THE HIGH COST OF LIVING

MAY BE REDUCED BY FOLLOWING

THE HOUSEKEEPERS' BUYING GUIDE

Prevention of Waste Essential To Win the War

"Waste in time of peace is a sin; in this time of national stress it is a crime." Such is the declaration of Sir Robert Borden.

And we, the housewives of London, are requested to positively prevent the waste of a single ounce of food in our homes.

Stop Wasting Food---

Cook On a Hydro-Electric Range

It will eliminate more than half the waste so noticeable in old-fashioned cooking methods.

It will cook cheap cuts of meat de-

It will cook vegetables better, and will prevent a "poor batch" in baking, because results are always the same, due to perfect heat control.

EVERY KITCHEN EQUIPPED WITH AN ELECTRIC RANGE IS DOING ITS BIT

THE HYDRO SHOP, 238 Dundas Street

VENISON, FISH, POULTRY

BIG SUPPLY TODAY AND TOMORROW.

TWO SPECIALS--- LARGE HERRING, 10c LB. WHITEFISH, 15c LB. QUICK AUTO DELIVERY TO ALL PARTS OF THE CITY.

ONN'S --- THE OLD RELIABLE --- ONN'S

CUT-RATE MEAT MARKET

You get more meat for one dollar here than anywhere else in London. And remember-you get prime quality meats. Weight and satisfaction guaranteed.

MONEY=SAVERS	MONEY=SAVERS
Ham Roast of Pork 32c	Porterhouse 28c
Y . Deart of Dork 380	Choice Rib Roast
Y C I amb on Vool 280	Round Shoulder Roast 220
at the A Day of Stock 780	Fillet Choice Veal 320
Rump Roast of Beef 25c	Leg of Spring Lamb 32c
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MONEY-SAVERS Porterhouse 28c Choice Rib Roast 25c Round Shoulder Roast.... 22c Fillet Choice Veal 32c

Tenderloins, Spareribs, Hearts, Livers and Tongues. EIGHT AUTO DELIVERIES DAILY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

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When You Buy Meadow Gold **Brand Creamery Butter**

You Use Less, Because It Is the Best---Always Fresh, Always Pure---Ask Your Grocer For It.

The Ontario Creameries, Limited

PHONE 782. OPPOSITE MARKET HALL,

129-131 KING STREET.

"THE CASH AND CARRY STORE"

Granulated Sugar, 100 Granulated Sugar, 20-lb, bags \$2.00 Granulated Sugar, 10-lb. bags \$1.00

Grand Mogul Tea, lb. 50c Salada Tea, per lb. ...50c Lipton's Tea50c Red Rose Tea, per lb..50c Ridgway's Tea, per lb..50c

Seeded Raisins, 2 packages .. 250 Figs. per package, 10c, 13c
Dromedary Dates 18c
Corn Syrup, 5-1b, pail 53c
Corn Syrup, 10-lb, pail \$1.00

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

Our Consumers' League Department is a year and a few weeks old. So swiftly do the days slip away, and so many are the questions of live interest popping up all the time, that the anniversary was unnoticed until it had gone by. The object in starting this page was primarily to help the housewife readers in solving the problems arising from the increasingly high cost of living, and to discuss questions of conservation. The subject of conservation has extended its scope to include not only conservation of "leftovers," of all good handled in the household, of money, but of garden plots and of life itself. The question of "Conservation" early in the year became inseparably associated with that of greater production, in order to supply home tables, reduce the cost of living, and release portable food for the fighting men and Allies. As early as the issue of November 24th, 1916, we were urging the importance of backyard gardening and poultry-raising, and shortly after, the utilizing of vacant city lots for gardens, the Women's Gardening Association taking up the campaign before the members had begun to think of extending to one another Christmas and New Year's greetings. It was some months later that the Government flung across the whole of the Dominion the slogan, "A garden for every backyard in Canada in 1917."

Everybody knows that practically everybody in London talked, thought, worked, ate, slept, dreamed and harvested gardens in the past spring, summer and autumn seasons. And in connection with this, they canned and pickled and stored as they had never done before. So much for food conservation,

Concerning the conservation of incomes, one of the first subjects discussed last year was that of systematic keeping of both household and personsal accounts. Any of our readers carried out the experiment for the first time this year and found it a success, or have they found it a failure? In any case, we would like to hear from them. Numbers would doubtless be glad to improve on would like to hear from them. Numbers would doubless se sad to haptove su ing to the high cost of everything and the way every commodity has jumped people have been obliged to count the cost or they couldn't get along at all.

Probably no subject has been given greater prominence in this department than that of conservation of life, the end of conservation of garden plots, of food and of money. Money and food and land have no significance to a man after he is dead, beyond the cold comfort of providing a funeral and a place to y what remains when the spirit is gone.

For this reason much space has been devoted in our weekly column to eneavor to awaken the public to the seriousness of the wastage of life, the un avor to awaken the public to the seriousness of the wastege of the public essary loss of life of children, and especially those under one year old in Vestern Ontario and in our own city. Considering that we have been urging the importance of definite, systematic, civic child welfare efforts for months pon months, backing up appeals by facts and figures to prove that conservaion does conserve, it is naturally a matter of rejoicing that a grand baby wel fare campaign has been launched in London, and that a baby welfare exhibit will be held here the first week in February. The medical officer of health has taken a leading part in getting the wheels moving, and has associated with him the Children's Aid Society, the Mothers' Clubs, and, Indeed, every leading oranization of men and women in the city.

In addition to this the organization which perhaps more than any other elds a powerful influence in rural Western Ontario, the Women's Institute,

"No stream from its source flows seaward, how lonely so'er its course, But what some garden is gladden'd. No star ever rose and set Without some influence somewhere."

Such consideration as the foregoing encourages the Consumers' League Deng gardening on city lots and the conservation of child life in age; in other words, getting back to the very foundation of life conservation. In any case, coming events have cast their shadows before them in the Consumers' League Page in the year and few weeks of its existence, and it is still in a position to continue its place in the Friday paper each week, and give its backing to welfare movements, along conservation lines.

WANTED-EVERY HOUSEWIFE.

If we have been successful in enlisting the interest of a number of readers for this department, as comments would indicate, it has been largely due to the fine support and assistance we have received from specialists along various lines, specialists who never have been too busy to give time to answering questions even writing articles, when it meant that a number of people might be reached by information of real, vital importance. We have had among our conributors several practical housewives who have given, not theories, but actual experience, in regard to domestic and personal bookkeeping, cooking, menu planning, and food and money conservation. One of our very first contributors was an expert on raising poultry, who wrote a number of letters on the subject of choice of stock, housing, feeding, and care otherwise of poultry, and of great interest to the consumer, how to select poultry for the table. (By the way, a reader has requested us to publish again Miss Nicholson's rules for buying poultry, in view of the fact that Christmas is drawing near. These rules will found in this department next week). Domestic science experts have come to the rescue on several occasions, and through leading medical men of London, we have been able to get the "last word" on child welfare to pass along.

Probably none of our occasional contributors are better known to readers than a "Plain Woman," whose advice is always plain common-sense, "Jane than a "Plain Woman," whose advice is always plain common-sense, "Jane Wiggins," who sets everyone smiling and thinking, and our good friend Medicus." By the way, "Medicus" announces that he will have something to say to readers of this department in the near future. "I haven't bothered you for a long time," he says (like as if everyone wasn't delighted and edified to have him). "This time," he explains, "I'm going to give you the very latest dope on proper ventilation of houses, a mighty important subject in the cold weather. It's the real thing, this dope of mine."

Isn't it a fine thing to be able to be in a position to get "the very latest dope" on child welfare work, canning chickens for the soldiers overseas, and on ventlation of houses?

While the knowledge that first hand, reliable, scientifically accurate, in formation has been ours for the asking has proved a great encouragement and source of strength in keeping up this department week by week this past year, we are hoping, in the coming year, to hear more frequently the opinions and experiences of our readers along conservation and economy lines. Owing to our limited space, letters sent in for publication must be to the point, and contain suggestions that will be of benefit to our Consumers' League circle. Every housewife has some favorite economy recipe, some time-saving and energysaving device, some suggestion about systematizing housework that would help others just as it has helped herself. Since you are "Every Housewife," won't you write it out, slip it in an envelope, address it to The Editor of the Consumers' League Department, care of The Advertiser, and make very sure it is posted?

HOW WILL YOU CELEBRATE?

The first thing we want to hear from you, "Every Housewife," is your opinion of what should constitute a menu for a war-time Christmas dinner. Friday, December 14th, we propose giving up this entire department to a discussion of December 14th, we propose giving up this entire department to a discussion of the subject and the presentation of the ideas of our readers. What are your ideas of celebration in war-time? Are you going to spend the day with your family and family connection as you did in the old, light-hearted days before the war? Are you going to remember the soldiers and the strangers in our midst and help to make the day a happy one for them? Can you maintain your midst, and help to make the day a happy one for them? Can you maintain your food conservation and war-time thrift principles and at the same time provide a tempting and bountiful Christmas dinner? These are things to think about, and with which to help others in passing your ideas along.

and with which to help others in passing your ideas along.

And about Christmas giving. Does somebody indignantly protest that Christmas giving in the old acceptance of the term is a thing of the past? What christmas giving in the old acceptance of the term is a thing of the past? What about the children? Is it fair to rob them of all the associations that made about the children? Is it fair to rob them of all the associations that made christmas the happiest day in all the year, when you, grown-up protester, christmas the happiest day in all the year, when you, grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you against it for an hour at a time if a heartless grown-up hadn't dragged you nose became ecstation at time if a heartless grown-up hadn't dragged you nose became ecstation at time if a heartless grown-up hadn't dragged you nose heartless grown-up

To get back to the subject of giving. "Melinda," writing in a contemporary not long ago, offered a splendid suggestion for giving to friends in the same old way, and at the same time having the money for comforts for soldiers.

The idea was to set aside an amount of money usually devoted to purchas-The idea was to set aside an amount of money usually devoted to purchasing a gift for a certain relative or friend, to inform the friend that it was to be used to send a box overseas, and that the name of the friend, and not the sender, would accompany the box of cheer. In that way, the friend deprived of the gift would get the credit. Two readers of this department who have heard of "Melinda's" suggestion are so pleased with it that instead of giving presents to one another, valued at \$2.50 each, they propose turning over \$2.50 each to Miss Dorothy Gunn, convener of the prisoners' war department of the London Red Cross, to keep two prisoners of war supplied with food for a whole London Red Cross, to keep two prisoners of war supplied with food for a whole

Since it has been emphasized by exchanged and escaped prisoners from Since it has been emphasized by exchanged and escaped prisoners from Germany that the gretest suffering felt in the prison camps is that of hunger, and that the food sent by the Red Cross is imperatively needed to sustain life, the sisters won't in the least begrudge the \$2.50 gifts, that wouldn't probably make the slightest difference to their health or welfare. What are your ideas about Christmas this year?

You Must Attend This Sale

If you want to promote thrift it will be to your greatest advantage to be here. Every department is loaded to the teeth with bargains for you this week. Not bargains because it is an inferior article, put on at a sacrifice price to clear, but the very best quality that is obtainable in the country.

5-lb. package sugar, each	55c
10-lb. sack sugar, each	\$1.10
20-lb. sack sugar, each	\$2.05
100-lb. sack sugar, each	\$9.50
Can of Corn, each	20c
Can of Peas, each	20c
Can of Tomatoes	25c
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Spring Chickens,	.25c	
Fresh Lake Herring, lb	9c	
Pork Tenderloin,	.40c	
Legs of Lamb,	32c	
Loins Lamb,	32c	
Porterhouse Roasts, lb	28c	
Sirloin Steaks, lb	30c	

Shoulder Roast 25c Lb. 28c Lb. 28c Lb.

Breast of Pickled Beef

Tongues, 22c Lb. 18c Lb. 25c Lb.

27c Lb.

HOW WE DO IT! How do we sell the choicest quality

meats at so low prices?

HERE'S THE IDEA-We go into the country and buy our product direct from the farmer. We have our own slaughter and packing house. Do all our own killing. Therefore eliminating all freight and storage charges. We cut out the wholesale and middleman. We buy for cash, and with our immense turnover can operate on a small margin,

Andersons Quality Meat Market

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

Smoked

Rolled

Shoulder,

Breakfast

Phone 1643, Private Exchange,

Six Dependable Auto Deliveries tomorrow: 8 a.m., 9 a.m., 11 a.m., 2:30



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Tulips, Darwins, separate colors

Tulips, single early, mixed......50c per 100 | Narcissus, Empress\$1.00 per 100 Tulips, single early, named80c per 100 Narcissus, Emperor\$1.00 per 100 \$1.00 per 100 | Narcissus, Von Sion\$1.00 per 100

OUR FRUIT DEPARTMENT

Winter Apples-Baldwins and Starks: To the trade in five barrel lots.....\$4.50 | To the householder, per barrel\$5.00 Middlesex Onions, per bushel \$1.50 and \$1.85

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These Eggs are all graded carefully, and guaranteed to be wholesome. For sale at YOU CAN REDUCE YOUR MEAT BILL by using these eggs, and give your family the

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AGE AND FRESH. CHOICE CREAMERY BUTTER. C. A. MANN & CO., 78 King St. Phone 1577

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The building of a fortune, like any other construction, must have a foundation, and the foundation of every fortune is started in a Savings Bank Account. There are thousands of people in this city who have laid the foundations of their fortunes in a Savings Account at this strong old bank. Are you one of them? Why delay longer? Lay your plans today. Start your foundation now and let a bank of Toronto Savings Bank Pass-Book be your corner-stone. We add interest every six months.



Cor. King and Richmond Streets. Cor, Richmond and John Streets. Cor. Dundas and Adelaide Streets. Cor. Dundas and Tatbot Streets.