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

Cliff Robinson's Quality Meats and Fish

Leaders for Saturday

Lean Beef Cuttings 22c | Choice Pickled Hocks, lb. 15c Fresh Calves Hearts, only, 1b. 15c ALL KINDS OF FANCY AND LARGE CHEESE. Try Our All-Pork Sausage, fresh daily, lb. 20c and 25c FRESH CHICKENS, FOWL AND DUCKS. Pork Tenderloins 45c Choice Dairy Butter, lb. 50c Beef Tenderloin, a real treat. Try this your next Eggs, dozen 58c Spareribs, Tenderloin, Oxtails, Honeycomb Tripe, (None Delivered). Calves' Livers, Fries. HEADQUARTERS FOR SNOWFLAKE SHORTEN ING. 206 Dundas. Last Dell very 6 p.m.

Canada Food Board License 9-6364.

POULTRY Makes the Best Sunday Dinner

It is our aim to serve your grocer or butcher with the very finest Dressed Poultry to be had in Ontario, and we are doing it. If your grocer or butcher asks us for the best,

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

Ganada Food Board License No. 9-2932.

Are You Satisfied?

your poultry and stock? We have scores of customers who have followed our advice and fed our mixed grains and mashes who tell us that they are well pleased with the results. We are always on the alert for improvements in poultry and stock feeds to see that our customers get the best on the

Are you getting satisfactory returns from | market. Our flour and breakfast cereals find favor wherever they go. Remember we stand behind our goods. You take no chances in buying from us. We take the risk. Customers who have not received our 1919 calendar call and get yours. On Saturday we give 2 pounds best oatmeal with 100 pounds scratch food.

R IGNEY BROTHERS

100 KING STREET.

PHONE 425.

"THE CASH AND CARRY STORE"

	CIA RAISINS, per lb15
Crisco	three-pound tins
Domesti	c Shortening, 3-lb. pail
Domesti Armour'	Shortening, 1-lb. carton

MANY TROOPS AND

Seeded Raisins, per package14c | Lipton's Gocoa, per pkg. 9 Dairy Butter50c

FRANK SMITH, MARKET LANE

CIVILIANS NOW ON

rive Today or Saturday.

On Her Maiden

Voyage.

ST. JOHN, N. B., Dec. 12.-The new

Canadian Pacific Railway liner Min-

nedosa, due here tomorrow or Satur-

day on her maiden voyage, has as

passengers, 251 officers, 647 of other

ranks and 488 civilians. Of these 198 come from Western Ontario, 15 being officers, 159 other ranks and 25 civil-

OLYMPIC DUE TODAY.

OTTAWA, Dec. 12.—Cable advices have been received by the militia department to the effect that the Melita with 102 Canadian officers, 1,089 other ranks and 26 civilians, left England on December 10 for Halifax. It is probable

that this vessel will not reach this side before the 18th.

Of those on board, by far the largest proportion belong to Military District No. 2.

No. 2.

It is expected that the Olympic will arrive at Halifax on Friday. The department has received no word of her by wireless since she left England, but estimate five days for her trip.

CAKES

RUDDY'S

733 RICHMOND STREET. 3081/2 DUNDAS STREET. 874 DUNDAS STREET.

London Pure Food C. P. R. Steamship Minnedosa Market

Successors to A. J. Denney 610 DUNDAS STREET. PHONE 995. SPECIALS FOR FRIDAY AND

SATURDAY. Our Own Blend Coffee, try a pound 500 New Currants, per lb. ...
Mixed Peel, per lb.
New Mixed Nuts, per lb. New Mixed Nuts, per lb. Good Potatoes, per peck Ammonia Powder, 6 boxes for Sunlight Soap, 7 bars for

Good Goods. Right Prices.

PHONE 995. 610 DUNDAS ST.

VEGETABLES

1202111020
Brussels Sprouts, per box2
Spinach, per 1b
Hubbard Squash, each 10c, 20c, 3
Cauliflower 20c and 3
Celery, white 5c and 1
Celery Hearts, per bunch1
Cabbage, each 5c and 1
Onions, yellow, per lb
Leaf Lettuce, crisp 5c and
Horseradish Roots, per lb!
Tomatoes, fancy trellis, per lb.
Parsley, Watercress, Mint
Celery for winter storage, Roots
- AND O COLLUR
MAIN & COLLYE
1411

PORTLAND IDEA IMPOSSIBLE. PORTLAND IDEA IMPOSSIBLE.

ST. JOHN, N. B., Dec. 12.—This port does not like being passed over for Portland, Me., in the matter of handling the hospital ships, as intimated as possible after the recent difficulties at Halifax. S. L. Elkin, M.P., who telegraphed Hon. Frank B. Carvell about the matter, has received from the minister of public works assurance that the ships would not go to Portland, P. O. BOX 275.

Me. He had informed the militia department that it would be useless to consider such a proposition. He had secured also from the president of the Canadian Pacific Railway assurance that they could handle the ships at this port

DIED IN SASKATCHEWAN.

WAY TO CANADA Ingersoll, Dec. 12.—That their eldest son, L. H. Tackaberry, had died un-Ocean Liners Expected To Ar

expectedly at Mossbank, Sask., on Tuesday, was the word received by Mr. and Mrs. George Tackaberry, West Zorra. The young man was in his 30th year, and while definite word has not been ceived it is supposed he was a victim of the influenza. He was expected home for Christmas. He was born in the West, and had resided there continuously for the last thirteen years. 198 FROM WESTERN ONT.

CALIFORNIA WALNUTS

These are the finest Walnuts grown. Soft shell, plump meat, and every nut perfect. You'll like these -they have a different flavor. A pound, 50c.

Cleaned Currants

A pound, 28c.

ICING SUGAR

A pound, 18c. SPECIAL IN OLIVES. Queens and Manzanillas, large jar, 35c.

MINCEMEAT. Splendid quality, lb., 17c.

SLICED PINEAPPLE. Eyeless and coreless. Try a can. It's delicious. Special at 33c.

Wyckoff & Gafeny Phone 3950-We Deliver.

Dundas Street and Ridout. Canada Food Board License No. 8-5992.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

Centralizing Public Health Efforts

Last week, in this department, attention was drawn to the manner i which overlapping and waste of the time and services of welfare nurses result from the lack of centralization of the various agencies working for public nealth in this city. It was pointed out that co-ordination of the various forces, under one strong, executive head, would eliminate unnecessary machinery and go a long way towards promoting efficiency in public health service.

So impressed were the many representatives of affiliated women's organiza-tions in the city who attended a meeting of the Local Council of Women the other day with the importance of reorganization of the public health department at as early a date as possible, in order to co-ordinate in it the various public health agencies, that a resolution to this effect was unanimously passed, copies of the resolution to be sent to his worship the mayor, the chairman of the board of health, the president of the London Chamber of Commerce, and the president of the Trades and Labor Council, for consideration.

Within the past fortnight, Miss Jennie Fidlar, department of vital statistics Institute of Public Health, and Miss B. D. Friend, public health nurse, have submitted to the board of health, diagrams of a plan to bring all public health agencies in the city under the direct supervision of the board of health, and thus co-ordinate them.

Miss Friend suggests that in order to carry out the plan successfully, the city should be divided into districts with one central office. All public welfare nurses engaged by the Board of Health, London Public Health Association, School Board, and Child Welfare Association might then be closely associated each one responsible for all the public health nursing in her own district, each responsible to the health board.

GLORY OR SERVICE, WHICH? Before any such reorganization could be started, it would first, of course,

be necessary to receive the consent, and co-operation of the associations and boards interested, in other words, the organizations which engage nurses for Some section of the community's public health service.

One objection to the centralization plan made to the editor of this depart-

ment a few days ago was that the associations wouldn't want to lose their identity by having their nurses taken directly under the jurisdiction of the board of health. If it is thoroughly established that closer co-operation among public health nurses, through bringing all these under the board of health, will result in a marked increase of efficiency in public health service for London, it isn't probable that any organization which has the welfare of the city really at heart will stand out for recognition first, last and always.

According to the diagram submitted by Miss Friend, the first step towards the elimination of overlapping and waste of time and services of welfare nurses would be to divide the city into districts with one nurse in charge of all

the public health work in each, and a central office under a supervising nurse, to which each should report once a day. The city at present has seven of these public health or welfare nurses, who are graduate nurses of high standing, apart from the Victoriah Order nurses, who do a specific work. These are: one public health nurse, engaged by the board of health; one tuberculosis nurse, engaged by the board of health; one tuberculosis nurse engaged by the London Public Health Association; one child welfare nurse engaged by the London Child Welfare Association, and three school nurses under the jurisdiction of the Board of Education.

Accompanyinig the diagram, showing how the city might be districted, are

TO REPORT DAILY. (1) Each nurse could handle every phase of public health in her own district.

(2) Each nurse would report work daily to supervisor.
(3) Each nurse would have charge of the schools in her district. (4) An effort would be made to have a nurse present at the hospital clinics to order to follow up advice given and show how to give treatment if necessary. Her idea is that with such arrangement there would be no overlapping and

The plan of thus organizing the nursing forces is not by any means a new one thought up on purpose to meet the situation in London.

Such organization of public health nurses on a "generalized" basis has been tried out successfully in Toronto and in other places where a highly

efficient service has been secured In Toronto, for example, each nurse is responsible for all kinds of public health nursing in a given area. Every nurse is practically a child welfare nurse (the term used in its application to the pre-school period). Every nurse is also practically a school nurse, a contagious disease follow-up nurse, etc. The following is a quotation from the school medical service records of Toronto for 1918:

"GENERALIZED" WORKERS.

"The work of this department is organized in such a way that physicians and nurses are 'generalized' field workers. Each nurse does all the public health nursing in a certain small area, including pre-natal work, pre-school, child welfare, visiting and clinic work, inspection of children in day nurseries, school work, communicable disease Instruction, Including tuberculosis visiting and clinic work, hospital extension work, investigation re absence, and work men's compensation nursing for civic employees, supervision of licensed baby boarding homes and maternity homes, etc."

It sounds like an enormous order for any one nurse to undertake, but

RACES TO BEAT FATHER TIME.

Somewhere in Ontario, Dec. 8, 1918.

Dear Editor Consumers' League: I was so pleased with your editorial in the Consumers' League on Friday last about making a life, that I'm using up a part of my Sunday afternoon rest time to write and tell you so. I'm pretty systematic, and pride myself on being able to make a dollar go the length of a dollar and a half, so anything written concerning thrift in material things hasn't hit me particularly. But when I read what you said about missing the pleasant resting places and the delightful vistas along the way of life, all on account of racing to beat Father Time at his own game, I said to myself, "That's exactly what you have been doing for years, Elizabeth Ann, and it's time for a little stock-taking." I don't know when I haven't been hurrying from one duty to another, from one meeting to another. Sometimes lately I have felt as if I were caught in a treadmill, one running at high speed, and that I was never going to be able to get free from it. I've been racing to get through with life before it gave out, just like the darkey who wanted to finish his chicken coop before his paint gave out. I've actually been busy about so many thing that now, when I stop to think of it, most of my old friends have slipped away from me, and I have neither taken the time to keep close to them nor to cultivate new friends. I used to enjoy my correspondents so much. I am consciencestricken today when I realize that some friends who depend a good deal upon me to keep them in touch with what is going on in their old home town haven't heard from me for a year or two, or more. I have worked hard on behalf of our fighting men, but I believe I've been so engrossed with knitting, sewing, planning, attending meetings and getting my own housework done according to my finicky fashion that I have never thought of smiling at a crippled soldier sitting next me in the street car, or to entertain some of these returned lads in my own home. To be perfectly honest, I don't believe I have made my home a very cheerful place, particularly since the outbreak of war, though none of my immediate family have been eligible to go overseas, so I hadn't the excuse of anxiety for them. I've been too tired a great deal of the time. I've been thinking tired, and now that I have suddenly caught a mental photograph of my self, I wonder my husband and children have put up with me, or that outsiders are pleasant to me at all. I've spent so much time worrying over providing my table with a before-the-war variety of dishes while strictly conforming to food board regulations, that I haven't taken care to conserve the affection of my family, the friendship of people worth having for friends. Even if I have to exchange our 1918 model car for a one-horse shay, I'm going to take in some of that soul-refreshing scenery as I move along the road of life. SISTER JANE, TOO.

Also, I'm going to try to pound some sense into my Sister Jane. Jane is more or less a lady of leisure compared with me. She hasn't any house or family to look after as I have, and she doesn't belong to rearly as many organizations. But, do you suppose Jane rests? If I work off my reserve energy one way, Jane does it in another, and not nearly such a constructive way, according to my point of view. Jane is about the thinnest person you ever saw, and if there is one thing more than another that she needs in this world, it is rest. But, do you suppose she will take it? It isn't as if she needed to reduce, so there isn't the least excuse for her. When she does get a breathing space she gets it into her head she should exercise to keep in good condition. She walks till she is tired to the bone, and goodness knows! there isn't much of her left but bone. She has got so in the habit of going she acts as if she thought it would be a sin to slacken up a little and take some comfort, Jane is always having a collapse after her big tramps, and that means for other people.

Dear, dear, Madame Editor, it looks as if you have me in for another big task, reforming Sister Jane as well as myself. I wonder if I ever really will get a rest and be able to move in a leisurely fashion along

life's highway?

There are the children coming back from Sunday school already, and I haven't had a nap at all. But I'm going to give them the simplest kind of a tea, instead of fussing, as I have been in the habit of doing.

You see, I mean business. This is my very first offence in writing to a newspaper, but I really couldn't help it this time. I won't be in the least offended if you don't publish it. though, do you know, one reason I have written is because I believe hosts of other women are doing just what I am. They are los ing the enjoyment of their homes, losing the sweetness of fellowship with husband, children, relatives and friends because, like Martha of old, they are cumbered with so much serving. Thank you for that editorial last week. Yours gratefully,

Down With High Prices!

On Meats and Groceries

THE WAR IS OVER! Let's all get together and bring food prices back This big pure food store has always stood behind the workingman and high prices. By dealing here you are making your first move in breaking up the combines and associations that have been holding up the prices during the years of war. We come to you now with a phenomenal list of bargains to induce you to start dealing here. We can take care of your complete grocery order. Try this big store tomorrbw. You will be surprised at the money you can save.

MEATS.

A Word From the Proprietor. This coming week will be absolutely the last chance you will have to buy Beef at the prices listed here. Beef has taken a tremendous jump this week, and only our farsightedness in purchasing a supply enables us to sell at these prices to program.

Choice Shoulder Rump and Rib Roasts Boiling, Stewing and Pot Roasts Beef.

License No. 9-1678.

and Roasts, per lb.32c Round Steak, per lb. 30c Breasts of Veal, pocket for dress-Shoulder Roast Veal, per lb.30c Centre Cut Fillet Veal, per lb. .. 40c Creamery Butter

Stewing Lamb and Stewing Veal per lb.
Mincemeat, the best made, lb.
Libby's Package Mincemeat
Picnic Hams, our own cure, lb.
Best Back Bacon, piece

22c Dairy Butter

54c Loin and Rump Roast Veal, 1b. 35c lb.

This firm, with its 33 years of solid business in London, stands ready to serve your every want in Fish and Poultry. Remember this old business house, with its new ideas, quality goods and perfect service. Note the varieties quoted for Saturday's buying

POULTRY. Geese, Chickens, Ducks, Pigeons Trussed Free. Venison-All cuts.

Halibut, sliced 25c | Pigeons, each Mackerel 18c Flounders 15c Finnan Haddie 17c

Oleo, all makes 350 SERVICE. Auto delivery to all parts of the

ONN'S UP-TO-DATE MARKET

Open a Savings Account With the Bank of Toronto

and deposit there the small sums that are so easily spent, and watch the result of the "adding to" principle. These "saved dollars" will be the seed from which a snug bank balance will grow for future years.

INTEREST PAID twice a year on all savings balances.

BANK OF TORONTO

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

FOUR OFFICES IN LONDON:

Cor. Dundas and Adelaide Streets.

CONTRACTS CLOSED FOR CONSTRUCTION OF SIX STEEL SHIPS

OTTAWA, Dec. 12.—Contracts for the construction of six steel vessels have been closed by the marine department. Two vessels of 8,100 tons each will be built at Prince Rupert, B. C. The Port Arthur Shipbuilding Company will build two more vessels, each of 4,350 tons, which will have to come through the canals in two sections, and

good a condition as it is possible to maintain a gravel rad, and is render-ing a satisafctory service to the coun-try it serves.

The Longwoods road, west to Both

The Longwoods road, west to Bothwell, or more properly speaking, to Zone Township, is a good gravel road, giving good service. The road from there west is graded, and is a mud road to Windsor. Notwithstanding this, the through traffic goes by the Longwoods road to Chatham, Windsor and Detroit during the seasons when mud roads are good, and during other periods of the year there is no through auto traffic. The Talbot road, where it now forms the through highway for the lake shore people, and the other roads that form the proposed southern route, are a fair sample of highways, many sections being neglected and in bad repair entirely because of local conditions and the differently of sequing material for their

because of local conditions and the dif-ficulty of securing material for their building and maintenance. Now these are the conditions exist-ing as I see them, and the selection must be made as to which line shall

form the trunk line of a provincial high-

THE LOGICAL ROUTE.

To the Editor of The Advertiser:
The remarks published regarding the proposed provincial highway have created considerable interest in the subject, and aroused much resentment on the part of some. These articles, I take it, were written with the idea that an open discussion would tend to help decide this great issue, so that when the line of the highway was decided upon it would form the trunk line of a system of highways that would render, as nearly as possible, a perfect service to the people of Western Ontario, and I am of the opinion that discussion will be an assistance to this end.

Western traffic follows definite lines of highway which are established, and will not be disturbed or altered by the late of the country where gravel is convenient, and the result is that this road from London to Sarnia is in as good a condition as it is possible to maintain a gravel rad, and is rendering a satisactory service to the country where conditions as the condition of the country where gravel is convenient, and the result is that this road from London to Sarnia is in as good a condition as it is possible to maintain a gravel rad, and is rendering a satisactory service to the country where conditions as the condition as it is possible to maintain a gravel rad, and is rendering a satisfactory service to the country where services to the country where gravel is that this road from London to Sarnia is in as good a condition as it is possible to maintain a gravel rad, and is rendering a satisfactory service to the country where gravel is the same time to wind the Longwoods from the Milagara to Hamilton, thence via the Hamilton, thence via the Hamilton, thence via the Hamilton road and the Longwoods road to Windsor, the south on Milagara to Hamilton, thence via the Hamilton road and the Longwoods road to Windsor, the south on Milagara to Hamilton, thence via the Hamilton road and the Longwood to Windsor, the south on Milagara to Hamilton, thence via the Hamilton road at the Hamilton road at the Hamilton of highway which are established, and will not be disturbed or altered by the provincial highway When the province went under the

-CANADA FOOD BOARD Licenses Nos. 8-8840, 8-8841,

New Valencia Raisins (The kind with the seeds.) Many good housekeepers prefer the flavor of Valencia Raisins to the seeded variety. We will be pleased to supply your wants. Per

pleased to supply your wants.
pound, 15c.
New Cleaned Currants, lb.
New Feel, mixed, lb.
Small Sultana Raisins, lb.
Fancy Package Raisins, lb.
Shelled Almonds lb.

John Diprose

South London Store: 160 Wortley Road. Phone 1397 266 Dundas Street Store. Phone 2262.

Santa Claus Stockings and Christmas Crackers

The Crackers are great funmakers. They contain Hats. Caps, Toys, etc. The Stock ings are filled with tovs.

Candles and Shades Brighten up the Christmas dinner table. Our assortment con-

tains various styles. Christmas Cake

A superior fruit cake. It's decious. Every ingredient the ver 50c per lb. 7 lbs. for \$3.00.

Choicest Nuts Jordan Almonds for salting. Valencia Almonds for cooking, 75c a pound.

Delicious Shelled Walnuts. \$1.00 a pound. Nuts in the Shell

New California Budded Walnuts 65c per pound. ALMONDS, 40c per pound FILBERTS, 35c per pound. BRAZILS, 35c per pound. PECANS, \$1.00 per pound

Christmas Cooking Do it at once. We can highly recommend our

and Spices. Phone Orders

Frults, Currants, Raisins, Peels

must be made as to provincial highform the trunk line of a provincial highway.

It would seem to me either the south
or lake shore road from Hamilton to
Niagara, down the Niagara frontier
and thence through the Lake Erie counties, or the other line through Hamilton, Brantford, London, Chatham to
Windsor, should be followed. Of one
thing I am convinced. That is, that
there is no possibility of using parts of
these two distinct lines of traffic and
converting them into one continuous
road which will give a service such as
the people are entitled to.

All three lines must be maintained,
and it should not be difficult to determine which should be built as the main
trunk line if local jealousies were eliminated.

There cannot be any compromise in