

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

GAS

ONE OF THE NECESSITIES OF LIFE NOT RESPONSIBLE FOR THE HIGH COST OF LIVING

OVER 8,000 GAS RANGES IN USE IN LONDON TODAY.
HAVE YOU GOT YOURS? IF NOT, ORDER TODAY AND
START TO REDUCE THE HIGH COST OF LIVING.

Ranges From \$15.00 Up

ASK THE WOMAN WHO OWNS ONE.

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

YOUR BEST FRIEND

Is the manufacturer of Good Creamery Butter. Substitutes, such as butter compounds, oleomargarine, etc., 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 TOASTED CORN FLAKES

"The Sweetheart of the Corn"

For ten years the standard Canadian breakfast food. By our secret process the white corn is converted into a deliciously flavored and nutritious food, and eaten by the young and old in all seasons. Insist on the original—the red, white and green package—and refuse all substitutes of the "Just as Good" variety, which grocers sometimes try to get rid of.

"Wins its favor through its flavor"

Poultry Is Cheaper Than Meat

So why not order Fancy Roasting Chickens once or twice a week? Your grocer can always secure the right quality from us on a moment's notice. Also guaranteed new-laid eggs, creamery butter, honey.

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

The Milk That Nourishes!

There is no other article of food to take the place of milk, but it should be pure. We supply that quality. Milk collected without care from dairies that are not conducted along sanitary lines is positively dangerous, because impure milk not only carries germs of destroying disease, but nourishes them. Is your baby safe? Are the others of your family safe?

Are You Getting Pure Milk?

The uniform quality of our milk is daily increasing the number of our deliveries. Are you taking PURE MILK? If not, phone us and we will have our wagon call at once. You'll be pleased with our service.

London Pure Milk Company, Ltd.

561 DUNDAS STREET.

PHONE 4338

FRANK SMITH'S Money-Saving Prices

Crisco, per tin 35c
Seeded Raisins, 2 pks. 25c
Prunes, 2 lbs. 25c
Pies, 1 lb. 10c
Lipton's Tea, 1/2-lb. 18c
Grand Mogul Tea, 1/2-lb. 18c
Ridgway's Tea, 1/2-lb. 19c
Redpath's Sugar, 100 lbs. \$7.65
Redpath's Sugar, 20 lbs. \$1.60
Redpath's Sugar, 10 lbs. 82c
Redpath's Sugar, 5 lbs. 43c
Campbell's Soup, per tin 14c
Extra Special Seedless Oranges, a dozen 15c
Can of Corn and one can of Peas (Aylmer) 25c
Grapefruit 5c
Honey, per 5-lb. pound 65c

YOUR LAST CHANCE FOR SUGAR AT PRICES QUOTED HEREIN.

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

The statement of Aid. Manness in his letter, which appeared in Our Consumers' League department a week ago, to the effect that the council committee of which he is convenor will welcome suggestions from organizations working along the lines of promoting thrift through cultivation of back yards and vacant lots, gives reasonable ground for the belief that some uniform workable plan will be devised which will result in the beautifying of the city, and largely increasing the food supply.

With three or four organizations working independently along similar lines, over-lapping would inevitably result. No more striking demonstration could be given of the thorough earnestness of the high cost of living committee in regard to the vacant lot gardening question than the fact that representatives of the Women's Gardening Association have been called into consultation, and the co-operation also asked of the School Principals' Association.

The Women's Gardening Association, which has been organized for some months, already has plenty of well and carefully laid out, season's operations and has any number of valuable suggestions on tap. The members of this association are primarily interested in the cultivation of their own back yards, and parcels of ground secured for community gardens. At the same time their ideas should prove of help in solving some of the problems which confront the council's committee.

School gardening is evidently to receive due encouragement from the Vacant Lots Gardening Committee, judging from the plea of Aid. Manness for the whole-hearted co-operation of parents and teachers.

"KEEP THE HOME FIELDS EARNING."

"Keep the Home Fields Earning" is the "Rational" Anthem adopted by the London Women's Gardening Association, according to a vivacious member of the executive. "But whatever you do," she pleads, "don't allow the printer man to put it in 'national.' It is 'rational,' common sense, 'rational.'"

Having achieved the dignity of a rational anthem, the Women's Gardening Association tells as follows why it is entitled to such distinction: Increasing production is certainly a rational course of action in times like these. Not only with a view to reducing the cost of living, but also for the patriotic purpose of increasing the food supply for the soldiers wherever it is needed. The saying that the bread-basket will be as important a determining factor in the winning of the war as the munitions wagon is so hackneyed that it has almost passed into disuse. But it is recognition of this very principle which has been largely responsible for the organization and plans of the Women's Gardening Association.

Our idea is not to cut prices and encroach upon the rights of the market gardeners, but the splendid farming community already in London. Our aim is to grow enough "vegetables for home consumption in order that those who grow large quantities may be able to ship their store where the soldiers need food, either in this country or overseas.

To be sure, if enough produce is raised there will be an inevitable reduction in price.

We propose opening a community store to dispose of the surplus of our gardens. Again, our good intentions of not interfering with the market gardeners is evidenced by the fact that we propose operating our store on the non-market days, Mondays, Wednesdays and Fridays.

The advantage to be derived from being able to dispose of a small surplus through the community store should be apparent. People who go to the trouble of making gardens as a rule have a surplus to give away. They cannot exactly cause the quantity they will require for themselves when planting. In times like the present, in the grocery store the high cost of living and the many demands for patriotic and charitable purposes, the majority of people are glad to add even in a small way to their income. Selling small quantities to stores does not pay. I know by experience. Last year when head lettuce was selling at 5 cents a bunch in the grocery store, I asked my grocer what he would give me for my beautiful Al grade lettuce. He said 25 cents a dozen heads. Even if you have a most superior brand of vegetables to offer your friends and acquaintances don't enjoy the trouble of coming after them, and you certainly can't deliver them yourself. The community store is the solution for disposing of small surplus at a profit.

The store will be in charge of a convenor and committee. We estimate that it will be necessary to pay for the services of a bookkeeper.

Our plan is to have a "safety first" and any woman in charge for the community store must pay for the privilege an additional fee of \$2 for the season. Ten per cent of the price, a most moderate amount, will be deducted from all sales for the service. All members will be paid by check the value of the produce sold, minus ten per cent, the end of each week.

Our community gardens will increase the keeping up of the supply in the community store, even when the supplies which come in from private gardens fluctuate.

Many have three or four offers of land for these community gardens, and what we very much want now is offers of workers. Col. Barker, who was the first to offer us the use of land for a community garden at his home, "Belvedere," South London.

One thing we will insist upon in our community store is maintaining a high quality. Our aim will be to "safety first" and any woman in charge for the store will have the right to refuse vegetables which she does not consider up to the standard.

The "community store" idea should hold suggestions for the council committee, which is considering the establishment of a "bureau" in order that consumers may buy direct from the producers.

WHEN CONVALESCING SOLDIERS GARDENED.

The fertile soil of the grounds of "Belvedere" is a promising field of operation for an experiment on the part of the Women's Gardening Association in community gardening. The soil has been tested and proved all that could be desired.

Last year when the fine old home of Col. Smith on the Wortley road was still being used by the Government as a military convalescent hospital, the superintendent, Mrs. French, decided that a garden would not only augment the supplies, but also afford healthful, interesting occupation for the patients. A garden forthwith was made by amateurs, to many of whom the experience was an entirely new one. Mrs. French, who directed operations, was herself an amateur.

Five dollars worth of seed was donated by the London Horticultural Society, secured through Mrs. Yarker, and the Lord Roberts Chapter, L. O. D. E., volunteered to supply the money for the rest. Less than ten dollars' worth of seed in all was returned.

The returned convalescing soldiers planted, hoed, watered and weeded the garden and not a single cent was spent on labor.

An accurate account was kept by Mrs. French of all vegetables harvested, and these charged up at the regular grocer's prices: The garden yielded 100 bunches of radishes, 500 bunches of lettuce, 24 bunches of onions, 9 quarts of peas, 24 quarts of beans, 12 cabbages, 50 pounds tomatoes, 12 dozen ears of corn, 74 bunches of beets, 6 bunches of carrots, 80 cucumbers, 2 cauliflowers, 2 bushels of potatoes (and potatoes were a general failure last season), in addition to quantities of parsley.

In July it was estimated \$20.20 was saved on vegetables: \$12.60 in August, and \$14.20 in September; a total of \$47 in three months, or a net saving of \$37, deducting the cost of seed.

Mrs. French is quite sure that gardening pays generously, and makes this comment in relating her experience: "You must remember that I knew absolutely nothing about gardening before, and all my assistants were amateurs. Even with the experience I gained last summer alone I am sure I could achieve much better results another year. In estimating the gain, though, it must be remembered that all the work was voluntary, and it wasn't necessary to employ any skilled labor. A number of the men took a great interest in the garden and seemed to enjoy it. I am sure the exercise benefited them."

WOMEN SHOULD STUDY MARKETS.

Mrs. K. M. has the following thrifty suggestion for readers of Our Consumers' League this week:

"I believe it costs a number of women an unnecessarily large amount to run their houses, for the simple reason they do not take the trouble to inform themselves in regard to market prices. They may be excellent cooks and most economical in the use of supplies, but if they fail to buy to the best advantage they fall in half their duty.

"A woman who is informed in regard to prices will question her grocer and know the reason why when she is asked more than the price she has been accustomed to pay, or than she has been led to believe is being charged. I am sorry to say, one or two cases have come to my attention of taking advantage of such ignorance by grocers who are not too scrupulous.

"The woman who studies the markets and compares prices will realize that rice, served as a vegetable, is an excellent and economical substitute for potatoes when the latter are high in price as at the present time. That, however, depends upon what she pays for rice. The other day at the meeting of our Red Cross circle, we were discussing the Consumers' League Page and the high cost of living question. During the rice as a substitute for potatoes was mentioned. The woman sitting next to me told this incident: 'I was in a grocery store a few days ago when a little girl came in to buy a pound of rice. The grocer charged her fifteen cents for it. I don't think there are many grocers who would do such a thing as that, but I do know there is such a thing as having two prices.'

"If I had been there I should have protested to the grocer on behalf of the little girl. I hadn't bought rice for some time, but decided to order some when I was getting my groceries next day I purposely didn't ask the price, but when the bill came home I found it was seven cents a pound.

"I had occasion to go into another grocery store the same day and made a point of asking the price of rice. The clerk who waited on me stated they had two grades, one at seven cents, the other at ten cents.

"A man who has reason to know what he is talking about told me recently that in a number of lines of commodities there is an entirely uncalculated-for advance in price. Owing to conditions there has been a logical advance in certain lines. Dishonest dealers have taken advantage of this to shove up prices in everything else, and the public as a whole calls it the 'high cost of living,' and pays without investigation. I have heard of grocers in this town who are charging as high as 35 cents a can for tomatoes, and there are women who are paying it. If women would investigate more and study their business of buying more, I feel sure they would get much better value for their money. For one thing they would refuse to pay more than an honest price."

NO MIDDLEMAN'S PROFITS AT ANDERSON'S

The Big Store does not have to rely on wholesalers for their produce. Everything sold is taken from Anderson's Packing House, a direct connection of the Big Store. Railroads do not control nor hamper us in the least. This insures much lower prices to customers of the Big Store.

1,000 lbs. RIB ROASTS OF BEEF

The finest Heifer Beef obtainable, tender, juicy and nourishing. You will need to come early on Saturday morning for this special.

25c lb.

OVEN ROASTS OF BEEF, CUT FROM THE SHOULDER, 22c LB.

10,000 lbs. EASYFIRST SHORTENING

At Anderson's you are sure of the genuine article. Easyfirst Shortening is far ahead of lard or butter in baking. Remember this is Genuine Easyfirst, at

19c lb.

BUTTER and EGG DEPARTMENT

DAIRY SOLIDS, 42c LB. DAIRY PRINTS, 45c LB. CREAMERY SOLIDS, 46c LB. KERWOOD CREAMERY, 47c LB. CREAM CHEESE, 35c.

NEW LAID EGGS 55c DOZEN FRESH EGGS (Selected stock) 42c DOZEN

SPECIALS IN VEAL

SHOULDER ROASTS .. 25c BREASTS OF VEAL .. 18c SHOULDER CHOPS .. 28c LOIN ROASTS .. 28c

ANDERSON'S The Big Store

Saturday Auto Deliveries, 8 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m., 8 p.m.
Daily Auto Deliveries: 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m.

ONN'S--Only One ONN'S

Only one Onn's Fish Market in town, and known all over town and among the residents of the surrounding country as the RELIABLE FISH MARKET OF LONDON.

No necessity to mention the different kinds of Fish Food at Onn's. You know you will find everything here that should be in a fish market catering to the wants of the people, and that Onn's prices are always right. Phone Onn's, 1236, for quick delivery of your Fish Dinner today, and Sea Food Delicacies for tasty bites.

ONN'S FISH MARKET, 143 KING STREET

BREAD AND BUTTER In warm weather it should be Bread and Butter, but in cold weather like we have been having lately it might well be Butter and Bread. If we would keep up plenty of animal heat. Bread and Butter are great blood makers, and good red corpuscles blood makes animal heat and energy. Ask your grocer for

The Meadow Gold Brand Butter

HAVE HIM GET IT FOR YOU. YOU WILL BE PLEASED WITH IT.

THE ONTARIO CREAMERIES, LTD.

PHONE 782. OPPOSITE MARKET HALL. 125-131 KING STREET.

Chivas' Confectionery--Always a Place of Interest

OF INTEREST TO THE LADIES BECAUSE of its Home Baking Products at low rent, no-delivery, money-saving prices.
Of Interest To Business People BECAUSE of its Delicious Candies and Mints. None so good in town for the money. Buy once and prove this for yourself.
Of Interest To Store Clerks BECAUSE of the fine lunch to be had there at only 20 cents for a plate of Ham, with Bread and Butter, a cut of Pie, with either Tea, Coffee or Milk.
OF INTEREST TO SHOPPERS BECAUSE of the wonderful value lunch, consisting of a plate of Good Vegetable and Meat Stock Soup, with Bread and Butter and Meat Pie, with Tea, Coffee or Milk, for only 15 cents.
BECAUSE of the Afternoon Tea served at 5 p.m., consisting of a pot of Good Tea, Fruit Preserve and Hot Scones or Biscuits.

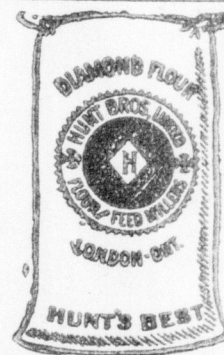
All served in the newly-decorated Tea Room, with promptness and courtesy.

Everything in Fancy Baking at Moderate Prices. **J. M. Chivas, Confectioner** 117 DUNDAS ST. PHONE 463.

HUNT'S DIAMOND FLOUR

SOLD BY BEST GROCERS.

One reason why people like Hunt's Flour is that when once they have found the recipe that suits them they never have a failure, because HUNT'S FLOUR is "ALWAYS THE SAME."



The Safe Investment of Small Sums

is to most people a difficult problem, and many have lost all their money through unwise investments.

If your funds are deposited in the Bank of Toronto Savings Department you will receive interest half-yearly on your balances, and will know that your money is safe.

Our large Assets and Reserve Fund afford a comfortable feeling of security to our customers.

ASSETS \$66,000,000

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