

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

Canada Food Board License No. 9-5418.

50c FREE!

We are now issuing cash receipts, and for every \$10 worth you get we will give you 50c worth of trade free. This means something to the shrewd housewife. THINK OF IT! 50c FREE. THE CHOICEST MEAT AND THE LOWEST PRICES IN THE CITY. CAN YOU AFFORD TO DEAL ELSEWHERE?

JUST LOOK OVER THIS LIST OF SPECIALS.

Choice Dairy Butter, lb.45c	Also fresh eggs, new and old
Picnic Hams, lb.32c	cheese, pork and beans, pickles,
Pickled Picnic Hams, lb.32c	catfish, canned vegetables, canned
Pickled Hocks, lb.15c	salmon, potatoes, corn, tomatoes,
Pickled Beef Tongues, lb.32c	carrots, beets, cabbage, cucum-
Corned Beef, lb.28c	bers.
	Try our delicious Peanut Butter
	made while you wait.
BURBANK'S MEAT MARKET	613 DUNDAS STREET.
	PHONE 2986.

DON'T KEEP YOUR POULTRY--MAKE YOUR POULTRY HELP TO KEEP YOU

You ask us, how? By doing as acres are doing--feeding our grains and mash, according to our instructions. Get out of the old rut. Feed along proper lines and get results. If you want EGGS, you MUST feed EGG-PRODUCING foods. If you desire to finish birds for the market, you must use foods for substance and fat. If you want show birds, you must have foods to promote proper development and a fine plumage. But to attain any of these ends, your poultry must be HEALTHY, CLEAN and COMFORTABLE. Freely use our disinfectants, lice killers and panaceas. They save dollars worth of feed. Let us help you along by supplying your poultry needs.

RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.
100 KING STREET. PHONE 425.
Canada Food Board License No. 9-2932.

LAWN GRASS

Special mixtures of the very best Grasses and White Dutch Clover. Will make a thick sward. We are mixing tons of Sunny Lawn and Shady Lawn Seed.

We have thousands of Perennials grow. Sweet William, Delphiniums, Poppies, Pinks, Canterbury Bells, Foxglove, Larkspur and others.

These will be ready very shortly.

GET OUR FALL CATALOGUE, ISSUED SEPTEMBER 10.

DOMINION SEEDS, LIMITED

119 DUNDAS STREET. PHONE 550. MARKET SQUARE.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Saturday is Bargain Day at our store. Look over this list of money savers for Saturday only.

Beef Cuttings, pound20c	Choice Pickled Hocks, pound.....15c
Roast Beef, any cut on front quar-	Breasts Spring Lamb30c
ter, while it lasts25c	Cooked Pig's Feet, 2 pounds for 25c
Stewing Veal20c	Fresh Caught Herring, pound10c
Shoulders Veal25c	Smoked Picnic Hams, pound30c

CHOICE COOKED MEATS. BULK OLIVES. BULK PICKLES.
CHEESE--Old White and Yellow, Cream, Oka, Swiss, Limburger, Roquefort.
Celery, Lettuce, Radishes, Tomatoes, Cauliflower, Corn, Cabbage, Etc.

PLEASE ORDER EARLY.

PHONE 6106. 206 DUNDAS STREET.
Canada Food Board License No. 9-6364.

VEGETABLES

Vegetable Marrow5c and 10c	Cauliflower20c and 30c
Celery, white5c and 10c	Celery Hearts, per bunch15c
Beets, per bunch5c and 10c	Carrots, per bunch5c and 10c
Cabbage, each5c and 10c	Large Onions5c
Small Onions5c	Leaf Lettuce, crisp5c
Head Lettuce10c	Radishes, red5c
Brussels sprouts, curled10c	Tomatoes, choice hot-house, lb.15c
Kidney beans, per bushel, 2 for 10c	Cucumbers, hot-house, 5c and 10c
Parsley, Watercress and Mint5c	

MAIN & COLLYER
Telephone 2531. P. O. Box 275.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

CASH-AND-CARRY "TWICE BLESSED"

Still more testimonials right in London for the "Cash and Carry" system of doing business.

A few weeks ago, the experience was quoted of a London butcher, an advertiser in this page. This week, it is a local grocer who is making the system August 1, putting up banners in his windows announcing that his store was henceforth "Cash and Carry," and advising customers that it would save them money.

"How is it going?" he was asked the other day, to which he replied with more enthusiasm than the interviewer had ever before seen him display.

"Splendidly, just splendidly. We only inaugurated the system three weeks ago, and we are already ahead."

"You mean it is more satisfactory for the man doing business?"

"More satisfactory for us, and more satisfactory for our customers," he said. "You see, our customers like it because it helps them to save money."

"And you are ahead after three weeks?"

"Yes, ahead, and making an all-round reduction on our goods of, I should say, ten per cent. Some things we haven't been able to reduce at all, but it averages up about ten per cent. We lost some customers when we gave up delivering orders. They simply refused to take from us when we said we couldn't send them home. On the other hand, a number of new customers have come to us, and we haven't lost by the change."

"Then it cost you so much to deliver goods?"

"That isn't the only advantage of a cash and carry system," he answered. "Delivering orders cost us last year between five and six per cent of the total expense of running our business. We will save that. But there is a still more important consideration. We will have no bad debts. You would be surprised if you knew the way bad debts eat into profits. Individual bills run as high as one hundred or one hundred and fifty dollars sometimes. Why do we allow these bills to run up? It doesn't take long for good-size families that run monthly bills, using as much as forty or fifty dollars' worth of groceries a month. A man can be taken in badly by people that everyone regards as good, reliable people, yet who will move away and calmly leave their bills unpaid. I have just had a case now that has exasperated me. A few weeks ago, I went to a fellow who owed me \$85 for groceries. I had helped him out by letting him have all he needed when he was hard up. He repaid me by moving away without leaving any clue to his destination behind, or saying a word to me about it. Running goods on the cash and carry basis, such a loss will be out of the question. Again, there are other considerations, the cost and time taken from bookkeeping and the people who have to do it."

"Apart from reducing their grocery bills, are your customers satisfied?"

"I think they like it better," he said. "They take their goods home with them and they have the thing just as they want them. Let a man in business do his best to perfect his delivery system, there are times when mistakes will occur; when there is failure to deliver sugar last thing in the afternoon to a woman who has fruit and wants to do it up that evening. Even if she gets it shortly after 8 o'clock next morning, it has upset her plans, she thinks you are careless, especially if the fruit has been pretty ripe, and the chances are she will go to another grocer."

According to the statements of a prominent butcher and a prominent grocer in London:

The Cash and Carry system is twice blessed. It blesses him who buys and him who sells.

It cutteth down ye weekly household expenses.

And it causeth ye face of ye family man to shine.

Lo, it leaveth a few pennies in the handbag.

For ye sore-pressed, scheming housewife to rattle together.

She seeth what she ordered and she chooseth of the best.

'Tis mightiest of the mighty to the tradesman.

A powerful weapon to exterminate the professional dead-beat--

And peace and good cheer in the face of ye merchant doth shine

Who doth a Cash and Carry Business.

Do you suppose Shakespeare would have written it that way had he been living at this hour? Or is it more likely the shade of the Bard of Avon will take it on itself to haunt the commercial-minded parody maker?

THAT OTHER POINT OF VIEW.

Miss Emma Griesbach of Collingwood, secretary-treasurer of the United Farm Women of Ontario, and a reader of Our Consumers' League department, has written as follows in regard to the latter: "It seems to me that both producers and consumers, readers of your page, may come to have juster views on each other's position through the medium of your paper, and if our objective is TRUTH, we may both be further ahead for expressing our views and considering those of the other fellow."

Miss Griesbach has grasped one of the many aims of this department, to create a better understanding between consumers and producers, and consequently a more tolerant attitude on the part of one class for the other. By the way, with practically everybody turning producer who can command enough square feet of ground, and such a general movement "back-to-the-land" as through emergency and harvest service, the line of cleavage between those who till the soil and those who make their living in other occupations should be due to disappear. Still, there will always be some people who never can understand, who never will take the trouble to find out. In fact, they don't understand, and how other people tried to be honest and just, whatever would become of that woman in the country who holds the idea that there is nothing to do in city houses, and that city women as a whole fritter away their time and money at picture shows, regardless of the fact that their houses are well kept, their families well fed, and much patriotic work accomplished? And what would the city woman do who is firmly convinced that the exorbitant price asked for butter and eggs is sheer profit to the country woman who sells these commodities on the market, and that farmers are born hold-up artists?

A prominent London man one day said something that is well worth repeating: "The reason we don't like people as a rule is because we don't know them."

Of course, there are flagrant exceptions and heart sickening betrayals of trust. But, more frequently than not, mistrust is due to a lack of knowledge.

GOLDEN RULE FRUIT PACKING.

With regard to that experience "finding out how the other fellow lives," the editor of this department enjoyed it, very much enjoyed it, within the past few weeks. It was down on one of the luxuriant fruit farms of the far-famed Niagara district, and she wasn't farming, either. She was just resting. She was down on one of the luxuriant fruit farms of the far-famed Niagara district, and she wasn't farming, either. She was just resting. She was down on one of the luxuriant fruit farms of the far-famed Niagara district, and she wasn't farming, either. She was just resting.

When you buy a basket of peaches or tomatoes on the market or in the store, Madame Housewife, do you ever stop to think of all the cost and work that has gone into the getting of the basket ready for market? If it happens that the peaches are in the original investment in land and trees to be kept in to be peached, there is the original investment in land and trees to be kept in to be peached, there is the original investment in land and trees to be kept in to be peached.

Next step, a seavorthy basket is selected into which the farmer or farmer-ette has fastened the handle on a rainy day. Carefully the peaches are selected and placed on their sides in the bottom of the basket to form the first selected and placed on their sides in the bottom of the basket to form the first selected and placed on their sides in the bottom of the basket to form the first.

They mustn't be too ripe or too green, and bruised patches are unforgivable. They might infect the whole basket with rot before the end of the journey. Peaches in their cosy rows must sit snugly enough to carry without jolting, yet they must not be bruised. "Stand the next row on end with stem jolting," comes the order, and that, too, is a ticklish task for an amateur. Last side up," comes the order, and that, too, is a ticklish task for an amateur. Last side up," comes the order, and that, too, is a ticklish task for an amateur.

"You haven't kept all the biggest and best looking for the top, have you?" anxiously inquires the farmer. You feel considerable pride that he has room for such suspicions.

"What if I have?" you ask to satisfy your curiosity.

"That would never do at all," he says, seriously. "Now, if you were buying a basket of peaches and selected one that looked inviting on the top, wouldn't you feel justified in being indignant and disappointed if you found the under layers small and inferior? In packing fruit, I always keep in mind what I would like to buy myself."

And the same inflexible adherence to the golden rule was insisted upon in tomato packing, plum packing and the preparing of all other produce for market.

NOTWITHSTANDING RED VEILS.

At shipping points there are inspectors who won't pass baskets and boxes of fruit of the camouflage variety, but this doesn't alter the fact that food producers are in the business to give satisfaction and a square deal, as well as to make a living thereby. An incident is recalled which occurred near London during a visit to a farmerette camp on a fruit farm. To be in the fashion, the visitor picked a box of red currants.

"Is that full enough?" she asked of the owner of the place who was standing near. "It shouldn't like to be the one to buy it," he replied with a laugh. The farmerette he employed could tell the story of his insistence upon good measure.

Nevertheless, that red mosquito netting does add bloom to the peach or apple, a riddle and a pun. Why do you suppose it is done? No fruit grower seems to know the origin of the custom, even if he is bound to admit its effectiveness. If only red veils could prove as enhancing!

Clear the Track!

LISTEN TO THE RUMBLING OF LOW PRICES.

This is going to be a gala day for all who take advantage of these wonderful Saturday specials. Look carefully over every item and make up your mind on what you want and have your money ready before you stop a clerk, as we expect an immense crowd and we want to give you sudden service.

Meat Specials

Rib Roast Heifer Beef.....30c
Chuck Roast Beef.....28c
Pot Roast Beef.....25c
Breasts Veal.....20c
Stewing Veal.....18c
Breast Spring Lamb.....30c

Groceries

Cornflakes.....13c
Shredded Wheat.....13c
Classic Cleanser, 8 for.....25c

Kilim, per can.....13c
Salmon, 1 lb.....20c
Grand Mogul and Salads.....25c
Tea, black or mixed, lb. 70c
Raisins, 2 for.....25c
Canned Tomatoes.....18c
Sardines, 2 for.....25c
Catsup, large bottle.....25c
Soup, all kinds, 3 for.....25c
Coffee, Rideau Hall Seal.....50c
Tomato Soup, 8 for.....25c

ANDERSONS

LONDON'S BIG PURE FOOD STORE.
Phones 1643-1644. Stalls 1, 2, 3, 4, 5, Market House.
LICENSE 9-9684

Food Value of Eggs

The Canada Food Board says: "Eggs are one of the cheapest foods to be had to take the place of meat." It will pay grocers to take advantage of our service in supplying them with eggs. Every dozen of eggs is carefully selected by us and guaranteed.

We also make a specialty of supplying Choice Selected Dressed Poultry for particular people. See that your grocer or butcher secures your poultry order from

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.

It's Patriotic To Eat More Fish Now

It's a healthful diet when you get good fish. You can always depend on the fish you get here being of the best varieties from lake and sea, and in prime condition for the table.

CODFISH, HERRING, PICKEREL, SALMON TROUT, SWORDFISH, FLOUNDERS, SEA SALMON, FILLETS, KIPPERINES.

ONN'S UP-TO-DATE FISH AND POUL- **ONN'S**
TRY MARKET.
143 King Street. Canada Food Board License 9-718. Phone 1296.

What Is Meant By CUT-RATE MEAT MARKET?

We do not know what it would mean in some places, but with us it means just this: that we are giving the best quality of meat that can be bought on the hoof and sold at prices lower than is often asked for meat of inferior quality. Let us serve you with one order and see for yourself.

CHOICE HEIFER BEEF

Prime Rib and Rump
Roasts28c
Shoulder and Chuck
Roasts26c
Choice Round Steak.....35c
Best Sirloin Steak38c

BONELESS
**Pot Roast
Beef
28c**

CHOICE VEAL and PORK

Choice Fillet and Loin
Veal35c
Shoulder Roast Veal.....30c
Ham Roast Fresh Pork, 38c
Loin Roast Fresh Pork, 42c
Pickled Shoulder Pork.....32c
Easyfirst Shortening30c

TENDERLOINS, SPRING LAMB AND TONGUES

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.
Canada Food Board License No. 9-5914.

To All Business Houses

The Bank of Toronto offers the advantages of its most complete and modern Banking Service. This institution possesses large resources, ample banking facilities and carefully chosen connections. Your business and private banking accounts are invited.

THE BANK OF TORONTO
Head Office: Toronto, Canada. ESTABLISHED 1855
FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets. Cor. Dundas and Adelaide Streets.
Cor. Richmond and John Streets. Cor. Dundas and Taibot Streets.

Merchants Advertising Heavily

This year the retail stores all over the country are advertising on a bigger scale than ever before--and, needless to say, fully 95 per cent of the space being used is in the newspapers.

It has been demonstrated to the satisfaction of the most skeptical man in the business of distributing commodities of all kinds, that advertising does reach the eye of the purchaser--that it stimulates business and saves the time of both the buyer and the seller.

Housekeepers who read this page every Friday, and there are thousands of them, save themselves much time and worry over their week-end shopping. It makes it easier for them to decide what they will buy, and easier for the shopkeeper who SERVES them.

THE AD IS THE FRIEND OF BOTH.

"THE CASH AND CARRY STORE"

Fels Naptha Soap, per bar.....8c	Corn Syrup, 2-lb. tin, 23; 5-lb. tin, 45c; 10-lb. tin.....35c	Peanut Butter, per lb.28c
Sunlight Soap, per bar.....8c	Salada Tea, 1/2-lb. tin.....34c	Domestic Shortening, 3-lb. pail 85c
Gold Soap, per bar.....8c	Grand Mogul Tea, 1/2-lb. tin.....34c	Cascade Salmon, 1/2-lb. tins, 2 for.....25c
Surprise Soap, per bar.....8c	Lipton's Tea, 1/2-lb. tin.....28c	Maple Leaf Salmon, 1/2-lb. tins, 2 for.....45c
Life Buoy Soap.....8c		Cascade Salmon, 1-lb. tins24c
Carnival Salmon, 1/2-lb. tins.....28c		Prunes, 2 pounds for.....25c
Dalton's Lemonade, per bottle.....10c		
Seeded Raisins, 2 packages.....25c		

FRANK SMITH, MARKET LANE