

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

Canada Food Board License No. 9-5418.

BURBANKS' MEAT STORE

Economy, Quality and Service

Is the trade-winning motto of this store. The superior quality of our Meats, and our very reasonable prices, irresistibly attract the attention of people who are particular. Our Meats are of the choice, tender, juicy variety, with a moreish taste that is lasting, and they will also please your purse. People telephone from all over the city for our Special Rib Roast of Beef. The inviting flavor and the way we put them up is the secret. Try one.

Special—Prime Rib Roast Beef (rolled free), lb.28c
Choice Pickled Bacon (our own cure), lb.38c
Choice Fresh Bacon, lb.38c
Shoulder Roast Beef (ready for carving), lb. 25c, 28c
Choice Rolled Pot Roast Beef, no filling, lb.28c

Choice Rolled Corned Beef, lb.28c
Choice Leg Spring Lamb (not frozen), lb.32c
Choice Pickled Picnic Hams (our own cure), lb.32c
Choice Picnic Hams, lb.32c
Choice Shoulder Roast Veal, lb.32c
Choice Loin Roast Veal, lb.35c

Also Tenderloin, Spareribs, Oxtails, Fresh Hocks, Pickled Hocks, Pork Pies, Summer Sausage, Crisco, Lard, Eastfirst Shortening, Homemade Dripping, Homemade Sausage, Peanut Butter, Ground Bone, Etc.

BURBANKS' MEAT MARKET 613 DUNDAS STREET. PHONE 2986.
The Home of Quality Meats. Canada Food Board License 9-5418.

PATRIOTISM'S PLEDGE—THE VICTORY BOND

Canada Food Board License No. 9-2932.

NEW WORK FOR THE NEW BOARD OF TRADE

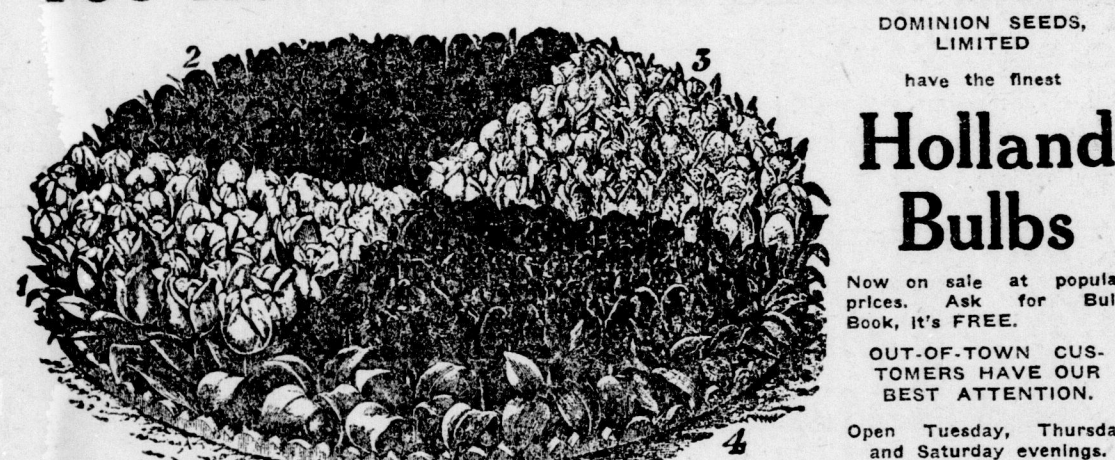
London is a great poultry centre—it can be made a much larger one. You are invited to join our band of satisfied customers, who are getting excellent results from feeding our poultry feeds and stock feeds. Our motto is to give you value for your money and entire satisfaction in service. You reap the benefit of our experience in feeding for many years. Our feeds are all put up with the purpose of giving results. You are welcome to inspect feeds and get prices. On Saturday we are giving away Two Pounds Best Pot Barley with 100 pounds of mixed feed.

RIGNEY BROTHERS
THE LIVE-WIRE FEED STORE.
100 KING STREET. PHONE 425.

Cities Do Not Happen—Cooperation Builds Them! Have You Joined the 800?

If you have a love for the old town, you'll want to have her well dressed, especially next spring and summer.

YOU MUST PLAN AND PLANT NOW



The illustration shows a bed, 6 feet across, or 18 feet in circumference, and requires 200 Bulbs planted 5 inches apart.

DOMINION SEEDS, LIMITED
have the finest
Holland Bulbs
Now on sale at popular prices. Ask for Bulb Book, it's FREE.
OUT-OF-TOWN CUSTOMERS HAVE OUR BEST ATTENTION.
Open Tuesday, Thursday and Saturday evenings.

DOMINION SEEDS, LIMITED
119 DUNDAS STREET. Phone 550. 9 MARKET SQUARE.

FANCY DRESSED POULTRY KILLED TO ORDER

Your grocer or butcher can always depend on us to fill his order with the right kind of Dressed Poultry at the right price. For your week-end table supplies please phone your order early. It will be better for you and better for us.

CHOICE CREAMERY BUTTER (IN SOLID AND PRINTS); STRICTLY FRESH EGGS (GUARANTEED).

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.
SHARE IN VICTORY—BUY A BOND.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin24c
Jam, 4-lb. pail65c
Domestic Shortening, 3-lb. pail35c
Domestic Shortening, 1-lb. carton25c
Macaroni, two packages25c
Lipton's Coffee, 1-lb. tin45c
Seal Brand Coffee, 1-lb. tin45c
Carnation Milk, per tin15c
Griffin Brand Seeded Raisins, pks.15c
Seedless Raisins, per package17c

H. A. OLEOMARGARINE 36c
ARMOUR'S 3-X BRAND OLEOMARGARINE 36c

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL G. ARMSTRONG.

In Answer to Diana

The Misses Nicholson of Chelsea, P. Q., Give More Light on the Subject of "Making Poultry Raising Pay."

ARTICLE II.

We must apologize to our readers for our delay in sending the second of our articles in reply to "Doubtful Diana." Our typewriter simply refused to work, and after many attempts to coax it back into the path of duty we had to send it to the city for repairs, and were almost three weeks without it. We must confess we had not the patience to do any more writing than was absolutely necessary with a pen. We are sure, however, that everyone will forgive us when they know it was a very busy time for us, and time was almost as precious as gold. (We all know what that is like these busy days.)

In our last article we told how much can be made by raising 150 pure-bred chicks from a good strain. In this article we want to show how much these chicks would cost to raise, and how much we would have clear profit.

To hatch out 150 chicks we would have to set about 15 hens, allowing an average of 12 chicks to each hen. If each hen is set with 15 eggs it will be 225 eggs, or a little over 13 dozen, at an average of 50c per dozen—eggs are at the lowest price during the hatching season—would be \$3.50. The cost of raising these chickens—the cockerels to marketable age, weighing about 2 1/2 pounds and the pullets to five months old when they are worth \$2 each, would be \$75.40. Our total profits for 50 pullets sold at \$2 each would be \$100.00. Broilers, sold for flesh72.80
25 pullets, kept for next season50.00

Total\$222.80
Cost of raising 150 chicks, cockerels to marketable size; 2 1/2 pounds pullets to five months old\$75.50
Cost of hatching eggs9.50

Total\$55.00

This is the actual cost; our readers can readily see whether there is fair profit in this or not. If cost of labor and overhead expenses—which would not be great for a small flock—are added to these expenses we still have a nice profit, not alone in money, but in many pleasant hours spent among our chicks, which to the lover of our feathered friends can scarcely be called labor.

It may seem to our readers that we have said very little about the profit on eggs, but it is not because we believe there is no money in eggs; they have our special interest always, but we were anxious to put forward the fact that there are more sides to the poultry business than that of marketing eggs, and before we can get all there is to get out of our flock we must take pains to develop each part as much as possible, so that all may contribute to the general profits.

The figures which we have given, however, are not to be expected the first year or two. It is only by care, by watching the market, knowing just when and where to market your produce, when people find you are supplying the very finest goods, that your eggs are strictly new-laid, that your chickens are carefully plucked and properly prepared, then you are in a position to obtain the very highest prices.

We have not by any means overestimated the possibility of a good flock. We have left a fair margin in everything. Profits may vary some years. Hatches may not be so good, or chicks may be harder to raise; on the other hand, pullets may be more valuable if careful breeding has been followed. The possibilities of a good flock of birds are great. A nice cockerel may be sold for \$2 or thereabout, or a few settings of eggs may be disposed of. Any of these will swell the receipts with several, and every dollar counts.

More next week.

L. & E. NICHOLSON.

What May I Serve?

The answer of the patriotic housewife is written on the shields she displays in the picture below. She uses her kitchen as a long range gun to bombard the Kaiser.



The Big Fish Drive

Of course, because your home is a patriotic one, you had a fish dinner yesterday. More than this, not a particle of meat was eaten in your home all day "Fish Thursday." In the first place, you were glad of the opportunity to prove yourself a patriot in complying with the request of the Government to help make yesterday a national fish day in Canada. If "food will win the war," and eating fish instead of meat at least two or three times a week will bring it to a conclusion earlier, you vote for the fish diet and popularizing fish as a food in Canada.

In the second place, it was an inspiring thing to think about, the announcement of the Canada Food Board that if fish was substituted for meats all over Canada for that one day, Thursday, 3,000,000 pounds of meat could be saved to send to the Allies. Think of it, THREE MILLION POUNDS, in one big drive! And it only took a couple of pounds of fish for your family, yet you did your bit to release that 3,000,000 pounds of meat for the Allies. Isn't united effort a wonderful thing after all?

There were all those months that restrictions were placed on the use of pork restrictions along with educational propaganda. Didn't you get along very well without bacon during the time you had the feeling that every time you ate it you were snatching it from the plate of a Canadian soldier?

With the amount of bacon conserved, and the increase in production, the export of bacon overseas was increased in the last year by 61 per cent, as compared with the pre-war average exports. Every pound of it has helped in winning the war.

Aren't you glad that you were one of the housewives who yesterday served fish instead of meat, and thereby have a clear conscience so far as your part was concerned in releasing THREE MILLION POUNDS of meat for the Allies, every pound to do its part in winning the war?

And, aren't you glad that you have studied the cooking and serving of fish in attractive ways until you have educated your family to like it and to really enjoy your fish dinners, savory fish dishes for luncheon, your hot fish balls for breakfast on chilly mornings?

YOUR RECIPES, PLEASE!

When you have finished reading this, Madame Housewife, will you sit down the first thing you can spare a few minutes and address a letter to the editor of the Consumers' League, The Advertiser, telling things you have found out about buying fish, the ways you like to cook and serve it? We want the recipes that your families like. By writing such a letter and giving your experience and recipes, you will be helping to popularize fish. You will help to popularize fish-eating among Canadian people who have such magnificent resources in the way of fisheries at their command.

Do you doubt these "magnificent resources"? Very well, statistics which are vouchsafed for declare that in 1917 the total Canadian catch of fish equalled 94 pounds a head in the year for each man, woman and child. Did Canadian people each eat 94 pounds of fish in 365 days? Not a bit of it. They only ate TWENTY-NINE pounds each, and allowed the rest to be sent out of the Dominion for other people to eat. They also complained about the cost of living.

Special



SPECIAL!

Rumps, Ribs and Shoulder Roast Beef, 25c

Sirloin Steaks, lb.32c
Neck of Veal (to stew), lb.22c
Stewing Lamb, lb.22c

Legs Spring Lamb, 35c

lb.32c
Shoulder of Lamb, lb.36c
Ham Roast Pork, lb.36c

TOMORROW ONLY.
Beef Hearts, 12 1/2c

lb.12 1/2c

ANDERSONS

TIME WAITS FOR NO ONE

GRASP THESE WONDERFUL SATURDAY MEAT AND GROCERY BARGAINS.

Just a glimpse at the prices listed here will convince you of the money you can save by buying here tomorrow. Only a store doing an immense volume of business like this big pure food store could sell provisions at such low prices. We need not go into lengthy detail about the quality of our meat. It has stood the table test and proven to the housewife that it's tender and juicy. But remember, such bargains as we offer here will be snapped up quickly, and as each hour rolls away you are losing your opportunity of buying choice provisions for less money.

5-lb. Pail Pure Lard, per pail\$1.70

Our Own Rendering.
Serviet, Ring Bologna, White Pudding, Blood Sausage, Etc.

HONEST WEIGHT.

SATURDAY ONLY!
Frankforts, lb.20c

Minced meat, our own make, makes the only sugarless pie, lb.16c
Peanut Butter, lb.35c
Be sure and send him a package for Christmas. Packed airtight.

Ivory Soap, 2 bars15c

White Naphtha Soap, 3 for85c
Box of 100 cakes\$7.75

RUSH SPECIAL.
Dairy Butter, lb.47c

Prints, lb. 48c
Milk-Fed Chickens, lb.40c

Smoked Rolled Bacon, lb.\$7.50
Breakfast Bacon, lb.45c
Cottage Rolled Bacon, lb.40c

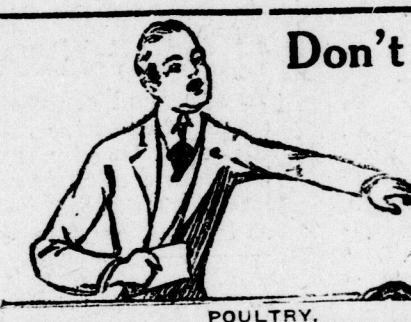
Fresh Pork Tenderloins, per lb.48c

Spare Ribs, per lb.20c

LONDON'S BIG PURE FOOD STORE.
Phones 1643, 1644. Stalls 1, 2, 3, 4, 5 Market House
Canada Food Board License 9-5418.

Don't Worry About Your Meals!

Solve the problem here. Remember, we not only handle Fish, but the choicest line of Poultry and Canned Goods the market offers.



POULTRY.

FOWL, pound34c
SPRING CHICKENS, pound37c

GESE, pound35c
DUCKS, pound35c
PIGEONS, each25c

ONN'S

143 King Street.

FISH.

SALMON, pound18c
COD, sliced, pound18c
FRESH HADDOCK, pound15c

SALMON, sliced, pound18c
FINNAN HADDIE, pound20c

ONN'S

Phone 1296.

Macdonald's Meat Market, 142 Wortley Road, South London

FOR MEATS THAT PLEASE BECAUSE OF QUALITY.
FOR SERVICE THAT PLEASES BECAUSE OF PROMPTNESS.
FOR PRICES THAT PLEASE BECAUSE OF VALUE.

142 WORTLEY ROAD. PHONE 1680. LONDON SOUTH.
Canada Food Board License 9-10712.

ADVERTISING ON THIS PAGE REACHES THE EYE OF THE BEST BUYERS OF TABLE SUPPLIES. WHO ARE THEY? WOMEN!

FAULDS & DAWES' MEAT MARKET

This business has changed hands and will now be known as Faulds' Meat Market, the only cut-rate meat market in the Market House. We thank our many patrons and bespeak for Mr. B. K. Faulds, who will continue the business, their continued favor and patronage. This market has been noted for good meats at saving prices, also prompt delivery to all parts of the city.

CHOICE BEEF.
Prime Rib Roasts .. 25c lb.
Choice Rump Roasts, 25c lb.
Choice Sirloin Roast, 30c lb.
Round, Sirloin and Porter-house Steak 30c lb.

Porter-House Steak 30c

VEAL AND PORK.

Ham Roasts Pork .. 38c lb.
Loin Roasts Pork .. 40c lb.
Fillet of Veal 35c lb.
Loins of Veal 32c lb.

A large quantity of Hearts, Livers and Tongues.

B. K. FAULDS PHONE 5750. MARKET HOUSE.
Canada Food Board License No. 9-5914.

CANADA looks to YOU for help in making this great Victory Loan a success. Canada needs your MONEY. Ours is a country whose individual citizens are more prosperous than those of any other country in the world. Canada has come to YOU—her citizens—with a straight business proposition.

BUY VICTORY BONDS

This space donated to the Victory Loan, 1918, Campaign by

THE BANK OF TORONTO
ESTABLISHED 1855

Head Office: Toronto, Canada. FOUR OFFICES IN LONDON:
Cor. King and Richmond Streets.
Cor. Dundas and Adelaide Streets.
Cor. Richmond and John Streets.