

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

Why You Should Cook With GAS

It's so clean, convenient and efficient. The mere turning of a handle, the pressing of a button, and you have a hot fire that will cook, broil and bake better than any other cooking service. You have the pleasant assurance that every dish you prepare, from the simplest to the most elaborate, will be cooked to perfection. Install a **CABINET GAS RANGE** and remove the drudgery from your kitchen.

Ask the Woman Who Owns One.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

A HOT SUNDAY!

This is what the weatherman has promised us. No one wants to worry over Sunday dessert, especially when you can get someone else to do the planning for you. That's one of the best things we do—plan good things for other people. This week our "Week-End Special" is really an extra-special fine one.

Let us have your order on Friday or early Saturday. We deliver late Saturday evening. Cream packed to keep until Sunday.

Don't spend time "fussing" about what you will have for dessert. Just phone No. 4560 and your worries will be at an end.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

Bang!!! Our Prices Down Again!!!

Take advantage of this and patronize us and secure Genuine Tip-Top Quality Meats at rock-bottom prices.

Genuine Bargains for Saturday Only

CHOICE HEIFER BEEF.

Prime Rib and Rump Roasts... 25c
Round Shoulder Roasts... 23c
Tender Chuck Roasts... 20c
Choice Selected Corned Beef... 23c
Choice Round Steak... 28c
Ham Roasts Fresh Pork... 30c

EXTRA SPECIAL.

20-Pound Pail Pure Lard... \$5.00
20-Pound Pail Shortening... \$4.50
Smoked Hams (mild)... 32c
Pickled Side Bacon... 30c

MILK-FED VEAL (Choice)

Fillet Roasts (any weight)... 30c
Shoulder Roasts Veal... 25c
Pickled Shoulders Pork... 27c
Smoked Hams (whole or half)... 30c
Pickled Picnic Hams... 27c
Loins Roasts Fresh Pork... 32c

Remember, by patronizing us you help us to keep the prices down. We have eight deliveries to all parts of the city.

FAULDS & DAWES

PHONE 5750.

SHOPS 10 AND 11 MARKET HOUSE.

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ONN'S THE OLD RELIABLE FISH DEPOT ONN'S

Phone 1296

FISH IS COOL DIET

Phone 1296

EAT MORE FISH. IT'S JUST AS GOOD AS MEAT. IT COSTS LESS.

WE RECOMMEND



KELLOGG'S TOASTED CORN FLAKES

is the most popular breakfast food used it is certainly pleasing to the manufacturer to know that a Canadian company produces a food unrivalled for delicacy of flavor, and at the same time satisfying and sustaining. Made from white corn, and by our secret process all the nutritious elements of the corn are preserved, while at the same time rendered pleasing to the taste. Be sure and get the Genuine-Original in the red, white and green package, and refuse all substitutes of the "just as good" variety.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.
HEAD OFFICE AND FACTORY: LONDON, ONT.

FRANK SMITH'S MONEY-SAVING PRICES:

Grand Mogul Tea, per lb. 48c	Redpath's Sugar, 20 lbs. \$1.80	Domestic Shortening, per carton 24c
Ridgway's Tea, per lb. 48c	Redpath's Sugar, 10 lbs. 90c	Peas, 2 cans for 25c
Lipton's Tea, per lb. 48c	Redpath's Sugar, 5 lbs. 47c	Seal Brand Coffee 40c
Red Rose Tea, per lb. 48c	Redpath's Sugar, 100 lbs. \$8.45	Jam, per 4-pound pail 50c
Dromedary Dates, 2 cartons for 25c	Domestic Sugar, 100 lbs. \$8.50	Campbell's Soup, per tin 16c
Seeded Raisins, 2 cartons for 25c	Rice, 3 lbs. for 25c	Crisco 40c
Jelly Powder 3 for 25c	Golden Yellow Sugar, 100 lbs. \$8.25	Medway Butter 38c

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.

The following letter from "A Victim of Tuesday's Market" is worth pondering by the consumers of the city who are in the habit of buying on the market. Readers would doubtless be interested in hearing from others who have had similar experiences.

To the Editor of Consumers' League:

Having read with interest from time to time your page in its attempt to keep within bounds the high cost of living, and also the efforts of the mothers' club of the city to do the same by devising different ways of buying, I thought I would drop you a few lines, asking you if there is not a city bylaw which prohibits hucksters or their agents from buying or even soliciting any articles of fruits, vegetables, etc., on the local market before a specified time each market day?

Why I ask this question is for the reason that if there is such a bylaw, it is only "winked" at here. London is noted as having the biggest "hold up" market in Western Ontario.

Having been asked to purchase some strawberries for preserving, I was coming through the market on Tuesday morning last between the hours of 8 and 9 o'clock, and thought I would make my purchase then as there seemed to be an abundance of the fruit displayed. I asked one lady who had two large baskets of berries what they were sold for. I was politely informed they were all sold. I then passed to the next wagon and received the same answer. Going on to the fourth, the gentleman informed me they were not sold, but in about two minutes a huckster approached, and I was then told they were all sold. I may say that I was not trying to beat this man down in price. In fact, I was offering more than he received for the whole load. Now, these are facts. I think it is high time that if that bylaw exists, that the market clerk see that it is enforced, and get someone that will.

As a suggestion to the Mothers' Clubs of the city, I would like to see them form an association which would bind them together to abstain from buying on the local market until the prices suit their purses. I may say this was successfully accomplished in Montreal, and also to the west of us, at Chatham, in about two weeks' trial.

In conclusion, would be pleased if you could see your way clear to publish the above bylaw for the enlightenment of the citizens who are "stung" right along by hucksters or their "runners." I remain,

A VICTIM OF TUESDAY'S MARKET.

WHAT BYLAW SAYS.

Bylaw No. 5512, Relating to the Public Market, Clause 5:

"No huckster, runner or wholesaler or person other than an established grocer or butcher of the city, who directly or indirectly purchases or acquires them for re-sale, shall purchase meat, fish, fruits, roots, vegetables, poultry, dairy products, eggs or other articles of food which are usually sold on the market, BEFORE THE HOUR OF ELEVEN O'CLOCK IN THE FORENOON."

COOKS DINNER WHILE HOUSEWIFE AT CHURCH.

"I liked what you said in your page some time ago about fireless cookers," said Antoinette the other evening as she was giving the editor of Our Consumers' League department a ride home in her car.

"Use one," queried the writer.

"I wouldn't be without it for the world—that is, if I could help it," replied Antoinette, who is a very honest person. Then she proceeded to enumerate in surprisingly logical order the advantages of "fireless" over other methods of cooking.

"In the first place," she said, "the great economy in fuel should be considered. It isn't difficult to appreciate the importance of this at the present time. In the next place, it is a real economy in buying, at least so far as meats are concerned. I will explain just what I mean about that to you in a minute. In the last place, a fireless cooker saves a tremendous amount of worry. I believe I have been singing praises of the fireless cooker in the wrong order, and will be obliged to start at the end and go backwards. So far as the worry is concerned, every woman who does her own housework knows anxiety at times in regard to whether the food that is cooking is going to be burnt when she is called away from the kitchen by visitors, to the telephone, or duties in some other part of the house. Advantage No. 1. The housewife can rest perfectly assured that the food will never burn and never spoil, meats, vegetables, cereals, pastry, bread or cakes or anything else likes to try in it.

"Yes, I am able to do all those things in mine.

"We all go to church Sunday morning, yet we always have a hot dinner on the table a few minutes after we get home, and usually a roast. I can devote my whole attention to the service without a single care lest the roast be getting charred or overdone, or the house burning up. It is all due to the fireless cooker. There are three compartments in mine, and while I usually roast the potatoes with the meat, as we like them that way, I could cook two vegetables and a dessert at the same time in addition to the meat.

"My cooker has radiators or soapstones. All that is necessary to do is to make these very hot on the gas, then place them in the cooker, and put in the food, which requires roasting, baking, boiling or stewing. It isn't necessary to heat the food before putting it in the cooker, though I can place it on top of the soapstone while they are heating. It takes twelve, fifteen or twenty minutes to thoroughly heat the soapstones, and that is all the length of time the gas is required.

SAVES FUEL.

"The use of gas, say fifteen minutes, will accomplish just as much in the way of cooking my roast as burning it two and a half hours would do, did I not own a fireless cooker.

"If the roast for the Sunday dinner is small, I pop it in just before leaving for church; if large, earlier. I have never found a fireless cooker that cooks through perfectly, never in the least overdone, and what is more, juicy, tender and of fine flavor.

"CHEAPER CUTS" MADE TENDER.

"That is another point, the economy in buying meat that is possible through this method of cooking. You see, cooked in a fireless cooker, the meat retains all its flavor and juices, and suffers practically no deterioration in food value. I have used my cooker for six years, and I think I am safe in saying that the meat has always come out of it in most palatable condition, whether it is one of the less expensive cuts or not. I am sure that quite often if the same meat had been cooked under the usual methods, it would have been really tough. This is what I meant by the economy in buying meat being made possible without the family suffering. We have had rump roasts that were delicious, and I am sure even a chuck roast would be good if cooked in this way.

"The cooker is excellent for scallops. I can stay out till the last minute before the evening meal, and know that I am going to have a nice, hot dish to coax the appetites of my family. No woman need be accused of neglecting her family, so far as food is concerned, if she chooses to go out, provided she has a fireless cooker.

BAKES BREAD ALSO.

"I bake bread in mine, and it is splendid for bread rolls, and fruit cake. I have tried tea biscuits with good success, and I have a friend who makes her light cakes in the cooker and is enthusiastic over it.

"Everybody must realize the advantage of cooking cereals and rice in this way. There is no doubt about the thoroughness of the cooking process, and each grain stands out separate and perfect, as would be impossible if it were stirred.

A SALVATION LAST SUMMER.

"Another consideration is the heat which one is spared in hot weather. I really do not know what I should have done without my cooker last summer. I am sure that some days I would not have had the courage to prepare hot meals, yet we really did enjoy them, and were strengthened accordingly when they were served up from the cooker. We paid \$27.50 for ours, but it has paid for itself more than once, yes, I should say, many times, in fuel, comfort and perfectly cooked food.

"There are other cookers, I know, which will give good service, and which are much less expensive. There are smaller ones, and also cookers which are not equipped with the radiators. In that case, it is necessary to thoroughly heat the food to a high degree before placing it in the cooker to continue the process.

"Don't some people make fireless cookers for themselves? I think I have heard of it," said the practical Mrs. C., who had been listening intently.

Antoinette and the writer both knew of such home-made cookers, manufactured by packing cans or pails in excelsior in boxes. And assurance had been given in each case that these really proved quite satisfactory. One woman had sung the praises of her home-made "fireless" for making stews and cooking cereals. To be sure, it wouldn't bake.

SUCH FLAKY BROWN PIE CRUSTS!

Baking recalls another tribute of Antoinette to the cooker. She said, "And you should see the pies that can be baked in it. You know, it isn't always easy to get a nice, brown, crisp lower crust without scorching the pie. But the fireless cooker always does this."

WILL ANSWER QUESTIONS.

Antoinette is such an enthusiast over the fireless cooker that she announces she will be glad to answer any questions within her power in regard to it that are sent in through the editor of "Our Consumers' League." These should be addressed to the care of The Advertiser.

The editor would welcome other "fireless cooker" experiences, and is always glad to receive suggestions or information on any subject suitable for the department.

IN CANNING TIME.

The canning season is here at last, even if it is some weeks later than usual. As never before the appeal comes to the housewife to "can all she can," both of fruits and of vegetables. In order to conserve the food supply of the nation and make possible to a greater extent the helping out the Allies overseas. If never before in all the history of Canada it is important that not a box of berries should be allowed to go to waste, not a single quart of peas or beans or bunches of asparagus. "But I have never done it before!" is no excuse for shirking patriotic responsibility in the matter of conserving the food supply.

If a woman doesn't know how, it is her duty to find out, just as much as it was earlier in the war to learn to roll bandages or other features of Red Cross work in which she has become an expert.

The Women's Gardening Association has made arrangements for the teaching of the proper methods, through securing a demonstrator from the department of agriculture, Women's Institute section, who will be in the city next week for three days under the auspices of the association. But in the meantime there are strawberries to be put away, and here are a few suggestions obtained from "canning" experts:

Hello Central! Please Give Me 455 or 500 or 760

ANDERSONS BIG STORE



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500
760

Does it seem possible to you that any competitor can undersell or even attempt to sell at the same prices as we do? We, with our enormous output, our own packing house and doing our own slaughtering, where work is cut to the quick and efficiency is ever the watchword? Come where you can see what you are buying from the greatest display counter in Canada.

GENUINE EASYFIRST SHORTENING 24c lb.

LOOK!
Yellow Pickle, 17c lb.

Orchard Farm Creamery Prints, 40c lb.

Sirloin Steak, lb. 30c
Porterhouse Steak, lb. 30c
Dairy Butter, lb. 37c
Jellied Tenderloin, lb. 40c
Smoked Rolls, lb. 28c
Stewing Veal, lb. 16c
Stewing Lamb, lb. 15c
3-lb. Pail Lard, 83c
5-lb. Pail Lard \$1.35
Picnic Hams 27c lb.

NO. 1 HEIFER
CHUCK ROAST
BEEF,
23c A LB.

We carry a full line of Cream Cheese at all times. Phone your orders early.

Do You Attend Our Saturday Night Sales?

Have you as yet been introduced to our Saturday Night Sales, where prices are cut and slashed, sometimes to 25c a pound on a single article? Every thing that is cut above must be sold Saturday night. We strictly refuse to carry any cut meats over till Monday. Come down this week. It will pay you.

Our refrigerator system is open for your inspection. At any time we are only too pleased to show you through our wonderful cooling plant.

ANDERSONS QUALITY MEAT MARKET

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

STORE OPENS SATURDAY MORNING 6 A.M.

PHONES 455, 500, 760.

STORE CLOSING 10:30 P.M.

DRINK HEALTH IN BUTTERMILK

Men and Women of London

Do you know that good fresh buttermilk, made from carefully selected and properly-handled cream, is an excellent stomachic that it has peculiarly active qualities, and besides being palatable, it is wonderfully nutritious. There are many who come and drink buttermilk fresh from our churnings at the creamery every day, and some have expressed themselves greatly benefited.

The wonder to us is that the doctors of our city do not prescribe the liberal drinking of fresh buttermilk. As a beverage it is pleasant to drink, and may also be used in many ways in cooking. It should be in every refrigerator and during the hot weather used extensively both in cooking and drinking.

Bring jug or pail and take a gallon home with you. Come to the creamery in the afternoon and get it fresh from the churn. You'll like it and come for it often, and will find it great value in food product for the money.

THE ONTARIO CREAMERIES, LIMITED

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN EVERY DAY.

PHONE 782, OPPOSITE MARKET HALL.

129-131 KING STREET.

GROCERS CAN SECURE

Fancy dressed poultry any day in the week at market prices. Also eggs, choice creamery butter, shortening, etc. Phone orders filled with strictly fancy quality and delivered to any part of the city.

C. A. MANN & CO., 78 King St. Phone 1577

THRIFT

MONEY IS NEEDED—For the war—for the home emergencies—for the growing cost of living—for a business start—for a holiday—for old age—for all purposes. INCREASE YOUR SAVINGS—Hold down your spending—open a savings account at

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Head Office: Toronto, Canada.

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CAPITAL \$5,000,000
RESERVED FUNDS \$6,439,332

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