

## THE ART OF SHOPPING

THE art of shopping is to get the best possible value for the smallest possible expenditure. It is always advisable that a housekeeper should personally choose the daily food; where means are limited it is absolutely essential. Experience only can teach how to recognise quality and condition, to determine the quantity of food required and to know what prices are reasonable.

With food the golden rule is to buy the best of everything, 'the best' meaning quality, not size or fashion. It is sometimes the most expensive; but always the most economical in use; there is more value and satisfaction in a small quantity of good material than in a large quantity of poor quality. Who would hesitate between one new laid egg and two doubtful eggs? All food should be fresh, it is then palatable, wholesome and nourishing, and less of it is required. Shopkeepers are to blame in allowing so much good material to deteriorate and waste; all perishable goods should be renewed daily, since dangerous chemical changes rapidly take place in many foods through being kept in stock. What is good to-day may be indigestible to-morrow and poisonous the day after. 'The stomach is lord of the body,' and it does not pay to cheat him.