

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

GAS CUTS DOWN THE COST OF LIVING

Gas has not only helped to reduce the high cost of living, but it has helped even more to reduce the labor and add to the joy of living. While our mothers carried in coal and lugged out ashes, we now turn on a valve and press a button—no matches required. Instead of the old, smelly oil lamps to trim and clean, we now pull a chain to flood our homes with gas light. We can turn the faucet and get all the gas-heated hot water we want for the bath, laundry or kitchen.

Why not use some of these gas labor-saving appliances now? Phone 922, and have one of our representatives call.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

The Greatest Benefactor

Especially at this time of year, when nearly every home is infested with the "housecleaning germ," is the person or firm that can offer real help in the way of suggestions for desserts. Owing to the disturbed conditions in the homes, everyone is tired, even if they have not taken part in the actual labor. You want something refreshing for dessert, and something about the preparation of which no one needs to worry. Phone us every morning and we will look after you. Or, your nearest grocer may be able to supply you with SILVERWOOD'S "SMOOTHER THAN VELVET" ICE CREAM.

Silverwoods, Limited

PRIVATE BRANCH EXCHANGE No. 4560.

32 YEARS IN BUSINESS.

ONN'S---Everybody in London Knows ONN'S

FRESH-CAUGHT.

Percch	150c
Pickercel	150c
White	22c
Herring	150c
Flounders	150c
Haddock	150c
Flanagan Haddies	12c

WHEN YOU THINK OF
FISH, THINK OF ONN'S.USE HIS PHONE 1296 FOR
PROMPT DELIVERY.

FROZEN.

Halibut	20c
White	10c
Salmon	15c
Jumbos	13c
Smelts	15c
Kippers, each	7 1/2c
Bloeters, each	7c
Sea Herring	10c

143 King St. ONN'S, Only One ONN'S Phone 1296.

WE RECOMMEND



THE SWEETHEART OF THE CORN

GOING UP? NO!

We are in a class by ourselves. Our splendid product remains the same price, the same standard of quality and the same size package.

Do you appreciate our endeavor to keep down the high cost of living? It can only be done by greatly increasing our output.

10c AT ALL GROCERS

KELLOGG'S TOASTED CORN FLAKES in the red, white and green package.

Only MADE IN CANADA by

The Battle Creek Toasted Corn Flake Co., Ltd.
HEAD OFFICE AND FACTORY: LONDON, ONT.

Ask Your Grocer For ROASTING CHICKENS, BOILING CHICKENS, DUCKS, GESE, TURKEYS

Ours are always O. K. We will fill your order on a moment's notice and fill it satisfactorily. Our Fresh Eggs and Creamery Butter are always reliable. Same prices every day in the week.

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

THE



OF LONDON ARE UPON FRANK SMITH'S MONEY-SAVING PRICES

Ridgway's Tea, per lb.	45c	Seeded Raisins, 2 packages for	25c	Domestic Shortening, 2-lb. pail	62c
Red Rose Tea, per lb.	45c	Valencia Raisins, 2 lbs. for	25c	Domestic Shortening, carton	22c
Uncolored Japan Tea, per lb.	30c	Dromedary Dates, 2 packages	25c	Seedless Oranges, dozen	20c, 25c
St. Charles Milk, per tin	11c, 6c	Figs, 3 lbs. for	25c	Pineapples, each	20c
Aylmer Peas, 2 tins for	25c	Jelly Powder, 2 packages for	15c	Cascade B. C. Salmon	15c
Harvey Tomatoes, per tin	18c	Jam, per pail	45c	Helmet Brand B. C. Salmon	15c
		Corn Syrup, per pail	40c	Kerwood Creamery Butter	45c
				Medway Creamery Butter	45c

P. S.—For weeks we have urged our customers to buy Tea and Sugar. Watch them go up in price. It's not long since our price for Redpath was \$7.65 per 100-lb. bag. What is it now?

Market Square—"The Cash and Carry Store"—Phone 1730

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

PROFITING BY EXPERIENCE.

Thrift has a much broader application than just making one penny do the work of two, or working over "left-overs" into appetizing dishes. There is such a thing as thrift of time, strength, opportunities and in the use of the experience of others.

One woman bemoaned to a friend the fact that she had a besetting sin, forgetting her teakettle and letting it boil dry. "I can't seem to remember to fill it and I am always getting interested in something else and leaving it on the gas or range until it is burnt. I have lost many a teakettle spout in that way."

Making a mistake once, twice or three times may be excusable, and accidents will happen, but continuing to make the same mistakes again and again and to suffer the consequence is, to say the least, an extravagance and an intelligent.

The careless one in regard to teakettles wondered herself that she wasn't cured, because of the penalty that her family, as well as herself, is always obliged to suffer for a day or so following a boiling-dry episode.

"No matter what I do," she complained, "the water always has a burnt taste for two or three days, and it gives the tea such a peculiar flavor."

"What do you do?" asked the friend.

"I usually take the kettle from the range and plunge it into cold water. Frequently I put a big lump of washing soda in the kettle, almost fill it with water, and let it boil and boil, then rinse it thoroughly. But the taste seems to stick."

"You don't need to go to all that trouble," said the friend. "Just take the kettle from the fire and put it in a dry place to thoroughly cool before putting in any water. You will find you can boil the water in it for your very next cup of tea and it won't taste burnt at all."

The woman who lets kettles boil dry compressed her lips and answered: "Really, I think I have tried everything within reason."

"But have you tried my plan?" persisted the friend.

"I can't say that I have," was the reply, "and I don't really see how the kettle can be free from a taint of the burning for so simple a treatment. I'm quite sure I wouldn't consider it a success." And there the subject was firmly dropped.

When the friend visited the woman who lets kettles boil dry several months later, she found that "kettle-burning" was still a besetting sin and about the only remedy overlooked for the burnt taste was the simple and effective one of putting the kettle away to thoroughly cool in a dry place before allowing it to come in contact with water again.

Ever know other people who refuse to benefit by advice?

SAVES TIME AND UTENSILS.

Just to illustrate that it is possible for even an expert to learn something new about his or her line of business. Two or three women in the presence of the writer were talking over a cup of tea (each) and the subject turned to short-cuts in housekeeping. (The cup of tea wasn't an extravagance at all; just a refresher for women who had been very busy all afternoon and were feeling tired and empty.)

One young mother who is really a very famous housekeeper had all sorts of dazzlingly original things to tell about her methods. Quite because she was carried away by her interest, the one supposed to be least experienced did not venture, "I found out something about cleaning greasy pans for myself that is such a saving of time and labor and I have thought of sending it in to the Consumers' League as a thrift suggestion. But it is so simple, I am sure all the rest of you know it."

"Tell us about it," chorused the others.

"While dinner is being served," said the modest one, "I leave the pots and pans on the range filled with water, into which a little powdered ammonia has been dropped. By the time the water comes to a boil the grease is cut and any substance stuck to the pots loosened. All I have to do when the dishes and cutlery are washed is to empty the water from pots and pans and give them a 'clean wash' without any scraping or scrubbing. I find it a saving of cooking utensils, as well as of time."

"I never heard of that before," said the famous housekeeper to clean she empties every possible bit of fat into a receptacle for future use, then she places the utensil over a moderate heat and wipes up all she can of what is left on the inside with a piece of old newspaper. She sweeps the greasy paper into the fire and she finds the ammonia does even better than her own.

But she likes the ammonia idea even better than her own.

Would a "BUTCHERS' EXCHANGE" PROMOTE THRIFT?

Refusing to cross bridges before coming to them is sometimes not a virtue at all. It is merely a denial of facts and evasion of responsibility.

If the housewives of London, as a whole, took an intelligent, patriotic interest in learning about the conditions which most seriously affect the Empire and have an important bearing on the conduct of the war, would it be possible for a butcher to announce that he is going out of business because he cannot make it pay, owing to the fact customers insist upon the choicest cuts, and he consequently suffers much loss in the rougher meats?

An investigation made some days ago revealed the fact that locality is one of the most important factors with which to be reckoned in the meat business in London. The butcher down town, with a "general business" has no difficulty in disposing of every part of the animal. The choice of cut is measured by the length of the purse. Men who are so fortunately located in the meat business state that the advancing prices of the past few years have had a marked effect in promoting thrift in buying on the part of customers of moderate and less than moderate means.

The butcher in what one of these termed, "the high-toned residential districts," is the man who has troubles of his own. They are the merchants who have difficulty in avoiding waste. Their customers can afford to pay. They have always been accustomed to what are considered the "best cuts," and they still keep ordering them.

Between 200 and 300 pounds of meat a week finds its way to rendering plant in the "rich districts" collected at the butcher shops. This is entirely apart from meat wasted in hotels, restaurants and homes through ordering in too large quantities, improper cooking and carelessness.

Meanwhile England is having "meatless days" and famine conditions prevail in Allied countries.

A correspondent who uses the rom-de-plume "Economize" suggests that the butchers might organize an exchange by which the poorer districts could get the chance to purchase the cheap cuts, and leave the choicer, higher-priced ones to those in more favorable circumstances.

Since it is stated that it is necessary to show up the price of meat in order to cover the waste if business is to be continued, the suggestion of "Economize" is one to which the civic high cost of living committee might well give serious attention, following the success met in the gardening campaign.

TO TEACH COOKING THRIFT.

A butcher in one of the "high-toned residential districts" said the other day, "If only my customers would occasionally buy the less expensive cuts, I am sure they could prepare them just as appetizingly as the dearer and find in them equal, if not greater, nourishment."

The less choice portions naturally require more care in cooking if they are to compare favorably with the "first cuts." Ingenuity is demanded to make a boiled dinner as inviting as one in which the chief dish is a sirloin roast, a leg of lamb, or a porterhouse steak. Also the taste of a finicky family needs cultivating. Funny, isn't it, the way people who are capable of great sacrifices register protests against minor self-denials?

The value of lectures and demonstrations in awakening interest and bringing results has been strikingly illustrated in London in the gardening epidemic resulting from the educational campaign along the lines of thrift in purchasing and cooking food? Not a general haranguing on the subject, a preaching at the housewives to be more economical, but a course of practical lessons in market-ing to the best advantage, selecting food on scientific principles and cooking it to obtain the maximum of flavor and nutrition.

An experienced housekeeper reading this is going to say, "Such cheek, I never did hear!" But we don't mind in the least. For one thing, the idea isn't an original one. War-time thrift committees have made a serious business of education in economical buying and cooking in the past few months in other cities in Canada.

Again, when people criticize we expect them to suggest something better than we have offered, consequently the department is going to profit.

Would London women attend such lectures? When a household science expert recently gave a series of lectures on furnishing the home, shopping and kindred themes in this city, fair matrons and maids turned out daily in such throngs in cold, stormy weather that not more than half who wanted to hear could obtain admission.

Some of the mothers' clubs with much profit have been devoting a part of each meeting this season to household economics. Could it some co-operative educational movement be organized to arrange for lectures and demonstrations? To be sure it is late in the season and everybody is busy. Meanwhile "Lloyd George and others in authority see behind the red shadow of war the spectre of famine."

SUMMER HEAT AND MEAT EXTRAVAGANCE.

A number of London butchers state that weather conditions have a marked effect on the choice of meat by consumers. In warm weather, from now on, the demand for shanks for soups and boiling pieces decreases. Taste becomes more fastidious. One butcher says, "I sometimes wonder what I'll do in the summer time. All my customers want steak, steak, steak, sirloin and porterhouse, and it is impossible to sell anything else."

In view of the fact that meat is such a large item of expense in the household account book, this seems the very time to arrange for those war-time thrift in marketing and cooking lectures and demonstrations.

If anybody says it is poor economy to use fuel to make soups and cook meats in a manner requiring a long time over or in the heat when the range isn't required for warmth, just advise trying a fireless cooker, which will soon save its cost in fuel, and start in earning money. For that matter, a fireless cooker can be made at home, not to serve so many purposes, perhaps, as the purchased one, but quite satisfactorily, nevertheless. Full instructions for making one are published in the cookbook issued by a local drug firm.

What May We Send You For Sunday Dinner?

Beef

Finest Round Steak	30c lb.
Choicest Chuck Roasts	25c lb.
Prime Rib Roasts	30c lb.
Blade Rib Roasts	25c lb.
Choice Rump Roasts	25c lb.

Come and see our
big beef display.

SHALL IT BE

A NICE TENDER ROAST OF
BEEF?OR A CHOICE ROAST OF PEA-
FED PORK?OR A JUICY, MEATY ROAST
OF VEAL?

Or maybe you prefer to personally select your roast? Whichever you decide you are always assured of POLITE, PROMPT ATTENTION at the Big Store.

POULTRY

We have an extra choice display of the finest milk-fed chickens yet seen in London.

Pork

Selected Pea-Fed. Ham Roasts (centre cuts)	32c lb.
Shoulder Roasts	28c
Chuck Roasts	30c lb.
Loin Roasts	34c lb.

Veal

Choice Milk-Fed Calves. Juicy Shoulder Roasts	25c lb.
Loin Roasts (extra choice)	28c lb.
Breasts for stewing	18c lb.

Fish

Fresh from the lake daily.

Whitefish	22c lb.
Pickercel	16c lb.
Herring (silver beauties)	16c lb.

We still have a choice selection of fresh frozen fish.

Butter and Eggs

Finest dairy rolls	42c lb.
Some special rolls	41c lb.
Choice dairy prints	42c lb.
Selected Creamery, in bulk	46c lb.
Clover Leaf Creamery	45c lb.
Kerwood, Meadow Gold and Shamrock	47c lb.

Cooked Meats

House-cleaning time is at hand, and the busy housewife must have something choice all ready to eat. Our cooked meat department is specially equipped to meet your requirements.

Bacon

ORCHARD BRAND

Bacon and Smoked Hams. The finest in the land. Try a pound for Sunday morning breakfast.

Andersons

THE BIG STORE

PHONES 455, 500, 760.

SIX BIG AUTO DELIVERIES SATURDAY.

WHEN YOU ASK YOUR GROCER

For MEADOW GOLD BRAND BUTTER, you are asking for the best.

Our experience of many years in the selecting and handling of cream and making butter enables us to give superior quality, at no greater cost than ordinary creamery. Meadow Gold Brand is superior.

THE ONTARIO CREAMERIES, LIMITED

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

HUNT'S DIAMOND FLOUR

SOLD BY BEST GROCERS.

When once you have used HUNT'S DIAMOND FLOUR—you will continue using it, because you find you will never have a failure. For over fifty years it has been "ALWAYS THE SAME."

— THRIFT —

MONEY IS NEEDED—for the war—for home emergencies—for the growing cost of living—for a business start—for a holiday—for old age—for all purposes.

INCREASE YOUR SAVING, hold down your spending, open a Savings Account at the Bank of Toronto. Savings Accounts for small or large sums invited at all branches of this Bank.

ASSETS, \$73,000,000.

THE BANK OF TORONTO

ESTABLISHED 1855.

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Cor. Dundas and Adelaide Streets - F. D. Copeland, Manager
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Cor. Dundas and Talbot Streets - J. C. McDonald, Manager