

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

If You Delay You Lose

For you may never have such an opportunity again. We are installing only our present small stock of

Vulcan Tank Water Heaters

at the special price of \$20.75, connected. You will save from \$5 to \$6 by taking advantage of this opportunity to place a Vulcan Heater in your home.

\$2.75 DOWN AND BALANCE AT \$2.00 PER MONTH.
ORDER YOURS TODAY.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

SHARMAN'S FRUIT NEWS

WEEK ENDING AUGUST 25, 1917.

This week's activities in fruit covers the delivery of GREEN GAGE PLUMS (very choice), BLACK CURRANTS, THIMBLE BERRIES and some PEARS. PEACHES are just beginning to come in, but are not ready yet for canning. Watch out for next week's news. We will have something to say about Apples. POTATOES are our specialty just now. CORN in the ear. TOMATOES—We are handling great quantities now, and they are of prime quality. CUCUMBERS are being received daily.

JOHN SHARMAN & SON

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

THE NEW CUT-RATE MEAT MARKET

Beginning Saturday (Dollar Day) cut prices from 2c to 5c per pound on tip-top quality Meats will be the rule. Now, if you really want to save money, patronize this store. One trial will convince you. Satisfaction guaranteed or money refunded.

30c Round Steak, our price.....25c	25c Pure Lard, our price.....25c	15c Pork Spareribs, our price.....12c
32c Porterhouse Roast, our price.....27c	25c Shortening, our price.....23c	35c Pork Chops, our price.....32c
30c Deep Sirloin Roast, our price.....27c	20c Hamburg Steak, our price.....18c	20c Boiling Beef, our price.....17c
30c Rib Roast, our price.....25c	25c Fillet Veal, our price.....28c	30c Sirloin Steak, our price.....27c
25c Rump Roast, our price.....23c	25c Picnic Hams, our price.....25c	18c Small Sausage, our price.....16c

This is not a one-day sale—this is for every day in the week. Come early and secure these bargains.

FAULDS & DAWES

SHOPS: 10 AND 11 MARKET HOUSE.

The New Drink, Buttermilk

ONE OR TWO GLASSES EVERY DAY.

Is a Health-Builder

Mr. Bank Teller says: "For some time now, in fact ever since the beginning of summer, I have been going into the Ontario Creameries almost every day for a couple of glasses of Freshly-Churned Buttermilk, and I must say it's 'great stuff.' It touches the thirst spot, tones up my stomach and is putting me through the summer, feeling just fine all the time. 'Buttermilk for mine.' He is only one of many patrons of our buttermilk counter who could say the same thing. We churn several times during the day; the buttermilk served is always fresh direct from the churn, and it is very refreshing as well as healthful, pleasant to drink, as well as nutritious. Two large glasses for 5c. One glass, with cream cheese sandwich, for 5c Saturday only.

The Ontario Creameries, Limited

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN SEVERAL TIMES DAILY.

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OPPOSITE MARKET HALL.

129-131 KING STREET.

ONN'S FOR FISH

ONN'S

You know this is the best place for Fish.

PHONE 1256.

SPECIAL FISH NEWS

CHEAP, GOVERNMENT-CONTROLLED
HERRING, COD, HADDOCK.

Only 10c per lb.

FISH FROM ONN'S

ONN'S

Always alive to the interest of our patrons.

PHONE 1256.

FRANK SMITH'S MONEY-SAVING PRICES:

Redpath Sugar, 100-lb. bag ..\$9.20	Special---Crisco, 38c	Swallow Brand Salmon, 1/4 tin 10c
Redpath Sugar, 20-lb. bag ..\$1.90		Macaroni, per package ..10c
Redpath Sugar, 10-lb. bag ..95c		St. Charles Evaporated Milk, per tin ..14c
Redpath Sugar, 5-lb. bag ..48c		Seeded Raisins, 2 packages for 25c
Redpath Sugar, 2-lb. bag ..20c		Dromedary Dates, 2 packages for 25c
Domination Sugar, 100-lb. bag \$3.95		Creamery Butter, lb. ..43c
Domination Sugar, 20-lb. bag ..\$1.85		Frank Smith Baking Powder ..19c
Golden Yellow, 100-lb. bag ..\$8.75		Domestic Shortening, 3-lb. pail 70c

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 a long absence, "The Ordinary Person" is paying us another welcome visit this week, bringing along with her practical ideas and suggestions which she always seems to have packed up in her kit bag, and in addition to these, a little sheaf of war-time thrift recipes. The editor of this department can vouch for the entire reliability of at least one of the recipes. When she arrived at her office the other day she found awaiting her a sizeable box which rattled. Just as every daughter of Eve has done since pastboard boxes, paper and string were invented, she tried to guess the contents before taking off the lid. Evidently she doesn't possess a particle of psychic gift. Her eyes literally popped with amazement when she discovered half a dozen tempting-looking oatmeal cookies. They were as good as they appeared, crisp, toothsome, just the right flavor, and literally melted in the mouth. The letter which accompanied them, and which is given herewith, will explain why the editor says those cookies were evidently not baked for Christmas:

Dear Miss Armstrong,—You've probably heard of the little Scotch boy who, when his American cousin asked for sugar as well as milk with his porridge, turned to his mother and said, "Ma, the liddle thins it's Christmas." I feel that we have come to the stage where we realize that we can be well fed without every day being Christmas. So I'm sending along a few of the recipes that have produced many "bravos" and "bonnie lassies." I'm disappointed that the win-the-war women are not tackling the high cost of living, but surely there are enough women in London, outside of those executives, to form a housewives' league, whose whole object would be to bring together producer and consumer (in that story of the Red Mullet there was no mention of the middle-man.) I shall sign the pledge under protest, knowing well that a workman's wage does not allow of many luxuries or wasting of food. There is waste in our midst that is too proud to make itself heard, but will soon be quite visible in the pinched faces and lack of vigor of our growing children. Want of milk and fat, and still the ice cream parlors are crowded and I'm told Canadian condensed milk makes its way across the border. We have the "Finest school on the American continent," and proud of it, but it would be cause for greater pride if we could say our children were the sturdiest and best-nourished in Canada. London, with its cottage homes, its lawns and pure water, is an ideal city to raise a family, but the only way to build up human bodies is through the food they eat, and children who are fed on substitutes will not thrive for a time at least. The children are very conservative in their likes and dislikes.

Quoting from the letter of a London (Eng.) teacher to the mothers assuring them of the safety of the children during the air raids: "Your children are nearly as precious to us as to you. . . . They won't even know what is going on if WE CAN HELP IT." Let us mothers make this our motto in the matter of food.

"THE DEIL TAK' THE HINDERMOST."

"This conservation campaign reminds me forcibly of the time when as children we ran through the turnstile gate shouting to our lagging companions, 'The deil tak' the hindermost.' We have given our boys and girls to help garner the harvest and fruits. The old war-time distribution gave an equal share to 'those who stayed with the stuff' as to those who went out to battle. Some of us perforce must stay with the stuff, and we to buy the spoil at something near its first cost. Who will bridge the gap between producer and consumer? Black currants on the farm at 10c a quart, and in the stores same day at \$2.10 for 11-quart basket. Who got the dollar?

A hint to the gardeners: Now's the time to set our raspberry and strawberry plants. If the canes are planted near the fences and trained there they take up very little space.

Are there not empty soldiers at the military and convalescent hospitals, which if gathered to one central place, the London housewives would be glad to fill? With the price of sugar and fruit so high the price of the container is quite an item.

OAT CAKES.—Two cups finest oatmeal, half cup white flour, pinch salt, half teaspoonful baking soda, 1 tablespoonful dripping, fryings or shortening, 1 tablespoonful hot water poured over fat. Mix with the hand till a ball can be formed. Cut in three pieces; roll each out round, and cut in quarters; or roll all out in one sheet and cut with biscuit cutter. Make griddle (or frying pan or clean stove lid) hot; rub with slightly greased paper. Put on cakes, and brown slightly on both sides. Put on pie plates in warm oven to crisp. Eat with cheese.

Oatmeal scorches very quickly; takes very little water to moisten it; sugar may be added if liked.

OATMEAL FOR EGGS.—When frying sausages or bacon, pour away some of the fat, add to pan a cupful of finest oatmeal. Stir continually, holding above gas flame. When brown and dry serve with meat in place of eggs.

BUTTERMILK SCONES.—One and a half cups flour, 1 1/2 cups graham flour, 1/2 teaspoonful salt, 1 teaspoonful sugar, 2 level teaspoonfuls baking soda. Sift all together. Rub in with fingers lard or dripping size of walnut. Mix with enough buttermilk to make a dough fit to handle (the softer the dough the lighter the scones). Roll out in three round pieces, cut in quarters and bake or griddle both sides, or make in one large round piece and bake in round layer cake tin in oven. Currants may be added.

BROWN LOAF.—One and a half cups white flour, 1 1/2 cups graham flour, 1/2 teaspoonful salt, 1 teaspoonful sugar, 1 teaspoonful soda, 1 heaping teaspoonful baking powder, 2 cups buttermilk. Mix all well together. Put in well-greased loaf tin. Let rise for 10 minutes and bake in slow oven for 12 hours.

Buttermilk is 10c a gallon if carried home.

OATMEAL DUMPLING.—Three parts finest oatmeal, 1 part finely chopped suet, salt and pepper to taste—finely chopped onion, or mixed spice may be used if liked. Moisten slightly with water. Turn on to well-floured white cloth (cotton), and roll loosely. Plunge into boiling water or stock pot. Cook at least one hour.

THE ORDINARY PERSON.

"GOOD WORK," SAYS MEDICUS.

Again, Medicus to the rescue! How can a poor, mere writer person be expected to settle down with a thud to thinking up improving things to think and talk about immediately after a wonderful holiday, with mind still full of the panorama of waterways, islands, cities, mountains and northern light-swept skies? Medicus has arrived just at the psychological moment when copy is required for our Consumers' League Page, and this is what he has to say:

Dear Editor Consumers' League:

I've been thinking of writing to you a number of times since I made my last appearance in your page, to tell you how much I approve of some of the work you have been doing. This isn't to say there is anything the matter with any of it, but, as a medical man, I am especially interested in the child welfare end. You couldn't do anything more important than to keep hammering away on the subject of the conservation of child life. If you succeed in getting that child welfare nurse appointed and definite work inaugurated along this line in London, you will have good reason to feel that you have accomplished something most worthy through your department. It is bound to come sooner or later, but the longer it is delayed, the more lives will be lost and the more under-efficient citizens we are going to have from a health standpoint. We need at least one welfare nurse in this city and three would be still better. The thing is to get a start and one thoroughly equipped nurse, suited for the position, would soon so successfully demonstrate the need of child welfare work that I don't think there would be much difficulty about passing estimates for assistants—provided we had a rational council.

Of all the folly, it seems to me the greatest to try to save money at the expense of human life and the health of the citizens. It is the most short-sighted policy imaginable, especially now, when the crying need is for physically fit men to do the fighting, and people as physically fit to carry on the work at home. Nobody realizes better than I do the importance of thrift and the conservation of all the food resources. I am heartily in sympathy with canning demonstrations and the establishment of canning centres such as I have been reading about in your paper, in order that every bit of the fruit and vegetable crop which can't be eaten may be canned or otherwise conserved.

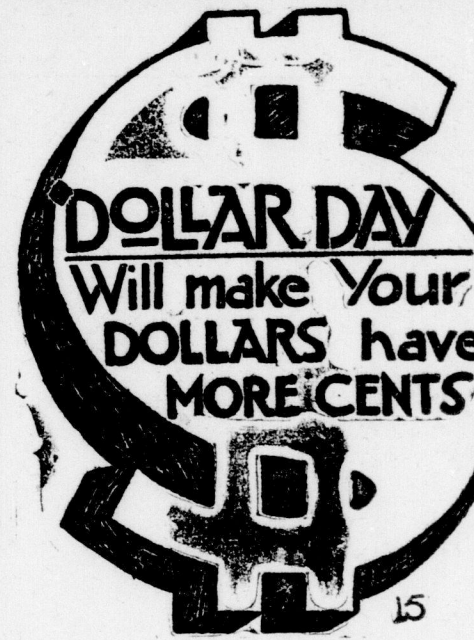
But with all this agitation and education in London along the lines of conservation of the material things in order that the children of the front may be abundantly fed, let there be definite effort to conserve the lives of our future citizens and defenders, and lay the foundations for their robust manhood and womanhood.

I don't like to know my own city, but it doesn't make me especially proud to see the way London is lagging behind other places in child welfare work. I noticed some time ago that you referred to the child welfare week in Hamilton. This is being followed up in an excellent manner. Recently I saw an article which drew attention to the reasons why Hamilton is a much safer place for a baby to be born in than a number of smaller places, for the reason that the death rate among infants has been appreciably reduced by the movement there along child welfare lines. To me, nothing was more interesting during the convention of the Canadian Medical Association held in Montreal than a visit to a park where babies can be brought in the morning, left in charge of nurses for the day, and where the little ones are examined by a doctor, and all the time under medical supervision.

I started out with the intentions of just writing a few words to tell you and your readers how entirely in sympathy I am with the efforts you are making through "the power of the pen" (as it is the typewriter) along infant welfare lines. Keep it up, and good luck to you. I'm coming again, soon, as soon, in fact, as I can collect some thoughts which may prove helpful to your Consumers' League circle, and put them in shape. With best wishes, MEDICUS.

Dollar Day

is in full evidence at the Big Store. We cannot begin to tell you all about it, but merely list a few of the specials here to give you an idea of what is going on. Get here early, and be sure and have your change ready.



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Cooked Ham .. 2 lbs. for \$1.00	Steak, Sirloin, Round or Porterhouse .. 4 lbs. for \$1
Breast of Spring Lamb .. 4 lbs. for \$1.00	3-Pound Pall Lard and 1 Pound Sausage .. \$1.00
Brisket of Beef, 5 lbs. for \$1	Shoulder Roast Veal .. 4 lbs. for \$1.00
Easiest Shortening .. 4 lbs. for \$1.00	Rump Roast Beef .. 4 lbs. for \$1.00
Jellied Tenderloin .. 2 1/2 lbs. for \$1.00	Cottage Roll Bacon .. 3 lbs. for \$1.00
2 lbs. Hamburg Steak, 2 lbs. Sausage and 1 lb. Shortening for .. \$1.00	10 lbs. Government Fish, Cod or Haddock .. \$1.00

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The Housewives
The Children
SAY "YES, IT IS THE BEST."



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ESTABLISHED 1855

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RESERVED FUNDS ..\$6,439,382

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