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

## We Are Not Selling Out Just Outselling Our Competitors

other butcher that sells the same quality. Now, if you will just give us the opportunity of filling your order tomorrow I know you will be pleased. Let us do your your cooking if you have not time. We will roast for you any amount for a private order, or supply you with Roasted Fowl, Beef, Pork, Veal, etc., for church suppers, banquets, etc. Give us your next order for your special dinner. This week we have beef that is the pride of London. It is tender, juicy, tempting to look at, and tickles palates so much that it makes continued friends of whom it is introduced. Try some. Fresh Side Pork, pound .......35c | Prime Rib Roast Beef (rolled free), | Choice Rolled Pot Roast Beef, only.

Lots of Chickens, Tenderloins, Spareribs, Kidneys, Hearts, Livers, Oxtalis, Lambfries, Oleo., Cheese, Eggs, Criscoe, Shortening, Mincemeat, Sardines, etc. Peanut Butter, Ground Bone, Fresh Hamburger,

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It is our aim to serve your grocer or butcher with the very finest Dressed Poultry to be had in Ontario, and we are doing it. If your grocer or butcher asks us for the best,

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# Always On Top!

THIS IS OUR MOTTO IN REGARD TO OUR FLOUR, FEED, CEREALS, ETC.

We endeavor to buy the best and in large quantities. We stand behind our goods to see that our customers get full value for their money. To those who have been waiting for Robin Hood Flour we wish to say that we have now a full supply on hand. Now is a good time to put in some oatmeal. Get our prices on sacks or half-sacks. We have a supply of good table potatoes ready for de livery. Our mixed grains and chops are great favorites with successful poultrymen. Our hog and stock feeds are giving the good results we anticipated. If your stock or poultry be not healthy and thrifty try some of our tonics and regulators. They save many times their value in feed. It is not what poultry or stock eat that counts, but what they assimilate. On Saturday we give free 2 pounds green cooking peas with 100 pounds scratch feed.

# Q IGNEY BROTHERS

## MACDONALD'S MEAT MARKET

DMEE CU	TATE TATE TO THE TATE OF THE T
CORN BEEF	FILLET VEAL 326 SHORTENING DOMESTIC 326 EASIFIRST 326 SPECIAL 2 LR TIN CANNED
LEG LAMB	
BREAST	AIN. Regular 25c. Saturday10c

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

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142 WORTLEY ROAD.

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WINIFRED BLACK



but she is just the same.

This is the way she shows it:

She never goes into an office and starts to work without telling the person at the head of her department just how that department ought to be a pro-

LONDON SOUTH.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

#### Our Consumers' League

### Peace Christmas Giving

wonderful should be known on earth again. People, young or old, are looking forward to Christmas with an interest perhaps unknown before the war.

Christmas for many people, sad to relate, in the old days of peace, was getting to be more or less of a time for "getting even" with those who had given them presents, returning as good or perhaps a little better than had been received. Remember all the things that used to be written and said about the wisdom of being a S. P. U. G.? And, ten to one, the people who did so much talking, turned around and passed along that as foolish useless articles as did thair. ing, turned around and passed along just as foolish, useless articles as did their

What do those letters, "S. P. U. G.," stand for? Why, nothing more nor less than membership in the Society for the Prevention of Useless Giving. Then the war came along, with its horrors and heartaches, and the Christmas gatherings shadowed by the knowledge of hardships, first at Salisbury Plains, then of dread possibilities on the action front. The war brought people face to face with the realities of life, and corrected their vision. The first care was for the boys "over there," and it was wonderful how much more responsible everyone became to appeals for want and suffering and home. The cost of living soared and soared, and patriotic calls multiplied. But these facts alone were not responsible for the new value placed on money. It was no longer something to spend, for the sake of spending, but a value to be exchanged for definite service. Gifts came to represent a real desire for giving, and the result of careful choice and consideration of taste, use, and so on. One naturally evolved into a S.P.U.G. SENTIMENT VS. "GRAB-BAG" GIVING.

Did this in any measure rob gift-giving of sentiment? Not unless commercialism in gift-giving, promiscuousness and picking out presents on the grab-bag

One may spend just as much money after enrolling as a member of the Society for the Prevention of Useless Giving, but the presents are really selected, and of the kind which prove a blessing to him who gives and him who takes. A diamond necklace is just as much a "Spug" gift as a load of coal, provided the one who purchases can really afford it, and the one who receives it has occasion to mean it, or at least, will be given great happiness by receiving it. to wear it, or, at least, will be given great happiness by receiving it.

Though many homes are to be made happy by the arrival home of boys from overseas in time for Christmas, or the knowledge that they are actually coming, war Christmas-giving hasn't ceased with the signing of an armistica. Ever so many of the men in khaki who have done such a big bit in freeing the world from autocracy are going to eat their Christmas dinners in the British Isles, or somewhere in Europe. Ever so many will know a hospital Christmas, numbers of them right in this city. The soldiers' families are here, just as they have been for the past four years, and the little ones in the Children's Aid Society Shelter, the Orphans' Homes, the Home for Incurables, the convalescents, and these who under no consideration should be reglected, the immates of seed those who under no consideration should be neglected, the inmates of aged

And there are the people who suffered great hardship through the epidemic It begins to look as if it were going to be very much of a giving Christmas again, this first wonderful Christmas of peace after war.

#### 150,000 POUNDS OF PLUM PUDDING.

Can you imagine 150,000 pounds of Christmas pudding, rich with raisins, peel and spices? This enormous quantity has been made up during the past fall at the Canadian Red Cross fruit kitchen in Hamilton, and, with the sauce, packed up and shipped overseas. It was intended that every man in the Canadian overseas forces should have a share of that gigantic Christmas pudding. Some of them will miss it, for the very happiest of reasons. They are going to be home for Christmas, or on their way home. That is about the one thing which could compensate for the loss of such a fine pudding. It is a delicious pudding, according to those who sampled it before it went away, and it is a war-time thrift pudding into the bargain. It will be remembered that Canada is still under obligation to keep a food pledge to Britain and her allies, and, that there was a still be carbeit the carbeit of the carbeit still be carbeit and the same and the same and the same and the same are same as a succession of the same are same as a same are same are same as a same are same are same are same as a same are same are same are same are same are sam that there must still be substitution for the wheat flour which is such an essential food for shipping.

Mn. Fred W. Macbeth, honorary manager of the Hamilton Red Cross kitchen, weeks ago promised to send along the overseas pudding formula for Our Consumers' League Department. He has kept his word. More than this, he has worked out the recipe on "domestic size." The housewife who wants to nd pudding won't need to worry about figuring out exact proportions. They are given herewith, with directions for mixing, etc.

Mr. Macbeth says: "We got the plum puddings all away, together with the sauce, totalling about 150,000 pounds, thanks to the splendid support afforded

5-Pound Pudding.

Oatmeal flour

10 oz. Sugar-brown or raw 10 oz. Water.

% Ib. Bread. % Ib. Carrots, 1% Ib. Raisins.

3 oz. Peel.

3 oz. Flour. 8 oz. Suet.

& oz. Soda, % oz. Salt.

ERSEAS	PUDDIN	IQ.
INGRED	IENTS.	
	10	-Pound Pudding.
	11/2 Iba.	Bread.
	1 lb.	Carrota
	216 lbs.	Raisins.
	6 03	Peal.
	12 0%	Oatmeal fions.
	5 oz.	Flour.
	1 lb.	Suet.
	1% lbs.	Sugar-brown or raw
	1% pints	Water.
	% 0%.	
	1/3 02.	Salt.
	% OZ.	Each ground cloves,

1/8 oz. Each ground cloves, cinnamon and nutmeg. Grate carrots, stir in soda, let stand for hour. Cut up bread, add water, let soak until the bread can be minced very fine rough the hands.

Add sust, carrots and peel. Mix sugar, catmeal, flour, sait, spices and raisins together, then thoroughly mix the whole mass together—fill coffee tins or some similar can three-quarters full; place lid on can and steam for four hours.

#### "LAYING, NOT DYING."

(Continued.)
Miss C. E. Piummer of Elstow, Sask., last week told in this department of what she regarded as the four G's of poultry-raising, Grains, Grits, Gumption, and Greens. To these she added a fifth "G," namely enerGy. This week she tells how she manages to keep her hens laying, and not dying,

in a climate where the thermometer dropped as far down sometimes as 50 below "For several years past I have been raising White Wyandottes, and was first in this neighborhood to adopt the cotton-fronted houses. I commenced with three colony houses. In these I man aged to get a good number of eggs during the cold weather, for, from November 2 (when the pullets commenced to lay), until the end of February, I had 992 eggs from 36 pullets, and during the

twelve months, the total reached 5,100. One day a neighbor said to me, "These very cold days are severe for your birds in those small houses; I suppose they 'Dying, no, they are laying,' I replied. For the winter months I have the colony houses banked up to the roofs on

three sides with stable manure in the late fall, so that when the snow comes the houses look in the distance like diminutive haystacks. "A strip of flour sacking is nailed over the wire on the inside of the houses.

so that on a bright, warm day the screens can be removed and shutters raised. By this means, the birds are not open to the weather. They are so inquisitive in trying to see outside their combs and wattles are liable to become frozen. "I had last winter a prize cockerel's comb badly frozen before I adopted this plan. He had won first prize at Prince Albert, also third prize at Winnipeg exhibition. For three consecutive years at our local fair I have won first prizes for eggs, dressed poultry, and for the current year's cockerel and pullet. "I use the narrow fruit boxes for oat sprouting trays. They are light to handle, and make a good substitute until one can afford a proper cabinet."

#### AUNT JEMIMA'S FINNAN HADDIE. "Finnan haddie is a favorite dish at our house," writes Aunt Jemima, sending along a description of her method of preparing this "fish in season" for the

The Little Women with the same of the same



### Down With the Profiteers! **Camouflagers and Combines!**

Shoulder, Rib Let's get rid of the grafters and the combines that rorsed you so pay more than goods were worth during war time. Let's abolish them from our midst. COMBINES ARE THE WORKINGMAN'S DEADLIEST and Rump Roast

FOE. They take his hard-earned money and add it to their fat bank accounts. Camoufleurs are stores that make you believe that you can look at our prices below. Only a store that buys in enormous quantities could sell at such prices. IT IS STILL FRESH IN THE MINDS OF LONDONERS HOW A BYLAW WAS ALMOST JOCKEYED THROUGH Now that the war is over, stand by the store that stood by you curing war time. As heretofore( we will never allow any combine or clique dicwar time. As heretofore( we will never allow any combine or clique dictate to us what we must ask for our provisions. We will always sel. at HELP YOURSELF!

7-lb. Bag Hunt's Diamond Flour, 50c

Carnation Milk, large size can ...15c | 98-lb. Bag Hunt's Diamond Flour ... \$6.10

Easyfirst Shortening, 1-lb. carton, 30c
LIBBY MINCEMEAT, Condensed. 18c Per Package.
One package will make 2 pounds

Mincemeat Peanut Butter, put up the sanitary Ground Bones, for chickens, Ib. 5c

Beef Hearts 12½ c Small Cambridge 25c Sausage, lb. .. 25c OUR OWN MAKE.

Ring Bolonga, Servilet, Pure Por's Sausage, Liver Sausage, Pork Liver, Beef Liver, Head-cheese, Blood Sausage, etc. Sirloin Roast Beef, pound, 30c Loin of Pork, pound .....40c
Fresh Pork Tenderloin, lb. 45c
OUR ORCHARD BRAND
CURED BACON needs no advertising, except we can now



# Venison Dinner For Sunday

We still have a few choice Deer to out Saturday. As the season is short, we suggest you make selection early to insure a good cut, SATURDAY FISH LIST.

Halibut, sliced ...... 25c SMELTS, First of the Season, VENISON-Steaks,

Ciscoes, pound ..... 22c Finnan Haddia, pound .......17c

Digby Herring, box ...........500 Oleomargarine, pound ..... 350

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Stewing Lamb, pound ..... Loin Roasts Pork, pound ..... Choice Creamery Butter, pound ......550 Canned Peas, per tin ...... 150 

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