

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

Canada Food Board License No. 9-5418.

Just a Minute Please!

Would you order a suit of clothes, a piano, or an automobile over the telephone? No. Why? Because there is so much difference in the quality of those articles. Now, there is more difference in the quality of meats handled than any of those articles, so don't be misled by the prices advertised. Our meats are always the best, and prices are very low considering the quality.

SOME OF THE WORTH-WHILES AT BURBANKS'

AT MOST ATTRACTIVE PRICES.	
Prime Rib Roast Beef (rolled free).....	28c
Choice Shoulder Roast (bones removed).....	25c, 28c
Choice Leg of Spring Lamb.....	38c
Choice Leg Roast of Pork.....	40c
Special Fresh Side Pork (boneless).....	38c
Choice Boneless Pot Roast.....	28c
Choice Corned Beef.....	28c

Choice Supply of Specially Selected Chickens and Ducks

PEANUT BUTTER
MADE WHILE
YOU WAIT.
Tenderloins, Sparrows, Oxtails,
Livers, Veal, Pork and Beans,
Homemade Sausages, Catsup,
Pickles, Celery, Vegetables, etc.

One of Our Specialties Is Choice Poultry, Dressed, or Killed, to Order.
BURBANKS' MEAT MARKET 613 DUNDAS STREET.
The Home of Quality Meats. PHONE 2986.
Canada Food Board License 9-5418.

Canada Food Board License No. 9-2932.

Are Your Hens Laying?

Now is the time to get them started before cold weather sets in. We have a lot of extra fine grains and mash ready for delivery to your home. Poultry are going to pay this winter as never before, with eggs at 5c each now, and sure to advance. Keep them in good health by feeding a panacea in their mash feeds. You waste by feeding unhealthy birds. The best stock and hog feeds always on hand. Are you using our breakfast cereals? If not, try them. We aim at keeping only the best. A full line of flour and substitutes. Also hay, straw, salt, sulphur and salts always on hand.

FREE SATURDAY, 2 LBS. BEST CORNMEAL WITH 100 LBS. SCRATCH FEED.

RIGNEY BROTHERS

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

MACDONALD'S MEAT MARKET

142 Wortley Road South London

Aylmer Early June Peas.....	15c	Crisco, 5-lb. pails.....	\$1.00	Pot Roast.....	25c
Corn, any brand.....	20c	Domestic Shortening, 1-lb. print.....	30c	Leg of Lamb.....	33c
Tomatoes (large tins).....	23c	Easyfirst.....	31c	Loin of Lamb.....	33c
Campbell's Soup.....	16c	Stewing Beef.....	20c	All Pork Sausage.....	35c
Raisins, 2 cartons.....	25c			Hamburger, fresh ground.....	35c
Crisco, 3-lb. pails.....	92c				

JOHN A. MACDONALD

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!

Special This Week---Boiling Chickens

So many families have sickness at present, there is a great demand for our Choice Boiling Fowl. If you wish a Boiling Chicken, and your grocer or butcher has none, he can always secure the right quality from

Fresh and Storage Eggs Guaranteed

CHOICE POULTRY OF ALL KINDS.

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Buy Your Supplies From This Sanitary Store. Our Goods Are All
Protected by Glass-Covered Counters.

Pot Roasts Beef.....	23c lb.	Breasts Spring Lamb.....	24c lb.
Choice Oven Roasts Beef.....	25c lb.	Shoulders Spring Lamb.....	28c lb.
Boneless Rolled Roasts.....	25c lb.	Lamb Chops.....	35c lb.
Rib Roast Beef (extra choice).....	30c lb.	Legs Lamb.....	35c lb.
Beef Heats.....	15c lb.	Stewing Veal.....	20c lb.
Pickled Shoulders.....	30c lb.	Shoulders Veal.....	25c lb.
		Sweet Pickled Bacon.....	38c lb.

EXTRA---Kettle-Rendered Lard, 35c Per Pound.
Fresh Sparrows, Tenderloins, Calves' Liver, Oxtails, Tripe,
Small Hearts, Etc.

Choice Creamery and Dairy Butter. Poultry. Green Goods.
Phone Order Early. No Delivery After 6 p.m.
PHONE 6186. 206 DUNDAS STREET.
Canada Food Board License No. 9-6364.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin.....	24c	CRISCO, 1-Pound Tins.....	30c
Jam, 4-lb. pail.....	65c	CRISCO, 6-Pound Tins.....	\$1.80
Corn Syrup, 2-lb. tins.....	23c		
Corn Syrup, 5-lb. tins.....	48c		
Domestic Shortening, 3-lb. pail.....	38c		
Domestic Shortening, 1-lb. carton.....	25c		
Seeded Raisins, 2 packages for.....	15c		
Sunkist Seedless Raisins.....	15c		
Macaroni, two packages.....	20c		
Aylmer Peas, per tin.....	15c		

FRANK SMITH, MARKET LANE
Canada Food Board License No. 8-6165.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

The Spanish "Flu"

The chief topic of interest in London town during the past week has been the Spanish influenza, giving a hard run for first place even to the war and the relentless foe influenza, which appears to level its most deadly germ arrows at men and women alike in the "young adult" period of their lives, between the ages of seventeen and thirty-five. The majority of deaths from the highly contagious disease in this city have occurred among young people between these ages, the grim reaper singling out especially those between nineteen and twenty-five, according to the death notices daily appearing in the papers.

Notwithstanding, however, that a number have succumbed to influenza, the percentage is exceedingly small, considering how many have contracted the disease.

If your town, village or country neighborhood is still free from the malady it behooves you to give thanks and pray that it remain so. It behooves you, further, to stay at home and not encourage visitors from a distance who might bring germs to your community. A little inospitality now will be forgiven, in that it may mean life saving later on, or at least disease, the sickness avoided.

Already The Advertiser has published in its home edition the advice of local physicians in regard to protection against influenza germs, and prevention of an attack of the disease.

Spanish influenza is a fact. It is, moreover, a disagreeable fact. Cheerfully ignoring its existence doesn't render one immune. That is simply playing the part of the foolish ostrich. Worrying won't help, but sensible precautions will.

Since the advice of London physicians is eminently sensible and simple enough for anyone with a grain of common sense to follow, repetition of it here with will doubtless be appreciated by readers who have not seen it in previous editions of the paper.

WHAT DOCTORS ADVISE.

Avoid crowds and crowded places.
Avoid crowded street cars, trains, meetings, picture shows, etc.
Don't go visiting and don't encourage visitors.
Respect everyone who has a cough. Keep away from such people.
Keep the digestive organs in good working order.
Keep your hands clean, test you carry infection to your mouth by dirty hands.

Keep your teeth clean, and use frequently a good germicide as a mouth wash and gargle.
Common baking soda dissolved in warm water is one of the most effective as well as least expensive germicides to use as a mouth-wash and gargle.

Lemon juice, diluted with water, is a valuable specific to use as a gargle and mouth-wash for the prevention of Spanish influenza.
Listerine and peroxide, diluted with water, are among the gargles and mouth-washes recommended.

Spanish influenza is contracted by catching the spray from getting in front of people who are coughing or sneezing.

CAMPFIRE AND EUCALYPTUS.

Many people are planning their faith to gum camphor as a preventive, and are wearing little bags of gum camphor tied around their necks, or tuck bits of gum camphor in pockets or purses, in order to take a whiff now and then. The St. John Ambulance V. A. D.'s of No. 4 Nursing Division had attended more than 200 cases up to Wednesday. Not one had contracted influenza, even with long hours of strain in waiting on the sick. They attributed this to the fact that they had been exceedingly careful to avoid catching the spray from coughing and sneezing, and also in regard to washing their hands. One school teacher, V. A. D. stated that she and others each carried a little bottle of eucalyptus, from which was taken a drop now and then. By the way, it has been stated that sheets of blotting paper soaked in eucalyptus and hung up are effective preventives of the spread of the disease.

YOU CAN'T AFFORD TO TRIFLE.

Supposing the influenza germs manage to get across all the guards put up and to outwit the most strenuous prevention methods, there is one only rational influenza to develop into the feature which is most alarming in all the deaths recorded. Neglect of even a very mild case (that is, apparently mild), may quickly lead to pneumonia and a fatality. The experience of local physicians and nurses attending cases is that fever goes up the fourth day, hence the fourth day is a critical period in the history of a case. Even after that, it isn't safe to trifle with Spanish influenza. You may get over it yourself; in the meantime, you may pass it along to some susceptible person who will be much more seriously ill than you. There is another feature of the case which should seriously be considered: Have you heard the people talk who personally recall the famous Spanish influenza epidemic of the winter of 1889-90 in Canada? Do you notice what they have to say about it? They were sick themselves, dreadfully sick. But the worst of it was, so-and-so was never really well after the Russian influenza. It left him with a tendency to kidney trouble, which developed into Bright's disease. Mrs. B— suffered thereafter with a weak heart. And so the stories go.

The dread secondary infection from Spanish influenza, namely, bronchial trouble, in its acute state, is fully understood from painful experience in the places where Spanish influenza has gripped the community.
The future will tell the story of weaknesses it has left in its trail, weaknesses that might have been prevented by proper precautions during an attack.

How To Poison Other People

Would you deliberately hand another person, man, woman or child a cup of poison to drink? Of course you wouldn't. You would be too tender-hearted, even if it was just a mild poison for which an almost sure antidote could be found right at hand.

The idea of anybody asking if a thoroughly respectable person like you could for a moment consider performing an action that might turn out to be murder? Of course you are indignant, righteously indignant.

It makes you angry to read about the people who are slowly poisoning their victims. You call that fiendish, diabolical.
What about mingling with other people when you have, say Spanish influenza, since it is the contagious disease most prominent in everybody's mind at present? What about polluting the air with the spray from your coughing and sneezing and scattering the deadly germs to others? You have a very mild attack. That doesn't say the person who contracts it from you won't die of pneumonia. Of course, it will be difficult to trace it directly to you, since there is so much of the disease scattered around the country. But will you be any less guilty because you don't know, and the world doesn't definitely know, that through your carelessness you caused the death of another?

Putting it strongly? There are no apologies in this case for calling a spade a spade, if the spade will only dig its way into the consciousness of people who haven't any conscientious scruples about passing communicable diseases along to other people.

Any number of people who commit such sins against their neighbors and their neighbors' children, aren't willingly guilty of wrongdoing. They just are asleep in regard to the golden rule in this connection. They probably have conscience, but it isn't awakened and enlightened conscience.

GOLDEN RULE BADLY TWISTED.

After the order came out a few days ago in regard to the closing of the London public schools until after the abatement of the Spanish influenza, a member of the city teaching staff said: "If they are going to close the schools, they should certainly close the Sunday schools, too. In fact, I think that there is more danger in the Sunday schools than in the day schools. The young children are packed in more tightly in the Sunday schools. There isn't the same crowding in the day schools. You'd be surprised if you knew how frequently children are diseases, at the time when the same children aren't allowed to come to day school for fear of passing along measles, scarlet fever, or whatever has broken out at home."

Is that applying the golden rule? What would you say if your precious little girl was taken sick with scarlet fever, and you learned that she had been sitting in Sunday school next to a little girl who had come from a home where there was scarlet fever. The other little girl wasn't at all sick. She was quite well enough to be in Sunday school. But she was what is known as a "carrier" of scarlet fever germs, and she carried them along to Sunday school, and passed them to your little girl. Wouldn't you feel bitter?

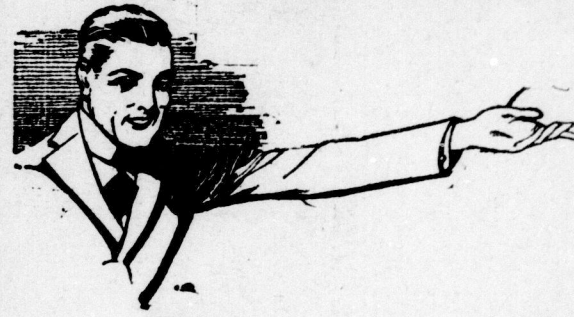
Never having passed along colds and things like that to other people, you can't believe such things are done.

Near a certain Canadian city lived a woman who was so prominent in her community that when it came to electing officers for organizations, her name was always one of the first considered.

A MOST AMBITIOUS SINNER.

She was a woman of brains and noted for her good, sound, common sense. Everybody regarded her as a woman of high principle. She also had a great deal of ambition. It was because she was ambitious for her children that she and her husband had chosen the big farm near enough to the city for the older children to drive in to school each morning. The younger children attended the nearby district school, while the two older children drove in each day to the city school in the suburb nearest their home, in order to prepare for their high school entrance examinations. The three younger children were taken ill with measles in March. There was no report, because there was no medical inspection of the district school. Under the circumstances, the two older children went right on to the city school, getting ready for their entrance examinations. One day, the boy was sent to her office by the principal, and she immediately pronounced the case measles. Within a couple of weeks there was a general outbreak of measles in that big school. Some of the children contracted the trouble to its source! Do you blame her? The outbreak of measles interfered with the whole high school entrance class in that school that year. No, the city wasn't London, and it is several hundred miles away that the ambitious woman and her husband bought their farm adjacent to city schooling privileges.

THIS AD POINTS THE WAY TO GREAT MEAT AND GROCERY BARGAINS



Be sure you get your share of these wonderful snaps. Stock up! You may never get another chance like this. Why carry your parcels when we sell at lower prices and deliver free of charge? You know our quality—only the best of everything—produce that brings you back again as satisfied customers. We cannot guarantee that all these bargains will last all day, so you had better get here early to save disappointment.

MEAT		GROCERIES.		Lipton's Tea, 1/2 lb.....30c	
Shoulder Roast Beef, lb.....	25c	Lamb Chops, lb.....	35c	Carnation Milk, buy be-	
Pot Roast Beef, lb.....	22c	Breast Lamb, lb.....	25c	fore advance in price,	
Sirloin Roast Beef, lb.....	30c			3 cans	20c
Round Roast Beef, lb.....	30c	1-lb. package or carton		Large size, for economy	16c
Shoulder Roast Pork, lb.....	33c	Easifirst Shortening.....	29c	Silverwood's Finest Special	
Ham Roast Pork, lb.....	38c	5-lb. pail Domestic Short-		creamery Prints	51c
Fresh Side Bacon, lb.....	38c	tening	\$1.38	Buy where you have the	
Shoulder Roast Veal, lb.....	30c			confidence that you get	
Stewing Veal, lb.....	20c	SATURDAY ONLY		honest weight combined	
Loin Lamb, lb.....	35c	Salada Tea, 1/2 lb.....	32c	with honest weight prices.	
		Grand Mogul Tea, 1/2 lb.....	32c		
		Red Rose Tea, 1/2 lb.....	32c		

The Most Systematic Delivery in London—Saturday Deliveries: 8 a.m., 9 a.m., 11 a.m., 2.30 p.m., 4.30 p.m. 8 p.m.

The Most Systematic Delivery in London—Saturday Deliveries: 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

ANDERSONS

LONDON'S BIG PURE FOOD STORE.
Phones 1643, 1644. Stalls 1, 2, 3, 4, 5 Market House
Canada Food Board License 9-654.

It's Up To You!

What are you doing in these strenuous times of war and sickness? Are you paying the ever-increasing prices of meats and produce or are you substituting? FISH, the autocrats of the sea, are the best known substitute. These prices speak for themselves:

SPECIAL—SATURDAY ONLY

HERRING, FRESH CAUGHT				10c lb.	
Whitefish	18c	Finnan Haddie	18c	1-lb. package	29c
Pickel, Yellow	18c	Domestic, Easifirst or White			
Halibut	28c	Cloud Shortening, 3-lb.		Oleo, any make	35c
Salmon Steak	20c	pail	85c	Sardines, 3 for	25c

ONN'S

143 King Street.

UP-TO-DATE FISH AND POULTRY MARKET.
License 9-1678.

ONN'S

Phone 1296.

Canada Food Board License No. 9-9644.

Poultry Supply Department

is in full swing. We CAN, and we WILL satisfy YOU. Our motto: "A SQUARE DEAL TO EVERY CUSTOMER." Call and see our display of 24 FEEDS. We have what you want. What we want is your trade. We mean just that.

Dutch Bulbs French Bulbs Bulbs - Bulbs - Bulbs

Arriving in a few days. Big assortment, all varieties. Our SPECIAL LIST is almost ready—will you have one? THIS IS OCTOBER, the proper time to plant our Pot-Grown Glen Maple Perennials. True to name. Sure to grow.

DOMINION SEEDS LIMITED

119 DUNDAS STREET. Phone 550. 9 MARKET SQUARE.

The Cut-Rate Meat Market

Buy here and you save 5 cents per pound on all meats, and remember the QUALITY is the best.

LEADERS FOR FRIDAY AND SATURDAY

SPRING LAMB		CHOICE HEIFER BEEF	
Legs of Lamb.....	32c	Choice Rump and Rib.....	25c
Loins of Lamb.....	32c	Shoulder.....	25c
Racks of Lamb.....	30c	Beef.....	30c
Shoulder.....	27c	Round.....	30c
Best Oleo-margarine.....	38c	Flat Beef.....	32c
Old Cheese.....	36c	Sirloin.....	32c
		Roasts.....	32c
		Pure Lard.....	38c

DELIVERIES TO ALL PARTS OF CITY DAILY.

FAULDS & DAWES

Canada Food Board License No. 9-5914.
This is the age of service. Join the Board of Trade. Serve London and Western Ontario.

Nine Months of 1918 Have Gone

WHAT WERE YOUR INTENTIONS AT THE FIRST OF THE YEAR? Have you fulfilled all that you promised yourself, or are you one of those who intended to, but didn't? DO NOT DELAY LONGER. GET THE SAVING HABIT. You have the same opportunity now. Open a Savings Account at any of the Branches of THE STRONG OLD BANK. Be systematic in your saving and by the end of 1918 you will have a snug sum at your credit and a good start for 1919. It is a very simple and easy transaction to open a Savings Account at this Bank. Any small amount will do for your first deposit and interest will be added to it 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 Tait Streets.