

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

A Safe Guide When Buying Meat and Groceries

If you want to save money and at the same time get the highest quality, read our advertisements, for here you will find the biggest money-saving bargains in town. We point to our phenomenal business growth as our guarantee of satisfaction. Phone your order. Take advantage of these wonderful Saturday specials.

Round Steak, lb. 36c
Sirloin Steak, lb. 38c
Shoulder Roast, lb. 25c
Fresh Ground Hamburg, lb. 27c
Choice Rolled Corn Beef, lb. 27c
Shoulder Roast Pork, lb. 34c
Shoulder Pork Chops, lb. 35c
Loin Chops, lb. 40c
Pickled Picnic Hams, lb. 32c
Smoked Picnic Hams, lb. 33c
(Ingersoll Brand.)

Boneless Rolled Pot
Roasts, 27c Lb.

SPECIAL!
PRIME RIB
BEEF **29c**
Rolled Free.

Canned Vegetables, Salmon, Eggs, Butter, Cheese, Catsup, Jams.

BURBANKS' MEAT MARKET
Store of Quality
and Efficient Service
MEATS & FISH
613 DUNDAS ST. Phone 2986
Canada Food Board License No. 9-5418.

SEEING IS BELIEVING

Knowing is satisfaction! We have demonstrated that it pays to advertise. We know now that it pays to let the people know who you are, where you are and what you are doing. The people appreciate the recognition of themselves by flocking to the man who speaks above a whisper about his business. Everybody likes the fearless truth. We know others in our line of business are wild about the prices we make, but we are here to serve the people with meat at prices which really help to keep down the cost of living.

Rib Roast of Beef, lb. 25c
Shoulder of Beef, lb. 22c
Boiling Beef, lb. 18c
Stewing Beef, lb. 18c
Sirloin and Porterhouse Steaks, 37c
Loin Beef Steak, lb. 35c
Corned Beef, lb. 25c
Sausage, lb. 20c
Hamburg Steak, lb. 20c
Breakfast Bacon, in piece not less than two pounds, lb. 35c
Shoulder Roast of Pork, lb. 35c
Loin Roast of Pork, lb. 40c

D. H. FLANNIGAN, 870 DUNDAS ST.
Don't Waste Your Money.
CANADA FOOD BOARD LICENSE NO. 14296.

RIGNEY BROTHERS

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

When buying flour do not forget your substitutes. Food board says you must now use 1 pound substitute to 9 pounds of wheat flour. Be patriotic. Do your bit. Be safe within the law. We have Corn Flour, Cornmeal, Rye Flour, Buckwheat Flour and Fine Oatmeal.

JUST ARRIVED, CAR OF FEED WHEAT. We have a full line of the best grains and chops for poultry and stock. Prices right. The best is always the cheapest. Feed must be of good quality to give profits. Call and see us. We cheerfully give advice to help you.

Use Bordeaux For the Blight on Potatoes

CONSERVE YOUR GARDEN CROPS. PRODUCE MORE. PRODUCE MORE. WASTE NOT, WANT NOT. Don't waste the space in your garden where you have gathered the early vegetables.

WE SUGGEST PLANTING
BEETS for pickling purposes. BEANS for the table in September. PEAS for use by fair week.
RADISH for summer or winter use. LETTUCE—Sow now for crisp salad. Also Turnip Seeds.
ONIONS—Splendid sets, 15c a quart, 2 for 25c.
SOW PERENNIAL FLOWER SEEDS
Delphinium, Sweet William, Phlox, Canterbury Bells, Dianthus, Gaillardia, Poppy, etc. Use Nitrate of Soda to hasten growth of all plants.

DOMINION SEEDS, LIMITED
PHONE 550. (Formerly Darch & Hunter Seed Co.) 119 DUNDAS STREET.

To Butchers, Grocers and Fruiterers:

How about keeping your store, your goods, your prices, before the readers of this page every week? That it pays is best evidenced by the advertisers who have used the High Cost of Living page, continuously for two years. Its ably-conducted "Consumers' League" column has always been so interesting and full of useful hints to housekeepers that its readers anxiously look for it in the Advertiser every Friday, and then go carefully over the advertisements, making their selections in keeping with their needs.

To Purchasers of Table Supplies

Advertisers render you an invaluable service by saving you a great deal of time and loss of energy. Knowing what you must buy for the week-end supplies, it is a great convenience to know just where to go and what your purchases will cost you.

You save money, time and energy by reading The London Advertiser's "Housekeepers' Buying Guide" every Friday.

"THE CASH AND CARRY STORE"

Cascade Salmon, 1-lb. tins 24c
Home Jam, 4-lb. pail 60c
Creamery Butter, per lb. 46c
Crisco, per tin 32c
Dalton's Lemonade, per bottle, 10c
H. P. Sauce 25c
Seal Brand Coffee, per lb. 45c
Golden Yellow Sugar, 10 lbs. 90c
Redpath Sugar, 5-lb. carton 50c
Redpath Sugar, 10-lb. bag \$1.00
Maple Leaf Salmon, 1/2-lb. tins, 2 for 45c
Armour's 2-X Oleomargarine 33c
Seeded Raisins, 2 packages 25c
Dried Dates 23c
Maple Butter, per tin 23c
Peanut Butter, per lb. 28c
Domestic Shortening, carton, 25c
Domestic Shortening, 3-lb. pail 85c
Pure Lard, 3-lb. pail 90c
H. A. Oleomargarine 34c
CANADA FOOD BOARD LICENSE NO. 8-6165.

FRANK SMITH, MARKET LANE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Slaughtering the Meat Bill

A certain London butcher, who is an advertiser in this page, has figures to prove that the cash and carry system of doing business pays not only himself, but his customers as well.

After one short week of the experiment he was able to make a three per cent reduction all round on the supplies he offers for sale to the public.

Convinced of the merits of the system which eliminates unnecessary work and expense in bookkeeping, billing, delivery charges, etc., he has been anxious for a length of time to try it out. He announced a couple of weeks ago that a five per cent reduction would be given at his meat market on all cash purchases carried home by the customers the following week. The editor of this department, who has for more than a year been advocating "cash and carry" as a means of helping to reduce the cost of living, interviewed the butcher in question last Saturday to see how the experiment had turned out. Mr. Butcher Man was delighted with the results the first week. His business had been revolutionized without being disturbed, excepting in a beneficial manner.

"The experiment has convinced me that the public welcomes the system, when it means a reduction in the cost of meat," he said, explaining. "I announced widely that a five per cent reduction on the cost would be made to all customers who carried their parcels home themselves. We kept an accurate record all week of every sale. Five-sixths of the people who bought from us this week carried their own meat home, and just one-sixth asked to have it delivered. The parcels which were asked to be delivered averaged in cost 63 cents. The people who gave big orders carried away their own parcels in order to save the five per cent. It cost 7 1/2 cents a parcel to deliver each of those parcels averaging in cost 63 cents. Five-sixths of the customers who carried their own parcels home had been helping to pay the delivery charges for the one-sixth.

"It has been costing me in the past \$52 a week for something resembling a satisfactory delivery. At that, there have been continual losses through dissatisfied customers. A woman would perhaps telephone for a roast for dinner at a few minutes after 9 o'clock. The 9 o'clock delivery had just gone, and she naturally was not pleased when it did not reach her until after 11 o'clock. But there was no way to help it. With the new system installed, I can manage the deliveries with the same turnover for \$14 a week. A boy with a bicycle is all I need to fill the small percentage of orders which require delivery. The bicycle system is proving much more prompt. When meat is ordered which requires long cooking, we are able to make arrangements to get it to its destination in plenty of time, while the 'short orders' such as steak or chops can be sent later.

"It is just what I started trying out the cash and carry system, and I have been able to make a general cut in the price of my goods of three per cent, thereby giving my customers the benefit of the reduced cost in operation of my business. At the same time, I am benefiting myself, in being able to give more satisfactory service."

Three per cent may seem a trifling amount to some people to save on one day's order of meat or fish, but three per cent is three per cent these days for a good many folks. There is another point to be considered. When the customer sees what the butcher shop has to offer, buying can be accomplished to much better advantage than when the order is telephoned. Of course, there are exceptions to this rule which prove the rule. There is the exception of the housekeeper who hasn't learned to discriminate in the choice of meat. She has to rely entirely upon her butcher. Unfortunately, the butcher's clerk is not always as careful and thoughtful as he is himself. The housekeeper who does not know how to buy household supplies discriminately should make it her business to learn, particularly in these times when mistakes are costly in loss of food as well as loss of money. The careless, ignorant housekeeper was merely disloyal to her home in the bountiful days of old. Now she is unpatriotic to her country as well.

The butcher quoted above is not the only London businessman who has considered the cash and carry system and approved it. One has only to study the advertisements in the papers and to read the signs over doors and in windows to discover the extent to which it is being adopted in this city. A study of price lists in practically all cases evidences the fact that the honest merchant is doing his duty to the public in giving the public the benefit of the delivery charges saved when said public does its own fetching and carrying.

SCHOOL KITCHENS AS CANNING CENTRES.

A few weeks ago, when reference was made in this department to the canning centre established in Parkhill a year ago, under the joint auspices of the Women's Institute and Red Cross, in order to promote food conservation in the district and insure generous contribution of canned fruits, vegetables and chicken for the Red Cross overseas, the statement was made that a number of similar canning centres are being operated in other points in the province this year. Further, advantage of canning in such centres as stated by Mr. Macbeth who has charge of the Red Cross canning kitchen in Hamilton were quoted.

Following the publication of that installment of our Consumers' League, the comment was heard from perhaps half a dozen women of London, "I think that community canning centre is a splendid idea. I only wish we could have it in London. I'm sure I, for one, would be glad to get rid of having the work done in my own kitchen."

Last week a deputation from the Toronto school board, including the chief inspector and the trustees, paid a visit to London to the schools, the Ryerson, Lord Roberts and Riverdale. It was a noteworthy fact that two members of the deputation were women trustees, one of these, Dr. Caroline Brown, who has held the office for a number of years. Still more, Dr. Brown is the first woman on the Toronto school board to become chairman of a committee, and that the proper committee, Dr. Brown is a strong believer in making the school a public utility all the year round. Why close the schools up two months in the year, these buildings in which so much public money has been invested, and to the maintenance of which the public is contributing so much in taxes? She would see the schools used not only for the purpose for which they were originally intended throughout the school year, but she would also see them used as community centres for the benefit of the public which pays for their up-keep. AND, DURING THE SUMMER, SHE WOULD HAVE THE DOMESTIC SCIENCE KITCHENS AVAILABLE TO BE USED AS COMMUNITY CANNING CENTRES.

Why not? she wants to know. The editor of this department heartily seconded the motion.

Dr. Brown was deeply interested in hearing of the large amount of canning and knitting done by the school children of London for patriotic purposes. "Splendid," she said, adding, "My idea is that the household science kitchens in the schools should be open during the two holiday months, the most important canning months of the year, to be used as community canning centres, where the women could learn the proper methods of canning and storing their fruits and vegetables. I have in mind the using of the schools as canning centres, not for patriotic purposes in the sense of canning for the Red Cross, but primarily for the conservation of food, which is most patriotic work. Last year the women in Toronto asked for the use of the schools and were refused. I understand they will ask again this year, and they will get them. Since Dr. Caroline Brown is chairman of the school property committee, she doubtless knows whereof she talks when she says women will get the school kitchens if they want them. Dr. Brown added, "It is folly to have so much money locked up in the schools, for which the ratepayers are paying so much, and to have the schools shut up two months in the year."

Last year the question arose of a community canning centre for London, the Women's Gardening Association giving some consideration to the idea. It was considered impracticable, owing to the expense involved in securing accommodation and equipment. It will be remembered that the association subsequently arranged for a short course in canning fruits and vegetables which was held in July in the Lord Roberts school. While the steam jacket kettles such as are being used this year in Hamilton, Parkhill, Barrie and other canning centres are not a part of the equipment of the household science kitchens here, there is much to commend the idea of keeping the kitchen open for the purpose. It is quite probable the all-London school board of London will frown upon this idea for the city, but there was once upon a time in this very city when school boards thought domestic science a foolish fad.

GUARANTEED METHODS ONLY THIS YEAR.

Because a lot of people didn't meet with success in canning vegetables, according to the methods demonstrated in that short course in the Lord Roberts school last summer, they blamed the course. One of the few people who had green peas kept well was a housewife who didn't attend the course but who read the instructions as reported in The Advertiser. (Which goes to prove that one should always read, and believe, and follow the advice of the press.) Whatever happened, the important thing when food conservation is such an imperative duty is to use only practical, tested recipes.

Promoters of the Parkhill canning centre firmly believe the reason why it was such an outstanding success last year, and why everything canned kept in such excellent condition, was because the demonstrator secured was a practical housekeeper who had every recipe herself and was assured it was guaranteed before passing it along. Experimenting may have been all very well in the past when there was no call to save every scrap of food, every grain of sugar. Waste this year means want for somebody, if not for oneself. A prominent member of the local food conservation committee, commenting upon the losses sustained by a number of her friends last year, said, "The trouble with us all is we have become so accustomed to luxuries, to having foods out of season at our command, that we are not satisfied with winter vegetables in winter. We insist upon greens, fresh tomatoes and strawberries in February, instead of the parsnips, carrots, beets and beans that we might successfully store." This isn't the time for fads and fancies in eating. The first consideration should be given to storing for winter use the foods that possess the greatest food value, and storing them by preserving, canning, drying or some other method that has proved successful in the past.

THERE'S A PUNCH IN EVERY DOLLAR YOU SPEND HERE

When you buy here you are striking a blow at high prices. Below we list but a few specials that give you a glimpse at the way we save you money in choice groceries and high quality meat, not only on Saturday, but every other day in the week.



Fresh-Caught
Herring, 10c

Rump Roast Beef, lb. 30c
Rib Roast Beef, lb. 32c
Chuck Roast Beef, lb. 30c
Pot Roast Beef, lb. 28c

Hamburg Steak, no scraps, 28c
Veal Breasts, per lb., 20c
Stewing Veal, per lb., 18c
Breast Lamb, per lb., 28c

SPECIAL!
PORK STEAKS, Lb. 40c

Tomatoes, Tin 24-LB. BAG FLOUR \$1.50
Raisins, Two Packages 25c
Pork and Beans, per tin, 13c
7-lb. bag of Flour, 50c
Domestic Shortening, package, 30c
2-lb. Corn Syrup, per tin, 23c
Aylmer Peas, per tin, 15c

ANDERSONS

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

Grocers and Butchers, Your Reputation Is At Stake!

If you would make good friends and protect your trade, as well as increase your business, BUY THE BEST. Our poultry is all carefully graded and selected. We have a stock of choice fresh goods on hand, and can fill orders promptly. Order early from

C. A. MANN & CO., 78 King St. Phone 1577
Canada Food Board License No. 7-078.

SPECIALTIES—FANCY DRESSED POULTRY, SELECTED EGGS, CHOICE DAIRY AND CREAMERY BUTTER, OLEOMARGARINE

AT ONN'S FISH MARKET. COD WEEK. AT ONN'S FISH MARKET.

Now For Headless and Dressed CODFISH at 12c Per Pound at the Store
Everyone is trying to help bring about a lower consumption of meat by eating more fish. We are doing our part by keeping the stock and rendering you good, prompt service. We carry the largest and freshest stock of ALL KINDS OF FISH in London, and deliver them promptly to any part of the city.

ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S
143 King Street. Canada Food Board License 9-718. Phone 1296.

WHEN YOU ARE LOOKING FOR BARGAINS IN DRUGS YOU GO TO THE CUT-RATE DRUG STORES. WHEN YOU WANT REAL BARGAINS IN MEATS COME TO THE

CUT-RATE MEAT MARKET

Sirloin and Round Steak 37c
Choice Rib and Rump Roasts 32c
Thick Rib and Chuck Roasts 28c
Best Small Sausages 20c
Smoked Picnic Hams 35c

PRIME CORNED BEEF 28c

Sweet Pickled Shoulder Pork 35c
Choice Fillet Veal 35c
Loin Roast Veal 32c
Shoulder Roast Veal 28c
Loin Roast Pork 42c
Fresh Ham Roast 38c

SHORTENING—3-LB. PAIL, \$90c; 5-LB. PAIL, \$1.45; 20-LB. PAIL, \$5.50.
WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.
Canada Food Board License No. 9-5914.

A Young Man's Career

Many young men are utterly unready when the big chance comes. The young man who refuses to accumulate a fund of money by means of a Savings Account in a good bank, will regret his folly many times—every time that opportunity opens the door to the man with some ready money at his command. At times nothing takes the place of ready money. These things being true, the Bank of Toronto invites every young man to open with it a Savings Account and to add to it regularly. The beginnings may be small and the growth seems slow—but soon the fund takes on size, and with the habit formed and purpose fixed, the fund grows fast. Then with ready money at his command, a young man's career is not so much a matter of chance.

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 Tait Streets.