

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

BE WISE--- USE A GAS HEATER

DON'T WASTE COAL, IT'S EXPENSIVE—and it's becoming more expensive every day. Don't start your furnace if you need a little extra heat for an hour or two.

USE A VULCAN GAS HEATER

It is an economy. It gives all the heat needed at a very small consumption. It can be carried to whichever room needs heat.

All Styles, All Sizes, From \$3.50 Up

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

THE BEST GROCERS CARRY

MEADOW GOLD BRAND BUTTER

because its quality has established a trade for it and we advertise its worth, thereby aiding the grocer's sales.

It Is Good Butter. There's None Better. Try It.

The Ontario Creameries, Limited

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

LONDON'S BEST MEAT SERVICE IS BEING HAD. RIGHT HERE AT LONDON'S FIRST AND ONLY

CUT-RATE MEAT MARKET

We have just purchased one of Ontario's best beef stock herds, being 36 fine steers, the property of Mr. John Hall, Hyde Park. This purchase of over \$4,500 worth of finest-quality beef insures satisfaction, while our money saving meat prices mean economy to all.

| MONEY SAVERS. | MONEY SAVERS. | MONEY SAVERS. |
|------------------------------------|--|---------------------------------------|
| Rib Roasts Beef 25c lb. | Round Steak 25c lb. | Legs of Spring Lamb 33c lb. |
| Rump Roasts Beef 24c lb. | Sirloin Steak 28c lb. | Loins of Spring Lamb 32c lb. |
| Shoulder Roasts Beef 22c lb. | Porterhouse Steak 30c lb. | Shoulder of Spring Lamb 28c lb. |
| Chuck Roasts Beef 20c lb. | Boneless Pot Roasts Beef 25c lb. | Choice Fillet of Veal 32c lb. |

A Large Supply of **HEARTS, LIVERS, TONGUES, SPARERIBS AND TENDERLOINS.**
We guarantee you satisfaction in weight, quality and service.
EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

PHONE 5750.

The food controller of Canada requests you to eat corn and save the wheat. Corn meal is not very palatable, but when corn is converted by our secret process into

Kellogg's Toasted Corn Flakes

it becomes not only pleasing to the taste, but highly nutritious and sustaining. Insist on getting the Genuine-Original in the red, white and green 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.

SHARMAN'S FRUIT NEWS

WEEK ENDING OCTOBER 27, 1917.

PEARS Of excellent quality are in now and should be bought at once for preserving.
APPLES We are distributing large quantities of the far-famed Annapolis Valley Apples. The Gravensteins, Pippins and Wealthy are particularly desirable.
MAKE THIS YOUR FRUIT SUPPLY STORE.

All kinds of Fruit and Vegetables will be carried in this store for both retail and wholesale trade. Our business is best served when we serve the public with the best, and we believe the public appreciates our efforts, for the volume of business we have been favored with since opening this store has more than surprised us.

GRAPES—These are coming in in plentiful supply. Several kinds. All in excellent condition.
POTATOES will be one of our specialties this fall. We purpose handling a very large quantity, and invite the trade. It will pay you to see us about your winter supply.
GROCERS can depend upon being well and promptly served.

Phone 4665--- **HILL CREST FRUIT STORE** ---Phone 4665
TALBOT STREET.

"THE CASH AND CARRY STORE"

| | | |
|---------------------------------------|--|--|
| Oranges, dozen 24c | Jelly Powder, 3 packages for 25c | Ridgway Tea, per lb 50c |
| Lemons, dozen 30c | Domestic Shortening, 3-lb. pail 75c | St. Charles Evaporated Milk 7c and 14c |
| Cooking Figs, pound 13c | Best Brand Coffee 45c | American Breakfast Coffee, per lb 25c |
| Seeded Raisins, per package 14c | Corn Syrup, 5-lb. pail 55c | Macaroni, per package 30c |
| Dromedary Dates, per package 17c | Maple Syrup 40c | |
| | Grand Mogul Tea, per lb 50c | |

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

"There is one kind of hygienic sinner very frequently seen who has been misled up to the present in the Consumers' League column," said Mrs. O'Rourke. (That doesn't happen to be the lady's name), but she insists upon it for what she calls "lifelike purposes.")

"Mrs. O'Rourke," when you and your contributors were getting the street cars and car conductors, the deliverymen who deliver bread with their driving gloves, and the rest of the 'sinners' who are a menace to public health, you entirely overlooked the people who insist upon running all the risk they possibly can. I mean the people who have never outgrown the infant habit of putting things in their mouths. Talk about a street car conductor holding a transfer in his mouth or moistening his thumb with saliva to detach it from the rest of the pile, I have seen a woman take the transfer from such a conductor and, what do you think? Hold it in her own teeth while she buttons her gloves or corrects her parcels. You know perfectly well that it is not an uncommon sight to see a woman while she is waiting for a 'pay-as-you-enter car' tear her ticket from the rest, then hold it in her mouth till she closes her purse again securely. And money! All the women I have seen hold change in their mouths! I am sorry to say it is my own sex. I can't recall seeing a man do such a thing. We hear of infection through money. Just think how infinitely the danger is increased when people are careless enough to make purses of their mouths! Then, there is the individual who insists upon chewing lead pencils—(the editor had a guilty twinge of conscience at this point)—whether they belong to them or not. I saw a couple of school girls buy lead pencils on the street one day a year or so ago from a man who had all the marks of tuberculosis at an advanced stage in his mouth. One girl immediately poked the pencil in her mouth while she searched for five cents to pay for it.

"But one of the most shocking things and senseless things along this line that I ever witnessed was right at the Western Fair in London."

"An unclean, diseased-looking man was selling toy whistles in the form of a bird with a tiny falcon attached. The balloon blew up when the whistle was blown and, by the way, the whistle was like the trill of a bird. A little boy of perhaps four years old, was attracted by the wonderful toy and coaxed his mother, an intelligent-looking, sanely dressed woman, to buy a 'birdie' for him. She stopped the vendor and asked the price, announcing she would take one. The vendor drew one from his basket. The little boy tried it, but the bird refused to carol properly, even when mother tried it.

"Turning to the vendor, the woman said: 'I think we will take that one you have been blowing. Oh, thank you.' And taking it, she gave it to her sweet clean little boy, who immediately poked the whistle into his mouth to experiment with it. I was shocked. I can tell you, and I was strongly tempted to rush after the careless or ignorant mother and ask her what she was thinking about. But for some reason or another I didn't. I was thoroughly scrubbed before I didn't do it. It seems to me a very great deal of education is needed along these lines, and that moving pictures might be used to advantage for this purpose, as they are to show the danger of flies and so on.

"Even if people are exposed to germ dangers on all sides, they needn't run any more risks than are absolutely necessary. They can at least do their part to protect themselves and the public."

WHAT EVERY WOMAN SHOULD KNOW.

The educational mission, which the moving picture may be made to perform has been adequately demonstrated this week in the infant welfare series entitled, "Birth," shown to women audiences at the matinee performances all this week at the Patricia Theatre. Every step in the scientific care of a babe from the hour of its birth, is strikingly presented by means of actual pictures taken in a great New York hospital. The proper method of holding a babe to insure for it the maximum of comfort, of bathing, feeding, dressing, are illustrated, and each step explained by the lecturer in charge, who, by the way, is none other than Mrs. H. W. Parsons, widely known through her association with the Women's Institute movement, the National Council of Women, the Women's Emergency Corps, in connection with recruiting, etc. Mrs. Parsons' last visit to London was paid several months ago, when she was here in the interest of recruiting in this district, in connection with military headquarters, holding at the time the honorary title of "captain."

Mrs. Stewart had been announced as the lecturer, but owing to inability to come, Mrs. Parsons, an authority on child welfare work, was secured in her place.

One point emphasized both in the film and lecture is the necessity for absolute cleanliness in connection with all operations which concern the baby. This cleanliness must be a cleanliness that is more than looking clean. It must be a scientific fact, be thoroughly scrubbed before touching the baby's food, and the nail brush used a sterilized one.

Other points emphasized are the necessity for scientific accuracy in the preparation of the infant's food, of absolute regularity in regard to feeding. Dressing must be such a deft process that the frail little body may not be exhausted by unnecessary twisting and turning.

Another lesson impressed is the importance of letting the child have all the chance possible to "just grow," quietly and restfully, without being subject to the menace of handling and jostling about by all and sundry in the picture, even the mother is warned against kissing the baby, for baby's own best interests. The method of resuscitation employed by a doctor on a tiny infant, after the breath of life had apparently gone, is alone an important feature.

From beginning to end there is not a single sensational feature, as may have been suggested by the title, and the fact that the scenes have been limited to women. The knowledge given is exactly as the advance notices have stated. "What every woman should know about the care of children."

This is an opportunity for learning more about her business of caring for children which no mother of small children can afford to miss, if it is at all possible for her to attend either of the two matinees which still remain this week.

Teaching the little people to be particular about their own teeth, hair, and washing themselves properly is one of the later developments in the film. Some week in the near future this whole department will be devoted to telling what is being done in the public schools of London in the way of caring for the eyes, teeth and throats of the pupils, boys and girls, still farther advanced in life's journey than the tota which figure in the baby welfare film.

GERMANY "BABY SAVING."

A man who occasionally takes a critical glance at our Consumers' League Department, wanted to know the other day what child welfare had to do with thrift, and so on. "I thought you were out to grapple with the cost of living and conservation problems," he said. "Well," was the reply, "what is more important than conservation of child life, particularly at this time in view of the wastage of war?"

"Search me," he said, with an expression on his face which could be interpreted as plainly as words, "You never know how a woman is going to twist things."

The subject of child welfare and conservation has been enjoying a few weeks' rest in this department. It has been revived again by the infant welfare film being shown at a local theatre, and also by the announcement that London is to actually have a child welfare exhibition through the co-operation of the Provincial Health Department with the Children's Aid Society. Such an awakening has been taking place in London in regard to the importance of making the city a safer place for babies to be born in than at present, that there is little doubt hearty support will be given by local organizations to the Children's Aid Society in this big project.

By the way, the efficient German hasn't been overlooking the importance of child welfare during the present war. Former Ambassador Gerrard tells that there have been between 7,000 and 8,000 social workers doing infant welfare and other forms of public health work in Berlin, Germany, alone. Even if they kill babies of other nations they are particular about saving their own future citizens. Commenting upon this a distinguished American physician says: "We cannot be less vigilant than the enemy in protecting the reservoirs of national vitality."

"Do you suppose London will be awakened to the stage where it will have a public welfare nurse associated with the health department next year? Or will London instead erect monuments to sewers and do humorous things like that which leave no surplus for 'fads' such as infant welfare and milk depots?"

WHAT'S THE USE?

One of the things which many of the housewives, who are readers of this page are trying to find out is the sense of the new regulation in regard to buying cereals. The first announcement caused quite a panic in a number of grain families, which probably do not use twenty pounds of cornmeal, oatmeal or a special brand of prepared breakfast food in a year. When a retail grocer interprets the new regulation as applying to the retailer and not to the consumer, the question again is: "Then what's the sense, if people buy in quantities to meet their needs as formerly, won't they be paying for wrappings just the same as ever?"

A leading Dundas street grocer shakes his head over the puzzle. "It is going to put the manufacturers of prepared food out of business," he says, adding, "unless they are to be specially licensed to sell in packages as usual. In that case the public will have to pay more for the product in order to cover the extra cost of production. It will be like an extra war stamp (which doesn't seem to help the cost of living very far).

"Perhaps it is," continues the same grocer. "that a blow is being aimed at ready-cooked foods, and this is the beginning of a movement to get back to cereals that people cook for themselves. I think you call this 'stone-ages' in your column. The cost of fuel is an item to be seriously considered these days, and more than this, the supply of fuel.

"I don't see where much saving is going to be effected, either in food or money. The prepared foods depend largely for their condition and palatability upon the manner in which they are put up and kept. It wouldn't improve the quality of flaked cereal foods to handle them over and over again.

Even Jane Wiggins, who has a tendency to be orthodox when it comes to picking up authority, is asking the question, "What is the good of it anyway?"

ANDERSONS STOCK

We carry the largest stock of any purveyor in the city. All our animals are slaughtered here, and prepared in our own packing plant. Boost your own industries by doing your shopping here. You are insured of honest weight, finest quality, best service and lowest prices.

| | |
|--|--|
| Sirloin Roast, half beef 25c and 27c | Orchard Farm Creamery Butter pound 48c |
| Porterhouse Roast, half beef 25c and 28c | Prime Rib Roast, half beef 28c |
| Wing Roast, half beef 25c | Ham Roast Fresh Pork, lb. 32c |
| Rump Roast, half beef 25c | Shoulder Pork Chops, lb. 32c |
| Sirloin Steak 30c | Stewing Veal, lb. 22c |
| Porterhouse Steak 30c | Leg Spring Lamb, lb. 33c |
| Round Steak, pound 30c | Breakfast Sausage, lb. 18c |
| | Shortening, lb. 25c |

Fish Dept.

2,000 pounds Fish on sale Saturday at give-away prices.
Sea Herrings, lb. 8c
Lake Herrings, lb. 10c
Haddock, lb. 12½c
Codfish, lb. 12½c
Whitefish, lb. 15c
Salmon Trout, lb. 18c
Sea Salmon, lb. 28c
Halibut, lb. 25c
Haddies, lb. 15c

ANDERSONS QUALITY MEAT MARKET

Phone 1643, Private Exchange.

Stores 1, 2, 3, 4, 5, Market House.

Six Big Auto Deliveries Saturday—8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

"PREPAREDNESS" IS THE WATCHWORD OF THE DAY

BE PREPARED FOR ANY EXTRA COMPANY THAT MAY CHANCE TO VISIT YOU ON SUNDAY BY HAVING PLENTY OF GOOD THINGS ON HAND.

CHIEF AMONG THESE MUST BE **SILVERWOOD'S CREAMERY BUTTER.** ONE QUALITY AT ALL TIMES.

Always Order "SILVERWOOD'S"

SILVERWOOD'S LIMITED

ONN'S FOR FISH. When You Want Fish FISH FROM ONN'S

Don't imagine for one moment that we are not at the same business (selling fish) in the same old stand. There are other places where you can buy fish, but no place where a better assortment of better quality fish can be had than at the **OLD RELIABLE.**

More fish is being eaten now than ever before. The people are just beginning to appreciate the food value of fish. And, what is more palatable than a well-cooked salmon trout or whitefish? They are never to be had in better form than right now, and right here. Eat more fish and save money on meat bills. You'll do just as much work and feel just as well.

| | |
|--------------------------|----------------------|
| Ciscoe Herring 10c | Jumbos 12½c |
| Whitefish 15c | Haddock 10c |
| Steak Cod 12½c | Market Cod 10c |

Solid Meat Selected Oysters, in bulk, arriving daily.

ONN'S --- THE OLD RELIABLE FISH DEPOT --- ONN'S

Eating Poultry Is Not Extravagance

You eat less, but don't need more. Poultry is a table delicacy when in good condition and well served. We make it a point to serve our customers with poultry their customers can rely upon.

We also sell Choice Creamery Butter, Selected Eggs, Shortening, Etc.

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

Are You a Money-Saver?

Most everyone expects to be a money-saver some time. Some expect to save when their income is larger; others plan to save when their expenses are less. People who wait until they can save without effort rarely begin to save; they wake up some day filled with regrets because of the opportunities they have missed. The moral is: Begin regular saving at this bank NOW; whatever the income, make the outgo a little less and save the difference.

IT'S A SIMPLE MATTER TO START A SAVINGS ACCOUNT AT ANY OF OUR BRANCHES.

THE BANK OF TORONTO

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.
Cor. Richmond and John Streets.Cor. Dundas and Adelaide Streets.
Cor. Dundas and Talbot Streets.