig Trees, and are the same as served at breakfast in all leading hotels and on dining cars throughout Canada and the United States.

ORDER A TIN TODAY-YOU WILL BE PLEASED Carpenter's Imperial Preserved whole Figs, 30c tin Carpenter's Imperial Fig Jam, 20c tin

PHILPS' Douglas Avenue and Main

Gallantry Against Fearful Odds Reluctantly then they were forced to

How to Buy or Sell a Home to the Best Advantage



To Save Your Building Costs Means to Increase Your Investment

Own your own home! A large percentage of the people who don's —if they knew it. It is cheaper to pay a substantial first pays on a good property and then arrange for payments that you can good property and then arrange for payments that you can than to pay rent all your life. Reliable real estate men will tell you this. But suppose you own your own to invest. Nothing better than good homes. and your money absolutely SAFE. And the fined such chances is on our Classified (Sugar page thru the use of our little Want Ads. The Money Way starts by

"The Want Ad Way"

in sport clothes for men strong in tennis, golf and the great outdoors. The latest and most correct designs in Neckwear, 50c. and 75c.

A GOOD PLACE TO BUY GOOD CLOTHES

Gilmour's 68 King Street



A former fire department horse, now owned by James E. Wilson of Worcester, couldn't resist temptation when the fire whistles blew the other day, and tipped over his wagon, but extricated

The Rev. J. Wesley Miller of Bethel, Vt., has married 100 couples in the last twelve years, and not one of these has been divorced.

himself and galloped on until he was

What is the 7th point?

Because you put it in your mouth we make Sterling Gum clean—no hand but yours can touch it. No gum, we believe, ever before had so much care put into its manufacture. This care is to insure the six features listed below.

The 7th point will not be announced for the present.

Crowded with

First of all, we gave our attention to flavor. The highest grade of pure extracts was naturally needed.

After securing the flavor, a still greater problem remained. How were we going to drive that flavor fairly through and through -so that it stays in the gum? Right there was one great stumbling-block in the produc-tion of a high-grade chewing gum.

It is a stumbling-block which we have removed through an exclusive process which makes the Sterling Flavor permeate each stick-makes the gum, in short, "crowded with flavor"—cool, refreshing peppermint, or cinnamon—cinnamon that is fascinating in its delicious spiciness.

9 Velvety Body— NO GRIT

Next we set out to produce a gum that was absolutely free from grit.

This was a matter of refining and rerefining the chicle—a long, tedious process. But worth the trouble as every gum chewer

So Sterling Gum has a Velvety Body—NO GRIT. That is point 2. Rather important, too, isn't it?

Crumble-Proof

Heat, cold and humidity do their best to make gum crumbly. And they have their way very often, as you no doubt

We decided that Sterling Gum must be

After long experiment we finally made Sterling Gum by a new process. We—well, this isn't to be a lecture on science. The point is this: No matter when or where

you buy Sterling Gum, you will find it "crumble-proof." You will find that each stick quickly becomes a velvety-bodied confection.

Sterling Purity 'Purity" is too often a vague claim.

Sterling Purity is an actual fact. That means extreme purity of all ingredients—extreme cleanliness of plant Just one incident to explain our ideas on

All gums use pulverized sugar_the same oulverized sugar that you put over your perries and cream in the morning. Clean,

But not as clean as we want it. So we buy our sugar in granulated form and do our own pulverizing. The difference is not apparent to the eye, but, nevertheless, it is there. It is attention to details like this which

we sum up in Point 4, "Sterling Purity."

5 From a Daylight **Factory**

We make Sterling Gum in the sunlight where everything is spotless.

During every working hour, the daylight streams through the bread, high windows

of our factory. There are no dingy corners. Cleanliness everywhere. This environment, too, naturally has a wholesome effect on our

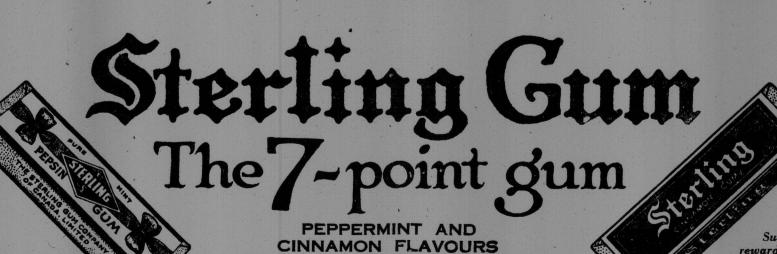
Untouched by Hands

But Sterling purity and a daylight factory need this Sterling 6th point to provide a genuine hygienic safeguard. A company rule makes each employe wear spic-and-span uniforms and caps—and gloves of white. These white gloves are fresh-laundered every morning.

That insures Sterling Gum Point 6, "Untouched by Hands."

The 7th point of Sterling excellence we are keeping in reserve. We will not make it public for the present.

But that 7th point is there for a very good reason. It is perhaps the most important of all 7 points of Sterling excellence. Det's see if you find Point 7 in the gum.



CINNAMON FLAVOURS Made in Canada

THE STERLING GUM COMPANY OF CANADA, Limited

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