

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

Canada Food Board License No. 9-5418.

MONDAY WILL BE THANKSGIVING!

EVERYBODY ENJOYS A GOOD HOLIDAY DINNER. WHY NOT YOU? WITH ONE OF

Burbanks' Special Rib Roasts

They have won unbounded praise with others. They will please your palate and your purse, because they have the QUALITY, and our prices are always in keeping with QUALITY MEATS.

Prime Rib Roast (rolled free), Saturday only	28c	Choice Corned Beef	28c	Special Fresh Side Pork (boneless)	38c
Choice Shoulder Roast (bones removed)	25c	Choice Leg of Spring Lamb	38c	Choice Shoulder Spring Lamb	35c
Choice Boneless Pot Roast	28c	Choice Shoulder Roast of Pork	35c	Special Pickled Side Pork (boneless)	40c
		Choice Leg Roast of Pork	40c		

Choice Supply of Specially Selected Chickens and Ducks

Tenderloins, Spareribs, Oxtails, Livers, Veal, Pork and Beans, Homemade Sausages, Catsup, Pickles, Celery, Vegetables, etc.

BURBANKS' MEAT MARKET

The Home of Quality Meats.

613 DUNDAS STREET.

PHONE 2986.

Canada Food Board License 9-5418.

STOCK AND POULTRY

Boost your business and make it a success. Others ARE DOING IT. Why not YOU? By working along RIGHT LINES you CAN DO IT. A gentle hint may help you on to those right lines:

1. Secure a pen where you have plenty of sunshine and fresh air.
 2. Select one of the best breeds of poultry or stock for your business to get eggs, bacon, beef or milk, and be sure to get the best strain in this breed.
 3. Then keep culling out the inferior individuals till you get the best.
 4. FEEDING RIGNEY'S FEEDS. We have laying foods, flattening foods and milk producing foods that are giving splendid results.
- By following these lines with patience and stick-to-it-iveness you cannot fail. On Saturday we will give free a package of good Poultry Food with every purchase of 100 pounds Scratch Feed.

Canada Food Board License No. 9-2932.

RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.

100 KING STREET.

PHONE 425.

MACDONALD'S MEAT MARKET

142 Wortley Road South London

Be sure of having a good dinner on Thanksgiving Day (Monday) by buying your Meat Supplies at this market. We call your special attention to the following good things and prices:

Aylmer Early June Peas	15c	Domestic Shortening, 1-lb. print	30c	Leg of Lamb	33c
Corn, any brand	20c	Easyfirst	31c	Loin of Lamb	33c
Tomatoes (large tins)	23c	Stewing Beef	20c	Bacon, in the piece	45c
Campbell's Soup	16c	Pot Roast	25c	Pickled Bacon	40c
Raisins, 2 cartons	25c	Rib Roast, something choice	30c	All Pork Sausage	35c
Crisco, 5-lb. pails	92c			Mince meat	16c
Crisco, 6-lb. pails	\$1.80			Hamburger, fresh ground	23c

I take this opportunity of thanking each and every one of my patrons for the generous and growing patronage accorded me since I purchased this business a year ago, and trust by fair dealing, reasonable prices for quality meat, coupled with courteous service and prompt deliveries, to retain every customer and make many new friends for this store.

JOHN A. MACDONALD

142 WORTLEY ROAD.

PHONE 1680.

LONDON SOUTH.

Canada Food Board License 9-10712.

2,000 Pounds Thanksgiving Poultry

Thanksgiving being early this year, and turkeys and geese not being ready for market, we have taken great pains in selecting the choicest of poultry for the holiday trade.

Let us suggest that you give your order to your grocer as early as possible, so he can order from us and get the choice of the stocks. Our trade in Choice Graded Poultry is increasing every month, and we take this opportunity of thanking our many friends for their generous patronage during the past year. It is our aim to render the grocery trade of London a good reliable poultry and egg service, and we have every reason to believe we are succeeding in this endeavor.

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

Canada Food Board License No. 7-078.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Saturday will be a bumper day here, and this is how we are going to do it:

Pot Roasts Beef, lb.	22c	Breasts Spring Lamb, lb.	23c
Choice Oven Roasts Beef, lb.	25c	Shoulders Spring Lamb, lb.	25c
Boneless Rolled Roasts, lb.	25c	Lamb Chops, lb.	35c
Stewing Beef, lb.	18c	Legs Spring Lamb, lb.	35c
Lean Beef Cuttings, lb.	20c	Stewing Veal, lb.	20c

BEEF HEARTS, 15c

Choice Dairy Butter, Creamery Butter, Crisco, small and large cans.

Fresh Spareribs, Tenderloins, Calves' Liver, Ox Tails, Small Hearts, Tripe, etc.

If you are particular about quality of meats, shop here. We guarantee every pound to be the choicest.

PHONE 6186.

205 DUNDAS STREET.

Canada Food Board License No. 9-6364.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin	24c	CRISCO, 1-Pound Tins	30c
am, 4-lb. pail	52c	CRISCO, 6-Pound Tins	\$1.80
corn Syrup, 2-lb. tin	23c		
corn Syrup, 5-lb. tin	23c		
Domestic Shortening, 5-lb. pail	83c		
seeded Raisins, 2 packages for	25c		
unseeded Seedless Raisins	15c		
Dairy Butter, per lb.	50c		
Apples, per basket	40c		
Dried Dates, per package	24c		

Canada Food Board License No. 8-6165.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

A Well Baby Clinic

Child Welfare has had a rest in this department for 10! these many weeks. But it isn't because it is diminishing in importance—far from it. As the world grows wiser, more and more it recognizes the importance of conserving child life, the world's most valuable asset. It recognizes further the supreme importance of physical fitness, not only to serve in the army and demobilize, but also to do the world's work and build up. Canada is going to need strong men and women, men and women strong physically, mentally and morally, hence the importance of starting them out in the right direction.

For several months London has had a sick children's clinic held once a week under the auspices of the London Child Welfare Association, at Victoria Hospital, three of the leading doctors of the city giving freely of their time for this work.

Do you remember when you used to play that game at school,

"Open the gates as high as the sky?"

Then you were given your choice of two wishes. It frequently ran something like this if you were a girl, "Which would you rather have, a room furnished in blue and silver, or a room furnished in crimson and gold?" The choice was pretty gaudy, but your taste ran to gaudiness in those blessed days when wishes were horses.

"Crimson and gold," you replied, then immediately the captain, who had chosen that gay color scheme, announced triumphantly, "You are on my side."

Supposing you were playing such a game today, and when you were the one that was caught as the "gates opened high as the sky," lowered, and the question was asked, "Which would you rather have an attack of Spanish influenza prevented, or to get influenza and then be cured?" Now what would you say?

Would you, for a moment, want to endure the headache, nausea, chills, fever, aches and pains, and after-weakness attendant upon influenza, if you could possibly avoid it?

Not even to cash a casualty policy would any sane person choose to contract any disease likely to lead to anything so fraught with dread possibilities as pneumonia.

When it came to the tug-of-war, after all the king's army had made a choice, isn't it more than probable the honors would go to prevention, because there was no one but the captain to stand up for cure? Does it look as if the writer has wandered far into a by-path miles from the subject of child welfare? No so at all. All this talk about "London Bridge" or "Open the gates as high as the sky," or whatever you like to call the game, has been for the purpose of making plain, by a concrete example, the fact that prevention is better than cure. If it is better for grownups, then, surely, surely, it is better for tender little children.

And now we are right back at Child Welfare, and the latest plans of the London Child Welfare Association for extending its work. A special committee has been intrusted with arrangements for "Well Baby Clinics," to be held in addition to the sick baby clinic. "Baby," in terms of the London Child Welfare

MAPLETON COMMUNITY CANNING CENTRE



Just the Wing of a Cheese Factory Transfigured by Red Cross Service.

Association, means all children of pre-school age, up to six years old. After thoroughly studying the situation, the doctors who have especially interested themselves in the child welfare movement, the child welfare nurse and public health nurse, have arrived at the conclusion that the establishment of at least three well baby clinics is necessary in the immediate future to properly look after the well-being of little future citizens.

The clinic will involve a place to house it, a place where the scales to weigh the little ones can be kept, where records can be filed carefully away, literature stored to give out to mothers, etc. No very elaborate furnishings are required. Just enough equipment to carry on the fine public service of keeping future citizens of the country and empire well, preventing a run on their bank of vitality by disease, and drawing attention to physical weaknesses and defects which, if left uncorrected, may handicap all through life.

"What is the difference between a sick baby clinic and a well baby clinic?"

is a question which is frequently raised. The sick baby clinic is for the little one who is actually and obviously sick. As a rule, the chief trouble is improper feeding. The doctor prescribes the necessary change in diet, and the shepherd nurse goes to the house to show the mother how to prepare the food properly.

The well baby clinic is for babies that are apparently well. The mother has the privilege of taking the little one there to have it weighed and examined, to have her belief confirmed it is getting along all right. Among the five hundred and more babies taken to the well baby clinic in connection with the child welfare exhibit held in the Y. M. C. A. building last year, there were very, very few who received the "perfect" mark. There were very few mothers who did not carry away instructions calculated to improve King Baby's physical condition and make him sound enough to measure up to army requirements.

In other cities mothers take their babies back again and again and again, week after week, to the well baby clinic to see there is no falling off in development. Each week a new record is added to baby's own score card.

The establishment of a sick baby clinic for London has been a great big step in the right direction. But the well baby clinic is still a much farther step. It is both preventive and educational work of a high order. The mothers' clubs are already much interested, and shouldn't a work which stands for child saving in the broadest sense of the term, have the hearty support of every citizen? It isn't just one or two classes that this form of child saving applies. It is for all classes and conditions of children.

When Spanish influenza strikes a city or community it isn't any respecter of persons. A healthier, therefore, happier and more efficient community is going to be a better community for the child of the rich man to live in, and get along in, just as it is going to be a better community for the child of the poor man to live in and advance in. Child welfare is every child's welfare, and should be supported accordingly.

THE BABY IT SAVED.

Every Tuesday forenoon it has been going on at Victoria Hospital for months now, though the public, that is the "general" public, hasn't heard very much about the "Sick Baby Clinic." The doctors know who snatch the time from their busy lives and big practices to give a lift to the road to health to hapless tots who might otherwise perish by the wayside. Victoria Hospital nurses also have proved good Samaritans in this respect, and since the appointment of the public health nurse the beginning of July, and the assuming of duty by the child welfare nurse the 1st of September, it has been possible to greatly increase the efficiency of the work.

Before leaving for her present home in St. Paul, Mrs. H. W. Hill, then first vice-president of the London Child Welfare Association, was on duty bright and early clinic mornings, to give every possible assistance to mothers with their children, and to instruct the prescriptions of the doctors.

Instead of climbing up on a pedestal and overawing mothers by demonstrating the proper preparation of foods prescribed with the assistance of the equipment of a highly organized laboratory, the child welfare nurse and public health nurse go right into the homes of the mothers and show them how to prepare foods with the resources in the way of utensils at their command. In an especially serious case the nurse pays daily visits, and takes practical supervision of the feeding of the baby. Is this the "nonense" and "just fact?"

Three weeks ago on Tuesday, an almost despairing mother took her babe to the clinic. No Belgian walt or famine victim ever more nearly resembled a living skeleton than the 7-weeks-old tot. The parents had been told there was no hope for it. The doctor who examined the frail mite prescribed a protein diet, giving credit to the homes of the mothers and show them how to prepare foods with the resources in the way of utensils at their command. In an especially serious case the nurse pays daily visits, and takes practical supervision of the feeding of the baby. Is this the "nonense" and "just fact?"

A week ago Tuesday when he was brought to the clinic, it was found he had gained two ounces. This last Tuesday great was the joy of doctors and nurses, as well as the mother, when it was found that baby had put on 22 ounces in seven days. Is cheating the little white hearse a worth while work, worthy of support? Of course, work like this cannot be done without some financial outlay, and even the most simply furnished well baby clinics don't set up themselves and pay for the rent of the room. Burying babies costs a lot, too, in heartache, in loss to the world, as well as in cash.

Down With the Profiteers!

LET'S SMASH THE TRUSTS AND COMBINES.

No matter how they try to "camouflage," whether they go under the name of "Cash and Carry" or not, we can undersell them all when it comes to Groceries, by our enormous volume of business. Just look how we mark the choicest of groceries tomorrow, and we deliver, too!



1-lb. Package Shortening

Crisco, pound

2 packages Shredded Wheat

1/2-lb. Salada, Red Rose or Grand

Mogul Tea

1/2-lb. Lipton Tea

1/2-lb. Maple Leaf Salmon

2 cans Clarke's Tomato Soup

Home Jam, 4-lb. pail

24-lb. bag Five Roses or Hunt's

Diamond Flour

Pancake Flour, package

Reindeer Coffee

Crabapple Jelly

Peace Rumors! Drop the Bottom Out of the Cattle Market.

The cattle market is the first to feel the effects of Germany's sudden collapse. Meat has taken a mighty slump. It's altogether likely that the prices will go up again, so why not take this opportunity of having a real old-fashioned pre-war Sunday dinner?

CUT OUT THIS LIST OF MEAT PRICES AND COMPARE THEM WITH WHERE YOU ARE DEALING NOW.

200 Beef Hearts	14c	Loins Spring Lamb	35c
200 Pickled Beef Tongues	30c	Breasts Spring Lamb	25c
Shoulder Roast Pork	35c	Shoulder Veal	30c
Ham Roasts Pork	36c	Stewing or Boiling Beef	22c
Pork Tenderloins	44c	Choice Round Steak	30c
Fresh Side Bacon	38c	Also White Pudding, Black Pudding, Spareribs, Hearts, Kidneys.	
Legs Spring Lamb	35c		

LONDON'S BIG PURE FOOD STORE.

Phones 1643, 1644.

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

Canada Food Board License 9654.

ANDERSONS

Are You Helping? The Food Controller?

The Canada Food Board indorses the use of fish. Fish when properly prepared makes a most palatable meal. It costs only about one-half the price of meat, of which you will be fully convinced when you read the prices listed below:

Kippers, per pair	18c	Salmon Steaks, per lb.	20c	Codfish Steaks, per lb.	18c
Finnan Haddie, per lb.	18c	Herring, per lb.	12 1/2c	Ciscoes, per lb.	22c
Halibut, per lb.	25c	Poultry, Oils, Shortening, Shrimps, Winkles, Dulce.		Whitefish, per lb.	18c

ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S

143 King Street.

License 9-1578.

Phone 1296.

SAVE REAL MONEY HERE Biggest Sale of Choice Heifer Beef and Spring Lamb in London

PRIME HEIFER BEEF		SPRING LAMB	
Choice Porter-house Roasts	35c	Legs Lamb	35c
Prime Rib Roasts	25c	Loins Lamb	35c
Best Rump Roasts	25c	Shoulders Lamb	30c
Best Round Steak	30c	Racks Lamb	32c
Choice Sirloin Steak	32c	Breasts Lamb	25c

Prime Rib
Roasts Beef
25c

OTHER CHOICE CUTS AT EQUALLY LOW PRICES.

DELIVERIES TO ALL PARTS OF CITY DAILY. FAULDS & DAWES PHONE 5750. MARKET HOUSE.

Canada Food Board License No. 9-5914.

This is the age of service. Join the Board of Trade. Serve London and Western Ontario.

To Table Supply Houses of London:

One of the advertisers on this page says it is a frequent occurrence for people to come to his store with his ad cut out, and the goods they intend to buy marked.

He adds: "This plan saves my time and the purchasers' as well." The ad is the friend of both.

A Happy Future Is Assured

To those who commence their married life with a Savings Account at the STRONG OLD BANK. It provides for emergencies which are bound to arise at times in every life.

Prepare for these emergencies by putting by a portion of your income regularly.

YOUNG MAN, be frank with your wife: tell her exactly the amount of your salary or income, and ask her to help to set aside a certain sum to be saved each month. The time will come when a Savings Account will enable you to take advantage of an exceptional opportunity or help you to meet trouble bravely.

Open an Interest-Bearing Joint Savings Account in the names of your wife and yourself. Either of you may draw or deposit. You will find this a very convenient account for a man and his wife. WE ADD INTEREST EVERY SIX MONTHS.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.

Cor. Richmond and John Streets.

Cor. Dundas and Adelaide Streets.

Cor. Dundas and Tait Streets.