

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

An Enamel Cabinet Gas Range on Easy Payments

A perfect beauty, a complete range with enamel splashers, enamel dirt trays, enamel door panels and broiling pans, for only \$39.00. If you wish to pay for it on time, here is the proposition—\$5.00 when you give your order and balance at \$5.00 a month with your gas bill. Total, \$39.00 connected ready for use.

SEE THIS SPECIAL NO. 806 VULCAN CABINET RANGE TODAY.

A convenient, time-saving self-lighter given free with this range.

Ask the Woman Who Owns One.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

A HOT SUNDAY!

This is what the weatherman has promised us. No one wants to worry over Sunday's weather, 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.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

What Would You Like For Sunday Dinner?

The summer appetite needs tempting. Our meats are selected for this purpose. Come to this store and let us help you to select. We have a large supply of the choicest quality meats the country can produce at prices far less than those so-called big stores. A trial will convince you.

EXTRA SPECIAL

HERE THEY ARE—GENUINE MONEY SAVERS.
20-lb. Pall of Pure Kettle-Rendered Lard, for \$5.00
SMOKED PICNIC HAM 27c
CHOICE MILK-FED VEAL 30c
Leg of Spring Lamb 35c
Round Shoulder Roasts 23c
Loins of Spring Lamb 30c
Boneless Pot Roasts 25c
Smoked Cottage Rolls 35c
Boiling Brisket 18c
Breasts of Veal 18c
Selected Corned Beef 23c
Tender Chuck Roasts 20c
Backs of Veal, Roast 25c
Choice Round Steak 28c
8 DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

SHOPS 10 AND 11 MARKET HOUSE.

PHONE 5750.

SHARMAN'S FRUIT NEWS

(It Will Pay You To Look For This Ad. Every Friday.)

We announce having opened a new fruit store in the Harrison Hotel (now Mission Inn), Talbot street, opposite market square, where we will carry all fruits in season, in addition to the products of our own HILL CREST FRUIT FARM. Just now we are in the midst of the season for Raspberries, Red, White and Black; Cherries, Red and Black; Currants, Red and Black; Gooseberries; also a few Strawberries. Next week we will feature CHERRIES and RASPBERRIES. For reliable fresh fruit from Hill Crest Farm Phone 4658.

PHONE 4658

JOHN SHARMAN & SON

PHONE 4658.

PROPRIETORS AND OPERATORS, HILL CREST FRUIT FARM, SPRINGBANK.

ONN'S THE OLD RELIABLE FISH DEPOT ONN'S

FRESH FISH is the ideal diet during the summer months. It is better than meat, and costs less. 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 1206.

SAVE THE WHEAT---USE CORN

Hon. Mr. Hanna, the Canadian food controller, and Mr. H. C. Hoover, food controller for the United States, both urge the people to save the wheat so that it can be shipped to the Allies, and Mr. Hoover strongly recommends the use of Corn.

Cornmeal, in itself, is not particularly appetizing to most people, but when Corn is converted by our secret process into

Kellogg's Toasted Corn Flakes

they are not only pleasing to the taste, but also satisfying and sustaining. Get the Genuine—Original in the red, white and green package, and refuse all substitutes of the "just as good" variety.

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	Redpath's Sugar, 20 lbs. \$1.75	Domestic Shortening, per carton 24c
Ridgway's Tea, per lb. 48c	Redpath's Sugar, 10 lbs. 85c	Domestic Shortening, 3-lb. pail 70c
Lipton's Tea, per lb. 48c	Redpath's Sugar, 5 lbs. 45c	Seal Brand Coffee 40c
Red Rose Tea, per lb. 48c	Redpath's Sugar, 100 lbs. \$3.64	Jam, per 4-pound pail 50c
Dromedary Dates, 2 cartons for 25c	Domestic Sugar, 100 lbs. \$3.45	Campbell's Soup, per tin 15c
Seeded Raisins, 2 cartons for 25c	Rice, 3 lbs. for 25c	Crisco 43c
Jelly Powder 3 for 25c	Golden Yellow Sugar, 100 lbs. \$6.25	Medway Butter 38c

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.

Who is responsible for the fact that the country women who bring their butter, eggs and poultry to London market to sell these products direct to the city consumers, have been transferred from the big, top of the ground shed to a dismal, dark, damp insanitary cellar? At best, the shed wasn't particularly inviting. In cold weather it was decidedly chilly, and at times very draughty. But at that, it was dry. It is understood that the shed has been appropriated for a vegetable house, and that this is the reason the flat has gone forth for the women to foregather in the cellar, dignified by the name "basement."

The country women didn't like it one bit last Saturday. No sane person would expect them to be pleased. No person who has reached an age of reason, excepting under absolutely unavoidable circumstances, will sit round in a damp, dark place for hours at a time, a place where in spots water is standing on the floor. This is exactly what the country vendors have been sentenced to do, or take their wares to other markets. Somebody, singular or plural (very singular under any circumstances), has blundered. There is such a thing as overdoing the business, of not letting your left hand know what your right hand is doing, especially when it comes to scattering literature broadcast, with one hand crying for greater production to fill the market, and with the other hand signing decrees to come to darkness and darkness those who bring the fruits of great production to offer them for sale.

The city women weren't a bit pleased with the change from the high and dry shed to the basement. It was rather amusing in three or four cases this week to hear them expending all kinds of pity on themselves. "I didn't like it a bit," said one. Another said: "I didn't think it would be necessary to put on rubbers to go down into that basement. It made me quite indignant when I got my feet wet." "I simply won't go and buy in a place like that," said another. Others expressed their indignation on behalf of their country sisters, and a few days ago a letter appeared in The Advertiser from a prominent London woman, Mrs. F. C. Duncan, who is willing to lead in a campaign to obtain better quarters for the country women who bring their products to market.

A few nights ago a meeting was called of representatives of women's organizations to confer with civic officials in regard to the advisability of establishing a canning centre for the district in London, a kind of co-operative plant.

"Sit up among the tables, ladies," invited the mayor, who presided. It was the long board of control table, and as one woman drew up her chair, she remarked, "I wonder how long it will be before women really sit around this table in an official capacity."

The remark was unexpected from this gentle woman, that the others laughed and one commented, "You are quite brave to say that," another, "You are getting ambitious," and still another, "You don't really mean that you would like to be here in an official capacity?"

The first speaker answered the last question, "I really would," she said firmly. "There are so many things I would like to see changed."

For one thing, she wouldn't countenance, if she had any say in the matter, the placing of the country women in a damp basement to sell their butter, eggs and poultry.

There are many others, men as well as women, who would like to see this particular thing changed in short order.

Nobody could blame the country women for boycotting the market, knowing as they do, that they can dispose of their produce.

NOT THE ONLY "MARKET VICTIM."

The letter from "A Victim of Tuesday's Market," which appeared in Our Consumers' League department last Friday, has evoked a good deal of comment. Several people were not aware that a city bylaw was being broken when hucksters or runners bought on the market before 11 o'clock, until they saw the by-law quoted in response to the request of the "Victim."

Mrs. H. E. Wheeler, who has contributed bright letters to this department from time to time, says: "I think that letter was splendid, and I would like to see it printed in big type right on the front page of the paper, where it would catch the eyes of the men. I know a number of the men read the Consumers' League Page. But there are others who think it is just for women and don't see what is in it. The buying up of everything by these runners naturally sends up the prices and defeats the very object in having a market at all. I didn't know till I saw your quotation of the bylaw that established grocers and runners were at liberty to buy at any time. If there are bylaws, why aren't they enforced? Isn't it a punishable offence to break a bylaw? A man gets fined for exceeding the speed limit on the city streets. Why not for breaking the bylaws of the market, through the established grocers and runners for re-sale before the hour named? I have been out of the city for several weeks, and the last time I went to market I looked all over for some decent lettuce. I went down early, too, about 9 o'clock. The only one who had lettuce was one woman, and she wanted eight cents for a bunch with eight leaves. I thought it was too much and left it. At my own grocer's on the way home, I got beautiful lettuce for five cents a bunch. He wouldn't be selling it without some profit, and he had doubtless bought it on the market earlier. I have been told by a number of women whom I know that the hucksters, runners and wholesalers secure what they want by putting slips in baskets and wagons. I would like to know what this is if it isn't "indirect" buying and securing for re-sale, thus preventing the consumer from getting a fair chance."

Mrs. A. E. Tutt, who has recently been elected the new president of the Union Mothers' Club, stated that it is probable the clubs will take some united action in a "Housewives' League" capacity in the autumn in regard to breaking of bylaws and other abuses of the market. The Union Mothers' Club represents a large constituency, more than a thousand housewives and homes, and any united action of theirs is likely to carry considerable weight.

CANNING TO KEEP

Every housewife of experience has her own favorite methods of canning and preserving and making jellies. But all the housekeepers who will put away stores of fruits and vegetables this summer unfortunately do not possess the benefit of either training or experience. The following hints were obtained from an expert on canning are especially for the benefit of those to whom "conserving" fruits and vegetables for winter use is quite a new experience. Some of the hints, nevertheless, may answer the question, "Why didn't my strawberries keep last year?" or "Why didn't that jelly jell?" for housewives of longer standing:

IMPORTANT!

1. The selection of the fruit is the first step in obtaining good results.
2. The flavor of the fruit is not developed until it is fully ripe.
3. The fermentation stage follows so closely upon the perfectly ripe stage that it is almost safer to use it a little under-ripe than over-ripe.
4. For the making of jelly, fruit should always be under-ripe, as ripening changes the pectin or jelling principle.
5. Buy the fruit early in the day. Exposed to dust and air in stores, fruits decompose quickly and undergo fermentative changes, which make them dangerous for eating.
6. See that the jars are perfectly clean, thoroughly scalded with boiling water, filled to the top and left in them for a considerable time.
7. Boil your rubbers and covers. See that the rubbers are soft, not in the least hard, and free from grooves or cracks.
8. The best rubbers cost only about a cent apiece. It is poor policy for the sake of one cent's worth of expenditure to run the risk of spoiling a whole jar of good fruit.
9. Pay particular attention to and especially clean jars, which formerly contained moldy fruit, or which had been put away partially cleaned.
10. Fruit keeps just as well when canned without sugar and sweetened at the time it is to be used. It is said by those who prefer this method, to have a more delicate flavor, sugar in the heating process either blunting the fine flavor or entirely changing it. Again it is not especially thrifty to use sugar at the time of canning, owing to the fact that sugar cooks with the fruit, the fruit is turned into a much less sweet form of sugar, and consequently deteriorates in sweetening power. In other words, at least two-fifths more sugar is required for sweetening when used at the time that fruit is canned.

MISS DOLLY'S PEELINGS THAT SPROUTED

Miss Dolly had her first adventure in thrift during the early weeks of this spring, and has been enjoying her first experience in gardening. Away back in February she made up her mind to plant a garden, because of the call of King and country. Further, she decided that potatoes would be as good a safeguard as anything in the vegetable line against famine, so her choice fell upon potatoes.

She spent the greater part of Saturday afternoon digging, weeding and hoeing, and she was nicely flushed and sun-burned, as well as bright-eyed and very much excited, when she burst in upon the editor of this department on Monday afternoon.

"Oh, you should see my potatoes," she gurgled the moment she had plunged through the doorway. "They are away up that high holding her hand about two feet from the ground, and they have real potatoes on the roots. I pulled them up to see," she ended with a squeal of ecstasy.

"But what did you think you were growing them for? The foliage?" queried the cold-hearted editor.

"Why, potatoes, of course," Miss Dolly hastened to explain, "but you see, I just planted PEELINGS."

"Peelings?" It was the editor's turn to squeal.

"Well, not exactly peelings," said Miss Dolly. "You see, I was told that potatoes would grow just as well if, instead of taking potatoes and cutting them up, and planting them, you just took the eyes, and that it would be much a saving at a time when potatoes were so dear and so scarce. Every time I peeled the potatoes at home for weeks and weeks it must have been at least three or four weeks, I cut out the eyes very carefully and saved them. I saw you wrote about it in your columns and I thought, 'Well, some people told me that the potatoes would be just weak little things, and others that the eyes would grow splendidly. You should have seen how they grew on top of the ground, from the very first. But, do you know, I was afraid to pull them up for fear there wouldn't be any potatoes at all. And then, when I was hoeing Saturday I went just a little deep and I turned one up. And you should have seen it. Big enough to eat. Then I looked for more, and, sure enough, there were lots. My peelings have done just as well as the little bits of bags of seed potatoes that some people I know paid a dollar a bag for. Not a big bag, but just a little bit of a bag. Oh, I AM so happy!"

Then Miss Dolly bounced out to tell some more of her friends how great potatoes from very small eyes and little bits of peeling may grow.

FOR OVER FORTY YEARS THIS BUSINESS HAS BEEN BOOMING



455
500
760

Through three generations it has run with one principle in view, that of handling only highest-quality goods and giving each and every customer an honest deal. Mr. John Park started in its present location in the year 1875. Surely the wonderful growth of this business is enough to convince you that this is the place to deal.

THE HOME OF THE FAMOUS DELIVERY SYSTEM.

CHUCK ROAST 23c Lb. Guaranteed Tender.

BRISKET OF BEEF TO BOIL	20c	BOILING BEEF, nice and lean.	20c
Per pound		Per pound	
CHOICE POT ROASTS HEIFER	20c	LARGE BREAKFAST SAUSAGE.	16c
BEEF. Per pound		Per pound	
FINEST STEWING VEAL.	16c	SMALL CAMBRIDGE SAUSAGE.	18c
Per pound		Per pound	
STEWING LAMB.	16c	FINEST HAMBURG STEAK.	20c
Per pound		Per pound	
LOIN ROAST VEAL.	30c	LEG YEARLING LAMB.	32c
Per pound		Per pound	
SHOULDER ROAST VEAL.	25c	LOIN YEARLING LAMB.	30c
Per pound		Per pound	
FILLET VEAL.	30c	BREAST YEARLING LAMB.	20c
Per pound		Per pound	
HAM ROAST FRESH PORK.	32c	SHOULDER YEARLING LAMB.	28c
Per pound		Per pound	
CENTRE CUT HAM ROASTS.	34c	SMALL PICNIC HAMS.	27c
Per pound		Per pound	
SMALL SHOULDER ROAST PORK	27c	PURE LARD.	29c
Per pound		Single pound	

ANDERSONS QUALITY MEAT MARKET

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

PHONES 455, 500, 760.

DRINK HEALTH IN BUTTERMILK

Men and Women of London

"GET THE HABIT."



Drink Buttermilk for health. Good, Fresh Buttermilk, made from carefully-selected and properly-handled cream, is an excellent stomachic. It has active qualities peculiarly its own, is palatable, nutritious and healthful. It's an altogether good drink for summer.

ON SATURDAY ONLY

We will give a Choice, Crisp Biscuit and Imperial Cheese Sandwich with every glass of Our Selected Cream Buttermilk for 5c. Other days two glasses buttermilk for 5c.

FOR HOME USE.—Bring jug or pail and take a gallon home with you. Come to the creamery in the afternoons and get it fresh from the churn. You'll like it and come for it often, and will find it great value in food product for the money. Store open until 10 p.m. Saturday.

THE ONTARIO CREAMERIES, LIMITED

MAKERS OF MEADOW GOLD BRAND BUTTER.

WE CHURN SEVERAL TIMES DAILY.

PHONE 782, OPPOSITE MARKET HALL.

129-131 KING STREET.

Poultry Specials for Friday and Saturday SPRING DUCKS, SPRING CHICKENS, BOILING FOWL

Our poultry is dressed to fill orders only, which insures strictly fresh goods. We always have a full line of stock, which enables us to supply the exact variety and size wanted at short notice. Your grocer or butcher can give you best satisfaction by ordering from

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

THE SAFE INVESTMENT OF SMALL SUMS

is to most people a difficult problem, and many have lost all their money through unwise investments. If your funds are deposited in the Bank of Toronto Savings Department you will receive interest half yearly on your balances, and will know that your money is safe. Our large Assets and Reserve Fund afford a comfortable feeling of security to our customers.

ASSETS \$75,000,000

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, Manager
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