

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

The High Cost of Living Is Making Many New Patrons for the Gas Company

We are enrolling these days many new customers, who are for the first time using Gas Ranges, Gas Reading Lights and Little Gas Heaters.

The high cost of living has taught these people to discriminate. It has forced them to find new ways of saving dimes and dollars. They have compared figures on cooking, lighting and heating from different sources and these figures always show that the use of Gas will bring about a saving well worth while.

GAS RANGES FROM \$15 UP. GAS READING LAMPS FROM \$5 UP.
GAS HEATERS FROM \$3.75 UP.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

You'll Find by Actual Experience

As we have, that when you sum up your month's housekeeping expenses, it is not the cost of good materials 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.

WATCH US GROW

Thousands Served
During Our Wonder-
ful Dollar-Day Sale
Last Saturday!

SATURDAY SPECIAL

2,000 LBS. POT
AND OVEN ROASTS 16c lb.

HAVE YOU TRIED MY QUALITY HOME-
MADE MAKES

Pure Lard, white, smooth and even. De-
licious and tempting Pork Sausages.

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 8:30 and 11 a.m., and 2, 4:30 and 8:30 p.m. Phone 667.



VENISON AND BEAR MEAT
HAVE ARRIVED
A REAL TREAT. ORDER YOUR FAV-
ORITE CUT NOW.
Fish, Poultry, Bulk and Seasoned Oysters
and All Game in Season.
ONN'S FISH AND POULTRY
MARKET
143 KING ST. PHONE 1266.

Confectioner J. M. CHIVAS Tea Room

TOMORROW WILL BE OPENING DAY FOR OUR
TOFFEE AND CARAMEL DEPARTMENT

We are now making and showing a large and deliciously assorted line of TOFFIES AND CREAM
CARAMELS. They come in some of the specially known and much appreciated PETER PAN AND CREAMS.
SEE DISPLAY IN OUR WEST WINDOW.

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

LONDON PURE MILK

CHEAPNESS DEPENDS ON WHAT YOU GET. IF YOU GET MILK THAT
ENDANGERS HEALTH IT IS NOT CHEAP AT ANY PRICE. IT MUST BE
PURE. OUR MILK IS SCIENTIFICALLY PASTEURIZED AND CLARIFIED.

"THE HOME OF PURE MILK"

PHONE 4335.

FRANK SMITH'S Money-Saving Prices

Currents, 1 lb. for	35c	Sweet Oranges, per dozen	20c	Red Rose Tea, per lb.	35c
Seeded Raisins, 2 packages	25c	Grapefruit, each	5c	Alameda Tea, per lb.	35c
Redpath's Sugar, 10-lb. bags	\$5.15	Cranberries, 2 quarts for	25c	Campbell's Soup, 2 for	25c
Redpath's Sugar, 5-lb. bags	\$1.67	Pure Lard, per 5-lb. tin	65c	St. Charles Evaporated Milk, per	10c
Redpath's Sugar, 10-lb. bags	85c	Dried Apples, per lb.	13c	Frank Smith's Baking Powder 15c	
Redpath's Sugar, 5-lb. bags	45c	Lipton's Tea	38c		

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

"Regarding the high cost of living, it was decided to bring the matter before the Federal Government again, as it was felt it was not a matter that could be dealt with and remedied by municipalities."

The foregoing is a sentence from a report of the meeting of the executive of the National Council of Women last week in Kingston, which has reached the editor of Our Consumers' League.

Doubtless the question is one with which the Federal Government must deal in the United Kingdom. In a national way, just as the Government of Great Britain has undertaken to deal in the United Kingdom.

When the house catches fire, the same thing to do is to send in a call as quickly as possible to the fire department. But until the hose wagon comes dashing up to the door, no harm is done by dragging out of the way of the flames, as far as possible, all inflammable material and carrying many buckets of water. Prompt action and the application of first-aid has frequently been responsible for the fact that when the fire department reaches the scene of the call, a first glance suggests the alarm has been a false one.

Problems so big and of such national application are involved in the question of the high cost of living that the Federal Government, and none other, is the court to which appeal must be made as a last resort. But governments can't be set to go off like alarm clocks at the will of the public. Governments can't move with a dignity and leisureliness which befits a position of eminence.

Moreover, so many points must be taken into consideration, so much investigation instituted and reported upon, and so many "whereases" involved before any legislation can be enacted that if the prices continue to rise before there is any relief from federal quarters, the average family will have squandered its substance on living that doesn't bear the remotest resemblance to riotous, and consume the headlines laid by for a rainy day into the bargain.

One reader of Our Consumers' League declares she thinks the rainy day has arrived when she receives the weekly deluge of bills, which every seven days of late have regularly grown more formidable.

In a democratic country, people are supposed to do some thinking and acting for themselves, and it is a popular tradition that the government reflects the mind and will of the people. It isn't any use sitting down and folding one's hands and waiting for the fire department, otherwise the Federal Government, while the high cost of living eats up income and peace of mind. The only sensible thing to do is to follow the example of the wise woman, whose house taking fire, seizes upon the quickest and most effective means at hand of keeping the fire under control.

A POUND OF EGGS, PLEASE!

Here is one modest correspondent who prefers that the world should simply know him as "Zero." His ideas, however, stand for something much more definite. He brings up reinforcements for the editor of Our Consumers' League in the form of an array of fresh arguments for the selling of eggs by the pound instead of by number. This is what he says:

"Practically all food products, excepting eggs, are now sold by the pound. There is no justice in asking as much for eggs weighing 18 to 21 ounces to the dozen as those weighing 24 to 25 ounces per dozen. Eggs differing as widely as that in weight are sold side by side on the same market, with little or no protest from purchasers.

"A local or provincial law calling for sale of eggs by weight would encourage poultry breeders to raise a class of fowl that would produce the 24 to 25-ounce eggs, for which he would be adequately paid, and the purchaser would be assured of food value for the money expended.

"May Our Consumers' League of The Advertiser help to bring this into being.—ZERO."

A FINE BREAKFAST "EAT."

"Mere Man" is taking a most flattering interest in Our Consumers' League department. One of them says he is heartily in accord with the idea that housekeeping is a business, as well as a science, and that the housewife who has had any business experience at all, or who has a mind attuned to thinking in terms of her daily life, if that life happens to be spent largely in management of the affairs of a household.

In any case, the cost of living is Everyman's boss at the present time. If he happens to be head of the home, he seriously realizes the bills he is paying. He knows that the bill makes in the family income. Of course, if he is letting his wife do all the worrying about increasing the allowance or helping her to a solution of the problem of adjustment, he isn't to be considered "in times like these."

Again, the man who boards has had reason to know that food prices are advancing apace. Haven't his board bills shot up after them? Under the circumstances it isn't at all surprising that Everyman, as well as Everywoman, is taking a most helpful and encouraging interest in Our Consumers' League.

What do you eat for breakfast? Oh, yes, it is an exceedingly personal question. "A Mere Man" sends the following suggestion for a nourishing, inexpensive and palatable breakfast. He can recommend it because he accomplished the suggestion by the explanation, "I use just my own breakfast, and this is a really fine scheme and a fine 'eat' also."

"Dear Miss A.—Recently in an address, Professor Zavitz spoke of the extremely high food values in oatmeal porridge and readily right about it, as there are few breakfast foods better for growing children or indoor workers than well-cooked cereal porridge. There are many people who cannot relish and 'handle' just oatmeal.

Equal portions of rolled oats and rolled wheat soaked over night in cold water will cook thoroughly in half the usual time, gas—a consideration nowadays—and this combination makes the finest kind of a breakfast porridge, more tasty, nourishing and sustaining than a single cereal, being what one might call a better-balanced ration.

"With chicken-feed at \$2.50 a hundredweight, and the chickens on their usual fall strike, breakfast fresh-eggs will soon be as extinct as the famous Dodo.—A MERE MAN."

"WHY EAT BUTTER?"

The world surely "do move," and medical science along with it. Not so many acent ago the doctor men prescribed milk and raw eggs for practically every ill to which flesh was heir. Then they underwent a change of heart, or at least a change of law, and ordained that bread and butter was the one infallible life savor. Food which he filled with the "cases" right in London who owe their present sound condition of health and vigor to the fact that their days and hours were punctuated by slices of bread and butter. Along comes a medical man and upsets the traditions that were just beginning to set firmly established. He talks to me about the danger of tuberculous chicken. "It is what he said to the editor of Our Consumers' League. 'That is pure sentiment. I'm talking cold facts. We are too much swayed by sentiment. A tuberculous fowl won't hurt anybody after it is cooked. But I wish you could eat some of the butter you eat, literally alive with germs of disease.' 'The editor was never inclined than at the minute to straightway become a Christian Scientist.'

The doctor man in the case didn't take any chances on the editor passing along the information to readers, but sent in the communication herewith given. Now for the butter-makers to take up the cudgels in their own defence. The editor's part is simply to sit in the centre of the teeter and see that each side gets enough board.

Dear Miss Armstrong.—Did you ever ask yourself the question, Why do we eat butter? That is a vital question in these days, when the high cost of living has about touched the sky limit. We eat butter for two reasons—because everybody else does, and because it is a food.

The human diet requires protein, carbohydrate, fat and mineral substances, butter supplying a large percentage of the fat. But why must it be butter? Butter is costly. Is there nothing that will take the place of this dairy product and have the same food value, cost less and be as efficient? There is, but custom has made us swear by butter, even though it is inferior from the standpoint of public health and economical efficiency.

There is a dairy product called oleomargarine, which has a great many advantages over butter, but unfortunately it has met with a great deal of criticism because it has been sold for butter. When people found they had paid a better price for oleomargarine, they expressed their feelings in having legislation brought about to prohibit its sale, despite the fact of its nutritive value. It is purely, then, a matter of personal feeling that oleomargarine is not on the market today.

Oleomargarine is made from beef fat and cream. The fat is heated, and oleo oil expressed. This oil is mixed with pasteurized cream, and the product of the churning resembles butter in every way, even in color and taste. In fact, it is difficult to distinguish the one from the other.

Now, there are three outstanding reasons why oleomargarine is better than butter. First, it is cheaper. Last summer, while butter was selling for 35 cents a pound in London, oleomargarine retailed for 19 cents in the United States.

Secondly, oleomargarine is easier to digest than butter. Butter readily changes from a fat to fatty acids. Even in melting it will liberate fatty acids. You all know how difficult it is to keep butter from becoming rancid. The rancidity is caused by the presence of fatty acids. Olive oil is not really broken down in this manner, nor is oleomargarine. The presence of these fatty acids in the stomach have a marked interference upon the normal secretion of the digestive juices. This is a serious matter.

Lastly, oleomargarine is more sanitary. No matter how clean the dairy, it has been found by bacteriologists that germs are present in unpasteurized milk and cream, and it is plain to see that these will be carried over into the butter. Tuberculosis, sore throat and tonsillitis have been traced directly to the dairy. Outbreaks of tonsillitis, which is often the cause of rheumatism, have been found on investigation to be due to butter. This difficulty is dispensed with in oleomargarine, because the cream used is pasteurized beforehand. This process makes it practically impossible for the germs to survive. It is a better food than butter, even if only from a public health standpoint. Something should be done, and done right away, to remove the parliamentary regulations which control its sale in this province.

If someone were to offer you bread at 10 cents a loaf, wrapped in attractive tissue paper, baked in a million dollar bakery, and delivered in a Packard limousine, would you prefer it to a loaf at 5 cents which was easier to digest, whose food value was equal to that of the 10-cent loaf, but baked in a humble bakery, and delivered from an ordinary bread wagon? Which, I ask, should you buy in this national financial crisis? Then why not oleomargarine? MEDICUS.

Quality
MeatsAuto
Delivery

ANDERSON'S

—THE BIG STORE—

EXPANSION SALE

Our business has increased to such gigantic proportions that, in order to give better service to our customers, we were forced to enlarge. Anderson's now comprises the old store and the stalls formerly known as the Central Meat Market. We are now able to give you better service and lower prices and, as always, the Anderson quality will prevail, all Meats being Government inspected.

Specials For Friday and Saturday:

5,000 SMOKED HAMS, PER POUND, 25c
3,300 SMOKED ROLLS, PER POUND, 21c
2,100 PICNIC HAMS, PER POUND, 20c

BEEF	PORK	LAMB
Rump Roasts, lb. ... 20c	Ham Roasts, first cuts, lb. ... 23c	Leg, fancy choice, lb. ... 28c
Chuck Roasts, lb. ... 16c	Ham Roasts, centre cuts, lb. ... 25c	Loins and Racks, lb. ... 25c
Prime Rib Roasts, lb. ... 20c	Shoulder Chops, lb. ... 25c	Breasts, very choice, lb. ... 16c
Choice Round Steaks, lb. ... 22c	Best Loin Chops, lb. ... 28c	Shoulder Roasts, lb. ... 25c
Finest Sirloin Steak, lb. ... 25c	Fresh Side Bacon, lb. ... 25c	Chops, any cut, lb. ... 25c

FISH

Very Choice Haddies, lb. ... 15c
Fillets of Haddock, lb. ... 18c
Boneless Codfish, lb. ... 15c

FISH

PRICES THE SAME ALL DAY FRIDAY AND SATURDAY.

ANDERSON'S

—THE BIG STORE—

MARKET HOUSE.

PHONES 455 AND 500.

LAST DELIVERY ON SATURDAY AT 8:00 P. M.

Four
Deliveries
DailySix
Deliveries
Saturday

FOR FIRST-QUALITY CREAMERY BUTTER, WHICH WE ALL DESIRE,
Try the MEADOW GOLD BRAND
ALWAYS PURE AND SWEET.

It pays to buy the best. See that you get this brand.

THE ONTARIO CREAMERIES, LTD.

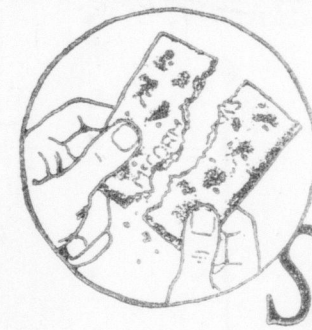
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OPPOSITE MARKET HALL.

129-131 KING STREET.

If You Buy

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



Sold fresh everywhere in different sized packages.

McCormick's Sodas

So good that butter seems unnecessary.

The McCormick Mfg. Co., Ltd.
LONDON, CANADA.

HUNT'S DIAMOND FLOUR

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"



HOUSEHOLD BANKING ACCOUNTS

in the Bank of Toronto have been found by many to be a great convenience. The accounts may be opened in the names of husband and wife, and either may deposit or withdraw money. Interest is paid on these accounts twice a year.

ASSETS \$66,000,000

THE BANK OF TORONTO