THE HOUSEKEEPERS' BUYING GUIDE

Do You Get What You Pay For?

Shoulders Spring Lamb, lb. Golden Skin Onions, peck

PHONE 6186

nothing but the very best.

DAIRY BUTTER, 45c LB.

CLIFF ROBINSON

QUALITY MEATS and FISH

A FEW OF OUR LEADERS FOR SATURDAY:

EGGS, 57c DOZ. (not delivered).

KINDLY LET US HAVE YOUR ORDER EARLY.

The Kind of Eggs You Are Looking For

If you are not getting the quality of eggs you want you can get them if your grocer will come to us for them. We purchase the very best to be had, and these are all graded, and you get

FANCY DRESSED POULTRY

Try one of our choice roasting or boiling chickens. The quality will be right if your grocer

The Highway To Success

Poultry-raisers and stockmen, we believe, like to travel on this highway and reach the goal of success. We assure you that this is not an all-smooth road by any means; there are many obstacles to be surmounted before the goal of success is reached. But the main point is to be sure to get on this highway. You may find your way to it by using RIGNEY'S FEEDS for poultry and stock, and when once on this grand old road, if you have the determination to succeed and a good share of stick-to-it-iveness, you will enjoy overcoming the obstacles, and will be delighted when you find you have entered the door of success.

REMEMBER: RIGNEY'S FEEDS are put up by experienced feeders, who have got results in the past, and are In a position to know what ingredients must be put into feeds, and in what proportions, to get the best results.

Just to prove this: A customer who gave us a trial order some time ago, is now a steady user of our feeds, Just to prove this. A customer who gave us a trial order some time ago, is now a steady user of our leeds, and has secured for us already two new customers. This we think speaks well for the quality of our goods. Such voluntary service on the part of our customers we highly appreciate, and it is a strong incentive to us to bestir ourselves and go on improving our feeds and our service. If you are not using Rigney's Feeds do not

RIGNEY BROS.

The Live-Wire Flour and Feed Store.

C. F. B. License 9-2932.

C. A. MANN & CO. 78 KING STREET.

obstacles, and will be delighted when you find you have entered the door of success.

Stewing Beef, extra, lb.

Pork Chops, lb.

Boneless Beef Cuttings, lb.20c

 Pork
 Chops,
 lb.
 35c

 Meaty
 Pickled
 Hocks,
 lb.
 12½c

 Sweet
 Bones,
 3 lbs.,
 for
 25c

Shortening (our own make) 253

CREAMERY BUTTER, 55c LB.

206 DUNDAS STREET.

Fresh Side Bacon, lb.

Be here early for this big meat sale. Our store is filled with goods for your selection.

He pays the price without grumbling and walks away, after dumping a couple of lively birds in a heavy bag.

The farmer who has made the sale comments: "I like to do business with pot boiling?

The pays the price without grumbling Do you get what you pay for when you go marketing or shopping?

Are you dealing fairly and honestly with yourself or the member of the family who earns the money to keep the pot boiling?

Our Consumers' League

By Isabel C. Armstrong.

No You Get What You Pay For?

No You get what you pay for when fore you. And this is a case where it is not part, ignorance which has its root carelessness or ignorance which has its root carelessness, and is one form of an item from the impact of the market of

What Happened Next.

Several weeks have elapsed since the subject of centralization of public health activities in London has been mentioned in this department. But that doesn't mean that the idea has been dropped. On the contrary, it is attracting more and more attention, and definite steps are being taken in the direction of endeavor to co-ordinate under one strong executive head the various activities working in the interests of public health. In the first place, the Local Council of Women with its twenty-five or thirty affiliated societies, passed a resolution in which it declared itself in favor of cordination or centralization, with adequate endowment from the city for the carrying on of these activities. The trades and Labor Council unanimously indorsed the resolution. Before stepping out of office, the chairman for 1918 of the board of health was practically committed to such a course. The new board of health has "carried on." by appointing the chairman, J. H. Saunders, to consult representatives of the various agencies concerned with regard to bringing about this closer cooperation. In the meantime, other members of the board of health are giving the subject their serious consideration.

Making Poultry Raising Pay



MISS LILLIAN NICHOLSON. The Misses Nicholson of Len Poultry Farm, Chelsea, Quebec, whose picures appear above, are well-knewn to readers of this page through the inter-sting and helpful articles on poultry-raising written by them from time to ime. They have not only solved the problem of making poultry-raising pay, but have told about it in a most entertaining manner. Miss Lillian Nicholson indeed, one of the very first contributors to our Consumers' League De-

Lipton's Tea, ½ lb. lb. 54c Strictly Fresh Eggs, Pure Cambridge doz. 60c Sausages, lb. . . . 2 ANDERSON'S

lb. 38c Dairy Prints, lb. . 48c Creamery Prints, lb.

Best ones52c

Stalls 1, 2, 3, 4, 5, Market House.

Boiling Beef, lb. 20c Creamery Solids,

Rush Special

RIB ROAST BEEF

22c Lb.

HURRY FOR THIS ONE.

CHOICE QUALITY.

Side Bacon, piece.

limited quantity,

Picnic Hams, 6 to

Sausages, lb. ... 220 London's Big Pure Food Store

1-lb. cartons ... 30c

lb.29c

SPECIAL

Stewing Beef

18c Lb.

..... 55c Round Steak, lb. . 28c

Phones 1643, 1644.

of public health, to make a survey of oughly explained to them, they have and strike the smashing blows which

Here's a Meat Sale That Will Sweep

London Like a Cyclone!

Every slice of our choice Beef goes on sale to morrow at remarkable prices. Just take a peep at these bargains. But please keep in mind that this Meat is of the highest quality, not lowgrade stock bought specially for a sale. If others get one or two of these lines down as low as ours, ask yourself if the quality is there. Phone orders taken as usual at this sale. We

Shoulder

Roast Beef

22c Lb.

Sirloin Steak, lb. 30c | Red Rose Tea.... 32c | Sausages, lb. 20c | Beef Hearts, lb., 12½c

10 lbs. each; lb. 28c Dairy Rolls, lb. . . 50c Eggs, cracked, doz. 50c Grand Mogul Tea, 1/2

Salada Tea 32c Pork Tenderloins, 45c Armour's Oleo.,lb. 37c Oleomargarine, lb. 34c Pork Livers, lb. ... 6c Easifirst Shortening,

No. 1 Eggs, dozen 55c

of public health, to make a survey of the public health situation here, and see what can be done in the way of coordination.

In the meantime, there have arisen people to object to any such step being taken. When the plan has been thormal carries as the other day on the subject of "Demobilization and Re-establishment of Soldiers in Civil Life," Hon. J. A. Calder, minister of immigration and colonization, characterized as confusion, overlapping and unnecessary expenditure of money the condition of affeirs which prevailed before the various agencies and Government departments working in the interests of demobilization and to serve the interests of demobilization and the signing of the armistice on November 11. "But haven't we voluntary co-operation own among the nurses?" is another of community as a swhole."

Supposing the different department of Victoria Hospital were running independently, the surgical department and the welfare of the community as should be appointment of a committee to deal with the problem of affeirs which prevailed before the various agencies and Government departments working in the interests of demobilization and to serve the interests of demobilization and to the signing of the armistice on November 11. "But haven't we voluntary for the narmistice on November 11. "But haven't we vo

Ringle Says All Treatments Failed Until He Took Tanlac -Like New Man Now.

Remarkable, indeed, was the statenent made recently by Charles Ringel of 319 Washington street, Peorla, Ill. Mr. Ringel declared that, although he has taken the treatment at Hot Springs and used numbers of different medicines efforts to restore his health, a few bot-

good than everything else combined. His "Nothing ever helped me until I got Tanlac, and now I'm just like a man, made over. My stomach had been in a very bad fix for eleven years or more, and pained me so bad at times that I would double up like a jackknife. After nearly every meal I would bloat up with gas until I was as tight as a drum and just suffer agony. My nerves became all shattered and my health got so poor that I was forced to quit work. No kind of medicine seemed to reach my trouble, and I was going down hill very fast. I was advised to go to Hot Springs, which I did, but after spending what money I had saved up, I returned nome in just as bad shape as when I

"While talking to a good friend one day about my deplorable condition he told me he believed a few bottles of Tanlac would straighten me up. Well, I had little faith in it to help me, but as my friend seemed to know what he was talking about, I decided to take his ad-vice, and to my complete surprise, the first bottle of Tanlac stopped the gas orming on my stomach and put me in shape to where I could eat and enjoy my meals. My food began to digest as it should, my nervousness left me, and realized I was on the road to rapid ecovery. As I continued to take Tanlac my health improved and my strength returned until row I am able to work as well as I ever could in my life. I feel more grateful than I can express for what Tanlac has done for me, and am now telling my friends who are suffer-ing to try it. I can't praise it too highly and expect to rely on it for my health as long as I live."

Such statements as the foregoing should appeal very forcibly to the thousands who suffer from the same troubles. Most people who suffer from nervousness, and dizziness, stomach nd liver troubles, kidney derangements and who are in a general rundown condition, simply need something to tone up their system and to assist the vital rgans in performing their proper func-Tanlac is a powerful reconstructive and always produces most gratify. ng results.

Tanlac is sold in London by Standard Drug, Limited, and by an established

Fish! Fish! Fish! hat is more appreciated during the cold weather than Fish? ways tempting, a decided change from the regular meat diet. sh should be used oftener. It is impossible to name all

hitefish. Haddock. erring. Pickerel. scoes, pound

Shrimps, pint Oysters, Solid Meats.

FARMERS ATTENTION Salt Lake Herring, Per 28-lb. Pall.

SATURDAY ONLY Klppers, 2 pairs 35c Finnan Haddie, Ib. .. 17c

PHONE 425.

O N'S Up-To-Date Market

100 KING STREET.

QUALITY AND SERVICE.

143 KING STREET.

Open a Savings Account With the Bank of Toronto

and deposit there the small sums that are so easily spent, and watch the result of the "adding to" principle. These "saved dollars" will be the seed from which a snug bank balance will grow for future years.

INTEREST PAID twice a year on all savings balances.

BANK OF TORONTO

FOUR OFFICES IN LONDON:

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

Cor. Dundas and Adelaide Streets. Cor. Dundas and Ta:bot Streets.

2 CAKES SOAP

Opposite the Market Lane.

2 Cards for 5c

fluffy. Regular \$3.50. Sale, yard \$1.98

Skating Sets made from best quality

set \$2.98 and scarf. Reg. \$3.50. Sale, set ..\$1.98

only. Regular \$1.00. Sale, each .. 75c LEATHER HANDBAGS 45c.

SAFETY PINS

The Clenched Fist

affeirs which prevailed before the various agencies and Government departments working in the interests of demobilization and to serve the interests of the returned man were co-ordinated and centralized in the repatriation communities.

The question has been asked of the editor of this department several time interests of degree with the past few weeks, "Why attempt of labor for dealing with other features; the Soldiers' Ald Commissions in the various provinces doing their share and so on.

According to Mr. Calder, who happens to be the chairman of the repatriation diabor to control to the control of the work with the past few weeks, "Why attempt to be the chairman of the repatriation diabor to control of the work was an unit, and and get them working as a unit, and such a position to render the most highly efficient service. One of the obstacles that required 'the tact of an angel' to deal with, was the objections to being in the best of the cultival of the control of the work that belonged especially to them as their very own.

But, the co-ordination of these activities under one executive head with, was the objections to being in the best of the country, and point, the problems of demobilization and repatriation were to be solved in and point, the problems of demobilization and repatriation were to be solved in and point, the problems of demobilization and repatriation were to be solved in an expense of the country, and the welfare of the country, and the

MEN'S MITTS.

3 dozen Men's Muleskin and Leather

Mitts, with cuff. Wool lined, very large

size. Regular \$1.00. Sale 75c

LADIES' VESTS AND DRAWERS

50 dozen Ladies' Vests and Drawers in

white and grey, fleecy lined, large

sizes. Sale, each 48c

GIRLS' BRUSHED GLOVES.

3 dozen Brushed Gloves for skating,

long length, colors of white, grey,

Regular \$1.50. Sale \$1.09

MISSES' COATS.

10 only Misses' Tweed Coats, best qual-

ity material and stylish make, fit girls

from 6 to 12 years, some with quilted

lining. Regular \$12.50. Sale \$8.50

BOYS' MITTS.

Boys' Leather Lined Mitts with cuff.

Special, pair 25c

ALL-WOOL SERGE.

3 pieces English Serge, all pure wool,

50 inches wide and will not soil; best

dyes. Colors of navy blue and black.

Regular \$3.50. Sale, yard \$1.98

MEN'S CAPS.

7 dozen Men's Wool Aviation Caps in

colors of green and grey 98c

3 dozen Navy Tweed Caps, nice neat

pattern, fur-lined. All sizes. Sale 98c

MEN'S UNDERWEAR.

10 dozen Men's Fleece-Lined Shirts

and Drawers, best quality, some sizes

navy blue and cardinal, fast colors.

Your Money Goes Farther at MARA'S

No matter where you go in the country, city or town, you cannot find bargains like you get at Mara's. Glance over the list given below and you will realize why this is known as the people's favorite store. Come early Saturday for best choice of these wonderful bargains.

40-INCH NAINSOOK.

10 pieces Nainsook, absolutely pure, no dressing, lovely for underwear, 40 inches wide. Regular 35c. Sale 4 yards for \$1.00

GLASS TOWELING.

10 pieces Glass Toweling with red border, 221/2 inches wide, fast color. Regular 25c. Sale 5 yards for \$1.00

ALL-LINEN TOWELS.

25 dozen all Pure Linen Huck Towels, extra large size, Irish make, some slightly imperfect. Regular 60c, each

VELVET RIBBON.

20 ends Velvet Ribbons, all good shades and best quality. Regular 35c and 30c. Sale, yard 19c

BLANKETS.

50 pairs best Ibex Brand Cotton Blankets, largest size, made white or grey. Pink or blue borders. Last chance Pair \$3.75

EIDERDOWN COMFORTABLES.

50 Eiderdown Comfortables, very large size, covered with best figured sateen. Regular \$7.50. Sale ... \$3.95

IMITATION FUR SETS.

25 only Imitation Fur Sets, have all the appearance of real fur, large size muff and stole. Regular \$5.00. Sale,

WORSTED SOCKS.

20 doze'ı Men's All Pure Wool Worsted Socks, elastic ribbed top, oxford grey shade. Regular 55c. Sale, pair .. 43c

CASHMERE HOSE.

27 dozen All Pure Wool Cashmere Hose, some slightly imperfect, but none the worse. Sizes 8½, 10. Regular 75c and 90c. Sale, pair 48c

SHADOW CRETONNE.

5 pieces Shadow Cretonne, light ground with pale blue and yellow flowers, 36 inches wide, beautiful de sign. Regular 65c. Sale, yard ... 39c

MONARCH FLOSS.

Monarch Shetland Floss for making sweater coats and pullovers in all the best shades, including new blues, and green. Special, ball 39c

SWEATER COATS.

67 Boys' Sweater Coats in light and dark shades, some all wool and part wool. Regular \$3.00 and \$2.50. Sale \$1.98

BLANKET CLOTH.

1 piece All Pure Wool White Blanket Cloth, 54 inches wide, lovely for blankets and table padding, very soft and

SKATING SETS.

brushed wool in all the best plain colors and combinations, large size cap CROCHET COTTON 3 FOR 25c