

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

Burbanks is my butcher Why?

Because his meats are always of that appetizing variety, which makes you enjoy your dinner when you think of the meat you are going to have. His prices are always reasonable, much less than I have paid up town at times, and he also fixes my meat up so nicely. Why, only yesterday I ordered a shoulder roast of beef (over the phone), and when it came it had the bone removed and a piece of suet in its place, and securely tied so I could carve it without the least trouble. To my many friends and neighbors in London East I heartily recommend Mr. Burbanks, as I was formerly considered a meat crank, but I just automatically turned into a satisfied customer.

SPECIAL—Pickled side pork, cut out, only 35c
Choice Pickled Shoulder of Pork, only 32c
Choice Legs of Pork, only 38c
Choice Loins of Pork, only 40c
Prime Rib Roast of Beef, only 25c

Best Shoulder Roast of Beef, bone out 25c-28c
Rolled Pot Roast Beef 28c
Rolled Corned Beef, only 28c
Legs of Lamb 35c
Loins of Lamb 34c
Shoulders of Lamb 30c
Choice Old Cheese 35c

Also, Spareribs, Tenderloins, Hearts, Livers, Tongues, Shortening, Criscoe, Homemade Sausages, Headcheese.

Burbanks' Meat Market

TELEPHONE 2286. The Home of Quality Meats. 618 DUNDAS.
Canada Food Board License 9-5115.

An ... Advertisement

In this space every week will reach the eye of the women-folk of London.

They are the real buyers of table supplies, and read this page every week, and the wise merchant will see to it that his advertisement appears on this page.

PHONE 3670.

For Full Particulars.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

KEEPING CANADA'S FOOD PLEDGE.

"Good, good!" a girl was heard to say last Monday morning. "Now that the war is over I'll be able to buy all the marrow-bone candy I like. I simply love marrow-bone candy, don't you?" And that was what Peace Monday meant to one young girl who carried a crisp new flag of her country. The cannons have ceased to roar on the west front, but this doesn't mean that the people at home can rest on their oars. Food has had an important part in the winning of the war, and food will be required in enormous quantities for many a day to come, both for the soldiers and civilians of the gallant Allied nations who have stood up so dauntlessly under telling blows from a ruthless foe for more than four years. The motherland has joyfully celebrated the cessation of hostilities, but the motherland needs food, yet more food, and the daughter land cannot refuse to supply the lack, even to the limit of her ability. France needs food, and Italy, Belgium and Serbia. Under the plans of the Allied food controllers made some months ago, at least 70 per cent of the deficiency in essential foodstuffs of the Allied countries in Europe must be supplied during the coming year from North America, because of the short ocean haul, compared with that from other available food markets. Signing of an armistice doesn't fill empty cupboards and storehouses with food and satisfy hungry mouths.

Old Mother Hubbard will find the cupboard sadly lacking for many a moon in Britain, France, Serbia, Belgium and Italy unless America stands by her wartime food pledge, thus giving tangible expression of her gratitude to the old world Allied countries, which have known the real horror and hardship of the war, to preserve America's freedom (meaning Canada as well as the United States).

Needless days, wheat substitutes, a careful count of grains of sugar, and rationing of butter will be necessary for many a day to come if North America is to fulfill her obligation. Miss Sweet Tooth will be obliged to exist a little longer without "all the marrow-bone candy she likes," unless she is a very greedy and thoughtless young woman indeed. Conservation and greater production are still imperatively needed to release as much as possible of the essential foods, wheat, meat, sugar and fats. The Victory gardens must be planted as conscientiously to insure a 1919 harvest as were the war gardens for the 1918 harvest.

Even when fighting the Germans is a thing of the past, there still will be the excitement of toppling over the throne of that relentless tyrant, High Cost of Living.

The day by no means has passed with the declaration of peace for ceasing to serve and to put the "SERVE" in Conserve.

MY FAVORITE FISH RECIPE.

Two weeks ago readers of this page were requested to send in their favorite fish recipes in order to help to popularize fish as a diet. A number have shown their patriotism by making a prompt response. One letter received was in unmistakably masculine writing and it read:

Dear Mademoiselle Editor,—Will you let a plain man have a look in to your interesting page for once? Saw last week that you were asking for fish recipes. I pride myself I am some cook myself, patriotic frills and all. I wonder if any of the ladies who read your page have tried dipping fish in cornmeal instead of flour before frying it? I'm past military age, and not so young as I used to be, so I find it is absolutely necessary for me to get away for at least a week's rest from business each year. None of your swell hotels for mine! I get two or three good pals and go off to the most deserted camping spot I can find, where I know the fishing is good. The others can cook the potatoes, flapjacks and bacon if they like, but I don't trust anyone else with the fish, that is, with the cooking. The boys can catch them and scale them and clean them if they like. I never object to little helps like that. Up at the island where I was stopping this year we got the finest, flakiest white fish that ever made a man hungry for more.

"I split the whitefish down the back, then cut it in pieces three or four inches long, dipped these in cornmeal, and popped them in the frying pan over a good, brisk fire. I used bacon grease, or the saved fat in which the fish had been fried the day before, or better still, butter. I cooked the herrings the same way, only, of course, I didn't cut them up. Just cut off the head and trimmed the tail nicely. Eat? Say, you should have seen the boys pitch in. I can tell you, we never had anything left for these 'leftover' dishes the women talk so much about. There's one thing to remember about trying fish. Be sure to cook it thoroughly on one side before you turn it over. You are liable to break it up if you try turning it too often. Another thing, never put on the lid when you are frying fish. It makes the fish flabby to cover it when it is cooking. If you don't take my word for it that the cornmeal improves the flavor, besides saving the flour, try it for yourself. Hope you will pardon, AN OLDTIME CAMPER, for butting in.

(Delighted to hear from you, Oldtime Camper, and will be pleased to have some more of your patriotic recipes to pass along.)—The Editor.

OTHER CONTRIBUTORS.

Among other recipes which have been sent in is the favorite of Christy Mackenzie, whose sage advice has added interest to this department on several previous occasions. She tells this time about the way she prepares and serves whitefish.

"Aunt Jennima," is a newcomer, who has most reasonable advice to offer concerning the cooking of finnan haddock. "From now on, we will have it at least once a week during the season," she says, adding: "I learned this method of cooking it by experiment, and my family thinks nobody can cook it just like mother." Aunt Jennima also gives a recipe which sounds wonderfully good for making a salmon loaf, which she serves with rice potatoes, green peas and egg sauce. The whitefish, finnan haddock and salmon recipes will appear next week, space permitting.

VIRGINIA CORN BREAD WITH CHEESE.

The very name, "Virginia Corn Bread" suggests something appetizing, doesn't it? It sounds crisp and toothsome, something one would enjoy eating for luncheon or the substantial evening meal when dinner is served in the middle of the day. Just think of piping hot Virginia corn bread on the table when you come in hungry some frosty autumn or winter evening!

Virginia corn bread has an added and very big merit at this time of the world's history. It is a substitute for both meat and wheat. That is the reason the making of Virginia corn bread was demonstrated by domestic science experts in the Canada Food Board exhibit at the Western Fair.

These are the ingredients, as stated by Miss Demonstrator: One-half cup of cornmeal, one-half cup cold water, mix the meal and cold water to a paste, then add one and a third cups of boiling water. Cook fifteen minutes, then cool and add one egg, one-half cup of flour, one cup of grated cheese, one teaspoonful of salt, and one teaspoonful of baking powder.

Don't you think you will like the flavor?

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Our goods satisfy the most particular people. Why not let them satisfy you? Take advantage of this special Lamb Sale. This will be your last opportunity at these prices.

Stewing Lamb, lb. 18c
Breasts Spring Lamb, lb. 20c
Shoulders Spring Lamb, lb. 25c
Shoulder Lamb Chops, lb. 30c
Stewing Veal, lb. 20c
Shoulders Veal, lb. 25c

Rolled Roasts Beef, lb. 25c
Extra Choice Pot Roasts, lb. 25c
Lean Beef Cuttings, lb. 22c
Stewing Beef, lb. 18c to 20c
Ox-meat, any brand, lb. 35c
Pork and Beans, 2 cans for 25c

EXTRA SPECIAL

Calves' Hearts, 15c lb. Fresh Beef Hearts, 12 1/2 lb. Choice Pickled Hocks, 15c
Try our All-Pork Sausage, fresh daily, 20c and 25c lb.
Choice Minicemeat, 15c lb. Peanut Butter, 30c lb. Cream Cheese, 35c lb.
Ox-meat, any brand, lb. 35c
Beef Tenderloin, Spare Ribs, Calves' Livers, Ox Tails, Tripe.

PHONE 6186. LAST DELIVERY 6 P.M. 205 DUNDAS STREET.
Canada Food Board License No. 9-6864.

VICTORY SALE OF GROCERIES AND MEATS



To celebrate the return of peace to the world we will hold a gigantic victory sale tomorrow. We offer choice Groceries and Meats at such low prices that everyone will be able to have a good old-fashioned dinner. We have chopped and slashed the prices to the very closest figures.

Let us all celebrate the great event by eating to our heart's content. Again we advise early shopping for the big specials, to save disappointment. Every inch of this big pure food store is before the gaze of the public—no dark corners or back rooms, where insanitary conditions may be invited. You can see for yourself that every inch of this big store is kept spotlessly clean, and our Meats are too well known to need comment. Thousands of satisfied customers for years. Don't let butchers in the outlying districts tell you they sell at lower prices, because we do our own killing, have our own packinghouse, and buy in enormous quantities, while small concerns must pay the middleman's profit.

SPECIAL

Fresh Pork
Hocks, pound .. **18c**
Shoulder Roast Veal, pound, 30c
Pocket for Dressing.
Legs Genuine Lamb, pound .. 35c
Beasts of Lamb, pound 22c
Stewing Veal, pound 20c
Ham Roast Pork, pound 36c
Loth Roast Pork, pound 40c

Serviet Pure Pork Bologna 25c
Ring Bologna, our own make 23c
Breakfast Bacon, pound 45c
Cottage Roll Bacon, pound 45c
Best Back Bacon, pound 48c
5-lb. Pall Lard \$1.05
5-lb. Pall Lard \$1.70
20-lb. Pall Lard \$6.50
Also Cooked Meats, Roast Pork
Jellied Ox Tongue, Jellied Pork
Tongue, Jellied Hock.

Ribs, Rumps, Shoulder Roasts
Beef, pound 25c
Round Steak, pound 30c
Porterhouse Roast Beef, pound 32c
Pot Roast Beef, pound 22c
Sirloin Steak, pound 22c
Flat Rib Boiling Beef, pound, 20c
The Cheapest Beef We Have Had
In Months.

SUGAR SALE \$11
100 Pounds ..

ANDERSONS

LONDON'S BIG PURE FOOD STORE.
Phones 1643, 1644. Stalls 1, 2, 3, 4, 5 Market House
Canada Food Board License 9-684.

V-E-N-I-S-O-N

A TREAT FROM THE WILDS OF THE NORTH ON SALE SATURDAY.

With the coming of colder weather, new varieties of fish arrive, including Winkles, Shrimps, Oysters, Dulce, Ciscos, Haddies, Fillets, Kipperines, Digby Herring, Salted Herring.

SELECT YOUR FISH FROM THESE.

POULTRY. Whitefish 18c
Herring, lb. 10c
Cod Fish, salted 18c
5 Tins \$1.00
Lobster 20c

Ducks, Geese, Chickens and
Turkeys Dressed Free-Up-
To-Date.

License No. 9-1678.
ESTABLISHED 1883.

ONN'S MARKET

PHONE 1296.
143 KING ST.

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 1650.

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!

"Tie the Bull outside and come where you can save money"



Choice Beef Pork and Spring Lamb

Prime Rib Roasts 25c
Rump Roasts 25c
Boned Chuck Roasts 25c
Brisket Points 17c
Round and Sirloin Steaks 30c
Sirloin and Porterhouse Roasts 35c
Shoulders Lamb 25c
Stewing Lamb 25c

GROCERIES

Canned Peas 15c
Tomatoes, large size tins, 2 45c
for 45c
No. 1 Storage Eggs, doz 65c

PHONE 8750. **B. K. FAULDS** MARKET HOUSE.

Canada Food Board License 9-5314. Deliveries to all parts of city.

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

Head Office: Toronto, Canada.

ESTABLISHED 1859

FOUR OFFICES IN LONDON:

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

Cor. Dundas and Adelaide Streets.
Cor. Dundas and Taibot Streets.

Now Then, Who Said BULBS!

Special shipment just arrived. We are offering this 60,000 lot of

HOLLAND BULBS

At Special Sale Prices Friday
and Saturday Only

If you desire a beautiful spring garden, planting must be done at once.

Note These
Extraordinary
Cut Prices

Remember---FRIDAY and SATURDAY ONLY

CUT FLOWERS and PLANTS from GLEN MAPLE GARDENS. We make up Wreaths and Funeral Designs on short notice. We are always on the wire and at your service. Ask us about BULBS. We know. Parties ordering by mail please add 10 cents per dozen, or 50 cents per 100.

DOMINION SEEDS, LIMITED

PHONES 550-1183.

119 Dundas Street, 9 Market Square.

41u



SINGLE TULIPS—Rainbow Mixture, 25c per dozen, 5 dozen for \$1.00
DOUBLE TULIPS—Sweet-scented, 25c per dozen, 5 dozen for \$1.00
PARROT TULIPS—Very attractive, 25c per dozen, 5 dozen for \$1.00
DARWIN TULIPS—Long-stemmed 25c per dozen, 5 dozen for \$1.00
REMBRANDT—Variegated Darwins 25c per dozen, 5 dozen for \$1.00
NAMED VARIETIES, 10 cents per dozen less than regular prices.
CROCUS, for lawns 10c per dozen, 12 dozen for \$1.00
DAFFODILS, mixed, from named varieties 40c per doz., 3 dozen for \$1.00
Reduction of 10c per dozen on all Named Varieties.

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

SHARE IN VICTORY—BUY A BOND.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/4-lb. tin 24c
Tann, 4-lb. pail 55c
Domestic Shortening, 5-lb. pail 35c
Domestic Shortening, 1-lb. carton 28c
Macaroni, two packages 25c
Carnation Milk, per tin 15c
Griffin Brand Seeded Raisins, pkg. 15c
Seedless Raisins, per lb. 20c
Tef-O, per package 10c
Domestic Dates, per package 24c

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

Pure Lard, 5-pound pail \$1.00
Red Rose Tea, 1/2-pound 35c
Salada Tea, 1/2 lb. 35c
Lipton's Tea, 1/2-lb. 35c
Try a pound of Our Bulk Tea at 50c
Butter, per pound 52c
Sheriff Jelly, per package 10c
H. P. Sauce 25c
Crisco, 1-lb. tins 30c

FRANK SMITH, MARKET LANE

Canada Food Board License No. 8-6165.