

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

A WHITE ENAMEL TRIM GAS RANGE OUR 806 VULCAN RANGE

WITH WHITE ENAMEL SPLASHER BACK, WHITE ENAMEL DOOR PANELS,
WHITE ENAMEL DIRT TRAYS, WHITE ENAMEL BROILING PANS.

Absolutely the latest thing in a Cabinet Range. Now on sale while the stock lasts at the special price of \$39.00 connected; \$5.00 cash with order and balance at \$5.00 per month with your gas bill. A Self-Lighter given Free with this range.

Ask the Woman Who Owns One.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

OUR AUGUST CAMPAIGN HAS NOW STARTED

All this month our prices on Beef, Lamb, Pork, Veal, Shortening and Smoked Meats are cut to cost, thereby giving the public the huge profit that is usually demanded by big stores and others. The quality of our meats is unexcelled. Weight guaranteed.

MONEY-SAVERS!			MONEY-SAVERS!!			MONEY-SAVERS!!!		
Choice Rump Roast Beef	25c		Leg of Choice Lamb	32c		Pickled Shoulder Pork	27c	
Prime Rib Roast Beef	26c		Shoulder Choice Lamb	29c		Pickled Side Bacon	34c	
Choice Round Steak	27c		Pellet Choice Veal	30c		Cottage Rolls (Homeless)	35c	
Round Shoulder Roast Beef	23c		Shoulder Roast Veal	25c		Breakfast Bacon (Mild)	28c	
Roiled Pot Roast Beef	25c		Ham Roast Fresh Pork	32c		Loan Roast Fresh Pork	34c	
Best Sirloin Steak	30c		Smoked Picnic Ham	22c		Special Corned Beef	18c	

EXTRA SPECIAL—20-POUND PAIL PURE KETTLE-RENDERED LARD FOR \$5.00.

FAULDS & DAWES

PHONE 5750.

SHOPS 10 AND 11 MARKET HOUSE.

PHONE 5750.

DRINK HEALTH in BUTTERMILK

If you would keep in perfect health during the hot summer months, drink good fresh buttermilk, made from selected cream. We buy our cream from sanitary dairies. It is carefully handled and churned the same day as received. It is most nutritious and equally palatable, besides having health-giving qualities that have been favorably passed upon by some of the world's best physicians.

GET THE BUTTERMILK HABIT. IT WILL DO YOU GOOD.

ON SATURDAY ONLY

We will give a Choice, Crisp Biscuit and Imperial Cheese Sandwich with every glass of OUR SELECTED CREAM BUTTERMILK FOR 5 CENTS. Other days two glasses of buttermilk for 5c. Store open until 10 p.m. Saturday.

Bring your pail or jug and get it fresh from our creameries, and every member of your family will enjoy it.

The Ontario Creameries, Limited

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN SEVERAL TIMES DAILY.

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

EAT MORE FISH

The weather is too hot for much meat. Besides, FISH costs LESS and is better for you in these high temperatures. We are receiving fresh arrivals every day and can always serve you well. Phone your order early any day and get prompt delivery of something really choice in Fish.

PHONE 1296.

ONN'S

THE OLD RELIABLE FISH DEPOT

ONN'S

WHEN YOU ASK YOUR GROCER FOR CORN FLAKES HE KNOWS YOU MEAN

KELLOGG'S TOASTED CORN FLAKES

but occasionally a grocer has been induced to buy other kinds of Corn Flakes, generally slow sellers, and in his desire to relieve the shelves of this slow-selling product he once in a while ships in one of these "new varieties" when "Kellogg's" is not specified. You cannot blame him, but if you accept any substitutes for the Genuine-Original Kellogg's Toasted Corn Flakes you are "easy."

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	Dominion Sugar, 100 lbs.	\$8.50	Domestic Shortening, per carton	24c
Ridgway's Tea, per lb.	48c	Dominion Sugar, 20 lbs.	\$1.75	Domestic Shortening, 3-lb. pail	70c
Lipton's Tea, per lb.	48c	Redpath Sugar, 100 lbs.	\$8.75	Seal Brand Coffee	40c
Red Rose Tea, per lb.	48c	Golden Yellow, 100 lbs.	\$8.35	Jam, per 4-pound pail	50c
Breakfast Dates, 2 cartons for	25c	Tomatoes, lb.	10c to 15c	Crisco	43c
Seeded Raisins, 2 cartons for	25c	Excelsior Dates, per pkg.	10c	Moderly Butter	38c
Jelly Powder	3 for 25c	Rice, 3 lbs. for	25c	Potatoes, per peck	45c

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 United States Government food experts have discovered a way of doing better for Britain and her allies than by cutting down the consumption of wheat one-sixth per individual. These experts are prepared to tell how to give one-quarter of every loaf of bread baked in the United States and Canada to those in Europe who are looking to wheat grown this side of the water to keep them from going hungry.

The method these experts suggest is simply to substitute one-fourth of some other kind of flour for wheat flour in every baking of bread. Among the substitutes for wheat flour contained in the list published are cornmeal, bran, oatmeal, buckwheat, rye, white bean, soy-bean, boiled potato and brown rice.

The following are some cornmeal substitutes that have been suggested for wheat bread:

"Fried cornmeal mush, fried hominy or cornmeal pancakes, made with very little wheat flour, will be found a pleasing variation from wheat cakes.

"Cornmeal codfish cakes, cornmeal scrapple, cornmeal croquettes, cornmeal or hominy cooked with meat, fish, cheese, eggs or milk, will supply nourishing dishes for the hearty courses.

"Hominy grits and coarse hominy (sometimes called samp), may be boiled and used like macaroni or other wheat pastes to serve as side dishes with meat.

"For dessert, Indian pudding, cornmeal and fig or apple pudding, apple dumplings, cornmeal doughnuts, gingerbread, cake, fruit gems, etc., will contribute variety as well as nourishment to the bill of fare.

"The housewife who wishes to substitute corn for some but not all of the wheat flour, can make excellent raised or light bread, pancakes, waffles, muffins, graham flour, Indian bread, etc."

"DON'T RISK THE BABY'S LIFE," WARNS WELFARE NURSE.

"As soon as the baby shows symptoms of fever in the hot weather, call the doctor, or at least get medical advice. Don't risk the child's life," is the warning which Miss Rankin, welfare nurse at McClary's, sounds to mothers who are readers of this department. "The trouble may be slight, and again it may be serious," she continues, adding, "MORE BABIES DIE AND SUFFER THROUGH IGNORANCE, NO MATTER HOW WELL MEANING, THAN FROM ANY OTHER CAUSE. Especially is this true of bottle-fed babies. Feeding ranks first in importance. Since there are no milk depots in London, where certified or modified milk can be obtained which will exactly meet the baby's need, those who have charge of the little ones should be most particular about thorough sterilization of milk and containers.

"Apart from summer complaint, convulsions are a grave source of trouble for the teething baby in the warm weather. A doctor should be called at once. This is the one safe rule. But in the country, for example or wherever the doctor is not within immediate reach, the little one should be placed at once in a warm bath with a cold compress on the head (a cool damp cloth), and the bowels evacuated as soon as possible.

"No solid food or milk should be given, excepting under doctor's orders, until the symptoms subside. Instead, barley water should be substituted."

"CATERING TO SAVE BABY.

In cities where the infant welfare department is efficiently organized, modified milk can be obtained at the welfare stations or depots, adapted to the needs of bottle-fed babies of all ages. Not made in London, it is the only one of the babies who are developing normally, but also for the special cases, the little ones who are not thriving, or under special orders from doctors in charge of clinics.

The necessity will be readily understood of having trained dispensers to prepare the food, of which a sufficient quantity is given out at a time to last twenty-four hours. The source of supply of milk can be kept under proper control, and assurance thus given that it has been obtained from tuberculin tested cows.

This means the health, and frequently the life, of the little ones who are to be "the strength of the nation."

Providing of prepared food at the welfare station is not the invariable rule, however. According to existing conditions each city and town follows the course which will best meet its needs. Sometimes instead of providing the modified milk, mothers are educated in the preparation of this food. Education is one of the most important functions of the infant welfare department.

WHAT COL. GARTSHORE SAW.

Appropos "Child Welfare," and the fact that the importance of the conservation of child life was urged by Col. Gartshore at a recent meeting of the Rotary Club, the realization of the need of a "baby saving department" for London is not a recent awakening for the chairman of the hospital board.

One of the opportunities of which Col. Gartshore always takes advantage when on business trips up and down the length and breadth of the country is that of visiting hospitals. Referring to this in connection with the subject of child welfare, he told this incident to the editor of Our Consumers' League department a few days ago.

"One of the things that made a deep impression upon me was a visit paid to a Roman Catholic hospital in Vancouver. I was taken into the infants' department, where they receive any children brought to them, regardless of antecedents. I was struck with the healthy, happy, comfortable appearance of every one of the little and feeble ones. I was told that from a few weeks to two years, every one, practically, was in good condition yet some of them were little waifs who, but for the hospital, would have died or been neglected and under-nourished. Improperly fed and cared for babies can't be expected to grow up into robust citizens."

PROGRESS IN ECONOMY.

It is interesting to note the effect of the great war undertaken here upon the habits of the people in their everyday purchases. For instance, eggs are a semi-luxury, and many people think they are an extravagance at high prices, and are reducing their daily consumption. An over-supply to this end, said, has been placed in storage this year at high prices, with the expectation that the export demand would be heavy as it was last year, but Great Britain has advanced far in economy and English people have made up their minds to get along with fewer eggs. "Over there it is a matter of necessity," says a dealer in the New York Herald, who looks for lower prices here, "but in this country it seems to be a matter of principle." The high prices in butter are producing a similar effect and people are cutting down its use. The Herald quotes the west side brokers as saying that there is an excellent chance of cheaper substitution this year, as it is the year of the big run of Puget Sound and Fraser River, which comes every four years, and should provide about 2,500,000 cases more than last year, when supply was about equal to consumption.

THE CITY WOMAN'S HARVEST TIME

Though the following words of wisdom as addressed by a valuable member of a certain "club" in the city to the organization to which she belongs, were quoted in this department several months ago, when her paper was given in full, they are worth repeating. In the first place they are most seasonable, and in the second, many people may have forgotten the suggestion contained in them.

"I BELIEVE IF WE CITY HOUSEWIVES REALIZED THAT THE SUMMER AND FALL ARE OUR HARVEST TIME AS WELL AS THE FARMERS', THERE WOULD BE LESS TO SAY ABOUT THE HIGH COST OF LIVING. I HAVE SEEN THE FARMERS GOING HOME WITH HALF THEIR LOADS OF VEGETABLES AND FRUIT AS LATE AS 6 O'CLOCK, AND ONE WONDERS WHAT BECOMES OF THESE PRODUCTS. CERTAINLY THEY WOULDN'T BE FIT TO SELL NEXT MARKET DAY."

"I BELIEVE IN BUYING AHEAD AND STORING UP EVERYTHING THAT WILL KEEP, \$50 OR \$60 SPENT IN THE FALL ON FOOD GIVES GOOD DIVIDENDS. ALSO BELIEVE IN CO-OPERATIVE BUYING DIRECT FROM THE FARMER. I KNOW WHAT CAN BE DONE BY THREE FAMILIES CLUBBING TO BUY FRUIT BY THE CRATE OR IN 10 BASKET LOTS, EGGS IN 30 DOZEN LOTS, AND POTATOES IN LARGE QUANTITIES."

So far as the potatoes are concerned, most all the people are independently wealthy this year, because of the "spuds" in their own back yards, or in community or vacant lot gardens. Still, there are numbers of others not so fortunately situated, and the suggestion may offer some assistance to them in solving that "cost of living" problem.

THE FRANCHISE AND "BETTER BABIES"

New Zealand is the country which boasts the lowest death rate of infants of any country in the world. New Zealand was the first country to grant the franchise to women, and the first one in which women seriously took up the duties and responsibilities of citizenship. The reduction of the death rate of babies was one of the many good results brought about by the interest awakened in the women of New Zealand in conserving child life, and using the vote to bring about reforms, and every other means in their power to this end. Instead of neglecting their homes and children for the simple reason that they were intrusted with the ballot, the entrance of intelligent women into public life in New Zealand simply meant an enlarging of their sympathies, as well as influence, and a reaching out to provide for the welfare of less fortunate children than their own. They knew that the best way to protect their own families against epidemics was to take measures to protect the whole community from epidemics, just as raising the moral and social standard of the community would make it a safer place for their own girls and boys to grow up in.

Will the women of Ontario measure up to the women of New Zealand?

Whack Go the Prices

Ham Roasts 30c lb.

Picnic Hams 25c lb.

Shoulder Roast Veal, lb.	25c
Breast of Veal, lb.	18c
Stewing Veal, lb.	16c
Single Pounds Lamb	28c
Beef Kidneys, lb.	18c
Leg of Spring Lamb, lb.	40c
Shoulder Spring Lamb, lb.	30c
Rib Roast Beef, lb.	30c

For Saturday we have the greatest list of bargains for you here tomorrow you ever saw. Our famous high quality Meat is on sale at some of the most remarkable prices ever attempted. Remember, when you buy from us you are doing your bit towards boosting your own town. Read these prices over carefully, compare them with competitors, think of the quality of Meats we handle, then decide where you should buy.

Roiled Beef, lb.	28c
Chuck Roast Beef, lb.	23c
Jellied Tenderloin, lb.	40c
Jellied Hock, lb.	35c
Leg of Yearling Lamb, lb.	32c
Shoulder Yearling Lamb, lb.	28c
Breast Yearling Lamb, lb.	23c
5-Pound Fall Lard	\$1.30

Dairy Butter, 38c lb.

Creamery Butter 40c lb.

Corned Beef, lb.	20c
Back Bacon, lb.	40c
Breakfast Sausage, lb.	16c
Shoulder Pork Chops, lb.	30c
Stewing Lamb, lb.	15c
Yearling Hens, lb.	20c
Roasting Chickens, lb.	35c

Andersons Quality Meat Market

PHONES 455, 500, 760.

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

DELIVERIES LEAVE AT 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.



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 specially 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.

Silverwood's Limited

PRIVATE BRANCH EXCHANGE No. 4560.

SHARMAN'S FRUIT NEWS

WEEK ENDING AUGUST 4TH, 1917.

LADIES OF LONDON: Now is the time to put up your fruit. Everything is in with a rush. We have been too busy to arrange this announcement as we would like, but

Let Us Say
NOW

PRESERVE RASPBERRIES NEXT WEEK. Buy them fresh from Sharmans.

THE RASPBERRIES ARE AT THEIR BEST RIGHT NOW.

RASPBERRIES, RED and BLACK, and other fruits coming in three times a day from our Hill Crest Fruit Farm. Ladies, this is the year for more fruit and less meat. Try it. Foreign fruits arriving daily.

JOHN SHARMAN & SON

Phone 4668--- HILL CREST FRUIT STORE ---Phone 4668
OPP. MARKET SQUARE. Old Harrison Hotel Block. TALBOT STREET.
P. S.—We give special attention to farmers' trade.

Poultry as an Economical Article of Food Poultry Consumption Not as Large as It Should Be Poultry Has High Nutritive Value

FANCY DRESSED POULTRY, FRESH EGGS, SHORTENING, CHOICE CREAM-ERY BUTTER. Poultry orders receive special attention on Friday and Saturday.

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

FARMERS' GIRLS AND BOYS

If you wish to compete for the prizes given by the Canadian Bankers' Association at the WESTERN FAIR, LONDON, call at any branch of the BANK OF TORONTO in London for full particulars and application forms. Better do it early and get a good start.

THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

CAPITAL \$5,000,000

RESERVED FUNDS \$6,438,382

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. Mangett, Manager
Corner Dundas and Talbot Streets - J. C. McDonald, Manager