

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

All the Good Things of Summer Put Up at Home on Your Gas Range and Stored Away For the Winter

What a sense of satisfaction there is in knowing that you have your own supply of canned goods! What a pleasure it will be next winter to eat those fruits of summer put up just as you like them. It's easy to do—a gas range makes it easy. A gas range keeps your kitchen cool and comfortable and supplies an even, easily-regulated heat.

RANGES FROM \$20.00 UP. SOLD ON SMALL MONTHLY PAYMENTS.
ASK THE WOMAN WHO OWNS ONE.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

SHARMAN'S FRUIT NEWS

WEEK ENDING SEPTEMBER 1 1917.

PEACHES from Grimsby coming in, fine flavor and condition. The freestones will be in later.
APPLES—We have been receiving apples for some days from nearby orchards. Mr. Sharman is in the Annapolis Valley now purchasing the finest that grows in that famed valley, for the London market. PLUMS are in now, and coming every day.
IT WILL PAY YOU TO COME HERE FOR YOUR FRUIT.
HONEY—Pure Clover Honey in 5 and 10-pound pails.

JOHN SHARMAN & SON

Phone 4665--- HILL CREST FRUIT STORE ---Phone 4665
TALBOT STREET.

THE NEW CUT-RATE MEAT MARKET

WHAT CUT-RATE MEANS—You spend \$1.00 here. You get meat worth \$1.25. Can you save 25 cents any easier? Satisfaction guaranteed or money refunded.

GET HERE EARLY TO SECURE THESE BARGAINS.

Choice Round Steak25c	Choice Porterhouse Roast25c	Smoked Picnic Ham.....25c
Choice Sirloin Steak27c	Prime Rib Roast Beef23c	Shoulder Roasts Veal25c
Choice Porterhouse Steak27c	Choice Rump Roast Beef23c	Small Sausages15c
Choice Fillet Veal30c	Leg of Spring Lamb33c	Rolling Brisket Beef18c
Fresh Ham Roasts Pork30c	Pork Tenderloins35c	Best Shortening23c
Shoulder of Spring Lamb30c	Tender Shoulder Roast Beef25c	Smoked Ham (mild)30c

EIGHT DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

PHONE 5750.



Again I Say Drink Buttermilk

For Health

IT IS THE IDEAL STOMACHIC.

One of our most representative businessmen says: "I want to tell you that I never thought of drinking buttermilk as a beverage until your advertising brought it to my notice, and now my midday lunch is often nothing more than a couple of glasses of your FRESHLY-CHURNED BUTTERMILK, and I often drop in for 'another' before leaving for the Port."

We have always said people should drink more buttermilk. It's palatable, healthful and nutritious. **USE MORE BUTTERMILK IN YOUR HOME.** Bring your jugs and get it fresh from the churn.

The Ontario Creameries, Limited

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN SEVERAL TIMES DAILY.

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

ONN'S FOR FISH

ONN'S

You know this is the best place for Fish.

PHONE 1296.

FRESH FOOD FISH

CHEAP GOVERNMENT HERRING, COD, HADDOCK.

Only 10c per lb.

FISH FROM ONN'S

ONN'S

Always alive to the interest of our patrons.

Always prompt delivery.

PHONE 1296.

FRANK SMITH'S MONEY-SAVING PRICES:

Redpath Sugar, 100-lb. bag\$9.20
Redpath Sugar, 20-lb. bag\$1.50
Redpath Sugar, 10-lb. bag95c
Redpath Sugar, 5-lb. bag48c
Redpath Sugar, 2-lb. bag20c
Domestic Sugar, 100-lb. bag\$8.95
Domestic Sugar, 20-lb. bag\$1.45
Golden Yellow, 100-lb. bag\$8.75

Special—Crisco, 38c

Domestic Shortening, per can23c
Cascade B. C. Salmon, per tin 17c
Harlock Brand Salmon, tin15c

Swallow Brand Salmon, 1/2 tin 10c
Macaroni, per package10c
St. Charles Evaporated Milk, per tin14c
Seeded Raisins, 2 packages for 25c
Creamery Butter, lb.44c
Frank Smith's Baking Powder, 1 lb.19c
Domestic Shortening, 5-lb. pail 65c

Market Square—"The Cash and Carry Store"—Phone 1730

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

After all that science has taught about the menace of the common or garden variety of house-fly and its filthy habits, it seems passing strange the way certain bakeries and confectioneries allow these festive pests to meander at will over bread, buns, biscuits, cakes and pastries displayed uncovered on counters and in show windows. It isn't appetizing, to say the least, and if all that is heard can be believed, it isn't likely to promote public health.

By the way, it is strange the health department hasn't taken some action in the matter, considering that some months ago the M. O. H. declared that, apart from aesthetic reasons, the chief object in holding a grand city clean-up would be to do away with breeding places for flies. He doesn't like flies. The medical officer of health has yet to be discovered who regards them as anything but a scourge and carrier of disease. And yet they are settling in swarms on breads, buns, cakes and pastries during this fly season in even very fastidious confectioneries and bake-shops right in London.

If enough glass cases to contain the output of ovens are not available, wouldn't gauze serve the purpose just as well, or almost? Far from diminishing, it might even enhance the charms of the bake-shop offerings. Who hasn't carried home in triumph a nice rosy-appearing basket of peaches, dreaming of the luscious fruit beneath the cover, only to find the bloom due to the red netting adroitly tacked across the top?

Discreetly veiled, the confectionery products would appear dozens of times as inviting, at least to those who aren't newly awakened Elip Van Winkles. What have the people been doing all these past years of fly menace propaganda that they accept bake-shop goodies from which it is necessary to shoo the flies before placing in bags or boxes to be delivered or carried home? Haven't they had their eyes and ears open?

Nobody knows better than the writer how sugar-coated confectionery, pastry and, indeed, cooking of any description, attracts flies. The difficulty is fully recognized of keeping the fly intruders out of even well-screened confectionery stores where the doors are being continually opened and closed by customers. But that isn't any reason why the goods offered for sale should not be covered.

Again, there is the germ-carrier in the shape of the open sugar bowl in fly time. Flies just naturally pounce upon it, and the human with a sweet tooth doesn't blame them. At the same time the human doesn't like to drop into the cup of tea one of the lumps over which flies have been patting with their hairy, germ-carrying feet. Some arrangements could surely be made for protecting the sugar in fly-time in public eating-houses.

There has been a good deal of talk about the appointment of a welfare nurse in London with, as a part of her duties, running down communicable diseases to their sources. The Consumers' League has been backing up valiantly such an idea. If the welfare nurse were already on foot, she wouldn't have far to go to discover a possible source of disease. She would find it, staring her right in the face in the confectioneries, parties, mobilizations and other gatherings which swarms of flies are daily holding without hindrance on top of cakes, pastries, bread, buns, etc., offered for sale in London.

"YOUR NAME AND INFLUENCE FOR FOOD CONSERVATION."

The big drive to enlist the housewives of Canada in the food conservation campaign will begin, it is understood, on September 17th. Already organization is well under way in this city, with Mrs. David Williams as director-general of the local forces.

Women cannot fight. They are not allowed to enroll in the combatant army, to go to the trenches, and to climb over the parapet for an attack on the Germans as a signal goes down the line. They are not even allowed to take part in the artillery preparation or to go as stretcher-bearers onto the field to carry off the wounded. Only those who have received special training are permitted to go as nurses.

But the women of Canada have at last been called upon to do their part in a big, important way in the winning of the war. An appeal has been sent out to each and every patriotic Canadian housewife to hold valiantly her own bit of the line, to render service according to her ability in defeating the enemy in her own kitchen. Each woman whose task it is to work with foodstuffs has been asked to reduce the quantity of beef and bacon and wheat used by the family for which she caters. She has been asked to see that no crumb of waste can be laid to her charge at a time when food is more precious than gold, when food is to be a great determining factor in the successful conduct of the war.

WINNING THE WAR WITH THE BREAD BASKET.

Away back as early in the war as the beginning of the year 1915, a prominent Canadian, addressing a greater production meeting in London, declared that the bread basket would be as important a factor in determining the result of the war as the munitions wagon. Because this has been found to be true beyond all dispute, the women of Canada have been asked to mobilize for a grand food thrift drive to back up the efforts of the farmers of the country, and their own efforts in vegetable growing, in order that the bread basket may be kept well supplied.

Many women doubtless are already straining to the utmost to make ends meet. They couldn't do with less for their tables without impairing the health of their families. Conservation of every food is for them a personal as well as a war necessity. They cannot be asked to do more, nor will they be expected to. Signing the pledge of the food controller will simply signify that they are behind him in his effort to win the war by food conservation.

With the time in a few weeks to ask the housewives to show their co-operation by signing the food pledges, it will not be with any intention of dictating patriotic duty. If the said housewives already feel that they are doing their utmost, signing of the pledge won't deprive them and their families of any necessities. It means of helping along a good cause by the use of their own hands. For once an appeal for money is to be made by the canvassers who will visit the homes. Even if some of the housewives do not feel that the local committee is going far enough at the present time, they will surely give a kindly reception to the canvassers, who have nothing more personally to gain by the efforts than any other housewives in London or throughout the Dominion.

If you can't do any more for food conservation than you are already doing so far as your own home is concerned, you can at least lend your name and influence.

If you are not altogether satisfied because the local committee is following closely the lines laid down by the food controller, and refusing to diverge from the clearly defined track, give the committee time to get its bearings.

Help it to accomplish this one task well, and it will be in a more secure position to attack problems along the lines of cost of living.

WHICH DAIRY IS BEST?

Among requests which have come to the editor of this department is one from a "Mother of Three," for information in regard to the obtaining of ratings of milk of the different dairies which supply the city of London. She says:

Dear Miss Armstrong:

Is any record published in London giving the ratings of the milk of the different dairies which supply the city, or are such records obtainable? Have three little children, all under five years old, and am naturally very much interested in the quality of the milk supply. Coming to London to make our home here a short time ago, it surprised us that the health department of a city this size did not publish monthly bulletins giving such information. I notice that quite frequently in your paper the record is published for a week of the number of cases of various kinds of communicable diseases, etc. Couldn't something of the kind be done in the way of publishing milk ratings? It would be of inestimable value to mothers of young children such as I am. Before I was married, I lived for a time in a western city, not as large as London, where they published each month in the bulletin issued by the health department the ratings of hotels and restaurants on the basis of cleanliness, etc.

A couple of friends and I, all business women, had an apartment together and took our midday dinner out to save work. We literally devoured that bulletin each month. A glance at the bulletin told us where we were going to trust our lives by eating during the next four weeks. It was interesting to watch the way the standards of the different places came up. I believe the same would be true of the London milk supply if the ratings were only published. In the meantime, I would be glad for the sake of my children if you could tell me where such information could be obtained.

May I tell you how much interested I am in "Our Consumers' League"? If I were the editor of such a department, I would like to know it was appreciated. It was one of the first things in a newspaper way in which I became interested in London.

Sincerely yours,

"A MOTHER OF THREE."

"BUY PASTEURIZED MILK, SAYS M. O. H."

Not knowing the answer to the question concerning the relative ratings of milk of London as it was put by "A Mother of Three," the editor of this department went to the court of last resort on the subject, in other words, the medical officer of health. And this is what he said:

"We have these comparative ratings, but are not authorized to give them out at the present time. Last spring, we proposed to publish comparative ratings from time to time along the lines to which your correspondent refers. Just at that time, our original inspector left for military service, and owing to the difficulties arising through the taking up of the work by a substitute and the objections which were made to the publishing of the comparative ratings, we did not go on with it. I may say, our original inspector is now back again."

"The one safe thing for 'A Mother of Three' or any other mother to do is to purchase pasteurized milk, which can be obtained from three or four dairies in the city. To be sure, pasteurization won't clean the milk, but it will make it fit to drink."

ARE YOU WITH US?

in this big event for Saturday? We are out to outshine all our past records for big, bumper Saturdays. We have ripped the prices in accordance. Remember, it is quality meat you want on your table, and that is the only kind we keep. Telephone your order if you cannot get down. We list here only a few of our money-savers. You will have to come down to see all of them yourself.

Breast of Spring Lamb, lb.20c	Shoulder Roast Heifer Beef, lb.23c
Leg of Spring Lamb, lb.35c	Pot Roast Heifer Beef, lb.20c
Neck of Spring Lamb, lb.20c	Sirloin Steak, any cut, lb.32c
Breast of Veal, lb.18c	Porterhouse Roast, double cut, lb.32c
Neck of Veal, lb.16c	Shoulder Pork Chops, lean, lb.32c
Rump Roast Beef, lb.25c	Pickled Shoulders, lb.25c
Jellied Tongue, lb.48c	Easfirst Shortening, lb.24c
Pure Lard, lb.28c	5-pound pail Pure Lard\$1.35
Beef Kidneys, lb.18c	Breakfast Bacon, our own cure, lb.40c

Andersons Quality Meat Market

PHONES 455, 500, 760.

STORES 1, 2, 3, 4 and 5, MARKET HOUSE.

GOOD CREAMERY BUTTER

is one of the best food products, and the manufacturer who carefully produces good, wholesome CREAMERY BUTTER under sanitary conditions is one of YOUR BEST FRIENDS.

Substitutes, such as butter compounds, oleomargarine, etc., are all right in their place, but their place is not on your table. Have the best. Your grocer keeps it. Insist on getting it.

SILVERWOOD'S

CORN vs. WHEAT

According to chemical tests corn, as a food, produces more energy and is more sustaining than wheat products, but owing to cornmeal not being palatable wheat flour has been most popular.

But corn, when converted into

KELLOGG'S TOASTED CORN FLAKES

by our secret process, renders it a most appetizing and nutritious food, and at the same time conserving all the essential elements of the corn.

The Hon. W. J. Hanna, food controller for Canada, requests you to use corn in preference to wheat.

Get the genuine original Cornflakes in the red, white and green packages and refuse all substitutes "of the just as good variety." Get what you pay for.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.

HEAD OFFICE AND FACTORY: LONDON, ONT.

EAT MORE POULTRY

Poultry is the best substitute for beef and bacon. We can always supply your grocer or butcher with choice quality at reasonable prices. SPECIALTIES: SPRING DUCKS, SPRING CHICKENS, BOILING FOWL, SELECTED EGGS.

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

THRIFT

THE THRIFT HABIT is the root of business success. Get a start by saving your money. A Bank of Toronto savings account will help you. Add economy and persistence and your success is assured. Savings accounts for small or large sums invited at all branches of this bank.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

CAPITAL\$5,000,000

RESERVED FUNDS\$6,439,382

FOUR OFFICES IN LONDON.

Corner King and Richmond Streets John Pringle, Manager
Corner Dundas and Adelaide Streets C. H. Wickett, Manager
Corner Richmond and John Streets T. C. Margrett, Manager
Corner Dundas and Talbot Streets J. C. McDonald, Manager