

Every Canadian Housewife Should Insist Upon "Sweetheart" and "Loyal Brands"

of Spices, Coffees, Mustards, Jelly Powders, Baking Powders, Flavoring Extracts, Etc.

"Sweetheart" Baking Powder



In Airtight, Dustproof Canisters
At 10c, 15c and 20c

"Sweetheart" Baking Powder is the ultimate result of twenty years of experiments in search of the finest and purest baking powder that could be made. Nothing but the finest ingredients are employed in the making of "Sweetheart" Baking Powder. Manufactured in a clear, sunlit room, where the best of ventilation prevails, it goes to you as clean and pure as the virgin snow. When next you bake a pan of biscuits, try this recipe. We're sure you'll be a constant user after:

Emergency Biscuit—Two cups flour; one-half teaspoon-salt, 1 teaspoon "Sweetheart" Baking Powder; mix and sift; rub 1 tablespoon butter. Mix to a thick batter with milk, drop by small spoonfuls on greased pans, and bake in quick oven.

"Loyal Blend" Coffee

"Loyal Blend" Coffee is the last word in Coffee perfection. Of specially selected berries, grown on the plateau lands of the finest coffee plantations in the world, it is unexcelled. There the finest berries are selected for "Loyal Blend" and shipped to us in dust-proof, air-proof receptacles. When it arrives at our plant it is stored in a specially-prepared store-room before being roasted by us. Then it is cut by us—note: not ground—by a new steel cutting process, which does not crush the berry. This leaves the natural flavor in the coffee. All chaff is removed by a vacuum process, and when you buy "Loyal Blend" Coffee at your grocer's in air-tight, dust and germ-proof canisters, you are getting the finest Coffee sold in the world today—and at a reasonable price.

Each canister contains a recipe for making delicious coffee.

"Sweetheart" Jelly Powder

Firm, perfect in color and guaranteed pure. They are manufactured by us of the choicest of fruits, selected by our buyers to make "Sweetheart" Jellies. Easily prepared, they make a delicious dessert, which is a favorite with all once it is tried. No trouble in making "Sweetheart" into any kind of mold, or in having it retain its clearness and body. It is excellent for garnishing meat dishes. It is also a favorite with children and is good for them, too.



"Sweetheart" Manna Tapioca—Another of our products which is easily prepared and easily digested. It is full of nutriment, and being a non-irritant, makes the finest of food for babies and invalids. It takes only a few minutes to prepare, and makes a delicious dessert. Try this recipe next time you are planning a dessert:

"Slice layer bananas, slice layer oranges, slice layer pineapple, pears or any fruit you like, and a few walnuts, one-half box "Sweetheart" Manna Tapioca, soaked in one-half pint of cold water half an hour. Then add one-half pint boiling water. Squeeze a lemon, sweeten to taste, pour over fruit and serve with cream or boiled custard.

"SWEETHEART" and "LOYAL BLEND" Brands are sold in the best grocery stores in Canada. Insist upon them. If your grocer does not keep them send us his name.

Write us today for a Recipe and Cook Book, containing hundreds of valuable recipes, which is Absolutely Free.

All Our Goods Are Manufactured In Our Sanitary Factory In London By Canadians.

I X L SPICE AND COFFEE MILLS, LIMITED

(I EXCEL)
LONDON, ONTARIO

DESCRIBES TRIP TO THE PACIFIC COAST

Miss Grace Blackburn Addresses Canadian Clubs at Normal School.

A most descriptive account of her trip to the Pacific coast, and the sixth convention of Associated Canadian Clubs, was given by Miss Grace Blackburn last night in the Normal School before a large audience composed of members of the Women's and Men's Canadian Clubs of London.

Step by step Miss Blackburn traced her route across Canada, drawing attention to its boundless prairies and vast mountains. The fact that a large part of western Canada was not peopled was deplored by the speaker, who said: "Why should there be one man in the world crowded for room, or one little child pining for air, while this great land stands empty?"

Described the Rockies. A very vivid description was given of the Canadian Rockies. Among these vast productions of nature man and his thoughts seemed puny and unworthy. In referring to the Fraser River, Miss Blackburn paid tribute to the explorers who in 1881 accomplished the difficult feat of descending its waters some 750 miles, in regard to Vancouver city, it was stated to be a city just completing its 25th year, with a population of 130,000. "It is the brightest, the busiest, and most beautiful city in the world," said the speaker.

The Evils of Speculation. Among the interesting addresses given at the convention were the president's address and that of Miss Raynor, of British Columbia, on education. The former drew attention to the fact that if Canada was to rise to the highest development it was necessary that the game of swapping real estate and gambling mines and other resources must cease. "We must no longer place our lands in the hands of speculators and real estate men. We must give the poor man a chance. Women are looking for soft jobs and soft hands and developing soft heads. We need strength of character in men and women."

Vote of Thanks Passed. A very hearty vote of thanks was passed to Miss Blackburn at the close of her address. F. P. Betts, closing the motion, seconded by Mrs. Donald McLean, Mr. Betts pointed out that Miss Blackburn represented not only London at the convention, but Ontario clubs as well.

The pleasure of the evening was largely added to by the singing of Mr. Alderson, who possesses a most pleasing baritone, rich in volume, yet sweet. Two of his numbers were: "All Through the Night," and "Annie Laurie." Miss Gladys Andrus accompanied him most happily. Following the program refreshments were served upstairs, where the table was prettily centred with red roses and mignonette.

IS AN HONORARY COLONEL

[Special to The Advertiser.] OTTAWA, Oct. 2.—The latest accession to the ranks of war is the Canadian minister of customs, the Hon. J. D. Reid is now an honorary colonel and as such has been identified with the fifty-sixth Grenville Regiment. He joins the honorary colonels brigade of which Col. Sir Robert Borden and Col. Sir John Robert Rogers are members.

Uniform Appeals to the Fair Sex

Even if the Scarlet Tunic Has Been Replaced by Prosaic Khaki, It Still Holds Its Charm.

To many a winsome London lassie in these breathless war times, the military uniform lends to the man inside an added attraction. Although the brilliant red tunic has been replaced by the more sombre khaki, it's all the same. It's still military, and being so, makes it hold the centre of the stage ahead of all else.

There is always an attraction about soldiers for everyone—particularly big girls and small boys. Just now, however, with their laddies volunteering for active service at the front, the uniform has attained an added popularity to the maidens.

Scenes around the local armories bear out this statement. Drill nights, when spectators are admitted, find many young ladies in the visitors' gallery watching the manoeuvres. Whether Tommy Atkins is a captain, a lieutenant or only a private, it's all the same to the particular girl who is following his every motion with her eyes. Yes, there's some decided advantages in wearing a uniform.

Military activities bring about some queer coincidences. For example: Two young men loved a certain young lady. One (the one whom she liked best) was a sergeant. The other had never been issued a uniform in his life. He was liked second best. In everyday commercial life No. 1 worked under No. 2. No. 2, knowing his chances were nil with the young lady, liked to "lord it over" the favored suitor. Anon No. 2 thought he would volunteer. He did. It happened he went into the section under his rival. Conditions then were reversed. The watching young lady realized that after about five minutes. Yes, there are advantages.

DEADLIER THAN WAR

Cholera More Formidable to Austrians Than Russians, Says Londoner.

That the outbreak of cholera in the ranks of the Austrian army is likely to prove a much more formidable enemy than the Russians, is the opinion of Maurice Wolf, 265 Dundas street, who has been an actual observer of the ravages of this dread disease.

In the eastern part of Russia, where Mr. Wolf spent his youth, epidemics of cholera are common in the fall, especially in the smaller towns, and he says that in one small town near Odessa he remembers one year when the disease more than decimated the population.

"It is terribly contagious," he told The Advertiser, "and very deadly. Of those who contract it more than 75 per cent die. The victims are buried as hastily as possible, often before their bodies are cold, to prevent the disease spreading, and all their clothes and personal effects are burned."

"An epidemic in an army would be very difficult to control. The only thing that could be done would be to impose absolute quarantine in any section where the disease made its appearance, and the difficulties in the way of doing that must be apparent. To my mind, if cholera has attacked the Austrian army it means that the army must cease to exist as a fighting force."

Mr. Wolf says cholera is caused by bad food. It usually disappears with the coming of very cold weather.

INTEREST GROWING IN SEMI-WEEKLY PRACTICES

Men of Seventh Fusiliers Are Developing Into First-Class Shots.

The keenest interest is being taken by the men of the Seventh Fusiliers in the semi-weekly rifle practice at the Cove ranges and they are developing rapidly into first class shots.

Up to the present their records have not been tabulated, but each man's score marked with his name and the date has been placed in a box on the range and today Capt. T. J. Murphy, the newly-appointed musketry instructor, will check up these and prepare a summary, showing what progress has been made.

The shoots are not in the nature of competitions, and his personal satisfaction is the only reward a man may hope to get by making a good score. Nevertheless, the spirit of rivalry is present always, and each man is keenly anxious to out-shoot his fellows.

Capt. Murphy officially takes over his new duties today and he is confident that this afternoon's turnout at the ranges will be the biggest yet.

WILL HOLD POULTRY SHOW ON OCTOBER 9, 10 AND 12

Local Thanksgiving Exhibition of Poultry and Pigeons Will Eclipse All Previous Showings.

The London Poultry and Pet Stock Association will hold its annual Thanksgiving show on October 9, 10 and 12. Entries close today. The show is a year promise to eclipse any previous exhibitions of poultry and pet stock held by the association in this city. All of the leading local poultry fanciers will be there with their winning birds and a keen competition is certain to be the result. The showing of pigeons this season will be a record-breaker. All the old-time exhibitors as well as many first-timers are preparing for the fight for red tickets. During the past year many new birds have been imported from England and all big city lots are acknowledged to be greatly improved. The attendance this year should break all records.

INDORSES ENGINEER FOR HIRING COMPETENT MEN

Real Estate Owners' Association Would Not Give Civic Positions to Friends of Aldermen.

City Engineer W. N. Ashplant has found able champions in the members of the Real Estate Owners' Association. The following resolution was passed by that body last night:

Resolved, that this association indorses the action of the city engineer in hiring men for civic positions that are competent instead of incompetents and friends of the aldermen and controllers.

BUYING HORSES IN ILLINOIS. ST. LOUIS, Oct. 2.—Two thousand horses for the British army have been selected by representatives of the British Government at the National stock yards here.

KEEP MINARD'S LINIMENT IN THE HOUSE.

Should Utilize Garbage Residue

Autoists Want Street Holes Repaired With Clinkers and Ashes.

That the clinker and ash from the city incinerator should be used to fill in holes in the gravel road and that the garbage men should fill these holes in their spare time is the suggestion made by a motorist to The Advertiser.

It is said that Garbage Superintendent Dodd made this suggestion to those in authority, but the suggestion was not taken up. The gentleman from the range of automobiles that the city streets are filled with chassis and creaks. It is a fine thing for the repair men, but is hard on axles and death to comfortable riding.

IN THE POLICE COURT

A Decorated Face.

A black eye, a cut on his nose, and several cuts spread over his face, told the story when John McDonald, who claimed to be from Toronto, climbed wearily to his feet, when his name was called in police court today. John was charged with being drunk and disorderly.

The proprietor of the Bank Hotel stated in court that McDonald had thrown "bricks" through the bar window after the bartender had put him out on the street. P. C. Singleton happened along about that time and gathered among the motley array in the prisoners' box, was on deck again this morning.

"I knew perfectly well when I let you go the day before yesterday, after just getting out from a term, that you would be back again," said the court reprovingly. "Five dollars and costs, or 15 days."

"Put me on the list," said Murphy. "The last time I was on I didn't drink for a year."

"I'll put you on the list, too," said his worship.

Remanded on Theft Charge.

When he was charged with stealing a coat, a pipe and a tobacco pouch, the property of West Snell, from an auto yesterday, John Snell pleaded "guilty" this morning. He was apprehended yesterday shortly after the theft had been committed by Detectives Robert Epleton and Harry Down. Shaw claims to have worked in Woodstock and Ingersoll in hotels, recently. He declared that he has a sick wife who he is keeping in the Salvation Army hospital in South London. His story will be investigated by Chief of Police Williams.

MILLION-DOLLAR LOAN FOR HYDRO-ELECTRIC

TORONTO, Oct. 2.—In order to take care of the extension of the hydro-electric system in different parts of the province, the provincial treasurer is issuing a loan of \$1,000,000 five per cent bonds. The loan demand is strong in view of the short term and the added one per cent interest. The proceeds of this loan will be used to retire advances up to this time from the banks.

"DRYS" OPEN FIRE IN REDUCTION CAMPAIGN

Will Wage Vigorous Fight To Cut Off Six Licenses in the City.

The first gun in the campaign for license reduction in the city was fired by the temperance forces yesterday afternoon, when a joint committee, composed of representatives of the W. C. T. U., the Men's Federation, and members of the various churches met in the Y. M. C. A., and drew up a form of petition, asking for the abolition of six licenses.

Ask Pastors to Co-operate. The secretary was instructed to send a copy of the petition to each of the city pastors, the Salvation Army, and other bodies who are co-operating in the work, and a committee was appointed to work in conjunction with these to secure as many signatures as possible.

By October 20 it is expected the petitions will be signed by a sufficient number of voters to justify the city council in bringing the matter to a vote, and the petition will be submitted to the city fathers early next month.

Plan Vigorous Campaign. From that time forward a vigorous campaign will be conducted, and the temperance people are confident that their efforts will be crowned with success.

WILL LAY CORNER-STONE

Ridout Street Methodist Church Will Celebrate Thanksgiving Day Service.

The corner-stone of the new Ridout Street Methodist Church will be laid on Thanksgiving Day, October 12, at 2:30 p.m. Rev. George N. Hazen, president of the London Conference, will officiate at the ceremony, which will include the regular service prescribed for such occasions, special music and addresses by members of the local ministry.

The committee in charge of the arrangements has not decided yet whom it will ask to actually lay the stone.

VETERAN ENGINEER FORMER LONDON MAN

George Harland Dies in St. Thomas After a Long Illness.

[Special to The Advertiser.] ST. THOMAS, Oct. 2.—George Harland, one of the oldest Grand Trunk railway engineers in Canada, died at his residence, 112 Main street, Friday. Deceased had been in poor health for several months.

Mr. Harland came to St. Thomas from London, Ont., in 1873, with the Great Western Railway, and continued with the Grand Trunk, when that system took over the Air line. He was placed on the retired list two years ago. He was in his 68th year, and was survived by four daughters: Mrs. Arthur Armitage, Mrs. T. Bellows, Mrs. G. E. Bowley, and Miss Harland, and two sons: Charles and Henry, both of St. Thomas.

ORCHESTRA ON STRIKE

Oct. 2.—The members of the orchestra of the Orpheum, Gayety and Princess theatres having decided to go on strike in sympathy with the stage hands, the management of these places of amusement are filling their places with women.

Work For All

If the men and women of Canada will buy nothing but "Canadian-Made" Goods from now to January First, every workman in Canada will be employed and the country will enjoy a period of prosperity hitherto undreamed of.

Canadian manufacturers are doing their duty under present stress in endeavoring to keep plants running and men employed regardless of profits.

Good Canadians will show enlightened patriotism, as well as sound business common sense, by buying only "Made in Canada" goods, thus building up their own prosperity and looking after those who remain at home.

And "Made in Canada" goods offer equal value with those made anywhere else in the world.

Employ Canadian Dollars to Employ Canadian Workmen

CARNEGIE STEEL COMPANY TO REDUCE WAGE RATES

Notice Posted in Pittsburgh of Desire to End Agreement.

PITTSBURGH, Oct. 2.—Notices were posted in the works of the Carnegie Steel Company in the Pittsburgh district today that the company desired to terminate the wage agreement, which has been in effect fifteen years. A. C. Dinkey, president of the Carnegie Company, which is a subsidiary of the United States Steel Corporation, said tonight that the company desired to prepare for a probable readjustment of the wage scale.

He said there had been a depression in the steel business on account of the European war, and that the company would be better able to deal with its perplexities if not restricted by the present agreement. That any change in the wage scale would be for a short period and dependent wholly on business conditions was pointed out by Mr. Dinkey.

Card of Thanks.

Mr. and Mrs. Stewart and family, Chelsea Green, wish to thank their many friends and acquaintances for their kindness and sympathy shown in their recent sad bereavement.