

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

Quick, Even Baking
YOU CAN BE SURE OF GOOD BAKING IF YOU
USE

A Cabinet Gas Range

You will be able to bake the finest bread, biscuits or cake you ever ate. They will come out of the oven beautifully browned, delightful to look at and delicious to eat.

Cabinet Ranges From \$32 Up
Ask the Woman Who Owns One

The Gas Appliance Co.

PHONE 922

213 DUNDAS STREET

Who Will Solve the Problem?

Nothing has caused more anxiety since the outbreak of the war than the increased cost of living. Just how to cope with the situation is a great problem. It never paid to use poor materials, and now less than ever, for the waste caused by the use of inferior food stuffs more than makes up for the difference in price between that and good materials. **USE ONLY THE BEST GRADES OF FOOD. THEY ARE MOST ECONOMICAL IN THE END.**

Silverwood's Creamery Butter The Purest on the Market

Watch Us Grow

THE WORTHINGTON MEAT MARKET

THE PEOPLE'S STORE

Extra Specials For Saturday Only:

Choice Sirloin Steak.....23c	Choice Back Bacon (mild cured), by the piece.....28c
Choice Round Steak.....21c	Special Brand Sausage.....15c
Choice Prime Roast Beef.....20c	Special Brand Shortening.....16c
Choice Rib Boiling Beef.....13c	Special Brand Lard (extra choice) 22c
Choice Loon Roast of Pork.....25c	
Choice Shoulder Roast of Pork.....22c	
Choice Side Bacon (mild cured), by the piece.....27c	

Our stock of VEAL and LAMB is always the choicest to be had.

We carry a full line of everything in CURED and COOKED MEATS. Our efficient staff always at your service.

DELIVERIES TO ALL SECTIONS OF THE CITY LEAVE AT 9 AND 11 A.M. AND 2, 4 AND 8:30 P.M.

CHARLES M. WORTHINGTON

(Successor to Geo. F. Morris)

Stalls 14 to 19, Market House. Phone 667.

9c PURE MILK 9c

The public must not regard milk an expensive portion of diet because of the necessary advance in price of one cent per quart. It has many places to fill where nothing equally nutritious can be used at same cost. Besides, it is the most natural food for children.

USE LONDON PURE MILK

ALWAYS FRESH, ALWAYS GOOD, WHEN DELIVERED.

A DELECTABLE SALAD CANNOT BE MADE WITH ADULTERATED OLIVE OIL.

OUR OLIVE OIL

is guaranteed pure and carries the natural flavor. Price,49c per pint
TAYLOR'S SIX CUT-RATE DRUG STORES

THE BEST BREAD VALUE IN LONDON IS

Peters Boston Brown

A LARGE LOAF, 10c.

Healthful, Appetizing, Nutritious

HOUSEKEEPING IS A BUSINESS.
ECONOMICAL COOKING IS A SCIENCE.

Our Consumers' League

Conducted by Isobel C. Armstrong.

THE ADVERTISER today takes much pleasure in formally introducing to its readers a new feature, a whole page to be devoted to a consideration of the most effective means of grappling with the bugbear of every household, the High Cost of Living.

Unlike many other distinguished visitors in whom the public is interested, who are here today to deliver their message and are gone on their way tomorrow, the feature page has come to stay.

It has decided to settle down in The Advertiser community. But it has no desire to weary or take the edge from interest by continually harping on its theme.

Once a week, every Friday, it will step forth, arrayed with the new facts and ideas which it has been attracting to itself or evolving during the intervening days.

The New Feature has ambitions. Foremost among these is the desire to be of practical assistance to every reader who is daily confronted by the problem of supplying a family with nourishing food at a limited amount of outlay. "That's me," says almost everyone.

The feature is every bit as important to the man who earns the money for the support of wife and family as it is for the housekeeper whose task is the choosing and preparing of supplies for the table.

In this weekly page, problems will be thoroughly discussed which vitally affect the welfare of the whole family.

The Heart of the Home.

It is a pretty, poetic fancy that the open fireplace is the heart of the home. The hearth fire is a pleasant place around which to gather and to entertain friends in leisure hours. But life has many demands which call one away from the chimney, and it becomes a pleasant memory, but even at that, there are times when its grateful warmth is out of season. People can successfully exist without open fireplaces. They can even survive without books and sleep on a davenport in the living-room. Up to the present time, science has failed to discover any successful substitute for eating to sustain life and vigor of the human race.

The place where food is prepared, it follows, ranks first in importance in the household organization. The very life of the members of the home depends upon the materials used and the processes they undergo in the kitchen.

Since it is the kitchen upon which depends the nourishment, and largely the health, well-being, comfort, happiness, success and destiny of the family, the title of "Heart of the Home" surely goes to the kitchen and not to the hearth fire, a luxury for special occasions.

In planning a feature page to be devoted exclusively to consideration of problems of cost of living, of getting the best results for time and money and of advertising pure kitchen supplies. It will be to the advantage of readers of The Advertiser not only to follow and perhaps take part in the discussions on the feature page, but also to make a careful study of the advertisements which week by week will offer valuable suggestions for buying to the best advantage.

Movement Has Co-operation of Advertisers.

A word in regard to our advertisers. The assurance of the sympathy and co-operation of our advertisers in a movement to promote a practical interest in home economies and through this, the welfare of the community reached by The Advertiser, has been in a substantial measure responsible for the decision to introduce the new feature page, even at some sacrifice of space, time and effort.

"The idea is a splendid one," said a prominent producer of table supplies when told of the project some days ago. "It is a big step in the right direction. I congratulate The Advertiser on this new evidence of wide-awakeness and progressiveness."

Another large producer was equally encouraging. "This is a most opportune move," was his verdict. "I am sure people will be very much interested."

While voicing their approval, retail dealers have related enough incidents to fill a good-sized book, illustrating the need of some propaganda along the lines of intelligent, greatest buying, greatest saving, greatest amount of good food value for money expended and wise apportionment of the income.

"What a good many people need is just to be started thinking along these lines. I predict this is exactly what you are going to do," said a grocer.

This is exactly what The Advertiser hopes to do, with the co-operation of the advertisers and the readers.

Now It's Up to Our Readers.

A word in regard to our readers. We want you to be more than readers of this page. We want you to be participants. If you have criticisms to make, we want you to make them through the special feature page, that other readers may have the benefit. But one thing we insist upon. Any criticism to be published must be constructive criticism. We want all energy expended through this page to be directed toward constructive criticism. A modern Solomon said recently that cities weren't built by throwing bricks, but by laying them. Bring along your bricks and do your share towards helping to build up a healthy, strong, well-balanced, thrifty citizenship.

We want your suggestions and the benefit of your experience. If you have solved the problem of furnishing your table with tempting, nourishing food at the minimum cost, we want you to tell us how you do it, that others may profit. If you are an adept at turning a cheaper cut of meat into a dish fit for a king, pass your knowledge along. If you create new dishes from leftovers which less prudent sisters are putting into the garbage can, how do you manage it? If you are doctors, school nurses, domestic science experts who can spare an occasional moment to express an opinion for the good of humanity, we will greatly appreciate the benefit of your scientific knowledge.

We may differ on many points, but there is one which we all have in common, readers, advertisers, editor and all. We are all consumers. In fact, we have all been consumers since long before our personal recollection.

Since we have at least this strong bond in common, why not band ourselves together into a mutual benefit Consumers' League? We already have our official organ, the new feature page. Consult the people you meet and you will find opinion pretty unanimous that a great deal should be done about the high cost of living and war-time thrift.

Good Hard Study and Thinking.

Everybody knows that for several years past, Housewives' Leagues have flourished in the United States, and in a number of cities of Canada. They have brought about a great awakening in regard to the importance of applying more businesslike methods to housekeeping, and thus have been responsible for raising the standard of the homes which have come within the circle of their influence.

In some cities of Western Canada, the name "Consumers" has been substituted for "Housewives." A broader term, it includes men as well as women.

These leagues have opened the eyes of women in the homes to discover that keeping one's house in order and supplying the family with food is not a form of drudgery, but science, a business, a profession and an art.

Some women have a greater aptitude for housekeeping and cooking than others. But depending upon instinct and natural ability for housekeeping is like playing music by ear. It doesn't carry one along very far in the art.

Good hard study and thinking are required to make a success of any vocation.

Through our new feature page we hope to do a considerable amount of awakening. With the co-operation of our readers we believe we will be able to offer from week to week suggestions of much educational value.

"Thrift" Means Getting the Best Results.

"Thrift" isn't by any means a modern idea in Canada, though the war has given to it a new significance and a new importance. Our ancestors were thrifty. They made the most of the resources at their command.

Then there came new times and with them new ways. The Government, noting the growing lavishness of Canadians, the tendency to let tomorrow take care of itself and make the most of today, undertook to revive the old-fashioned virtue of thrift. The Government inaugurated old-age pensions and launched a campaign to impress upon the public mind the advisability of making provision against the days of falling strength and lost earning capacity. The Government started in to train the youth of the land up in the way it should go through the establishment of school savings banks. Then came the war and the call for greater production for conservation in resources of food.

Why should peoples of other countries equally innocent in the war perish of hunger while Canadians waste their substance, if not in riotous living, at least in carelessness?

There are some people who dislike the very sound of the word thrift. To them, it stands for scrimping, for meanness and penuriousness. That would mean robbing the table, which in turn would mean robbing the members of the family of proper nourishment, of energy and of strength. This would be the poorest kind of economy, and if thrift is anything, it is good economy. Thrift means getting the best results in proportion to expenditure.

Thrift means adequate provision for today and something, however small, laid by for tomorrow.

Thrift means the management of the income which will make it possible to enjoy the pleasure of giving assistance to a worthy cause.

Thrift is a good insurance policy against worry.

Thrift stands for making the best of life.

We propose to champion the cause of Thrift.

How Correspondence Will Be Handled.

All correspondence intended for this page will reach its destination if addressed to "Our Consumers' League, The Advertiser."

We have only a limited amount of space at our disposal. We want to use it to the very best advantage week by week. Under the circumstances, it will not be possible to publish long letters, unless they are of very vital importance or of great scientific value. What we want above all things is real ideas and suggestions which are the result of actual experiment and experience. Letters brief and to the point will be particularly welcomed. Contributors must not feel offended if their correspondence is sometimes held down because of lack of space. This will not be any reflection upon the genuine interest of the whole communication.

TO THE PUBLIC:

There is no time like the present to realize the benefits derived from purchasing at the Central Meat Market.

BEEF

Prime Ribs.....	20c lb.
Chuck Roasts.....	19c lb.
Boneless Ribs.....	16c lb.
Pot Roasts.....	14c lb.
Pump Roasts.....	18c lb.
Boiling Pieces.....	12½c lb.

LAMB

Legs, 4 to 7 lbs.....	25c lb.
Loins, any size.....	25c lb.
Racks.....	22c lb.

VEAL

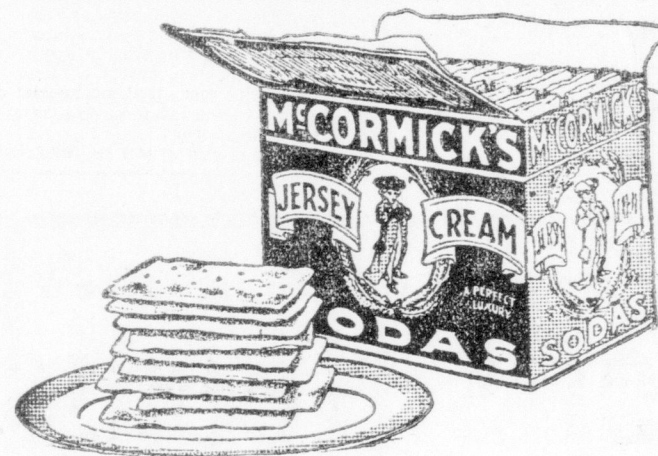
Filletts.....	25c lb.
Loins.....	24c lb.
Racks.....	20c lb.

We always carry a full line of Cooked Meats. Also Spare Ribs, Tenderloins, Kidneys and Liver. Six deliveries on Saturday to all sections of the city; 5 a.m., 9 a.m., 11 a.m., 2:30 p.m., 4:30 p.m. and 8 p.m.

DAVE FISHER

PHONE 4520.

SHOPS 1 AND 2 MARKET HOUSE.



McCormick's Sodas
So good that butter seems unnecessary.

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.

FIRST QUALITY BUTTER

No matter where cream goes to in price, we will not make second-quality butter. The price of our butter is always in keeping with the quality. If you want quality you will willingly pay our price for THE MEADOW GOLD BRAND BUTTER. Ask for it—see that you get it.

ONTARIO CREAMERIES CO.

CHAS. JOHNSTONE, Manager. Directly Opposite the Market Hall. PHONE 782. 131 KING STREET.



SEA FOODS

Halibut, Steak Cod, Haddock, Mackerel and Flounders, Fresh Lake Fish of All Kinds, ONN'S FISH AND POULTRY MARKET

143 KING ST. PHONE 1296.

Patronize Your Home Industries

Superfine quality with superfine texture makes Hunt's Diamond Flour the perfect all-purpose flour—as fine for cake and pastry as for bread, and finer for all baking than any ordinary flour.

Hunt's Diamond Flour Is Made In London

Confectioner J. M. CHIVAS Restaurant

Are you sending a box overseas? Call and see us. We have a large assortment of good things the boys would enjoy.

Best Fruit Cake.....30c lb. | Short Bread (all sizes).....30c lb.
English Plum Pudding.....30c lb. | Special Box Candy.....35c each
Emid's Creamery Toffee and large assortment Chocolate Bars.
Wedding Cakes. EVERYTHING AT A MODERATE PRICE. Party Supplies.

117 DUNDAS ST. PHONE 443.

THRIFTINESS and PROGRESSIVENESS

go hand in hand. The man who saves is the one who always "gets ahead."

There is no better way to encourage habits of thriftiness than to start a Savings Account at this Strong Old Bank.

Begin now and deposit something each week or month.

We offer you absolute protection and the very best service.

There is no trouble in opening an account. It takes but a few minutes with one of our Tellers at any of our Branches.

Interest will be added to your account every six months.

THE BANK OF TORONTO