

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

Prevention of Waste Essential To Win the War

"Waste in time of peace is a sin; in this time of national stress it is a crime." Such is the declaration of Sir Robert Borden.

And we, the housewives of London, are requested to positively prevent the waste of a single ounce of food in our homes.

Stop Wasting Food---

Cook On a Hydro-Electric Range

It will eliminate more than half the waste so noticeable in old-fashioned cooking methods.

It will cook cheap cuts of meat deliciously.

It will cook vegetables better, and will prevent a "poor batch" in baking, because results are always the same, due to perfect heat control.

EVERY KITCHEN EQUIPPED WITH AN ELECTRIC RANGE IS DOING ITS BIT

THE HYDRO SHOP, 238 Dundas Street

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

GOING TO KEEP A PIG?

Ever since the appeal went forth through Canada some weeks ago for greater production of pigs, people have seen fit to make merry on the subject. Why should pigs be classed with Charlie Chaplin films? And long before the days of the famous Charlie, pigs were pigs as material for jesting. But raising pigs isn't such a joke, as Peter McArthur and farmers who have waged warfare against hog cholera can tell. Raising pigs, moreover, has been elevated to the dignity of a serious patriotic responsibility. The war which is waging with unabated ferocity is a war of food as well as of men and munitions. And bacon is one of the three kinds of food most imperatively demanded for export overseas. Bacon, it is, with beef and wheat which go to make up the staples of rations for the men on the firing line. Pork, in the form of bacon, is easily transported, takes up minimum space, considering its food value, and requires no refrigeration. Bacon, consequently is an ideal food for shipping with transportation facilities at a premium. Perhaps you have bought a Victory Bond, perhaps two, three or more of them, "Gentle Reader" (as the old-time novelists would have called you). Buying those bonds, you had visions of helping to bring those splendid fighting men home in a greater hurry than would be possible if you failed to do your part. What about helping to lighten them up and strengthen them up, and keep up their morale with good substantial rations, of which bacon forms an important part? Perhaps you can't fight because you are the man who cannot be spared, or who is physically incapacitated. Perhaps you are the woman who longs to do something definite.

What about doing your fighting by raising pigs? (It is possible you will have to if you are blessed with very near neighbors, or if your own family isn't fond of pigs). Perhaps the bacon from the pigs you raise won't be actually eaten by that hungry, mud-stained boy of yours, or your neighbor's boys. But there is one thing sure, every pig you raise is going to make it more certain that your boy, and those other gallant boys you know, are going to get their share of the bacon rations and not be obliged to stand up under the strain and face the foe hungry.

"THE ORDINANCE WON'T LET YOU"

The city people more than the country people have been sharpening their wits on this pig-raising business. It is considered an awfully funny thing to suggest that Victoria Park be transformed into a "community pigery" or something of the kind, along the lines of community gardening. Then some people who haven't an idea of doing anything of the kind themselves, have thought it very brilliant to suggest "A pig for every back yard in Canada in 1918," as well as a second edition of the 1917 garden.

But there are really serious and practical people in the city of London who are pondering the question of pig-raising in their own back yards. They have found out, on inquiry, that starting in the pig business in the city isn't so simple as it might seem. It isn't just a question of ample room, suitable buildings and purchase of stock. It's a question of "The city bylaws will get you if you don't watch out."

No saying what would be done to you if you transgressed the city ordinance regarding pigs to the extent of attempting to raise them in your own back yard. The strong would stretch out and get both you and your pigs in its grasp. That is one thing sure.

Before you can raise pigs you must get that bylaw changed which prohibits the keeping of pigs within city limits with one exception, in the Asylum grounds.

WHY NOT "WAR MEASURE LICENSES?"

At least one man in the city of London has taken seriously to heart the appeal of the Government concerning an increase in the production of pork. He has a big lot of land, some distance from the centre of the city. Sometime ago he consulted the medical officer of health to find out if there would be any objection to the establishment of a pigery thereon. He stated that it would be located some 300 yards from the nearest neighbor, that the building would be suitable in every way, and that every possible care would be taken to keep conditions sanitary.

From a health standpoint, the medical officer of health didn't see there could be any objections. However, he wasn't in a position to hand out a decision till he consulted the city bylaws. The bylaws prohibited the matter out of his hands, forbidding as they do, the keeping of pigs on property within the city limits, excepting on the Asylum grounds.

"What do you think about the bylaw, in face of the apparent need of increasing production of pork?" Dr. Hill was asked a few days ago by the editor of this department.

"Well," he replied, "the only way to make it possible to go in for raising pigs within city limits would be to have the bylaw suspended, or special provision made where licenses might be granted under certain circumstances and in certain districts to raise pigs. Though there is no reason why pigs cannot be raised under sanitary conditions as chickens, at the same time, keeping pigs anywhere approaching the downtown district would be quite out of the question. Nevertheless the matter is one well worth taking up for outlying districts inside the city limits. Pigs could be raised in a number of places inside the city limits just as well as in the country, and with no more infringement upon the rights of neighbors. In granting licenses to people to raise pigs assurance would be required that the applicant would have proper buildings and a proper yard, and would keep these in proper condition."

SAVE THE BABIES—REBUILD THE NATION.

A "Kiddies' Booth" for the promotion of child-saving work in war time is to be a big feature of the Hero Land Bazaar, under the charge of the League of the Allies, to take place in Grand Central Palace, New York, opening November 24th. Lady Aberdeen, president of the Woman's National Health Association of Ireland, who with Lord Aberdeen is a member of the committee, has sent to a friend in the city an advance notice in regard to the Kiddies' Booth. The following are arguments offered why child saving work is required in war time:

"It is of vital importance that the children who will reap the fruits of the tremendous sacrifices being made by the present generation, should grow up in the fullest vigor of body, mind and soul, so as to be the worthy guardians of the liberties won in the present world struggle.

"In 1915 NINE fighting men of the British Empire were killed very hour on the battlefield.

"During the same year TWELVE infants under one year DIED EVERY HOUR in Great Britain and Ireland.

"90,067 infants out of 986,821 born in Great Britain and Ireland in 1916 did not live twelve months.

"It is estimated that the loss of infant life before life is even greater than that during the first year of life.

"It is calculated that three-fourths of the infant mortality is due to PREVENTABLE causes.

For every infant who dies it is estimated that there are at least five who endure unnecessary sickness and who are more or less handicapped for life through these same preventable causes.

"In communities where systematic educational campaigns have been carried in regarding the care of mothers and infants the death rate amongst babies has been reduced from 10 to 50 per cent.

In the WAR PROGRAM laid before the conference of the American Association for the study and prevention of infant mortality held in October at Richmond, Virginia, it was stated that:

No more patriotic service can be rendered today than through the maintenance of the integrity of the home and the conservation of the health of the children of today, who will be the citizens of tomorrow.

KEEPING WELL IN WINTER.

Irving Fisher, professor of political economy at Yale University, and chairman of the life extension institute, gives the following rules:

Open all the windows wide before you use the room in which you live or work. Let fresh air in all the time. The best temperature is between 68 degrees and 70 degrees Fahrenheit.

Open one window at the top and one at the bottom. The good air comes in one window and the bad air goes out the other. If you feel the air blowing on you, place a board in front of the window to send the air up. Such a "window board" should always be used in winter.

People who are used to fresh air almost never have colds.

Try to keep the air in your house as pure as the air outdoors. Do not let dust and smoke stay in the house.

Let in all the sunshine you can. Sunshine and fresh air kill germs and thereby help to keep out sickness.

THE BIG STORE For Value Every Time



It is in your national interest to shop here. We handle the famous ORCHARD BRAND MADE-IN-LONDON MEATS, known in north, south, east and west for their high-grade flavor and quality. Look over these prices closely:

Big Sale on Saturday Night, 7:30 to 10:30	Fancy Rib Roast Beef, guaranteed tender	Leg Genuine Lamb	Dairy Butter Rolls, 47c lb.	Breakfast Sausage	Smoked Rolled Shoulders
Everything goes at sacrifice prices. Our loss, your gain.	25c Lb.	32c Lb.	Dairy Prints 48c lb.	18c Lb.	30c Lb.
	Fancy Dressed Chickens	FRESH PORK TENDERLOIN 42c lb.	SHOULDER PORK CHOPS 32c lb.	Fresh Herring per lb. 10c	100-lb. Bag Sugar, \$9.50
	25c Lb.	Sirloin Steak 30c lb.	STEERING VEAL 20c lb.	Whitefish, per lb. 15c	Heinz Pickles, 25c Pint

Andersons Quality Meat Market

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

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Six Dependable Auto Deliveries tomorrow: 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.



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The Ontario Creameries, Limited

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SLASHING SLAUGHTER SALE BULBS

Tulips, Scarlet, per dozen, 15c; per 100 \$1.00	Hyacinths, Red, each, 4c; per dozen, 40c; per 100 \$3.00
Tulips, Variegated, per dozen, 15c; per 100 \$1.00	Hyacinths, White, each, 4c; per dozen, 40c; per 100 \$3.00
Tulips, White, per dozen, 15c; per 100 \$1.00	Hyacinths, Blue, each, 4c; per dozen, 40c; per 100 \$3.00
Tulips, Yellow, per dozen, 15c; per 100 \$1.00	Orchids, Double, Yellow, per dozen, 30c; per 100 \$3.00
Narcissus, Paper White, per dozen, 20c; per 100 \$1.75	Narcissus, Trumpet, per dozen, 30c; per 100 \$3.00
Narcissus, Giant White, per dozen, 50c; per 100 \$3.00	Orchids, Garden, per dozen, 20c; per 100 \$2.00
Lilies, Calla, each, 15c; per dozen, \$1.50	Freesias, Sweet-Scented, per dozen, 15c; per 100 \$1.50
Lilies, Chinese, each, 15c; per dozen, \$1.50	Tulips, Darwin, all delicate colors, per dozen, 20c; per 100 \$2.00
Lilies, Bridal, each, 10c; per dozen, \$1.00	

A good opportunity to have a beautiful showing in the spring, at prices that ought to interest every flower-lover. We will send by mail or express at purchaser's expense. Add 50c per 100 by mail.

DOMINION SEEDS, LIMITED

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WE SPECIALIZE IN FANCY DRESSED POULTRY. SELECTED EGGS, STORAGE AND FRESH. CHOICE CREAMERY BUTTER.

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

Can You Look Without Fear Into the Future?

Is the autumn of your life to be spent in comfort? Then you must begin early in your working years to set aside part of your earnings. It is not what you earn but what you save that brings the comforts in the future years. You have the opportunity now. Do not defer or neglect it. Open a savings account at any of the branches of this strong old bank, and then you will be one of those who can look without fear into the future. This bank encourages saving. It does not matter how small an amount you have with which to start an account. We know it will grow, and we will help to make it grow by adding interest to it twice a year.

THE BANK OF TORONTO

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.
Cor. Richmond and John Streets.

Cor. Dundas and Adelaide Streets.
Cor. Dundas and Talbot Streets.

FAULDS & DAWES

PHONE 5750. MARKET HOUSE. PHONE 5750.

Breather there a man with soul so dead
Who never to himself has said,
I'll buy a bond if it takes my last "red."

SILVERWOOD'S LIMITED

"THE CASH AND CARRY STORE"

Granulated Sugar, 100-lb. bags \$10.00	Red Rose Tea, per lb. 54c	Maple Syrup, large bottle 40c
Granulated Sugar, 20-lb. bags \$2.00	Ridgway's Tea, per lb. 54c	Campbell's Soups 15c
Granulated Sugar, 10-lb. bags \$1.00	Seeded Raisins, 2 packages 25c	Domestic Shortening 25c
Granulated Sugar, 5-lb. bags 50c	Figs, per package 10c, 13c	Crisco 44c
Grand Mogul Tea, per lb. 50c	Dried Dates 18c	Jelly Powder, 3 for 25c
Salada Tea, per lb. 54c	Corn Syrup, 4-lb. pail 52c	Apples, per peck 50c
	Corn Syrup, 10-lb. pail \$1.00	Betty's Orange Marmalade 13c

FRANK SMITH, MARKET SQUARE