

THE HIGH COST OF LIVING

MAY BE REDUCED BY FOLLOWING

THE HOUSEKEEPERS' BUYING GUIDE

Solving Your Baking Problem

Those treats to the palate—delicious homemade pies, cookies and bread. Nothing can take their place.

A GAS RANGE in your home will solve the baking problem. The uncertainty is eliminated. The oven will always be just right because a gas range gives perfect control of oven temperature. The big dinner will lose its terror. Your kitchen will be clean, cool and comfortable—no dust or ashes. You will get better results with less work and at less expense.

GAS RANGES FROM \$16.00 UP

Sold on Small Monthly Payments.

ASK THE WOMAN WHO OWNS ONE.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

Children Are God's Blessings

They are given to us to love, to watch over and care for. To make strong, healthy children we must see that good nourishing food is provided. Mothers are beginning to realize the very great food value in ICE CREAM. There is nothing better for growing children. The combination of sugar and fat gives it high nutritive value. Give the children Ice Cream any time during the day, at luncheon, at dinner and between meals. Our Ice Cream, being homogenized, is particularly easily digested. Doctors and food experts say that Ice Cream should be given a prominent place in the summer diet. Begin now to eat MORE Ice Cream. DON'T FORGET TO ORDER ONE OF OUR SPECIALS. Orders taken until 3 o'clock Saturday delivered same evening. Goods packed to keep until Sunday.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

IN QUALITY, QUANTITY AND SERVICE WE EXCEL

Buy your Meats from the sanitary store at the market house. All meats kept fresh, germ-proof, dust-proof under glass counters. Meats only handled by the cutters, not by one and all.

SPECIALS FOR FRIDAY AND SATURDAY.

5,000 lbs. Choice Roasts, Heifer and Steer Beef,25c
2,000 lbs. Fresh Pickled, Smoked Shoulders, Pork, 27c
2,000 lbs. Milk Fed Veal, Loin, 28c. Fillets, 30c.
Shoulders, 23c.
2,000 lbs. Fresh Loin and Ham Roasts, Pork,32c
Also a large supply of Hearts, Livers, Tongues, Spareribs, Tenderloins, etc.
See our display and prices before buying elsewhere.

EIGHT DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

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ONN'S

32 YEARS IN BUSINESS.

DEALER IN FRESH, FROZEN AND SMOKED FISH.

ONN'S

LAKE FISH

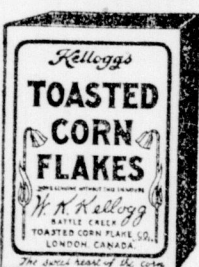
PERCH, PICKEREL, WHITE, HERRING, LAKE SALMON, ALL FRESH CAUGHT

5 Auto Deliveries Daily
USE PHONE, 1296

SEA FISH

HADDOCK, HALIBUT, HAKE, COD, SALMON, KIPPERED HERRING, WINKLES, HADDIES, AND BLOATERS.

WE RECOMMEND SATISFYING AND SUSTAINING is the verdict of the Canadian people who constantly use



KELLOGG'S TOASTED CORN FLAKES

Made of southern corn and by our secret process all the nutritious elements of the corn are preserved and rendered delightfully appetizing. It is the favorite cereal for both young and old and those who work either with hands or head. The genuine original is always packed in the red, white and green package. Insist on this 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.

It Will Pay You To Order From C. A. Mann & Co.

FANCY DRESSED POULTRY, FRESH EGGS, SHORTENING, CHOICE CREAMERY BUTTER. Poultry orders receive special attention on Friday and Saturday.

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

FRANK SMITH'S MONEY-SAVING PRICES:

Ridgway's Tea, per lb. 45c	Redpath's Sugar, 100-lb. bag, \$9.00	Jam, per gall. 25c
Red Rose Tea, per lb. 45c	Redpath's Sugar, 20 lbs. \$1.85	Domestic Shortening, carton, 25c
Aylmer Peas, 2 tins for 25c	Redpath's Sugar, 10 lbs. 93c	Pineapples, each 15c
Campbell's Soups, per tin 15c	Redpath's Sugar, 5 lbs. 48c	Cascade B. C. Salmon 15c
Excelior Peanut Butter, pound 25c	Domestic Sugar, 100-lb. bag, \$8.75	Helmet Brand B. C. Salmon 15c
Excelior Raisins, 2 packages for 25c	Dromedary Lard, 2 packages, 25c	Kerwood Creamery Butter 45c
Valencia Raisins, 2 lbs. for 25c	Figs, 2 lbs. for 25c	Medway Creamery Butter 45c

SEEDLESS ORANGES 15c AND 20c PER DOZEN

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.

What are the intelligent housewives of London going to do about the advance in the price of food, and other commodities? Keep their candles shining bright in their own small corners, pare the rind on the bacon a little thinner and search the cook books for still more attractive ways of serving leftovers and "substitutes"? Keep on acting penny-wise, which is very sensible, but acting pound foolish, which is far from rational? Numbers of dealers in food products in this city have expressed the view both publicly and privately that the advance in prices is by no means entirely due to scarcity. They have announced, knowing that their views were to be published, that gambling in food was largely behind the jump in flour, and cornering the supplies on the part of unscrupulous people with capital, one reason why many people, even with better incomes than in former years, are finding it difficult to make ends meet.

Everybody with a spark of patriotism is willing to put up with whatever is necessary in the way of retrenchment in war time. If a point is reached where, for the good of the Empire and the cause of the Allies and humanity, the Government finds it expedient to step in and regulate the amount of supplies which every householder may have in storage, the number of courses which each public eating house may serve at a meal, the citizenship of Canada will submit with good grace. But no one with a grain of spirit enjoys the thought of scrapping and pinching to enrich manipulators with capital who can afford to buy up stores in large quantities to hold for an advance in prices.

Is it true that this is being done? The assertion is being repeatedly made by businessmen, whose word is a synonym for reliability. What is to be done about it? The sensible course would seem to be to make an effort to find out the truth of the matter, then bring all possible influence to bear to have machinery set in motion to deal with offenders against the public welfare, and to regulate by authoritative control prices and distribution of food and other necessities of life.

The housewives of slow-moving, conservative Quebec several weeks ago formed a league to "find out" and urge upon the Federal Government the importance, in the interest of the working class, of fixing a maximum price for potatoes and other staples. And yet, the women of Quebec haven't the power of the ballot to back up their appeal. Moreover, it is predicted that the Housewives' League movement started in Quebec will become national. Are the women citizens of Ontario going to be content to tag on in the rear in order to be in the patriotic procession at all? Isn't it time some definite, intelligent, organized effort was being made by the women of London and Western Ontario to cope with the weekly increasing price of commodities, to promote real economy in the use and distribution of supplies, to get at the source of the trouble, and to bring pressure to bear upon governing bodies, municipal or otherwise, to prevent graft and to conserve resources?

"WAITING FOR SOMETHING TO TURN UP."

A great deal was heard about "preparedness" during the first year or so of war; preparedness to win the war. British proposals for mobilizing all her resources of man-power and woman-power, and finally of food. For nearly three years, Canada has been mobilizing units for overseas service and doing a lot of talking about mobilizing other resources.

While Canada is still talking, the United States, which has been in the war a little over a month, already appoints a food controller. Plans of a thorough character are now being made in the United States for saving and distributing seed stocks for next year, and the advisability of milling only whole wheat flour is being considered, since this would mean an increase of 18,000,000 barrels a year.

In the meantime, Canada has been playing the role of Mr. Mifflin, expecting something to turn up. The cheerful "take-no-thought-for-the-tomorrow" attitude was expressed a few days ago by a London man, when he said, "Have you ever seen us have food shortages yet?" The reply, of course, was "No." "Well, we won't have food shortages," he said, "because we have a country round here." With an air of settling the foolish question once and for all.

"Lord bless me and my wife, my son John and his wife, us four and no more," was the only parallel that occurred to the one who overheard the conversation. No responsibility to the rest of the Dominion, none to the soldiers fighting overseas, to the Allies, and the world in the great crisis. What is the one word to be used?

Conservation and increasing of food supplies in Canada are just as important a duty to the Empire as raising an army of 500,000 men. It is just as essential to the winning of the war. And every loyal citizen must do his or her bit, or be unworthy of the greatness of the Empire.

PRODDING A COURT OF APPEAL.

A practical demonstration of what may be accomplished by the way of achieving a definite aim through organized effort was given last Monday evening in this city in the immediate response made by the council to the appeal of a labor leader for the establishment of a municipal coal yard. The coal dealers, for once during their term of office, stepped lively and without unnecessary prelude in the way of debate.

Governing bodies may mean well, but frequently they need some good stiff prodding to awaken them to a sense of their responsibilities. It is the privilege and responsibility of citizens to prod in a democratic country where the government of the people is by the people and for the people. Hence the responsibility resting upon the newly enfranchised women of Ontario. If it is true that prices are unnecessarily high, even for war time, isn't it the duty of women to make protest and ask for regulation by the highest court of appeal accessible?

The highest court is the one to deal effectively with the situation. Individual and local effort, however well directed, is on the principle of applying a little salve to an eruption; action of an individual is an indication of order. The eruption may disappear under treatment, but the disease isn't cured.

GOOSE GREASE FOR SHORTENING.

Practically all contributors to Our Consumers' League department up to the present have been city dwellers, consequently we welcome with every pleasure today an out-of-town housekeeper, who offers the following thrift suggestions. She writes:

Forest, May 4, 1917.

Dear Miss Armstrong,—I am greatly interested in the Consumers' League, and today I see a request for letters about using goose grease for shortening. I always use it mixed with about an equal amount of lard or pork drippings, and find it an excellent shortening. The pie paste made with the mixture is delicious and while the goose grease is fresh it has no "goosey" flavor. I find that beef dripping is rather hard for shortening, but if put in a basin with a quantity of water and boiled for ten or fifteen minutes it will be much improved, and also by mixing with lard or goose grease. I refer to roasted or fried beef dripping. My plan to lessen the cost of good potatoes is to cut the seeds off and use the inside of the potatoes for the table. The seeds will keep for days after cutting.

A CYNTHIA GREY PAGEITE.

A POTATO-PLANTING HINT.

It is an interesting coincidence that the same potato thrift hint has come from two of our readers this week. The Cynthia Grey Pageite who writes from out of town, and a well-known London woman. The latter says: "In view of the scarcity of potatoes, a number of your readers will probably be interested in a method we have learned of saving our potatoes and at the same time having them for planting. We have an English maid, the most thrifty woman I have ever known. She doesn't waste the tiniest scrap of anything.

She advised cutting the eyes out deep from the potatoes when paring them for table use and saving these seeds for planting. We have been saving for over two weeks and have enough to plant the whole of our plot. I have every confidence that the plan will work all right. This woman has had a great deal of experience in gardening, and, in fact, her husband was a gardener in England."

"LEFT-OVERS."

The Universal dictionary is due to add another section, one giving the latest terms used in connection with the sport that is all the rage in London at present—gardening.

If you don't talk gardening, you are not up-to-date. If you do talk gardening, you are liable to put your foot in it, so to speak.

"Is your garden planted yet?" asked a friend the other day of an enthusiast who is going in for community gardening. "Not yet," was the reply, accompanied by the explanation, "You see, the ground has been plowed all right, but it has to be mangled yet before it is ready for seeding."

Said Dolly, the pretty switch-board operator, "I must hurry; I have a lot of shopping to do in the noon hour. There is one thing I mustn't forget to get, plaster of Paris."

"You don't mean to say you have potato bugs already?" was the reply, accompanied by the explanation, "You see, the ground has been plowed all right, but it has to be mangled yet before it is ready for seeding."

BUY "STAPLE GOODS."

Prof. Simon N. Patten of the University of Pennsylvania strongly advocates the buying of "staple goods," as opposed to "luxuries," as a means of reducing the cost of living. The following are five thrift rules which he has laid down:

1. Have a budget and hold to it even if the family lives on soup and crackers at the end of the week.
2. Don't seek for lower cost, but greater energy.
3. Never look for bargains, but staple goods.
4. Don't buy too big a house.
5. Be economical every day, but occasionally be extravagant.

Along with the five laws Prof. Patten has given circulation to two "popular errors" that have a bearing both upon health and the cost of living. These "popular errors" are:

1. That liquor is a better stimulant than sugar.
2. That meat gives more energy than a cereal.

10,000 Women Wanted TO HELP US BOOST LONDON

Do you want your money to go to Toronto, Hamilton, Ingersoll, Chatham and St. Thomas, or do you want it to stay here in London? Ask yourself this question, Mrs. Housewife, we will leave it to you to decide for yourself.

You not only save money by buying our products, such as freight and cartage rates, travelers' expenses, etc., but you get a better article, as we handle only the Highest Grade Beef, Pork, Lamb and Veal.

Beef Specials

Prime Rib Roast, none better, lb.30c
Fancy Chuck Roast, heifer beef, lb.27c
Rump Roast, heifer beef, nothing finer, lb.28c
Finest Cut Round Steak, guaranteed tender, lb.30c
Blade Rib Roast, heifer beef, very choice, lb.27c

Take Advantage of These Low Pork Prices:

Ham Roast, centre cut, lb.34c
Ham Roasts, first cuts, lb.32c
Loin Roast, lb.34c
Shoulder Roast, lb.28c
Chuck Roast, lb.30c
Fresh Side Pork, lb.33c
Shoulder Chops, lb.32c
Loin Chops, lb.35c



Lamb and Veal

Loin Lamb, lb.30c
Shoulder Lamb, lb.28c
Leg Lamb, lb.35c
Lamb Chops, lb.30c
Fillets Veal, lb.28c
Loin Veal, lb.28c
Veal Chops, lb.28c
Stewing Veal, lb.18c

WHAT WE STAND FOR:

Perfect Service.
Guaranteed Satisfaction.
London Products.
100 Per Cent Value for Every Dollar Spent.

Better Butter

Dairy Prints, lb.41c
Orchard Brand Creamery, lb.46c
Creamery Solids, lb.46c
Dairy Rolls, choice, lb.41c and 42c
New Laid Eggs.

Smoked Meats

Roiled Shoulder, lb.30c
Smoked Ham, lb.35c
Breakfast Bacon, lb.38c
Back Bacon, lb.40c
Cottage Rolls, lb.32c
Picnic Hams, lb.24c

Fresh Fish

Fresh From the Lake.
Whitefish, lb.20c
Lake Trout, lb.18c
Perch, lb.15c
Pickerel, lb.16c
Smoked Fish in Large Variety.

Andersons

THE BIG STORE.

Phones—455, 500 and 760.

Stalls 1, 2, 3, 4 and 5, Market House.

ASK YOUR GROCER FOR

MEADOW GOLD BRAND BUTTER

It is the best. It never disappoints. Your grocer knows this. If he does not keep it in stock, phone us, and we will refer you to those who do sell it. Insist upon having this brand.

THE ONTARIO CREAMERIES, LIMITED

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.



Chivas' Candy Is Good Candy

NONE BETTER—but many higher in price than Chivas'.
FRENCH CREAMS.
CREAM CARAMELS.
DELICIOUS NUT BRITTLES.
MOIR'S CHOCOLATES.
The Very Best.

Chivas' Confectionery and Tea Room
117 DUNDAS STREET.

THE BANK OF TORONTO

INCORPORATED 1855, this Bank has for 62 years provided for both business and private accounts a continuously satisfactory banking service.

SAVINGS DEPOSITORS may deposit and withdraw money at any time.
ASSETS OVER \$75,000,000 give assurance of unquestioned safety.

INTEREST is added to balance twice a year.

FOUR BRANCHES IN LONDON.

Cor. King and Richmond Streets J. Pringle, Manager
Cor. Dundas and Adelaide Streets F. D. Copeland, Manager
Cor. Richmond and John Streets S. C. Houston, Manager
Cor. Dundas and Talbot Streets J. C. McDonald, Manager