

THE HOUSEKEEPERS' BUYING GUIDE

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Do You Get What You Pay For?

Do you get what you pay for when you go marketing or shopping?

If not, why not? Is it carelessness or ignorance on your part, ignorance which has its root in carelessness, and is one form of dishonesty to yourself or to the one, whoever it is, who supplies you with the money to do the marketing or shopping?

Perhaps your trusting disposition

don't allow you to doubt the integrity

other people. You ask for what you

want or think you want, and expect to

receive it. Perhaps you are too cour-

teous to investigate what is placed be-

fore you. And this is a case where

virtue leans to error's side until you

have tried and tested the merchant or

clerk and know absolutely that every-

thing you are offered is just as it is

represented.

Over in the basement of the market

house the other day, a number of nicely

wrapped blocks of butter lay in a bas-

ket on the long table behind which

farmers and farmers' wives, sisters,

mothers and daughters seat themselves

to offer farm products.

It happened that the basket in ques-

tion hadn't a right to be there for the

reason that the vendor of the butter

was a "middleman." But that's not the main story. The point which con-

cerns the question of "getting what you pay for," is the fact that the ma-

jority of parcels or rolls of butter were

short weight.

That was one of the baskets of butter

on which the inspector of weights

pounced that market day, carrying off

the greater part of the contents as evi-

dence to be produced in court.

Six out of eight rolls, left in the bas-

ket when the inspector arrived on the

scene, weighed fifteen instead of six-

teen ounces each. Supposing you had

been favorably impressed by the color,

flavor, texture and manner in which

those rolls of butter were wrapped. And

supposing you bought them for indi-

vidual pounds at say 54 cents a pound.

How much would you actually lose in

cash on each pound? Just three and

three-eighths cents. Is that good busi-

ness or honest to yourself or whoever

supplies the money to do the market-

ing, mother, father, husband?

If you are buying in the market from

someone you don't know, or from

someone who has spring scales, and

who consequently is not sure that they

are absolutely accurate, you don't

need to "take chances" on getting

what you pay for in the way of

weight. The scales are placed nearby

where you can weigh the goods for

yourself. Moreover, if you aren't sat-

isfied the first time you can try the

city fish market scales for verification.

To be sure it takes a little more time

to be as careful as all that. But,

when buying is your job, why not

make a real business transaction of it?

How long do you suppose a grocer

would stay in business who allowed

such leakages as three and three-

eighths cents on a pound of butter?

Ever watch a Chinaman buying fowl

on the market? The quack of a duck

is the magic call which will lure him

from any corner of the market straight

to the coop of the live fowl. He doesn't

pay his money for just the way the

duck looks from the outside of the

crate. He plunges his hand in, pulls

out the duck, judges its weight, then

bill, feet, hudding. He tries another

duck, then another, and finally leaves

shaking his head, and plucking feath-

ers from his coat. He stops next at a

crate of live Plymouth Rocks, enor-

mously looking ones to the average pas-

senger. Then he begins a scientific ex-

amination of these birds.

"How much?" he asks.

He pays the price without grumbling

and walks away, after snapping a couple

of lively birds in a heavy bag.

The farmer who has made the sale

comments: "I like to do business with

the Chinese. They know a good fowl

when they see it and won't take it

unless it is a good fowl. They won't

take a thin, miserable bird at any price,

and that is why some folks have an idea

that they are mean about bargaining, or want

to beat down prices. See the way that

fellow paid for those Plymouth Rocks?

I have always found a Chinaman like

that. He knows what he wants. When

he gets it, he is willing to pay the right

price for it. It's the same way with

selling a Chinaman a dressed bird,

though he will always buy a live one

if he can get what suits him. He's got

to have the value. If he wants a young

bird, he won't have any other kind. If

he wants an older fowl for soup and

long cooking, he doesn't make any mis-

take about what he is getting.

Is your judgment as accurate in buy-

ing fowl?

Do you ever buy cotton or flannelette

that "looks all right," only to be very

much disappointed the first time the

article made therefrom is washed? The

laundering process has taken out the

dressing which gave the substantial

appearance, and masqueraded as qual-

ity.

Apart from knowing quality when you

see it and insisting upon correct weight

or measure, do you know enough about

food values to be assured that you are

serving the most nourishing meals pos-

sible to your family for the amount you

are spending on your table?

Do you get what you pay for when

you go marketing or shopping?

Are you dealing fairly and honestly

with yourself or the member of the fam-

ily who earns the money to keep the

pot boiling?

What Happened Next.

Several weeks have elapsed since the

subject of centralization of public health

activities in London has been mentioned

in this department. But that doesn't

mean that the idea has been dropped.

On the contrary, it is attracting more

and more attention, and definite steps

are being taken in the direction of en-

deavor to co-ordinate under one strong

executive head the various activities

working in the interests of public health.

In the first place, the Local Council

of Women with its twenty-five or thirty

affiliated societies, passed a resolution

in which it declared itself in favor of co-

ordination or centralization, with ade-

quate endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

quite endorsement from the city for the

Here's a Meat Sale That Will Sweep London Like a Cyclone!

Every slice of our choice Beef goes on sale to-morrow at remarkable prices. Just take a peep at these bargains. But please keep in mind that this Meat is of the highest quality, not low-grade stock bought specially for a sale. If others get one or two of these lines down as low as ours, ask yourself if the quality is there. Phone orders taken as usual at this sale. We deliver free.

Rush Special

RIB ROAST BEEF

22c Lb.

CHOICE QUALITY.

HURRY FOR THIS ONE.

Shoulder

Roast Beef

22c Lb.

SPECIAL

Stewing Beef

18c Lb.

Sirloin Steak, lb. 30c	Red Rose Tea, 32c	Sausages, lb. 20c	Beef Hearts, lb. 12 1/2c
Side Bacon, piece, limited quantity, lb. 38c	Salada Tea, 32c	Pork Tenderloins, 45c	Armour's Oleo, lb. 37c
Picnic Hams, 6 to 10 lbs. each; lb. 28c	Oleomargarine, lb. 34c	Pork Livers, lb. 6c	Easiest Shortening, 1-lb. cartons, 30c
Boiling Beef, lb. 20c	Dairy Butters, 52c	Creamery Prints, lb. 55c	Round Steak, lb. 28c
Lipton's Tea, 1/2 lb. 30c	Best ones, 52c	Eggs, cracked, doz. 50c	Grand Mogul Tea, 1/2 lb. 29c
	Dairy Rolls, lb. 50c	No. 1 Eggs, dozen 55c	Pure Cambrige Sausages, lb. 22c
	Creamery Solids, lb. 54c	Strictly Fresh Eggs, doz. 60c	
	Minced meat, lb. 16c		

ANDERSON'S

Stalls 1, 2, 3, 4, 5, Market House.

London's Big Pure Food Store

Phones 1643, 1644.

The Kind of Eggs You Are Looking For

If you are not getting the quality of eggs you want you can get them if your grocer will come to us for them. We purchase the very best to be had, and these are all graded, and you get nothing but the very best.

FANCY DRESSED POULTRY

Try one of our choice roasting or boiling chickens. The quality will be right if your grocer or butcher orders from

C. A. MANN & CO. 78 KING STREET. PHONE 1577.
Canada Food Board License No. 7-078.

The Highway To Success

Poultry-raisers and stockmen, we believe, like to travel on this highway and reach the goal of success. We assure you that this is not an all-smooth road by any means; there are many obstacles to be surmounted before the goal of success is reached. But the main point is to be sure to get on this highway. You may find your way to it by using RIGNEY'S FEEDS for poultry and stock, and when once on this grand old road, if you have the determination to succeed and a good share of stick-to-itiveness, you will enjoy overcoming the obstacles, and will be delighted when you find you have entered the door of success.

REMEMBER: RIGNEY'S FEEDS are put up by experienced feeders, who have got results in the past, and are in a position to know what ingredients must be put into feeds, and in what proportions, to get the best results. And has secured for us already two new customers. This we think speaks well for the quality of our goods. Such voluntary service on the part of our customers we highly appreciate and it is a strong incentive to us to bestir ourselves and go on improving our feeds and our service. If you are not using Rigney's Feeds do not delay longer. Let us have your trial order.

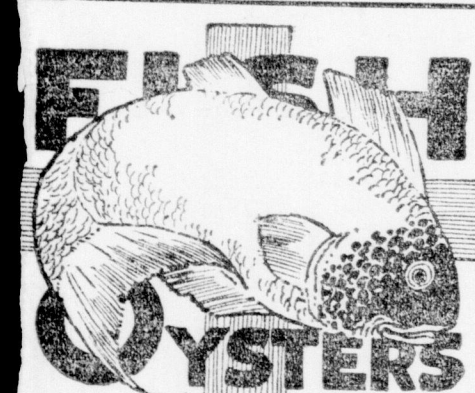
RIGNEY BROS.

The Live-Wire Flour and Feed Store.

100 KING STREET.

C. F. B. License 9-2932.

PHONE 425.



Fish! Fish! Fish!

What is more appreciated during the cold weather than Fish? Always tempting, a decided change from the regular meat diet. Fish should be used often. It is impossible to name all varieties in a limited space, but come in and choose your own particular kind.

HALIBUT, pound 25c	Bloaters, 4 for 25c
Mackerel, Salmon, Sliced 31c	Shrimps, pint 31c
Founders, Codfish, Sliced 31c	Oysters, Solid Meats 31c
Whitefish, Haddock 35c	Sardines, in Mustard 35c
Herring, Pickled 35c	Sardines, in Catsup 35c
Clupea, pound 22c	Sardines, in Olive Oil 35c
Pilchard, pound 22c	Sardines, in Olive Oil 35c
Kipperettes, pound 40c	

FARMERS ATTENTION
Salt Lake Herring,
Per 28-lb. Pail,
\$3.00.

SATURDAY ONLY
Kippers, 2 pairs 35c
Finnan Haddie, lb. 17c

O'N'S Up-To-Date Market

QUALITY AND SERVICE.

143 KING STREET.

Open a Savings Account With the Bank of Toronto

and deposit there the small sums that are so easily spent, and watch the result of the "adding to" principle. These "saved dollars" will be the seed from which a snug bank balance will grow for future years.