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

## This Year-Everybody Wants Something Practical and Useful

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## Give Something Electrical This Christmas

For every member of your family, relative or friend there's "Something Electrical" that is bound to be just right and to

It will be practical, useful, sensible; moreover handsome and ornamental. Nothing could be more acceptable.

This is "Electrical Christmas" all over the country. We have anticipated this by providing the most complete lines possiblesomething for every age or position-from the ornamental lamp to the practical washing-machine-Prices range either way as far as you want (or ought) to go. We have gifts as low as \$2.50.

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To continue to put up and sell in the original red, white and green package the delicious Toasted Corn Flakes you have always used.

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And use the ideal food-Kellogg's Toasted Corn Flakes. Most economical because a thousand calories (food units) in Kellogg's Toasted Corn Flakes cost less than a thousand calories in butter, or a third of the cost in lamb chops and chicken, or a quarter of the cost in eggs, beefsteak and haddock .- Report made by the chemist of the Russell Sage Institute of Pathology. Stock carried by all grocers. Get the Genuine-Original.

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Choice Rib Roasts ......25c Sirloin and Round Steak......28c 

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FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

### Our Consumers' League

#### The Fourth Christmas of War

True to our promises of the past two weeks, we are turning over this entire issue of Our Consumers' League Department to a discussion by our readers of the subject of the celebration of the fourth Christmas of war from various standpoints, gift-giving, the Christmas dinner in war-time, enlarging the circle of family and immediate friends to include soldiers in training or convalescing to the circle of the circle of family and immediate friends to include soldiers in training or convalence. in this city, and other strangers who are away from their own homes on the day that in the glad days before the war was the most festive in all the year.

Our contributors will speak for themselves:

Mrs. A. E. Tutt, president of the Union Mothers' Club, says: While our thoughts have been centred for weeks past on getting boxes and special comforts to our men at the front and in training, in order to make Christmas brighter for them, we must not overlook in our interest in this service the fact that obligation rests upon us to make special recognition of the birthday of the Prince of Peace. Though the world is still dark with the cloud of war, we must remember that Christ, the Saviour of the world, still lives, and that we must ray our homage to the Rethielarm hade even as did the shepherds and the wise pay our homage to the Bethlehem babe, even as did the shepherds and the wise pay our homage to the Bethlehem babe, even as did the shepherds and the wise men. We have still reason for rejoicing in the coming to earth of the Christ-child. It is a part of "keeping the home fires burning" to keep before the children of our city the idea for which Christmas stands, and to help them to realize that it is a season of joy and goodwill, expressed in giving and celebration. Out there in France they have Christmas celebrations, and in the training camps and hospitals. We want Christmas to be as much a Christmag as possible for our men in khaki. But we want Christmas to have something of brightness for those who have been left at home. We want to be sure that no prightness for those who have been left at home. We want to be sure that no soldier's dependent is without Christmas cheer, and we want to be sure that there is not a child in the city of London without Santa Claus this year. It is unfair to cloud the children unnecessarily. It is their misfortune that their early years are being lived while the world is under the shadow of war. They must have something at least of the celebration that made Christmas mean so much to their older brothers and sisters, to their fathers and mothers, indeed.

But lavish expenditure and extravagance of any description are entirely out

of order at this fourth Christmas of war. With so many patriotic demands with the necessities of life such a price, the average family has very little leffor special season celebration, and there is a twinge of conscience even about spending that small surplus for home pleasure when it is considered what i might mean in saving the life itself of a prisoner of war, or bringing comfort to a fighting lad at the front. The housewife will require to exercise more ina fighting lad at the front. The housewife will require to exercise more ingenuity this year than ever before to spread an attractive table without spending more than she can conscientlously afford.

So far as presents are concerned, the children should not be denied their Santa Claus, but I am sure there isn't a grown-up in London who wouldn't be

willing to go without gifts this year in order that more boxes might be sent t the boys overseas, or more given in the way of relief to the Halifax

#### WHAT THE SOLDIER'S WIFE SAYS

"Last year I ate my Christmas dinner alone and cried my heart out think-"Last year I ate my Christmas dinner alone and cried my heart out thinking of my husband in France. It was this way: My sister was ill, and I was taking care of her for a time and looking after her house. She had her meal on a tray in bed. I cooked a dinner for her husband and children, and my little girl ate her dinner with them. I didn't sit down at the table. I was busy, and someway. I didn't have the heart to do it. It wasn't a particularly bright Christmas for either my sister's family or my own little girl, and it left me more depressed than ever. But it isn't going to be so this year. I must keep up Christmas for either my sister's family or my own little girl, and it left me more depressed than ever. But it isn't going to be so this year. I must keep up heart and courage for the sake of my husband, who is doing his part so uncomplainingly, for the sake of our little girl, for my own sake, that I, too, may do my part, and for the sake of others whom perhaps I can help. I can be much more use in the world and do my share better if I am as bright as I can be myself. My husband has written this year to say that he wants us to be be myself. My husband has written this year to say that he wants us to be sure to have Christmas at home. It will make him happier to picture brating the day. He says they are going to have Christmas out there in France, and that his wife and little girl must have it, too My little girl has been building so much on "When daddy comes home." Things haven't been or her what they would have been had it not been for the war. I see this low, and I am determined she shall have things as bright as possible this Christmas. Her childhood is slipping away, and it may be a long time yet before daddy comes home. She must get as much sweetness as possible out of the childhood days as they are going by, and I want her to have a great deal to write and tell daddy about Christmas this year. She is getting able to write the control of quite a nice letter now, though she is just eight years old, and I know how happy it will make him. She will hang up her stocking, and she will have the fun of guessing the things in it, even if she is pretty sure who Santa Calus is. We will have some decorations, not much, and a real "party" dinner. And we will invite my sister and her husband and family, because things will taste so much better if we have company. We want as many as possible of those we ove with us. I think the celebration of Christmas is a duty we who are at home owe to our dear ones overseas.

#### "FOR THOSE LEFT AT HOME"

Mrs. G. K. Wyatt, former president of the Wortley Road School Mothers' Club, and the mother of a son who is serving the colors, says: "We want to make Christmas as pleasant and cheerful as possible in our home for the sake of the other members of the family and for our little girl. But our preparations will be of the simplest nature. Extravagance is entirely out of place, whatever the circumstances the fourth Christmas of the war, not only because of the comforts needed by our men overseas, and the supplies needed in the hospitals, commorts needed by our men overseas, and the supplies needed in the hospitals, but because so many people in the world are in actual want. So far as Christmas giving is concerned, I think it would be a pity to do entirely away with the exchange of little tokens of love within the family circle. But the gifts should be inexpensive and such as will be of real use to those receiving them. So far as the children are concerned, I think it is important this Christmas, and it has always been important, that they should realize the pleasure of selfdenial in giving up for others, as well as the pleasure of receiving. I believe there should be special preparations for the Christmas dinner for the family reunion, but always keeping in mind elimination of extravagance and the principles of food conservation. We must keep in our minds the religious significance of Christmas."

#### A THRIFT CHRISTMAS PUDDING

She is a domestic science expert, and the very best kind of a domestic cience expert, a practical housekeeper, and successful homemaker as well. Christmas has always been a great day in her home, and she is such a clever woman that she is going to make it a great day this year, even if she is planning wartime economics. There is a long gap of years between the older children and the "littlest one," and this mother says, "We always made a nice Christmas for the other children, and we want a nice Christmas for our young-It is a part of her childhood, something that will go with her all her life. We have always had a Christmas tree, and we will have it this year, because it means so much to her. We will also have a few decorations. Last year we It means so much to her. We will also have a few decorations. Last year we had a family gathering at our home, and because turkey was so expensive we had goose. There is a great deal of eating on goose. An English plum pudding seemed too extravagant, but we all liked fruit pudding, so I compromised by making a carrot pudding. I am going to make the carrot pudding this year and any housewife who tries it will find it not only economical, but delicious as well. Here is my recipe:

One cup molasses, 1 cup sour milk, 1 cup chopped suet, 2 cups stoned raisins. 1/2 cup peel, 1 cup grated carrots, 1 cup bread crumbs, 1 teaspoonful soda dissolved in the molasses warmed, 1/2 teaspoonful of salt, 1/2 teaspoonful nutmeg: 1/2 teaspoonful ground cinnamon and cloves. Flour nough to make of right consistency. I start with one cup and add more if necessary. Be sure to flour the fruit. Two eggs may be added if desired. I used them last year, but am making my pudding without this year. Because I like the flavor I am adding the grated rind and julce this year. Because I like the havor I am adding the grated rind and judge of one lemon, but this may be omitted. I make the sauce by browning almost to the scorching point butter and sugar, adding a cup and a half of boiling water; thickening with corn starch dissolved in a little cold water, and flavoring with vanilla."

### JANE WIGGINS' IDEAL CHRISTMAS

"I'd like Santa Claus to bring me a whole day to stay in bed. I'd like to hang up both my stockings and let them keep hanging all day Christmas." says Jane Wiggins, with characteristic truthfulness and originality. "In other says Jane Wiggins, with characteristic truthlaness and originality. In other words," adds Mistress Jane, "I'd like to spend the day in bed and not set a foot inside those stockings. I'm tired to the bone with managing my house, managinside those stockings. I'm tired to the bone with managing my house, managing my family, digging and weeding and harvesting all summer, storing and canning and pickling all autumn, dashing from pillar to post doing patriotic work, and trying to keep a smiling countenance with which to greet my tired businessman husband when he comes home at night. I feel sure I could main tain a beautiful 'peace-on-earth-and-good-will-to-man' frame of mind if I could tain a beautiful 'peace-on-earth-and-good-will-to-man' frame of mind if I could tain a pend the day in hed. But I don't see how I can do it and since I have tain a beautiful peace-on-earth-and-good-will-to-man frame of mind if could only spend the day in bed. But I don't see how I can do it, and, since I have the firm conviction that we ought to be more unselfish this years than ever in our Christmas observance, I'll shake my tired bones out of bed and try to make the day cheerful for my family. The children must have Christmas and they must catch the Christmas spirit. But there will be no elaborate and exensive gifts for them or elaborate preparations. I feel strongly that this Christmas should be devoted largely to the entertainment of the soldiers, either that the training or the returned men in the hospitals. But I am not the one to In training or the returned men in the hospitals. But I am not the the the preach this. Feeling as I do I don't believe I'm going to be able to do any more than make a little special preparation for my own family. I wonder if many more women are as bone-tired as I am? I wonder how The Advertiser many more women are as bone-tired as I am? I wonder how The Advertiser "Mary Jane" is going to spend her Christmas? Shouldn't wonder but that girl will make the day a lively one for some poor lonesome souls. My spirit is keen to do something of the kind, but this terrestrial body of mine is on strike." to do something of the kind, but this terrestrial body of mine is on strike." "I must stop. If Henry read this, he would be putting an end to my sewing for Halifax relief. I wonder what is going to be done about Christmas cheer for the poor Halifax kiddies, whose parents have lost all in the terrible explosion? I feel a miserable wretch to be giving away to the 'tired feeling' as I am, when I think of all my blessings. I'm sure I'll feel better after this outburst. In any case, I'm looking forward with great interest to Friday's paper and the view of case, I'm looking forward with great interest to Friday's paper and the view of other readers on celebrating the fourth Christmas of war. "Here's power to your typewriter and my best wishes for a 'good' Christmas."

As ever, devotedly,



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Round Roasts Beef

Lake Herring, lb. .... 10c Sea Salmon, lb. ..... 25c Sea Herring, lb. .....18c Small Can Salmon .. 121/2c Whitefish, lb. ......16c Large Can Salmon ...25c Salmon Trout, lb. ....18c Sardines .....3 tins 25c Haddies, lb. ......16c Can Peas .......20c Ciscoes, lb. .........18c Mincemeat, lb. ......15c Oleomargarine, Any Brand You Desire, lb. .....35c

Fresh Pork Tenderloin, lb. .. 380 Sirloin Roast Heifer Beef, lb. 28c Rump Roast Heifer Beef, lb. 25c Loin Roast Fresh Pork, lb. .. 380 Leg Spring Lamb, lb. ......32c Loin Spring Lamb, lb. ......32c Large Breakfast Sausage, lb. 18c Pickled Beef Tongues, lb. ... 250

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