

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

## Let BURNALL Reduce Your Coal Bill

READ WHAT THE USERS SAY

ARTHUR R. JONES  
(One of Trustees Marshall Field Estate)  
842 First National Bank Building.

Chicago, Nov. 14, 1917.

Burnall Corporation, North American Bldg., Chicago:  
Gentlemen,—Replying to yours of the 13th inst., I am very much pleased with the Burnall attachment to my furnace, and I have taken the trouble to look into the matter very carefully, so that I could determine what use it would be to me, and I am satisfied beyond any doubt that it saves 25 per cent of my fuel and increases my heat 25 per cent. It also makes it easier to regulate the heat. When we have sudden changes of weather we can reduce or increase a great deal quicker than we could before we had this attachment.

I was so well pleased with it that last evening, while having dinner at the Athletic Club, the coal question was mentioned, and I recommended this Burnall attachment to several of my friends. Yours respectfully,

A. R. JONES.

WRITE FOR PARTICULARS OF A BUSINESS PROPOSITION.

## London and Western Exchange

ROOM 218, DOMINION SAVINGS BUILDING.

LONDON, CANADA.

"IT'S THE FLAVOR THAT WINS ITS FAVOR"

## Leavens' Ideal Loaf Homemade Bread

There is no better bread made in London. It is homemade. It does please the people. It is worthy of a trial. Try it and you'll like it. Others do. Ask your grocer for it or have our wagon call.

MADE IN

## LEAVENS' IDEAL BAKERY

GRAND AVENUE.

PHONE 2795

## SHARMAN'S FRUIT STORE

369 TALBOT STREET.

PHONE 4665.

APPLES—Of all kinds, from east and west.  
POTATOES—From the best soil, Canada.  
We know these to be the best because we have had so many repeat orders.  
WESTERN ONION ONIONS—Good and dry. None better.  
FARMERS SHOULD BRING THEIR POTATOES HERE. WE WILL BUY THEM.

When you're marketing, come here for sundries.

AT ONN'S

## All Kinds of Fish

For Fish of all kinds in proper condition, this is the place.

WHITEFISH, SEA HERRING, HADDOCK, HALIBUT, SALMON, JUMBO HERRING, COD, OYSTERS (Shell and bulk), SEA SALMON, PICKEREL, SMELTS.

## ONN'S FISH MARKET

143 KING STREET

PHONE 1296.

AT ONN'S

## Prime Poultry

## CUT-RATE MEAT and FISH MARKET

THE STORE THAT SAVES YOU MONEY

| BEEF                                   | VEAL AND PORK                  |
|--|--------------------------------|
| Prime Rib Roast .....28c               | Fillet of Veal .....32c        |
| Rump Roast .....28c                    | Shoulder Roast of Veal.....28c |
| St. Louis or Porterhouse Roast.....30c | Loan Roast of Pork .....38c    |
| Round Bone Shoulder Roast.....27c      | Ham Roast of Pork.....34c      |
| Chuck Roast .....25c                   |                                |
| Hot Boiling Beef .....23c              |                                |
| Special—Round Steak.....30c            |                                |

FISH! FISH! FISH! Our new fish department now open for business. All kinds of fresh and smoked fish.

DELIVERIES TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.

## "THE CASH AND CARRY STORE"

|                                       |   |                                    |
|---------------------------------------|---|------------------------------------|
| Brand Nuts, per lb. ....15c           | Corn Syrup, 10-lb. pail .....\$1.00         | Cornstarch, per package .....12c   |
| Valencia Raisins, per lb. ....10c     | Campbell's Soup, per tin .....18c           | Japan Tea, per lb. ....35c         |
| Seeded Raisins, 2 packages .....25c   | St. Charles Evaporated Milk .....7c and 14c | Grand Mogul Tea, lb. ....48c       |
| Domestic Raisins, 2 packages .....25c | Orisco, per tin .....44c                    | Lipton's Tea, lb. ....50c          |
| Jelly Powders, 6 packages .....25c    | Pure Lard, per lb. carton .....32c          | Red Rose Tea, lb. ....50c          |
| Jam, 4-lb. pail .....63c              | Domestic Shortening, 3-lb. pail 80c         | Salada Tea, lb. ....50c            |
| Peach Jam, 1-lb. tin .....19c         | H. P. Sauce, per bottle .....22c            | American Breakfast Coffee, lb. 25c |
| Corn Syrup, 6-lb. pail .....53c       | Smider's Catsup, per bottle .....22c        | Seal Brand Coffee, lb. ....45c     |
| Standard Peas, per tin .....15c       |   | Rideau Hall Coffee, lb. ....45c    |
| Oleomargarine .....34c                |   |                                    |

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.  
ECONOMICAL COOKING IS A SCIENCE.

## Our Consumers' League

BY ISABEL C. ARMSTRONG.

About the time readers of this department, and the editor, too, in fact, had begun to wonder if Jane Wiggins had gone to sleep, or gone to another climate for the winter, Jane suddenly sat up and took notice. Another famous housekeeper had been discovered in the person of Chrissy Mackenzie, Thrifty Chrissy, with her common sense Scotch economy. Jane isn't Scotch, far from it, but the best housekeeper living would be obliged to exert herself and her ingenuity to the utmost to beat Jane in a thrift contest where the kitchen is concerned. Jane read Chrissy's letter of last week on "My Pet Economies," and, fortunately for us, has been inspired to tell about some of her own.

By way of a foreword, Jane's most precious economy is SOUP. It happens to be a pet economy of Chrissy as well, and, but for the fact that the space ran out last week, readers would have known that Chrissy always has the stock pot on the range and into it go all kinds of odds and ends of bones, trimmings of steak, and all the rest. Chrissy always has the foundation of a tempting soup ready at a moment's notice.

Talking about bones, did it ever jar your sense of thrift to see all the perfectly good bones going to waste in the butcher shop?

The writer had stepped into the butcher's to order a roast of beef for Sunday last Saturday morning early. There on the counter, all nicely rolled, was exactly the sized roast that was wanted. There was a hull in trade at the time, and the clerk prepared to wrap it up at once. As he did so, he explained the system of having a number of roasts all rolled to save time on Saturday mornings.

"Just where are bones that were taken out?" was a question which arrested his act of folding the paper nicely over the top.

"Why, yes, the bones, to be sure," he said, turning to the big clothes basket in plain sight, already a third full of bones.

"Perfectly clean," he assured as he fished out the bones, which looked as if they might have come from the cut, and proceeded to crack them.

Then he commented: "They are fine for soup, but they would be surprised the number of people who don't seem to know it. They never think of asking for the bones and it is just sheer waste. People have a whole lot to learn yet about conserving food, as they call it." And so, some perfectly good marrowy bones were rescued from the boneyard for the stock pot.

But this isn't anything to the economy of Jane Wiggins' soup.

## JANE WIGGINS' SOUP POT.

Somewhere in London, Jan. 29, 1918.

My Dear Lady Editor:

Here I am over the top again, though never, never, did I expect to see the other side of those snow drifts which have pretty nearly buried my dwelling. (I was going to say humble, but I'm not that kind of a person). Now, that I have recovered my breath, let me say where am I at. Oh, yes, I know why it is that I have sort of catapulted myself like into your serene circle this week. My housewife's reputation is at stake (with myself) for being the thriftest housekeeper in Western Ontario and its counties.

I read Chrissy Mackenzie's last week and approve of her immensely, but I don't believe even Chrissy is more thrifty than I am, particularly when it comes to soup. In fact, I pride myself that I am in a class by myself.

Sunday we had what we called "Saturday soup" for dinner, because everything went into it that was left over from the week on the pantry shelves, excepting the dishes. I almost never buy soup meat, and yet we very seldom let a day go by without having soup at one meal.

And the varieties we achieve! Every last bit of leftover vegetable, bits of bread, the water in which vegetables have been cooked, the water in which rice and macaroni have been cooked, leftovers of cereals too small to make anything else, scraps of porridge, all go into the soup. Potato water is excellent, and best of all, is the water in which asparagus has been cooked. The liquid in which onion or turnip has been boiled is too strong and should be used in small quantity.

ALL BUT BABY'S BOOTS.

If half a cold potato is what the larger shows in the way of leftover, pop it goes into the soup pot. And I mention bones? Of course they are taken for granted. Everything almost goes in to our soup, excepting, perhaps, the baby's worn boots.

You may think I have been straining the truth to tell about my soup economy. Nothing of the kind, gentle editor and readers. But I'll tell you what I do frequently, strain, and that is the soup. Like Ruggier of Red Cap, I am always ready to serve the soup to suit the occasion and the menu. But that is by no means the only reason I strain the soup.

You know the bits of meat that float around in the soup and aren't at all palatable, and do not add to the flavor or appearance in any way. Well, I put them through the mincer with the odd bits of vegetable which come out in the straining. Then possibly I add a spoonful or so of tomato and pour on some of the soup. I put this in a bowl, and behold from the dress of the soup there arises a tempting mound of jellyed meat, etc., to form a supper dish, or to use for sandwiches.

May I talk on just a little bit longer? I want to get in my say about roasts of beef before they have disappeared from the domestic market by order of the food controller. Think what would be the use of telling about the way to exercise economy with something that had disappeared like the dodo? Or is it the auk or the phoenix?

I am always getting those extinct varieties of poultry mixed up. There are those who hold the opinion that a T-bone or porterhouse roast is a great extravagance. It all depends what you do with it.

Give attention to another economy of thrifty Jane! When I buy a T-bone roast I do not ask my butcher to roll it and send it home ready to put in the oven. I have it sent home as it is. Then I take out the bone and in it goes the soup pot. I slice the under cut in rounds, broil them and serve them with melted butter on toast, the kind of a dish you used to pay for at the rate of 75 cents an order in Delmonico's in New York in the nice old low-cost-of-living days before the war. The tougher portions of the chop and I trim off, days before the war.

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Salisbury is the right name for it. The family name of the Salisbury is "Cecil," so you can serve "Cecils" instead of Salisbury steak by taking the minced meat, making it very small balls, securing well on the outside and serving quite rare. This is especially good for invalids. The remainder of the roast I roll with a dressing and serve as a roast. This method of using up a roast is suggested for families which have not been properly educated to like cold beef.

If I were a really economical person I suppose I would have a bone grinder and grind up the bones of the roast after making soup with them, to use as bonemeal for a fertilizer for my garden.

That reminds me, spring will be upon us before we know it, even if it is hard to believe in the midst of this cold and coal trouble. And then it will be "back to the land" for me, sooner than ever, armed for greater successes by last year's experiences.

It's Chrissy's move next. In the meantime, devotedly as ever,

JANE WIGGINS.

## BABY'S EFFICIENCY TEST.

During the past ten days, a number of inquiries have come in regarding the clinics for children under three years to be held in connection with the child welfare exhibit daily, from February 11 to 18 inclusive, on the second floor of the Y. M. C. A. building on Wellington street. Mothers have been wondering how their little ones measure up to the standard of perfect physical efficiency for tots of their age, and several small boys and girls have been heard telling confidently that they know the baby brothers or sisters at their houses are real prize babies, and going to win a five-dollar gold piece. At least three proud fathers have stated that they would like to take their babies to the clinics, just to let the specialist see a perfect physical specimen of superior babyhood. One father, indeed, says that the only thing which will prevent him from putting all his other people's children in the shade.

Official score cards have been ordered, and will be made out in duplicate, perhaps in triplicate, one to go to the mother or other guardian.

## THE TESTS.

The first test is mental and developmental. The two years old who is up to the standard, according to the score card, should be able to run, imitate movements, or simple commands, recognize simple objects in pictures, such as a man, dog, ball, use paper and pencil.

The next test is of measurements, height, weight, circumference of head, chest, abdomen. The physical examination follows. Head (abnormally small, almost normal, face, neck (enlarged glands, etc.); back (spine, curvature, etc.); abdomen, arms, hands, fingers; legs, feet, skin, nutrition (abnormally thin or abnormally fat), muscles, nerves, defects or evidences of disease not listed. An oral and dental examination will next be made, and after that the condition of eye, ear, nose and throat. Adenoids and diseased tonsils, eye weaknesses and all kinds of weaknesses which should be overcome as early as possible, will not be able to elude the keen eye of the specialist. All this, along with the score card and advice regarding general care, feeding, etc., will be given entirely free of charge.

While much interest has been manifested in the exhibits, and the educational moving pictures and lectures to be given in the Auditorium, probably no feature has made a stronger appeal than the clinics. Weather permitting, it is expected a large number of parents from out of town points will bring in their little ones, and if this is not possible, come themselves, at least, on Thursday, February 14th, Western Ontario Day.

Many are the Western Ontario day, prize baby, because no other babies will be allowed to enter the lists but the tots from out of town.

The convention rates offered on railways are an added inducement for making the trip to London. Those coming in from out of town points, however, should remember to secure their convention standard certificates at the starting point, and present these at the exhibit headquarters as soon as possible after arriving in London.

## It Can't Be Did!

Do not be misled by statements from little corner butcher shops that they can and do undersell us. Did you ever stop to think how Henry Ford can and does turn out an automobile for \$475.00 when his nearest competitor has to charge \$675.00? He does this by buying for cash; by his enormous output; by his great mechanical system. This is exactly the same principle as we have applied to our business.

WE BUY FOR CASH—WE BUY BY THE CARLOT.

We do our own slaughtering and have our own pork packing plant, where everything we sell we make. With these three institutions combined OUR COSTS are so greatly reduced that we can give you the very choicest meats at prices that our competitors dare not attempt. Try us this time. We have the quality; we have the service, and we have the price.

## Special All Day Saturday Finnan Haddie, 17c

|                              |                           |
|------------------------------|---------------------------|
| Shortening, lb. ....28c      | Chuck Roast Pork .....35c |
| Sausage, lb. ....18c         | Pork Chops .....57c       |
| Smelts, lb. ....18c          | Front Shoulder .....32c   |
| Creamery Butter, lb. ....49c | Leg of Lamb .....34c      |
| Herring .....10c             | Loan Lamb .....24c        |
| Fillet Haddie .....20c       |                           |

## Andersons---THE BIG STORE

MEATS, BUTTER AND EGGS, FISH AND POULTRY.

Deliveries, 8, 9 and 11 a.m., 2:30, 4:30 and 8 p.m.

Store Closes Saturday 10 p.m.



|                                     |
|-------------------------------------|
| Dairy Prints, lb. ....42c           |
| Shoulder Roast Veal, lb. ....33c    |
| Veal Shank, lb. ....12 1/2          |
| Pork Liver, lb. ....10c             |
| Pork Heads, lb. ....16c             |
| Rib Roast Beef, lb. ....30c to 32c  |
| Rump Roast Beef, lb. ....22c to 30c |
| Loan Roast Beef, lb. ....32c        |
| Round Roast Beef, lb. ....32c       |

|                      |
|----------------------|
| COOKING BUTTER, L.B. |
| 35c                  |
| ROLL BUTTER, L.B.    |
| 42c                  |

NIPPED BY JACK FROST—Our special treatment has restored them.

## ROSY-CHEEKED APPLES

It's simply SLAUGHTER selling at

**\$4.50** Per Barrel

THIS IS A SNAP

Choice Cooking Onions, at .....60c per peck  
Our new SEED DIRECTORY is ready.

## DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co. Limited) 119 DUNDAS STREET.

GROCERS AND PROVISION MERCHANTS---When you advertise on this page you reach the eye and ear of WOMEN WHO BUY TABLE SUPPLIES.

## EAT MORE POULTRY

WHAT MAKES A NICER MEAL THAN CHOICE FRESH POULTRY? PEOPLE SHOULD EAT MORE POULTRY AND LESS MEAT. WE CAN ALWAYS SUPPLY A FANCY ARTICLE AT REASONABLE PRICES. SPECIALTIES FOR THIS WEEK: FANCY SPRING CHICKENS, BOILING FOWL, SELECTED EGGS, CHOICE DAIRY BUTTER, OLEOMARGARINE.

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

## THE MARKET CASH AND CARRY STORE

IT WILL PAY YOU TO READ OVER THESE PRICES

|                                    |                                    |                                     |
|------------------------------------|------------------------------------|-------------------------------------|
| Choice Dairy Butter, 2-lb. ....45c | New Colored Cheese .....25c lb.    | Excelsior Dates .....15c package    |
| Medway Creamery, large rolls 49c   | Old White Cheese .....32c lb.      | Seeded Raisins, 18 oz., two for 25c |
| Fresh Eggs .....44c                | Schneider's Bacon, sliced. 44c lb. | Horseradish Relish .....15c         |
| Cracked Eggs .....44c              | Fresh Ham .....55c lb.             | Salada Tea .....84c lb.             |
|                                    | Cooked Ham .....55c lb.            |                                     |

Oleomargarine, all makes .....35c | Fresh Made Jam, 4-lb. pails .....60c

**PAUL L. DOIG, 6 Market House**

## Industrious Money

All the money deposited in the Savings Department of this Strong Old Bank is industrious. Night and day it is working, earning more money for our depositors. Whose fault is it if your money is lazy? Do not carry your money in your pocket or leave it in a safe. It will never earn anything for you there—besides, what you think is a safe place at home. It will never earn anything for you there—besides, you are liable to lose it or spend it carelessly. Give your money a chance. Start it working for you. Open a Savings Account at any of our branches, where your money will earn you more money.

## 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.