THE HIGH COST OF LIVING

MAY BE REDUCED BY FOLLOWING

THE HOUSEKEEPERS' BUYING GUIDE

GAS

Scarcity of Coal Brings High Prices

Wholesale and retail dealers in coal are preparing their customers for a further increase in the price per ton. They ask you to curtail your use of coal.

Gas is one of the few commodities that has not increased in price. It is the most economical fuel to be had today. Gas is always at your service for LIGHTING, HEATING AND COOKING.

SEE OUR BIG DISPLAY OF GAS APPLIANCES.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

You'll Find by Actual Experience

that looms up prominently, but the waste that has been occasioned by using inferior grades. We are likely to think that a few cents saved in the first cost will mean a great difference in the final figures, but you know as well as we do how often one cheap ingredient will spoil the whole result. Take our advice: "Use only the best, when it comes to food." It's the cheapest in the end.

Silverwood's Creamery Butter Always Fresh Always Pure

NOT the cheapest in the first place, but the BEST. Therefore the cheapest.

2,000 lbs. Choice, Tender, Juicy Pot and Oven Roasts on Sale, While They Last 16c Lb. TRY MY HOME-MADE PORK SAUSAGE FOR BREAKFAST SUNDAY MORNING. My, what a satisfying breakfast you will enjoy They're my I deliciously spice them to give just that little extra

CURED AND COOKED CHOICE BEEF. MEATS. cv Sirloin Steak 25c nder Round Steak .. 220 me Rib Roasts 22c Mild Back Cured Very Choice Picnic DEALER IN POULTRY.

Sliced Boiled Ham....45c Extra Mild Side Bacon 28c Tempting Pickled Shoul-Hams20c VEAL, PORK, LAMB, Cottage Rolls, extra

PICKLED PORK. (Not too salty). Lean Side Bacon.....23c

Extra Choice Loins ... 280

WORTHINGTON'S MEAT MARKET

Charles Worthington, Prop.

THE PEOPLE'S STORE.
Stalls 14, 15, 16, 17, 18 Market House.

Deliveries leave for all sections of the city at 8:30 and 11 a.m., and 2, 4:30 and 8:30 p.m.



CANNED GOODS.

ONN'S FRESH FISH FROM ALL WATERS. Onn's Bulk and Shell Oysters, Onn's for Your Turkeys, Onn's for Your Ducks. Onn's for Your Poultry and Game. THE BEST OF FISH AND POULTRY

> ONN'S PHONE 1296

CHIVAS for Christmas Candy

SPECIALS EVERY DAY UNTIL AFTER CHRISTMAS-All this week we have been running a Candy Special every day. The sales of our Special Sweets at Special Christmas Prices have been enormous. We are practical Confectioners. We believe we know what should go into Good, Wholesome Candy. Give your children the best-Safety First, is enduring health.

Let us help you with their CHRISTMAS CANDY CHEER-TRY OUR SPECIAL MADEIRA CREAM

BONBONS, 35c PER LB. (SATURDAY ONLY).

WEDDING CAKES. EVERYTHING AT MODERATE PRICES. PARTY SUPPLIES. 117 DUNDAS ST. PHONE 443.

Pure Milk for Health Safety Pure Cream for Christmas Delicacies

You cannot be too careful about the MILK and CREAM you are using on your family table if you are solicitous about your family's health. Use London Pure Milk.

London Pure Milk Co., Ltd.

561 DUNDAS ST. PHONE FOR OUR WAGON TO CALL.

FRANK SMITH'S Money-Saving Prices

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

Where is the knight or the squire so bold as to step into the civic arena in the forthcoming elections and champion the cause of definite, feasible measures to reduce the cost of living in London? That gallant candidate may be assured of racing into office with flying colors, provided he can convince the public of the entire sincerity of his purpose and the practical nature of his

The housewives of London are becoming thoroughly aroused in regard to the subject of the high cost of living. Unfortunately, a good many of the housewives lack the power of the ballot. But there is no doubt that they will back up with their influence, if not with their vote, the individual who will tackle every man's problem in a manner likely to bring results. Then there are other women who are numbered with the voters, and there are men who will cast even politics to the winds to support a good cause.

Fare forth, St. George, with your patent extinguisher! The blessings of the community be upon your head if you do something to regulate the fire which is eating such big holes in family incomes and making it difficult for many people to eat to live at all. Now don't all try to enter at once!

Anyone who doubts that the housewives of London are thinking seriously in regard to their household problems, and thinking in a large, constructive way which extends beyond the ingredients of an Irish stew or a substitute for salad dressing has only to read the following letter:

London, Ont., Dec. 9, 1916.

The Advertiser, Consumers' League Column:

Dear Editor,-New that the people have been awakened by your excellent column, it is time for organization. We must organize in order to accomplish the worthy and patriotic aims o' such a league.

Through your column, I would call the Women's Canadian Club, the Mothers' Clubs, the Local Council of Women, and all similar organizations to unite and form an efficient "Consumers' League." Among the aims of such a league I would suggest a conference

with the city officials to request the enforcement of the law to prevent the merchants buying up the market before the housewife can do her Also to request the same officials to stop this unrighteous craze to

put everything eatable into cold storage. Then, let us have a uniform market. At present butter, eggs, fowl, etc., of one quality are often sold at as many different prices as there are farmers. These articles should be graded and put into three classes, according to quality, and then uniformly priced.

Such grading would encourage the farmer to produce the best pos-Right here, I suggest that eggs be sold by the pound. They vary so

in siz that it would be more fair to both the seller and buyer. would tend to encourage efforts towards the production of improved Such a league could hold in check the ascending price of bread and

milk It is rumored at present that our businessmen are selling stock to form a condensed milk company in our vicinity. Is milk scarce then? Our western cities, to which you made reference last week, have shown us what a consumers' league can do to reduce the high cost of living in Canada. Let us follow their lead in this good work.

should like, dear editor, to hear the voice of my fellow consumers as to such an organization. Yours very truly, ALICE WHEELER.

What do our readers think of Mrs. Wheeler's suggestions? Have we already too many organizations? Could her ideas be carried out through organizations already in existence? In regard to selling eggs by the pound, following the suggestion made in our Consumers' League column early in its history, Mrs. Bluett of the St. George's Mothers' Club advised the taking of action by the fothers' Clubs in appointing a deputation to wait upon the body or bodies h power to act. Has anything further been done?

THAT CHEAPER CUT

Talking about doing something in a practical way to cope with the increas ng cost of living, did you ever think of a saving which might be effected in your butcher's bill by using less expensive cuts of meat?

Scientists and domestic scientists tell us that what our systems need, prorided we are in normal condition, is a well-balanced diet, which means we must have carbohydrates, proteins, fats, mineral matter and water. Since the pro elns are the tissue builders, these are most important, to continually replenish the waste. Moreover, they are of particular importance in the diet of children. Proteins are supplied by meats, fish, eggs, milk, cheese.

A poultry specialist told a London audience not long ago that by another year we may not be able to get eggs at all, unless we take to raising hens for ourselves. Cheese is more difficult to digest than meat. Everybody doesn't like fish. The average family for some time to come is likely to depend largely upon meat for tissue-building.

A group of women chatting over their knitting began comparing notes in regard to their methods of purchasing meat and poultry. One said, "I depend entirely upon my butcher. I have dealt with him for years. All I have to do s to telephone him what kind of meat, and about the quantity ! want, and h sends it. It is very seldom it is not entirely satisfactory. Of course WE ONLY ORDER THE CHOICEST CUTS,"

The other women looked as if they thought the speaker a most virtuous and ensible person. They were well grounded in the tradition of the best being ALWAYS the cheapest.

There was just one present who dared to jar the perfect harmony by a discordant note. "I do want to keep up the standard of my table," she said, "but don't you find it quite a problem to keep on buying the best, and only the est when prices get higher and higher all the time?

Addressing a meeting under the auspices of the St. George's Mothers' Club ecently, Miss Isabel Davidson, a graduate of the Lillian Massey School of Donestic Science, gave some valuable suggestions in regard to the serving of th ess expensive cuts of meat, and at the same time maintaining the standard Despite what cold science has to say about the folly of sentimentality

regard to food, Miss Davidson asserted: "There are two factors concerned in the digestibility of meat. In the first place, it must be palatable, therefore, carefully cooked. In the second place, it must be pleasing to the eye. If it is not pleasing, the digestive juices do not flow so easily." Then she gave the accompanying directions for cooking a chuck roast, at 16 or 17 cents a pound, to make it a palatable substitute for a sirioin roast, at 23 or 25 cents a pound.
"Take the chuck roast," she said, "wipe it with a damp cloth and rub it with salt and pepper. Dredge with flour. Have the pan smoking hot and quickly sear the roast on all sides, to seal up the cut-end fibres and keep in the juices. The best utensil is a roaster with a tight-fitting cover. When the roast is well browned, put in the pan one or two cups of boiling water and let simmer or boil on the stove till tender. The steam will make it tender and dissolve the tiny connecting tissues which bind the fibres together, after which the fibres will be readily separated. You will have the most delicious gravy, and, by cooking accordining to this method, you won't lose any of the nourishment. Any inexpensive roast may be made tender by cooking this way."

EGGS IN WINTER.

It is no joke trying to edit a Consumers' League column and thereby attempting to be a missionary to humanity at large. Even one's best efforts sometimes fail to be appreciated. A week or so ago the editor met a Family Man with a glitter in his eye and a pugnacious tone in his voice when he said:
"I have been reading your Consumers' League."

"Well?" he said. "That isn't the worst of it, My wife has been reading it, and she is determined to start a chicken farm right away in the backyard. She has been reading what Miss Nicholson said about the possibility of raising chickens in the backyard, and at the same time keeping conditions sanitary.

Now, she won't rest satisfied till we have that ideal henhouse, clapboards whitewash and all. She has the idea, thanks to your column, that it is her patriotic duty to raise chickens and supply the family table with eggs and poultry. I see how it is all going to end. I'll be expected to do the whitewash-

ring. I blame it all on you."

The real culprit in this case is not the editor, but Miss Lillian Nicholson, poultry expert, who has made the subject of poultry raising to attractive to those who heard her lecture in London some weeks ago, and also to those who have read what she has to say in our Consumers' League.

True to her promise, Miss Nicholson is keeping us in mind, and has sent

further suggestions this week for those who already raise poultry. Prosper poultry raisers would do well to clip the following for future reference. publish without even an apology to the Family Man: "There are many factors at work determining our results

taining winter eggs. so many 'little things' that count, and these little things are so often passed over. Grit is one of these factors. How often do we go into the well-kept poultry house to find everything in a perfect state of cleanliness and health, with a disappointed manager wondering why he gets no eggs. 'But, where do you keep your grit?' I he gets no eggs. 'But, where do you keep your grit?' we ask. 'The never thought of grit, he replies. Oystershell is another factor, and o is most needful to supply. Don't forget that when the hen has complete work of white and yolk she covers it with a shell of white or brown, you supplied her with the needful articles for the manufacturing of that white yolk. Don't fail to supply her with the needful material to complete her of covering it with a shell. These can be obtained from any poultry suppose, and London has several good ones. Oystershell is needful for egg in the control of the control duction, and do not forget grit

Cleanliness and Purity

ANDERSONS

The Big Store's aim has always been to make everything connected with this great market absolutely perfect. The auto delivery service was a great boon to our customers, and the qualify of our meats was always beyond comparison. To add to this we aim to make everything absolutely pure and sanitary.

White Uniformed Salesmen

is the latest innovation, and coupled with the great lighting facilities of this store, we can now assure you of cleanliness and purity in meats never before known in Western

Friday and Saturday Leaders

CRACKED EGGS, NEW LAID, DOZEN 35c SMOKED HAMS, HALF OR WHOLE, POUND 25c ALL POULTRY DRAWN AND CLEANED READY FOR STUFFING.

BUTTER. POULTRY. Choicest Salmon Trout, pound 15c Dairy, pound 45c Creamery, pound. 48c Halibut, pound ... 18c Chickens, pound .. 20c Creamery Rolls, round 47c Whitefish, pound. 15c | Pinest Ducks, pound ...

Six Auto Deliveries Saturday: 8, 9, 10 a.m.; 2:30, 4:30, 8 p.m.

PHONES: 455, 500, 4520. MARKET HOUSE.

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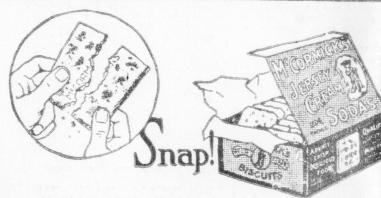
Always of first-class quality, sweet and pure. For Drinking or Cooking purposes our Buttermilk is unsurpassed. Drop in and try it

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





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Costs less because it goes further and has no failure -for over sixty years it

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It will encourage thrift and stimulate the desire to make a monthly addition to the account, eventually giving them a good start in life.

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