

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

Reduce Your Food Bills!

IN THESE DAYS OF HIGH COSTS THE GAS RANGE CAN PLAY AN IMPORTANT PART. FOOD COOKED IN A COAL RANGE LOSES 40 PER CENT OF ITS BULK. REPEATED EXPERIMENTS HAVE PROVEN THAT THE LOSS IS LESS THAN 10 PER CENT WHEN COOKING IS DONE WITH GAS, AND FURTHER, COAL COSTS FULLY 40 PER CENT MORE THAN GAS AND IT TAKES 60 PER CENT LONGER TO DO THE WORK WITH COAL. ISN'T THIS REASON ENOUGH WHY YOU SHOULD USE GAS?

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

THE RIGHT WAY IS THE GAS WAY.

The Man's Way of Saving

is not so much a matter of dollars and cents as it is a question of conserving energy. We do not know but what this is really most effective after all. You may save and save, and in the end be no better off than you were before you started because your health will probably be ruined by trying to do more than you should in order to save a dollar here and a dollar there. We can help you when it comes to a saving of labor. Try one of our "week-end specials" for Sunday dessert. That will mean no worry for the "day of rest." Then, during the week, phone us often for ice cream. The children like it, your husband likes it and you will like it. Then, to think of not having to prepare desserts! Heavenly!

Silverwoods, Limited

PHONE 4560



Another Big Arrival

of Salmon Trout, Herring, Haddock, Halibut, Lake Herring, Whitefish, Pickled, Cod, Smelts, Sea Herring, and all kinds of Salt Fish, Oysters, Lobsters and Crabs. Always the best.

ONN'S Fish Market

143 KING STREET. PHONE 1298.

Kellogg's TOASTED CORN FLAKES

"The Sweetheart of the Corn"

For ten years the standard Canadian breakfast food. By our secret process the white corn is converted into a deliciously flavored and nutritious food, and eaten by the young and old in all seasons. Insist on the original—the red, white and green package—and refuse all substitutes of the "Just as Good" variety, which grocers sometimes try to get rid of.

"Wins its favor through
its flavor"

WE HAVE NO GOODS TO SELL AT RETAIL

WE advertise to support the dealers. We are the source of supply of the grocers for FANCY DRESSED ROASTING CHICKENS, BOILING FOWL, DUCKS, GEESSE, TURKEYS, HONEY, ETC.

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

Pure Milk Is Safe Milk!

Pure Milk is a blood and bone builder. There is no other food having exactly the same strength-making qualities. It is the natural food. When you buy milk, which in the ordinary course of daily diet will be used by your baby, your children and yourselves, you should know that it is pure. This is most essential if you would make and preserve health in your family. Pure milk is the quality you will get from

London Pure Milk Company, Ltd.

561 DUNDAS ST.

PHONE FOR OUR WAGON TO CALL.

PHONE 4338.

FRANK SMITH'S Money-Saving Prices

Crisco, per tin	35c	Can Aylmer Tomatoes	18c	Ridgway Tea, 1/2-lb. pkg.	18c
Seeded Raisins, 2 packages ..	25c	Grapefruit	5c	Red Rose Tea, 1/2-lb. pkg.	22c
Prunes, 2 lbs. for	25c	Domestic Shortening, carton ..	19c	Salada Tea, 1/2-lb. pkg.	22c
Eggs, 1 lb. for	10c	St. Charles Evaporated Milk, per	11c	Grand Mogul Tea, 1/2-lb.	19c
Can of Corn and one of Peas, ..	25c	Special Sweet Oranges, dozen ..	45c	Lipton's Tea, 1/2-lb.	18c
Aylmer	25c	Jam, per pail	45c		

Buyers of Tea will do well to buy today and tomorrow. These prices will not obtain after Saturday night.

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

"The time will come when it will be an infringement of the law to sell in Canada eggs which are not properly graded and of a required standard." The foregoing statement was made last week to the editor of this department by a representative of the poultry division of the livestock branch, Dominion Department of Agriculture who was in charge of an egg demonstration at the corn show of the Ontario Corn Growers' Association in Kingsville.

With the arguments offered some time ago in this department in favor of selling eggs by weight prominently in mind, the question was asked of the expert, "Do you think eggs should be sold by weight or by number?"

His reply came quickly: "Our standards for Canadian eggs adopted by the third annual convention of the Canadian Produce Association in Guelph in January, 1915, cover this point. In grading, weight counts five points."

The definition of grades was obtained as follows:

Specials—Eggs of uniform size weighing over 24 ounces to the dozen, or over 45 pounds net to the 30-dozen case; absolutely clean, strong and sound in shell; fair cell small, not over three-sixteenths of an inch in depth; white of egg to be firm and clear, yolk dimly visible; free from blood clots.

Extras—Eggs of good size, weighing at least 24 ounces to the dozen, or 45 pounds net to the 30-dozen case; clean, sound in shell; fair cell less than three-eighths of an inch in depth; white of egg to be firm and yolk slightly visible.

No. 1's—Eggs weighing at least 23 ounces to the dozen, or 43 pounds to the 30-dozen case; clean; sound in shell; fair cell less than 1/4-inch in depth; white of egg to be reasonably firm; yolk may be quite visible but not stuck to the shell or seriously out of place; air cell not necessarily stationary.

No. 2's—Eggs clean; sound in shell; may contain weak watery eggs and eggs with heavy yolks, and all other eggs sound in shell and fit for food.

*Definitions of grades in class cracked and dirties to be same as for grades in fresh gathered class, except that the terms referring to soundness and cleanness are not to apply.

Canadian eggs are not yet compulsory, more is the pity. But there is a good time coming, the poultry department believes, when all the educational work in progress at the present time in the way of demonstrations, bulletins, etc., will bear fruit, and the public enlightened to the point where legislation will be made possible.

The more quality producer and consumer avail themselves of the opportunity to become educated on the subject, the sooner will laws be enacted.

The consumer recognizes at once the advantage of such protection. What of the producer? The advantage will also be on the side of the producer who makes an intelligent effort to raise the standard of the eggs intended to be offered for sale, through selection of good stock, proper care, feeding and housing of birds, providing clean nests, careful gathering of the eggs, and crating to prevent damage, proper storage and effort to get them to the consumer as quickly as possible.

That producer is the one who can command the highest price and enjoy the satisfaction of giving efficient service.

Prince Edward Island, the one province in Canada which has adopted the Canadian egg standards, is a striking illustration of what may be accomplished through the improvement of methods. Formerly, the eggs which came to the Montreal market from Prince Edward Island were the poorest from any part of Canada. Today they rank highest. The egg industry is rapidly becoming a leading one of the island. Egg circles have been formed and a large egg station has been built, owned and operated by the farmers.

The export of eggs from Prince Edward Island for last year, graded according to the Canadian standards, amounted to something like a quarter of a million dollars.

Until the time when legislation provides that eggs shall be properly graded according to freshness, weight, quality and cleanness, the thrifty housewife can help herself by demanding new laid eggs of good size and color; insisting that eggs be clean; learning to distinguish between a new laid egg and a stale egg, a fresh egg and a storage egg; demanding compensation if bad eggs be furnished; being willing to pay a premium for good eggs; and, finally, remembering that eggs are of a perishable nature and giving them proper care after purchasing.

How shall the fresh eggs be distinguished from the stale? Every housewife can become her own authority by securing for herself a tester for candling eggs, through writing a request to W. A. Brown, B. S. A., branch of the live stock commission, department of agriculture, Ottawa. In writing for the tester, supplied free of charge, it is necessary to state whether it is to be used with electric light, candle or lamp. Full directions for use will accompany the tester.

The live stock branch has the following suggestions to offer to the poultry raiser in regard to the proper care of market eggs, with a view to improving the standard:

"Remove male birds from the flock immediately after the breeding season and market no fertile eggs.

"Provide roosting nests and plenty of clean nesting material, preferably dry shavings or cut hay.

"Keep the nests clean and sanitary.

"Collect the eggs regularly, at least once, better twice, a day in moderate weather, and more frequently in very warm and very cold weather.

"Remove at once in clean utensils to a cool, dry cellar.

"Cover with a clean cloth to prevent dust from settling upon them and also to prevent evaporation and fading.

"Do not pack loose when taking to market, but rather secure suitable egg cases and thus avoid breakages.

"Market as frequently and as directly as possible."

TEACHING THE GIRL THE VALUE OF MONEY.

It was a woman of ample means who said in regard to the Consumers' League column a few days ago: "I was very much interested and my husband as well, in the experiences given by several London women in regard to keeping household accounts. I have done that ever since I was married. My husband from the very first has given me an allowance on which to run the house, and I am glad to say that in 24 years I haven't once exceeded it. Perhaps he has been unusually generous. In any case, I have made a business of my 'housekeeping' and I have managed the house as I would a business. I found this experience most valuable when I was given responsibility in one of the organizations doing patriotic work after the outbreak of war.

"I was so engrossed with household and other duties that when my daughters were growing I didn't at first appreciate the fact that it was my duty to also teach them business methods. Their father gave them what they asked, and it was my pleasure to make them as happy as possible. But at last I awakened to the fact that they were becoming extravagant and had no idea of the value of money. I talked it over with my husband, and we decided to put them on an allowance, making it purposely smaller than we could afford, in order to teach them to be economical. It was hard for them at first and they made mistakes. It was hard for me also not to step in and make it easy for them, but I considered it was for their best interests to let them take the consequences when they had been extravagant and were obliged to go without other things they wanted very badly or, under other circumstances, I would have thought they actually needed.

"They found they required to do some simple bookkeeping in order to use their allowances to the best advantage. After a time we increased the allowance when we saw they had learned to take good care of their money and to spend it wisely."

Another mother, who is a reader of Our Consumers' League department and a past president of a mothers' club, says: "The only way to teach a girl the value of money is to put her on an allowance and insist that she shall keep within it. It is a valuable business experience for her."

A third mother chooses the other two, and adds: "If a girl can't keep within a certain allowance in providing for her own needs, how is she going to be prepared to manage and buy for a home?"

"It isn't fair to call a girl extravagant or careless and not give her a fair chance, or a boy either for that matter."

Someone says that thrift is an inherent virtue. It is with some people, and early manifestations in some children. Everyone has known two small boys in a family who have each received half a dozen candies. One eats his all up at once or gives them freely away as long as a crumb remains. But the other hoards and nibbles and fortifies himself against a candyless period. Perhaps a week later, when there are grounds for suspicion that he has a hole somewhere in his knicker, a hard, dirty, sticky little mass is found in his pocket, the remains of his treasures.

Boy No. 2 is the one whose bank at home always jingles, and who is piling up a nice account in the school bank. He is always ready for an emergency. Boy No. 1 is the one who needs to have habits of thrift fostered. Perhaps with boy No. 2 the training will necessarily be somewhat in the other direction, to teach him to distinguish between miserliness and stinginess on the one side, and good sense in the husbanding of resources on the other.

Concerning teaching children the real value of money, Kathleen E. Steacy, writing in *Everywoman's World*, has the following to say:

"Teach children the value of money. They must learn some day, and their mistakes are less liable to be costly if made while they are under your care.

"Give them an allowance, with the understanding that they must supply certain of their own wants out of it. Then let them go without if they fail to make provision for these wants.

"The small child may have to supply his own pencils and pocket knife, and the little girl her hair ribbons and handkerchiefs. Go with them at first to buy their things, but let them do the buying themselves.

"When they are older, let them earn a little money in some way, so as to get an idea of its earning power. To teach a child the buying power of money without letting him learn the earning power is only half the lesson."

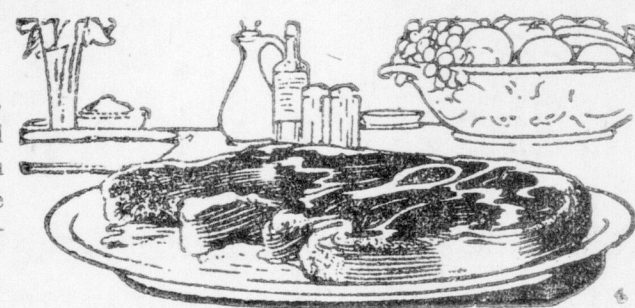
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RIB BEEF FOR BOILING

A first-class meal, appetizing and economical. You will need to come early for this special.

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Extra special quality, tender and juicy. This is a rare bargain, as Veal is very scarce.

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Baking at Moderate
Prices.

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