

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

BE WISE--- USE A GAS HEATER

DON'T WASTE COAL, IT'S EXPENSIVE—and it's becoming more expensive every day. Don't start your furnace if you need a little extra heat for an hour or two.

USE A VULCAN GAS HEATER

It is an economy. It gives all the heat needed at a very small consumption. It can be used to whichever room needs heat.

All Styles, All Sizes, From \$3.50 Up

The Gas Appliance Co.

PHONE 922.

213 DUNDAS STREET.

THE BEST GROCERS CARRY

MEADOW GOLD BRAND BUTTER

because its quality has established a trade for it and we advertise its worth, thereby aiding the grocer's sales.

It Is Good Butter. There's None Better. Try It.

The Ontario Creameries, Limited

PHONE 782.

OPPOSITE MARKET HALL.

129-131 KING STREET.

KEEP YOUR



ON

FAULDS & DAWES

ORGANIZED IN 1916

LONDON'S FIRST AND ONLY

KEEP YOUR



ON

CUT-RATE MEAT MARKET

Where the people are able to practice what they are being asked to do—ECONOMIZE—ECONOMIZE—ECONOMIZE—GIVE—GIVE—GIVE.

HELP TO WIN THE WAR

When you buy your meat here you get full weight, prime quality meats of all kinds at cut rate prices, which enables you to save money on your table account, and that does count. Try it this month by buying your meat here and note the difference; 50 cents a week saved for one year buys a war certificate. You can do this on your meat bill here. Try it for one month and prove it for yourself.

MONEY SAVERS.

Rib Roasts Beef25c lb.
Bump Roasts Beef24c lb.
Shoulder Roasts Beef 22c lb.
Chuck Roasts Beef20c lb.

MONEY SAVERS

Round Steak25c lb.
Sirloin Steak28c lb.
Porterhouse Steak .30c lb.
Boneless Pot Roasts Beef .28c lb.

MONEY SAVERS.

Legs of Spring Lamb .33c lb.
Loins of Spring Lamb 32c lb.
Shoulder of Spring Lamb .28c lb.
Choice Fillet of Veal .32c lb.

A Large Supply of HEARTS, LIVERS, TONGUES, SPARERIBS AND TENDERLOINS.
We guarantee you satisfaction in weight, quality and service.
EIGHT AUTO DELIVERIES TO ALL PARTS OF CITY.

FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

PHONE 5750.

In the prices current for other foods a recent analysis shows that there is a higher percentage of food value in

Kellogg's Toasted Corn Flakes

than beefsteak, bacon, whole wheat, eggs, milk and many other articles of diet in daily use.

Use KELLOGG'S TOASTED CORNFLAKES always. They are both nourishing and sustaining and cost less.

ONLY MADE IN CANADA BY

The Battle Creek Toasted Corn Flake Co., Ltd.

Head Office and Factory: London, Ont.

"THE CASH AND CARRY STORE"

Betty's Orange Marmalade13c
Corn Syrup, 5-lb. pail53c
H. P. Sauce23c
Home-Made Horse Radish, per bottle15c
Raisins, 2 lbs.25c
Crisco50c

Creamery butter46c
Cascade Salmon, per tin18c
Pure Gold Icing Sugar10c
Campbell's Soup, per tin18c
Oranges, per dozen24c
Cooking Figs, pound10c
Seedling Raisins14c
Dried Medjool Dates, per package 17c

Jelly Powder, 3 packages25c
Domestic Shortening25c
Macaroni, per package10c
Grand Mogul Tea, per lb.50c
Sildway Tea, per lb.50c
Red Rose Tea, per lb.54c
Salada Tea, per lb.54c

FRANK SMITH, MARKET SQUARE

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

DELIVER GROCERIES "A LA JANE."

It is just as we suspected, cheery, breezy, original Jane Wiggins has been up to the eyes in "stone-aging," and that is the reason we haven't been hearing from her. But back she has come again in answer to a challenge, bringing along with her a wonderful idea of systematizing delivering of merchandise, and thus saving money and overlapping. Jane is nothing if not efficient, and what is more, she never offers a criticism without having an improvement to suggest.

Jane has two plans for revolutionizing the delivery wagon system. She would do so, either by "bringing up fathers" or in a way best told in her own words. This is what Mrs. Wiggins has to say this week:

Dear Miss Armstrong,—How charming of you! Your challenge summoned me, not from the vast depths of Death, but from the cellar, where I was canning cannily in Canada. This is certainly the stone age—it is so hard! (to get through!) And then, ask for a peach and receive a stone. Do you crack the stones of peaches and put the kernels in your jam? It's very good that way—But!

I saw some imaginative lady advising folks through the press the other day to take the skins off squash and pumpkins, and use the inside as a substitute for nuts. That lady must have lived in a clock factory, where they make time. Nuts cost from 40c to 90c a pound. And any woman in the world (who has the use of her limbs), can make \$1.25 (and upwards) per day. By the time one had shelled enough squash seeds to equal a pound of shelled nuts—I wouldn't do it "not for nuts." Why doesn't someone censor these absurdities or put them on the Sporting Page? The world is almost as short of labor as of food. And we women, who are asked to double our daily output, should be as careful of our time as of our money, and not spend it uselessly!

Which brings me to the subject of saving money by being your own delivery boy. There's a butcher in town who advertises a reduction of 3 cents per pound on all meat that the buyer carries home. Mr. Finn, district representative of the department of agriculture, tells us that if we bought our potatoes, etc., direct from the farmers, and did our own delivery, we should get things at almost half price. I beg to differ.

If you go to a farmer five miles from town and buy from him there (instead of at the market), I am afraid you will be charged market prices. Perhaps you may get your things for a little less. But how are you going to get them? You really can't walk five miles out, and carry home a sack of potatoes on your back! Motor? You will certainly use more than the difference of cost in gasoline. If you just pick these things on your pleasure trips through the country, well and good. But the people who do motoring for pleasure at present are not the people most vitally interested in getting the lowest possible price on potatoes.

Now suppose I want two pounds of beefsteak, and take the car down town to get it. I have six cents on the meat and spend nine cents on car fare, and it will take me one hour of time at least. If I walk it will take me twice as long. If I can take these things "in my stride" as it were, well and good. But I haven't time to go to town more than twice a week, and I could not carry home all I need for a family of six, on those two trips.

I have two suggestions to make: 1. Why shouldn't the house-mother order early in the morning, have the parcels neatly packed, and let the house-father call for them on his way home from shop or office? The women are not afraid or ashamed to turn in (or out) to help the men these days. Let us have reciprocity!

2. Why not a co-operative delivery system? All telephone orders given before 11 a.m., will be delivered that afternoon. All given later will be delivered next morning. If this were an iron rule, everybody would fall in with it, and people who are so nature-wise, would be the summer on an island—they think ahead and plan accordingly. And townspeople could still run out to "the little shop 'round the corner" for the things they forget. At 1 o'clock the co-operative delivery carts would call at the grocers for the afternoon delivery orders. Everything for the London East, West, North, or South, etc., would be routed out together—A. & Co. (on Dundas, between Richmond and Park avenues), would not go out to the exhibition grounds with a pound of butter for Mrs. B., while C. & Co. (next door to A. & Co.), were delivering 25 cents worth of sugar to Mrs. D. (who lives opposite to Mrs. B.).

Surely one-third of the men and money now used in operating deliveries might be saved in this simple manner. In the early, peary morning all the orders of the previous afternoon would start out to their destinations.

I planned this system my very own self, and will be pleased to work it out in detail for the city—or any co-operative company that likes to take it—I have actually drafted most of the particulars.

But yesterday I saw that "my" scheme was already in working order out West. I inclose an account of it, which may interest you. Aren't you almost sorry you asked me to come back? How soon may I come again? I'm stifled with unexpressed thoughts on the subject of street cars. Is it the freedom of the press, or the sup-press, I may expect on that subject? Yours Continually, JANE WIGGINS.

Come again as soon as you can, dear Jane. We are all anxious to hear your views on street cars. Next week won't be one bit too soon. Pull the string, lift up the latch, and come right in while you're looking for your mind to say. Otherwise you may get interested in something else, and forget all about us.

SOARING "ON GENERAL PRINCIPLES."

A subject which will probably receive the attention of the local food conservation committee in the near future is the unjustifiable advance in cost of certain commodities. While a logical reason can be found on investigation for a good many of the advances, others seem to come about without rhyme or reason, and solely owing to a peculiar sensitiveness to discord developed by present conditions. When a certain number of articles have gone plunging upwards in cost there seems to be an impression that it is necessary to send all the rest sky-larking after them for fear of destroying the harmony of the advanced scale of making people pay for things. Quite often a few questions reveal the fact to the startled housewife that there is perfectly good reason why, say a broom, should cost her a third as much again as it did awhile ago. "But there are other times when the ways of merchandizing are past finding out."

Not so very long ago rumors were heard that there was to be an immediate advance in the price of tea. The editor of this department asked reliable grocers, grocers of known integrity, who one and all stated they had heard there was going to be an advance. On top of that statement a man thoroughly in touch with the tea situation told the self-same Consumers' League editor on not one, but two, separate occasions on two different days, that there could be no reason for advance in the price of tea until the end of the year, excepting on the ground that the merchants cannot replace their present stock at the price they paid for it. There has been an advance at the shipping points in India, Ceylon, and so on, but these shipments will not reach Canada until well on to the spring. In the meantime Canada's stock of tea is large as large as it ever was. Advanced prices as it has ever had at this time of the year. The advance in price will consequently not be due to the fact that it cost the dealer any more. Lo, the poor consumer!

Apocryphal subject of what may be termed, "unjustifiable advance," a reader has sent in the following complaint:

"Why should I and a lot more people like me be called upon to pay new leather prices on old leather boots? I have seen identically the same boots take a big jump in price within a week. Do you call this justifiable advance? In the case to which I refer it was exactly the same stock boots. I am hard to fit, but that pair fitted me exactly. I was getting something else at the time, and the boots were shown to me. I didn't really need them just then, so I decided not to take them. Thinking it over after I went home I came to the conclusion it would be hard to get so well fitted again, and that I had better get them and have them ready. When I went back I was told they had been advanced in price. I asked why, and the answer was that all leather goods had gone up."

In view of the imperative need of leather for boots for the fighting men, perhaps there may be something in the excuse that while the goods didn't cost any more they cannot be replaced at the same price. The higher prices have a tendency to make people of moderate incomes take better care of their boots. Still this doesn't reconcile the consumer for advances in goods "on general principles."

SHUN THAT CUP.

A prominent Women's Institute worker of this district commented a few days ago on the way the honor roll of "hygienic sinners" is lengthening out, as added to week by week in this page. She had one of her own to tell about as follows: "Sometime ago I was at the C. P. R. station waiting for a train when my attention was attracted to a beautifully dressed and refined-looking woman and her winsome little daughter. The little girl wanted a drink, so the mother led her to the tap, where a most repulsive-looking man was drinking from the cup. Immediately after the mother picked up this cup, rinsed it out slightly with the cold water, then gave a drink to the babe from it and took one herself. It amazed me to think that a woman who evidently enjoyed the opportunities the appearance of that one would indicate should do such a stupid thing. Individual drinking cups cost so little and take up so little room it is surprising a woman traveling with a child would go away without one. A cup can be easily made from a clean piece of paper, and thrown away immediately after using. If a cup takes too much room a few sheets of note paper might be carried for this purpose."

MAKE THIS A BEEF SUNDAY

There is a real treat in store for you this week-end at the big store. We have 20 extra fancy heifers on sale Saturday, in fact regular CHRISTMAS QUALITY. No advance in prices for this sale of extra quality, but our advice to you is to get here early or use the phone. Have your change ready and shop smartly.

BEEF

Finest Sirloin Steaks30c lb.
Choicest Sirloin Roasts28 lb.
Best Porterhouse Steaks .30 lb.
Porterhouse Roasts28c lb.
Wing Roast Beef25c lb.
Round Steaks30c lb.
Rib Roasts Beef27c lb.

PORK

Ham Roast Fresh Pork32c lb.
Shoulder Roast Fresh Pork 28c lb.
Shoulder Pork Chops32c lb.
Fresh Side Bacon33c lb.
Chuck Roast Pork22c lb.

LAMB

Leg Spring Lamb33c lb.
Loin Spring Lamb35c lb.
Breast Spring Lamb23c lb.
Spring Lamb Chops35c lb.

A Word With You

Oleomargarine will be on sale at the Big Store November 15th. There are several makes of this product on the market. If you want to be assured of the best, place your order with us now. We have just completed arrangements for handling the best line of Oleo made.

FISH

Special Cash and Carry Sale of Fish.
Fresh Lake Herring30c lb.
Finest Whitefish15c lb.
Salmon Trout16c lb.
Fresh Haddock12/10c lb.
Codfish12/10c lb.
Haddies15c lb.
Clascons22c lb.
Pillets20c lb.
Kippers, pair13/10c
Absolutely no fish delivered or charged at these prices.

SPARERIBS, TENDERLOINS, HOOKS, HEARTS, LIVERS, ETC.

ANDERSONS QUALITY MEAT MARKET

Phone 1643, Private Exchange.

Stores 1, 2, 3, 4, 5, Market House.

Auto Deliveries leave at 8 a.m., 9 a.m., 11 a. m., 2:30 p.m., 4:30 p.m., 8 p.m.

SIMPLE BUT SATISFACTORY

"YES, IT IS SIMPLE BUT VERY SATISFACTORY," SAID GEORGE WASHINGTON CHILDS TO HIS FRIEND WHEN THEY WERE "TAKING A BITE" TOGETHER ONE DAY IN A PHILADELPHIA RESTAURANT. MR. CHILDS HAD BREAD AND BUTTER AND TEA, WHILE HIS FRIEND INDULGED IN A MORE ELABORATE BILL OF FARE. GOOD BREAD AND GOOD BUTTER GOES A LONG WAY TOWARD MAKING A SATISFACTORY MEAL. SEE THAT YOU GET "SILVERWOOD'S CREAMERY BUTTER. IT'S THE BEST."

SILVERWOOD'S LIMITED

ONN'S FOR FISH. When You Want Fish FISH FROM ONN'S

You Know Where To Come For the Best

ALL KINDS FOR MODERATE PRICES

Cisco Herring10c Jumbos12/10c
Whitefish15c Haddock10c
Steak Cod12/10c Market Cod10c

Solid Meat Selected Oysters, in bulk, arriving daily.

ONN'S --- THE OLD RELIABLE --- ONN'S FISH DEPOT

A WARM NOURISHING MEAL

A choice roasting or stewing chicken well cooked makes a warm, nourishing, satisfying meal. It not only pleases the palate, but supplies the body with strength and energy.

SPECIALTIES—SELECTED EGGS, ALSO CHOICE CREAMERY BUTTER AND SHORTENING.

We grade our poultry carefully, and supply the retailer with nothing but the very best. Tell your grocer to order Fancy Dressed Poultry from

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

Why Not Start a Savings Account at the Bank of Toronto Today?

We have four offices in this city and your account will be welcomed at any one of them. Start NOW. Never mind how little. Save something. One year hence you will wonder why you didn't start sooner.

THE BANK OF TORONTO

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.
Cor. Richmond and John Streets.Cor. Dundas and Adelaide Streets.
Cor. Dundas and Taibot Streets.