### THE HIGH COST OF LIVING

MAY BE REDUCED BY FOLLOWING

## THE HOUSEKEEPERS' BUYING GUIDE

### Cook the Economical Way ----With GAS

There is no waste to gas. The minute you are through cooking, turn the valve and your expense ceases instantly. There is no uncertainty. no delay because of poor fire, no burned food because of too hot a fire. The temperature of ovens or top can be quickly and surely regulated. When in addition you consider its low price, you see the real economy

ASK THE WOMAN WHO OWNS ONE.

### The Gas Appliance Co.

### YOUR BEST FRIEND

are all right in their place, but their place is not on your table. Use at all times only the purest butter obtainable. It is more palatable, more health-producing and really more satisfactory all round than a cheaper grade would be. It never pays to economize on a necessity. Eliminate, if you will, the luxuries, but insist on the very best when it comes to a necessity, such as butter. See that your grocer sends you THE BEST CREAMERY BUTTER THAT'S MADE. That is, as you know,

### SILVERWOOD'S

# Kellogg's CORN FLAKES

THE ONE DISH THAT AGREES WITH ALL.

The aged and the invalid, because it is easy of digestion and very nourishing; the children, because it tastes so good; and the general public because they realize that there is no other food more beneficial and generally satisfactory.

Battle Creek Toasted Corn Flakes Co., LIMITED. LONDON. ONTARIO.

### Reduce the High Cost of Living

You can do this and still have your Regular Sunday Poultry Dinner. We protect you in this by guaranteeing your grocer the lowest possible prices on ROASTING AND BOIL-ING FOWL. Fancy, fresh goods always on hand.

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

#### LADIES OF LONDON! You want to save money on your table supplies in baking.

You can do this by buying your Cakes, Buns, Roils, Doughnuts, Shortbread, Pies, etc., here. Did you ever try our Chocolates, Toffees, Brittles and Caramels? Wonderful values, exquisite flavors. Moir's Chocolates of Halifax, for which we are London distributors, are the best in town. Try a low-reut store: you'll save money. Why not?

Everything in Fancy J. M. CHIVAS, Confectioner 117 DUNDAS ST. Baking at Moderate J. M. CHIVAS, Confectioner PHONE 443,

#### Do You Know If You Are Using Safe Milk in Your Home?

Don't buy milk by guesswork. Buy as you would any other commodity in which quality is the paramount factor. Make sure you are getting PURE MILK AND PURE CREAM. THAT IS JUST WHAT YOU DO GET FROM

#### London Pure Milk Company, Ltd.

561 DUNDAS ST. PHONE FOR OUR WAGON TO CALL.

PHONE 4338

### FRANK SMITH'S Money-Saving Prices

Ridgway's Tea, 1/2 lb. 19c
Redpath's Sugar, 100 lbs. 27.65
Redpath's Sugar, 20 lbs. 31.60
Redpath's Sugar, 20 lbs. 32c
Redpath's Sugar, 5 lbs. 32c
Redpath's Sugar, 5 lbs. 43c
Extra Special Seedless Oranges. 15c

a dozen 19c

Lemons, 2 for 5c
Campbell's Soup, per tin 14c
Campbell's Soup, per lb., Saturday only 45c
Can of Corn and one can of Peas, (Aylmer) 25c
Grapefruit 5c MARKET SQUARE.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

#### Our Consumers' League

"Wanted, more elbow room," is a need which the editor of this department and a growing c'rcle of volunteer "subs" are already beginning to feel. The other week we overflowed our space for the better part of a column on another page. But they won't let us do that often, because space is very, very valuable these days. Fach week there are subjects to be taken up, which must be taken up just at the time because they are timely. We want to have our say on them while they are subjects of real, live interest, and while we may offer some suggestions that will never be the subjects of the subject of the subjects of the subjects of the subjec suggestions that will prove helpful.

Then there are the letters, touching upon problems of great importance. It is especially gratifying to find that "Our Consumers' League" is making an appeal to a wide circle of people of varied interests and that it is being used for the discussion of questions which affect the community as a whole.

As far away as New York City, it is being followed with close attention by a prominent London woman who is spending the winter there.

She has read of the Wormen's Cardening Association, and expressed here.

She has read of the Women's Gardening Association and expressed her hearty sympathy with the movement. Perhaps anticipation of identifying herself with the organization on her return has been one of the reasons why she has availed herself of the privilege of attending lectures on "Agriculture" in Columbia University. She passes along the following ideas, sifted from the ectures, for the benefit of readers who are thinking seriously along economic

of food—and the distribution of food. If we would reduce the cost of living, we must see that an abundant supply is provided by the towns and farms. Second—When the supply is secure, we must then see that it is distributed Every extravagance or waste or unjust profit of

Third—Pay the people who produce it enough so they will be content to remain on the farms. When they have a supply do not allow the middleman to cheat them out of the best part of it and create conditions which make it etter for them to let it rot in the ground rather than ship it to you.

#### "MEDICUS" ANSWERS BACK "DAIRYMAN."

The following communication explains itself: Dear Miss Armstrong,-Some days ago there appeared in your column eply to a recent article of mine on oleomargarine. It was written by one wh igned himself "Dairyman." Clearly from his signature he represented the dair against the importation of this valuable food product was very unscientific and

act that animal fats do contain a large percentage of the fatty acids sh

He claims, and it is his only argument against the importation of ole een sold, for instance, many times in the United States and audulently, for butter, and in this way has caused no end of litigation.

food. Provisions trusts and other organizations of the kind are directes possible for these present high prices, and it is altogether likely the 'Dairyman" is a member of one of these organizations. The time to strike i

In conclusion, we wish to assure "Dairyman" that we are not in league with the oleomargarine manufacturers, and we will smilingly deny that we have anything to do with any such company, but we do like to see the consumer get

#### BUYING TO ADVANTAGE.

At a recent Mothers' Club meeting, such a practical paper on "Financia he Home" was read by a homemaker of experience that some who heard it ged the author to permit it to be published for the benefit of the readers of Our Consumers' League." She consented, on condition that her name would of be used. This week, we are using only a part of the excellent paper, dealing

with the subject of "Buying to Advantage."

Another installment. "Apportioning the Income," will be presented next week. This is surely worth clipping for the housekeeper's scrapbook or filing

cabinet:
"I believe if the city housewives realized that summer and fall are out

"I believe if the city housewives realized that summer and fall are our harvest time as well as the farmers, there would be less to say about the high cost of living. I've seen the farmers going home with half their load of vegetables and fruit as late as 6 o'clock, and one wonders what becomes of these products. Certainly they wouldn't he fit to sell next market day.

"Having settled the sums one has to spend on the different items, the next thing is to get out after the best values. It takes experience—long experience to be able to decide at sight what is real economy. I believe in buying ahead and storing une everything that will keep—\$50 or \$60 spent in the fall on food gives good dividends—also in co-operative buying—direct from the farmer. I know what can be done by three families clubbing to buy fruit by the crate, or in 10-basket lots: butter in 100-bound bulk: eggs in 30-dozen lots, and potatoas in large quantities. These may seem small savings, but are really more than bank interest, and the businessman thinks it worth while to take all han bank interest, and the businessman thinks it worth while to take all

"In the matter of clothing this year's buying should help out next year We're a fairly large family (six). I'd consider it noor management if we all required overcoats and underwear at one time. Those articles last more than one season, and one can arrange it so that they are required on alternat School clothes and shoes wear out every season, so one cannot do

much there.

"In regard to buying out of season: Strawberr'es in January and oranges in July are an extravagance. But I need not tell you that cottons in January, next winter's underwear in February, prints and muslins in August are a decided economy. I would not recommend buying gowns or hats out of season, unless one is as strong-minded as the late Mrs. Hetty Green, who wore the one hat

#### VACANT LOTS, SCHOOL GARDENS, ETC.

It is encouraging to know that the council's committee, appointed to investigate the high cost of living, is still doing business and intent upon solving five problem of the cultivation of vacant city lots. This is solendid! But does the committee realize that London already has a flourishing Women's Gardening Association, formed for the purpose of encouraging backyard gardening, and through this, patriotic service? That, further, the women's organization has been glad to accept offers of land for community gardens, and that a community store, for disposal of surplus vegetables will be opened in the summer? Why not take at least the executive of the Women's Cardening Association into consultation?

and that a community store for disposal of surplus vegetables will be opened in the summer? Why not take at least the executive of the Women's Gardening Association into consultation?

Again, the school principals have referred to vacant lots as a possible solution for the difficulty of lack of ground for school gardens.

Why can't all three, the council's committee, Women's Gardening Association and Principals' Association, put their heads together and arrive at some co-operative working plan?

An il'uminating publication, "Club Women's Records of Edmonton." has reached the editor of this department. One feether is a report of the Vacant Lots Garden Club, which has both men and worsen on the executive. Before beginning operations a year ago, twenty public meetings were held in various parts of Edmonton. Ilsts of vacant lots available were secured, and arrangements made for having them plowed at a special rate. As a result of the work of the club, nineteen of the city schools secured twenty-two lots and made school gardens. An instance is cited of a lot on Jasper avenue (the main street), covered with broken-down vehicles, as well as debris of all k'nds. Cleaned up, plawed and planted with potatoes, it yielded 83 bushels of choice tubers last season. No wonder the citizens of Edmonton's club in a later issue.

Inspector C. B. Edwards has sent in the following letter after reading the surgestions in regard to vacant lots for school gardens, etc., contained in Our Consumers' League of last week:

Dear Miss Armstrong,—Some seven or eight vears ago the pupils of the public schools in London were enabled through the kind offices of the London Horticultural Society to procure 5-cent packages of seeds (both vegetable and flower) for 2 cents each. The result was that large number of children bought seeds, which they took home and planted in their gardens.

In many cases the results were highly satisfactory, and I have a distinct recollection of hearing of some splendid results in the shape of large potators, tasty radi

by the boys and girls, planted with care and fended with patience and industry.

One thing that must not be overlooked in any scheme to utilize either the garden plots or vacant spaces of land, is the fact that there must be in the soil selected the proper elements required to grow the different vegetables. And when these elements are acking, fertilizers must be procured to supply the defects. The question that now confronts us is what fertilizers are needed, and here we must call in the advice of the soil experts who are to be found in or near the Ontario Agricultural College. A description of the soil will have to be sent to the college, and the expert will no doubt select and send out for distribution either a bulletin describing how this kind of soil is to be treated or will "prescribe" the proper method of treatment.

One more observation: Success can only be secured by the whole-hearted co-operation of pupils, parents and teachers. Yours very truly,

455, 500, 4520.

### **OUALITY IN MEATS**

The big store has always been known by the high quality of its produce. The best Beef, Lamb and Pork only are taken into the store, and, with expert butchers to cut the Meats properly, you are cure of getting the most tender, July Meats obtainable.

Ham Roasts, lb. ....26c Fresh Bacon, lb. ....27c Shoulder Roasts, lb..24c Loin Roasts, lb.....29c

Pork Chops, lb. ....27c BEEF Chuck Roasts, lb. .. 20c Lamb Racks, lb.... 27c Rib Roasts, lb. .....25c Finest Chops, lb.....28c Boiling Rib Beef, lb. 16c Tender Breasts, lb...16c Boneless Rolled Roasts, lb. ..... Solids, lb. 47c Sirloin Steak, lb. ... 28c Creamery Prints, lb.

Pot Roasts, lb. ....16c EGGS New-Laid, dozen ...60c Fresh Selected, doz. 42c Dairy Prints, lb.... 45c etc.

Reduce the high cost of living. Deal at The Big Store.

Legs, Choice, lb. ...32c Best Loins, lb.....28c BUTTER

Dairy Rolls, Saturday

Halibut Steaks, Ib...20c

Salmon Steaks, lb...22c Salmon for Baking, lb. ...... 20c

Salmon Trout, lb....186 Whitefish Special, lb. ...... 160 Pike, fresh caught,

lb. ....... .... 15c English Crabs, each 25c Full line of Smoked

Special, lb. .....42c Fish, Ciscoes, Bloaters,

Deliveries

Dal'y Auto Deliveries: 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m. Saturday Auto Deliveries: 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.

Deliveries Daily.

Market



#### BIG ARRIVAL

ONN'S Fish Market

None Purer, None Better than that made on our own premises

The Meadow Gold Brand Butter

Ask your Grocer for it. He has it. If not, have him get it. You'll be pleased with it.

#### THE ONTARIO CREAMERIES, LTD.

Saturday.

OPPOSITE MARKET HALL



### 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,

SOLD FRESH EVERYWHERE IN MANY-SIZED PACKAGES.

The McCormick Mfg. Co., Ltd., London, Ont.

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



## Joint Savings Accounts

A JOINT Savings Account may be opened at any of the four branches of the Bank of Toronto in the names of two or more persons. In these accounts either party may sign checks or deposit money. For the different members of a family or a firm a joint account is often a great convenience. Interest is paid on balances.

ASSETS ..... \$66,000,000

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