

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

Canada Food Board License No. 9-5418.

BURBANKS' MEAT STORE

Keep Away the Flu!

You can fortify your system against the invasion of the "flu" by proper exercise and proper food. Good meat has a great deal to do with your health. Germs are very often carried by the use of questionable meats. You should always insist that your meat be Government inspected. Our store has sanitary advantages that are not found everywhere. Everything is snow-white and kept spotlessly clean, and we buy only Government inspected meats of the choicest quality. We also have a delivery service to all parts of the city. Our chicken department has received considerable increased patronage since the "flu" came into our midst. We have chickens of the choicest quality at all times, and kill and dress to order.

Our Hamburger is ground fresh while you look on. We make Peanut Butter; also Ground Bone for chickens. We give a receipt with every purchase, and give you the best of meats that money can buy. We invite your patronage and feel sure our quality meats and service will please you.

BURBANKS' MEAT MARKET

613 DUNDAS STREET.
PHONE 2986.

The Home of Quality Meats.

Canada Food Board License 9-5418.

Canada Food Board License No. 9-2932.

NEW WORK FOR THE NEW BOARD OF TRADE

London is a great poultry centre—it can be made a much larger one. You are invited to join our band of satisfied customers, who are getting excellent results from feeding our poultry feeds and stock feeds. Our motto is to give you value for your money and entire satisfaction in service. You reap the benefit of our experience in feeding for many years. Our feeds are all put up with the purpose of giving results. You are welcome to inspect feeds and get prices. On Saturday we are giving away Two Pounds Best Pot Barley with 100 pounds of mixed feed.

RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.
100 KING STREET. PHONE 425.

Macdonald's Meat Market, 142 Wortley Road, South London

JOHN A. MACDONALD, Proprietor

The Best Meats at the Most Reasonable Prices

142 WORTLEY ROAD. PHONE 1680. LONDON SOUTH.
Canada Food Board License 9-10712.

ADVERTISING ON THIS PAGE REACHES THE EYE OF
THE BEST BUYERS OF TABLE SUPPLIES. WHO ARE
THEY? WOMEN!

FANCY DRESSED POULTRY KILLED TO ORDER

Your grocer or butcher can always depend on us to fill his order with the right kind of Dressed Poultry at the right price. For your week-end table supplies please phone your order early. It will be better for you and better for us.

CHOICE CREAMERY BUTTER (IN SOLID AND PRINTS); STRICTLY FRESH
EGGS (GUARANTEED).

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

Canada Food Board License No. 7-078.

CLIFF ROBINSON'S QUALITY MEAT AND FISH STORE

We have a big list of specials for Saturday. Be here early.

Beef Cuttings, lb. 25c
Stewing Beef, lb. 20c
Rolled Roasts, lb. 25c
Choice Pot Roasts, lb. 25c
Flank Steaks, lb. 30c
Beef Tenderloin, the undercut of
beef, special, lb. 45c

Beef Shanks, lb. 12 1/2c
Breasts, Spring Lamb, lb. 25c
Shoulders, Spring Lamb, lb. 25c
Stewing Veal, lb. 20c
Shoulders, Veal, lb. 25c
Shoulder Pork Chops, lb. 35c
Pork and Beans, 2 cans for, 25c

EXTRA—Shortening, our own make, special, pound 30c

Cheese Department—Swiss, Oka, Limburger, Roquefort, Cream, Old
White and Yellow.

Make this bright sanitary store your store. Our goods are sure to please you.

Last delivery 6 p.m.

PHONE 6188. 206 DUNDAS STREET.
Canada Food Board License No. 9-6264.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/4-lb. tin 24c
Jam, 4-lb. pall 55c
Domestic Shortening, 3-lb. pall 35c
Domestic Shortening, 1-lb. carton 25c
Seeded Raisins, 2 packages for 25c
Sunkist Seedless Raisins 15c
Macaroni, two packages 25c
Lipton's Coffee, 1-lb. tin 45c
Seal Brand Coffee, 1-lb. tin 45c
Carnation Milk, per tin 15c

CRISCO,
1-Pound Tins 30c
MAPLE LEAF
SALMON, per tin 24c
Canada Food Board License No. 8-6165.

FRANK SMITH, MARKET LANE

VEGETABLES

Pie Pumpkins 10c and 15c
Hubbard Squash, each, 10c, 15c, 20c
Vegetable Marrow 5c and 10c
Cauliflower 20c and 30c
Celery, white 5c and 10c
Celery Hearts, per bunch 15c
Beets, per bunch 5c and 10c
Carrots, per bunch 5c and 10c
Cabbage, each 5c and 10c
Onions, Yellow, per lb. 5c
Leaf Lettuce, crisp 5c, 10c
Head Lettuce 15c
Radishes, red 5c
Endive, green, curled 15c
Tomatoes, Red and Green.
Rhubarb, per bunch, 8c, 3 for 15c
Cucumbers, hothouse 5c and 10c
Parsley, Watercress and Mint 5c

MAIN & COLLYER
Telephone 2531. P. O. Box 275.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Good Health, Good Business, Good Patriotism

The cities, towns and villages of Western Ontario have been engaged in the biggest battle for life in all of their history in the past two or three weeks. Nurses, doctors and volunteer workers are waging valiant warfare against the foe of highly contagious disease, in the guise of Spanish Influenza.

Yet with all the efforts being put forth, closing of schools, churches, places of amusement, and public gatherings of every description, not to mention precautions taken in the use of using gargles, mouthwashes and keeping the hands strictly clean, the disease has spread and spread, cutting off numbers of lives, particularly among young men and young women.

People will walk more soberly for many a day to come as a result of the big epidemic, which is bringing bereavement into perhaps as many homes in Canada as the war itself. And people are going to think more, very much more, about that supremely important subject, conserving life.

An epidemic has upset all established precedents and seriously interfered with business. It has thus brought thinking people face to face with the fact that sickness and physical disability are tremendous handicaps and liabilities for a community, from a business standpoint alone. Apart from all sentiment and humanitarian motives, the hard-headed business individual is going to take a keener interest henceforth in whatever activities tend to promote public health and welfare. The healthier the community, the better his business—unless he happens to be doctor, a nurse or an undertaker. At that, the undertaker is sure to get a living in a mortal world where, with the best of care and sanitary precautions, people do not live forever. The doctor or nurse who has any claims to being up to date, regards it as a more important thing to prevent people from getting sick, and needing operations, and so on, than to doctor and nurse people back to health.

Houses are quarantined and people suffering from communicable diseases are isolated because scientific people know that such steps are necessary to prevent the spread of disease. Unscientific people are having their eyes opened to the calamity of unchecked disease. It stands to reason that scientific and unscientific people alike, hereafter, are going to be ready and willing to give adequate support to efforts made to check disease and render the city, the county and the country a safer and healthier, therefore, a happier, place to live in.

THE CHILD VICTIMS.

This suggests a subject which has been given a large share of attention in this page, namely, child welfare, or conservation of children. Such and such a baby, such and such a little girl or boy of three or four, has died of Spanish Influenza. People shake their heads and call it a dreadful thing. What about the life of the one baby that might be saved from preventable death every THREE days in London all the year round in normal times, through properly organized child welfare efforts, which involve education along the lines of child conservation? That was the ideal set before the citizenship of London in the child welfare campaign last winter, the life of one baby every three days!

One of the most appealing arguments offered for engaging child welfare nurses, establishing child clinics, etc., has been the importance of conserving the lives of future citizens, and enabling them to grow up strong and well. IN VIEW OF THE WASTAGE OF WAR. To this has been added another argument of equal weight, IN VIEW OF THE WASTAGE OF LIFE THROUGH SPANISH INFLUENZA AND ITS COMPLICATIONS, wastage not of the lives of men and women far advanced in years, but of the lives of the young men and young women of the country. In London alone a terrible toll has been taken of the young manhood, lads in their latter teens, men in their twenties, the age of which the war has exacted so much. The people who have been associated with health boards in fighting the ruthless epidemic aren't going to lose interest after once having seen the terrible ravages it has wrought. They are more keenly to others, and out of the new depths of their knowledge they will desire the good health of the public as a great public boon.

Even poisons used in certain ways are effective as medicines. Out of the evil of the Spanish influenza epidemic is bound to come a vastly more general recognition that saving people from sickness and physical handicaps, along with saving men, women and children from preventable deaths, is good business and exceedingly fine patriotism.

Are You Worthy of Victory?

If the war should end in a manner that was satisfactory to the Allies tomorrow, could you fold your hands and say to yourself:

"I AM THANKFUL TO SAY I HAVE FULLY DONE MY PART ACCORDING TO MY ABILITY TO BRING ABOUT THIS GLORIOUS CONCLUSION. I AM WORTHY OF THE LOSS OF LIFE AND LIMB AND FACILITIES OF OTHERS WHO HAVE FOUGHT FOR ME. I AM WORTHY OF THE APPALLING SACRIFICES THAT HAVE BEEN MADE THAT I MIGHT HAVE PEACE AND JUSTICE AND LIBERTY?"

Have you actually done your bit as opportunity has been afforded you or as you have made opportunity for yourself? Doing his bit has cost many a man his good business, his ability to take his place in civil life again; cost him years of harrowing experience in one of the war zones; cost him home, comfort, association with loved ones for long, weary years; cost many a lad his life; cost many a heart and home its dearest and best treasure.

Have you paid the equivalent of that?

A second Victory Loan campaign is to be launched on Monday next, October 28. Canadian people are being called upon to lend money to the Government to buy shells, hand grenades, to build ships, to pay the men in khaki, to feed the boys from home who are risking all, even life itself, that you and I may be free. Canadian people are being asked for the loan to provide vaccine to inoculate the Canadian boys against smallpox and typhoid, and to offer all protection and help possible to the defenders of the gallant empire, the gallant lads who have gone forth to put down the dragon of militarism and insure lasting peace for the world.

The Victory Loan is needed to keep the wheels of industry moving in Canada; to furnish employment for Canadian people and enable farmers to sell their produce for real money. The Victory Loan brings benefit in still another direction.

KILLS TWO BIRDS WITH ONE STONE

It is the best kind of business sense to invest in bonds guaranteed by the whole of the Dominion of Canada. Buying Victory Bonds is a case of serving oneself as well as one's country to the extent of getting five and a-half per cent interest per annum on a sound investment. Isn't it soothing to the conscience to be able to kill two birds with one stone like that?

You say you haven't much to invest and your one \$50 bond wouldn't be worth much in bringing about victory?

Consider these facts given in The Advertiser a few days ago:

ONE FIFTY-DOLLAR VICTORY BOND WILL—
Pay Canada's war bill for 4-13 seconds, or
One soldier for forty days, or
Buy 100 rifle cartridges, or
100 hand grenades, or
104 rifle grenades, or
55 bushels of oats, or
23 bushels of wheat, or
Feed a soldier 3 1/2 months, or
Provide vaccine to inoculate 1,000 men against smallpox, or
666 men against typhoid fever.

ONE SHELL SAVES A LIFE.

A minister, preaching in a London church not long ago said, "Three scuttles of coal are required to make a shell, and a shell will save one life over at the front. Next time your house is too hot, check the furnace instead of opening the windows to let the heat out."

The tide of battle has been turned more often than once in this war, because a section of the army ran short of grenades or cartridges, and lives have been unnecessarily lost for no reason.

Suppose the life of YOUR son or brother that the one shell or the hundred had a grenades could save. Suppose it was even that boy down the road who used to whistle as he was passing your place to school, such a little while ago. Considering the sorrow and anxiety his going brought to his mother and father, would you think it worth while to invest \$50 to save his life and bring yourself 5 1/2 per cent interest in hard cash per annum?

And if the money you could command would actually save two, three, a dozen, a hundred lives, would you consider it worth while to thus invest it? Think of making 5 1/2 men just like that brother of yours immune to typhoid fever while doing your fighting! Would you care to be such a benefactor?

The people who have "personal interests" in the war, otherwise their very own flesh and blood serving overseas, will be only too eager to back up their own menfolk by sending munitions and food. Once they realize the situation, the mother and sister won't run the risk of Billy Boy losing his life because of their failure to invest in money-earning bonds in order to supply him with grenades.

What about the people who aren't losing sleep through anxious nights, the people who do not need to dread the arrival of an official notice? What about the people who have been able to go on with "business as usual," indeed, more profitable than usual, owing to the war, yet without paying the price in heart-break?

Is it a square deal that when some are paying the price of victory with their lives, some with faculties, limbs and health, some by drinking deep of the cup of sorrow, that others should reap the benefits of the fighting done, and neither fight nor invest money at good interest to win the war?

HOW ARE PEOPLE GOING TO FEEL IN THE DAY OF VICTORY WHO HAVEN'T DONE ANYTHING TO MERIT IT?



WHO SAID SOAP WAS GOING UP?

Look how we sell it tomorrow.
2,000 cases to be cleared. Any
kind—Tels Naphtha, Comfort, Sur-
prise, Lifebuoy, Gold, etc.
BOX OF 100 \$7.75
3 BARS 25c

GROCERIES.

Pure Jam, 4-pound pall 65c
Crisco, 1-lb. pall 30c
Wagstaffe's Marmalade, 4-pound
pall 85c
Vorester Sauce, bottle 10c
Catsup, bottle 10c
Lipton's Tea, lb. 60c

EXTRA!

BIG UNEXPECTED SHIPMENT OF GROCERIES JUST ARRIVED

We have no place to store them. We must clear them out quickly, so we take the only sure means of doing it—CUT THE PRICES. All quality products. All the big shipment must be cleared out at once regardless of price. STOCK UP! Get here early tomorrow, as we expect a crowd will be waiting when our doors open. PHONE ORDERS WILL BE TAKEN for any of these specials, and to top off a wonderful bargain day we offer many rare meat bargains. Look! Read! Save!

CARNATION MILK 3 TINS FOR 20c.

Tomatoes, per can 18c
While it lasts, Magic Baking Pow-
der 34c
Lily White Syrup, 5-lb. pall, 55c
100 pails Corn Syrup, 10-pound
pall 95c

SPECIAL RIB ROAST BEEF 28c.

(Rolled to Order.)
Round Shoulder Roast Beef 25c
Thick, Juicy Chuck Roast 25c
Rolled Pot Roasts 28c
Choice Ribs for Stewing 28c
Porterhouse Roast Beef 32c
Fresh Pork Shoulders 32c

NOTICE.

All meat sold here absolutely the choicest quality and kept in the most modern refrigerator in Ontario. Everything kept shining and sterilized. Every part of this store is in full view of the public's eye. Cleanliness and quality always.

LONDON'S BIG PURE FOOD STORE.

Phones 1643, 1644. Stalls 1, 2, 3, 4, 5 Market House
Canada Food Board License 9-684.

ANDERSONS

REAL BARGAINS ARE FEW AND FAR BETWEEN

Last Saturday we advertised a few well-selected bargains. So great was the demand for these goods our store was filled to capacity from early morning until late at night. Be on hand early tomorrow and share in these savings.

TWO--SPECIALS--TWO

HERRING, fresh caught, per lb. ... 10c HALIBUT, fresh stock, sliced, per lb., 25c
1 lb. Marmalade 15c 3 tins Sardines 25c Finnan Haddie 18c
1 lb. Domestic or Easifirst 2 tins Salmon 25c Winkles, quart 25c
Shortening 29c Whitefish, per lb. 18c Pickercel 18c
1 lb. Oleomargarine . 35c Salmon Trout 18c Dulce, pound, 20c

ONN'S

UP-TO-DATE FISH AND POUL-
TRY MARKET.

ONN'S

143 King Street.

Licensee 9-1678.

Phone 1296.

THIS ISN'T YOUR TOWN, NOR MY TOWN, IT'S OUR TOWN.

LET'S JOIN THE 800!

Ask MORNINGSTAR, he knows from practical experience

HOW TO MAKE POULTRY PAY

Morningstar doesn't just pretend to know—HE KNOWS. We have employed MORNINGSTAR because we KNOW he KNOWS.

Ask MORNINGSTAR about Poultry Feeds, Poultry Fountains, Poultry Feed Boxes, Poultry Rings, Poultry Medicines, Poultry Diseases, Buckeye Incubators, Buckeye Brooders, Baby Chicks, Baby Chick Feeds. Ask MORNINGSTAR anything you want to know about POULTRY.

It will pay you to give us your next order for feed. You ought to try some of our 24 varieties of Feeds. We can supply your wants. WE HAVE IT.

If you are not satisfied where you are buying, TRY US. If you are satisfied TELL YOUR DEALER. However, we invite you to visit our BIG NEW POULTRY SUPPLY DEPARTMENT. Ask for Morningstar.

DOMINION SEEDS, LIMITED

Canada Food Board License No. 9-9644.

119 DUNDAS STREET.

Phone 550.

9 MARKET SQUARE.

A Smashing Victory for Meat Buyers at the Cut-Rate Meat Market on Friday and Saturday

Come and get a genuine bargain and be convinced that you can save money and still have the best meals obtainable. Satisfaction guaranteed or money refunded.

MONEY SAVERS.

Legs of Spring Lamb, 33c
Prime Rib Roast Beef, 28c
Choice Rump Roast Beef 28c
Shoulder Roast Beef, . 25c
Ham Roast Pork 38c
Fresh Shoulder Pork .. 32c
Fresh Tenderloin, Spare
Ribs, Hearts, Livers,
Tongues, Etc.

MONEY SAVERS.

Sirloin and Round Steak 30c
Loins Roasts Pork 40c
Loins Spring Lamb ... 38c
Pickled Ox Tongue 28c
Choice Fillet Veal 35c
Small Pork Sausages .. 20c
Oleomargarine ... 38c
Medium Cheese 32c

New Laid
EGGS
58c
DOZEN.

DELIVERIES TO
ALL PARTS OF CITY
DAILY.

FAULDS & DAWES

PHONE 8785.
MARKET HOUSE.

Canada Food Board License No. 9-5914.

Have Something in the Bank

Fifty dollars, a hundred, five hundred—always keep on hand some ready money. It is granted that your money can be made to earn more than 3 per cent, but this isn't the point. The point is to always have a little money at your immediate command in the custody of a good bank. Money in the bank will give you a most comfortable feeling—and it is ready whenever you want or need it.

It is an honor to any man or woman to have a savings account with

THE
BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1859

FOUR OFFICES IN LONDON:
Cor. King and Richmond Streets.
Cor. Richmond and John Streets.

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