

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

Canada Food Board License No. 9-5418.

A Smashing Sale OF CHOICE MEAT

During the hot weather we have decided to reduce all Meat on Saturday to the very lowest figure, so that we will have little to carry over Sunday. This is your opportunity. We carry only the choicest of Meat.

5 Per Cent Discount On All Cash and Carry Sales.

SPECIAL SHOULDER
ROAST **25c**
BEEF, L.B.

Roller Pot Roast, boneless ... 23c lb.
Beef Cuttings ... 25c lb.
Fresh Ground Hamburg ... 25c lb.
Homemade Sausages ... 25c lb.
Pickled Shoulders of Pork ... 33c lb.
Fresh Shoulder Roast of Pork, 34c lb.

Fresh Loin Roast of Pork ... 40c lb.
Fresh Leg Roast of Pork ... 37c lb.
Leg of Spring Lamb ... 43c lb.
Loin of Spring Lamb ... 43c lb.
Shoulder of Spring Lamb ... 40c lb.
Breast of Spring Lamb ... 35c lb.
Peanut Butter Made While You Wait!

Special PRIME RIB
BEEF, L.B. **29c**

BURBANK'S Meat Market

613 DUNDAS STREET.

PHONE 2986.

RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.
100 KING STREET. PHONE 425.
Canada Food Board License No. 9-2932.

We wish to thank all who are trying out our foods for cattle, swine and poultry. The repeated orders prove the quality of our goods and the satisfaction of our service. We work along the lines of quality in foods, honesty in dealing, efficiency in service, and moderation in profits. These, we believe, will form a basis on which to build a business that will serve and please the public. Car of Corn just unloaded. Attractive prices on ton lots. Buy your Sulphur, Epsom and Glauber Salts here. Our Fly Oil will guard your stock against flies. Buy it and save dollars on your cattle. Cattle pestered with flies can neither milk nor put on flesh satisfactorily. Guard your poultry against diseases by using our Disinfectants, Roup Remedy and Panacea. Are you showing your patriotism by using your share of flour substitutes? See our Corn Flour, Rye Flour, Oat Flour, and Buckwheat Flour.

ALDERMAN MANNESS SAYS:

"GET BUSY! KILL THE BUGS!"

We have Lime, Bug Finish, Nicotine, Slug Shot, Arsenate of Lead, Paris Green.
BORDEAUX MIXTURE KILLS THE BLIGHT.
NICOTINE does away with the green bug on your potatoes.

ARSENATE OF LEAD cooks the potato bugs.
SLUG SHOT shoots the cabbage worms.
Ask us about your troubles from garden pests. We have a remedy.

Time to plant Beets for Pickling, Beans for Early September; Radish, both summer and winter varieties; Spinach, Beans ready for Western Fair week; Peas, plant early kinds now. Lettuce for salad.
DON'T LET THE GROUND LAY IDLE.
Perennial Flowers to sow now are: Delphiniums, Canterbury Bells, Foxglove, Hollyhock, Poppy, Columbine, Dianthus, Sweet-William, and many others.

MAIL ORDERS SOLICITED.

DOMINION SEEDS, LIMITED

119 DUNDAS STREET.

PHONE 550.

MARKET SQUARE.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Store closed all day Monday. BUY EXTRA. We have a full supply of Choice Beef, Pork, Lamb and Veal for the holiday trade.

SPECIALS FOR SATURDAY.

Chuck Roasts Beef, per lb. ... 25c
Rib Roasts Beef, per lb. ... 30c
Rolled Roasts Beef, per lb. ... 25c
Lean Beef Cuttings, per lb. ... 25c
Stewing Veal, per lb. ... 20c
Shoulders Veal, per lb. ... 25c
Breasts Spring Lamb, per lb. ... 30c
Shoulders Spring Lamb, per lb. ... 30c
Fresh Tenderloins, Calves' Liver,
Choice Creamery and Dairy Butter.
COOKED MEATS—Roast Pork, Pressed Pork, Boiled Ham, Chipped Beef, Macaroni Loaf, Veal Loaf, New England Ham, etc. All kinds of Green Goods and Vegetables.

PHONE 6186.

206 DUNDAS STREET.
Canada Food Board License No. 9-6364.

VEGETABLES

Cauliflower, white ... 20c and 30c
Celery, white ... 5c and 10c
Celery Hearts, per bunch ... 15c
New Beets, per bunch ... 5c, 10c
New Carrots, per bunch ... 5c, 10c
New cabbage, each ... 5c and 10c
White Onions, from Dutch sets 5c
Green Onions, from Dutch sets 5c
Leaf Lettuce, crisp ... 5c, 10c
Boston Head Lettuce, fine ... 10c
Lettuce, Romaine or Cos ... 10c
Endive green, curled ... 10c
Tomatoes, choice, hothouse, lb. 25c
Rhubarb, per bunch, 8c, 2 for 15c
Cucumbers, hothouse ... 5c and 10c
Parsley, Watercress and Mint ... 5c

MAIN & COLLYER

Telephone 2832. P. O. Box 275.

To Butchers, Grocers and Fruiterers:

How about keeping your store, your goods, your prices, before the readers of this page every week? That it pays is best evidenced by the advertisers who have used the High Cost of Living page, continuously for two years. Its ably-conducted "Consumers' League" column has always been so interesting and full of useful hints to housekeepers that its readers anxiously look for it in The Advertiser every Friday, and then go carefully over the advertisements, making their selections in keeping with their needs.

To Purchasers of Table Supplies

Advertisers render you an invaluable service by saving you a great deal of time and loss of energy. Knowing what you must buy for the week-end supplies, it is a great convenience to know just where to go and what your purchases will cost you.

You save money, time and energy by reading The London Advertiser's "Housekeepers' Buying Guide" every Friday.

"THE CASH AND CARRY STORE"

Home Jam, 4-lb. pail ... 60c
Creamery Butter, per lb. ... 47c
Dalton's Lemonade, per bottle ... 10c
Salada Tea, 1/2 lb. ... 34c
Grand Mergul Tea, 1/2 lb. ... 34c
Redpath Sugar, 5-lb. carton ... 50c
Redpath Sugar, 1-lb. bag ... \$1.00
Ridgway's Tea, 1/2 lb. ... 34c
Lipton's Tea, 1/2 lb. ... 28c
Red Rose Tea, 1/2 lb. ... 28c
Seeded Raisins, 2 packages ... 25c
Maple Butter, per tin ... 23c
Peanut Butter, per tin ... 28c
Domestic Shortening, 5-lb. pail ... 85c
Granulated Sugar, bulk, 5 lbs. ... 49c
Granulated Sugar, bulk, 10 lbs. ... 98c
Adams' Chiclets, per box ... 65c
Spearhead Gum, per box ... 65c
CANADA FOOD BOARD LICENSE NO. 8-6165.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

DIANA IS DUBIOUS

"I'd very much like to see the balance sheet of Miss Lillian Nicholson and her sister of Chelsea, Quebec, before accepting the statement that their venture in poultry-raising is a genuine success," says Doubting Diana this week. Doubting Diana not only has something to say this week to the Consumers' League circle, but she came when in town to call upon the editor of the department, and to tell her views in person.

A letter from Miss Nicholson, one of the very first contributors to this column, was published some weeks ago, relating the growing success of the poultry business of herself and sister, and the fact that they are also going in for vegetable raising at a cost of some sixteen hours a day of work.

Last week the interesting story was told by Miss Louise M. Garling, president of the Women's Gardening Association, of a visit to their place, Len Poultry Farm, Chelsea, Quebec.

Six or seven years ago they started in the poultry business with a biddy and half a dozen, or perhaps it was seven, chickens. Three years ago they had a brood of forty-five. It was their objective this year to raise 500 birds. Such has been their good fortune that they now have 700, the last hundred hatched within the past few weeks. The president of the London Women's Gardening Association, who has been a recent visitor at the home of the Nicholson girls, states that they seldom lose an egg in hatching, and that they sell setting eggs all over America. In addition, they have an excellent market for table produce in Ottawa, where they sell to the Rideau Club.

Still, Doubting Diana would like to see their balance sheet. "There is one thing," she says. "They have the advantage of a good and accessible market. Again, they have shown remarkable business insight in getting in touch with what might be termed 'the cream of the market,' and in dealing direct with the consumers. The outstanding reason why consumers pay so much for produce and at the same time farmers are getting such inadequate returns for money invested, and for their toil, is that there is too much of the middleman business."

"But, how is it," asked the editor of the department, "that frequently a higher price is asked by producers on the market for vegetables, fruit, eggs and so on than the grocers are asking, including the delivery charges?"

"That is something that must be adjusted," replied Diana, who is herself a farm woman. "There are always grabbing people in all walks of life. In the same way that Advertising Clubs and Rotary Clubs are educating city men to high ideals, to honesty and truth in business, so similar education is needed in farming communities. Everybody is the better for being reminded of the importance of applying justice and fair dealing to all transactions in life. But to get back to the subject of those Nicholson girls and their 'glorious success' this year in poultry and vegetable raising. I was a country girl, brought up in the country on a farm. While I was away at school, and while I was teaching for a number of years, I was in the country enough of the time to keep closely in touch with conditions. I thought I was, at least.

FORTY-FIVE EGGS—THREE CHICKENS.

"But, when I went out to live on my own farm on the edge of the town nine or ten years ago, I can tell you, I had an awakening. I pictured myself getting rich raising poultry and fruit, and so on. Talking about hens, this year I set forty-five eggs. How many chickens do you suppose I got out of the lot? JUST THREE—didn't use an incubator, and the setting hens were restless. They persisted in getting off the eggs, and they broke them. I figured those three chickens cost me about fifty cents a-piece as they stepped out of the shells. At that, two were sound and one was an invalid.

"Some weeks ago when in Toronto, I seized the opportunity to visit the St. Lawrence market. A woman attracted my attention who was selling tiny little Plymouth Rock chickens at 25 cents each. I asked her if she was making anything at that price, and about her success this year in hatching chickens. She said she had set twenty dozen eggs and only got an average of two chickens a dozen. She considered it would pay better to sell the chickens at 25 cents each than to raise them and pay for the feed.

NARY A DUCK.

"A friend of mine who lives near me set one hundred hen eggs in an incubator this year, and got seventy or eighty chickens. She is one of the kind of people who are always doing well in this world. She considered the chickens a great success, and I agree, after my own experience, that she did very well. But she set one hundred duck eggs at the same time, and not a single duck did she get. And still she doesn't consider she has had much of a loss. Another woman I know was jubilant over the fact that she had sixty ducklings. They were just getting a nice size when a weasel appeared on the scene. The weasel is such a cunning creature it is almost impossible to entrap it. Morning after morning it was her lot to go out and find her beautiful little ducks lying dead, until only eight or nine of them were left. At that, she was living in mortal dread each morning of finding the last ones gone. There are so many conditions which interfere with success in poultry-raising. I mentioned the friend who set one hundred duck eggs, not one of which hatched a duck. Her husband is making a large salary, and she has plenty of money behind her poultry business. I have made a good deal of investigation, and, as a rule, I have found that the people who claim to be making good have a considerable amount behind the poultry-raising. I am a practical woman, and a balance sheet to me is the one genuine index of financial success in poultry-raising, or any other kind of farming, for that matter.

"In addition to poultry, I have fruit and other agricultural resources. In ten years I have never been able to do more than break even, without making money.

THE GOOD MARKET.

"When such an experience is published as that of the Nicholson girls, as an example of what can be accomplished in the way of poultry-raising, it must be remembered that there is such a thing as a talent for poultry-raising, bee-keeping or fruit-growing, as there is a talent for music. Most of us are average people, and helping the average people in the best way is a problem that lies before Canadian citizens, both men and women. As a farm woman, I am interested first, naturally, in bettering the conditions for farm people, for farmers and for farm women. The first step towards improvement of rural conditions must be placing farming on a sounder economic basis. Notwithstanding high prices, I am in a position to know that in no other business in this country is such hard work done for such inadequate returns as in farming. The Nicholson girls are an outstanding example of success in poultry-raising. While there are hundreds of people who study music, and even perform fairly well, there are only a few whose talent and execution attract widespread attention. "Apart from the special talent side of the question, another important factor enters into success, and that is a good market. Now, the Nicholson girls are located within reach of a good market, and they have been clever enough to link themselves up with it. The good market is not an average condition, and with packing, freight and other charges, the price the farmer gets for his produce is a long way as a rule from the price the consumer pays. I am deeply interested in this movement in Ontario towards co-operation in marketing on the part of the farmers. In my opinion, this is a big step in the direction of assuring the good market and good prices to the farmers. I'm going to say more about this some other day in my page, if you will give me the space.

"In the meantime, I am very curious to know exactly to what extent the Nicholson girls are making poultry-raising a real, paying success. A man I know very well says it doesn't pay him to keep hens, and sell eggs at 50 cents a dozen, with feed at present prices.

"I have Miss Nicholson's address and I think I must write her for more information."

YOU'LL LOOK A LONG WAY FOR BIGGER PROVISION SPECIALS!



The "Buy at the Market" habit is growing in favor every day. More and more the fact is being driven home, by our wonderful specials in meats and groceries, that this is the way to save money. You can save 2c to 5c on everything you purchase here, and when you total the savings of pennies up at the end of the week, they have amounted to dollars. There's a war on! Save! Save!

Groceries

Blueberries, can ... 15c
5-lb. package Redpath Sugar 50c
Quaker Oats, large size package ... 35c
Seeded Raisins, 2 packages 25c
Asparagus (tin) ... 25c
2-lb. can Tomatoes ... 18c

Meats

Choice Rib Roast Heifer Beef... 30c
Finest quality Chuck Roast
Heifer Beef, pound ... 28c
Boiling and Stewing Beef, lb. ... 25c
Ham Roast Pork, lb. ... 37c
Dairy Butter, prints ... 45c

License 9-9684.
ANDERSONS

LONDON'S BIG PURE FOOD
STORE.
Phones 1643-1644.
Stalls 1, 2, 3, 4 and 5, Market House.

Grocers and Butchers, Our Service Will Pay You

You will find it to your interest to let us fill your poultry orders.

If you would make good friends and protect your trade, as well as increase your business, BUY THE BEST. Our poultry is all carefully graded and selected. We have a stock of choice fresh goods on hand, and can fill orders promptly. Order early from

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

Canada Food Board License No. 7-078.

SPECIALTIES—FANCY DRESSED POULTRY, SELECTED EGGS, CHOICE DAIRY AND CREAMERY BUTTER, OLEOMARGARINE

ONN'S "CASH AND CARRY" FISH SALE

FRESH HERRING, PER LB. ... 10c
SALMON TROUT, PER LB. ... 18c
WHITEFISH, PER LB. ... 18c

For delivery to any part of the city, add two cents per pound to the above prices.

A FULL VARIETY OF SEA AND LAKE FISH is always carried at this store. The Government is urging you to eat more fish, and we are helping you to comply by providing all kinds of fish in season.

ONN'S UP-TO-DATE FISH AND POULTRY MARKET. **ONN'S**
143 King Street. Canada Food Board License 9-718. Phone 1296.

THE FOOD CONTROLLER HAS RAISED THE BAN ON SOME MEATS

CUT-RATE MEAT MARKET

Has Not Raised Last Week's Prices on First-Class Meats. Here They Are:

CHOICE HEIFER BEEF.

Round, Sirloin and Porterhouse Steak ... 35c
Choice Rib and Rump Roasts ... 30c
Best Chuck and Shoulder Roasts ... 28c
Choice Fillet and Loin Veal ... 35c
Sweet Pickled Shoulders ... 35c
Pork ... 35c

SMALL

**PORK
SAUSAGE
20c**

BEST SHORTENING—ALL MAKES.

20 lb. pail Shortening. \$5.25
5 lb. pail Shortening. \$1.45
3 lb. pail Shortening ... 85c
Single lb. Shortening ... 85c
Pickled Ox Tongues ... 30c
Dry Salted Bacon, lb. ... 35c

TENDERLOINS, SPARERIBS, HEARTS AND LIVERS.

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES**

Canada Food Board License No. 9-5914.

PHONE 5750.
MARKET HOUSE.

Already Seven Months of 1918 Have Gone By

What were your intentions about saving money at the first of the year? Have you fulfilled the promises made to yourself, or are you one of those who intended to, and didn't?

Do not put off the doing of a good thing. Get the saving habit. You are handling more money now than ever before. Some time your savings will stand you in good stead—may carry you over a crisis. Begin saving now. If you have not already opened an account in this STRONG, OLD BANK, visit one of its four branches in this city. It is a very simple and easy transaction. Any small amount will do for your first deposit, and interest will be added every six months.

**THE
BANK OF TORONTO**

Head Office: Toronto, Canada.

ESTABLISHED 1855

FOUR OFFICES IN LONDON:

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

Cor. Dundas and Adelaide Streets.
Cor. Dundas and Taibo Streets.