# THE HIGH COST OF LIVING MAY BE REDUCED BY FOLLOWING

# THE HOUSEKEEPERS' BUYING GUIDE

What's the Use of Shivering?

### A Gas Reflector Heater Will Give Quick Heat for Cold Rooms

When you want heat in the sitting-room, bathroom or any room in the house, simply turn on the gas, strike a match. In a few minutes the chill will disappear, and your room will be cozy and comfy.

ALL SIZES.

ALL PRICES

ALL STYLES.

ORDER ONE TODAY

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

### SHARMAN'S FRUIT NEWS

WEEK ENDING OCTOBER 13, 1917.

THE LAST OF THE PEACHES ARE HERE.

We have just received our last carload of Crawford and Elberta Peaches. You will find our prices exceedingly low. You must act quickly to get them.

Buy your fruit where it is handled in large quantities if you would have the best and the

PLUMS Some Reine Claudes and Blues of delicious flavor, but only a small lot left. Come early if you want them.

Phone 4665--- HILL CREST FRUIT STORE --- Phone 4665 TALBOT STREET.

margament to the standard of the

TO SAVE MONEY PATRONIZE LONDON'S FIRST AND ONLY

### T-RATE MEAT MARKET

Thousands of satisfied customers are buying their meats here and are saving 3 to 4 cents per pound. Why not you? You have only to try it to prove it.

HIGH QUALITY MEAT AT CUT-RATE PRICES.

Rump Roasts	Boiling Brisket Beef18c  Corned Beef, special20c  Fresh Hamburg Steak18c	Shoulder Roasts, for dressing.27c Pork Tenderloins
Rolled Pot Roasts	Stewing Beef and Lamb20c	Loins Lamb32c

A Large Supply of HEARTS, LIVERS, TONGUES, SPARERIBS AND TENDERLOINS. We guarantee you satisfaction in weight, quality and service.

EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

### FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

### ONN'S FOR FISH. A Dish for the King FISH FROM ONN'S

If you would have a princely dinner get a fine Whitefish or Salmon Trout or Bass from ONN'S, Phone 1296. There you'll find the very choicest of Halibut from the Pacific, Haddle and Cod from the Atlantic, and the freshest of Great Lakes finny family. Always ready for prompt delivery. Solid Meat Selected Oysters, in bulk, arriving daily.

ONN'S --- THE OLD RELIABE FISH DEPOT

ADVERTISING on this page has "made good" for every patron. ADVERTISING Foodstuffs on this page meets the eye of the

BECAUSE London Housewives read every Friday morning our Consumers' League Page.

### FRANK SMITH'S MONEY-SAVING PRICES:

Redpath Sugar, 100-lb, bag ...\$9.20 Redpath Sugar, 20-lb, bag ..\$1.90 Redpath Sugar, 10-lb, bag ..., 95e Redpath Sugar, 5-lb, bag ...., 95e Golden Yellow, 100-lb, bag ..., 98.76 Cascade B, C, Salmon, per tin 17e

"THE CASH AND CARRY STORE"

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

### Our Consumers' League

Last week a good deal of space was given in this department to a method by which the inferior, tougher cuts of meat may be made tender and palatable by long, slow cooking. Concerning this, the objection has been raised by the woman who-walks-all-around-every-subject-to-study-it-from-every-angle, that it isn't economy to buy cheaper cuts, then spend the extra money on gas or electricity to cook them. For once, the wise women is overlooking the fact that a great many people who read this department burn coal or wood in their kitchens all winter, and that many of them, indeed, haven't gas or electricity available. There is one fuel-saving method, however, that is open to every reader, and that is via the fireless cooker. This "fuel-less" range is a valuable ally all the year round. One thing about the fireless, it never burns the contents, nor has it ever been known to set a home on fire. It is perfectly safe to go to a Red Cross sewleng meeting for the afternoon, for a shopping expedition or motor ride that will ing meeting for the afternoon, for a shopping expedition or motor ride that will bring a new lease of life, or to a church service, and leave the meat getting better done ever minute in the "fireless."

This is what an Ontario Covernment bulletin has to say on the subject:
"Prolonged cooking at the lower temperatures will make the toughest cuts tender and improve their flavor. This can be accomplished economically in the double boller when the coal or wood fire is being used for other things; in the casserole or close-covered stone crock in the coal stove oven when it is left for the night; OR IN THE FIRELESS COOKER, WHEN GAS OR ELECTRIC STOVES ARE USED." TRIC STOVES ARE USED."

In any case, even when the range is going all the time, there is supplementary cooking that won't cost anything in the fireless, the cereal cooked in it all night for breakfast that comes out perfectly cooked; and, in the case of oatmeal, each flake standing out by itself, not just a hopeless jelly.

Needless to say, saving of fuel is a consideration not to be overlooked, particularly with recollections of coal shortage of last winter, which have surparticularly with recollections of coal shortage of last winter, which have surparticularly are to the early of midsummer, and the prospect of inconvenience of the Canadian trade' for some months, owing to the embargo placed by the American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports. While American fuel administrator on coal shipping to Canada from lake ports.

#### "HYGIENIC SINNERS."

In the city of Regina, Sask., such importance is attached to public health that the powers that be in making apportionments for the year allow sufficient to the public health department to cover the publication each month of an educational bulletin. These are distributed in the homes of the city, where they cational bulletin. These are distributed in the homes of the city, where they carry valuable information and suggestions. Moreover, they are printed in an carry valuable information and suggestions. Moreover, they are printed in an carry valuable information and suggestions. Moreover, they are lesson more attractive manner, and a front page illustration frequently teaches a lesson more attractive manner, and a front page illustration frequently teaches a lesson more attractive manner, and a front page illustration of the could do. In the last issue, Dr. tellingly than any lecture or long-written article could do. In the last issue, Dr. Bow, the medical officer of health, gives a list of people and things which constitute a menace to the average citizen in the course of his daily life.

Dr. Bow calls these "Some Hygienic Sinners," and they are as follows:

"The waitress who carries a napkin under her arm and wipes off your plate with it.

"The fruitstand owner who exhales on your apple and polishes it on his sleeves before selling it to you. The cook who tastes from the pot and stirs with the tasting spoon.

"The employer who does not supply adequate sanitary facilities for his help.

The street car conductor who holds the transfer slip in his mouth.

"The restaurant toothpick.

"The common drinking cup.

"The roller towel. "The barber who uses a styptic pencil.

"The milkman who takes the temperature of the milk with his finger. The breadman who handles the bread with his driv-

"The man who expectorates on the sidewalk. "The stable owner who allows manure to accumulate

around his premises." ome across any of these "sinners" in London?

#### WHOLESOME FOOD AND REAL THRIFT.

In view of the fact that the municipal powers have taken to winning the war and cutting the cost of living by going into the fish business, it seems a blessing that the public for patriotic reasons had been assiduously cultivating a

fish appetite for several months past. While it was good economy to substitute fish for meat to a certain extent in the diet, previous to this late adventure in thrift by the cost of living committee of the council, it is still better economy today. Meat doesn't show any particular signs of taking a downward plunge. The fish has already dipped and, according to the mayor of the city, it is probably going still lower before the minimum price is reached. minimum price is reached.

A Government bulletin gives the following arguments in favor of fish:
Fish contains both protein, the body-building compound, and fat, the fuel or
energizing compound, in excellent proportions. It is more easily digested and more readily assimilated to the bodily needs

#### TEMPTING APPETITE WITH FISH.

Food and nutrition experts of the domestic science class lay great stress on the aesthetic side of the presentation of food in rendering it not only palatable, but digestible as well. There are scientists of other schools who scoff at this "faddiness," and declare that appearance has nothing whatever to do with the question of nutrition and digestion. Probably the latter have the scientific facts plants on their side particularly when it comes to the individual with the question of nutrition and digestion. Probably the latter have the scientific facts largely on their side, particularly when it comes to the individual with the ravenous appetite. Even in these days of food conservation, there are people whose appetites require a bit of tempting. They do not mind eating "left-overs" so long as these don't look like the fag ends of a meal of the previous day. They can enjoy the plainest food, when it is daintily served and properly seasoned.

Talking of fish, no food can be more uninviting or unpalatable, and none more appetizing. It all depends on the way it is cooked and presented.

A young woman, a domestic science graduate of a famous school in another city, advocates giving fish a prominent place in the family diet. But she says, "It is much easier for me to preach than to practice a fish diet. I got hopelessly rejudiced against fish at my boarding-house when I was at school. Our landlady had a mania for serving us fish. Probably thought we needed the brain food. Anyway, she only cooked it one way, and that was boiled. It used to be flabby

Anyway, she only cooked it one way, and that was boiled. It used to be flabby and lukewarm, and there was no sauce to improve it, consequently we usually refused it. But she persevered in serving it, and serving it boiled." Plain beiling may be a simple and inexpensive method, but it requires to be

Plain beiling may be a simple and independent skillfully done to make it acceptable.

The following method is given for beiling at its best: "Plunge the fish into beiling water for a minute or two, then cool down by withdrawing a little of the beiling water for a minute or two, then cooking slowly. This extracts the minimum liquor, and adding cold water and cooking slowly. This extracts the minimum of flavor from the fish, and is the surest way of preventing the outside of the fish being overdone while the inside is uncooked. Use as little water as possible of the cooking slowly winegar the fish is kept firm sible and plenty of salt. By the addition of a little vinegar the fish is kept firm and white."

A good way of insuring that the fish will keep intact is to tie it up in a bag. Ever use up your old salt bags for boiling fish? Chopped parsley from the pot kept growing in the kitchen window, adds flavor and appearance to the white sauce, which is a favorite accompaniment of boiled fish. A hard-boiled egg, changed up and a graphlying of respect to the sauce.

chopped up, and a sprinkling of paprika, gives an inviting color scheme way of garnish.

chopped up, and a sprinkling of paprica, gives an inviting color scheme in the way of garnish.

While botied fish is a change, baking and frying fish are methods of cooking which make a more general appeal. One advantage about serving fish is that so many palatable dishes can be made from the left-overs; fish kedgeree, by combining the flaked cold fish with rice, according to the recipe published in this department a few weeks ago; as scalloped fish; as a fish and potato pie, in the form of fish balls, Talking of fish balls, a woman who is very much interested in this page, wartime thrift and high cost of living problems, says:

"I have found a new use for sour cream. And there will be some in the best regulated households, even in wartime. The other night I determined to use up fish from the day before in a hot supper dish. I also had some leftover mashed potatoes, but not enough to serve alone, so the obvious thing was to make fishballs. I had flaked the fish and put in a bowl with the potatoes, when I discovered I hadn't a single egg left. (My butter and egg woman was due from the country next morning.) I bethought me of the sour cream, drepped into it a pinch of soda, poured it over the fish and potatoes, seasoned with pepper and salt, patted the mixture into balls with a big spoon, and dropped them into hot fat clarified according to Mrs, Grant Harris' method. The balls were nice and puffy, and no one knew they were any different from usual." puffy, and no one knew they were any different from usual."

#### A NEW ALLY.

In addition to medical officers of health, physicians, nurses, domestic science In addition te medical officers of health, physicians, nurses, domestic science experts, civic officials, practical housewives and others whom we call upon to answer difficult questions along their lines, we have added still another expert to our staff. A graduate in the "foods and nutritien" department of Columbia University became so interested in Our Consumers' League weekly page during a recent visit to London that she has written since her return to New York to say she will be pleased to helpinany way she possibly can by answering questions regarding the food situation and foods in general. By the way, she is starting work this week in connection with Columbia University and has promised her help to the Food Aid Committee of New York City. The knowledge that such an authority will contribute and answer questions from time to time should be an added incentive to readers of The Advartisse, and especially the housewives, to keep in touch with this page.

## ANDERSONS SERVICE

is a thing you want especially to notice. Every up-to-date contrivance that has proved itself a success is installed and combined wit hexquisite cleanliness, makes this the market of your choice. Seventeen experienced meat-cutters to wait on you; four brand new delivery cars to take care of your orders, and the best phone service in London. Deliveries leave at 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

DICENTED TEARER OF 15

STRLOIN STEAK, 32c Ib.

Easifirst Shortening 25c lb.	Flat Ribs Boiling Beef 20c Ib.	Pot Roast Beef . 22c lb.	Beef 25c Ib.	Spring Lamb 23c lb.	Leg Spring Lamb 330 lb.
Domestic Shortening 25c lb.	Shoulder Roast Veal 28c lb,	Ham Ros Pork 32c Ib	Pork Cho	ps Bacon	Smoked Hame 32c Ib.

# Andersons Quality Meat Market

First Delivery Saturday, 8 a.m. Last Delivery 8 p.m.

### "PREPAREDNESS" IS THE WATCHWORD OF THE DAY

BE PREPARED FOR ANY EXTRA COMPANY THAT MAY CHANCE TO VISIT YOU ON SUNDAY BY HAVING PLENTY OF GOOD THINGS ON HAND.

CHIEF AMONG THESE MUST BE SILVERWOOD'S CREAMERY BUTTER. ONE QUALITY AT ALL TIMES.

Always Order "SILVERWOOD'S"

### SILVERWOOD'S LIMITED

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 slips 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.

#### The Meadow Gold Brand Butter FINEST CREAMERY BUTTER.

When your grocer gives you this brand you are buying the best butter that can be made. There is no better. Ask for it. Buy it. Try it. Prove it for yourself.

The Ontario Creameries, Limited

129-131 KING STREET. OPPOSITE MARKET HALL. PHONE 782.

# 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, Shortening, etc.

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

### Prepare for Future Needs

If you have a growing business you should consider the future and form banking connections that you will not outgrow,

This bank handles the accounts of most of the large business concerns in the city, and takes care of them easily and efficiently, Your present and your future, however large they may become, can be met by this strong

BANK OF TORONTO

Cor. Dundas and Adelaide Streets, Cor. Dundas and Taibot Streets,