

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



The Electrically-Equipped Home

is the one that runs smoothly, happily, comfortably and economically. In the saving of foods and material, the reduction of work, in economical effort, the ONE BEST HELP is

Hydro-Electrical Appliances

COME IN AND LET US SHOW YOU

Not so much the appliances as their practical, economical uses, how each one means years of faithful service.

Looking 'Round Incurs No Obligation to Buy.

THE HYDRO SHOP

238 Dundas Street

When You Eat Leavens' Bread

YOU ARE EATING THE BEST BREAD THAT CAN BE MADE FROM THE BEST INGREDIENTS THAT CAN BE BOUGHT, BAKED WITH EVERY CARE THAT CAN BE GIVEN TO PRODUCE THE BEST RESULTS IN BREAD. PHONE FOR OUR WAGON TO STOP. TRY LEAVENS' HOMEMADE BREAD.

MADE IN

LEAVENS' IDEAL BAKERY

GRAND AVENUE.

PHONE 2795

SHARMAN'S FRUIT STORE

369 TALBOT STREET.

PHONE 4665.

APPLES—The delicious Rome Beauties from Washington..... \$2.70 per box

ORANGES—All sizes, from California and Florida.

POTATOES—The real Caradoces, at, per bag..... \$2.25

WHOLESALE FRUIT TRADE—We are now in a position to make special prices to the wholesale trade.

FARMERS—We make a specialty of farm trade.

FISH! FISH! FISH! FISH!

Eat more fish, because it is more nourishing and more economical than meat. Shell and Bulk Oysters, Shrimps, Scallops. All kinds of poultry in season.

Salmon, whole fish.....16c lb	Herring.....10c lb
Whitefish, dressed.....12c lb	Steak Cod.....12c lb
Large Pickered.....18c lb	Haddock.....12c lb
Sea Salmon.....25c lb	Halibut.....25c lb

ONN'S --- THE OLD RELIABLE FISH and POULTRY DEPOT --- **ONN'S**

THE CUT-RATE MEAT MARKET

Why you should patronize this store—you save 2 and 3 cents per pound on tip-top quality meats. Satisfaction guaranteed.

MONEY SAVERS

Rib Roast Beef.....30c	Loins Roasts Pork.....38c
Choice Rump Roasts Beef.....28c	Ham Roast Pork.....33c
Choice Shoulder Roasts Beef.....27c	Fresh Shoulder Pork.....30c
Boneless Pot Roasts Beef.....28c	Legs of Spring Lamb.....35c

Large supply of Tenderloins, Hearts, Livers, Tongues, etc. Once a customer, always a customer. Try us.

EIGHT AUTO DELIVERIES DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.

"THE CASH AND CARRY STORE"

Special Grapefruit, each.....5c	TEA SPECIALS.	Domestic Shortening, 3-lb. pail 75c
Seeded Raisins, 2 pkgs.....25c	SALADA TEA, per lb.....50c	Special Crisco, per tin.....44c
Domestically Dates, 2 pkgs.....25c	RIDGWAY'S TEA, per lb.....50c	Pure Lard, per carton.....32c
Jelly Powders, 2 pkgs.....25c	RED ROSE TEA, per lb.....50c	Granulated Sugar, bulk, 5-lb. bag
Pecanese Jam, 1-lb. pail.....60c	GRAND MOGUL TEA, lb.....48c	Granulated Sugar, bulk, 10-lb. bag
Corn Syrup, 5-lb. pail.....53c	LIPSON'S TEA, per lb.....50c	Granulated Sugar, bulk, 10-lb. bag
Corn Syrup, 10-lb. pail.....\$1.00	LIPSON'S COFFEE, per lb.....45c	Granulated Sugar, bulk, 10-lb. bag

BAKING POWDER, MYRTLE BRAND, IN SEALERS, PINTS AND QUARTS, 20c AND 30c.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

HOW MUCH DO I SPEND?

A man who takes an interest in our Consumers' League department, the manager of the London branch of a large insurance company, some time ago sent in a suggestion for keeping a household or personal account book which provides for every contingency that might possibly arise during the year, and is also simple enough to be easily mastered. Some of the departments could be omitted in a personal account. Owing to the fact that readers frequently asked for a simple, workable plan for personal or domestic book-keeping, the system submitted is reproduced herewith as sent in on a card:

(It will be noted that the ruled spaces cover one week's expenditures.)

YEAR	1	2	3	4	5	6	7	Total
INCOME								
Earnings								
Boarders and Lodgers								
Other								
Total Income								
EXPENSE								
HOUSING								
Rent								
Taxes, Interest, Repairs								
Carfare								
HEAT, LIGHT								
Heat—Coal, Wood, etc.								
Light—Electricity, Gas, etc.								
FOOD								
Meat, Fish								
Milk, Eggs, Butter, Cheese								
Vegetables								
Groceries, Flour, Cereals, etc.								
INCURRANT SAVINGS								
Insurance								
Savings								
Mortgage Payments								
CLOTHING								
Husband's								
Wife's								
Children's								
Laundry and Washing								
HEALTH								
Doctor, Medicine								
Hospital and Dispensary								
FURNITURE								
Furniture and Furnishings								
RECREATION								
Dues—Church, Lodge, etc.								
Books, Magazines, Papers								
Tuition								
Vacation								
RECREATION								
Amusements								
Spending Money								
Other Expenses								
Total Expenses								

"NOT AN END, BUT A MEANS."

It is a prominent man of the city, a member of one of the civic boards, by the way, who writes as follows this week to the Consumers' League Department:

London, Jan. 8, 1918.

Dear Miss Armstrong—I am very much interested in the child welfare exhibit to be held in the city the beginning of February. Think it is a splendid thing, and a fine way to start out the new year. I am so interested, in fact, that I have started investigating the subject of child welfare, and finding out what is being done in other places. It seems to me London is very much behind the times, and that it is high time we were wakening up to the serious responsibility not only of saving the lives of babies, so many of whom die unnecessarily, but also of building up a robust citizenship. I like particularly the idea of the baby clinics and the giving of record cards to the parents, showing exactly how the babies measure up to standard efficiency for youngsters at their ages. I would like to see this carried still farther. I am sure the giving of prizes and blue ribbons to the babies who conform nearest to the standards of perfection will stimulate much interest. But this should not be allowed to die away afterwards, or where is any lasting benefit of the again in six months, say at Victoria Hospital or the Institute of Public Health, and that blue ribbons be then given to the babies who show the greatest progress in that time. Progress and development would be arrived at by comparing in each case the first score card with the second. Of course, only the babies presented at both clinics would be eligible for the second blue ribbon contest.

"What I really am hoping is that London will show its wisdom by having one (or more) permanent baby clinic established long before August."

"The following quotations from an article I read the other day express what I think on this subject better than I can write it myself: 'The object of Baby Week is to show what has been done, what is being done, and what has to be done. But it must not be forgotten that the Baby Week is not an end but a means. The highest need better care as well as the lowest. TO WHITE OF THE SURVIVAL OF THE FITTEST IS ONLY ANOTHER WAY OF WRITING WASTE.'"

"Here were some sentences that hit me right between the eyes, and I'm passing them along, sincerely hoping they will hit other people hard in the same way. 'In Great Britain last year, death carried off more British babies than British soldiers, therefore, THE OBVIOUS WAY OF REPAIRING THE WASTAGE OF WAR IS TO SAVE THE BABIES. THE OBJECT OF BABY WELFARE WEEK IS TO SHOW HOW THEY CAN BE SAVED.'"

"About 250 babies out of every 1,000 die before birth or in their first year. 'Since so many men of the country are under arms, and many thousands are killed every year while the war lasts, the birth-rate must drop. It is, therefore, more important than ever to preserve the lives of the children who are born. Never was this so difficult. A large proportion of mothers, who in ordinary times would not be employed in any trade, but would be at home looking after their children, are now absent, for many hours a day, doing war work, which in itself, from its strenuous nature, has a prejudicial effect upon births.'"

IMPORTANT NATIONAL SERVICE.

"The last part of this quotation refers more to conditions in the old country than in Canada, and our own city, but at the same time it seems to me that we can scarcely render a more important service to the nation and empire at this time than putting forth every effort to save the babies."

"I trust the child welfare exhibit will meet with great success, and be instrumental in awakening a real, lasting, practical interest in child welfare work, not only in this city, but throughout Western Ontario. I think that is another fine idea about a Western Ontario day. I hope the committee will succeed in making some arrangements about convention or excursion rates on the railroads, which will make it possible for more to take in the trip than could otherwise."

"For the sake of convenience, I am signing my name,

"JOHN BROWN."

AUNT MARY ANN'S PUDDING

Aunt Mary Ann, who has the pinkest cheeks, the brightest eyes and the most crinkly silver hair imaginable, told with glee the other day about her great success with her Christmas pudding. "It was just a carrot-pudding," she said, but nobody would believe it. "It is so much more wholesome and warms up so much better than the rich English plum pudding. I have a sister who always declared that she couldn't eat carrot-pudding, until one day she arrived with her husband at my home shortly before dinner. We were planning to have carrot-pudding, and there wasn't time to prepare another dessert. It happened to be a few days after Christmas, and I noticed that she took the pudding and seemed to be enjoying it immensely. At last she said, 'This is some of your Christmas pudding, Mary Ann?' It is really the most delicious I ever tasted." I don't think I would have had the heart to tell her, but my husband thought it too good a joke to keep."

IT'S HARD TO TELL

From looking at cold printers' ink which is the best place to shop. Some merchants make bold statements as to quality, and fall down miserably when it comes to producing the goods; others lay claim to great service, while still more tell you of such wonderful bargains. Now to do one of these great things is practically a cinch, but to conquer all three, it takes a store with the stock, the volume of business, the equipment, the system, the employees, and the management of Anderson's.



RIB ROAST HEIFER BEEF SPECIAL
30c Pound
BONED AND ROLLED.

Flat Rib Roast, lb.....22c	Sea Herring, lb.....30c
Roiled Pot Roast, lb.....30c	2 lbs. Radpath Sugar.....23c
Rump Roast, lb.....30c	Creamery Butter.....40c
Round Roast, lb.....32c	Pork Tenderloin, lb.....38c
Strloin Roast, lb.....32c	Shoulder Pork Chops, lb.....35c
Strloin Steak, lb.....35c	Jellied Beef Tongue, lb.....50c
Round Steak, lb.....35c	Leg Genuine Lamb, lb.....33c
Shortening, lb.....28c	Loth Genuine Lamb, lb.....33c
	Stewing Veal, lb.....20c
	Veal Chops, lb.....32c

Oysters, Shrimps, Herring, Whitefish, Salmon Trout, Spring Salmon, Halibut, Pickled, Pike, Mackerel, Etc.

Andersons Quality Meat Market

STORES 1, 2, 3, 4, 5 MARKET HOUSE. Phone, Private Exchange, 1643.
24 AUTO DELIVERIES SATURDAY: 8, 9 and 11 a.m.; 2:30, 4:30 and 8 p.m.

Store Open Saturday Morning 6 a.m. Closes 10:30 p.m.

Oleomargarine

We stock the following standard brands: Harris Abbott, Swift, Armour's, Fredman's, all 35c a Pound

Big Apple Sale for 10 Days

Sale Now On. Look! \$4.25 Per Barrel.

We deliver carefully to your home. Why buy foreign fruits?

CANADIAN APPLES ARE CHEAPEST. ORDER NOW. BUY TODAY. BE QUICK.

DOMINION SEEDS, LIMITED

PHONE 550. (Formerly Darch & Hunter Seed Co. Limited) 119 DUNDAS STREET.

Women do 90 per cent of all purchasing for the house. All women readers of The Advertiser read this page. Advertising on this page brings business from many unexpected sources.

EAT MORE POULTRY---IT IS GOOD FOR YOU

WE RECEIVE LARGE SHIPMENTS OF CHOICE POULTRY EVERY DAY DIRECT FROM THE FARMERS. THIS ENABLES US TO ALWAYS SUPPLY A FANCY ARTICLE ON A MOMENT'S NOTICE. ASK YOUR GROCER OR BUTCHER TO GET YOU A NICE ROASTING CHICKEN, DUCK OR TURKEY FROM OUR SELECT STOCK.

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

THE MARKET CASH AND CARRY STORE

SPECIAL—WE OFFER CHOICE DAIRY BUTTER PRINTS, WHILE THEY LAST, AT 43c PER POUND.

Choice Dairy Butter, per lb.....45c	New Colored Cheese.....28c lb	Domestically Dates.....15c package
Medway Creamery, large rolls 40c	Old White Cheese.....32c lb	Excelsior Dates.....15c package
Fresh Eggs.....50c	Schneider's Bacon, sliced.....44c lb	Seeded Raisins, 15 oz., two for 25c
Cracked Eggs.....40c	Small Size Evaporated Milk.....6c	Salada Tea.....54c lb
	Cooked Ham.....50c lb	

PAUL L. DOIG, 6 Market House

When a Young Man Opens a Savings Account in the Bank of Toronto

he has just reached the turning point of his career. The Account will make him more many, more independent, more self-relying. The habit of persistent saving once begun, opens the way to countless possibilities in success, usefulness and contentment. The possession of a Bank of Toronto Savings Bank Passbook will be an incentive and positive help to any young man who is trying to get ahead. Do not think that because you can deposit only a small amount that we will not care to bother with it. The fact is, that many of our best accounts today are those which started with only small amounts a few years ago. Interest is added to your Savings Account 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.