

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

Canada Food Board License No. 9-5418.

People are wondering how we can do it

SELLING SUCH CHOICE MEAT AT SUCH LOW PRICES.

Each week we can see an increase in this store's business. People are realizing that it pays to buy in East London, where rents are low. We sell only the highest quality provisions at the very lowest prices. For every \$10 worth of cash receipts you receive from this store we will give you 50c worth of trade free. Try us tomorrow.

CHOICE DAIRY BUTTER, 45c LB.	Prime Rib Roast Beef 28c lb.	Smoked Picnic Hams..... 32c lb.
Stewing Chickens 37c lb.	Shoulder Roast Beef 25c lb.	Pickled Picnics 32c lb.
Spring Chickens 42c lb.	Boneless Rolled Pot Roast..... 28c lb.	New Cheese 30c lb.
	Beef Cuttings 25c lb.	Old Cheese 30c lb.
	Fresh-Ground Hamburg 25c lb.	
	Choice Corned Beef 28c lb.	

BURBANK'S MEAT MARKET

613 DUNDAS STREET.
PHONE 2986.

Poultry Pays Painstaking People

Who make poultry-raising a special department, carry it on in a businesslike way by keeping a regular account of plant, stock, cost of food, time, labor and net returns. No business can be expected to pay if run in a haphazard manner, but give your poultry department the same attention as a businessman does his business, and it will pay, and make as good a showing, if not better, than any department on the farm.

We have scores of customers who are doing this, and are more than surprised and pleased with results. Let us help you by supplying your poultry and stock needs. It's always a pleasure to show our goods and give our practical advice.

CAR OF CORN JUST ARRIVED—The best feed to finish hogs on.

RIGNEY BROTHERS

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

GREAT PRODUCTION!

EARLIBELL TOMATO

54 Tomatoes from one plant grown by Joseph Brewer, 81 Pipe Line road from our OWN SEED. See them in our Dundas street window.

CUT FLOWERS FROM GLEN MAPLE GARDENS

Gladioli 50c per dozen Asters 25c per dozen
Ferns, Glen Maple quality 50c up

DOMINION SEEDS, LIMITED

113 DUNDAS STREET. PHONE 550. MARKET SQUARE.

CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

Store closed all day Monday. Buy your supplies on Saturday. We have the good values for you to select from.

Roasted Beef, no bone..... 28c	Sweet Pickled Shoulders..... 30c
Choice Pot Roast Beef..... 25c	Smoked Picnic Hams..... 30c
Beef Hearts 15c	Pickled Hocks 15c
Stewing Veal 20c	Cooked Pigs Feet, 2 lbs for..... 25c
Shoulders 25c	Lean Beef Cuttings..... 22c
Shoulders Spring Lamb..... 35c	Breakfast Spring Lamb..... 30c
Shortening, Saturday only, lb..... 25c	Old Cheese, lb..... 30c
Pea Meal Breakfast Bacon, very choice, Price only..... 48c	

Fresh Pork Tenderloin, Small Hearts, Calves' Liver, etc.

Crisp Celery, Lettuce, Radish, Cucumbers, Cauliflower, Tomatoes, Beans, etc.

MAKE THIS BRIGHT, SANITARY STORE YOUR STORE.

PHONE 6186. 206 DUNDAS STREET.

Canada Food Board License No. 9-6364.

VEGETABLES

Vegetable Marrow 5c and 10c	Carrots, per bunch 5c and 10c
Cauliflower 20c and 30c	Celery Hearts, per bunch 10c
Celery, white 5c and 10c	Beets, per bunch 5c and 10c
Celery Hearts, per bunch 10c	Carrots, per bunch 5c and 10c
Cabbages, each 5c and 10c	Cabbages, each 5c and 10c
Large Onions 5c	Leaf Lettuce, crisp 5c, 10c
Head Lettuce 10c	Radishes, red 5c
Radishes, green, curled 10c	Endive Green, curled 10c
Tomatoes, choice hot-house, lb. 15c	Rhubarb, per bunch, 8c, 2 for 15c
Cucumbers, hot-house, 5c and 10c	Parsley, Watercress and Mint 5c

MAIN & COLLYER

Telephone 2831. P. O. Box 273.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

WHY DIANA IS DUBIOUS

AS TO THE AVERAGE PERSON MAKING POULTRY PAY.

Diana tells her own story as follows: "I live on a farm and I keep a flock of from 50 to 60 hens. For the last five years I have kept fairly accurate accounts of outlay and income, and I have found that these about balance. I am aware that the expressions 'fairly accurate' and 'about balance' furnish grounds for exception and for cavilling. Nevertheless, they stand, for they state the situation.

"You see, I am an 'average' person, and the above terms express the way the average person does business.

"To secure a balance between expense and receipts scarcely constitutes business success; and yet I allege—and challenge disproof of the allegation—that the great majority of poultry keepers can show no better result than this.

"I believe there is some money to be made out of poultry (not BIG money), and the reason I have failed to make it I ascribe to the following facts:

"(a) I have been slow to learn the bed-rock principles of successful poultry-keeping.

"(b) I am not willing to devote as much of my time, attention and energy to it as is essential to monetary success.

"(c) The market I have access to is not first-class (indeed, not even second-class).

With these confessions in mind it will be understood that I have little light upon the subject to impart, from myself. However, I have light, and because it is like that of the moon—reflected—it is by no means to be despised on that account.

"The most lucid, comprehensive and convincing presentation of the subject, in brief form, that I have ever seen, is that set forth in 'The Country Gentleman' under date of February 14, 1914, by H. Armstrong Roberts, under the title 'The Real Money in Eggs.' Mr. Roberts wrote from a four years' experience with a 2,000-hen plant, and although the conditions are pre-war, the value of his compilation of facts and figures, of the thorough way in which he handles his subject, and of his deductions and generalities, is not in the least altered thereby.

A POULTRY CATECHISM.

"The following excerpts are from Mr. Roberts' article:

"Q—Is there a living to be made from poultry? A—Yes, if you are conservative and have common-sense.

"Q—Is there any money in eggs? A—Yes; but it takes a live wire to get it out.

"Q—What can you make a year from each hen? A—From one to two dollars.

"Q—What does it cost to feed a hen a year? A—One dollar and fifty-four cents.

"Q—How many eggs will a hen lay in a year? A—Twelve dozen.

"Q—What does it cost to produce a dozen eggs? My answer, based upon four years' experience with a 2,000-hen plant, is, twenty-one and two-thirds cents.

"One of my chief diversions," derides Mr. Roberts, "on long winter evenings, is to read the numerous systems of so-called eminently successful poultrymen, and to note with sad reflection how much more lucrative their hens are than mine. Here (he says), are a few points that are apt to be kept in the background:

"1. Depreciation in buildings and equipment.

"2. Total value of labor, some of which is contributed by members of the poultryman's family, yet seldom considered as chargeable."

"As to soil, climate and accessible market, Mr. Roberts was ideally situated. Being one mile from a railway station that was 15 miles from Philadelphia and 75 miles from New York—the very finest markets. The average cost of food (pre-war), Mr. Roberts found to be \$32 a ton, purchased in the open market, or \$1.60 a hundred. The average yearly consumption of food (White Leghorns), was about 50 pounds, or \$1.44 at above prices. Adding 10c for green stuff makes it \$1.54. (This does not include labor.) His plant represented a \$10,000 investment, but the value of the hens is not included in this estimate. "It is on this one point," he says, "that the visionary poultryman inflates his assets. For example: My best thoroughbred Leghorns, the value of the actual birds, are worth \$5 apiece as breeders. As egg-producers they are worth \$1.97 each. Their meat value, live weight, 3-1/2 pounds at 18c, is 60 cents each. There are the three appraisements. You may help yourself."

COUNTING THE COST.

"Here is the way he comes at estimating average cost of maintaining a laying hen one year:

Five per cent interest on \$10,000 investment is	\$ 500
(b) Labor for one man (himself) at \$100 a month	1,200
(a) Six per cent depreciation on \$5,000, the value of the actual poultry plant	300
Insurance, telephone, stationery, postage	120
Total	\$2,120

"On the basis of 2,000 layers, this works out at \$1.06 a hen, as the items covering every expense, but the feed bill, \$1.54 and \$1.06; total cost of maintaining one laying hen a year comes to \$2.60.

"I have made no mention," he says, "of cost of hatchery, brooding and rearing and laying period; neither do I include value of hen as meat when her utility as a layer ceases. The one balances the other. Nor have I mentioned cost of rearing male birds, they being self-sustaining by reason of their value as meat."

He ridicules the story, which is perpetually brought forward of the 200-egg laying hen.

"Official statistics fix the national average of the American hen at something like 60 eggs. My average for the past four years is 144. One year it was 167, another year 121." (Variation accounted for by weather conditions.)

"The average net price obtained throughout the year was 36 cents.

"With an average egg yield of 12 dozen at maintenance of \$2.60, I find it costs 21-2/3c to produce one dozen eggs. At average net return of 36c, 14-1/3c is the profit derived from one dozen eggs; \$1.72 per year, with 5c added as value of her by-product, droppings for fertilizer, makes \$1.97 profit a hen a year.

"This was on the basis of an excellent wholesale and retail trade, by which he obtained top-notch prices.

"Now this hen-tale of Mr. Roberts is not a tale of averages. Mr. Roberts is not an average man. He is a highly efficient businessman, and no one need expect his results who does not put into the business his knowledge, energy and efficient business methods.

LABOR "THROWN IN."

"Whether the 'average' person is capable of doing this I leave everyone to judge for himself. The reason that eggs have been sold on the Canadian market for such prices as have prevailed in past years, is owing in great part to the fact that the producers have neither known what was the cost of their production, nor have they been in a position (organized) to set the right cost if they had known. The producers have been in the main the women on the farms, and I have yet to meet a country woman who can tell me what it costs her to produce a dozen eggs.

"As a rule there is no account kept of the amount of feed, or its market value. The hens are fed out of the granary, that's all there is to it. As for labor, that is always thrown in. Many country women can tell closely what their receipts are. As I have said, I have yet to meet one who knows what the expense is. I have asked, I am sure, dozens of women during the last five years, and not one of them could tell. Cornered, they will edge away with eggs, I'd never see a dollar from one year's end to another. And I just think that that money is my part of the income of the farm."

"I do not dispute that the money is due them. The point I am making is, that they have absolutely no idea what it costs them to maintain their poultry, and, therefore, what is the cost value of a dozen eggs. I venture to say, notwithstanding the opinion (founded upon lack of knowledge) of the average consumer, that the cost is very close to the price received!

"There is much more that could be said upon this subject, but I will not say it upon this occasion at least, because what I set out to do was to tell you why I am dubious as to the average person under average circumstances making poultry pay. Quod erat faciendum.

DIANA.

OLD-FASHIONED DRIED CORN.

"There is one thing I must do before going back West, and that is, dry some corn like mother used to do, to take with me. Corn out of the can has never tasted like that corn. We used to take our lunches to school, and the memory still clings to me of the dried corn heated up for the dinner for us children in the evening. It was a young matron from the prairie provinces who a few days ago thus recalled a simple, sure and inexpensive method of conserving corn for winter use. It isn't by any means a trick; the merrymaking endows that dried corn with the appetizing flavor. The mother in question had almost forgotten about drying corn, but daughter's mention of it recalled immediately the process and advantages of the system. She said: 'I didn't even make a special occasion of boiling the corn for drying. When preparing it for a meal, instead of cooking just enough, I filled up the pot. I took all the ears that were left, and, using the bake board and a sharp knife, cut the corn off the cob, and spread it on a pan. I dried it in a slow oven, leaving the door open to prevent browning or scorching. About twenty-four hours of such treatment was sufficient, then I put the corn in a bag, and hung it up in a dry place. The salt bags were excellent for corn containers. The dried corn must be soaked in water or milk for some hours before it is heated for the table.'"

The advantage of this method is obvious as a time-saver, labor-saver and economy of funds, in view of the high cost of glass and tin containers at the present time.

IF YOU APPRECIATE REAL BARGAINS BUY YOUR MEAT HERE TOMORROW

On Saturday we stage one of the biggest meat sales in the history of the store. Monday being a holiday we must clear every slice of meat on our counters before closing time. If you want to save money and at the same time get the choicest quality, come with the crowds tomorrow, and don't forget to buy your meat for over the holiday.

Meats
Threshing Roasts, lb. 28c
Rump Roasts, lb. 30c
Rib Roast Beef, lb. 30c
Breast Genuine Lamb, lb. 28c
Leg Genuine Lamb, lb. 42c
Shoulder Roast Veal, lb. 30c
Pocket to dress!
Breast Veal, lb. 20c
Stewing Veal, lb. 18c

LOOK!
Can You
Afford To Buy
Elsewhere?

Groceries
Carnation Milk, 3 cans 20c
Soap, any kind, 3 bars..... 25c
Macaroni, package..... 12/10
Peas, (Aylmer) can 15c
Lipton's Tea, 1/2-lb package..... 30c
3-lb. Pail Easyfirst..... 27c
Blueberries, tin ... 15c
Seedless Raisins, package..... 15c
Peanut Butter, lb. 28c

ANDERSONS

LONDON'S BIG PURE FOOD STORE.
Phones 1643-1644. Stalls 1, 2, 3, 4, 5, Market House.
LICENSE 9-9664

EAT MORE EGGS

Eggs are one of the cheapest foods to be had to take the place of meat. Grocers find our **EGG AND POULTRY SERVICE** in supplying guaranteed fresh stock of great assistance to their business. They are sure of carefully-selected eggs, prime poultry, and these insure the satisfaction of their customers.

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 and Poultry 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.

COODFISH, HERRING, PICKEREL, SALMON TROUT, SWORDFISH, FLOUNDERS, SEA SALMON, FILLETS, KIPPERS.

ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S

143 King Street. Canada Food Board License 9-718. Phone 1206.

AT THE CUT-RATE MEAT MARKET :: SPECIAL SALE OF SPRING LAMB ::

Legs Spring Lamb 38c	Prime Rib Beef 28c
Loins Spring Lamb 38c	Choice Rump Beef 28c
Racks Spring Lamb 35c	Shoulder Roast Beef..... 25c
Shoulders (Whole) 32c	Fillet Choice Veal 35c
Pickled Shoulder Pork 32c	Corned Beef 28c

**Spring
LAMB
LEGS AND LOINS
38c**

Patronize this store and save 2c to 5c per pound on your meats.
WE DELIVER TO ALL PARTS OF CITY FREE. FAULDS & DAWES PHONE 6700. MARKET HOUSE.
Canada Food Board License No. 9-5914.

Quit Worrying

Financial worries pass over the head of the man with a bank account. Misfortune and hard times were made for the improvident. Sickness only causes temporary inconvenience to the depositor—it often spells ruin to the other man.
SAVE A LITTLE EACH WEEK. Spend a little less than you earn. Start a Savings Account with this strong old bank, and you will be prosperous and contented.

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 Taibor Streets.

"THE CASH AND CARRY STORE"

Maple Leaf Salmon, 1/2-lb. tin..... 24c	Domestic Shortening 3-lb. pail 55c	Dalton's Lemonade, per bottle 10c
Carnival Salmon, 1/2-lb. tin..... 11c	Domestic Shortening, 1-lb. carton 25c	Seeded Raisins, 15-oz. pkg., 2 for..... 25c
Cascade Salmon, 1-lb. tin 24c	Crisco, per 1-lb. tin 32c	Creamery Butter, per lb. 47c
Home Jam, 4-lb. pail 65c	Crisco, per 3-lb. tin 35c	Red Rose Tea, 1/2-lb. 30c
Corn Syrup, 2-lb. tins 25c	Pure Lard, 3-lb. pail 90c	Lipton's Tea, 1/2-lb. 30c
Corn Syrup, 5-lb. tins 49c	H. A. Oleomargarine 34c	Salada Tea, 1/2-lb. 34c
Corn Syrup, 10-lb. tins 95c	Armour's Three-X Oleomargarine..... 34c	Grand Mogul Tea, 1/2-lb. 32c
Quebec Syrup, per bottle 12c		Prunes, 2 lbs. for 25c

FRANK SMITH, MARKET LANE

Canada Food Board License No. 8-6165.