

THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING THE HOUSEKEEPERS' BUYING GUIDE

HYDRO-ELECTRICAL COOKING APPLIANCES

Make Useful, Serviceable Gifts
Cook Wherever There's a Lamp Socket



NO FLAMES, FIRE, MUSS, FUSS. ABSOLUTE CLEANLINESS AND SAFETY. ALWAYS AND INSTANTLY HANDY.

Electrical Presents Last

They please both the giver and the receiver. Save time, labor and money. Last for years. Cost no more than frivolous, senseless things!

You can't think of a more suitable, "sane" present than

SOMETHING ELECTRICAL

We'll help you. There's something here suitable for everybody—young and old. Each and every one is useful—electrical.

THE HYDRO SHOP 238 Dundas Street

SHARMAN'S FRUIT STORE

Is the Best Place in London for Christmas Eats in Fruits and Sweets.

APPLES—The finest grown from either British Columbia or Nova Scotia.
ORANGES AND GRAPE-FRUIT—All sizes from California, Florida and Jamaica.
POTATOES—Home-grown, by bag, bushel or peck.

BANANAS, CANDIES, NUTS.

GROCERS—We are prepared to supply you promptly with potatoes and apples at wholesale rates.

FARMERS—We make a specialty of the farm trade.

Phone 4665
HILLCREST

JOHN SHARMAN

FRUIT STORE
369 Talbot

BUY YOUR CHRISTMAS

Fish, Poultry, Oysters, Shrimps, Live Lobsters

FROM

ONN'S --- THE OLD RELIABLE FISH AND POULTRY DEPOT --- ONN'S

We have the choicest stock in London to choose from. Special auto delivery for Saturday and Monday. Phone 1296.

LONDON IS GETTING ITS BEST MEAT SERVICE RIGHT HERE.

THE CUT-RATE MEAT MARKET

WE ARE SHOWING THE FINEST CHRISTMAS BEEF IN TOWN.

CHRISTMAS HEIFER BEEF.

Porterhouse and Sirloin Roasts.....28c
Fancy Prime Rib and Rump Roasts...25c
Round and Sirloin Steak.....28c
Shoulder Roasts, choice.....23c
Thick Boiling Rib Beef.....20c

EXTRA CHOICE PORK AND VEAL.

Fresh Ham Roasts Pork.....32c
Fresh Loin Roasts Pork.....38c
Fresh and Pickled Shoulders.....28c
Choice Fillet Veal.....32c
Fancy Leg Lamb.....33c

A LARGE SUPPLY OF CHOICE TURKEYS, GEESE, DUCKS AND CHICKENS.

EIGHT AUTO DELIVERIES DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.

"THE CASH AND CARRY STORE"

H. P. Sauce.....23c
Campbell's Soup.....16c
Snider's Tomato Soup.....16c
Snider's Tomato Catsup, 1lb.....20c
Silver Cow Condensed Milk.....19c
Eagle Brand Condensed Milk.....20c
Mixed Nuts, per lb.....25c
Oranges, per dozen.....15c to 60c
Tangerines, per dozen.....24c

Cocoanuts, each.....10c
Grand Nougat Tea, per lb.....48c
Red Rose Tea, per lb.....50c
Said Brand Coffee, per lb.....45c
Seeded Raisins, 12 oz., 2 pkgs.....45c
Seeded Raisins, 11 oz., 1 pkg.....10c
Prune Dates, 2 pkgs.....15c
Corn Syrup, 5-lb. pail.....53c

Corn Syrup, 10-lb. pail.....\$1.00
Domestic Shortening, 2-lb. pail.....75c
Special Crisco, per tin.....44c
Redpath Sugar, 5-lb. carton.....52c
Redpath Sugar, 10-lb. bag.....\$1.00
Granulated, bulk, 5-lb. bag.....45c
Granulated, bulk, 10-lb. bag.....95c
Grapefruit, two for.....15c

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

Just one more week until the close of the year. Got your personal expense and housekeeping accounts all nicely balanced? We want to hear next week about your experience. You have doubtless learned more about real thrift this past year than you ever before dreamed was to be known in a lifetime. Ascending prices, the unceasing patriotic calls, have made it imperative to seriously consider every expenditure in order to stretch the income to cover these. If you have kept a strict account this year for the first time of all your resources and expenditures, will you write and tell us about it for next week? Tell us under what heads you kept your accounts, and how you succeeded, whether you have been getting better value for your money, and whether or not you have had an easier mind. Please send us the story of your experience now. Don't think it doesn't matter, that there will be plenty of others. That is just where you make the mistake. Supposing every person failed to help out in that way? You are only one reader, to be sure, but nobody else has had quite the same experience as you, and you have some suggestion to offer that will be helpful to many, many others.

A reader away out in the country said not long ago, "I do enjoy the Consumers' League page so much. I can hardly wait till it comes; so many things are discussed in which I am very much interested. Often I think I will sit down and write you a letter."

"Why don't you?" asked the editor.

"You seem to be getting along so well that anything I could say wouldn't help any."

And there again a great mistake is being made. We want ever so many more people to help us with their suggestions and practical experiences, that we may render still better service in this department in 1918 than in 1917.

THE BUDGET OF DORIS

Doris is earning an exceptionally good salary for a girl of her age, because she is clever and has had opportunity. Up to a year ago she had never thought very seriously about wise expenditure of money, or "carking cares" like that. Then she became interested in keeping accounts for herself through reading our Consumers' League page. She reveals great business ability in the office in which she is a right-hand man, and it dawned upon her that she might apply some of this efficiency to her personal affairs. The first step was to buy herself an expense book, with plenty of room for the various items. She ruled off a number of spaces, planning to enter her expenses under the following heads: Board, clothes, amusements, holiday and travelling expenses (her home is a distance from London, and she usually comes here on holidays), church contributions, charitable and patriotic objects, incidentals, rainy day. She tried it for two weeks and a half, then Doris let several days slip. At the end of January she had a stock-taking, and she didn't think quite so highly of her own business ability when she finished as she did on the first day of the year.

This is how Doris told the story of "What Happened Next:" "I have always tried not to make the same mistake twice, but I had a kind of feeling that even with keeping track of every cent I was going about spending my income in a haphazard and unsatisfactory manner. I had attended the annual meeting in our church and been very much interested in the discussion of a budget for the year, the fixing of a definite amount to cover each department and aiming to raise at least that amount. This was followed by a canvass of the congregation for pledges of contributions to cover the budget. I was in better shape than the church to begin with, because I had a fixed salary, and a good one as salaries go for girls. I made up my mind to have a budget of my own and keep my expenditures within a certain fixed amount. I had a start in this direction. I had pledged myself to give a certain amount weekly to the church. I had also made a definite amount in this department for collections when visiting other churches, and so on. Then I would give a definite amount for the patriotic fund and Red Cross, and make additional provision for French relief, and calls like that which had come the previous year and would probably be repeated. In this column I put down a definite sum to disburse among various charities. The board was an easy matter. I added to this 50 cents a week, in event of advance before the end of the year. The clothes question was a hard one to decide and involved taking stock of all my possessions, both for summer and winter. I finally fixed on an amount, instead of so cents, but in the meantime I had an advance in pay of a couple of dollars a week, so was still ahead. I applied the extra dollar to my bank account.

"At the end of two months I found that I had saved much more than I had planned to do. For one thing, I was counting the cost right along, and, so far as clothing was concerned, making things do by cleaning them up, mending or repairing them, and so on. I have been able to transfer several odd dollars from the 'clothing department' to send boxes to friends overseas. I have bought three Victory Bonds, at 50 each, and have 50 in the bank.

"I had an excellent summer holiday, and have all my subscriptions to church, patriotic and charitable objects paid up to date. I have had fewer new clothes than before, but I think I look just as well dressed. I find that I have more peace of mind. My first budget has paid, and I'm going to try it again next year."

TO CHEAT THE LITTLE WHITE HEARSE

Plans are progressing splendidly for that grand baby welfare exhibition to be held in London the first week in February. The idea is to get everybody so interested in child welfare work that they will definitely, systematically organized under the direction of specialists in London and gradually throughout Western Ontario, and, as a consequence, the lives of hundreds upon hundreds of little innocents saved annually and the standard of physical efficiency of the citizenry raised. There are big things to do in Canada after the war, and a big nation is to be reconstructed and built up. It will take a strong people to carry the burdens, to shoulder the responsibilities.

When Dr. Mullen, the director of the child welfare work in Hamilton, Ontario, recently addressed in London at the occasion of ladies' night at the Rotary Club, he wouldn't quote statistics, because he said figures didn't give a fair idea of the amount of good accomplished by properly organized baby welfare work, free clinics for mothers and babies, certified milk depots, ministry of visiting nurse, attention to better housing, and so on. But a prominent London physician quoted some statistics, just to give a little tangible idea. Dr. H. A. McCallum, who had a leading part in the movement some years ago to obtain certified milk for children in this city, stated that 57 per cent of the children who die under one year die of intestinal trouble. In Hamilton, which leads Canada in the efficiency of child welfare work since 1909, the 57 per cent has been reduced to 19 per cent. That means the little white hearse in Hamilton has been cheated out of two-thirds of every 57 visits it formerly made, or 38 out of 57.

It is estimated that about 1,200 babies are born in a year in London, and that about ten per cent of these die under one year of age, or 120 babies. According to Dr. McCallum's figures, this would be about 68 babies who die of intestinal troubles. Saving that 68 could be reduced to 25, wouldn't the saving of the lives of 43 babies alone in one year be worth more than many pavements, park flower-beds, and such like?

It's the citizenship after all that makes the city, and given good citizenship these other things will follow.

A WESTERN ONTARIO DAY.

It is intended as far as possible to make London's baby welfare week a great Western Ontario event. Plans, indeed, are already under way for a special Western Ontario day, when special inducements will be offered to visitors, and especially parents, to come to the city at that time. Energetic members of the city teaching staff and mothers' clubs have already suggested the idea of welcome and hospitality for mothers coming to the city on Western Ontario day of baby welfare week.

Members of a reception committee will be at the station to meet and direct strangers. Arrangements will be made whereby mothers can leave their little ones for a time in charge of competent nurses, while they go out to do shopping. The visiting mothers, as well as the city mothers, will have the advantage of free clinics for their little ones in the exhibit building. A mother will be able to find exactly how her small Tommy measures up to the ideal standard for a tot of his age. If he isn't thriving as he should, she will have the benefit of advice concerning his diet and his care. An exact record will be kept of every babe who is brought into the clinic, for the benefit of the mothers or other guardians, and when the little one is taken to another clinic three or six months later it will be possible to measure the exact progress made. In order that there may not be too great a rush to the clinic the first week opens with the arrangements are being made to have the mothers of certain school districts of the city bring their little ones certain days and during certain hours. One whole day will be set apart for the mothers outside the city who bring their little ones, in other words, "Western Ontario Day."

While attention in the clinics will be given especially to infants, the exhibit will cover all phases of child welfare from the earliest infancy stage to manhood and womanhood. Moving pictures, lectures and other features are a part of the educational program associated with the Baby Welfare Week exhibit in London.

In the next five or six weeks, steps will be taken to interest every citizen, young and old, in London and in Western Ontario in Baby Welfare Week. The ministers of the city represented in the Ministerial Alliance have agreed to make special reference to child welfare in their services of Sunday, February 2. The Roman Catholic Church, which lays much emphasis on the subject of child welfare, will be approached through Bishop Fallon in regard to co-operation. A publicity campaign will be inaugurated in all the leading men's and women's organizations of the city. Then, when child welfare week opens with the blowing of whistles, the ringing of bells and the playing of bands, to announce that "saving the babies for the nation" is definitely under way in Western Ontario, it is anticipated that Baby Welfare Week, from the standpoint of interest aroused and influence exerted, will meet with success not exceeded in any similar movement in the Dominion.



FREE! FREE!

PORK-GUESSING CONTEST—Again this year we are putting on a pork-guessing contest for two days only, Saturday and Monday, in which, to the person or persons guessing the weight of our large Christmas hog, we will give a 10-pound turkey. Contest closes Christmas eve. All butchers and men having any connection with the trade barred. Any purchase over 25 cents entitles you to a guess.

SIRLOIN ROASTS, CHRISTMAS BEEF, LB.....28c
PORTERHOUSE ROASTS, CHRISTMAS BEEF, LB.....28c
ROUND ROASTS, CHRISTMAS BEEF, LB.....28c
FINEST LEG SPRING LAMB, LB.....32c
LOIN SPRING LAMB, LB.....32c
RUMP ROASTS, CHRISTMAS BEEF, LB.....25c
FINEST RIB ROASTS, CHRISTMAS BEEF, LB.....25c
CHUCK ROAST, CHRISTMAS BEEF, LB.....25c

HERRING, HADDOCK, WHITEFISH, COD, SALMON TROUT, GOLD-EYES, SEA SALMON, STEAK SALMON, STEAK COD, SEA HERRING, SMELTS, HADDIES, ETC.

ANDERSONS QUALITY MEAT MARKET

STORES 1, 2, 3, 4, 5 MARKET HOUSE. PHONE 1643, PRIVATE EXCHANGE.
18 Big Auto Deliveries Saturday, 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

IF YOU THINK OF GOOD THINGS TO EAT, YOU MUST THINK OF

Caradoc Potatoes Essex Onions
Annapolis Valley Apples

We serve you QUICK. We serve you RIGHT. We serve you at a small margin.

DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co. Limited) 119 DUNDAS STREET.

THE FOOD CONTROLLER HAS LICENSED THE MAKERS OF

KELLOGG'S TOASTED CORN FLAKES

To continue to put up and sell in the original red, white and green package the delicious Toasted Corn Flakes you have always used.

SAVE WHEAT!

And use the ideal food—Kellogg's Toasted Corn Flakes. Most economical because a thousand calories (food units) in Kellogg's Toasted Corn Flakes cost less than a thousand calories in butter, or a third of the cost in lamb chops and chicken, or a quarter of the cost in eggs, beefsteak and haddock.—Report made by the chemist of the Russell Sage Institute of Pathology. Stock carried by all grocers. Get the Genuine-Original.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.

Head Office and Factory: London, Ont.

CHRISTMAS POULTRY

WE ARE FILLING CHRISTMAS ORDERS WITH THE CHOICEST POULTRY TO BE FOUND IN ONTARIO. PARTICULAR PEOPLE SHOULD BUY THEIR POULTRY DIRECT FROM US OR TELL THEIR GROCER OR BUTCHER TO FILL THEIR ORDER WITH OUR CHOICE STOCK.

C. A. MANN & CO., 78 King St. Phone 1577

THE MARKET CASH AND CARRY STORE

To all those who have favored me with their patronage and to those whom I hope to serve during the coming year, I wish a Merry Christmas and a Happy New Year.

Medway Creamery Butter, lb.....49c
Choice Dairy Butter, lb.....47c
Fresh Eggs.....50c
Cracked Eggs.....40c
PRIME GEESE, per lb.....28c

New Colored Cheese.....28c lb.
Old White Cheese.....32c lb.
Schneider's Bacon, sliced.....44c lb.
Small Size Evaporated Milk.....6c
Cooked Ham.....50c lb.

Bromedary Dates.....18c package
Excelsior Dates.....15c package
Seeded Raisins, 15 oz., two for 25c
Salada Tea.....54c lb.
BARN-FED TURKEYS, per lb. 38c

PAUL L. DOIG, 6 Market House

Be Successful

Success is more a matter of thrift than most people imagine. Everyone should acquire the habit of saving. A savings account at this STRONG OLD BANK will counteract wastefulness, insure against poverty, and provide for sickness or declining years. Ask your friend neighbor the secret of his success. He will doubtless tell you that it had its beginning in the habit of saving. If you are not saving now, you are inviting a cheerless, dependent old age. Get started NOW. It is the beginning of the campaign that is important. Start a Savings Account at this STRONG OLD BANK, encourage with constant deposits and you will soon have an earning asset ever ready for use in case of emergency or business opportunity. We will add interest to your Savings Account every six months.

THE BANK OF TORONTO

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.
Cor. Richmond and John Streets.

Cor. Dundas and Adelaide Streets.
Cor. Dundas and Talbot Streets.