

Nearly Two Hundred Victoria Crosses Won During the War

Some of Those on Whom This High Honor Was Conferred for Valor in Battle Have Laid Down Their Lives

In the course of the great war nearly 200 British and colonial soldiers have won the Victoria Cross, the greatest honor that can come to a man who fights for England. Recently the British Intelligence Service announced that 190 officers and men of the land army service had proved themselves worthy to wear the V. C. Since then at least two more V. C.'s have been won, both by aviators who accomplished the most daring of aerial feats, the destruction of German Zeppelins.

MAGIC BAKING POWDER



although at one time completely out of the held his ground and finally carried the officer into the British lines. He was a waterer, a paper-changer by trade, and an enthusiastic cyclist.

Cross posthumously, closed his career with an exploit which stands out prominently. Here is the official story:—Baxter was the captain of a dinner-trench-riding party known to their comrades as "the Forty Thieves" because of the fact that they were known to come back from a raid without a pile of swag in the shape of captured Germans. One night Baxter took his men out under cover of machine gun fire. At a critical moment Baxter tripped and dropped a bomb.

Hunger Stalks Through Belgium NOW!



While we in Canada are bringing in the harvest, filling our store-rooms and stocking our pantries with an abundance of good food—our Allies in overrun Belgium are facing another winter of near-starvation. Women and children there by millions have gone for two years on short rations, for the Belgian Relief Fund has never been sufficient to provide full fare. Consequently they are in no condition to stand the still greater privations threatened on account of the growing number dependent on the Fund.

Belgian Relief Fund \$2.50 Feeds a Belgian Family One Month.

Did it ever occur to you

that the price of a cup of tea is so little that to buy for price alone is to be penny-wise & pound-foolish?

"SALADA"

At 50 cents a pound (BLUE LABEL) costs about a fifth of a cent a cup and is of superb flavour.

160,000 boxes of McCormick's Jersey Cream Sodas are sold daily. Why? Because they contain nothing but pure, wholesome, nutritious ingredients which satisfy the palate and are easily digested.



McCormick's Sodas So good that butter seems unnecessary

Proved Accuracy

Dominion has stood the test and is the only ammunition made in Canada. When the whirr of the flushing partridge or chicken is the first warning of the presence of birds you need a shot shell of proved accuracy and dependability. You want ammunition that will respond instantly to aim and trigger-pull.

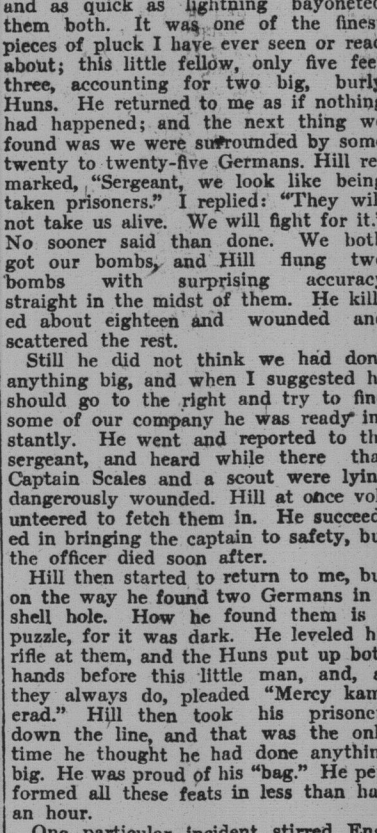


Dominion Shot Shells have long maintained their reputation. For fast shooting, even pattern and penetration Dominion Canucks stand alone.

Raemaekers Famous War Cartoons

Colored miniature of this great Dutch artist's remarkable picture stories of the "Huns Kultur" are now packed exclusively in Craven "A" Virginia Cigarettes.

There are 140 cartoons in this intensely interesting series—start your collection today.



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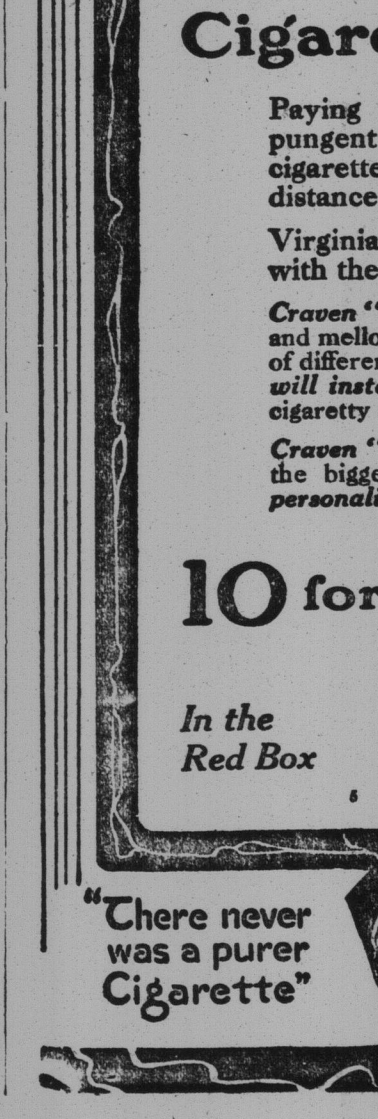
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Willie's Advice

Your mother tells me that you have been a very bad boy, Willie.

Well, father, you don't want to be like all you hear around this house.

One man has won the V. C. twice in the present war. He was still alive when last heard from and may yet win the medal again. Lieutenant John Jacka of the Fourteenth Battalion of Australian Infantry is the man. He won the V. C. first in the fighting at Gallipoli. He was then a corporal. On May 19, 1915, the Turks made a fierce attack on the position held by the Australians. The onslaught was one of the most furious of the disastrous series of battles that marked the Gallipoli campaign. It was necessary to capture a certain part of a Turkish trench and Jacka undertook to accomplish that job alone. He got in behind the trench. With his rifle Jacka shot down five Turks, with his bayonet he killed two more, and the three who remained to oppose him he captured. His achievement saved a part of the allied line.

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