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

Prepare for Your Fair Visitors

Your friends may arrive on Sunday, so be ready, buy extra. We offer wonderful meat bargains that will pay you to come here tomorrow. All this meat is of the choicest quality. Come early. For every \$10 worth of cash receipts you have we give you 50c worth of trade free.

Choice Shoulder Roast Beef, lb. 25c TRY OUR PEANUT BUTTER.

while you wait.

Boneless Rolled Pot Roast .. 28c lb. Choice Corned Beef28c lb. Pickled Beef Tongues32c lb. Pickled Picnic Hams32c lb. Delicious and appetizing. Made

RUSH SPECIAL. Prime Rib Roast Beef, ib. 29c SATURDAY ONLY.

BURBANK'S MEAT MARKET

613 DUNDAS STREET.

MAKE YOUR POULTRY PROFITABLE

You can if you will make it a special department of your farm business, carry it on in a businesslike way by keeping a regular account of plant, stock, cost of food, time, labor and net returns. No business can be expected to pay if run in a haphazard manner, but give your poultry department the same attention as a businessman does his business, and it will pay, and make as good a showing, if not better, than any depart-

We have scores of customers who are doing this, and are more than surprised and pleased with results. Let us help you by supplyifng your poultry and stock needs. It's always a pleasure to show our goods and give our practical advice.

We have just received some excellent corn-The best feed to finish hogs on.

Canada Food Board License No. 9-2932.

TO GROCERS---Our Business Is to Help You to Do More Business

OUR BUSINESS SHOWS THAT THIS SERVICE IS APPRECIATED. WE SECURE FOR OUR CUSTOMERS THE FINEST POULTRY AND FRESH EGGS TO BE HAD FROM THE BEST FARMS OF ONTARIO. IT WILL PAY YOUR GROCER OR BUTCHER TO BUY FROM

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.

Our Customers From Far and Near Are Invited To Visit Us at the Western Fair

Our exhibits of Seeds, Plants, Bulbs, Cut Flowers, will interest Florists and Gardeners. Our MR. MORNINGSTAR will give POULTRY TALKS daily. Hear him. It's worth while. See the famous Buckeye Incubators and Brooders and Baby Chicks.

GLEN MAPLE GARDENS ARE OPEN FOR INSPECTION NOW. Our MR, R. V. SMITH will be delighted to show you this beauty spot and explain

the many new varieties of Flowers and Plants. Will you kindly ask us? We are

DOMINION SEEDS, LIMITED

A. MACDONALD

GENUINE SPRING LAMB, LEG, 38c POUND

Shoulder of Lamb......30c Stewing Veal18c (Something prime.) Stewing Beef23c Our Smoked Meats are most popular. Try them once, you'll want them again. We keep everything that an up-to-date butcher shop should carry, and our service is painstaking, prompt and courteous. Let us serve

MACDONALD'S MEAT MARKET

Canada Food Board License 9-10712.

LONDON SOUTH

OUR AIM IS TO SERVE YOU

WITH GOOD FISH OF ALL VARIETIES AND WE CARRY THE LARGEST STOCK IN THE CITY OF SEA AND LAKE VARIETIES. CODFISH, HERRING, PICKEREL, SALMON TROUT, SWORDFISH, FLOUNDERS, FINNAN HADDIE, SEA SALMON, FILLETS, KIPPERS, HALIBUT,

ALSO ALL KINDS OF CANNED GOODS. UP-TO-DATE FISH AND POUL-

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TRY MARKET.

Canada Food Board License 9-718.

"THE CASH AND CARRY STURE"

Maple Leaf Salmon, ½-lb. tin. 24c Carnival Salmon, ½-lb. tin. 11c Carnival Salmon, ½-lb. tin. 11c Corisco, per 1-lb. tin. 25c Crisco, per 3-lb. tin. 25c Cri

FRANK SMITH, MARKET LANE

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Introducing 'Martha'

Who Talks of Sugar Shortage, Canning, Ice Cream As a Luxury, and a Number of Things.

London, Sept. 6, 1918. My Dear Madame Editor: I have just returned to town after a summer spent away from home and naturally my first consideration after setting my house in order is storing food at preserving, pickling, jelling, I am one for winter use. Right away quick, I want to tell you that I am not a novice at preserving, pickling, jelling. I am one of the women fortunate enough to have enjoyed a thorough training in domestic science, and I have diplomas that it could frame if I really wanted to. In addition to this preparation for managing a household I have had several years of practical experience. Equally important, I was born with an inherited bent for housekeeping, brewing and baking. Before coming back, I was looking forward with real pleasure to the preservice. looking forward with real pleasure to the preserving, canning, pickling and jelling I was going to do in my own kitchen, to fill my own fruit cupboard, and thus help to conserve the fine fruit crop. But now, just as I am all ready to start out on my conservation adventure, pots all nicely scoured, jars and jelly glasses shining, and quantities of new rubbers on hand, I am confronted by the difficulty which other housewives share with me—the sugar shortage and sugar restrictions.

age and sugar restrictions. SUGARLESS CANNING. I know that it is a scientific fact that peaches, plums, pears and grapes can peaches, paims, pears and grapes can be sterilized to keep in jars for winter use, and sweetened when the time comes to serve them. I learned this while pre-paring for those diplomas. To insure suc-cess, the intermittent method of steril-ization is necessary, which means packteation is necessary, which means packing the fruit in jars and sterilizing an hour a day for three days in succession. If I can't get sugar—and it doesn't seem there is going to be any prospect of obtaining anything like an adequate quantity, why, I will try conserving by the intermittent method of sterilization.

But that won't do for jelly. And how I had been building upon all the apple and quince and grape jelly with which I was going to fill up jars upon jars this year, jars for home use, jars for sick friends, and jars to securely pack in boxes for overseas. Even if yellow sugar is obtainable, it simply won't do for jelly, and jelly is one of the things that can't be made without sugar.

In face of the fact that the majority of our women are unfamiliar with the method of canning fruit without sugar, and that failure means waste of food which can be ill-afforded at this time. and that failure means waste of food which can be ill-afforded at this time, should like to know why the manu facture of candy and sweets that ar not necessary as foods should be al lowed to continue. Even if I have been

lowed to continue. Even if I have been holidaying, I have kept in touch with what is going on. I have followed the orders sent out by the Canada Food Board, for example, and know all about the latest restrictions on the use of sugar to take effect after September 30. I know also that the sugar situation is acute, hence my duestion: "Why not acute, hence my question: "Why no cut off the manufacture of candy unti after the fruit season is over, even it is continued then?" Oh, I know al It is continued then?" Oh, I know all about treading on people's toes when say things like that. I know that I an hitting at the business of some of my very good friends. (Fortunately, they don't know who I am, as you, Madame Editor, are pledged not to betray my name). I know the cry that will be raised "It is a serious economic probe." raised, "It is a serious economic prob-lem with which you are trifling. Don't you think the wise department heads in the Canada Food Board who have given this matter the benefit of the

ough investigation know more about the subject than you do?" NOT EASILY SQUELCHED.

Even that doesn't properly squelch ae. I'm thinking about all the fruit rith which Providence has provided us, thich is going to be wasted if sugar annot be obtained for preserving and with which Providence has provided us, which is going to be wasted if sugar cannot be obtained for preserving and jelling. And I'm thinking, too, of the homes that will have to do without sweets altogether this coming winter, the homes which depend on canned fruits, preserves and jellies for wholesome sweets. The cupboard surely is going to be bare in many of these; that is, the cupboard in which the house-wife expected to "Keep the kaiser canned." Isn't that a serious economic problem?

And ice cream. The excuse is made with which Providence has provided us.

And ice cream. The excuse is made for ice cream that it is not a luxury but a food. The champions of ice cream declare that the fact that it is a food justifies the amount of cream and sugar HOW TIMES HAVE CHANGED. Times are not what they were. In the good old days, women didn't wear furs in August and silk stockings and straw hats in February for style. Ice cream used to be confined almost entirely to the summer months. But, oh! the change that a few years have made! It is an extremely cold day in the middle of winter that any number of people are not to be seen eating ice cream as cheerfully as if it were torrid July or August weather.

And talking about ice cream as a food. I'd like to know how many people eat used in its manufacture.

IS ICE CREAM JUSTIFIED? At this point I want to insure the "gentle readers" that I am as well aware as any of them of the restric-tions which have so greatly reduced the amount of butterfat permitted in manu-

amount of butteriat permitted in manufacture of ice cream, and also of sugar. Even at that, very large quantities of cream go into the manufacture of ice cream that are needed for domestic purposes. One place in which I spent a And talking about ice cream as a root. I'd like to know how many people eat it as a food. If statistics could be obtained, they would be exceedingly illuminating. Judging from what I see, hear, and, sad to relate, do myself, most people are eaung ice cream and the fearful and wonderful dishes of which it is the foundation not for nourishment, but to poses. One place in which I spent a part of my summer was in a small town I within thirty miles of Toronto. I was it told there in reply to my protest about the amount of ice cream sold, ice cream of a well-known Toronto brand, that it is necessary to make ice cream to USE UP THE SURPLUS MILK IN SUMMER THE TIME OF GREATEST PROJECT IN THE SURPLUS MILK IN SUMMER, THE TIME OF GREATEST PRODUCTION OF MILK, AND LEAST DEMAND FROM CITY FOLK, WHO ARE SUPPLIED FROM A COMPARATIVE-LY LIMITED AREA AROUND CITIES FROM HIGH-PRICED FARMS. It seems that the winter time is the time of high demand and low production, and that a big enough supply must be lined up for all the year rouni to take care of customers in the months of low production. Unless the "surplus" could be used to advantage, which means in a profitable way, in the summer months, the dairy farmers would be obliged to go market and releasting its cash and wonderful dishes of which it is the foundation, not for nourishment, but to the injury of their internal workings.

Do I sound in a fearfully bad humor? I know I should have stopped long ago. As it is my first offence, Madame Editor, I trust you will pardon the infliction of my opinions upon you—and be good enough to pass them along. I'd so much tike to hear from some other house-wives on the questions which are vexing me, and perhaps get myself put properly right by the Canada Food Board.

Like Barkis, I'm willin' to learn. Sincerely yours.

MARTHA-BY-THE-YEAR.

THE WESTERN FAIR AND THE BABY.

Visitors to the Western Fair who have had their interest aroused in the sub-ject of Child Welfare will be afforded an opportunity of seeing the manner in which the weekly Child Welfare clinic is conducted by doctors and nurses under the auspices of the London Child Welfare Association at Victoria Hospital. The London Child Welfare Association has decided to hold an exhibit at the Fair in order to keep the public in touch with its work and aims. The booth will be in the form of a model nursery, and therein on Tuesday, Wednesday and Thursday afternoons, September 10, 11 and 12, a clinic for babies will be held, the out-of-

clinic on Western Ontario Day of London's big Child Welfare Exhibit last February, owing to impassable roads, and uncertainty of weather and trains, will welcome the "second chance" afforded at the fair. Trained nurses will be in attendance at the booth throughout the week to give information. Every father as well as every mother should be interested in seeing this exhibit, which after all, is really of greater importance than pigs, horses, cattle or even sheep.



You'll Strike It Right by **Coming Here Tomorrow!**

Tomorrow we will start one of the most phenomenal meat and grocery sales ever attempted by any store in this city. We know that we have the highest quality meat in London, and we want you to know it. That's why we are making this appeal to you now. Did you ever stop and consider why this meat market is the largest in Western Ontario?

THE SECRET OF OUR SUCCESS IS DUE TO OUR POLICY OF SELLING ONLY THE CHOICEST QUALITY PROVISIONS AT THE VERY LOWEST PRICES.

We have our own packing house, and buy direct from the farmer, and can thus pick and choose from the choicest herds in Ontario. By this means we eliminate the middlemen's profit and all unnecessary expenses, and can thus sell at our low prices every day in the week. Buy extra-your Fair visitors may arrive Sunday or Monday morning.

We will have no exhibit at the Fair, but we invite everyone to inspect this gigantic pure food store and see the biggest refrigerator in Western Ontario, where all meat is kept at an even temperature all the year round.

OUR GROCERY DEPARTMENT IS ALWAYS BUSY

Paying spot cash, and buying in enormous quantities, is the reason that we can sell these groceries at such low prices. 'Would you stop us from selling too cheaply?'' A combine

ied to.	ing too cheaply? A combine
l-lb. Bag Pastry \$1.50	Marmalade, per 15c
-lb. Salada	Finnan Haddie, per can 23c
2-lb. Grand Mogul 34c	Catsup, two bottles cfor 25c
2-lb. Lipton's ac	Comfort Lye, two cans for 25c
hase & Sanborn's offee50c	0022
ideau Hall	Seedless Raisins15c
Pilchards 20c	Pears, per 25c
almon, large 25c	Summer Vegetables, 15c
ork and Beans, 121/2c	Home Jam, 4-lb. pail
ylmer Peas, 15c	Wantaffala Tom A. O.
elly owders 10c	package
lives, per 121/2c	Charletti par
oap, three bars 25c	Dwight's Soda, per package 5c
am, per 15c	Calladaid Chamah
felly, per ar15c	Tomatoes, per 18c
Campbell's Soup	

out of business and the town folk would

naking in winter time, in fall time and n spring time, the time of "low pro-luction" and "big demand" of milk?

HOW TIMES HAVE CHANGED.

. 18c

FARMERS' SPECIALS! Whole Smoked \$4.70

Whole Smoked 20-lb. Pail Lard 36c \$6.40 30c \$5.60 Hams, 7 to 10 lbs. These Daises Call E

These Prices Spell Economy!				
Rump Roast Beef, lb.	30c	Breast Spring Lamb, lb.	. 280	
Sirlain Steak, lb	40c	Loin Spring Lamb, lb	450	
Chuck Roast Beef, lb.	28c	Cottage Roll Bacon, lb.	400	
Pot Roast Beef	25c	Picnic Hams, lb	30c	
Ham Roast Pork, lb.	38c	Breakfast Bacon, lb	450	
Shoulder Roast Pork, ib.	34c	Pickled Bacon, lb	400	
Shoulder Pork Chops, lb.	37c	3-lb. Pail Lard	\$1.05	
Shoulder Roast Veal, lb.	30c	3-lb. Pail Shortening	870	
Breast . Veal, lb	20c	3-lb. Pail Crisco	\$1.00	

A Good Old-Fashioned English Dinner!

RIB ROAST 30c Lb BEEF HERE'S THE SUNDAY MENU. Vegetable Soup. Rib Roast Beef. Mashed Potatoes, Brown Gravy. Yorkshire Pudding.

LONDON'S BIG PURE FOOD STORE

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FAULDS & DAWES London's Only Cut-OFFER AT THESE MONEY-SAVING PRICES

Legs Spring Lamb38c Rib Beef Loins Spring Lamb 38c Racks Spring Lamb ...35c Shoulders (Whole)32c

Pickled Shoulder Pork . . 32c Choice Rump Beef28c Shoulder Roasts Beef ... 25c Corned Beef28c

Patronize this store and save 2c to 5c per pound on your meats.

PARTS OF CITY DAILY. FAULDS & DAWES

Canada Food Board License No. 9-5914.

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Where they will be in safety until required. Much better accept the bank's safety and interest than to put your money into enterprises you know nothing about. Absolute security and a moderate interest rate is better than a high interest accompanied with a big risk.

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