

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

Right to Your Table

COMES THE REFLECTED CONTENTMENT
FROM THE ALL-GAS KITCHEN

The meal has been cooked in a Sanitary Cabinet Gas Range—it is appetizing, wholesome—the maid is interested—you are pleased—and your pocketbook is congratulating itself!

Every consideration raises its voice in favor of the All Gas Kitchen—then why ignore your interests by failing to have one?

New Special Cabinet Ranges, \$32.00 and up. Easy Terms.

ASK THE WOMAN WHO OWNS ONE.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

In These Days of Stress

Everyone should conserve as much energy as possible. Why, then, worry needlessly over Sunday's dessert? We are undertaking from now, throughout the winter, to furnish every Saturday a "Special Ice Cream Dessert." This week we will have a brick made of Vanilla Ice Cream, whipped cream, nuts, fruit, etc. 'Phone orders taken up to 3 o'clock Saturday. Delivery Saturday afternoon. This cream will be specially packed and will keep for use any time the next day. Order a brick for Sunday.

Silverwoods, Limited

PHONE 4560.

Try Leaven's Ideal Loaf of Home-Made Bread

There is no better bread made in London. It is home-made. It does please the people. It is worthy of a trial. Try it and you'll like it. Ask your grocer for it or have our wagon call. Phone 2795.

LEAVEN'S IDEAL BAKERY, South London

Reduce the High Cost of Living

By Using Fancy Storage Eggs in Place of New Laid Ones.

Your grocer can secure these from us. Every egg guaranteed. Also Fancy Dressed Poultry, Potatoes, Honey, Dairy Butter.

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



Friday's Specials

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

ONN'S Fish Market

143 KING STREET. PHONE 1295.

When You Want Cakes, Buns, Rolls, Doughnuts, Shortbread, Pies, etc., Come to Chivas

Our baking is home-made. We do the work ourselves. We know what makes good, home-baking, and our bakers do please our customers. Be one. We are distributors in London of the FAMOUS MOIR'S CHOCOLATES. Buy them once and you'll never buy others. Our prices are lower. Low rent does it. CHOCOLATES, TOFFEES AND CARAMELS.

J. M. CHIVAS

117 DUNDAS ST.
PHONE 443.

Pure Milk and Pure Cream

It is an Old Country saying, "Where there's a cow, there's a home." Which simply means that milk is one of the most important requisites in the diet of a family. It is the natural food for young and old. Be sure you get pure milk. Our customers are being served with that quality.

London Pure Milk Co., Ltd.

561 DUNDAS ST. PHONE FOR OUR WAGON TO CALL. PHONE 4338

FRANK SMITH'S Money-Saving Prices

Seeded Raisins, 2 packages..... 25c	Pure Lard, 3-lb tin..... 63c	Cranberries, quart..... 10c
Valencia Raisins, 2 lbs..... 25c	Crisco..... 35c	Lipton's Tea..... 35c
Prunes, 2 lbs..... 25c	Maple Leaf Salmon..... 23c	Grand Mogul..... 35c
Figs, 1 lb..... 10c	Cocoanuts, each..... 10c	Pears, per tin..... 11c
Grapefruit, each..... 10c	Redpath's Sugar, 100 lbs..... \$7.90	Sunkist Oranges, per dozen..... 20c
Creamery Butter, per lb..... 45c	Brown Sugar, 100 lbs..... \$7.50	20c, 25c, 30c, 35c, 40c

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

Happy New Year, readers of Our Consumers' League! Got your household and personal expense books in nice running order? You surely haven't given up already when 1917 is scarcely one week old, and, surely, surely, you aren't going to enter upon a new year in the old hit and miss, haphazard way, with causes on every side imperatively demanding your assistance, and the call of patriotism sounding insistently and persistently for thrift in the use of resources.

You say you can be just as thrifty by careful buying, even if you don't pay a "big" salary to the manner in which every cent vanishes.

The experience of those who have tried both ways is entirely to the contrary. Imagine the rate of a merchant who bought goods so long as they appealed to him or until he imagined he had filled the needs of his business, then proceeded to sell without any record of the way his stock was going. For one thing, he would be likely to have a well-balanced stock, chosen with a view to meeting the demands of his customers.

At least one reader of this department believes haphazard methods of financing a household are as truly a menace to family welfare as they would be to the success of a grocery, boot and shoe, drygoods, or any other business. She says: "I firmly believe that many marriages are failures, not because of proper feeling in the beginning, but because of incompatibility of temperament, but because the women do not exercise their intelligence in managing their households in an economical, businesslike way. They do not seem to realize their duty in this respect."

I don't think a woman has any more right to marry without a knowledge of housekeeping, and how to buy to advantage for her household, than a man has to marry without being able to provide for his home. If a woman doesn't know how to run her home on a businesslike basis when she gets married, she should very quickly make it her business to find out.

The foregoing comes from a married woman who has managed to make a good appearance and keep her family well provided for on a most moderate income.

AN ALLOWANCE TO MANAGE.

Approves the subject of keeping accurate account of expenditures, how is a woman to manage an allowance unless she has an allowance to manage?

It was a woman in the editor of this department, "Whatever the husband earns, be it a large or small amount, a certain portion for the management of the house and for personal expenses is only the due of the wife. It is hers by right of a working partnership in the firm. She earns it by reason of her fiat, and by her ability to expend it to advantage for the maintenance of the home. There is no more reason why a wife should be obliged to ask her husband for each dollar she gets than for a teacher to appeal to the school board every time she wants her salary. The more definite the arrangement, the less opportunity is there for misunderstanding and heart burning."

A definite allowance serves a double purpose. It saves the wife from the awkward position for which "begging" is responsible. The man who earns in much less danger of suffering from extravagance on the part of his wife who she knows exactly how much he can afford to let her have for an allowance. What opportunity has a woman to develop business ability when her bills are paid for her, and that is all she knows about it? Is that partnership?

"ONLY WAY," SAYS CLUB PRESIDENT.

Once more to the subject of domestic bookkeeping. So many interesting side-avenues persist in opening up invitingly that it is difficult to keep to the main track. This time, we will concentrate our attention upon the experiments in accurate account keeping of two or three London homemakers, who have told us about them for the benefit of other homemakers. We won't be involved into any side excursions.

The opinion of Mrs. F. W. Hughes, president of the Union Mothers' Club of London, should prove interesting. She says: "Keeping an accurate account of all money spent is the only possible way to manage. It is the only way to be sure that you aren't losing money when it seems to vanish like snow before the noon-day sun. I have kept an accurate account of housekeeping expenses for years, and know at the end of each week exactly how I stand."

"I also include in this account the clothing for myself and children. Keeping an account book has convinced me that money is saved by purchasing in large quantities, when the money is available to pay for the large quantity. That is the reason why people with very small means frequently pay more for small quantities and pay for each wrapping and so on. I buy flour by the barrel, sugar by the bag, and soap also in quantity. In winter, we buy a quarter of beef or half of pork at a time, and cut it up and put it away ourselves."

CHECKS OVER ALL BILLS.

Giving a comprehensive review of Our Consumers' League department at a recent meeting of the St. George's Mothers' Club, C. K. Blunt mentioned that she had kept strict account of all money received and all money spent by her from the time of her marriage. Looking for "experience" along this line, it was natural when planning this week's installment to turn to Mrs. Blunt for help. And she gave it most graciously. This is what she had to say:

"I opened an account book as soon as I began to housekeep, a book in which I carefully put down every day the money received and money expended. In addition to the housekeeping account, I kept a personal account of money spent on clothing, etc. Until a few years ago I kept the account of money spent on myself and two children all together, and consequently did not know how much it took for each. I finally decided to keep a separate account for each member of the family."

"My cash book is an ordinary hard-backed exercise book, with a large part in the beginning devoted to the debit and credit of housekeeping accounts, while towards the back are the separate personal accounts of myself and two children."

"I have found it most satisfactory to pay accounts by the month for groceries, meat, milk and bread. Of course, there are a number of incidents, such as laundry, things bought on shopping trips down town, and so on, which are paid for at once. I firmly believe that keeping an accurate account results when you have it down in black and white. It not only comes in but what I check it over as soon as it arrives, even before putting away the groceries or whatever it accompanies. Sometimes such a thing has occurred as a mistake in addition, which would have passed over unnoticed had I not been in the habit of going over the bills so carefully. One time there was an overcharge of 50 on a monthly account."

"I had all the back bills and my account book with which to check up. Of course, the mistake was immediately rectified when it was brought to the attention of the merchant. Other times there have been small errors, say ten cents or so, which I have figured it out that the ten cents was worth quite as much to me as anyone else, but at once brought it to the attention of the one from whom I had ordered. I would expect my grocer or butcher to expect me to make it right should the mistake be the other way. These may be small things, but they are 'leakages.'"

"At the end of every month I go over the book most carefully to see if I have been spending too much in one way or not enough in another, and how I may get better returns for my investment."

"Comparing accounts with those of even three years back, I find it costs just about half as much again to live. Clothing didn't advance appreciably till this winter. Stockings, of which a small girl has worn out five pairs this season already, formerly cost about 40 cents a pair. This season they have been 65 cents for no better quality."

"We have a division of responsibility in our household, my husband looking after the ordering of coal and the paying of telephone, water rates, gas and electric light bills, the accounts which must be met on a certain date. He is down town, and it is not always convenient for me to get out to attend to these things. We find this the most satisfactory arrangement."

WOMEN ORDER TOO MUCH BY PHONE.

It was Mrs. J. W.'s husband who first told the editor of Our Consumers' League about what a splendid manager his wife was and how, from the very day they began housekeeping, she had insisted upon knowing what became of the pennies as well as the dollars eaten up by household expenses. "She actually taught me how to save money," he said, enthusiastically, "and I can tell you, it was a pleasure to me when I was able to increase her allowance."

Mrs. J. W. gave a convincing proof of her wisdom the very first thing she did when asked as prettily as possible, if she would please be so good as to help the Consumers' League Column to help readers, by telling some of the knowledge she had acquired through keeping household accounts.

"For one thing," she replied, "I think women depend on the telephone too much for ordering. It is very convenient to call up the butcher or grocer when one is busy, but I have come to the conclusion that I obtain much better value for my money when I see what I am buying. The most reliable butcher will sometimes send meat which isn't just quite what you have expected. Then you get ideas by looking around. One of my New Year's resolutions is to try more to do my own selecting."

"Of course, there are certain things, such as sugar, salt, spices and things like that, which can be just as well ordered by telephone. I have a pad and pencil in a convenient place on my kitchen wall, and when I notice that the salt, pepper, mustard, any of the staples are giving out, I jot them down, and when I want to make out a list, all I have to do is to refer to the pad. I don't wait till the canary is empty before ordering. I don't take the risk of running out of some essential when preparing a dish, and being obliged to waste time on this account. It doesn't cost one bit more to keep these things always on hand, and saves a great deal of worry."

"So far as keeping a household account is concerned, I have done this ever since I was married. Just the beginning of November, I also started keeping a personal account. It is so easy to imagine you have lost money when you have returned from a shopping trip, and find how little you have left in your purse. When you begin to reckon up, you will almost invariably find you have spent it all. By keeping an account you will be more careful in your buying, even of postage stamps."

ANDERSONS

THE BIG STORE

Always Busy

Do your shopping the ANDERSON way. If you can buy it for less we will refund your money. Patronize us and you are doing all in your power to combat with the High-Cost of Living.

POULTRY

We handle the finest Milk-Fed Chickens obtainable, 25c a pound. We dress them for you on request.

PORK

Ham Roast Centre, lb.....27c
Ham Roast, First, lb.....25c
Loins, lb.....25c
Shoulder Roast, lb.....22c
Chuck Roast, lb.....25c
Lean Chops, lb.....25c

LAMB

Legs, lb.....28c
Loins, lb.....28c
Chops, lb.....28c
Shoulders, lb.....25c
Breasts, lb.....16c
Racks, lb.....25c

BEEF

Shoulder Roast, lb.....18c
Blade Rib, lb.....18c
Cholest Rib, lb.....22c
Rump Roast, lb.....22c
Porterhouse, lb.....28c
Sirloin Steak, lb.....28c
Beef Cuttings, lb.....10c

CORNED BEEF

500 pounds Choice Corned Beef on sale Saturday only 18c a pound.

VEAL

Ten fancy Calves on sale Saturday as follows:

Fillets, lb.....25c
Chops, lb.....25c
Shoulder Roast, lb.....20c
Shoulder Chops, lb.....25c
Breasts, lb.....16c
Shanks, lb.....18c

FISH

London's Only Real Fish Market.
Halibut Steak, lb.....20c
Halibut Boils, lb.....18c
White Fish, lb.....18c
Salmon Trout, lb.....16c
Coho Salmon, lb.....20c
Steak Cod, lb.....20c
Gold Eyes, lb.....10c
Sea Herring, lb.....10c
All varieties of Smoked and Cured Fish.

PROVISIONS

Frankfort, lb.....15c
Bologna, lb.....12c
Blood Pudding, lb.....12c
White Pudding, lb.....12c
Black Pudding, lb.....12c
Brunswick Bologna, lb.....20c

SMOKED MEATS

Breakfast Bacon, piece, lb.....28c
Back Bacon, piece, lb.....30c
Rolled Bacon, lb.....23c
Cottage Roll, lb.....23c
Smoked Ham, lb.....23c

BUTTER

Dairy Prints, lb.....45c
Creamery Prints, lb.....45c
Cooking Rolls, lb.....35c

EGGS

Packed, Special, dozen.....39c
Cracked, dozen.....35c
New Laid, dozen.....55c

LARD

Single-Pound Packages.....23c
Five-Pound Pails.....\$1.15
Three-Pound Pails.....75c

ANDERSONS

THE BIG STORE.

THREE PHONES—4520, 455, 500.

STALLS 1, 2, 3, 4, 5 MARKET HOUSE.

Six Big Auto Deliveries Saturday.

8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

STORE OPEN SATURDAY 6 a.m. TILL 10 p.m.

GET THE BEST

WHEN YOU WANT BUTTER, ASK YOUR GROCER FOR

MEADOW GOLD BRAND BUTTER.

IT'S FRESH, IT'S PURE, IT'S SWEET.

It Pays to Buy the Best.

THE ONTARIO CREAMERIES, LTD.

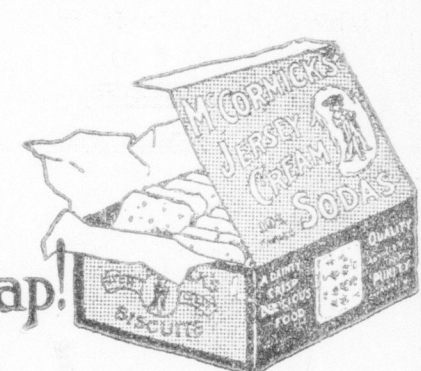
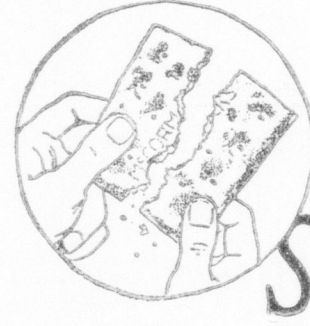
PHONE 762.

OPPOSITE MARKET HALL.

129-131 KING STREET.

If You Buy

McCormick's Jersey Cream Sodas, you know they are always pure, crisp and nutritious; of high food value and reasonable in price.



McCormick's Sodas

JERSEY CREAM

So good that butter seems unnecessary.

Sold fresh everywhere in different sized packages.

The McCormick Mfg. Co., Ltd.
LONDON, CANADA.

Bake At Home

and reduce high cost of living. To be sure of best success, always use

HUNT'S DIAMOND FLOUR

"ALWAYS THE SAME." SOLD BY BEST GROCERS.



SAVINGS DEPOSITS

Deposits for large or small sums may be made at any of our Branches. Interest is added to balance half-yearly. There will be no delay or trouble in opening an account at any time.

Assets.....\$66,000,000

THE BANK OF TORONTO