

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

Heat For the Kitchen

The kitchen may be comfortably warmed quickly and economically by

A LITTLE KITCHEN HEATER

These little heaters are twelve inches wide. They set right alongside the gas range, and burn coke, coal or wood. It has two cooking holes on top and will keep fire overnight.

\$14.00

\$4.00 Cash and Balance at \$3.00 Per Month

HAVE ONE CONNECTED TO YOUR RANGE.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

SHARMAN'S FRUIT NEWS

WEEK ENDING SEPTEMBER 22, 1917.

The Next Few Days Will Be the Best For

PEACHES

We have already brought in two carloads of Crawfords, and will have a carload of Elbertas first of next week. Don't delay buying now.

APPLES

A car of fine quality Duchess from the Annapolis Valley has been received, and another is on the way. They are of fine flavor and in excellent condition.

PLUMS

The Reine Claude Prune Plums are ready for delivery.

Phone 4665--- HILL CREST FRUIT STORE ---Phone 4665
TALBOT STREET.

LONDON IS GETTING ITS BEST MEAT SERVICE RIGHT HERE.

THE CUT-RATE MEAT MARKET

The people of London are certainly satisfied with the choice, juicy, tender meats which they obtain at this store, and then save 3 and 4 cents per lb., a large saving on a dollar's worth of meat. We have hundreds of new satisfied customers, but we want hundreds more, so buy here and save money.

HERE ARE THE BARGAINS. THEY CANNOT BE EQUALLED.

CHOICE HEIFER BEEF.	CHOICE ROUND STEAK.	CHOICE SPRING LAMB.
Prime Rib Roasts 24c	Choice Round Steak 25c	Legs, any weight 33c
Choice Rump Roasts 23c	Best Sirloin Steak 28c	Loins, whole or half 33c
Porterhouse Roasts 23c	Loins of Pork Roasts 38c	Shoulders, whole 28c
Round Shoulder Roasts 23c	Pickled Side Bacon 38c	Breasts and Necks 28c
Tender Chuck Roasts 20c	Eastfirst Shortening 25c	Choice Fillet Veal 30c
Small Sausage 18c	Fresh Hamburg 18c	Loins Roasts Veal 30c
		Smoked Picnic Hams 25c

We guarantee you satisfaction in weight, quality and service.

EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750. MARKET HOUSE. PHONE 5750.

ONN'S --- Announcement --- ONN'S

ESTABLISHED 1885.

Buy your fish from THE OLD RELIABLE FISH DEALER known all over Western Ontario as being the cleanest and most up-to-date Fish Emporium and carrying the largest stock of all kinds of fish in season.

Oysters are now in. First shipment arrived in the city today.

PHONE 1296. 143 KING STREET. --- ONN'S

BACK AT THE OLD STAND

Readers of this announcement, who dealt with me for many years, will be welcomed at the same old stand in the market, which was formerly occupied for a quarter of a century by myself and able assistants, and I hope that you will be among the friends we shall have the pleasure of serving with the best that money can buy and years of experience can select in MEATS OF ALL KINDS at Prices Reasonable, With Quality.

GEORGE F. MORRIS

AT THE SAME OLD MARKET STAND.

FRANK SMITH'S MONEY-SAVING PRICES:

Redpath Sugar, 100-lb. bag \$9.50	Domestic Shortening, 3-lb. pail 65c
Redpath Sugar, 20-lb. bag \$1.99	Grand Mogul Tea, 1/2-pound 24c
Redpath Sugar, 10-lb. bag \$1.00	Lipton's Tea, 1/2-pound 24c
Redpath Sugar, 5-lb. bag48c	Ridgway's Tea, 1/2-lb 24c
Redpath Sugar, 2-lb. bag20c	Seeded Raisins, 2 packages for 25c
Domestic Sugar, 20-lb. bag \$1.85	St. Charles Eva. Milk 7c and 14c
Golden Yellow, 100-lb. bag \$8.75	Ripe Olives, per bottle 25c
Cascade B. C. Salmon, per tin 17c	Jelly Powder, three for 25c
Peanut Butter, per lb. 25c	

Creamery Butter, 45c.

Olives, 3 bottles for 25c
CRISCO 38c
Domestic Shortening, per car. 24c

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.

"WILL YOU HAVE IT SENT?"

Because you answer "Yes" to the foregoing question, even when the small purchase is involved, you are guilty of helping to keep up that "Cost of Living," which is grinding down others, if not yourself, with worry about making ends meet, while supplying the absolute necessities.

Having your parcels sent means delivery charges. "Oh," you object, "the grocer or the butcher or baker or the fruit man or drygoods man, has delivery wagons anyway. What difference does it make?"

Your orders to "Have it sent," when combined with other orders in sufficient number, involve in time, an extra delivery wagon or car, and up go the prices some more.

You don't like to carry parcels, and you can afford to pay the extra for the delivery? Perhaps YOU can, but what about those other people just a block or so away? They aren't as fortunately situated as you are. They have a much larger family, and the pennies count up till they don't know where it is going to stop, those extra pennies for which you are in a measure responsible, because you WILL insist on having everything sent home.

To prove that delivery charges really DO make a difference in price of commodities: In Boston, Detroit, Newark and Montreal, there are "two-priced stores," and it isn't anything against them. The principle on which they are run is simply this: Two prices are displayed on each commodity offered for sale, one price, two or three cents less than the other. The purchaser who buys a pound of butter, pays cash for it and carries it home, gets it for two or three cents a pound less than her neighbor who orders it over the telephone, charges it, and has it sent, or the neighbor who picks it out herself but charges it and orders it to be delivered.

A prominent London woman who, notwithstanding ample means of her own, has been giving much attention to cost of living problems, told of a chain of stores established in an American city, where all business is done on a cash basis. The owner has no telephones in his places of business, hence no telephone charges. He makes no arrangements for delivering goods, so patrons must carry home their own parcels. He gives the customers the benefit of what he saves in telephone, bookkeeping and delivery charges. He can afford to sell exactly the same quality of groceries at a lower figure than competitors. The result is, his stores are always filled with buyers. He is helping his customers to solve the high cost of living problem.

The woman who related this incident says: "My grocer invariably asks, 'Shall I send these parcels?' I invariably answer, 'I am going home and will take them myself.' I will call for them later." I don't in the least mind carrying bundles or being seen with them. It is time for the general good that people were getting over such nonsense."

"FAGAN'S FOLLY."

The story of how the little white hearse is being routed in Jersey City has been told by Honore Willis in a recent number of a well-known magazine. It is the story of what is known as "Fagan's Folly." Fagan, by the way, is one of those Irishmen, tenement-dwellers and bread, who by reason of sheer ability has become the chief executive of a big city. Mayor Fagan happens to be an undertaker, and one winter day when he was quite a young fellow he was taking an inventory in the undertaking establishment. Standing on a step-ladder, dusting off the coffins, he said to himself, "Now, I'll have to be ordering the usual three hundred extra little white coffins for our summer trade." Of a sudden a thought struck him so hard that he sat down on the top of the step-ladder and stared at the baby coffins on hand with a lump in his throat.

"Now, why," he asked himself, "should so many more babies die in summer than in winter? By Jove, I'm going to find out why. And when I find out, I'll try to put OUR OWN LITTLE WHITE HEARSE OUT OF BUSINESS."

Pretty altruistic, wasn't it, for an undertaker?

This undertaker achieved a prominent place in civic affairs. He at last had the honor of being made mayor of Jersey City.

The resolution formed that day on the step-ladder with a row of baby coffins staring him in the face, led to a little clinic in a small room in a public bath-house in a tenement district. He put in a bit of his own money and got a bit here and there until he established in that room one of the best baby doctors in the countryside and some trained nurses. Then the doors were opened wide to rich and poor alike.

The foreign-speaking woman comes with her baby and a child of school age for interpreter. The woman of wealth rolls up in her limousine to get the help for her little one to all babies. Because they do not account for the woman of wealth donates a layette for some poor baby or helps in some other way.

And what has been the result of all this trouble and expense "just for babies"?

One of the little white hearses in the neighborhood has gone out of business. On the day of the babies under the care of the clinic are no less than three thousand. THE SUMMER OF 1916, THE YEAR OF THE BIG INFANTILE PARALYSIS EPIDEMIC IN THAT PART OF THE UNITED STATES, NOT ONE OF THESE BABIES TOOK INFANTILE PARALYSIS.

Down in the children's sun room at Victoria Hospital a few weeks ago, a group of children played gleefully the never out-of-date game of horse. Three small laddies were mettlesome steeds, driven by a beautiful boy of perhaps seven years old. "I want you to notice that oldest boy who is driving," said the guide, as the handsome, manly little fellow looked up with a smile of greeting. Even by throwing himself about quickly on the floor, it was all the driver could do to keep pace with his lively small horses. His fine head was well set on a pair of sturdy shoulders, his arms strong. To his knees he was an unusually well developed boy. Below that, his limbs were useless stumps. "Infantile paralysis when he was a little bit of a chap," explained the guide. "The doctors have been hoping to strengthen up his legs and develop them so he could walk on them, but they have just about given it up as hopeless. Jack is very patient and makes the most of life, but it is sometimes hard to answer him when he asks when he is going to be able to walk. Now, he is going to have a wheeled chair on which he can go out on the street. He is taking a good deal of pleasure out of anticipating that. Though he hasn't said so, I think he understands now and is making the best of it."

Is it any wonder that infantile paralysis is dreaded? And wasn't it a wonderful thing to save three thousand babies from the plague in Jersey City the year that scores were going down before the foe over in New York and in other cities, or being left alive but sadly maimed?

FAGAN'S DREAM.

Mayor Fagan hasn't finished up his war on the little white hearse in Jersey City with the establishment of one small baby's welfare clinic. Fagan is one of those rare civic officials with the big vision, which extends beyond laying of pavements to the people who walk on them, to the welfare of the citizens that are to be. He has dreamed a big dream, and its practical value has been already in a measure realized. This is Fagan's dream:

"I want Jersey City to have the greatest baby clinic in the world. I want the babies of Jersey City to have care long before they're born, and until at six they enter school, there to go under the most rigid school medical inspection. And I want this not for my tenement folk alone. I want it for EVERY BABY in Jersey City, rich or poor without regard to color. I want the best-trained baby specialists in the world to be on the payroll of Jersey City. I want every precinct to have its clinic. And I want it made compulsory for every father and mother to report to their precinct clinic the prospective coming of their baby. I want this reported to be right Mrs. Jones, or poor Mrs. Smith, prospective mother automatically goes under the care of one of the finest baby specialists in the world, there to remain till the child is six years old."

Now, what do you think of a mayor like Fagan, willing to spend the city's good money like that, and for what? Why, just to save human lives.

Commenting upon the dreams and efforts of Mayor Fagan in the way of child conservation, Honore Willis says, "Never in the history of America have we had such pressing need of Fagan's Follies. Peace is hard on little babies. War is many times harder. Birth-rates decrease. In previous great wars, nations have acknowledged this and done nothing. But in England today a gigantic effort is being made to conserve the babies. There has been a babies' revolution in England. And when the final dreadful toll of the dead and maimed in the trenches is taken, on the other side of the balance sheet will be found a list of baby lives saved, that but for the war would have been sacrificed to ignorance or poverty. What greater thing could be done to wipe the blood stains from our history?"

Is it worth while trying to do something in London? No, not merely "trying," but actually "DOING?"

HONEY OR JAM?

Dear Miss Armstrong,—In view of the present shortage of so many fruits usually used for the manufacture of jam, both of the home-made and "canning factory" types, can you give me or have some of your readers tell, the relative values of honey and jam?

I have been told that honey, even at the present higher prices, which dealers and apiculturists declare is due to the short spring season and the consequent reduction in the production of honey, is a much more economical "sweet" to serve with bread and butter than jam. I have also been told that five pounds of honey will go as far in the average household as eight pounds of jam. Can anyone tell me if this is true?

I might say that I have never used honey to any great extent, but this year my neighbors are storing it away in 25, 30 and 50-pound lots, and in some cases even more. I don't want to be left behind in the food conservation race, nor do I want to neglect anything that might tend to keep down the present high cost of living, but I want to know something about the question before I lay in any great stock.

Another thing you might answer, if you will, and that is, does honey affect children? Can they be given too much of it? I know that it has medicinal qualities, and that it is used for colds and in some cough mixtures, but can "Medicus" tell me if it is possible to use too much of this?

WANT TO BE ECONOMICAL.

An answer to this letter will be given in Our Consumers' League Department next week.

The Greatest Sale

ever known in the meat business will take place at the big store tomorrow. Take a tip from us, and be here early, or use the phone. Everything goes at sacrifice prices. Seventeen real meat cutters to serve you, three telephones to take care of your orders, and four delivery cars to get your meat there on time.

Choicest Rib Roast, heifer beef, lb. 25c	Leg Spring Lamb 33c
Rump Roast, heifer beef, lb. 25c	3-lb. Pail Shortening 75c
Lean Pot Roast, heifer beef, lb. 20c	3-lb. Pail Lard 88c
Finest Sirloin Steak, lb. 32c	Strictly Fresh Eggs, dozen 45c
Best Hamburg Steak, lb. 20c	Fresh Lake Herring, lb. 10c
Pound Package Shortening 25c	Small Cambridge Sausage, lb. 18c
5-lb. Pail Lard \$1.45	Large Breakfast Sausage, lb. 16c
Pork Bologna, lb. 20c	Cottage Roll Bacon, lb. 33c
Beef Tongues, extra fine, lb. 28c	Picnic Hams, lb. 28c

Andersons Quality Meat Market

STALLS 1, 2, 3, 4 and 5, MARKET HOUSE.

PHONES 455, 500 and 760.

Deliveries Leave at 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., and 8 p.m.

ECONOMY!!

From every direction we hear the cry, "Economize!!" Now, there are two kinds of economy—true economy and false. The latter strains at a gnat and oftentimes swallows the proverbial camel. TRUE ECONOMY consists in making every penny count; buying eatables that rank high in food value. GOOD CREAMERY BUTTER contains more fattening properties than almost any other food we know, and that at a cost relatively lower than any other commodity on the market today. Instead of a meatless day try a meatless week, substituting instead of the accustomed gravies, SILVERWOOD'S CREAMERY BUTTER. At the end of the week count the cost of the butter you have used, compare this with your usual meat bill. You'll be surprised at the comparison.

The best grocers all handle SILVERWOOD'S. If yours does not, phone us, and we will put you in touch with the right party.

SILVERWOOD'S LIMITED

You are asked by the Food Controller to "ease up" on eating Beef, Bacon and Wheat. This is no hardship if you only realized that

Kellogg's Toasted Corn Flakes

contain more real nutriment and food values, ounce per ounce, than these supposed necessities. Cornmeal is not very palatable, but when corn is treated by our secret process and converted into these delicately-flavored and nutritious flakes, it pleases the palate and enables you to do a good day's work. Always 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.

The Meadow Gold Brand Butter

FINEST CREAMERY BUTTER.

Its Quality Has Made It the Popular Brand in London.

Sold fresh from the churn every day. Housewives: See that you get this brand. Come and inspect our plant. You will be welcome.

The Ontario Creameries, Limited

PHONE 782. OPPOSITE MARKET HALL. 129-131 KING STREET.

GOOD FRESH POULTRY

Should be used more by the practical housewife. Why not use poultry on meatless days? If you cannot get it from your grocer or butcher come direct to us. Grocers or butchers can always secure the right kind of dressed poultry from

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

PRODUCTION

Increased effort and efficiency in labor, more economy and less waste in living, building up capital by harder work and greater savings, will enrich you and your country. The men and women at home must produce more to cover war's waste. It is easier to make money than to save it. A Savings Account at the Bank of Toronto will help save your increased effort provides.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

CAPITAL \$5,000,000

RESERVED FUNDS \$6,439,382

FOUR OFFICES IN LONDON.

Corner King and Richmond Streets John Pringle, Manager
Corner Dundas and Adelaide Streets C. H. Wickett, Manager
Corner Richmond and John Streets T. G. Margrett, Manager
Corner Dundas and Talbot Streets J. C. McDonald, Manager