

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

## ECONOMY Is One of the Many Advantages of the CABINET GAS RANGE

It cuts down the gas bills, because baking and broiling can be done at the same time and with the same heat. This is made possible by the plan of construction. In every way you will find these ranges planned for convenience and economy.

CABINET GAS RANGES FROM \$36.00 UP.

## ASK THE WOMAN WHO OWNS ONE

## The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

## The Man's Way of Saving

Is not so much a matter of dollars and cents as it is a question of conserving energy. We do not know but what this is really most effective after all. You may save and save, and in the end be no better off than you were before you started because your health will probably be ruined by trying to do more than you should in order to save a dollar here and a dollar there. We can help you when it comes to a saving of labor. Try one of our "week-end specials" for Sunday dessert. That will mean no worry for the "day of rest." Then, during the week, phone us often for ice cream. The children like it, your husband likes it and you will like it. Then, to think of not having to prepare desserts! Heavenly!

## Silverwoods, Limited

PHONE 4560

FOR PROMPT DELIVERY SERVICE OF FISH,

PHONE ONN'S  
1296

(The Old Reliable.)

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THESE ARE OUR SPECIAL PRICES FOR FISH SPECIALS:

Whitefish .....16c	Oysters, always, bulk and shell.....16c	Smelts .....18c
Haddock .....20c	Pickled .....16c	Salmon (whole fish) delicious.....16c
Steak, Cod .....18c	Salmon Steaks .....18c	Pinnin Haddock .....15c
Fillet of Haddock.....20c	Jumbo Herring .....12c	Kippers, per pound.....12c
	Ciscoes .....18c	

DON'T READ CARELESSLY. YOU'LL FIND A DIFFERENCE.

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

## WE RECOMMEND



## Satisfying and Sustaining

For over ten years Kellogg's Toasted Corn Flakes has been recognized by the Canadian people as the most popular cereal, and is the favorite food for both young and old—sick or well—summer or winter. By our secret process all the nutritious elements of the corn are preserved and made appetizing. Get the genuine original put up in the red, white and green package, and refuse all substitutes of the "Just as Good" variety. Our trade-mark is our package, and is a protection to consumers.

Only "MADE IN CANADA"

The Battle Creek Toasted Corn  
Flakes Company, Limited

LONDON, ONTARIO.

THE SWEETHEART OF THE CORN

## FOR SALE-- Fancy Roasting Chickens and Boiling Chickens

The kind that your customers know is always just right. That is why every grocer will find it to his advantage to order his Poultry from us. Fancy quality will be reserved on receipt of phone call.

Also New Laid Eggs, Honey, Butter and Potatoes

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

## FRANK SMITH'S Money-Saving Prices

READ THIS.—It would cost us over \$2,000 a year to deliver what we sell. You save in prices what we save in service. Isn't it worth while? Bring your baskets.

The More You Buy the More You Save

Ridgway's Tea, per pound .... 40c	Tomatoes, per tin ..... 18c	St. Charles Milk, per tin.....11c, 6c
Lipton's Tea, per pound ..... 40c	Shrimps, per tin ..... 15c	Seeded Raisins, 2 packages .. 25c
Grand Mogul Tea, per pound... 40c	Lobsters, per tin ..... 18c and 25c	Valencia Raisins, 2 pounds .. 25c
Salada Tea, per pound ..... 44c	Aylmer Peas, two tins for ... 25c	Dromedary Dates, 2 packages. 25c
Red Rose Tea, per pound ..... 44c	Jelly Powder, two packages .. 15c	Domlinon Sugar, 100 pounds .. \$7.50
Corn Syrup, per gallon ..... 40c	Redpath Sugar, 100 pounds .. \$7.65	Figs, three pounds ..... 30c
Domlinon Syrup (Special), per tin ..... 10c and 15c	Redpath Sugar, 20 pounds ... 53c	Japan Tea, per pound ..... 30c
Jam, per gallon ..... 45c	Redpath Sugar, 5 pounds ..... 45c	Bestish Columbia Salmon, tin... 12c
		Seedless Oranges, per dozen .. 15c

Market Square. Phone 1730.

HOUSEKEEPING IS A BUSINESS.  
ECONOMICAL COOKING IS A SCIENCE.

## Our Consumers' League

BY ISOBEL C. ARMSTRONG.

The year's at the spring!  
The first symptoms of that tired feeling are in the air.  
A winter-weary public turns with effortless ease and gives an attentive ear to the patient medicine man, who has a diagnosis on tap for every ailment and a panacea for every ill.  
This is probably the reason that two of our contributors have been inspired this week to discuss the relationship existing between health and diet, and the relation both bear to thrift.  
Both letter writers have grasped the idea that thrift is something bigger and of more universal application than saving a quarter of a pound of butter a week, and having five buttons instead of six on the coat.  
They recognize the importance of conservation of material resources, but they realize also the value of thrift as applied to health, strength and life itself. The opinions of the two philosopher-economists are well worth reading.

### HER GREATEST ASSET.

Dear Miss Armstrong,—I was interested last week to hear the comments of "Tired Business Girl" on the talk of "Medicus" on Food Values, and also about the experiences of herself and sister in regard to light housekeeping.  
I am a business girl, too, but, I am happy to say, not a tired one. I am living far away from my home and people, doing light housekeeping myself in rooms. I consider that my health is my greatest and most important asset. If I am tired, there is something the matter with my health, or I am not taking the care of myself that I should. I have been obliged to think for myself and look after myself, and that is probably one reason why I have given a good deal of thought to the best way to take care of my health and provide a store of energy against the future.  
When I had German measles some weeks ago the doctor whom I consulted told me that I was one of the soundest patients physically he had ever come across. I attribute this to regular habits and plenty of good food that agrees with me.

There is no economy in doing without nourishing food that is required by the system. I have made a careful study of what foods agree with me, and regardless of what "Medicus" says about the low food value of meat, I have found that I require it, and in good quantity. I never stint myself on milk, butter, eggs, meats, vegetables or fruits, and at the same time I never waste money on pastry that might please my palate but injure my digestion. I drink very little tea or coffee, because there is no nourishment in them. Instead, I have milk or malted milk, which I like and find agrees with me. Sometimes I use the malted milk with cocoa, and by varying combinations find I do not grow tired of it.

Some people say to me that fruit is too dear to buy. I don't think so, when it helps to keep me in good condition and saves doctor's bills. An apple costs 5 cents. I have one during the forenoon, and usually an orange between my 12:30 o'clock dinner and 5:30 o'clock tea. I never require to take medicine of any kind.

Living alone and buying in small quantities, I am obliged to plan my meals ahead in order to get the most out of my money. For example, one day I take home a piece of steak and a can of peas, of which I am very fond. As soon as I get into my rooms I put on the kettle and the pan over the gas blaze. By the time my hat is off and hands washed everything is in readiness for me to put the steak on to boil and to put the peas on to heat.  
I have not been using potatoes this winter. In the first place they are expensive, and in the second other vegetables agree with me better. I find rice an excellent substitute and have it frequently.

The morning after my steak dinner I cut up the remainder of the meat in small pieces, and put it into the double-boiler with water and any vegetables left over, some bits of onion, perhaps, and peas from the day before. I leave my double-boiler over the gas turned very low, and when I come home at noon my dinner is already waiting for me.

Plenty of sleep is most necessary for health. I usually am in bed at 9:30 o'clock at night and up in the morning at 6:30 o'clock. I am well rested and wide-awake as soon as I am up. I have ample time to do up all my "housework" before coming down to business.

I always walk, no matter what the weather, and get my exercise in that way.

I know by experience that I feel forty times as well when I am cheerful. That is one reason why I always walk on the sunny side of the street, excepting when it is too hot. I never read a morbid or melancholy book. I pick out the books that cheer and give me a gladder outlook on life. Of course I read the war news. Apart from this personal interest I have in it, I would consider it necessary to do this in order to be informed. The news of the day brings sadness, but there is no sense in picking out depressing general reading.

Amusement is necessary, too, for good health. For my own part I like dancing, but one night a week is enough, and it is time to stop before one gets tired. If I had poor health and were a "Tired Business Girl," I wouldn't be in a position to be an employer as I should, to do my bit of service for the other people in the world, or to enjoy life while I was living it.

Again, just as when I put a certain amount of my earnings in the bank each week, I feel I am providing for the future when I am keeping myself strong in the way of a constitution in a few years, when so far as I can see at the present time, I will still be able to depend upon myself.

These are my ideas of thrift for the business girl.

I am afraid I have taken up a great deal of your space, but I see so many business girls who are only half fit for their work all the time, because they do not take proper care in regard to their food, clothing and rest, that I do want to tell them some of the things that are helping me.

I hope some more of the business girls, who, like myself, are "light housekeepers," will write to your column and tell how they manage.

Sincerely yours,

HEALTH FIRST.

The above letter speaks for itself. But there is one point which "Tired Business Girl" mentioned a week ago. The editor of this department would also be glad to hear from other business girls in regard to the way they meet their personal interest in managing their incomes, light housekeeping, and conserving their health and strength.

### SIMPLE DIET HIS HEALTH SECRET.

A well-known London businessman tells as follows how his family expenses have been cut down through a knowledge of food values, which is also the secret of his ability to be at work, feeling physically fit, six days in the week:

London, March 19, 1917.

Dear Editor, "Consumers' League."—I have been following your column ever since it started, and have been particularly interested in the articles on food values, especially in their relation to the high cost of living. Personally I am firmly convinced that the real source of high cost of living in many homes is not so much the high cost of commodities as indulging in cravings instead of supplying needs. It has often amused me the scientific care a man will take in feeding his horse and the utter lack of intelligence he displays about what he eats himself. You may say this is the woman's business, to provide the meals. But what of the man who lunches at restaurants or is obliged to board entirely away from home? Shouldn't he exercise some common sense in choosing? Again, isn't it quite in order for a man to make suggestions to his wife, mother or sister, about points she perhaps hasn't considered, with regard to reducing expenditure and work as well? Mind you, I know it must be done tactfully. I often act on suggestions from my wife in connection with my business, but she is the kind of woman who never makes me feel she knows more about it than I do, even if I recognize it myself.

Observation and experience have taught me that the average man eats three times as much as he needs. A horse will pull a ton and a half a whole forenoon on a breakfast of two quarts of oats and some hay and a bulk. All that a man needs to do a good forenoon's work is a generous bowl of oatmeal, a piece of toast, and a cup of coffee. I have tested it and know. I have my breakfast at 8 o'clock in the morning, and lunch at 1 o'clock. I don't know what it is to be a man who has a headache, backache or is so fatigued, and I feel sure that is more than many men years my junior who apply themselves much less cleverly to work can say. I'm not going to tell you my age, but I will admit that I have three grandchildren, one of whom is old enough to be a school cadet. I am getting younger every year on a simple diet. Apart from the feeling of vigor and good health enjoyed by the men I have known who made simple diet their rule, they have invariably been men of keen, alert intellect. Did you ever see a gourmand who was that?

I was a young man living in Philadelphia at the time of the Centennial in 1876. One little incident that came to my attention at the time awakened my interest in the subject of food values, though people had scarcely begun to think of them then. George Washington Childs, proprietor of the Public Ledger, Philadelphia, gave an elaborate banquet of many courses in his home in honor of the commissioners of the exposition. Four wine glasses stood beside each cover. Those of the host were turned down, empty, though prohibition had not begun to be talked about. It was before the days of Carrie Nation. George Washington Childs' dinner was a bowl of porridge and milk.

In these days when foodstuffs are high and patriotism demands thrift in their use and in the expenditure of money, it is doubly important that people should take a stand against pampering their appetites and coaxing them with expensive condiments. The best sauce for any food is appetite, and the man who eats only what is required for health and strength is sure to have that in abundance.

Another point: For all human ailments, God has provided a divine physician, Nature. When you feel hungry, eat; when you feel sleepy, sleep; when you are rested, work. Conservation of energy is economy also, and energy saved is a physical resource.

Yours, with best wishes, A MAN WHO WORKS EVERY DAY.

### SYSTEM IN HOUSECLEANING.

The year's at the spring.

The attention of the vigilant housewife irresistibly is drawn to the subject of housecleaning.

"It has been such a long, long winter that I'll just enjoy turning the house inside out and chasing the dust from all the corners," said one woman the other day. "I didn't realize," she continued, "that the rug in my bedroom was getting so worn till I noticed the bright spring sunshine on it this morning. But there is one thing sure, I simply won't have another until after the war. It is not a necessity. I'll make everything as bright and shining as possible, and no one will notice a faded carpet."

That started tongues wagging about methods of housecleaning, while the knitting needles clicked.

Next week we propose to tell about the housecleaning methods of a couple of the homemakers who made up the knitting circle. Won't some more of our readers tell us how they make the spring cleaning easy through system?

## Saturday Specials

AT THE BIG STORE

Compare these prices with any other meat and provision merchant, and you will find them lower, quality considered. We invite comparison.

## London's Produce

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Practically all of our goods are produced in London, our meat slaughtered here, our cheese and butter made right in the city.

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You can buy your produce cheaper here than if you had to pay for express and freight charges. A comparison of prices will convince you.

Choicest Sirloin Steak, lb. ....	32c
Porterhouse Roasts, double cut ..	35c
Legs of Lamb, choice, lb. ....	32c
Loin of Veal, very choice, lb. ....	25c
Breasts of Veal, lb. ....	18c
Fresh Pork Tenderloin, lb. ....	38c

**FREE** 5 Pounds Ground Bone free with every \$1.00 sale on Saturday.

### COOKED MEATS.

Cooked Ham, lb. ....	50c
Roast Pork, lb. ....	45c
Jellied Tenderloin, lb. ....	50c
Jellied Hock, lb. ....	35c

### BUTTER AND EGGS

Dairy Prints, pound .....	41c
Creamery Prints, pound .....	47c
Creamery Solids, pound .....	46c
Farmers' Rolls, pound .....	40c, 41c, 42c

Guaranteed New Laid Eggs

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THE BIG STORE.

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## THE MEADOW GOLD BRAND

FINEST CREAMERY BUTTER.

Its Quality Has Made It the Popular Brand in London.

Sold fresh from the churn every day. Housewives: See that you get this brand. Come and inspect our plant. You will be welcome.

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OPPOSITE MARKET HALL.

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A satisfactory, palatable lunch, in pleasant surroundings, for MERCHANTS, CLERKS, AFTERNOON SHOPPERS in the

## Chivas (NEWLY DECORATED) Tea Room

The prices will surprise you, the service will please you, you'll find the company you meet there agreeable. We are in the business district, and cater to those engaged in business around us, who do not care to give the time in that part of the day to going home. Your street car fares will almost buy you a light lunch here. TRY IT. If you like it tell others.

Everything in Fancy Baking at Moderate Prices.

J. M. Chivas, Confectioner

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## REDUCE YOUR LIVING EXPENSES

by baking at home. You'll never have a failure after succeeding with HUNT'S DIAMOND FLOUR, because for over fifty years it has been

"ALWAYS THE SAME."

SOLD BY BEST GROCERS.

## HUNT'S DIAMOND FLOUR



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ALL WHO HAVE banking business of whatever nature to transact will find the modern Banking Service offered by the Bank of Toronto most satisfactory. Long experience, ample resources, extensive foreign and domestic connections enable us to provide adequate facilities for the management of business accounts.

CAPITAL ..... \$5,000,000  
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