

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 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.

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.

The VALUE of a NAME

JAMES WORTHINGTON built the fortifications along the ramparts of the city of Quebec.

JAMES WORTHINGTON, contractor, constructed the Campbellton-Riviere-du-Loup division of the Intercolonial Railway.

IT WAS WORTHINGTON who built the first Windsor Hotel, Montreal, then regarded as one of the finest hotels on this continent, and assuredly the finest hotel in Canada at that time.

I LATELY PURCHASED THE MEAT MARKET OF GEORGE F. MORRIS, who for nearly a quarter of a century carried on one of London's most successful meat businesses, and hope to make it a larger business than ever before. Our patronage thus far has been most encouraging, and, as the first words of this announcement says, "Watch us grow," let us ask you to consider us now and again as being engaged in building up A LARGE AND IMPORTANT MEAT SERVICE FOR YOUR CITY. We like to think of this market as "THE PEOPLE'S STORE" and want to give the BEST OF SERVICE to the people of London WITH MEATS OF THE VERY BEST QUALITY, AT PRICES AS LOW AS MAY BE CONSISTENT, with properly-conducted business enterprise. Your patronage will be appreciated.

WORTHINGTON'S MEAT MARKET

Charles Worthington, Prop.

THE PEOPLE'S STORE.

Successor to George Morris.

Stalls 14, 15, 16, 17, 18 Market House.

Deliveries leave for all sections of the city at 9:30 and 11 a.m., and 2, 4:30 and 5:30 p.m. Phone 607.



Onn's Fish, Oysters,
Poultry and Game
can always be relied upon. He sells
much, so it's always good and fresh.

ONN'S

143 KING STREET. PHONE 1296.

CHIVAS CONFECTIONS

Our Quality Fruit Cakes, 25c 30c Our Popular Plum Pudding, 25c 30c
Our Wonderful Candy Specials every day are commanding the trade.

FOR SATURDAY ONLY

A Most Delicious Cream Bonbon Mixture 30c
These are positively the cheapest HIGH-CLASS CANDY in London. Buy one pound and you'll buy again.

J. M. CHIVAS

117 DUNDAS ST.

PHONE 443.

Pure Milk and Pure Cream Are Very Necessary to Wholesome Diet

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.

PHONE 4338

FRANK SMITH'S Money-Saving Prices

Seeded Raisins, 2 packages .. 25c	Creamery Butter, per pound .. 45c	Redpath's Sugar, 100 lbs. \$6.00
Valencia Raisins, 2 pounds .. 25c	Cranberries, 2 quarts for 25c	Redpath's Sugar, 50 lbs. \$3.67
Prunes, 3 pounds 25c	Pure Lard, 3-pound tin 35c	Redpath's Sugar, 10 lbs. 35c
Figs, 1 pound 10c	Crisco 35c	Redpath's Sugar, 5 lbs. 45c
Lemons, per dozen 25c	Maple Leaf Salmon 25c	Sunkist Oranges, per dozen .. 20c
Grapefruit, each 5c	Cocanuta, each 10c	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.

Time-honored custom demands that some time this week shall be devoted to the drawing up of New Year's resolutions. The individual is very hopeless and wayward indeed who doesn't look forward with some sense of relief to the turning of a new, fresh, clean page, and the opportunity thereby afforded of straightening out, and frequently incoherent record of the days of the year drawing to a close.

The trouble with a great many people is that they do their New Year's resolving like their Christmas shopping, leave it till the very last possible moment, then scramble around and pick up whatever first comes to hand, whether it happens to be appropriate or not.

If New Year's resolutions stand for anything, they are worth choosing with the same care that is expended upon selecting a new hat or pair of boots. They should be hand-picked for their suitability, their practical value and their enduring qualities.

The resolution that melts like the tulle on the eaves in the blaze of the noon-day sun, or vanishes like a puff of smoke, isn't worth the time expended on thinking it up. To be of any value at all a resolution must be transmuted into action, and intelligent action. It must be built for service. If the new page is going to be an improvement on the one just turned down, the filling of it cannot be left to chance and circumstance alone. No rational person begins to build even a chicken before she has a definite plan in view. No businesswoman worthy the name, dreams of ending a year and beginning another without taking an inventory of her stock on hand, and carefully considering ways and means of improving her methods. In some time this is a weekly and daily process.

New Year's resolutions stand for taking stock, counting the cost, and laying definite plans for strengthening weak places and making the best use of material available for the building up of the new year, the filling of the clean new page with a beautiful and symmetrical design.

THE RESOLUTION SAMPLE BOOK.

If too many cooks spoil the broth, too many resolutions defeat their own purpose. Better one or two carefully chosen resolutions than a dozen equally good, but imposing too great a burden of responsibility.

Better one resolution carried out through the year than twenty boasted about and dropped before the 10th of January.

But what has the choice of New Year's resolution to do with the Consumers' League, the reduction of the cost of living and thrift?

In the first place, nobody is in a better position than the housewife to make and carry out practical resolutions which will promote the welfare of a whole family, and thereby raise the standard of living and efficiency for other families of the community.

Well chosen resolutions will go a long way towards solving the problems of the housekeeper herself, and also of other housekeepers who learn of her methods, or are indirectly benefited by her wide-awakeness.

How are these for sample 1917 resolutions for the housewives, who by their interest, have identified themselves with Our Consumers' League department?

Resolved in 1917:

To make my head save my heels.

To apply intelligence to every household task, from scouring the knives to providing the family with a well-balanced diet.

To advance in my profession as a housewife through study, regular comparing notes with others, and seizing upon any new information available on the subject.

To become more efficient through the adapting of business devices to my household needs and adopting business methods.

To climb out of my rut and stay out.

To closely observe from my new vantage ground what is going on in the world around me, to study the markets with a view to investing to the best advantage for my family, and, if necessary, to do my part in bringing about any reform which makes for thrift—such as selling eggs by weight instead of by number.

HOUSEHOLD BOOKKEEPING.

Any of the foregoing New Year's resolutions would serve as the subject for a long and weighty article and nobody has time or energy for such strenuous tasks of the holiday season. One, however, will be given special consideration, because of its direct bearing on the subject of cost of living.

One of the very first things done in setting up a business is to open a set of books, in which to keep accurate account of every dollar spent and acquired.

If the last cent can be accounted for in great firms handling thousands of lines of goods, why not in one household?

Yet, how many of us keep such a record? How many of us know exactly how much they are spending, and how they are spending it?

One reader says she has kept an accurate account of expenditure ever since she was married, and declares "it is the only way."

Another says, "I got an allowance from my husband, and as long as I come out even at the end of the week, I don't worry. I spend the money till it is used up, then, if necessary, we go without something till I get the next week's allowance."

Elaboration of the latter method doubtless accounts for the alternate feast and famine condition in some households, interesting, perhaps, but not conducive to real comfort. At best, it is a hand-to-mouth existence, perhaps not entirely imprudent, with assurance of reinforcements in the early future, but, at least, unintelligent.

Keeping accounts need not be an involved process, but simply a setting down of money received and money expended, in their correct positions in debit and credit columns, and a proper adding up of these.

The account book not only serves the purpose of a record. To prove of maximum value, it must be carefully reviewed and studied in order to discover if retrenchment in one direction may permit of expansion in another; if the income is being apportioned to the very best advantage.

Keeping a book, and a household account book for 1917 will prove a most awakening process. At first, it will doubtless be found irksome, startling, and even most discouraging. The woman lacking in proper spirit and courage (and nobody would dream of confessing to that) will probably want to drop the whole thing in the first few weeks. She will be positively frightened by the way money finds its way out of her pocket, and she will be positively frightened by the way money finds its way out of her pocket.

If she lacks grit, she will relapse into the old, easy, haphazard way. If she is the stuff of which heroines are made, she will persevere, wind up her thinking apparatus and set herself to the task of making each weekly account a growingly satisfactory document.

In time, perhaps, she will have a nice little account in the bank from the housekeeping surplus, an insurance against days of special demand. But that is another story for consideration in a future issue of Our Consumers' League.

GARDENS OR CHICKENS, WHICH?

During her recent visit in London, Mrs. MacLaren Brown, honorary secretary of the ladies' committee of the Canadian War Contingent Association, London, England, brought home in a most forcible manner to those who had the privilege of hearing her speak, the seriousness of the food situation in the United Kingdom. Her statements, perhaps, more than anything previously said in this city, awakened many to the importance of conservation of the food supply in Canada, increased production, and sending as much as possible to relieve conditions overseas.

How can the city resident have a practical part in this campaign for increasing the food supply? Miss Nicholson, poultry expert and a frequent contributor to the column, from her own successful experience strongly advocates keeping poultry in the backyard for the supply of the family table. The Women's Gardening Association is endeavoring to educate the women of London to growing their own vegetables.

One reader of this department at least does not believe that all people are recommended to brilliant or even moderately successful careers as poultry raisers. She has tried the experiment and this is what she has to tell about it:

London, November 21, 1916.

Dear Miss Armstrong,—It seems to me if the already overburdened mothers of families are asked to help the production campaign by chicken-raising, it is but fair they should see the other side of the picture. One does not doubt Miss Nicholson's veracity when she says \$500 was cleared in two years by one hen and six chicks, but it would be more convincing if she gave the exact figures, outlay, profit, or loss. I've been in the chicken business in a small way, and kept accurate account of all outlays. Here is my experience:

Started with one biddy and twelve eggs (Leghorns); hatched eleven chicks, four pullets and seven cockerels. Average cost for feed for first four months, three cents per chick per week, or 12½ cents per month per chick. That was for buying feed, grain, bran and shorts—table scraps and garden stuff not counted. No returns so far. At four months the cockerels would probably be worth 50 cents each, live weight; (they cost 45 cents in food, profit two cents per chick). The pullets were kept over the winter and began to lay at six months. House and netting cost \$4.40; nothing for labor. At the end of twelve months they were still \$2 in debt.

Second Year—Go: eggs of Rhode Island Reds that were exhibited at Western Fair and hatched 23 birds; three died young; some animal—presumably a rat—dug under the netting and took five in one night; fourteen reached maturity. One pullet flew over the netting and drowned in tub of water (50 cents loss); left eight pullets and five cockerels. At end of twenty months outlay and income balanced exactly, and at end of two years profits were \$1.50. As a hobby chickens are most interesting until it comes to the slaughter of the innocents; also when it is 30 below zero, it is fine morning exercise to go out and dig a path to the chicken coop, especially if the baby is waiting to be bathed. But the chicks must have their morning meal on time, or no eggs.

Bone meal and beef scrap, unless kept in a warm place, freeze, but are most pleasant in one's pantry and cellar. On the other hand, a backyard garden will yield 500 per cent, with half the labor, unless there are chickens in the neighborhood to come over the fence and scratch it up.

As a good sport, I intend trying again, if the Consumers' League will direct us where to buy eggs for hatching from utility stock, without paying fancy prices.

I'm an improvident person, requiring to be encouraged to save. If I spend \$1 or more a week during the summer months and have a corresponding number of fowl for table use, even if there is no cash profit, I've made provision for part of our winter living.

It seems as though the time has come when we city women must not be too fastidious. War—crust war—has made the change.

AN ORDINARY PERSON.

ANDERSONS

THE BIG STORE

BUTTER

CHOICEST DAIRY, 1,600
LBS., PRINTS AND
SOLIDS

45c Lb.

Creamery Rolls, lb. 47c Creamery Prints, lb. 47c
Cracked Eggs, new laid, dozen 34c

Four Auto Deliveries Daily

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

Departmental Shopping

THE BIG STORE has been cut up into separate departments. Large, legible signs mark the place to buy Fish, Poultry, Fresh Meats, Butter, etc. (Another aid to the busy housewife).

Six Auto Deliveries Saturday

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

Christmas Display Meats Now Being Cut

Rump Roasts, lb. 25c	Shoulder Roasts, lb. 20c	Sirloin Roasts and Steaks, lb. 28c
Chuck Roasts, lb. 18c	Boiling Cuts, lb. 16c	

New Year's Poultry

Geese 23c lb.	Chickens 23c lb.
Ducks 23c lb.	Turkey 35c lb.

ANDERSONS

THE BIG STORE.

PHONES 455, 500, 4520

MARKET HOUSE

ECONOMICAL BUYERS SHOULD ALWAYS ASK FOR Meadow Gold Brand Creamery Butter

Always of first-class quality, sweet and pure.

Buttermilk, fresh from the churn, at the Home of the Meadow-Gold Butter, is unsurpassed for drinking or cooking purposes. Made from unpea-terized cream. Drop in and try it.

THE ONTARIO CREAMERIES, LTD.

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

McCormick's Sodas

The Best Biscuits Money Can Buy

When the occasion calls for crackers—serve McCormick's. They reach your table crisp and will please you and your guests. They are nourishing, high in food value and possess a flavor distinctly different.

SOLD FRESH EVERYWHERE IN MANY SIZED PACKAGES

The McCormick Mfg. Co., Limited, London, Ontario

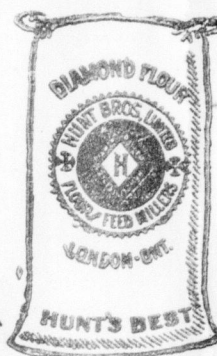
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DIAMOND FLOUR

GOOD GROCERS SELL IT

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

"Always the Same"



YOUNG PEOPLE

are invited to open a Savings Account in the Bank of Toronto.

A Savings Account to any young man or woman will encourage thrift, and will be an assistance in saving money for future use. It also acts as a deterrent against wasteful and extravagant habits.

CAPITAL \$5,000,000

RESERVE FUNDS \$6,439,382

THE BANK OF TORONTO