

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

The Economical Kitchen Heater

can be attached to any GAS RANGE and takes up little space. Burns coke, coal and wood. Has a remarkable heating power. Top can be used for cooking.

If your house heating system does not warm the kitchen, this heater will enable you to enjoy the cleanliness and convenience of gas the year around.

The large quantity of heat radiated and the small amount of fuel used is astonishing.

ORDER ONE TODAY.

\$11.00 CONNECTED.

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

Come to Worthington's on Saturday If You Want a Tender, Juicy Roast For Sunday's Dinner!

We have been unusually lucky in purchasing an extra choice lot of cattle at remarkably low prices. On Saturday this meat goes on sale at special prices. Never was this store so prepared to offer such choice cuts. Every slice of beef carries the Government stamp of purity and quality—your guarantee. Phone your order, it will receive careful attention. Economize! Save money!

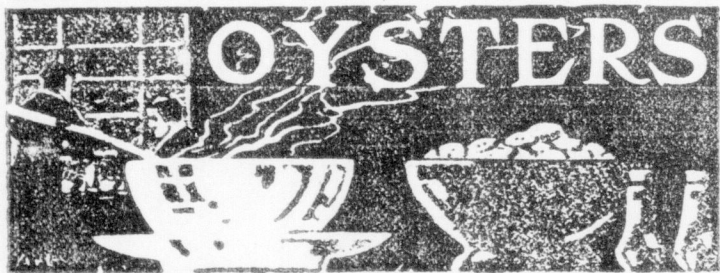
TRY MY HOMEMADE SPECIALS—Pure Lard and Tempting Pork Sausage.

CHOICE BEEF.	CURED AND COOKED MEATS.	PICKLED PORK.
Juicy Sirloin Steak.....25c	Sliced Boiled Ham.....45c	Lean Side Bacon.....25c
Tender Round Steak.....22c	Extra Mild Side Bacon 28c	Tempting Pickled Shoulders.....22c
Prime Rib Roasts.....22c	Mild Back Cured Bacon.....30c	Choice Pickled Hams 24c
Excellent Rib Ends.....14c	Very Choice Picnic Hams.....20c	Extra Choice Loins.....25c
DEALER IN POULTRY, VEAL, PORK, LAMBS, CANNED GOODS.	Cottage Rolls, extra special.....22c	SPECIAL: Easyfirst Shortening.....18c

Saturday Special

2,000 pounds pot and oven roasts
15c lb.

WORTHINGTON'S MEAT MARKET
Charles Worthington, Prop.
THE PEOPLE'S STORE.
Stalls 14, 15, 16, 17, 18 Market House.
Successor to George Morris.
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

A REAL TREAT. ORDER YOUR FAVORITE CUT NOW.
Fish, Poultry, Bulk and Shell Oysters and All Game in Season.
ONN'S FISH AND POULTRY MARKET
143 KING ST. PHONE 1296.

Confectioner J. M. CHIVAS Tea Room

LADIES OF LONDON—Do you really believe you can save anything—gas and labor considered—baking your own Christmas specials, when you can

BUY OUR CHRISTMAS FRUIT CAKE AT 30c A POUND.
CHRISTMAS PLUM PUDDINGS AT 30c A POUND.

They are made of the very best material that should go into good cakes and puddings, and we believe we know how to make and bake palatable confections. We invite your inspection and shall be pleased to get your order. Try Our Christmas Cakes and Puddings for Flavor and Quality.

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. SEEK QUALITY FIRST. IT PAYS IN THE END. GET THE MILK FOR YOUR HOME FROM

"THE HOME OF PURE MILK"

PHONE YOUR ORDER TO 4338 FOR PROMPT DELIVERY.

FRANK SMITH'S Money-Saving Prices

Prunes, 2 lbs. for.....25c	Sweet Oranges, per dozen.....20c	Red Rose Tea, per lb.....38c
Seeded Raisins, 2 packages.....25c	Grapefruit, each.....5c	Grand Mogul Tea.....38c
Redpath's Sugar, 100-lb. bags \$8.15	Cranberries, 2 quarts for.....25c	Campbell's Soup, 2 for.....25c
Redpath's Sugar, 20-lb. bags \$1.67	Pure Lard, per 3-lb. tin.....63c	St. Charles Evaporated Milk, per tin.....38c
Redpath's Sugar, 10-lb. bags.....85c	Dromedary Dates, per lb.....13c	Frank Smith's Baking Powder 15c
Redpath's Sugar, 5-lb. bags.....45c	Lepton's Tea.....38c	

MARKET SQUARE. PHONE 1730.

HOUSEKEEPING IS A BUSINESS. ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

BY ISOBEL C. ARMSTRONG.

Last Friday in "Our Consumers' League" department reference was made to the action of the executive of the National Council of Women, recently in session, in deciding to again bring the matter of the high cost of living before the Federal Government for the reason it was felt that the problem was not one which could be dealt with and remedied by municipalities.

While a lasting peace and insurance against further invasion of the high cost of living can only be insured by a determined effort on a broad scale on the part of the Federal Government, municipalities can and have done a great deal in the way of successfully grappling with the problem. Some years ago in Calgary, a Consumers' League, a development of the home economics committee of the Local Council of Women, under the leadership of Mrs. Newhall, established a market in Calgary and attacked the problem of the cost of living in the western city in such a logical and effective manner that residents were subsequently prone to boast that it only cost half as much to supply the table there as formerly.

The establishment of a market in Calgary encouraged market-gardening and mixed farming, from the fact that a means was established of disposing of produce. So successful did the experiment prove in Calgary that similar markets were opened in McLean, Red Deer and other points, the Consumers' League in Calgary agreeing to take surplus stock of the hands of the leagues in the smaller towns. Edmonton, the capital, organized a Consumers' League and market.

It has been the habit of the easterner, meaning the citizen of Ontario, who has never lived in the west, to do much moaning about the prevailing high prices cut there. The resident of Ontario has about all he can manage at the present time moaning over the cost of commodities here in this favored section of the Dominion.

In October of this year, according to the Labor Gazette, while one pound of sirloin steak in London was selling at 28 cents, in Edmonton it was obtainable for 24 cents and in Calgary for 25 cents. The average cost of that pound of steak for the province of Ontario was 27.5 cents, and for the province of Alberta 26.4 cents.

The same month, 30 cents was asked for breakfast bacon (not sliced) in London, and 25 cents in Calgary and Edmonton. London was paying 40 cents for creamery butter, and Edmonton, 35 cents. With potatoes at \$1.30 a bag of 90 pounds, Calgary looked like the potato lovers' paradise to the London consumer, who was obliged to pay \$2 a bag, or let the family go hungry for this staple of the dinner table.

The points is this: If other municipalities have done a substantial amount towards reducing the cost of living, the citizens, why not London? The invader is encamped right within the city and the need is imperative for each householder to do his or her part in defending the welfare of the household.

EGGLESS CHRISTMAS CAKE.

Prudent housewife says it is such an extravagance this year to talk about Christmas cake, with all ingredients conking with the sky-line. It is a "Mother of Six" who comes to the rescue this time and tells how the Christmas cake may be less of an extravagance and equally a joy. "Mother of Six" wouldn't dream of depriving the children of the Christmas cake institution. This is what "Mother of Six" has to tell our readers:

"I should like to give you my Christmas cake recipe, made without eggs, which is a great consideration when eggs are 5 cents apiece. Now, this cake is rich enough for a bride's cake, and keeps well. I have part of my last year's cake, made in November, 1915, to use this Christmas. It is quite moist. The way I keep my cake: After it is perfectly cold I wrap it in waxed paper, then place in a crock in which I place half an apple. This is to keep it moist. Do not keep in damp place, nor too warm a place.

"The ingredients: 1½ cups apple sauce (unsweetened), put in bowl and add 1 teaspoon baking soda; 2 cups sugar, 1 pound butter, cream; 1 small cup currant jelly, 2 teaspoons cocoa, 1 tablespoon mixed spice, ½ teaspoon nutmeg, 1 tablespoon lemon, 5 cents rosewater, ¼ pound almonds, blanched and cut, ½ pound walnuts, ½ pound candied cherries, cut, 3 pounds raisins, seeded, 3 pounds currants, 1 pound citron or mixed peel. Brown flour in oven. Cream butter and sugar, add jelly, apple sauce, add flour enough to make light batter, add flavoring, then fruit (floured), nuts, peel. Put cocoa and spice in flour and sift in. You will have to judge for yourself how much flour to use. Bake from three to four hours, according to size of cake."

THREE MEALS, THIRTY-THREE CENTS.

Those who have been reading our Consumers' League department since it was first inaugurated have no doubt been wondering about that promised letter from Jane Wiggins.

Mrs. Wiggins has been as good as her word, and along came a nice fat envelope when the editor was seated in front of her typewriter, her brain in a tight knot trying to solve the problem which of the several tame ideas that had presented themselves to her she should write a learned discourse upon. Jane has rescued the editor and the readers as well. No doubt after reading the following, Jane will be elected by acclamation to write some more for our column:

Dear Miss Armstrong—Everybody talks a lot about the high cost of living—"Ouch! Flour's going up!" pipes the baker, and raises the price of bread. "Wow! Feed is sure to rise," murmurs the milkman—and slaps another copper on his milk bottle.

I call it rather hysterical—everybody "raising"—and half of them bluffing really!

Have you followed with interest the account of the experiment going on in Chicago, showing how good living can be provided at 30c per head per day? I have followed the menus with such close attention that I can't remember now who's doing the experimenting, but I dare say that you can, because I know how they can provide these excellent meals! I have seen the menus, and I can tell you that they are not only good, but they are also very economical. I don't think they are so awfully clever—the housekeeper in our family provides for three adults, and three hungry children, very much the same meals the Chicagoans are getting, at 33 cents per head per day.

I believe the only way that we can tell if we are being extravagant or not is by knowing how other people manage, and why they manage so cleverly—or so foolishly—and learning something from the way. Would some of your correspondents tell us: the kind of food they get, and the approximate price that they pay? I think this would be very interesting.

In Toronto there is a great future about baking one's own bread—do you think it is really so? Remember, you must count not only the flour, but the yeast, salt, sugar, butter or lard, or potatoes, water or milk, that goes to each baking—then the gas used to cook—(unless you bake in a fireless cooker). These, of course, are infinitesimal quantities, per baking—but in a year, they count for something. Then—the wear and tear on the housewife, who probably has her hands full anyway—I think I agree with Mr. Aloha Bread, that it's as cheap to buy it.

Only most people, when they make it, are very careful of it—and usually don't bake more than once a week—nobody eats quite as much of bread that is a little stale as they do of new bread, and, of course, everybody eats home-made bread.

Mr. Wiggins says home-made bread is very extravagant, because one eats twice as much.

I don't see why we should go back to the Stone Age, and want to fight each man for himself—I don't believe the purveyors are any less decent or patriotic than I. If we would all be quiet and polite, and not scream before we are hurt, I don't believe we'd get hurt so badly, do you?

Why have you not touched on the subject of clothes? Perhaps you say that this is the Consumers' League—and we don't consume clothes! If that's your opinion, it just shows that you never had to keep a 10-year-old boy in whole stockings.

But—presumably—even consumers must be covered—or have you thought of recommending to your readers that enlightening book, "How to Dress on Nothing a Year—as a Savage," by a savage?

Thanking you for as much of your valuable space as you have spared to me. Believe me, yours sincerely,

MRS. B.'S FAMOUS BREAD.

Jane Wiggins seems to be one of the kind of people who ride about from place to place on a magic carpet and summon a good fairy to their aid every time they even think about the Wonderful Lamp.

Jane has only to express a wish for practical suggestions in regard to breadmaking at home, when lo! it is granted.

Elsie G. is another reader who has been taking a lively interest in Our Consumers' League and away back, in its early history, she promised to tell us the actual experience in economic breadmaking at home of Mrs. B. B. About twelve hours before Jane's communication appeared on the scene, there arrived a concise history of the breadmaking of Mrs. B. from the pen—or typewriter, rather (she is a most businesslike person)—of Elsie G.

This is what Elsie G. says: When your absorbingly interesting column was launched a few weeks ago, you will remember, I was most enthusiastic on the subject of home-made bread, and you inquired as to the actual amount saved. Now I have secured the whole details from Mrs. B., whose home-made bread is already quite famous, and from a most liberal estimate of the cost, the ingredients required for five loaves, weighing in all, 36 ounces, cost 25c, and as 36 ounces represents four loaves of baker's bread, at 8c per loaf, the monetary gain is 5c on each baking, to say nothing of the immense satisfaction experienced in eating home-made bread.

The ingredients and methods are as follows: Two tablespoons of lard or butter, 2 tablespoons sugar, 1 tablespoon salt, 1 cake Fleischman's yeast, 4 rounds of flour, 1½ quarts of lukewarm water, or else the same quantity of water strained from boiled potatoes.

To the warm water add the lard or butter melted, then the sugar, salt and yeast (which has previously been dissolved in a small amount of tepid water), then add the flour, all but a half a pound. Make into a sponge, stirring with a spoon. Let stand overnight. In the morning it should be twice the original bulk. Knead for five minutes, adding the remaining half-pound of flour while kneading, then let it stand in a warm place until it has doubled its bulk. Mold into loaves, place in buttered bread pans, and let rise again. Then bake for one hour in a moderate oven.

ELSIE G.

GRAND OPENING BUTTER AND EGG DEPARTMENT AT ANDERSONS

THE BIG STORE

The big store has again enlarged. This time we have installed an up-to-date butter and egg department. We have put in a complete stock of the choicest butter and eggs that could be purchased anywhere in Canada. Our butter is the finest creamery and dairy that the Ontario creameries produce, and our eggs are that kind that your will enjoy for breakfast. Below are a few advertising specials for Saturday only.

Specials For Saturday Only:

Meadow Gold Creamery Butter, lb. prints.....48c
Rolls Creamery Butter.....46c
Fresh Dairy Butter, pound.....45c
New-Laid Eggs, dozen.....55c
First-Class Fresh Eggs, dozen.....45c
September Cheese, pound.....28c
Beef Dripping, pound.....16c
Easyfirst Shortening, best for baking, lb.....19c

VEAL		PORK	
Stewing Veal, lb.....12½c	Shoulder Roasts, lb.....18c	Ham Roasts, lb.....22c	Centre Cuts, lb.....25c
Finest Chops, lb.....22c	Filets of Veal, lb.....22c	Shoulder Chops, lb.....20c and 22c	
Choicest Cutlets, lb.....30c	Lean Breasts, lb.....15c	Fresh Side Bacon, lb.....25c	Pork Tenderloin, lb.....30c

ANDERSONS

THE BIG STORE.

Six Deliveries Saturday: 8, 9, 10, 11 a.m., 2:30, 4:30, 8 p.m.

PHONES: 455, 500, 4520.

MARKET HOUSE.

For First-Class Buttermilk

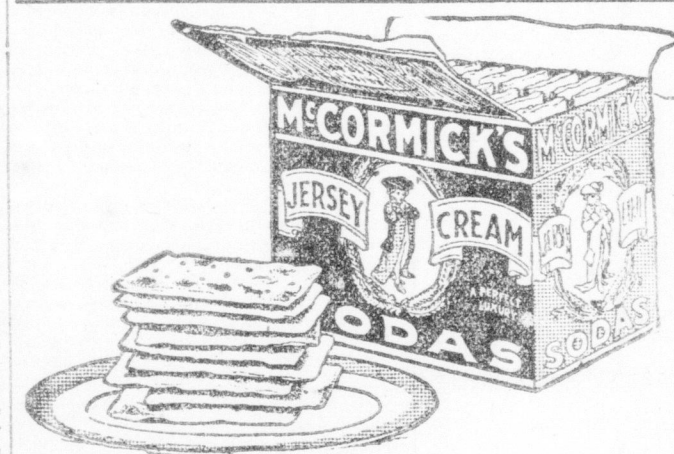
Fresh from the churn on premises, and finest quality Creamery Butter, always pure and fresh, try the MEADOW GOLD BRAND, as it pays to buy the best.

THE ONTARIO CREAMERIES, LTD.

PHONE 782.

OPPOSITE MARKET HALL.

125-131 KING STREET.



Cost for Cost

IF YOU will compare the cost of McCormick's Jersey Cream Sodas with the cost of almost any other food, such as eggs, beef, milk or bread, you will find that dollar for dollar you can buy as great food value in our sodas as in almost any other form of food. This is largely due to the fact that all moisture is baked out of our soda biscuits.

Sold fresh everywhere in different sized packages.

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

McCormick's Sodas

So good that butter seems unnecessary.

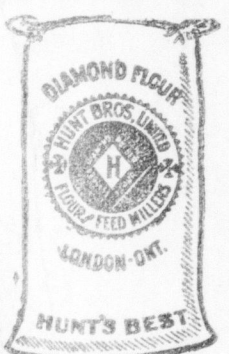
HUNT'S DIAMOND FLOUR

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"



LADIES' ACCOUNTS

are specially invited by the Bank of Toronto.

Every courtesy and assistance is rendered by an attentive staff. You may deposit or withdraw money as required, and interest is added to balances twice a year.

We invite you to call at our nearest Branch.

Assets.....\$66,000,000.

THE BANK OF TORONTO