

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

DON'T WORRY ABOUT THAT COLD KITCHEN

A Little Kitchen Heater can be attached to the end of your gas range. It will burn coke, coal or wood. Two cooking holes on top. You can keep fire over night if you wish. It will give you all the heat you want in your kitchen.

HAVE ONE CONNECTED TO YOUR RANGE.

\$14.00

\$4.00 CASH AND \$3.00 PER MONTH.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

SHARMAN'S FRUIT NEWS

WEEK ENDING SEPTEMBER 15, 1917.

SPECIAL NOTICE.

CRAWFORD PEACHES and the last of the BLAIRSHAW, GREEN GAGE and YELLOW EGG PLUMS are passing. LOMBARDS are just coming in. Also CAR OF DUCHESS APPLES.

Phone 4665--- HILL CREST FRUIT STORE ---Phone 4665

TALBOT STREET.

LONDON IS GETTING ITS BEST MEAT SERVICE RIGHT HERE.

THE CUT-RATE MEAT MARKET

A record day last Saturday. Here's the reason: Thousands of people have got WISE and stopped paying the fancy prices demanded by most stores, and are now patronizing this store, and saving 3 and 4 cents per pound on meats. Now, remember the quality of our meat is the best that money can buy. Get WISE and save money.

HERE'S THE BARGAINS. GET THEM EARLY!!!

CHOICE HEIFER BEEF.

Prime Rib Roasts 25c
Choice Porterhouse Roasts 30c
Choice Rump Roasts 23c
Round Shoulder Roasts 22c
Tenderloin Roasts 20c

ONTARIO SPRING LAMB.

Legs, 5 to 7 lbs. weight 33c
Loins, any weight 30c
Racks, Choice Roast 30c
Shoulder, whole or half 28c
Loin Chops (trimmed) 35c

CHOICE MILK-FED VEAL.

Fillet Roast, any weight 33c
Shoulder Roast 27c
Loin of Veal Roast 30c
Stewing Veal 18c
Veal Cutlets 35c

FRESH AND PICKLED PORK.

Ham Roasts Pork 33c
Loin Roast Pork 30c
Racks, Choice Roast 30c
Fresh and Pickled Shoulders 30c
Fresh and Pickled Bacon 30c
Chuck Roast Pork 30c

Also a Large Supply of Tenderloins, Spareribs, Hearts, Livers, Tongues, Homemade Sausages and Hamburg.

EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

PHONE 5750.

THERE IS NO BETTER BUTTER THAN

The Meadow Gold Brand Butter

Ask your Grocer for it. He has it. If not, have him get it. You'll be pleased with it.

NONE PURER

MADE ON OUR OWN PREMISES.

NONE BETTER

The Ontario Creameries, Limited

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

ONN'S FOR FISH

ONN'S

You know this is the best place for Fish.

PHONE 1296.

BIG SHIPMENT OF LAKE AND SEA

HERRING FOR FRIDAY

AND SATURDAY AT

10c per lb.

FISH FROM ONN'S

ONN'S

ALL OTHER FISH IN SEASON

Always prompt delivery.

PHONE 1296.

FRANK SMITH'S MONEY-SAVING PRICES:

Redpath Sugar, 100-lb. bag \$9.20
Redpath Sugar, 20-lb. bag \$1.90
Redpath Sugar, 10-lb. bag95c
Redpath Sugar, 5-lb. bag48c
Redpath Sugar, 2-lb. bag20c
Domestic Sugar, 100-lb. bag \$9.30
Domestic Sugar, 20-lb. bag \$1.85
Golden Yellow, 100-lb. bag \$8.75
Cascade B. C. Salmon, per tin 17c

Creamery Butter, 45c.

Domestic Shortening, 3-lb. pail 65c
Grand Mogul Tea, 1-lb. pound 24c
Lipton's Tea, 1-lb. pound 24c
Ridgway's Tea, 1-lb. 24c
Seeded Raisins, 2 packages for 25c
St. Charles Evn. Milk, .7c and 14c
Ripe Olives, per bottle 30c
Olives 3 bottles for 25c

Market Square---"The Cash and Carry Store"---Phone 1730

BOVRIL

Body Building Power independently proved to be 10 to 20 times the amount taken.

Langford & Edwards
FRUITS IN SEASON
361 Talbot Street

ALL KINDS OF WHOLE OR PURE
Ground Spices at one-third to one-half less than retail stores. Tyler's, 255 1/2 Clarence.

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

"PASTEURIZE," SAYS AMERICAN SCIENTIST.

An eminent American authority on public health, C. E. A. Winslow, professor in this department in the Yale School of Medicine, New Haven, Conn., takes the same view as Dr. Hill in regard to the importance of pasteurization of milk as the only safe course. He expressed himself as follows in a paper on "Safe-guarding the Health of Children," which was read at the annual meeting of the Ontario Health Officers' Association held in Toronto in May of this year:

"For some infants artificial feeding will always be a necessity; the provision of a safe artificial milk supply is, therefore, a necessary part of a general program of child saving."

"We can go far towards securing clean milk by an adequate system of farm and store inspection, coupled with bacteriological and chemical examinations of the product. The milk supply should be graded on the basis of scores and bacteriological counts, into three grades, now generally recognized as suitable for the use of infants and of adults, and for cooking respectively. Even after all this is done I am strongly of the opinion that a further step still should be taken in the pasteurization of all milk supplies, and particularly of all those destined for infant use. Clean milk and safe milk are not synonymous terms. Bitter experience has taught us that no possible system of safeguards can prevent occasional exposure of milk to an unsuspected incipient case or carrier of the germs of typhoid fever, septic sore, throat, scarlet fever. When this happens, one touch of the finger, one cough over the pail will do the business. Again and again this has happened in elaborately constructed and conscientiously operated dairies. Even the exclusion of tuberculous cattle, theoretically a simple matter aside from the question of cost, has failed in some of the most famous certified barns of the United States."

"I am strongly of the opinion that there is no such thing as a really safe milk supply. As in the case of water supplies, we try to secure as high an initial purity as possible, and then filter or disinfect, to secure absolute safety, so here we should keep the milk supply as clean as economic conditions will allow, then make assurance doubly sure by pasteurization."

DO YOU KNOW "KEGEREE?"

What do you do with the fish "left-overs," the left-overs of the fish dinners which have been occurring with a patriotic frequency of late? Is it fish balls with potato and bread crumbs, bound together with a beaten egg? Perhaps it is creamed fish, or a fish omelet.

If you don't know about it already, there is another and most delicious way for you to serve up those fish left-overs, in a dish fit for a king for breakfast, for luncheon, or as the "back-bone" of the tea, which is the evening meal.

It is a fish dish which in the days before the war was a great favorite for breakfast in the palaces of the nobles and the homes of the rich. It is by no means an extravagant dish. Rather, indeed, does it fit in admirably with wartime thrift adventures. It is called "Kegerree," pronounced something like "kedjerree," and has as its foundation principles fish and rice. Any cold fish will do, though white meat is preferred.

Mrs. David Williams, chairman of the food conservation committee, gives her recipe for "Kegerree" as follows:

teaspoonful mustard, 2 soft boiled eggs, salt and cayenne to taste. Pick the fish carefully from the bones, mix with the other ingredients, and put all in a sauce pan. Heat thoroughly. Kegerree should be served very hot.

TO CLARIFY FAT.

(Repeated by Request.)

"Do you think you could publish something again in the Consumers' League Page?" was an inquiry which came a few days ago over the telephone.

"Well, perhaps," was the cautious answer, "if it happened to be anything very important."

"Oh, it is," was the hasty assurance given from the other end of the line. "It is the method Mrs. Grant-Harris gave some months ago for clarifying fat for cooking. I mislaid the paper, and though I have a kind of idea, I am not exactly sure. I have asked a number of others who remember about it, but who failed to keep it. I know ever so many who would be glad to have it, especially when they are trying to do all in their power to conserve food and to keep down expenses."

The moral of all this seems to be that when some hint or recipe which makes a special appeal appears, the wisest thing to do is to clip it and file it in a big envelope or paste it in a scrapbook for future reference.

In this case the information called for is important enough to take up space a second time, so here it is, just as Mrs. Grant-Harris gave it the first time. This is my favorite method of rendering and clarifying fat. I put in a deep bowl and sprinkle liberally with salt; then I pour boiling water over it. After that, I let it stand till it is perfectly cold, when the fat, thoroughly clarified, can be scraped off the top. The sediment, as you know, sinks to the bottom. Sometimes it is necessary to repeat the process two or three times, for example, where a dressing has been used in cooking the chicken or meat. Fat with an onion flavor could not very well be used as shortening, but would come in useful, say for frying potatoes, where there is no objection on the part of the members of the family to the onion flavor. I clarify butter in exactly the same way, though I, perhaps, use smaller quantity of the salt. Rendered and clarified in this way, any strong taste is entirely removed from the fat. By repeating the process with any dripping or fat, a beautiful, clear cake of shortening is obtained.

This method was obtained by Mrs. Grant-Harris from a famous domestic science teacher in London several years ago. She recalls the fact that it was also used by a cook in her home when she was a small girl, one who had previously been employed in a very good confectionery.

ANOTHER MARKET "VICTIM."

Still another protest has come this week in regard to a condition which a correspondent termed a few weeks ago "holdups on the local market." "Empty" writes as follows:

Dear Miss Armstrong,—Going to market has always been held up as one way to beat the H. C. of L. Dwellers in towns without markets are envious of those who do possess them, and let producers and consumers get together and the predatory highway-middlerman will be put to rout. Some such notion was mine until I visited the London market.

The first thing that strikes one is the diversity of the display. Ranges on horse and horseless vehicles are vegetables and fruits of many kinds. Venturing inquiries, one is now amazed at the variety of prices. Of course the qualities vary, but it is difficult for the ordinary person, standing out-of-doors, in a great crowd of people, to make such comparisons of quality as will allow him to judge fairly of prices.

One is forced to the opinion that one needs to haggle to do good business. Further, a vague feeling comes to one that the old injunction stands good, caveat emptor, let the buyer beware.

A further consideration reveals itself. I inquired of a woman the price of her butter. It is 45 cents a pound and, of course, I have to carry it home. I go to one of the regular dealers in the market, a middleman, and get good butter for 43 cents, delivered to my house. Can it be possible that the honest consumer is doing what the wicked railroad is said to do, charging all the traffic will bear?

Now undoubtedly there are too many middlemen. Yet give even the devil his due. I go to my grocer and can buy at a price which I know is the same to him. I need not haggle. The goods are graded. I need not fear about quality. Even if I have to pay a little more, it is really an insurance. This is not an apology for the middleman or an attack on the market. Rather I would raise the question if there can not be devised some system of supervision in the market which gives the average person who wants simply to pay a fair price for honest produce, a fairer chance.

In conclusion, let me congratulate you on your interesting department, and the manner in which you keep through it questions of live interest before the public. Yours truly, E.M.P.T.O.R.

THE "SENSITIVE" EGG.

It is to be hoped that every woman who attended the Western Fair this week has paid a visit to the Dominion Government poultry and egg demonstration in the Process Building. In a striking manner, an object lesson is given in regard to the right and wrong way of poultry farming, caring for and marketing eggs.

Large companion cases contain models which more effectively tell the story than any lecturing for a year could do. In the first is shown the dirty barnyard, the unclean henhouse crawling with vermin, the eggs gathered irregularly from under sheds and in places, where they become contaminated by the surroundings. The wrong way is to leave them exposed to heat in the kitchen, to pack them carelessly for market. Next stage in the journey to the consumer is the country store, where possibly the eggs are left in the window in the sun or subject to deterioration from contact with decaying vegetables or strong flavored foods which have a way of penetrating the porous shells.

At the railway station the eggs are dumped on the platform, exposed to all kinds of weather. The right way is entirely different, good poultry stock to begin with, surroundings as clean as it is possible to make them, care in feeding, attention to gathering the eggs regularly and storing them in a cool, clean place. Step by step in the second case, every effort is made to deliver the eggs to the consumer in the best of condition.

Switching over from the first, or haphazard method, to the second and scientific, has in a few years raised the standard of the egg industry in Prince Edward Island from far down in the scale to probably the top in Canada. The old comforting myth has been exploded that an egg's an egg, and when an eating-house is too dirty to dream of swallowing food there, it is always safe to order two hard-boiled eggs." The Government education is teaching that no product is more sensitive to environment or more subject to deterioration than an egg, hence the necessity for production and marketing of this food under the most sanitary conditions obtainable.

The Crowning Event

Of this eventful week will undoubtedly be the record breaking sale of high quality meat to be held at the BIG STORE. Help us to keep down the high cost of living by BOOSTING the BOOSTER.

FINEST DAIRY BUTTER, 44c LB.

LEG OF SPRING LAMB, 35c LB.

| | | |
|--------------------------------|---------------------------------|------------------------------------|
| Blade Roast Beef 25c lb. | Shoulder Roasts, Veal 25c lb. | Ham Roast Pork 33c lb. |
| Chuck Roast Beef 25c lb. | Loin Roast Veal 30c lb. | Shoulder Roast Pork 28c lb. |
| Meaty Pot Roasts 20c lb. | Veal Chop 30c lb. | Chuck Roast Pork 30c lb. |
| Choice Rump Roasts 25c lb. | Loins Spring Lamb 35c lb. | Our Own Make Sausage 16c lb. |
| Shoulder Roasts 23c lb. | Breasts Spring Lamb 22c lb. | Pork Liver 10c lb. |
| Beef Cuttings 20c lb. | Choice Lamb Chops. 35c lb. | Fresh Herring 10c lb. |
| Rib Stews 20c lb. | Pure Lard 30c lb. | Shortening 24c lb. |

We shall have a full line of fresh and smoked fish for our week-end trade, also a few very choice spring chickens.

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.

"A PENNY SAVED IS A PENNY EARNED"

This is a very old proverb, but never did it strike home more forcibly than now. In these days when the cry from every quarter is "Conserve" we all feel the necessity of saving at every turn. Did you ever figure out how much could be saved by using butter instead of meat? Try it for one meal; that is, instead of serving meat for dinner, serve fresh vegetables, putting lots of good creamery butter on them. Then count up the cost and you'll find you have effected a great saving. A quarter's worth of good butter used on vegetables will go a long way, but how far would the same money spent on meat go? It wouldn't serve many people, would it?

USE MORE BUTTER AND LESS MEAT.

SILVERWOOD'S LIMITED

Palatable, Satisfying, Sustaining Big Food Value

Once called a breakfast food, now eaten, in many cases, four times a day. Dr. Alexander Bryce, M. D., D. Ph. (Camb.) in dietetics, gives the following, viz.:

| Food Values. | Calories per Ounce. |
|---------------------------|---------------------|
| Eggs (poached) | 48.3 |
| Macaroni au gratin | 44.5 |
| Milk | 20.6 |
| Oatmeal (cooked) | 18. |
| Potatoes (baked) | 32.7 |
| TOASTED CORN FLAKES | 103.5 |

WE RECOMMEND



THE SWEETHEART OF THE CORN

KELLOGG'S TOASTED CORN FLAKES

THE ORIGINAL PUT UP IN THE RED, WHITE AND GREEN PACKAGE.

MADE IN LONDON, ONTARIO

EAT MORE POULTRY

What makes a nicer meal than choice, fresh Poultry? PEOPLE SHOULD EAT MORE POULTRY AND LESS MEAT. We can always supply a fancy article at reasonable prices. Specialty for this week—Fancy Spring Chickens. We also have Spring Ducks, Boiling Fowl, Selected Eggs, Choice Creamery Butter.

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 what 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, M.
Corner Dundas and Adelaide Streets C. H. Wickett, Manager
Corner Richmond and John Streets T. C. Margrett, Manager
Corner Dundas and Talbot Streets J. C. McDonald, Manager