

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



## A Message That Brings Good News to Thrifty Housewives

Tomorrow we offer bargains that will interest everyone who is endeavoring to save money. That it pays to buy in East London is shown in this remarkable list of Saturday specials. Choice Government inspected meat and high quality groceries sold at this sanitary store.

Canned Vegetables, Salmon, Eggs, Butter, Cheese, Catsup, Jams.

Prime Rib Roast Beef...30c  
(Any cut rolled free)

Best Shoulder Roasts Beef...28c lb.

Boneless Rolled Pot  
Roasts, 28c Lb.

Sea Codfish, 12c Lb.

PEANUT BUTTER  
Made while you wait.

Lean Beef or Hamburger...28c lb.  
Pork Steak...40c lb.  
Shoulder Pork Chops...35c lb.  
Loin Chops...40c lb.  
Leg Roasts Pork...37c lb.  
Good Chuck Pot Roasts...25c

Quantity of Choice Spring  
Lamb; also Veal.

Rolls Corn Beef...28c lb.

Pickled Shoulders Pork...33c lb.

Pickled Beef Tongue, 29c lb.

Shoulder Roasts Pork, 34c lb.

**BURBANK'S MEAT MARKET**  
Store of Quality  
and Efficient Service  
**MEATS & FISH**  
613 DUNDAS ST. Phone 2986  
Canada Food Board License No. 9-5418.

## THE AWAKENING OF THE EAST END

OUR MEAT SALE of last week was a success and a great surprise to people who read our ads and profit by the low prices.

We know now that we can help the people to help themselves to better meats at lower prices than they have been paying. The low prices brought them with their baskets last week and these prices will bring the same people with their friends this week. USE THIS STORE. Use us and what we know about meat to help yourself save money on the cost of your living. You can do it and we will help you. Try it.

Rib Roast of Beef, lb...25c  
Shoulder of Beef, lb...22c  
Bolling Beef, lb...18c  
Stewing Beef, lb...18c

Sirloin and Porterhouse Steaks...37c  
Loin Beef Steak, lb...35c  
Corned Beef, lb...25c

Breakfast Bacon, in piece not less  
than two pounds, lb...35c  
Shoulder Roast of Pork, lb...35c  
Loin Roast of Pork, lb...40c

**D. H. FLANNIGAN, 870 DUNDAS ST.**  
Don't Waste Your Money.  
CANADA FOOD BOARD LICENSE NO. 14295.

## WHEN YOU WANT FOOD FOR MAN, BEAST OR POULTRY, LOOK FOR RIGNEY BROTHERS

THE NEW KING STREET FLOUR AND FEED STORE.  
100 KING STREET. PHONE 425.  
Canada Food Board License No. 9-2932.

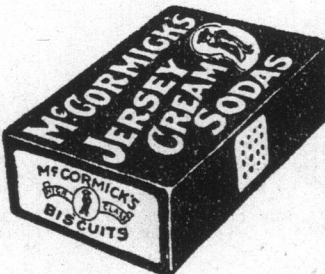
FOR MAN—Flour, Wheat, Corn, Rye and cereals of all kinds.

FOR BEAST—Oats, Corn, Cornmeal, Calmeal, Bran, Shorts, Barley, Rye, Chops, Baled  
Straw, Baled Hay, Stock Foods, Salt.

FOR POULTRY—Chick and Laying Hens—Baby Chick Food, Cracked Corn and Peas,  
Wheat, Barley, Shell and Grit—Groatine and other egg-producing specialties.

For results you must specialize in diet on man, beast or poultry. Try this out and prove  
it for yourself. It pays to do so.

Always  
Crisp and  
Delicious



Sold in  
Different Sized  
Packages

Made Under Our Own, More Exacting,  
Pure Food Laws

The purity and goodness of McCormick's  
Jersey Cream Sodas is assured by the  
careful selection of the very best materials;  
by the skill of our experts who bake them;  
by the perfect cleanliness and appliances

of our great, snow-white, sunshine factory;  
and finally, by the perfect protection of an  
air-tight, sealed package that excludes all  
dust and moisture. Ask your grocer.

**McCormick's**  
JERSEY CREAM Sodas SOLD FRESH EVERYWHERE

CANADA FOOD BOARD LICENSES 11-003, 14-166.

HOUSEKEEPERS, FOR PRACTICAL ECONOMY READ CAREFULLY  
EVERY AD ON THIS PAGE. IT PAYS TO KNOW PRICES, AND  
WHERE TO BUY.

## "THE CASH AND CARRY STORE"

Cascade Salmon, 1-lb. tins...24c  
Monticello Corn, per tin...19c  
Burford Peas, per tin...14c  
Home Jam, 4-lb. pail...60c  
Creamery Butter, per lb...46c  
Crisco, per tin...32c  
Dalton's Lemonade, per bottle...10c  
H. P. Sauce...25c  
Seal Brand Coffee, per lb...45c  
Golden Yellow Sugar, 10c lbs. 90c

Sugar, 5 pounds granulated,  
bulk...48c  
Sugar, 10 pounds granulated,  
bulk...95c

CANADA FOOD BOARD LICENSE  
NO. 8-6165.

Maple Leaf Salmon, 1/2-lb. 2 for 45c  
Seeded Raisins, 2 packages...25c  
Dried Prunes, 2 packages...25c  
Maple Butter, per tin...25c  
Peanut Butter, per lb...28c  
Domestic Shortening, carton, 25c  
Domestic Shortening, 3-lb. pail 85c  
Pure Lard, 3-lb. pail...99c  
H. A. Oleomargarine...34c  
Armour's 3-X Oleomargarine...34c

**FRANK SMITH, MARKET LANE**

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

### Our Consumers' League

BY ISABEL C. ARMSTRONG.

#### "MY PETTY ECONOMIES."

Economic Essex, who told us some weeks ago about her thrift in brooms, writes another interesting letter this week, concerning what she chooses to term further "petty economies."

Why does Economic Essex persist in addressing the editor of this department as "Dear Sir"? And she isn't the only one, notwithstanding the fact that the name at the top of the page is feminine, not masculine. And, by the way, the name isn't camouflage at all, and we sincerely hope that the editorials contained from week to week in this page do not read like camouflage.

Economic Essex writes as follows this week (and we will be glad to have more instalments):

Dear Sir,—If I were to tell you all I can remember of the petty economies I have had to practice, (it seems to me all my life), I think it would raise a hearty laugh, and with some of the prudish it might raise the eyebrows in a most disapproving fashion. I really believe there are some people who do not understand the word economy as I do. I am not boasting, but I have been chided by my own sister for being too much that way. Now, don't think me miserly, either, because I just enjoy spending money when I can get something worth while. But I will explain. When I want anything very much, and when I find I can't get more than one or maybe two of the articles desired, I just ask myself the difference between what I want and what I need. If I find it is just fancy and I don't stand in real need of any of them, I omit them from my list. I do that with my grocer's order. He only comes once in two weeks. I am a woman of many fancies, and it is hard sometimes to forego the things I have been looking forward to, but my mother instilled a horror of debt in my mind, which I think, will never desert me now.

I saw your kind request asking me to write again soon, so I'll do it, while I've the notion. I also noticed the reference to cooking mackerel in your page of June 28. Do you know, I don't think I have seen one since I landed here nearly fifteen years ago, but in England, mackerel are ways just plain boiled them in water seasoned with salt, and she left the head on. She put the fish in cold water, let it come to a boil, and as soon as the eyes were real white, she took it right out of the water to drain. We never heard of cream sauce in those days. If we had the ingredients to spare, she made melted butter. I always wondered why it was called that, because of the very small bit of butter which went into the white sauce made of plain flour and milk. If any of the mackerel was left cold, plain cold vinegar was put over it until we needed it for another meal.

Here, we buy what our butcher calls the "whole plate" of beef. Most of it is the whole brisket, and with a couple of good sized rib roasts joining it, weighing anything from fifteen to thirty pounds, according to the size of the beast. That's all the kind of fresh meat we ever buy, because it is cheapest, and we corn the point if it is a heavy one. We have never yet paid over eighteen cents a pound. I put it in the oven over night always. The slow cooking makes even the point tender. I advise everyone to always ask for a fat brisket as the lean is always the most tender on them.

Now, another of my economies is to use a mending preparation for all leaks in tin or graniteware. I am still using the dishpan I bought when I was married nearly fifteen years ago, and for which I paid forty-five cents. I've only used up seven of the mending patches so far at two cents each or fifteen for a quarter.

Now really, I must quit for this time. I remain as before,  
ECONOMIC ESSEX.

Will Economic Essex be good enough to tell us how she corns her beef?

#### CUTTING DOWN UNNECESSARY DELIVERIES

Talking about reducing the cost of living through cutting down expenses in connection with delivery charges, a subject on which we have frequently discussed in this department for a year or so past, the retail merchants of St. John, N. B., have undertaken to reduce unnecessary deliveries and needless return of goods. The public of St. John, it is said, has manifested a great willingness to co-operate.

Not only does elimination of unnecessary trips on the part of delivery wagons and motors cut down the cost of operation of business, but it also releases man power and boy power for more necessary work in war-time. The woman delivery driver hasn't yet arrived in Western Ontario.

Once upon a time it may not have been considered good form to carry home one's own parcels, and the individual who did so was considered to be unimpeachable of appearance, terribly independent, or even rather foolish. Red Cross knitting bags and war-time conditions have brought most people to a more common-sense state of mind. Carrying home spoils and even more formidable bundles is really a species of patriotic service.

Here are some of the suggestions given to customers in the waste-eliminating campaign:

1. Carry all the parcels you can.
2. Buy carefully, so that you will not need to return your purchase.
3. When you have goods to return, bring them to the store yourself, when possible.
4. Shop in the morning—early when possible.
5. Accept your purchases unwrapped, whenever possible, to conserve wrapping paper.

The following are some of the waste-eliminating regulations which have been adopted by the St. John Retail Merchants' Association:

UNWRAPPED PACKAGES.  
Dry-goods merchants will deliver merchandise to customers in the original package, without placing the same in one of the store's own boxes or wrapping it in an outside paper. Merchandise not sold in original packages will be placed in boxes in which other merchandise has been received from manufacturers, when suitable boxes are obtainable, and be delivered without outside wrapping.

#### "BABY WEEK" POPULAR.

A series of "Baby Weeks" will be held in Ontario this summer, due to the fact that people are awakening to the great patriotic importance of conserving the lives of the future citizens, in view of the wastage of war. Of course, there are many other reasons for organization to wage warfare against the foes of babyhood, but the patriotic argument is one which strongly counts with the people who are inclined to feel that nothing matters but bringing the great war to a successful conclusion.

Since so much attention has been attracted to London by the splendid start made in the Child Welfare campaign, it behooves the city to live up to her reputation in this respect.

With regard to the value of a Child Welfare Exhibit, apart from the service rendered to the community in an educational way, a specific case of life saving through the baby clinic has been related in connection with the Brampton Child Welfare Exhibit held in London.

There was one little one presented at the baby clinic there whose little life was in imminent danger, and who would not have survived a month unless it had received immediate attention. By the way, doesn't that constitute a strong argument for regular "well baby" clinics as well as "sick baby" clinics? By "well baby" clinic is meant one to which children can be brought regularly to be weighed and to see how they are progressing. Frequently the tot has a serious weakness that requires to be overcome before it can thrive, some physical defect that should be corrected before it can possibly grow vigorous. Sometimes underfeeding, overfeeding or otherwise faulty feeding is interfering with the child's well-being quite unsuspected by the mother. At the "Baby Week" in Brampton, which was concentrated into two days, no less than one hundred and fifty children were examined in the clinic. While in London the age limit was three years and under, there it was extended to six years.

Brampton is well satisfied, not only with the great interest manifested in the clinic end of Baby Week, but also the exhibit features, moving pictures and the evening program.

Brampton exhibit was honored by the presence of the chief medical officer of health of the province, Lieut.-Col. McCullough, who addressed the evening gathering. And this is the plea he made for Child Welfare, "No one woman's child is safe until every woman's child is safe." Isn't that something for the people to think about who say "Really, I'm not interested. My children have every possible care and attention, and I wouldn't take them to the clinics anyway."

Medical men who specialize on diseases of children are unanimous in their declaration that the one most supremely important thing in the care of children is proper feeding. The mayor of Brampton was chairman at the evening meeting addressed by Lieut.-Col. McCullough, and after the latter had emphasized the importance of obtaining a clean milk supply for the town containing an adequate percentage of fat, Mayor Bull expressed the willingness of the council to fall in with any proposition which would insure the town milk supply and that would preserve the health of the community.

Well done, Brampton! And three cheers for the mayor! Looks like business, doesn't it?

By the way, the children of Brampton had a prominent part in the evening program. One of the special songs which they sang was on the subject of "Milk," the other on the slogan of the Brampton exhibit, "Better Babies, Better Health, Better Brampton."

London's slogan was "London's Battle For Babies," and it is still on. Its aim is to make London a safe place for babies to be born in, to make "every woman's baby safe."

The babies are the precious asset which Canada cannot afford to lose, while any human means will save them for healthy, useful citizenship.

## Let Us All Co-operate!

The tremendous business done here on Saturday and the scarcity of help make it necessary for us to ask you to have your mind made up and your money ready before you call the clerk. Remember there are others waiting, and everyone wants quick service, and we want to give it; so please take up as little of our butchers' time as possible. Carry the small parcels, for at our low prices we cannot deliver at a profit, and we do not wish to have to raise our prices to meet this unnecessary expense. Quality and service always.

Rump Roast Beef, lb.	30c	Raisins, Two Packages	25c	Aymer CORN, tin	23c	Chuck Roast Beef, lb.	28c
Shoulder Pork Chops	37c	Shortening, Per lb.	29c	Toma-toes, Per Tin	23c	HAM ROAST PORK	37c
2-lb. pkg. Redpath Sugar	20c	PEAS, per tin	15c	Round Steak, per lb.	38c	Blade Rib Roast Beef, per lb.	30c
Pickled Butts, per lb.	35c	Pork Tenderloins, per lb.	40c	H. A. Oleo	34c	Pot Roast Beef, per lb.	28c
Breakfast Sausage, per lb.	20c	5-lb. bag Granulated Sugar	50c	Med. Cheese	28c		
3-lb. pail Domestic Shortening	87c	10-lb. bag Granulated Sugar	\$1.00	Butter Solids	47c		
5-lb. pail Domestic Shortening	\$1.45	Blueberries	15c	Oatmeal, per lb.	7c		
20-lb. pail Domestic Shortening	\$5.50	Sardines, three for	25c	Baking Powder	35c		

#### SPECIAL!

RIB ROAST BEEF

Rolls on request.

32c

## ANDERSONS

LONDON'S BIG PURE FOOD STORE.

Phones 1643-1644.

Stalls 1, 2, 3, 4 and 5, Market House.

## Eat More Eggs and Poultry and Less Meat

YOU WILL LIKE IT BETTER DURING THE WARM WEATHER. OUR GOODS ARE ALL GRADED CAREFULLY, AND YOU GET NOTHING BUT THE VERY BEST SELECTION. TELL YOUR GROCER TO ORDER EARLY, AND BE SURE IT COMES FROM

**C. A. MANN & CO., 78 King St. Phone 1577**  
Canada Food Board License No. 7-078.

## AT ONN'S FISH MARKET. COD WEEK. AT ONN'S FISH MARKET.

This Week, Headless and Dressed CODFISH at 12c Per Pound at the Store

Are you really trying to help bring about a lower consumption of meat by eating more fish? We are doing our part by keeping the stock and rendering you good, prompt service. We carry the largest and freshest stock of ALL KINDS OF FISH in London, and deliver them promptly to any part of the city.

**ONN'S UP-TO-DATE FISH AND POULTRY MARKET. ONN'S**  
143 King Street. Canada Food Board License 9-718. Phone 1296.

## You Can't Beat the Prices of the CUT-RATE MEAT MARKET

For saving money, quality considered. Now see what you can save Friday and Saturday.

Choice Rib and Rump Roast	32c	Easyfirst Shortening	30c
Beef	32c	3-lb. Pail 90c, 5-lb. Pail \$1.45,	
Round and Sirloin Steak	35c	20-lb. Pail	\$5.50
Shoulder and Chuck Roast	28c	Sweet Pickled Pork	40c
Beef	28c	Best Boned Beef	28c
Fillet Choice Veal	35c	Smoked Picnic Hams	33c
Loin and Shoulder Roast	32c	Pure Kettle-Rendered Lard	37c
Veal	32c		
Small Sausages	20c		

Buy here and you save from 3 to 5 cents per pound on all meats of the finest quality.

WE DELIVER TO ALL PARTS OF CITY DAILY. **FAULDS & DAWES** PHONE 5750. MARKET HOUSE.

Canada Food Board License No. 9-5914.

## Saving Your First \$100

The first \$100 saved comes harder than the second \$100. Begin to save this summer. Make the mark \$100. Open a savings account with the branch of THE BANK OF TORONTO most convenient to you. You can begin with \$1.00. Interest is added half-yearly. Save while times are good. If bad times come you may not be able to save. Make your first deposit this week. 112 branches in Ontario, Quebec and the West.

**THE BANK OF TORONTO**  
ESTABLISHED 1855

Head Office: Toronto, Canada.

FOUR OFFICES IN LONDON:

Cor. King and Richmond Streets.

Cor. Dundas and Adelaide Streets.

Cor. Richmond and John Streets.

Cor. Dundas and Taibo Streets.