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

# Hot Water at Small Cost

Inexpensive hot water in generous quantities appeals to every family appreciative of their personal and domestic well being. More than three thousand homes in London are provided with economical hot water by the

## Vulcan Gas Water Heater

It connects to your kitchen tank and requires absolutely no attention after lighting.

## \$20.75, Connected

\$2.75 DOWN AND BALANCE AT \$2.00 PER MONTH. Don't Wait to Order. Do It Today.

# The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

### YOUR MEATS WILL COST YOU LESS

If you use good judgment, as you should do, you will patronize this store and save money. REMEMBER: We have only the choicest quality meats money can buy, and we guarantee you satisfaction in weight, quality and price, or money refunded. MONEY SAVERS. MONEY SAVERS 

 Loin Roast Veal
 28c

 Shoulder Choice Lamb
 28c

 Easyfirst Shortening
 23c

 Smoked Cottage Rolls
 32c

 20-lb. Pail Pure Lard
 \$5.00

 Choice Fillet Veal ......30c Smoked Picnic Hams ......27c Leg of Choice Lamb ......32c Smoked Hams (mild) ......32c Choice Round Steak ......29c Sweet Pickled Shoulder Pork 27c

Prime Rib Roast Beef ...... 29c Choice Rump Roast Beef ..... 25c Tender Shoulder Roast Beef ... 22c Rolled Pot Roasts Beef .... 25c .....30c Choice Loin Roast Pork

Use the

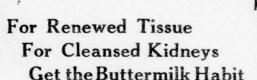
.32c

We serve daily by the glass, direct from the churn.

20-lb. Pail Pure Lard Fresh Hamburg Steak

### Buttermilk? Saturday Only If Not, You're Missing

Are You Drinking



We will give a Choice, Crisp Biscuit and Imperial Cheese Sandwich with every glass of OUR SELECTED CREAM BUTTERMILK FOR 5 CENTS. Other days two glasses of buttermilk for 5c. Store open until 10 p.m. Saturday.

Bring your pail or jug and get it fresh from our creameries, and every member of your family will enjoy it.

## The Ontario Creameries, Limited

MAKERS OF MEADOW GOLD BRAND BUTTER WE CHURN SEVERAL TIMES DAILY. PHONE 782. OPPOSITE MARKET HALL. 129-131 KING STREET.

ONN'S FOR FISH

THE OLD RELIABLE FISH DEPOT

FISH FROM ONN'S

A MEATLESS DAY and A BACONLESS DAY Means TWO FISH DAYS Every Week, AND WHY NOT?

FISH is the ideal dish for summer. Food Controller Hoover says: "Eat more fish. It costs less and will cost less than present prices, but learn to eat more Fish and save more meat."
YOU know this is the place for FISH. Always prompt delivery. Phone 1296.

### SAVE THE WHEAT---USE CORN

Hon. Mr. Hanna, the Canadian food controller, and Mr. H. C. Hoover, food controller for the United States, both urge the people to save the wheat so that it can be shipped to the Allies, and Mr. Hoover strongly recomm ends the use of Corn.

Cornmeal, in itself, is not particularly appetizing to most people, but when Corn is converted by our secret process into

# Kellogg's Toasted Corn Flakes

they are not only pleasing to the taste, but also satisfying and sustaining. Get 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.

### FRANK SMITH'S MONEY-SAVING PRICES:

Grand Mogul Tea, per lb. 48c
Ridgway's Tea, per lb. 48c
Lipton's Tea, per lb. 48c
Dromedary Dates, 2 cartons for 25c
Seeded Raisins. 2 cartons for 25c
Generally Powder 3 for 25c
Tally Powder 3 for 25c
Teal per lb. 30c

Coffee, Lipton's Yellow Label,
full pound tins 40c
Charles' Evaporated Milk, per
tin 7c and 14c

Carry Store"---Phone 1730

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

### Our Consumers' League

Wartime thrift, as exercised up to the present time by the majority of Western Ontario people, begins to look like rolling in luxury when compared with the rigid conservation practiced by the pioneer women. All on a glorious summer afternoon as the boat slipped out and in among the Thousand Islands of the Upper St. Lawrence, the conversation turned to the inevitable theme of

"Talking of food control," said the Woman-Who-Will-Never-Grow-Old (the one with the bright eyes, rosy cheeks and attractive face becomingly framed with grey hair), "it sometimes amuses me to hear people talking about wheatless and meatless days as if these were a supreme sacrifice of comfort. Why, I remember when we were children away up in the woods in Bruce County, we scarcely knew the taste of wheat bread. Wheat flour was difficult to get, and very expensive. But mother was anxious that we children should have as happy a childhood as possible, and nobody knew better than she did how much special treats mean to little people. She used to keep a bag of wheat flour hidden upstairs, and she would make cakes for us on very special occasions. But she wouldn't have dared to let the neighbors know, who weren't in such good circumstances, about that precious bag of flour. It was our secret with mother. I sometimes wonder if the children with their ice cream cones and all their other goodies ever begin to get the thrills we did out of the cakes made from that wonderful hag of wheat flour which was hidden upstairs. Those were the days when people really did have to live closely. Gold wouldn't buy what people now waste in their garbage cans and throw away. We never wasted so much as an old torn handkerchief. We used to be set to work ravelling out old worn out linen and cotton for the lint. Every scrap of rag was utilized in some way.

"And yet wherever I turn I hear people crowing about their wartime thrift. They can go a long way farther without suffering."

#### WHEN NECESSITY AND PIONEER MOTHER WERE ALLIES.

In those good old ploneer days of real thrift of which the Woman-Who-Will-Never-Grow-Old talked with such intimate knowledge, there were no government food controllers, thrift educational campaigns or highly-trained experts sent out as canning demonstrators. Necessity stepped into the breach and successfully played the role of Mother of Invention. And Necessity had a most able ally in the mother of the Woman-Who-Will-Never-Grow-Old. The mother was a highly educated woman, whose Scotch tongue had mastered half a dozen other languages. She was teaching in Boston when the natural gifts which would fit her for a doctor were discovered by an eminent surgeon, when she was called upon to assist him in an emergency amputation. She took her medical course, then she married the Only Man, who operated a tannery on a little river away up in the heart of the woods in Bruce County, Canada. She arrived at the onclusion that all her previous training of mind and hand had been intended to fit her for the life of usefulness she was to lead. Not another doctor was avail able within many miles through the bush. But this isn't the real story. That deals with the pioneer woman and Necessity, the Mother of Invention, on account of there being no government food controllers, thrift educational campaigns or graduate domestic economy demonstrators.

#### THE RED MULLET MIRACLES.

Never from the beginning of that pioneer life in the woods was there a time when frugality was not in order. But there came a year of great scarcity, when conditions were most grave as the spring approached. And that year the red mullet came up the river, came by the hundreds of thousands.

"My mother used to say the red mullet were just as much a miracle as was the manna in the wilderness," the Woman-Who-Will-Never-Grow-Old told the interested group on the deck of the steamer, which was winding its way among the Thousand Islands. During the big run everybody feasted on mullet, and the pioneer mother prepared for further food emergency by salting and drying smoking fish until the salt ran out. More than this, she passed along the word to other pioneer women, the wives of her husband's employees. But always, as at all times in the history of the world, there were wise people and people who were not wise, and the mullet run was over and there were families

The pioneer mother was determined that so far as possible, another year should not find the settlement unprepared to take advantage of the mullet run. True, the mullet might not come again. It was the first time within her recolection that the spring had brought them. But that didn't interfere with preparations for a conservation campaign.

Pine knots were collected for torches and iron rods placed along the rive bank on either side to serve the purpose of lamp posts should the big run come. One of the orders which kept the blacksmith busy in the winter was for a number of spears to arm the fishermen. Several barrels of salt were added to the store-room of the pioneer mother. One day the welcome news was brought

'The red mullet are coming up the river." The miracle of the manna was again being repeated. Messengers were sen out with the news, north and south, east and west, and every ablebodied man and boy called to the big drive to capture food supplies. No time could be last In three days, or four at most, the run would be over.

The Woman-Who-Will-Never-Grow-Old still has vivid recollections of the

wonderful night when the torches were lighted along the banks of the little river and she was taken out and placed on a dry pile of tanbark to watch the catching of the mullet. (They used the bark for tanning the hides for the leather which was made into shoes in father's factory). The lights sputtered and the rees threw strange shadows. Spears were thrown aside as the men dashed into the water and tossed the fish out with their hands on, the shore, the fish that Then the wall went forth, "But what will we do with the fish? We haven't

salt enough to cure them." Even then, as at all times in the history of the world, there were foolish people who had gossiped by the fireside of the spears and rods of fron which were being turned out in the blacksmith shop, of the pine knots which were being ollected for torches, yet had failed to provide themselves with salt for the mul-

The pioneer mother forthwith produced the barrels of salt from her storehouse and thereupon a great fish-drying industry was entered upon for the settlement in that part of the woods of Bruce County. And so, all because of the intelligence and foresight of a pioneer mother, the other pioneers feasted on mullet, they ate all they could and dried all they couldn't, and there was no famine that year in that part of Bruce County.

### DEFEATING GERMANY IN YOUR KITCHEN.

"There's no royal read to food conservation. To make it a success, there ast be co-operation in every kitchen and dinner pail," was one of the striking statements made by a delegate to the food conservation conference of some weeks ago in Toronto, who reported the other evening to the meeting at which the food conservation campaign was formally launched in London.

In the near future, the housewives of London will be given an opportunity to sign pledges whereby they will become officially enrolled in the conservation army of Canadian women to make war on the enemy under the banner of the food controller.

The women of London and Western Ontario, like the other women of Canada, have been called upon to give up money that the war may be carried on; to give up time to patriotic service; to give up their near and dear ones to the service of the colors, and, a still later development, to replace in various activties the men who have volunteered for military service.

Still another imperative call has come, this time especially to the army of women who keep the home fires burning in the kitchens of the nation, to conserve food and to "substitute."

Certain kinds of food are especially required for the Canadian divisions, for Britain and her Allies, If Canada is to do her part, she must contribute her share of these. This means that the housewives, in catering for their families. must use substitutes which will prove as nourishing and from which as much energy is to be derived.

The housewives of Canada are called upon to exercise thrift and intelligence as never before since the early pioneer days in the feeding of their families. A second delegate, who reported to the inauguration meeting, declared that the strongest impression made upon her at the food conservation conference was of the imperative need of scrupulous thrift in order to prevent famine later.

### SHE'S A SLACKER.

The woman who refuses to fall in line and to do her part in her own kitchen in defeating Germany will surely more fully merit the term "slacker" than any young man who has refused to enlist for active service. In the first place, there is no danger attached to the signing of such a pledge as that of the food controller. It doesn't involve the possibility of loss of limb or loss of earning power or life itself. On the contrary, it is the one safe course to pursue, both for the sake of herself and her family.

But after all these years of war and sacrifice, surely no true Canadian woman is willing to take any action purely on the ground of selfishness.

Just as every private in the ranks is responsible for holding his bit of the line at the front, so, every woman who presides in the kitchen, whether it be her own kitchen or not, is responsible for holding her bit of the conservation line at home. The cook, who, because she is managing another woman's kitchen is careless about the amount of food she prepares or her disposal of left overs. is not only betraying the trust of her employer, but is a traitor at this time to her country. There can't be any neutral position in Canada where the war is concerned. The woman who wastes food or allows it to be wasted in her kitchen, who lavishly uses food for her table which is required by the fighting men and which might be replaced by substitutes, is allying herself with Germany. So is the woman who wastes food in the kitchen which is not her own.

Thrift in the use of foodstuffs is one of the obligations devolving upon the vomanhood of Canada at this time. If she isn't willing to accept it, she surely

Of all kinds of meats for Saturday. So successful was our big sale of last week that we have decided to again wreck the prices on all our high quality Beef, Veal, Lamb and Pork. Get here early, as we expect a great crowd.

| Rib Boiling Beef, lb18c        |
|--------------------------------|
| Shoulder Pork Chops, lb30c     |
| Easifirst Shortening, lb24c    |
| Fresh Pork Tenderloin, lb38c   |
| Lambs' Heads, trimmed, each10c |
| Stewing Veal, lb16c            |
| Stewing Lamb, lb               |
| Jellied Hock, lb               |
| Pickled Shoulders, lb25c       |

| Five-Pound Pails Lard, each\$1.30       |
|---|
| Steak, Round or Sirloin, lb25c          |
| Canned Beef, 1 lb. 10 oz. cans, each60c |
| Fresh Herring, lb10c                    |
| Pienie Hams, lb25c                      |
| Smoked Rolled Shoulders, lb28c          |
| Large Breakfast Sausage, lb16c          |
| Cooked Ham, fine flavor, lb55c          |
| Jellied Tongue, lb45c                   |
|   |

# **Andersons Quality Meat Market**

STORES 1, 2, 3, 4, 5 MARKET HOUSE.

### GOOD CREAMERY BUTTER

is one of the best food products, and the manufacturer who carefully produces good wholesome CREAMERY BUTTER under sanitary conditions is one of YOUR BEST FRIENDS.

Substitutes, such as butter compounds, eleomargarine, etc., are all right in their place, but their place is not on your table. Have the best. Your grocer keeps it, Insist on getting it.

SILVERWOOD'S

# SHARMAN'S FRUIT NEWS

WEEK ENDING AUGUST 18, 1917.

CANTALOUPES From Indiana. Prime quality, delicious.

WATERMELONS From Georgia.
Ripe and rich in flavor.

ORANGES

PEACHES

BANANAS

FROM Honduras.

From California.

Our own growing. Just coming in. These must necessarily be limited, because, while Nature has provided plenty the pickers are few. BLUEBERRIES

TOMATOES

APPLES

THIMBLE BERRIES These will be coming right

Not quite ready. We have made arrangements to handle the Jordan and Grimsby fruits in half car lots, which will save the consumer about ten cents a basket over small express lots. Mr. Sharman will personally select the fruit, so customers placing orders for peaches may be assured the quality and price will be entirely satisfactory.

WE HAVE BEEN MORE THAN BUSY SINCE OPENING THIS STORE. THE GROCERS AND HOUSEWIVES are looking for Sharman's Fruit News in this column every Friday morning. They are phoning in orders from St. Marys, Stratford, Strathroy, Chatham, Windsor, and many other places, giving us the assurance that our enterprise in opening this store as another convenience to the people of this city and district, and the publicity we give to what we have to offer, is appreciated.

WE ARE AT YOUR SERVICE FOR RELIABLE FRUIT SERVICE.

### JOHN SHARMAN & SON

Phone 4665--- HILL CREST FRUIT STORE --- Phone 4665 OPP. MARKET SQUARE. Old Harrison Hotel Block.

P. S.—We give special attention to farmers' trade.

## TWO MEATLESS DAYS

should mean two poultry days per week. We buy our poultry direct from the farmer, fresh daily, which enables us to supply your grocer or butcher with a fancy article at reasonable prices. Spring chickens special for this week. Always to be had on a mo-

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

Forward or Backward? Which Way Are You Going?

Is there a mortgage on your Salary each pay day? Are you saving or are you running behind? Consider these questions seriously—they mean much to you. Start saving to-day at one of the branches of the BANK OF TORONTO. You can open an account with \$1.00, \$5.00 or \$10.00, just as well as with a larger amount. We will pay you interest every six months.

BANK OF TORON

RESERVED FUNDS ..... FOUR OFFICES IN LONDON. Corner King and Richmond Streets - - -

CAPITAL

John Pringle, Manager Corner Dundas and Adelaide Streets - C. H. Wickett, Manager
Corner Richmond and John Streets - T. C. Margrett, Manager
Corner Dundas and Talbot Streets - J. C. McDonald, Manager