

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



**"IS THAT YOU, BURBANK?"**

Well, I just wanted to tell you that the

## Special Rib Roast of Beef

You sent us for last Sunday's dinner. Was, in every respect, the most satisfactory. Roast we have had this year. And, the price surprised me.

**Only 26c**

BONED AND ROLLED FREE.

"Glad you liked it, Sir! That's the quality of meat and service we are giving everyone of our patrons. Hope you'll continue with us."

**Roy Burbank**

613 DUNDAS STREET. PHONE 2086.  
Formerly with Wilson's Arcade Meat Market.

### Some of Our Choice Meat Specials

SIRLOIN STEAK  
ROUND STEAK  
CHOICE SHOULDER ROASTS  
BEEF  
CHOICE ROLLED POT ROASTS  
BEEF  
CHOICE RIB ROASTS BEEF  
CHOICE PORK CHOP LOIN  
CHOICE PORK CHOP SHOULDER  
CHOICE CALVES' LIVER  
DELICATESSENS  
FRESH EGGS  
ALL WRAPPED IN THE NEW  
SANT-WRAPPING PAPER.

OUR  
(Made while you wait)  
**Peanut Butter**  
Will please you.

HOUSEKEEPING IS A BUSINESS.  
ECONOMICAL COOKING IS A SCIENCE.

## Our Consumers' League

BY ISABEL C. ARMSTRONG.

It is said that the secret of the French housewife's thrift lies largely in her buying. She takes care of the pennies, believing in the old adage that the pounds will take care of themselves. For the Canadian housewife who has always been accustomed to order lavishly for her table, and who has considered herself fortunate in having an abundance at her command, even two or three years of necessity for food conservation is a short period of time in which to acquire through experience and exact knowledge of quantities to serve. A food expert offers the following suggestions for guidance in buying and serving:

She buys thriftily and she prepares the food so carefully that not a particle is wasted. She takes care of the pennies, believing in the old adage that the pounds will take care of themselves. For the Canadian housewife who has always been accustomed to order lavishly for her table, and who has considered herself fortunate in having an abundance at her command, even two or three years of necessity for food conservation is a short period of time in which to acquire through experience and exact knowledge of quantities to serve. A food expert offers the following suggestions for guidance in buying and serving:

One can of corn will serve from eight to ten persons.  
One can of peas will serve eight persons.  
One can of No. 2 tomatoes will serve eight persons.  
One can of No. 2 tomatoes, used for tomato sauce, will serve twelve persons.  
One pound of potatoes will serve from four to six persons.  
One pound of oatmeal will serve from fifteen to twenty persons.  
One pound of prepared breakfast cereal will serve from fifteen to eighteen persons.  
One pound of flour will make two small loaves of bread.  
One pound of flour will make pastry for five pies.  
One pound of flour will make about two and three-quarter pounds of cake.  
One pound of flour will make about two pounds of cookies.  
One pound of butter will cut from forty to sixty chips.  
One pound of shortening will be required for every twenty-five persons for cooking purposes.  
One-half pint of syrup will serve from eight to ten persons for hot cakes.  
Four ounces of macaroni will serve from four to five persons when used as a principal dish.  
Three ounces of rice will serve four or five persons when used as a vegetable.  
Four ounces of beans will serve four persons when baked.  
Two ounces of beans will serve four persons when used in soup.  
Three ounces of cheese will serve four persons when used in place of meat, fish, etc.  
One-quarter ounce per person when cheese is used for flavoring.

### GOING TO BE A FARMERETTE?

Are you going to be one of the one hundred women and girls privileged to take a three weeks' course in practical farming at the Guelph Agricultural College, beginning the first of May?

The course has been especially arranged for women and girls of the towns and cities of Ontario to fit them to do their part in the greater production drive of 1918. The college, of which Dr. Greenman, the president, is also the commissioner of agriculture for the province, has arranged the course in recognition of the service rendered by women in farming, fruit picking, vegetable gardening, etc., in this province in the past two seasons. The course is prepared to show the right way of doing things and the best and shortest methods. So much information will be packed into the three short weeks that the girl or woman who takes the course will be just so much more valuable to herself and her employer, because of the knowledge she has acquired. It is knowledge which will stand her in good stead through her life, even if she only devotes to actual farming the four months this summer, which constitutes one of the conditions on which she is to be extended the opportunity of taking the course. The chances are that once she has taken the course and served her term in agricultural training, she will not want to go back to a kitchen, a garden, some chickens, or even one or two berry bushes or fruit trees of her own. In any case, it will extend her horizon, enlarge her experience, and broaden her sympathies. If she takes it to wisely she will benefit her health. Undoubtedly such an offer as that made by the college, three weeks' tuition and transportation paid, with the expense to the student \$15 for the three weeks' board, will receive an eager response from would-be "farmerettes." Since the time is short until all applications must be in to the superintendent of Government Employment Bureau, April 24th is the date, it behooves those desiring to take the course to send their names to Miss Ethel Macdonald, supervisor of the London Women's Government Employment Bureau, through whom applications from this district go to Dr. Riddell.

### PROPER CARE OF THE BODY.

"Personal Hygiene, lectures and instruction in the proper care of the body, with special application to the work in prospect." The foregoing paragraph caught the eye of the writer, away down, the very last item of the brief outline of the short course in practical farming for women (over eighteen years of age), to be given at the Guelph Agricultural College in May.

In this last paragraph is summed up the concession of the Ontario Agricultural College to the importance of conservation of health and strength on the part of the young women who will assist in the 1918 food drive. Just as precautions are taken by vaccination, inoculation and quarantine to guard the fighting men against contagious diseases, so precautions must be taken to keep the young women in good physical condition who wage warfare against food scarcity and thus, on the second line of defence, against the terrible Hun.

A girl who is the fun of her life berry-picking last summer, shook her head sadly the other day, when asked if she was going out on a far away summer. "The doctor won't let me," she said, "I overdid it last summer, and haven't been well all winter. I got so interested, I never knew when to stop, then when the evenings came it was such a temptation to go buggy riding and motoring. The people all around were so going to get half enough sleep. I always did the wrong thing when I got overheated, it seems, and I finally contracted such a severe cold, I thought I would never get rid of it. No berry-picking for me this year, I'm afraid. Indeed, I have been used up all winter."

Is there any common sense in that? Isn't it just like the German advance in solid formation, to be mown down by machine guns and rifles? Yet, aren't there many, many other girls and women who ruthlessly squander their resources of physical strength in big drives, literally, and in such cases, foolishly, obeying the injunction, "Take no thought for the morrow." Circumstances will arise where it is necessary to keep going till one is ready to drop with weariness, but such circumstances, permitted to be repeated too often, lower the vitality to such an extent that entire recuperation becomes impossible. It is all very well to be virtuous enough to prefer wearing out to rusting out, but with good people badly needed to "go on" at home, while the armies are engaged in saving the Empire for liberty and righteousness, conservation of health becomes an imperative patriotic duty. One very difficult thing for people who get interested in their work to learn is the importance of resting. Is the country much the better for the enthusiastic spirit of energy of the woman who uses herself up in a few months, when a special drive is on, and is entirely out of the running next time, say, when a special rush order comes to the Red Cross?

We are going to hear next week from some of our housewife readers about the way they conserve their time and strength, and manage to do their own housework and find time for outside service.

### WHY KEEP A PIG?

"It is better than the sword, especially if there is a pig in it," so says H. M. King of the O. A. C. Guelph, who has written a little pamphlet all about backyard pig feeding being practicable and profitable.

He gives the following reasons for feeding a pig:

### FEED A PIG BECAUSE

1. Hogs multiply rapidly and mature quickly, so that they offer the quickest means of increasing the farmer's supply of meat.
2. Hogs produce more meat from a given amount of feed than any other domestic animal.
3. Hogs give a greater weight of dressed carcass in proportion to live weight than any other animal.
4. The carcass of the hog contains more edible meat in proportion to bone than that of any other kind of animal.
5. Pork and bacon contain a large proportion of edible fat which is vitally needed in the rations of soldiers.
6. Bacon is the most compact form in which meat can be shipped abroad.
7. One or two pigs can be kept in the backyards of thousands of urban households with profit.

Talking of the subjects of raising pigs in towns, cities and villages, a country reader writes this week: "I was very much interested in reading some weeks ago in your column about the Kingston hotelkeeper who has gone into pig raising. In the small town near us, the hotelkeeper, at whose place we used to put up before we got our car, has gone into pig raising and found it profitable. Automobiles have made a great deal of difference to the hotelkeepers, especially in the small towns. Travelers and others do not stay all night as formerly, when the roads are at all passable. They drop into the towns in their cars, do their business, and are off on their way again. A hotel that offers good, clean, well cooked meals, though, gets about all the business it can handle. People, driving motors, make a point of getting to the town that has such a hotel at mealtime. The hotelkeeper, who has been experimenting in keeping pigs, keeps that kind of a hotel. Since it is pretty hard to tell just how much food will be wanted, there has been quite a bit of table refuse as well as peelings. He has boiled this and fed it to his pigs, and is finding pigs a good paying business."

## STILL POUNDING AWAY

At the mighty bulwark of the High Cost of Living. Every knock by our more unscrupulous competitors is a boost for Anderson's. They know we are giving you the best value for your dollar, or they would not find time to imitate us.

**FINEST DAIRY PRINTS** ..... 48c

**OLEOMARGARINE** Saturday Only ..... 34c

**HAM ROAST OF PORK** ..... 36c

Rolling Beef, per lb. .... 30c  
Rib Boiling Beef, per lb. .... 30c  
Shoulder Roast Beef, per lb. .... 30c  
Shoulder Pork, per lb. .... 25c  
Pork Heads, per lb. .... 15c  
Chuck Rib Roasts, per lb. .... 25c

Breasts of Lamb, per lb. .... 25c  
Shoulder Roast Veal, per lb. .... 25c  
Fresh Beef Tongues, per lb. .... 30c  
Marmalade, large jar ..... 25c  
Syrup, 5-lb. pail ..... 50c  
Libby's Dill Pickles, per can ..... 25c

Gasfirst Shortening, per lb. .... 20c  
Grand Mogul Tea, 4-lb. pkg. .... 25c  
Magic Baking Powder, per can ..... 25c  
New-Laid Eggs, per dozen ..... 42c  
Fine Old Cheese, per lb. .... 32c  
Cream Cheese—Full assortment, all sizes.

Come to the Independent Store—Not a Combine.

We Set All Our Own Prices.

**BREASTS OF VEAL**  
22c

**LIMBERGER CHEESE,**  
35c Package

**ANDERSONS**

THE BIG FOOD STORE

PHONES, 1643-1644. 1, 2, 3, 4, 5 MARKET HOUSE.  
Store opens Saturday morning, 6 a.m.; Store closes Saturday night, 10 p.m.

## GROCERS, IT WILL PAY YOU TO BUY STRICTLY FRESH EGGS FROM US

OUR EGGS ARE SPECIALLY SELECTED AND WILL SUIT YOUR TRADE. SPECIALTIES—EGGS, BUTTER, OLEOMARGARINE, SHORTENING, PRIME OLD CHEESE. PHONE ORDERS DELIVERED PROMPTLY.

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

## RELIABLE SEEDS

SEEDS THAT GIVE RESULTS PUT UP FROM THE BULK AT OUR STORE  
BULBS, ROOTS, SHRUBS, LAWN GRASS

### TOOLS AND FERTILIZERS

FOR THE GARDEN AND LAWN. GET FREE INFORMATION ABOUT GARDENING FROM OUR EXPERTS

## DOMINION SEEDS, LIMITED

119 DUNDAS STREET. Phone 550. 9 MARKET SQUARE.

## ONN'S FOR Fresh-Caught Fish

For FRIDAY and SATURDAY

HERRING, PERCH, PICKEREL, WHITEFISH, CODFISH, HADDOCK, FLOUNDERS, PERIWINKLES. We are the largest specialists in fish in London. We always have all kinds of fish in season. Special auto deliver: Friday.

**ONN'S THE OLD RELIABLE FISH AND POULTRY DEPOT. ONN'S**

## THE MARKET CASH AND CARRY STORE

When You Buy Here You Carry Away More Goods for the Same Money.

### FINEST DAIRY BUTTER.

Medway Creamery, large rolls 54c  
Fresh Eggs ..... 42c  
Good Cooking Eggs ..... 35c  
Fresh Headcheese ..... 20c

Cooked Ham ..... 55c lb.  
Sliced Breakfast Bacon ..... 47c  
Cottage Roll Bacon ..... 40c  
New Colored Cheese ..... 28c lb.  
Old White Cheese ..... 32c lb.  
Carnation Milk, large size can 18c  
Seeded Raisins, 15 oz., two for 25c

Horseshoe Relish ..... 15c  
Salade Tea ..... 50c lb.  
3 lbs Pure Lard ..... \$1.05  
JAMS.  
16 oz. Pure Raspberry ..... 30c  
4-lb Pails Pure Raspberry ..... 90c  
4-lb Pails Apple and Raspberry Jam ..... 60c

**PAUL L. DOIG, 6 Market House**

## MEATS! LONDON'S CUT-RATE MEAT MARKET

This is where you get more Prime Quality Meats for your money than elsewhere in London. You save 3 to 5 cents per pound. This is not cheap talk, but FACTS. Start today and cut down the high cost of living.

SPECIALS FOR FRIDAY AND SATURDAY, APRIL 12 AND 13:

### HEIFER AND STEER BEEF.

Choice Rump Rib and Porterhouse Roasts ..... 28c  
Best Sirloin Round and Porterhouse Steak ..... 28c  
Prime Thick Rib and Shoulder Roasts ..... 28c  
Best Home-made Shortening ..... 28c  
Extra good small Sausages ..... 20c

### MILK-FED VEAL.

Legs (Whole or Half) ..... 28c  
Shoulder Roasts Veal ..... 28c  
Stewing Veal ..... 28c  
Best Veal Chops ..... 30c

A large supply of Pickled Pork, Corned Beef, Tongues, Tenderloins, Spareribs and Fresh Lamb and Pork.

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750.  
THE CUT-RATE MEAT MARKET. MARKET HOUSE.

## "THE CASH AND CARRY STORE"

Jam, 4 lb. pail ..... 59c  
Crisco, per tin ..... 32c  
Seeded Raisins ..... 2 packages 25c  
Campbell's Soup, per tin ..... 15c  
Domestic Shortening, 3-lb. pail, 83c  
Cornstarch, per package ..... 12c  
Oleomargarine ..... 34c  
Maple Leaf Salmon, 1/2-lb. tin, 22c

Onions, 1/2 peck ..... 15c  
Redpath Sugar, 5-lb. carton ..... 50c  
Dutch Sats, quart ..... 20c  
Jelly Powder ..... 10c  
Reading's Figs, 2 pkgs. .... 25c  
Asymer Peas, per tin ..... 15c  
Quebec Syrup, per bottle ..... 20c  
Asymer Tomatoes, per tin ..... 23c  
Peanut Butter, per lb. .... 28c

Edwardsburg Corn Syrup, 10-lb. pail ..... 50c  
Beehive Corn Syrup, 5-lb. pail, 50c  
Silver Cow Milk ..... 22c  
Eagle Brand Milk ..... 22c  
St. Charles Evaporated Milk, 14c  
Grand Mogul Tea, pound ..... 50c  
Salada Tea, pound ..... 50c  
Lipton's Tea, pound ..... 50c  
Red Rose Tea, pound ..... 50c

**FRANK SMITH, MARKET LANE**

## 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.