THE HOUSEKEEPERS' BUYING GUIDE

Our Consumers' League

BY ISABEL C. ARMSTRONG.

Edith Maria and Henrietta Jane

Did you ever know two girls in practically the same circumstances in life, with equal incomes or allowances? One always presented a good appearance, was always prepared for an emergency when it came to the vexed question of "something to wear"; always had money in her purse; always a contribution to give to a good cause; always a bank account or a Victory bond in process of being bought. (Does she sound too good to be true?) The other was sometimes positively shabby, bemoaning the fact that she couldn't have a new coat or tailor-made suit. She was chronically out of stockings or out of handkerchiefs, and the little silk dress she bought just six weeks ago had gone all to pieces. To be sure, it was a size too small when she got it, but she simply loved the color and she had no idea it would burst out like that. It was an outrage that such flimsy material should be put in frocks intended to sell. And that georgette crepe waist she bought at a sale two weeks ago. Actually, it had started to give within ten days. To complete the disaster, she had washed it herself in water that was too hot, because she was in such a hurry that morning. That walking skirt she got in November was a perfect fraud. It looked all right at the time, but it was showing up already quite cottony. And that one piece navy serge. She thought if she got a good, hard finish, it would shed the dust so much better. And there, it had turned all abominably shiny. And those new furs! She had picked up the first set which appealed to her fancy so far as the style was concerned. No, she really didn't know anything about buying furs, as it was the first time she had done so herself. But, she just ran in that day on the way to the matinee and picked out a real expensive set, and here they were all fading. How was she to know that furs so expensive as that were dyed? She might have waited to obtain advice, but she did want them to wear to the matinee.

She has grown so tired of the hat she bought early in the fall and the other hat she had trimmed over, that right after New Year's she bought the most fascinating-looking hat she saw in a window. It didn't look bad with her coat and furs, but she discovered to her sorrow after wearing it home that it wouldn't match a single other garment she possessed. And now, since she has paid so much for that hat, she feels it will be a long, long time before she can invest in another. Gloves? She never seems to have them when she needs them, or the kind she needs.

Buying Victory bonds? On HER salary? Well, Edith Maria may do so, but how Edith Maria manages is beyond finding out. She would LOVE to have given something to the Salvation Army campaign this week, because she is deeply in sympathy with the work of the Army, especially for the soldiers. But she positively can't afford to give anything. Thrift stamps? Just like her luck. A member of the family tried to start her in the right direction at Christmas time by presenting her with a Thrift Stamp card with four stamps on it by way of encouragement. "I bought three more thrift stamps and pasted them on, and then I lost the card at the end of two weeks," she says, with an added moan, "I don't see why I should have such bad luck!"

When Edith Maria is asked how she manages, she replies, "I don't know that there is much management about it. When I first started living within an allowance, I made one or two mistakes in buying shoddy materials. I made up my mind I couldn't afford to do this, and that I must right away learn to tell the difference between what really was good value, and what merely appeared to be good value. I make a distinction between what I actually need and what I think I would like to have.

"I get the necessary things before pleasing my whims. I never buy a hat simply because it is a hat and is becoming. I take into consideration all the other things with which I will want to wear it. I apply this rule to everything that I buy. Will the article fill a definite place in my wardrobe and improve it, or will it be a misfit? I can't afford the extravagance of misfits, even if they are becoming in themselves. I know exactly how much my income is, so I am able to set a definite amount aside for church giving and for the other things to which I may want to contribute.

"It really isn't any more trouble to buy carefully, and it does save such a lot of worry."

And that is how Edith Maria is getting one hundred per cent value for her income, either in benefit to herself or to others, while Henrietta Jane is worrying along, barely keeping out of debt, and repeating mistakes every day in the year.

A Matter of Income.

Which of the following two methods of bookkeeping is yours?

Annual Income	$2,000.00
Annual Expenditure	1,999.75
Result—Happiness.	
Annual Income	$2,000.00
Annual Expenditure	2,002.00
Result—Misery.	

—Wilkins Micawber.

The Way To Success.

Ten golden business maxims were discovered in one of the Canadian monthlies the other day, from which the following have been "shoplifted," because they are so applicable to the housewife in her business of home-making:

1. Have confidence in yourself and make yourself fit.
2. Harmonize your work. Let sunshine radiate and penetrate.
3. Handle the hardest job first each day. Easy ones are a pleasure.
4. Do not be afraid of criticism. Criticise yourself often.
5. Be enthusiastic. It is contagious.
6. Be fair and do at least one decent act every day in the year.

The Hardest Job.

Wouldn't it be a good thing to have that third maxim, "Handle the hardest job first each day. Easy ones are a pleasure," placed where you could see it first thing in the morning, and staring you in the face from the most conspicuous place on the kitchen wall, or wherever you are in the habit of beginning your day's work? Talking about doing the hardest job first, isn't it a case of "One man's meat is another man's poison?" You know what is the hardest job for you. It might seem comparatively easy to your sister, so you couldn't be guided by her opinion.

With reference to that hard job, isn't it sometimes a letter you know you ought to write, a letter that there is every reason why you should write, yet you put off starting it? That letter hangs like a millstone round your neck as you go about your daily tasks. It sits heavily upon your forehead, just as you are trying to slip into a soothing sleep at night. You can't take a nap in the daytime because you know you should be writing that letter. When you go out, that letter is with you, or rises up to haunt you at the most inconvenient moments. It wouldn't take you more than ten, fifteen or twenty minutes to write it, pop it in the envelope and adress it; but you just can't get started. Instead, you use up energy in vague kind of worry. You will do it some time. Then you will be amazed you didn't seize an odd half hour to do it before. Once you get it out of the way, you feel such a sense of relief. Something has been removed that has been cluttering up your life and affording you annoyance. Why not go at that hang-over job of yours and get it out of the way as soon as you finish reading this?

Making Strong, Efficient Citizens.

Every life ruined by disease is a waste. It represents a distinct economic loss. With a knowledge of what disease costs, it could be avoided. The nation to be truly great must build up the strongest and best citizenship. The state should see that this is done, and it can best be done by making our health service so efficient as to abolish or prevent needless disease.
—Minnesota State Journal.

The foregoing quotation, in different words, was the very argument for using every means posible to make more efficient the public health service in London, offered this week by Dr. D. H. Arnott at a meeting of the board of health.

The question under consideration was that of centralization of public health activities, with a view to obtaining the maximum results in the way of raising the standard of physcal efficiency of the citizens. Dr. Arnott as a member of the board of health believed it was the duty of the board to make a thorough survey of the city in order to obtain accurate knowledge in regard to the stuation here, a real "working knowledge." Further, he expressed the belief that it is the duty of the board to unify the efforts of the agencies at work, child welfare, tuberculosis, nursing, etc., not only with a view to saving children from unnecessary death.

"Child welfare and public health aren't just questions of saving life," were his exact words. "The idea is to make strong, vigorous people who can work without being obliged to have days off because of disabilities that might have been corrected in infancy, or prevented altogether."

Saving One Hundred Lives a Year.

When Dr. H. W. Hill made the infant mortality survey in London early in 1918, previous to the famous child welfare exhibit held here just a year ago, figures brought to light the startling fact that the death rate among children under one year old in London was about double the death rate for the Province of Ontario in the year 1916.

Seven or eight years ago, when Dr. D. H. Arnott visited Rochester, N. Y., in search of information re the best means of obtaining a pure milk supply for London, he found that a great deal of interest was being taken in the American city, as long ago as that, in public health and child welfare. He found out something else that didn't make him very proud of his native city. He found that Rochester, with its large foreign population, many of the foreigners unable to speak English, and its population more than double the population of London, had a death rate among babies just half the death rate for good old London. So the large death rate in 1916 wasn't a new thing. It wasn't just a particularly hard year on babies. History was repeating itself in this city.

As a result of that infant mortality survey for the year 1916, Dr. Hill advanced the view that with proper public health and child welfare measures in London, the lives of 100 babies a year could be saved. Think of it, ONE HUNDRED LIVES!

Supposing the Dundas street bridge collapsed while one hundred people were crossing it, and every one of those hundred lost their lives, simply because the bridge wasn't strong enough to bear up under its load. Wouldn't there be an outcry about the needless loss of life, and wouldn't there be suits galore brought against the city for carelessness?

And yet, for lack of proper prevention measures, one hundred hapless babes at least lost their lives in London in the year 1916.

And not a single action was brought against the city for criminal carelessness. Did the fact that no action was brought lessen the responsibility in the matter?

Supposing the bridge across the river at Dundas street were declared unsafe for traffic. Would the city object to reinforcing the bridge on the ground that it would "cost money," and let traffic go on as usual, until the bridge went down with a big load of people?

Why, of course, no sane city would be guilty of such lunacy as that.

How Much Is a Life Worth?

The other day in the meeting of the board of health, while centralization of public health activities was under consideration, someone made the statement that it would probably cost more money if the various public health agencies were co-ordinated to work as a unit under the board of health.

Under the statutes, the parks board is allowed one-half mill of the city taxes for use in the maintenance of city parks.

One-half mill means $20,796.63.

Last year, the appropriation of the parks board was considerably less.

To be exact, the appropriation of the parks board for 1918 was $17,100.

A number of prominent citizens think that, now the war is over, the parks board should have the full amount allowed by the statutes for the maintenance of the city parks.

A joint committee of the Horticultural Society and Chamber of Commerce has advocated this, and a large vote of the Chamber of Commerce has indorsed the suggestion.

In other words, a number of prominent citizens are in favor of the expenditure of $20,796.63 on beautifying and keeping up the city parks. The statutes provide for this, for the expenditure of $20,796.63 in keeping the parks attractive, which is excellent business.

But the statutes do not provide for the expenditure of a single cent for child welfare, which has as its objective the saving of 100 babies a year from needless death in London.

When people alive to the importance of saving that many babies' lives a year in London, and to the importance of making it possible for many more to live for vigorous citizenship, wanted funds to carry on this work of salvaging human lives, they dipped down into their own pockets, then they held a tag day, a tag day to save lives and to save children to be strong, efficient citizens.

The Board of Health.

London's appropriation for board of health activities last year was $9,855. To be sure, the shiftless board exceeded its appropriation. It had the influenza epidemic on its hands during the fall, the most terrible epidemic that ever hit the city from the standpoint of severity and toll in loss of life.

To be sure, there were other volunteer agencies at work helping out the board of health (each running its own show). So you couldn't say the board of health had such a comparatively small amount after all.

For example, the school nurses have been rendering a service which places beyond dispute the importance and value of public health service. This has been financed by the city through the board of education. But, take the child welfare work and the work of the Women's Sanatorium Aid, with the exception of the salary of one of the tuberculosis nurses, which is paid by the city. Placed in the class of a charity so far as support is concerned.

Like the Child Welfare Association, the Sanatorium Aid has received support by people dipping down into their pockets, and by holding a tag day.

The importance to the city of parks is by no means being discounted. Their aesthetic value is fully appreciated, and its influence upon the citizenship. Their value as "breathing spaces" is also being taken into consideration.

But surely, if a city the size of London can afford $17,000 for parks maintenance, and citizens are recommending the expenditure of a little thing like almost $5,000 more, surely a city like London is in a position to spend an equal amount on saving human lives and saving boys and girls from the handicap of physical weaknesses all through life; for saving boys and girls to be vigorous city and nation builders.

Why all the fine sentiment orated from pulpits and platforms about the children being the greatest asset of the city and nation, if the city doesn't think it worth while as a city to make every possible provision to save the lives of the children for the city and nation?

COLD COMFORT FOR SHIPBUILDERS WHO EXPECTED SO MUCH

Government Has No Further Orders For Them.

[Special to The Advertiser.]

OTTAWA, Feb. 13.—Canada's shipbuilding program, conceived by the Union Government in the dying days of the war, and when prices of material had reached an almost prohibitive maximum, promises to turn out a tragic and costly fiasco. Toronto shipbuilding firms, on the strength of practical assurances that plenty of work would be forthcoming—assurance which even went so far as to discourage and prohibit the taking of orders from other countries—sent their representatives to Ottawa today to discover how these assurances were to be carried out. They went home with practically an intimation that no further orders were in sight.

Sir Thomas White, acting prime minister, suggested that to secure employment for returned soldiers, Toronto had better take up the Government's housing scheme instead.

Another Hope Blasted.

The facts are these: After three and half years of complete inactivity, during which time the Allies' shipping had been reduced by submarines to a dangerous margin of safety, the Government, through Hon. C. C. Ballantyne, announced with flourish of trumpet last session, that Canada was going to embark on what everybody understood him to mean a permanent shipbuilding industry. That such was the meaning he desired to convey may be gathered from the fcat that he immediately entered into a contract with the Dominion Steel Company of Sydney, N. S., for the production of rolled plates to the quantity of 250,000 tons at the very high price (even at that time) of $83 a ton.

The contract is spread over five years and the company is not expected to start delivering until July next. It is true that there is a clause in the contract providing that the price of $83 a ton for the plates shall be based on a price of $25 a ton for the ingots. But the clause provides that the price of plate shall decrease, not in proportion to or on the same percentage as the ingots decrease, but dollar for dollar, and steel, even at the present time is about $50 or $65 a ton.

She Was "Some" Contract.

Apart from the fact that the entering into by the Government of a five-year contract with the Dominion Steel Company, might have been (and was) taken as an assurance that the shipbuilding was to be a permanency in Canada, and as a consequence, millians of dollars of private capital were invested in shipbuilding plants all over the country, the contract in itself bears all the earmarks of being one of the most improvident ever made in the Dominion, even by the Borden Government. Should it be carried out the steel will cost over twenty million dollars, and when it has been fabricated, no shipbuilding company in the world would take it at the price. In fact, it would not be at all surprising if the contract had to be liquidated at a loss which may run as high as ten million dollars, to the Dominion.

In any case it would appear that the present shipbuilding program of 46 ships will have been completed from steel secured at Pittsburg, at less than $70 a ton, before the Sydney Rolling Mills have made their first delivery.

As it is, Canada's ships are being built at $200 a ton, and the Dominion is faced with the prospect of having to "write off" about half the cost of it's present program.

So much for the much-vaunted venture of Canada's Government of "businessmen."

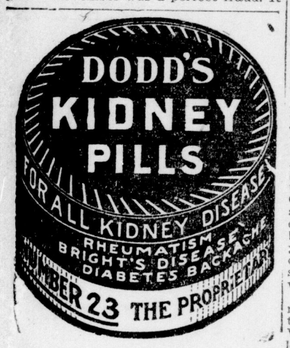
Woman "Smiles" at Life Sentence For Poisoning Husband

NEW HAVEN, Conn., Feb. 13. — Guilty of murder in the second degree was the verdict returned by a jury in the superior court this afternoon in the case of Mrs. Annie F. Monahan, charged with the murder of her third husband, John P. Monahan, by administering poison.

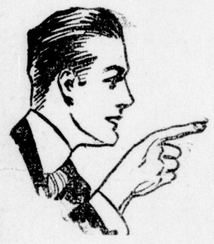
Judge Webb immediately sentenced her to life imprisonment. Mrs. Monahan smiled as sentence was pronounced.

Record Air Flight Paris to London

LONDON, Feb. 13. — The British air ministry announces that a British service machine yesterday made a record flight between Paris and London, covering the distance in 1 hour and 50 minutes.



SAVE MONEY AND GET SATISFACTION



By buying Rigneys' Poultry and Stock Feeds. We have the best and cleanest grains and chops that money can buy. We offer you these separately or mixed in a manner to give the best results. FEEDERS—You may depend upon it that feeding cattle, hogs or poultry will be a paying business for a long time yet. When in need of feeds give us a call. It is a pleasure to show our goods.

POULTRYMEN—We have just received a quantity of good, clean wheat, oats and barley, mixed—something sure to give good results from your flocks. Be sure to see this before buying. We know it will please you.

We must again warn our stock raisers and poultry feeders to keep your stables and pens sanitary—clean and dry, with plenty of light and fresh air. Clean often and use plenty of dry straw. Give your animals and birds good homes. They will repay you for your trouble. Our wagon goes to your part of the city every day. Call or phone in your orders early, as it helps us in our work. Satisfaction or your money back is our motto and your protection. A gilt-edge proposition. Tell your neighbors about our feeds.

RIGNEY BROS.

The Live-Wire Flour and Feed Store.

100 KING STREET. PHONE 425.

C. F. B. License 9-2932.

Canada Food Board License 9-6364.

CLIFF ROBINSON

QUALITY MEATS and FISH

We have an extra supply of choice Beef for Saturday. Be here early to get your share of these bargains.

SPECIALS

Choice Oven Roats Beef	20c lb.	Pot Roasts Beef	20c lb.
Rolled Roasts Beef	25c lb.	Stewing Beef	18c lb.
Beef Cuttings	20c lb.	Beef Hearts	12½c lb.
EXTRA—Smoked Picnic Hams	25c lb.	Meaty Hocks	12½c lb.
Shoulder Roasts Pork	27c lb.	Breasts Spring Lamb	22c lb.
Ham Roasts Pork	35c lb.	Shoulders Spring Lamb	28c lb.
Pork Chops	35c lb.	Legs Lamb	35c lb.
Stewing Veal	18c lb.	Shoulders Veal	23c lb.
Sweet Bones	3 lbs. for 25c	Calves Hearts	15c

Calves Liver, Oxtails, Tripe, Fries, Sweet Breads, Beef Tenderloin. Extra choice quality Dairy Butter, 45c lb.; Creamery Butter, 55c; Choice White Cheese, 35c lb.

CANNED GOODS SPECIAL—Corn, 20c; Tomatoes, 20c; Peas, 15c; Beets, 15c; Pumpkin, 2 for 25c; Beans, 20c per can. Kindly let us have your order early for prompt service. Make this bright sanitary store your store.

PHONE 6186. LAST DELIVERY 6 P.M. 206 DUNDAS STREET.

Fish! Fish! Fish!

Fresh, Salted, Smoked, Dried, Pickled—every kind of Fish coming in for our London trade. Fish is a delicate article and should be used in larger proportions. Look these varieties over—your particular fish is here.

SALTED.	SMOKED.		FRESH.	
Lake Herring.	Ciscoes, per lb.	22c	Halibut, per lb.	25c
Labradors.	Fillets, per lb.	22c	Herring, per lb.	10c
Salt Cod, Strip.	Finnan Haddie, per lb.	17c	Whitefish, per lb.	18c
Salt Cod, Whole.	Kippers, per pair	18c	Mackerel, per lb.	18c
Salt Cod, Acadia.	Bloaters, four for	25c	Flounders, per lb.	15c
Salt Cod, Sealy's.	Kipperines, per lb.	35c	Codfish, per lb.	12c
Salt Mackerel.	Digby Herring, per box	50c	Haddock, per lb.	12c
			Smelts, per lb.	20c

Onn's Up-to-date Market

PHONE 1296 QUALITY AND SERVICE. C. F. L. 9-1678. 143 KING STREET.

EAT MORE EGGS!

People Should Eat More Eggs and Less Meat

Eggs are now becoming reasonable in price and you can always get them strictly fresh. We supply your grocer with **STRICTLY FRESH EGGS** and we **GUARANTEE** them to be such. We also supply your grocer with fancy dressed poultry. If your grocer wants fancy quality it will pay him to order from

C. A. MANN & CO. 78 KING STREET. PHONE 1577.

Canada Food Board License No. 7-078.

CHILD GETS SICK, CROSS, FEVERISH IF CONSTIPATED

Look at tongue! Then give fruit laxative for stomach, liver, bowels.

"California Syrup of Figs" can't harm children and they love it.

A laxative today saves a sick child tomorrow. Children simply will not take the time from play to empty their bowels, which become clogged up with waste, liver gets sluggish; stomach sour.

Look at the tongue, mother! If coated, or your child is listless, cross, feverish, breath bad, restless, doesn't eat heartily, full of cold or has sore throat, or any other children's ailment, give a teaspoonful of "California Syrup of Figs," then don't worry, because it is perfectly harmless, and in a few hours all this constipation, poison, sour bile and fermenting waste will gently move out of the bowels, and you have a well, playful child again. A thorough "inside cleansing" is ofttimes all that is necessary. It should be the first treatment given in any sickness.

Beware of counterfeit fig syrups Ask your druggist for a bottle of "California Syrup of Figs," which has full directions for babies, children of all ages and for grown-ups plainly printed on the bottle. Look carefully and see that it is made by the "California Fig Syrup Company."

TO RELIEVE CATARRH, CATARRHAL DEAFNESS AND HEAD NOISES

Persons suffering from catarrhal deafness, or who are growing hard of hearing and have head noises will be glad to know that this distressing affliction can usually be successfully treated at home by an internal medicine that in many instances has effected complete relief after other treatments have failed. Sufferers who could scarcely hear have had their hearing restored to such an extent that the tick of a watch was plainly audible seven or eight inches away from either ear. Therefore, if you know of someone who is troubled with head noises or catarrhal deafness, cut out this formula and hand it to them and you may have been the means of saving some poor sufferer perhaps from total deafness. The prescription can be prepared at home and is made as follows:

Secure from your druggist 1 oz. Parmint (Double Strength). Take this home and add to it ¼ pint of hot water and a little granulated sugar; stir until dissolved. Take one tablespoonful four times a day.

Parmint is used in this way not only to reduce by tonic action the inflammation and swelling in the Eustachian Tubes, and thus to equalize the air pressure on the drum, but to correct any excess of secretions in the middle ear, and the results it gives are nearly always quick and effective.

Every person who has catarrh in any form, or distressing rumbling, hissing sounds in their ears, should give this recipe a trial.—Advt.

Take Our Tip! Head Straight for Andersons' Tomorrow

Bring your baskets and cram them full of the bargains we have prepared for this great one-day sale, or phone your order; we deliver free, but don't let anything keep you from taking advantage of this sale.

Choice Meat at Lowest Prices in City

Quality Considered.

BACON LB. 38c
CHICKENS LB. 38c
LEGS LAMB LB. 38c
SHOULDER PORK CHOPS, LB. 35c

GROCERIES AT PRICES THAT DEFY COMPARISON OF "CASH AND CARRY" STORE.

Canned Salmon, 2 tins for	25c	Sugar, 5 lbs. for	60c	Cheese, lb.	32c
Pork and Beans, 2 for	25c	Sugar, 10 lbs. for	$1.15	Pilchards, per can	15c
Jam, 4-lb. pail	65c	Flour, 24 lbs. for	$1.50	Shortening, per lb.	30c
Dripping, per lb.	20c	Aylmer Tomatoes, per tin	20c	Lard, per lb.	35c
Dairy Prints, per lb.	48c	Magic Baking Powder, per tin	34c	Corn Syrup, 10-lb. pail	95c
Crisco, 1-lb. tin	32c	Legs Lamb, per lb.	38c	Quaker Oats, per package	35c
Catsup, large bottle	25c	Eggs, per dozen	55c	Carnation Milk, 3 tins for	20c

Soap Sale---14 Bars for $1.00---Saturday Only

ANDERSON'S

London's Big Pure Food Store

Stalls 1, 2, 3, 4, 5, Market House. Phones 1643, 1644.

BEDDING DAY

IN OUR FEBRUARY SALE!

Tomorrow we offer rare bargains in Bedroom Furnishings. The shrewd shopper will recognize in the prices below something of the real money-saving opportunities offered. When we advertise bargains, they are genuine, true, honest reductions.

WE ADVISE EARLY SHOPPING TO SAVE DISAPPOINTMENT.

Mattresses $6.75

Worth $7.50. Well filled with fibre and felt; good art tick; excellent value.

LOOK AT THIS.

Brass Beds $16.75

Full size, 2-inch posts, handsome finish, strong and durable.

BABY CARRIAGES

The new spring shipment of Baby Carriages and Strollers has arrived, and is now on display. Latest styles and novelty designs.

SPECIAL! 40 Bedroom Rugs AT SACRIFICE PRICES.

We will sell these serviceable Brussels Rugs at a fraction above manufacturers' prices tomorrow only.

SIZES 3x3 YARDS. $11 — SIZE 3x3½ YARDS. $13 — 3x4 YARDS. $15

BIG REDUCTIONS IN ALL CONGOLEUM RUGS.

MASSIVE IRON BEDS $14.75.

2-inch continuous posts, with very heavy fillers; full size; white enamel or ivory finish.

COUCHES.

Special showing of Couches, in tapestry, verona and leatherette. Select your couch from the large variety.

12 ONLY Springs $4.50

Do you need one? If so, get it now. Woven wire; all well supported and reinforced to stand wear and tear.

Chesterfields AT WORKROOM-TO-YOU PRICES.

We have now placed on our floors two handsome new models. These were made right in our own workrooms by skilled men, and in this way we are able to eliminate the middleman's profit and sell direct.

Trafford Furniture Co.

11 MARKET SQUARE. 129 DUNDAS STREET.

Open a Savings Account With the Bank of Toronto

and deposit there the small sums that are so easily spent, and watch the result of the "adding to" principle. These "saved dollars" will be the seed from which a snug bank balance will grow for future years.

INTEREST PAID twice a year on all savings balances.

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