

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

Are YOU Helping the Food Controller?

ALLIES LOOK TO CANADA TO MEET GERMAN THREAT OF STARVATION.

Lord Rhondda, British food controller, has sent the following message to the Hon. W. J. Hanna:

"We look to the resources of Canada for an answer that will shatter Germany's threat of starvation. In this time of stress it is vital that the United Kingdom and the Allies in Europe obtain from Canada foodstuffs in far larger quantities than under peace conditions. This must necessarily entail effort and far-reaching economy, with their attendant sacrifice on the part of the Canadians."

Controller?

LORD RHONDDA, BRITISH FOOD CONTROLLER,
SOUNDS APPEAL TO DOMINION TO Positively
Prevent the Waste of a Single Ounce of Food.

There's Genuine
Food Economy in
Cooking on a

Hydro-Electric Range

It will eliminate more than half the waste in cooking. Meats go farther. Even cheap cuts of meat come from the oven juicy and savory—they will not be "stringy" or tough. Vegetables do not "cook away."

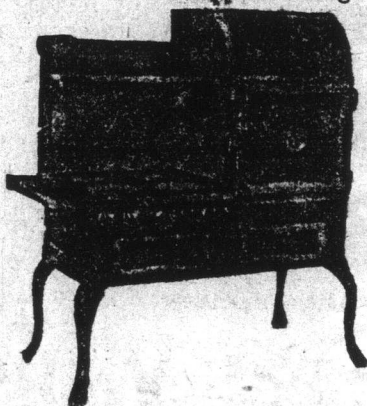
To serve delicious dishes does not require costly food when cooked electrically.

"Electric Cooking Means Better and Cheaper Food"

Come in and let us tell you all about it.

The Hydro Shop

238 DUNDAS STREET.



Big Supply of Poultry and Venison

ALSO FISH FROM THE LAKES AND FISH FROM THE SEA.

Ciscoe Herring, fresh	10c	Jumbos	12 1/2c
Whitefish, good	15c	Haddock	10c
Steak Cod	12 1/2c	Market Cod	10c

ONN'S --- THE OLD RELIABLE --- ONN'S
FISH DEPOT

SAVE YOUR MONEY—BUY VICTORY BONDS.

Meat Economy Is Best Practiced at London's CUT-RATE MEAT MARKET

When you buy your meat here you get full weight, prime quality meats of all kinds AT CUT RATE PRICES, which enables you to save money on your table account, and THAT DOES COUNT.

MONEY SAVERS.	MONEY SAVERS	MONEY SAVERS.
Rib Roasts Beef 23c lb.	Round Steak 25c lb.	Legs of Spring Lamb 33c lb.
Rump Roasts Beef 24c lb.	Sirloin Steak 28c lb.	Loins of Spring Lamb 32c lb.
Shoulder Roasts Beef 22c lb.	Porterhouse Steak 30c lb.	Shoulder of Spring Lamb 28c lb.
Chuck Roasts Beef 20c lb.	Boneless Pot Roasts Beef ..	Choice Fillet of Veal 32c lb.
Chuck Steaks 23c lb.	Beef Tongue 25c lb.	Fresh Tenderloin 40c lb.

EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750. MARKET HOUSE. PHONE 5750.

SIMPLE BUT SATISFACTORY

"YES, IT IS SIMPLE BUT VERY SATISFACTORY," SAID GEORGE WASHINGTON CHILDS TO HIS FRIEND WHEN THEY WERE "TAKING A BITE" TOGETHER ONE DAY IN A PHILADELPHIA RESTAURANT. MR. CHILDS HAD BREAD AND BUTTER AND TEA, WHILE HIS FRIEND INDULGED IN A MORE ELABORATE BILL OF FARE. GOOD BREAD AND GOOD BUTTER GOES A LONG WAY TOWARD MAKING A SATISFACTORY MEAL. SEE THAT YOU GET "SILVERWOOD'S CREAMERY BUTTER. IT'S THE BEST."

SILVERWOOD'S LIMITED

Corn Syrup, 5-lb. pail	53c	Campbell's Soup, per tin	15c	Jelly Powder, 2 packages	25c
H. P. Sauce	23c	Oranges, per dozen	24c	Domestic Shortening	25c
Cheese	42c	Dried Medley Dates, per package ..	17c	Macaroni, per package	25c
Creamery Butter	48c	Sultana Raisins, 2 pkgs. for	25c	Grand Mogul Tea, per lb.	50c
Cascade Salmon, per tin	18c	Seeded Raisins, 2 pkgs. for	25c	Ridgway Tea, per lb.	50c
Pure Gold Icing Sugar	10c	Cranberries, per quart	18c	Red Rose Tea, per lb.	54c
		Apples, per peck	46c and 50c	Salada Tea, per lb.	54c

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

THOSE INCONSISTENT WAR MENUS.

Talking of food conservation (and everybody is always talking on the subject some place or another these days), a reader has drawn attention to the efforts of the food controller to educate the women of Canada along these lines through the war menus sent out for publication in the daily press. The alleged object is to instruct in the saving of wheat, beef and bacon, and presumably, to give first aid suggestions along general thrift lines. Consistency has been called a "jewel." Apparently the educational department of the office of the Canadian food controller isn't bawling in jewels these times. For example, while urging the saving of wheat, beef and bacon, in some form or another, on the menus three days have been running last week. There was beef loaf for Sunday; for Tuesday, a "beefless day," there was baked beef heart, and on Wednesday, beef stew with dumplings. Now, was the beef stew with dumplings supposed to be made from the leftovers of the beef heart of the day before? If so, why wasn't it put in plain English instead of making it appear that a trip should be made to the butcher's for a fresh piece of beef?

Monday had a roast mutton dinner, but the whole five days following, there wasn't a single mention of what was to be done with the slices and scraps of the mutton that doubtless would be left over.

Exceedingly nice judgment is required to choose so exactly a roast that every last morsel will be used up at one meal. Surely the leftover mutton in the household closely following the food control suggestions wouldn't be supposed to go into the garbage can!

About the only thing to indicate that leftovers are recognized in the Dominion conservation kitchen is the fact that fried oatmeal mush was expected to form a breakfast dish on Tuesday, after cornmeal porridge had been a breakfast staple on Monday. Then a fish chowder recipe was given for the heavy protein portion of Saturday's dinner. Thursday's dinner menu calls for baked haddock, and Friday's for broiled finnan haddie. Probably the "remnants" of haddock and haddock, broiled and baked, were to be shaken up together to make up the required cupful for the chowder. But it does seem to be rather too much of a muchness to have fish three days' hand running! Two should have been sufficient. Four wouldn't have been objectionable, had they been better distributed. That educational department evidently requires more imagination mixed up with its science. Corn flakes (presumably in 20-pound packages), were allowed on Sunday morning, and bacon twice for breakfast, once with liver and once "en solo." Plenty of opportunity was afforded for using up those potatoes grown in backyards and on vacant lots—though it was rather hard on the districts where potatoes are scarce.

Friday, for example, started out with fried potatoes for breakfast, followed by potato soup for luncheon and baked potatoes for dinner. Talking of flour economy, the ginger pudding suggested for Friday's dinner called for 2 1/2 cups of flour. Wednesday's luncheon menu was topped off with oat cakes with date filling, 3 cups of flour, and no less, 3 cups of oatmeal, 1 cup of sugar, 1 cup sweet milk, 1 cup beef drippings (probably left over from the week before), with some more ingredients. A filling for this was to be made with ONE POUND of dates (22 or 23 cents a pound), 1/4 cup sugar and the juice of a lemon. (Good thing sugar is plentiful). After the cookies appeared on the table for that one meal they aren't mentioned again, and that was only mid-day on Wednesday. It is to be hoped they are packed in a can or jar where they will keep in good condition until the education department of the food controller thinks it is due time for them to be resurrected.

It may be no joke even for domestic science experts to plan war menus for a whole nation. Still it does seem that almost any woman with some knowledge and experience concerning housekeeping should be able to make meals dove-tail better, and at the same time get just as good, if not better, results in conserving beef, bacon and flour.

"STRICTLY CASH" TO REDUCE H. C. OF L.

Still another way has come to light of reducing the cost of doing business for retail vendors of eatables, and consequently reducing the cost of necessities to consumers, by doing business on a strictly cash basis. Some firms in London are already doing business in this way. Complicated bookkeeping, sending out bills, and losses through non-payment have thus been abolished. Does the consumer derive any benefit? One butcher who does a strictly cash business sells bacon, for example, at six, seven, eight or nine cents a pound less than it can be bought other places, according to the place you buy it. Credit would be absolutely refused by him should it be asked, because he has abolished the equipment for running that kind of a business. He doesn't even give a receipted bill to the customer. It isn't necessary. It is taken for granted that the goods are paid for or they wouldn't be taken away from his shop. One item on which he saves, he doesn't require any bill heads.

While individual cases can be found here and there in London of business run in that manner, butchers and butchicks of a western city, Brandon, Man., recently held a conference, and decided to abolish the credit system in a large majority of the retail merchants' stores on and after December 1st. The idea in so doing is that in abolishing the credit system the merchants will avoid a great deal of unnecessary worry, the cost of carrying on business will be considerably reduced, with the result that the consumers will be given better service and obtain their food supply at a reduced price to what they are paying at present.

Since the cry is heard on all sides about hardship in making ends meet, owing to the high cost of living, surely some such move would be welcomed in London. True, many of the housewives in the past have found it easier to keep their family accounts by settling grocery and butcher bills monthly, just as they do their gas and electric light bills. Still, if it means a little "easier money," a little better provision for the family wants, or something to lay aside for a rainy day or to give to a worthy object sorely in need, it would be well worth the extra trouble of always paying cash and personally seeing what was ordered. City women might follow the advice given last week by Jane Wiggins, and make a point of giving orders to cover the week or half week, just as if they were summering on an island or living in the country. Ever so many country sisters do not see the inside of stores once in two weeks or perhaps once a month. They are exceedingly careful about making up the lists to cover the family necessities. They realize the seriousness of running out of pepper, salt, mustard or baking powder with the nearest grocery five miles away. Many city housewives, no doubt, run their business so systematically that the "desire for order" encouraged by the accessibility of the financial standing of the known to them. It wouldn't be much change from the present appointed order for them to obtain their groceries by making one trip a week. Of course, meat is another story. But the households are not so very numerous where someone does not go downtown or past the butcher shop or fish market daily who could drop in and pay cash.

WOMEN'S INSTITUTE AND LIFE CONSERVATION.

Child welfare is to be given a prominent place in the program of the annual convention of the Western Ontario Women's Institute to be held in the city next week, according to a prominent institute officer and worker.

One morning of the convention is to be devoted to discussion and a question drawn from the subject of child welfare. It is a phase of child welfare that will be considered during the forenoon. It has been further stated to the editor of this department that some revolutionary resolutions are to be brought in which deal with the question of equally good chances in starting out on life's journey for children of all parents, whatever the financial standing of the parents. The idea is to bring to the attention of the Government the importance of proper medical attendance for all mothers, irrespective of their means, both in order to conserve the life and strength of the mothers, and of the children who are to be the citizenship of a state depleted by the ravages of war. A woman whose name is well known in connection with Women's Institute work throughout this province, and the Dominion, in fact, said regarding this subject a few days ago: "If this matter of proper medical attendance were taken in hand by the state, because it is such a great economic question that most seriously affects the state, and if the same service were available for women both rich and poor, it would take away the feature that would be objectionable to the woman who really feels she cannot afford to pay for proper attendance, but has too much self-respect to accept what she considers 'charity.' There would be no charity about a provision that applied irrespective of ability or non-ability to pay, but simply as service from the state, rendered compulsory as are laws of quarantine and so on for the best interests of the public and the state. Of course, 'special comforts' could be purely a matter of individual wish or ability to pay for them, but so far as essentials of care are concerned I personally believe my experience in outlying districts of care of the country that this should be made a question of state responsibility."

THOSE "CHILDREN'S DISEASES."

Dr. H. W. Hill, London's medical officer of health, is to address the Western Ontario Women's Institute convention next week on the subject of "Communicable Diseases." He will doubtless impress on the army of homemakers who attend the convention the fallacy of making light of so-called "children's diseases," measles, mumps, whooping cough, etc. One doesn't need to be a prophet to foresee that he will urge the importance of proper quarantine and say some very pointed things about the need of thoroughly awakening the public conscience along these lines. In connection with the subject of "Communicable Diseases," the following are statements made by an eminent American scientist, professor of public health in the medical college of one of the leading universities of the United States:

"Remember how serious in the aggregate are the so-called children's diseases with which familiarity has bred a somewhat dangerous contempt in the popular mind. In New Haven, the average death rate for the past five years has been 15.6 per 100,000 for typhoid; 10.8 for measles; 8.6 for whooping cough; 5.2 for scarlet fever. The typhoid rate is decreasing year by year. Measles and whooping cough are public health problems of considerable seriousness.

"The second point to be emphasized is the particular danger of these maladies in the earlier years of life. The fatality of whooping cough is five times as great under one year of age as over five; the fatality of scarlet fever ten times as great; the fatality of measles twenty times as great. Special effort should, therefore, be made to protect young children from infection, and this is one reason why schools should never be closed during epidemics, if the services of a public health nurse are available.

"The most effective thing that can be done under such conditions is to make a careful examination of all school children every morning for the detection of the disease in its early stages, and to secure by home instruction the greatest possible precautions against exposure of infants to infection.

"In early stages the infective agent is most virulent and most abundant in discharges."

TREMENDOUS BARGAINS

Await you at the big store on Saturday. Below we list a few specials which cannot be duplicated. Come and see them displayed before you. A step towards here means a step towards economy. Seventeen experienced butchers to serve you. Four delivery cars to get your order home on time.

Finest Roasting Chickens	Choicest Rib Roast Beef	Sirloin Steak Nothing Finer	Legs Spring Lamb	Loin Genuine Lamb	Breast of Veal for Dressing, etc
25c Lb.	25c Lb.	30c Lb.	33c Lb.	35c Lb.	22c Lb.
Porterhouse Roasts, full under out	Pickled Beef Tongues	Ham Roast, Fresh Pork	Finest Breakfast Sausage	Shoulder Roast Veal, Pocket for Dressing	Stewing Veal
28c Lb.	25c Lb.	32c Lb.	18c Lb.	28c Lb.	20c Lb.

HERRING, HADDOCK, SALMON TROUT, WHITEFISH, HALIBUT, HADDIES, ETC.

ANDERSONS QUALITY MEAT MARKET

Phone 1643, Private Exchange.

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

SIX AUTO DELIVERIES SATURDAY—8, 9 and 11 a.m.; 2:30, 4:30 and 8 p.m.

THE BEST GROCERS CARRY

MEADOW GOLD BRAND BUTTER

because its quality has established a trade for it and we advertise its worth, thereby aiding the grocer's sales.

It Is Good Butter. There's None Better. Try It.

The Ontario Creameries, Limited

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

APPLES! POTATOES! ONIONS! HONEY!

These four necessary foods are all rising in price. Take our advice and lay in a stock NOW. The choicest fruit at reasonable prices.

PIPPINS and BLENHEIM ORANGE
Splendid Cooking. Good Eating.

Two carloads of NOVA SCOTIA WINTER APPLES
are on the way to us.

CARADOC POTATOES. ESSEX ONIONS.
MIDDLESEX HONEY.

DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co. Limited) 119 DUNDAS STREET.

A Choice Roasting or Stewing Chicken

well cooked, makes a warm, nourishing, satisfying meal. It not only pleases the palate, but supplies the body with strength and energy.

SPECIALTIES—SELECTED EGGS, ALSO CHOICE CREAMERY BUTTER AND SHORTENING.

We grade our poultry carefully, and supply the retailer with nothing but the very best. Tell your grocer to order Fancy Dressed Poultry from

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

Your Money Is Get-at-able

The balance to your credit is always yours when you want it. You present your check and the amount it calls for is paid you at once. In all respects our system stands for convenience, as well as safety. In all respects we treat the small depositor with the same consideration as the moneyed man. Let us take charge of that little nestegg you are carrying around in your pocket. 'Tis safer.

THE 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 Talbot Streets.