

## ABOUT THE HOUSEHOLD

### Every Little Makes a Muckle.

When you are asked to have a beefless meal each day and cut down your allowance of sugar to one lump for a cup of tea or coffee you scarcely realize what it means. When you are asked to eat fish instead of beef and substitutes for wheat it looks almost like trifling with a big subject. The average man's idea, if you are going to save in a big way, is to cut out everything you don't want him to eat. Canada's Food Controller started out with the idea of educating the people to save, not to do without altogether, and there is vast difference in the principle. You can only judge of the results of saving by waiting for a period and adding up your savings. The wealth of the French nation before the war largely consisted in the savings the people deposited in their banks, which aggregated a huge amount. It was out of these small savings that the huge indemnity after the Franco-Prussian war was paid.

Calculations on the basis of returns actually received show that the savings in December in the United States were for meats 22,733,000 pounds, and these had increased in January to 24,418,000 pounds. In wheat flour the saving was 9,089,000 pounds which in January had increased to 12,790,000 pounds. The U.S. Food Administration believes that the saving of wheat flour during the month of February amounted to considerably over 15,000,000 pounds. Multiply these figures by twelve and you get a fairly good idea what was saved to be sent to the Allies, and how many soldiers were fed on account of it. And nobody in the United States suffered from it. The same is true of Canada. From returns so far as they have been received show in public eating houses savings from 25 to 60 per cent. The use of fish has increased considerably over 100 per cent. That means that an equivalent in beef and pork was sent overseas. The moral is never mind what your neighbor does, do it yourself. If you have to come to rationing it will be time enough to call your neighbor to account.

### Keep Household Accounts.

Since the cost of living has advanced so rapidly in the last few years, much attention has been paid to reducing certain items of expenditure. Such efforts are more or less futile unless we are able to draw deductions to aid us in the future.

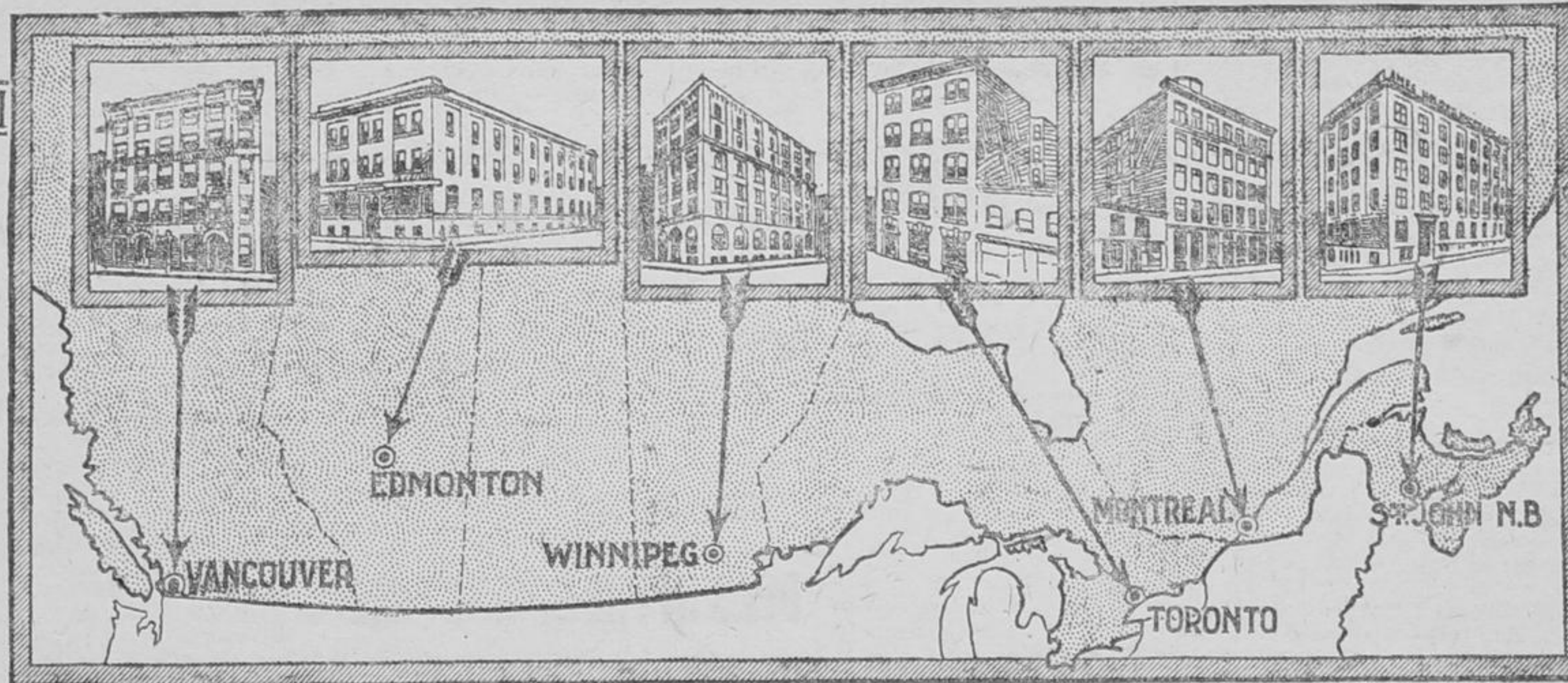
I believe every housewife should keep accounts. She should know just what is spent each month for food products. The budget is a practical means of reducing expense.

There is a great advantage in marketing in person, and there is nothing more important than the utilizing of the leftovers in planning the meals for the day. It goes without saying that the selection of foods that give the greatest nutritive value for the least outlay is a step in the direction of economy.

The average housewife will reduce expenditures by keeping accounts each month of amounts spent for various food products. By comparing accounts for several months it will be possible to obtain the average amount spent for groceries.

This tends toward the keeping of budgets, and is the means of regulating family expenditures, as opposed to the haphazard methods of the past. It is possible to find what food products are most expensive and make some definite plan to lessen the expense.

Since meat makes up a large part



## How Canada's Greatest Shoe House Supplies the Nation's Footwear

**CONSIDER** the amount of time and the infinite care you take when buying footwear to suit your own taste in regard to style, size, etc. Multiply your own individual needs by millions and you will get an idea of the immense task which confronts the makers of Canada's footwear, and the size of the organization it is necessary to maintain for that purpose.

The buying of a single pair of shoes is an event that occupies a person but a few moments two or three times a year—but to meet the accumulated demand of a nation's individuals, it requires the whole resources of a gigantic industry. Ames Holden McCready are truly "Shoemakers to the Nation." It is a title justified by their size and the importance of their business.

It may be a revelation to many Canadians to know that to supply them with proper footwear, this firm maintains huge factories each with many acres of floor space, and hundreds of intricate, almost human, machines—facilities and equipment sufficient to turn out 8,000 pairs of shoes every working day.

It requires a small army of work-people, clerks and warehousemen, in addition to executives, buyers and travellers.

It requires much study and thought to plan styles and models of Men's, Women's and Children's shoes in their various grades and styles.

In order to secure the best results in the production of various kinds and grades, it is also necessary to specialize.

For example: Ames Holden McCready factories are separated into three distinct factory units, each a complete factory in itself.

One unit of our factories is devoted entirely to the manufacture of high grade footwear for Women and Children. Consider the great variety of styles in women's footwear, including high-top boots, oxfords and pumps.

Consider the many different patterns and lasts, the varieties and shades of leather and finish—then you will see what a great number of models are required to meet the widely different needs of Canadian women in the cities and towns and also in the country districts.

Another factory unit is devoted to making only the better grades and styles of Men's Shoes—shoes for professional men, lawyers, doctors, and all business men, whose occupations permit the use of fine leathers such as calf and kid.

The third unit specializes in sturdier types of shoes for heavy wear and rough usage. Shoes for farmers, lumbermen, miners, trainmen, and workpeople who require a heavier and more solidly-constructed boot.

In addition to the work of manufacture—the requirements of distribution are also tremendous. A manufacturer must not only make his goods economically and well—but he must deliver them—DISTRIBUTE them. Therefore, in addition to a force of 60 travellers constantly visiting the retail trade from coast to coast, Ames Holden McCready maintain, in the centres of population throughout Canada, immense stocks of boots and shoes ready for immediate shipment to the retailers in each section.

These warehouses are located in the following cities:

St. John Toronto Montreal  
Winnipeg Edmonton Vancouver

Years of experience has taught us the kind and styles of boots which are required in each locality. No matter in what part of Canada you reside, no matter what particular kind of shoe you require, your retail dealer can procure it for you without loss of time.

And that is the reason why you will find, even in the outlying districts, that dealers selling Ames Holden McCready goods are up-to-date with stocks that are fresh and new, and which reflect the latest shapes and styles.

When you see the A.H.M. trade mark on a shoe, you know that not only is that mark an endorsement by the largest shoe concern in Canada, but that being the product of a highly organized industry, the shoe you are buying represents the utmost in value, style and wearing qualities which can be obtained at the price.

## AMES HOLDEN McCREADY LIMITED

"Shoemakers to the Nation"

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of the ordinary family diet, any economy in the purchase of it will make a noticeable reduction in the food bill. By using meat substitutes which are less expensive, but as nutritious, the amount paid for meat is greatly reduced.

The use of cheese which is rich in protein as a meat substitute will prove satisfactory. Since cheese is a concentrated food, less is needed to furnish the necessary food requirement. Nut loaf is also an excellent substitute for meat, since it adds variety to the diet and is rich in protein.

I find a great advantage to market in person. The housewife may see the foods before purchasing them. In this way it is possible to get the best that is offered for the price.

I always weigh articles that are sold by weight. In case the grocer gives short weight it should be discovered. Although the difference may be small, in a year's time it counts up, and the housewife has paid a certain per cent. of her allowance without any return.

### Turn Food Waste into Eggs.

Should all the worthless cats and dogs now consuming table scraps and

more valuable food in several thousand Canadian homes—and farms as well as towns and cities are overrun with such uneconomic canines and felines—be replaced by a half-dozen laying hens for each dog and cat destroyed, there could be added to our food supply millions of dozen of eggs annually, replacing meat needed for overseas. This replacement could be made with little cost, as the expense of dog licenses, collars, chains, kennels, and the like would practically offset the first cost of the hens.

It is only fair to say that there are some dogs and cats that are worth their room and feed; but there are uncounted multitudes of roaming, flea-bitten, starving, bird-eating cats and sheep-chasing, poultry-killing, lawn-destroying dogs that should be supplanted by back-yard flocks of chickens as a war-winning aid.

When the millions of layers that would replace the dogs and cats had completed their year's work, each hen

would furnish a nourishing family dinner as her final impetus toward hastening world-wide democracy.

### Others of the ilk.

With what seems sometimes to be a perverse disregard for the fitness of things, comical incidents have a way of happening with inappropriate frequency at those most pathetic of institutions, asylums for the insane. It is Tit-Bits that vouches for the following story:

Lord Halsbury, the former Lord Chancellor of England, during his term of office, had occasion to visit, in his official capacity, a certain lunatic asylum.

"I'm the Lord Chancellor," he announced to the attendant at the door. The man looked at him curiously for a moment.

"This way, sir," he said very firmly; "we've three more of 'em in 'ere!"

Never hang silk or lace waists on a line to dry. Squeeze dry and fold in a bath towel until dry enough to press, then press on the wrong side very carefully, being sure to keep a good shape, as that counts.

SMOKE TACKETTS  
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CUT COARSE FOR PIPE USE

There are many advantages to a single pitch roof on the poultry house. This type is most easily built. It gives the highest vertical front exposed to the sun's rays and throws all of the rain water to the rear.

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## Sure Cure for HEAVES

Here's what Jas. McLarnon, Shawville, P.Q. says about CAPITAL HEAVE REMEDY: "I used CAPITAL HEAVE REMEDY before on a horse that another man turned on a bare pasture to starve. I cured her with the powder. I can prove this about the old horse: I have her yet; she has never showed Heaves since."

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