

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

## Though These Prices Are Low This Meat Is of Highest Quality

Don't make a mistake; the reason we can sell you such delicious meat at such low prices is because we are out here in East London, where rent is low. But no matter where you live, our store is as close to you as your telephone. Try us tomorrow and save money.

|                                 |         |                                      |         |
|---------------------------------|---------|--------------------------------------|---------|
| Prime Rib Roast .....           | 29c lb. | Leg Roast Pork .....                 | 37c lb. |
| Shoulder Roast Beef .....       | 25c lb. | Fresh Beef Tongues .....             | 30c lb. |
| (Any Cut.)                      |         | Large quantity choice Spring Lamb.   |         |
| Boneless Rolled Pot Roast ..... | 27c lb. | Choice New and Old Cheese ..         | 30c lb. |
| Fresh Ground Hamburg .....      | 25c lb. | Butter, Eggs, Catsup, Jam, Tomatoes, |         |
| Lean Beef Cuttings .....        | 25c lb. | Corn, Peas, Pork and Beans, Peanut   |         |
| Sweet Pickled Shoulders .....   | 32c lb. | Butter, Ground Bone, Homemade        |         |
| Shoulder Roast Pork .....       | 34c lb. | Sausages.                            |         |
| Lean Pork Chops .....           | 37c lb. |                                      |         |

FIVE PER CENT DISCOUNT ON ALL CASH AND CARRY ORDERS.

Be Sure To Get a Receipt.

### BURBANKS' Meat Market

613 DUNDAS STREET.

PHONE 2986.

## DON'T KEEP YOUR POULTRY---MAKE YOUR POULTRY HELP TO KEEP YOU

You ask us, how? By doing as scores are doing--feeding our grains and mash, according to our instructions. Get out of the old rut. Feed along proper lines and get results. If you want EGGS, you MUST feed EGG-PRODUCING foods. If you desire to finish birds for the market, you must use foods for substance and fat. If you want show birds, you must have foods to promote proper development and a fine plumage. But to attain any of these ends, your poultry must be HEALTHY, CLEAN and COMFORTABLE. Freely use our disinfectants, lice killers and panaceas. They save dollars worth of feed. Let us help you along by supplying your poultry needs.

### RIGNEY BROTHERS

THE LIVE-WIRE FEED STORE.

100 KING STREET.

PHONE 425.

Canada Food Board License No. 9-2932.

## KEEP YOUR HENS LAYING

Our feeds are made from clean grains. No dirt, no sweepings. Get eggs now. Get more eggs.

Feed Dominion Seeds Mixture Try Dominion Seeds Lay Food  
Made up from yellow corn, buckwheat, hog millet, feed wheat, oats, etc. These grains separate if desired. Our own mixture of pure ground feeds. Helps old and young fowls. Keeps them healthy.

KEEP FREE FROM LICE. USE OUR LICE KILLERS.

### DOMINION SEEDS, LIMITED

119 DUNDAS STREET.

PHONE 550.

MARKET SQUARE.

## CLIFF ROBINSON'S QUALITY MEAT AND FISH SHOP

LOOK OVER OUR LIST OF REAL BARGAINS--THEY WILL SAVE YOU MONEY.

|                                   |     |                            |     |
|-----------------------------------|-----|----------------------------|-----|
| Sweet Pickled Shoulders.....      | 30c | Breasts Spring Lamb.....   | 30c |
| Pickled Hocks.....                | 17c | Shoulders Spring Lamb..... | 35c |
| Extra Choice Corned Beef.....     | 28c | Stewing Veal.....          | 20c |
| Cooked Pigs Feet, 2 lbs. for..... | 25c | Shoulders Veal.....        | 25c |
| Sweet Pickled Bacon.....          | 38c | Lean Beef Cuttings.....    | 22c |
| Chuck Roasts Beef, any cut.....   | 25c | Stewing Beef.....          | 20c |

EXTRA SHOULDERS PORK CHOPS--37c LB.

Yellow Cheese, 30c lb. Two-year-old white, 35c. Swiss, Cream, Oka, Limburger.  
Green Corn, Celery, Parsley, Tomatoes, Lettuce, Beans, Peas, Cabbage, Etc. Bulk Olives, Bulk Pickles, Choice Cooked Meats.  
Become a customer of this bright, sanitary store. Our goods satisfy the most particular people.

PHONE 6186.

206 DUNDAS STREET.

Canada Food Board License No. 9-6364.

## VEGETABLES

|                                |             |                                     |            |
|--------------------------------|-------------|-------------------------------------|------------|
| Vegetable Marrow .....         | 10c         | Leaf Lettuce, crisp .....           | 10c        |
| Cauliflower .....              | 20c and 30c | Endive green, curled .....          | 10c        |
| Celery, white .....            | 5c and 10c  | Tomatoes, choice, hothouse, lb. 20c |            |
| Celery Hearts, per bunch ..... | 5c, 10c     | Rhubarb, per bunch, 8c, 2 for 15c   |            |
| New Beets, per bunch .....     | 5c, 10c     | Cucumbers, hothouse .....           | 5c and 10c |
| New Carrots, per bunch .....   | 5c, 10c     | Parsley, Watercress and Mint ..     | 5c         |
| New cabbage, each .....        | 5c and 10c  |                                     |            |
| Large Onions .....             | 5c          |                                     |            |

MAIN & COLLYER

Telephone 2331. P. O. Box 273.

## A Word to the Businessman---

Which would you rather have? A store at a monthly rent of \$50 in a street position where very few passed all day long, or a store in the best business district at a monthly rental of \$100 where hundreds, maybe thousands (business opportunities) were continually passing? Which would you rather do? Take five years without any expense for advertising to build up a bare living business or use a reasonable amount of money for advertising and build up a profitable business in one year?

Some people flatter themselves they can get along very well in their business without any publicity other than what the quality of their goods give them. They do "get along," but they take a long time to get anywhere. The peasants of Burma are satisfied to travel in a large solid-wood wheel ox-cart, and they do reach their destination, but we do not read of them being arrested for speeding. Our progressive, aggressive, successful merchants have learned it pays to advertise.

## "THE CASH AND CARRY STORE"

|                                    |     |                              |     |                                    |           |
|------------------------------------|-----|------------------------------|-----|------------------------------------|-----------|
| Fels Naptha Soap, per bar.....     | 8c  | Salada Tea, 1/2-lb.....      | 34c | Maple Butter, per tin .....        | 25c       |
| Sunlight Soap, per bar.....        | 8c  | Grand Mogul Tea, 1/2-lb..... | 34c | Peanut Butter, per lb. ....        | 28c       |
| Gold Soap, per bar.....            | 8c  | Ridgeaway's Tea, 1/2-lb..... | 34c | Domestic Shortening, 3-lb. pail    | 25c       |
| Surprise Soap, per bar.....        | 8c  | Lipton's Tea, 1/2-lb.....    | 28c | Cascade Salmon, 1/2-lb. tins, 2    | for ..... |
| Tomatoes, per 11-qt. basket.....   | 65c |                              |     | for .....                          | 25c       |
| Carnival Salmon, 1/2-lb. tins.     |     |                              |     | Maple Leaf Salmon, 1/2-lb. tins, 2 | for ..... |
| ..... 2 for 23c                    |     |                              |     | for .....                          | 45c       |
| Dalton's Lemonade, per bottle..... | 10c |                              |     | Cascade Salmon, 1-lb. tins ..      | 24c       |
| Seeded Raisins, 2 packages .....   | 25c |                              |     | Prunes, 2 pounds for .....         | 25c       |

FRANK SMITH, MARKET LANE

## HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

### Our Consumers' League

BY ISABEL C. ARMSTRONG.

#### WHAT AILED THE ORCHARD?

The other day a farming expert told the editor of this department a story, which is a striking, modern instance of the Parable of the Ten Talents. In this case, the "one talent" happened to be an apple orchard. The owner didn't wrap it up with hay, with straw, with blankets, or anything else, for that matter. He simply neglected it and allowed the trees which his ancestors had carefully planted on the homestead to run down at the heel and become generally dilapidated.

It was in the course of a motor trip over a road not far from London that the eyes of the farming expert rested upon a neglected-looking orchard, trees choked up with dead wood, and only a few branches bearing fruit in this year, in which it is apparent that this part of the country is to have the best crop of apples in many years.

"It's a shame," said the expert, "to let an orchard go like that. Ever been through the New England States much? All down there you find neglected and practically abandoned orchards. Two young men, graduates of the Cornell Agricultural College, were on a trip through that country. They were filled up with theories in regard to salvaging orchards, and they were ambitious to try them out. They came to the worst-neglected orchard they had seen on their jaunting, and they immediately hunted up the owner to see if he would pay them to clean out the dead wood, prune the trees, spray them, and generally doctor up the orchard.

"The farmer flatly refused. Said the orchard was absolutely no good, had been no good for years, and it would be a dead loss for him to pay out anything for it. He was thinking of cutting down the trees for firewood.

"The boys made a proposition to him. Would he allow them all the profits for three years if they pruned and sprayed it and put it in good shape, and looked after it? He told them to go ahead, and welcome to it. He evidently thought them fools for their pains.

"They set to work on the orchard, bringing to bear all the knowledge they had gained in college. The first year they cleared expenses for all the equipment they required to get. The second year they did so well that the last I heard the farmer was worrying his head off over the amount they were going to make the third year. Any time a man tells me it does not pay to take care of his orchard, I have that practical illustration to place before him. I have seen it pay over and over again. In fruit farming, as in every other kind of farming, there are always setbacks and bad years, but there is something the matter with the methods of the farmer who never can make anything pay."

#### DO YOU WANT TO LIVE LONG?

If you do, you should read carefully the common-sense rules laid down by Irving Fisher, professor of political economy at Yale University, and chairman of the Hygiene Reference Board of the Life Extension Institute. His little booklet on the subject, "How to Live Long," is published by one of the leading life insurance companies of the continent, and has been distributed to thousands of policyholders all over Canada and the United States. In case you are not a policyholder of the company, herewith are given some excerpts. One bit of advice lately most admirably with the regulations of the food controller, necessitated by present conditions. It is this:

#### DO NOT EAT MUCH MEAT AND EGGS.

Probably you don't at the present prices. In any case, it is a comfort to know that by such self-denial you are helping to conserve your life and to lengthen it out. It tells you why you should go lightly on meat and eggs: "Foods are of two kinds--REPAIR food and FUEL food. The repair foods are called 'proteins.' The fuel foods are called 'carbohydrates' and 'fats.'"

"We must eat a certain amount of 'protein' or repair food, each day, to replace those parts of the body which are being used up. If we eat more of this 'protein' or repair food than we really need, the surplus food decays in the bowels and makes poisons. This works the liver and kidneys too hard, because they are the parts of the body which have to get rid of these poisons.

There are two foods which we all use, and which have this 'protein' or repair food, in large amounts. These foods are MEAT and EGGS. If we eat too much of meat and eggs we get more 'protein' or repair food, than the body needs. This makes poisons. Eat little of meat and eggs."

Isn't it a comfort to know that you can conserve your money, your health, and act patriotic, at one and the same time?

And here are some more words of wisdom from the pen or typewriter of Professor Irving Fisher, or whatever he sees fit to use for getting his ideas on paper:

#### EAT SLOWLY.

Chew your food until you can swallow it very easily. If you have to force the food down, you have not chewed it enough. If you swallow your food half-chewed it will make your stomach work too hard. Sip all liquids slowly. Do not gulp them down. Do not take a drink of water while your mouth is full of food.

Some of the best foods are fruits, boiled milk, sour milk, potatoes, bread, vegetables and nuts, if they are well chewed.

It is best not to use pepper, mustard, catsup or other "hot" relishes at all.

#### STAND, SIT, AND WALK ERECT.

Lift your chest up, arch it forward, and throw your shoulders back, stomach in. Do not slouch.

If you stand straight and breathe deeply, it will help you to keep your chest up. It will also help to keep your bowels in good condition. If it is hard for you to sit up straight in your chair, put a small pillow behind you, low down--that is, in the small of the back. One of the common causes of constipation and nervousness is a slouching position. Walk and stand with heels apart and toes straight forward. "Toeing out" leads to weak feet and flat-foot.

#### BREATHE DEEPLY.

Breathe deeply, slowly, regularly, through the nose. Do not breathe through the mouth. If we do not occasionally breathe deeply, part of our lungs may become useless.

About one-fifth of the air is "oxygen." This is needed by the blood to keep us healthy.

Do not force yourself to breathe rapidly. This is harmful. Breathe slowly.

#### MIND YOUR OWN POTATO BUGS.

There are more senses than one in which carefully tending one's own potato patch this year is holding one's own bit of the battle line. Supposing you neglect that potato patch of yours, especially if it is located in a community garden, or has near neighbor gardens? Supposing you let the bugs get ahead of you and eat all the leaves?

No gardener liveth unto him or herself where a bug-infested potato patch is concerned. Being of an investigating turn of mind, the potato bugs will not fail to call upon neighboring patches. They will exercise neither decency nor discrimination. They will show no more respect for the gardener who toils faithfully than for the one who is a slacker.

Letting one's own bit of the line go in farming a potato patch means bringing hardship and perhaps disaster upon other people. Serve your neighbor by minding your own business so far as your own potato bugs are concerned. Canada ex-Allies.

#### LEFT-OVERS

BROOMS AT \$1.35.

Cheer up, "Worn Out Trying." You aren't the only housekeeper in this fair Dominion of ours who has troubles of her own, meeting the advancing cost of household necessities. A friend of "Our Consumers' League" writes from Ottawa that with brooms costing \$1.35 each and family incomes refusing to increase in proportion to expenses, she sometimes wonders if it wouldn't be wise for Canadian housekeepers to revert to the customs of the original inhabitants of the country, live in wig-wams and move on every time the floor got too dirty for comfort. She had just paid \$1.35 for a new broom, which she is certain isn't for comfort as good as the kind that a London housekeeper getting a ready good, firm, brushy one for \$1.15. Things might be worse, oh, very much worse.

#### MEND THE OLD BAGS.

Remember that advice published in "Our Consumers' League" a few weeks ago about saving the bags? A recent number of the Canadian Food Bulletin says:

By reason of the unusual heavy demands on the jute supply of India, and on the Calcutta bag industry, farmers are advised to order, as soon as possible, all the new bags they will need for sacking grain and other products, and in addition to prepare for use all old bags which can be made serviceable. Very large orders have been placed for sand-bags for use in mining trenches, one English order alone being for 150,000,000 bags.

## Prices Smashed for a Bumper Saturday

Don't miss this opportunity of buying the choicest of meat at bargain prices. Phone your order early. Please don't keep the clerk waiting.

|                                     |     |
|-------------------------------------|-----|
| RIB ROAST BEEF, lb.....             | 30c |
| Chuck Roast Beef, lb.....           | 28c |
| Rump Roast Beef, lb.....            | 30c |
| BREAST GENUINE SPRING LAMB, lb..... | 28c |
| Stewing Lamb, lb.....               | 25c |
| STEWING VEAL, lb.....               | 18c |
| SHOULDER PORK CHOPS lb.....         | 35c |



Who Was Asking For High-Class Meats at Low Prices?

### ANDERSONS

LONDON'S BIG PURE FOOD STORE.  
Phones 1643-1644. Stalls 1, 2, 3, 4, 5, Market House.  
LICENSE 9-9684

## All Meat Must Be Sold Tomorrow

We intend to make a clean sweep, so that we will not have to carry anything over Sunday. These prices show you the way we'll do it.

|                                             |     |
|---------------------------------------------|-----|
| Chuck Roast Pork, lb.....                   | 33c |
| LEG SPRING LAMB, lb.....                    | 42c |
| OLIVES, 5 ozs., stuffed.....                | 18c |
| Jelly Powders, any flavor, per package..... | 10c |
| French Mustard, bottle.....                 | 6c  |
| CATSUP, quart bottle.....                   | 25c |
| COMFORT LYE, 2 cans.....                    | 25c |
| Classic Cleanser, 3 cans.....               | 25c |
| 10-lb. Pail Corn Syrup.....                 | 95c |

## Food Value of Eggs

The Canada Food Board says: "Eggs are one of the cheapest foods to be had to take the place of meat." It will pay grocers to take advantage of our service in supplying them with eggs. Every dozen of eggs is carefully selected by us and guaranteed. We also make a specialty of supplying Choice Selected Dressed Poultry for particular people. See that your grocer or butcher secures your poultry order from

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

Canada Food Board License No. 7-078.

## ONN'S UP-TO-DATE FISH MARKET

When you want Fish of the

## FRESHEST AND BEST

Come where the most Fish is sold. You are always sure of good Fish of all kinds at

### ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S

143 King Street.

Canada Food Board License 9-718.

Phone 1296.

When you buy at the

## CUT-RATE MEAT MARKET

You get Exceptional Values in Meats.

#### CHOICE HEIFER BEEF

|                          |     |
|--------------------------|-----|
| Prime Rib and Rump       |     |
| Roasts .....             | 25c |
| Shoulder and Chuck       |     |
| Roasts .....             | 26c |
| Choice Round Steak.....  | 35c |
| Best Sirloin Steak ..... | 38c |
| Boneless Pot Roasts..... | 28c |

#### MILD-CURED

CORNER  
BEEF  
25c

#### CHOICE VEAL and PORK

|                            |     |
|----------------------------|-----|
| Choice Fillet and Loin     |     |
| Veal .....                 | 35c |
| Shoulder Roast Veal.....   | 30c |
| Ham Roast Fresh Pork, 38c  |     |
| Loin Roast Fresh Pork, 42c |     |
| Pickled Shoulder Pork..... | 32c |
| Easyfirst Shortening ..... | 30c |

TENDERLOINS, SPRING LAMB AND TONGUES

WE DELIVER TO ALL PARTS OF CITY DAILY.

### FAULDS & DAWES

PHONE 5750.

MARKET HOUSE.

Canada Food Board License No. 9-5914.

## A Cash Reserve

To control chance, to compel success, have money in the Bank. The man with "never a dollar to his name" becomes the sport of chance. Begin the accumulation of a Reserve Fund by opening a Savings Account with

### THE BANK OF TORONTO

Head Office: Toronto, Canada.

ESTABLISHED 1855

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.  
Cor. Richmond and John Streets.

Cor. Dundas and Adelaide Streets.  
Cor. Dundas and Tabor Streets.