

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.

What Gives You More Satisfaction Than Good Creamery Butter?

The Meadow Gold Brand carries that quality always, because it is made of selected cream. It is always the same. You can depend upon its uniformity. You need never hesitate to buy

MEADOW GOLD BRAND BUTTER

Ask for it. Buy it. Try it. Prove it for yourself.

The Ontario Creameries, Limited

PHONE 782.

OPPOSITE MARKET HALL.

128-131 KING STREET.

LONDON'S FIRST AND ONLY

CUT-RATE MEAT MARKET

is being appreciated more and more every week by an increasing patronage. A real opportunity is offered to save money on meat purchases. The question has been asked: "How do they do it?" It's simple. By doing an increasing business at a decreasing percentage cost.

MONEY SAVERS.

Prime Rib Roasts Beef, lb.25c
Choice Rump Roasts Beef, lb.34c
Choice Round Steak, lb.25c
Best Sirloin Steak, lb.28c
Round Shoulder Roasts Beef, lb. 22c

MONEY SAVERS.

Tender Chuck Roasts, lb.20c
Boiling Brisket Beef, lb.18c
Smoked Picnic Hams, lb.87c
Small Pork Sausage, lb.18c
Eastfirst Shortening, lb.25c

MONEY SAVERS.

Legs of Spring Lamb, lb.32c
Shoulders Spring Lamb, lb.30c
Loins Spring Lamb, lb.32c
Filets of Choice Veal, lb.32c
Shoulder Fillet Veal, lb.28c

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.

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

It is but natural to seek it where it is handled in the largest quantities. You wouldn't expect to find fish in a department store, would you? A big shipment of fish to be sold at a remarkably low price.

Salmon (whole)15c
Whitefish15c
Steak Cod12c
Jumbos12c
Haddock10c
Market Cod10c

Solid Meat Selected Oysters, in bulk, arriving daily.

ONN'S THE OLD RELIABLE FISH DEPOT ONN'S

SHARMAN'S FRUIT NEWS

WEEK ENDING OCTOBER 20, 1917.

APPLES.—The Gavensteins and Pippins have begun to arrive, and will be coming right along, as we personally made arrangements with the growers in the renowned Annapolis Valley for a good supply.
PEACHES.—There are a few straggling lots, but the season is about over, and prices are higher than last week.

QUINCES.—This is a fruit not as well known as it deserves. Quince Preserve is a very delicious confection when properly made. We can supply you with the fruit.

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 plentiful supply.

POTATOES will be one of our specialties this fall. We purpose handling a very large quantity, and invite the trade.

GROCERS can depend upon being well and promptly served.

Phone 4665--- HILL CREST FRUIT STORE ---Phone 4665

TALBOT STREET.

"THE CASH AND CARRY STORE"

Cooking Figs, 3 lbs. for25c
Dried Dates, package10c
St. Charles Evaporated Milk7c and 14c
Domestic Shortening, 3-lb. pail 74c
Creamery Butter47c
Jelly Powder, 5 for25c

A FEW OF OUR SPECIALTIES.
THE STORE THAT SERVES THE PUBLIC WITH MONEY-SAVING PRICES ON EVERYTHING CARRIED IN STOCK. YOU CAN'T BUY AT THIS STORE WITHOUT SAVING MONEY. TRY IT ONCE AND SEE FOR YOURSELF.

Redpath Sugar, 100-lb. bags...\$9.50
Redpath Sugar, 20-lb. bags...\$1.95
Redpath Sugar, 10-lb. bags...\$98
Redpath Sugar, 5-lb. bags...\$20
Domestic Sugar, 100-lb. bags...\$9.35
Golden Yellow Sugar, 100-lb. bags...\$9.25

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

Ever notice when a member of the family is stricken with measles, more throat, appendicitis, toothache or some such malady, how many more people in the universe seem to be, or to have been, similarly afflicted? It's the same with an idea, meet up with a new one some day, and all its kith and kin and distant relations start bobbing up in the most unexpected ways and places. Just touch upon a subject in this department and, at every turn, new light is thrown upon it. Scarcely had a request come in from a reader a short time ago for recipes in which buttermilk might be used instead of whole or skim milk, when Mrs. McB— told the editor of Our Consumers' League about the bran creams made with either buttermilk or sour milk, which are greatly liked by her family.

Then a few days ago, M. B. said over the telephone, "I see you had a recipe for making bran gems with buttermilk. I make a date graham loaf with buttermilk which my family likes very much. Indeed, as one of your contributors stated some time ago, I get buttermilk all the time, just as I do milk. I have been getting from the same dealer for eight years. We not only drink it, but I use it in many ways in cooking. It is so much less expensive than milk that it constitutes a real saving. Here is my date graham loaf, and I'm sure anyone who tries it will like it:

BUTTERMILK USED IN DATE LOAF.

"One large half cup of brown sugar.
"Shortening size of an egg.
"Half a teaspoonful of salt.
"One teaspoonful of baking soda.
"One and one-half cups buttermilk.
"Two cups graham flour.
"One cup white flour.
"One-half pound dates, chopped.
"Bake in a moderately hot oven thirty-five or forty minutes.

"The most economical salad dressing I know about is made with buttermilk, at least, I think it is in it. The recipe as originally given by a former domestic science teacher in this city, called for sweet milk or sour cream with less vinegar. We do not have sour cream in our home, so I tried buttermilk, and found it entirely satisfactory, using with it the same quantity of vinegar I would with sour cream.

"This is how I make buttermilk salad dressing:

BUTTERMILK SALAD DRESSING.

"Two teaspoonfuls of sugar.
"One teaspoonful of flour.
"One scant teaspoon mustard (we aren't very fond of mustard).
"Salt, pepper, dash of cayenne, and piece of butter the size of a walnut.
"One egg.
"Mix with this a good large cup of buttermilk and cook till creamy.
"When cooling, add slowly a quarter of a cup of vinegar."

ANOTHER "HYGIENIC SINNER."

"There's a hygienic sinner who was missed in the list compiled by that Regina medical officer of health, which you published the other day," said a well-known London man this week.

"Who is he, or is it she?" asked the editor.

"Well," came the reply, "perhaps I should term this one a variation of one mentioned, 'The street car conductor who holds the transfer slip in his mouth.' The hygienic sinner to whom I refer is the street car conductor who moistens his thumb with saliva, then proceeds to use it to separate the transfer slip requested from the rest in his possession. This has become such a habit with one 'sinner' that I have seen moisten his thumb before handing out tickets. It isn't just one in particular. I have seen one of these 'sinners' almost cough his head off, then calmly moisten his thumb, separate a transfer and hand it out. And people wonder how they catch colds! I have thought about writing a letter to the paper for a long time about this disgusting practice. Now, this has given me an opportunity to strike one there is a whole lot more education required along hygienic lines."

AND STILL ANOTHER!

There is still another "hygienic sinner," undoubtedly responsible for a lot of sickness and misery, and that one the vestibuled street car. The season of the year is arriving when it is capable of doing its worst. Precious little chance of ventilation is afforded to those who are packed in the cars. Windows are sealed up for hours at a time, and the malignant germ party waxes continually more of a "crush." Ever get into one of these "Pay as You Enter" air-tight compartments, where the conductor, who is the home-wreck about ruck, is nearing a close? And didn't you feel dizzy and nauseated from the closeness and odorlessness? Weren't you glad to stumble out into the fresh air again, even if it was penetrating and endangered your best clothes?

No wonder the conductor sometimes gets bad coughs, even if he does get an occasional whiff of oxygen from the doors. Surely some method of ventilation might be evolved and used whereby riding on street cars might become less of a risk in cold weather.

Reading over the writer's shoulder, Resourceful Sue says, "Why don't they open the windows?"

"When the street car is crowded?" counter questions the writer.

"That would be easy enough," says Practical Sue, "Let them open the windows at the other end. Of course, I wouldn't want the rain and draft to blow in on me. But some people wouldn't mind."

"STONE AGEING."

Several months ago, when the increasing cost of living made greater thrift an imperative need for the majority of people, and baking of bread at home was being urged by a number of practical housewives and domestic economists, Jane Higgins wanted to know if it would be rational for everybody to get back to the stone age and do for themselves. With bacon advancing at the rate of a cent a month since the beginning of war, and most other things sky-larking proportionately, it begins to look as if nothing else but the stone age revival is going to make it possible to live at all. By the way, Jane hasn't in an appearance for ever so long. It is understood that she has been gardening and chicken-raising and preserving too strenuously even to think of "lit'ry" efforts. Would she term this growing-what-you-eat-on your own city lot "stone-ageing"?

Naturally after the "every-back-yard-is-its-own-garden" movement of the past summer, another one looms on the horizon.

"Every household its own delivery wagon." A few weeks ago reference was made in this department to grocery stores in large cities in the United States, where two prices were put on commodities, one price when the supplies were charged and ordered to be delivered; another price, an appreciable amount less, when cash was paid and the purchaser carried the goods away.

Some days ago an officer of the local food conservation committee stated that interviews with local bakers had revealed the fact that the cost of bread was enhanced by the cost of delivery. One baker who did no delivering was already able to sell a cent a loaf cheaper. Now comes announcement that at least two local butchers have adopted the non-delivery system, and a reduction of 2 cents a pound on every pound of meat will be recorded. It looks as if there would be a run on these establishments. To be sure there are times and occasions when going for everything would be exceedingly awkward for some people, when there is sickness in the house and the housewife has no one to send for, for example.

"Much Traveled Mary" tells of a new kind of a "stone ager" she has come across in her experience, a store which meets the "Stone Agers' half way and at the same time makes concession to those who insist upon "the convenience of civilization." In this grocery store a set charge of five cents is placed for delivery of any one order. The purchaser with an atom of thrift isn't likely to order a 25-cent purchase to be "sent up" and a 50-cent purchase to the same address a couple of hours later. Such a system encourages "efficient ordering." In other words, keeping track of necessities and lumping orders in order that the one delivery charge may go a long way. Moreover, it does away with the nuisance for the merchant of having small purchases sent here and there and all over the city.

One good thing this high cost of living is accomplishing. It is teaching people to think intelligently about the problems of their every-day lives, and thereby adding some zest as well as anxiety to household problems. Incidentally, it is teaching people to take a little more unselfish interest in those with whom they do business. The day isn't so far distant when a certain type of woman used to think it a thing of which to be proud that she wouldn't even carry a spoon or thread home for herself. War conditions, which are in a measure shaped by other conditions, are making a certain kind of pretentiousness look foolish, and bringing to broad daylight the fact that one may be useful without losing caste. The princess so fastidious that she finds her rest and peace disturbed by a crumpled rose leaf is no longer an exalted personage. She is a nuisance under present economic conditions.

PEACH MARMALADE.

Talking of allies, the head of a big local grocery firm has become a contributor to Our Consumers' League Page. Some time ago, he gave this simple recipe for peach marmalade, which he stated he had been keeping in mind for this department:

"A heaping bowl of sliced peaches.

"A level bowl of sugar.

"Grated rind and juice of one orange.

"Boil until of the proper consistency."

Now if "Mrs. M." has anything to say about the size of the bowl, he may as well know the editor got ahead of him and asked the question. And the grocer said, "Oh, just a good-sized bowl."

Now the grocer is a man, so "Mrs. M." surely won't question the accuracy and intelligence of one of his own sex.

By the way, this recipe tried to get in a week ago and was unfortunately squeezed out. It is worth keeping, because those who have tried it state that it is really excellent, and such a simple method.

ANDERSONS BIG BARGAIN LIST FOR SATURDAY

Sirloin Steak, lb.30c
Round Steak, lb.30c
Porterhouse Steak, lb.30c
Sirloin Roast, lb.30c
Porterhouse Roast, lb.30c
Rib Roast Beef, lb.25c
Beef Tongues, lb.27c
Pork Tenderloin, lb.40c
Leg Spring Lamb, lb.38c

HEINZ PICKLES

Sweet Mustard, pint...25c
Sweet Mixed, pint25c
Spiced Sour Cucumbers, dozen30c
Sweet Gherkins, pint...25c
Libby's Olives, plain or stuffed, bottle10c
Home-made Pickles, bottle25c
Loins Roast Pork, lb.38c

Stewing Chickens, lb.25c
Spring Chickens, lb.32c
Finest Cream Cheese, lb. 35c
Cooking Butter, lb.35c
Maple Butter, lb.25c
Peanut Butter, lb.25c
Mince-meat, lb.15c
Sea Herring, 3 lbs. for ..25c

ANDERSONS, The Big Store

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

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.

EAT MORE POULTRY

It is good for you. Poultry is one of the best of foods and can be had at reasonable prices. If you want a fancy article, tell your grocer or butcher to order from us, and if you can't get our poultry, order direct.

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

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

ADVERTISING on this page has "made good" for every patron.

ADVERTISING Foodstuffs on this page meets the eye of the consumer.

BECAUSE London Housewives read every Friday morning our Consumers' League Page.

An Act You Will Never Regret

Start saving part of your income by opening an account at this strong old bank, and you will form a habit that you will never regret. We have Hundreds of Depositors who have been saving their money for years, and now find snug sums to their credit. Not one of them regrets having formed the habit of saving and you will do well to follow their example.

There is no red tape in connection with opening a Savings Account at any of our Branches. It takes but a few minutes with the teller. Any amount will do for your first deposit, and we will help make it grow by adding interest to it every six months.

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.